

## International Year of Statistics News

December 30, 2012

### It's Here!

After two years of planning and months of preparation, the International Year of Statistics (Statistics2013) is upon us.

We begin the yearlong celebration with more than 1,400 participating organizations from 108 countries, far surpassing the expectations of the campaign's organizers.

The members of the Steering Committee are grateful for the wide-spread support you have given the campaign and the events and activities you have planned to promote Statistics2013. We are confident we will be successful in raising awareness of statistics around the globe thanks to your hands-on participation and unwavering commitment.

We are grateful to each organization and individual who will be a Statistics2013 ambassador throughout the coming year.

Roll up your sleeves—tomorrow starts a year the likes of which we've never experienced before!

### Public Website Launches Jan. 1

Just in time for the New Year, the International Year of Statistics public website launches tomorrow. The address—[www.statistics2013.org](http://www.statistics2013.org)—stays the same.

The website is filled with information to educate the public about how statistics improves their lives, the work of statisticians as well as careers in statistical science. Content include the following:

- *What is Statistics?*—An explanation in layman's language
- *Stats2013AtSchool*—A statistics quiz for school students
- *Statistics2013 Video*—The informative two-and-a-half-minute video: [Why Statistics is Important to You](#)
- *Statistics as a Career*—Information about the work of statisticians and careers in statistics
- *Teacher Resources*—Primary and secondary school resources, a downloadable flyer and posters

There also is a section dedicated to participating organizations, titled "Statistics2013 Global Supporters", where you can access all the information, roster of participating organizations, comprehensive list of activities, and logos that are available on the current website.

Take a few minutes as soon as you can to visit the public website to familiarize yourself with it. We also encourage you to link to it from your organization's website and in all Statistics2013 communications to your members and the public.

Additionally, we are seeking content contributions from participating organizations. These include the following:

1. *Statistic of the Day*—A series of four or five brief, informative statistical facts about your country; for example, its population, economy and education system; the health of its citizens; and similar social, economic, government and other relevant topics.
2. *Around the World in Statistics*—A short 150-to-200 word article about how statistics makes life better for the people of your country.
3. *Statistician Job of the Week*—A short 150-to-250 word article written by one of your organization's members about his/her job as a statistician and how he/she is contributing to improving our global society.
4. *Statistics in Action*—A photo with a brief caption that shows how statistics improves the quality of life of your country's people.
5. *Careers Information*—The hyperlink to the statistics career information that is posted on your organization's website.
6. *Educational Resources*—The hyperlink to the primary and secondary school statistics education resources that are posted on your organization's website.
7. *Statistics2013 Blog Entry*—A maximum 500-word blog about statistics and the International Year of Statistics.

To submit your organization's content, e-mail it to [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org).

### **Use the Statistics2013 Launch Video**

The International Year of Statistics launch video is now available for you to view, use and distribute. Created by [SAS Institute](#), the video relates the many and varied ways that statistics impacts our lives. The video is accessible at [www.statistics2013.org](http://www.statistics2013.org).

We encourage you to:

- view the video,
- post the link to your organization's website,
- e-mail the link to your members/employees,
- share it with your organization's stakeholders,
- promote it to the public, media and other external audiences in your area or country, and
- show it at your meetings and other events.

The video narration is in English. However, thanks to SAS and many Statistics2013 participants who are providing translations, subtitles are being added in other languages. To access the subtitles, follow these easy instructions:

- Press "Play" on the video
- Click the "CC" button to see the list of subtitle options
- Click on the desired language (the subtitles will appear onscreen)

We soon will be adding other languages, so check the video frequently to see if your language's subtitled version is available.

If you want the video subtitled in your country's language, please e-mail [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org) to request a copy of the script that you can translate.

### **Launch Press Release Coming Next Week**

The Statistics2013 launch press release will be e-mailed to you Monday next week (January 7). You can use this press release to announce the International Year of Statistics and your organization's participation in Statistics2013 to the media and the public in your city or country. Also, you can post the press release to your organization's website.

To customize the release, simply enter the information you are prompted to provide, such as the name of your organization, the name and title of your spokesperson, and other similar prompts. Quotes are provided, but you can input your own quotes in the release. Also, be sure to add a paragraph about your organization's Statistics2013 events and activities.

Once you have input the prompted information, place the release on your organization's letterhead and e-mail it to the media—newspapers, magazines, television and radio stations, and web-based news services. If you work at a university also send the release to the student-run newspaper and radio station.

Then follow up with phone calls to reporters at these media outlets to ensure they have received the release, to ask them to run the International Year of Statistics story, and to answer any questions they have about Statistics2013.

We especially urge each government statistical agency to help promote International Year of Statistics by sending the release to its contacts in the media and to pitch the Statistics2013 story to these reporters. As the leading statistical authority in the country, the media will be more attentive to your agency's release and request.

To maximize impact around the world, we ask that you distribute the press release to the media by no later than Thursday, January 10 and to immediately follow up via phone with the reporters who received it. When a story appears in your local press, please send us the link or a scanned copy of the article.

If you have any questions or need assistance with the press release, e-mail Jeff Myers, ASA's public relations coordinator, at [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org).

### **Statistics2013 Workshop Set for November**

The Steering Committee is planning an event titled the "Future of Statistical Sciences Workshop" that will be held in London November 11-12. The workshop will feature statisticians paired with other

scientists from data-intensive fields to talk about their respective contributions to advancing research in specific areas.

The workshop also will feature panel discussions about research topics and ensuring a statistical workforce for the future. Participation in the workshop is by invitation, however, the workshop will be viewable via the Internet thanks to Wiley Publishers. In addition, all participating organizations will have the opportunity to provide input for the workshop. More details will follow over the next few months.

### **Share Your News, Photos**

We want to share your organization's Statistics2013 news with other participants. Please let us know in advance about your organization's upcoming events and activities and afterward tell us about its success.

While you're at it, please share pictures of your events and activities with us as well. We'll run your photos and stories in this newsletter for others to see the creative and fun ways that your organization is promoting the International Year of Statistics.

Many participating organizations already have shared their news and photos with us. So, help us keep everyone involved in Statistics2013 up to date on happenings around the world.

Send your news and photos to [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org) or [ron@amstat.org](mailto:ron@amstat.org).

### **Language-Specific Logos Available**

The Statistics2013 logo is available in [29 languages](#) and we are ready create new ones for you. To have a version of the Statistics2013 logo created in your country's language, please e-mail the following information to [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org):

1. The interpretation of the phrase "International Year of Statistics" in the appropriate font in this format: International Year of Statistics="The interpreted phrase"
2. The interpretation of the phrase "Participating Organization" in the appropriate font in this format: Participating Organization="The interpreted phrase"
3. A high-resolution PDF document or a tif file of the interpretations of the phrases "International Year of Statistics" and "Participating Organization". (This file will be used to compare against the font to ensure it was transmitted properly. If it doesn't compare accurately, we will use the image of the interpretations from the PDF or tif in the logo instead. This step will ensure accuracy of your custom logo.)

Once your language-specific logo is created, it will be posted to the Statistics2013 website [here](#) and we will send you an email to let you know the logo is available for download.

### **Share Your Logo with Us**

If you already have created a version of the Statistics2013 logo in your country's language, please e-mail a jpg file to [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org) and we'll post it to the website so others can use it.

### **Statistics2013 is on Twitter, Facebook**

Get the latest International Year of Statistics news and updates by following us on Twitter @Statistics2013. Also, when you use Twitter to spread the word about Statistics2013, be sure to use the hashtag #STATS2013. You also can become a "friend" of Statistics2013 on our [Facebook](#) page.

### **A Special Message**

The members of the Statistics2013 Steering Committee wish you a prosperous and healthy New Year and a successful International Year of Statistics!

### **Statistics2013 Steering Committee:**

**Richard Emsley**

International Biometric Society

**Adam Jakubowski**

ISI/Bernoulli Society

**Ada van Krimpen**

International Statistical Institute

**Denise Lievesley**

Royal Statistical Society

**David Madigan**

Institute of Mathematical Statistics

**Rob Mastrodomenico**

Royal Statistical Society Young Statisticians

**Vijay Nair**

International Statistical Institute

**Sastry G. Pantula**

American Statistical Association

**Ron Wasserstein**

American Statistical Association