

“How serious would you say this is?”

How to explain financial key figures to the public in times of crisis

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*The pandemic forced a **change***

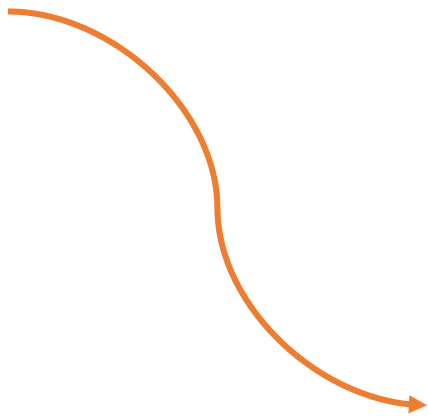
Disagreeing on how to write articles

- Media friendly **vs.** no target audience
- Fear of inaccuracy
 - = over-complicated stories



Things we did wrong

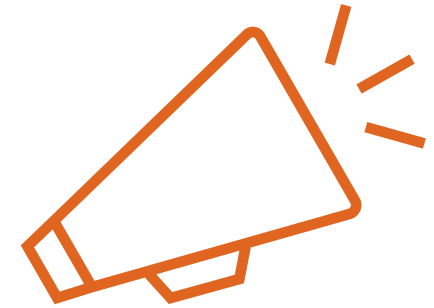
- Involving ourselves in the process way too late



Thanks, but no thanks.

Why do we need “tabloid” news angles?

- Boring news angles are actually riskier
 - It can lead to misleading stories
- We have to carry that responsibility



It comes down to two things...

1. Agreeing on a target audience
2. Facilitate a better dialogue much earlier in the process

1. Agreeing on a target audience

- Implemented a target audience strategy in the business strategy
- Every dissemination product must be aimed at **one** target audience

Target audiences for Statistics Norway:

1. The general public
2. The media
3. Analysts / decision makers
4. Researchers
5. Pupils
6. Respondents

2. Dialogue

- Start talking as early as possible
- Ask relevant questions
- Learn as much as needed about the figures

- Find the story. Agree on the story.

- Context
- Explanations
- Comments
- Quotes
- Comparisons

- *Clear language = no room for misunderstandings*

How serious would you say this is?

Back to the national accounts

Government deficit for the first time in 25 years

“
The figures are uncertain and may be revised, but as of now we have a quarter with a deficit in public administration. In that case, it is the first time this has happened since 1994,” says Head of National Accounts Pål Sletten.

Offentlig underskudd for første gang på 25 år

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Norges brutto nasjonalinntekt falt 9 prosent fra 1. til 2. kvartal 2020. Samlet sparing for Norge falt markert, og underskuddet i offentlig forvaltning var det høyeste siden midten av 1990-tallet. Samtidig var husholdningenes sparerate historisk høy.

FORFATTER: MARIUS MONSRUD / ERLEND NICKELSEN / KRISTINE ERSTAD VEGARD

Målt i løpende priser tilsvarer nedgangen i brutto nasjonalinntekt (BNI) 15 500 kroner per innbygger, [justert for normale sesongsvingninger](#). Nedgangen skyldes først og fremst at bruttonasjonalproduktet falt med 8,7 prosent i 2. kvartal. I tillegg falt netto lønn- og formuesinntekter fra utlandet.

- Tallene er usikre og kan bli revidert, men slik de står nå ser vi sannsynligvis et kvartal med underskudd i offentlig forvaltning. Det er i så fall første gang siden 1994, sier seksjonssjef for Nasjonalregnskap Pål Sletten.

- Statens inntekter har falt, og utgiftene har gått opp. Dermed har det offentlige skjermet privat sektor fra størsteparten av nedgangen i nasjonalinntekten. Motstykket er at staten for første gang på svært lenge går fra sparing til underskudd, sier Sletten.

Positive effects

- Better media coverage. Quantity and quality
- Spend less time answering calls
- Better control over our stories
- Rarely have to correct mistakes in the media

More thorough work beforehand → less work after

Less stress and frustration

“It’s actually more interesting”

Thank you!

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