

REPUBLIC OF CROATIA  
CROATIAN BUREAU OF STATISTICS

# ***NOTICES***

YEAR: XXXIX

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NUMBER: 2

ORDINANCE  
ON MEDIA RELATIONS

Based on Article 51 of the State Administration System Act (Official Gazette, No. 150/2011 and 12/2013), referred to provision of Article 6 paragraph 3 of the Media Act (Official Gazette, No. 59/2004, 84/2011 and 81/2013) Director General of the Croatian Bureau of Statistics passes

## **ORDINANCE ON MEDIA RELATIONS**

### **I. GENERAL PROVISIONS**

#### Article 1

This Ordinance regulates relationship of the Croatian Bureau of Statistics (hereinafter referred to as „CBS“) with the media, and regulates the way of providing information to the general public and other issues of importance for CBS' communication with the media.

#### Article 2

The media, in line with this Ordinance, refers to newspapers and other printed media, Internet portals, electronic publications, radio and television programmes, news agency programmes, electronic publications, teletext and other forms of daily or periodical publishing.

#### Article 3

Purpose of this Ordinance is to establish standards and procedures for relations with media aimed at a well-balanced and systematic presentation of the official statistics of the Republic of Croatia and of CBS in accordance with the principles of professional independence, impartiality, objectivity and reliability, achieving a better understanding of official statistics and to determine the ways to respond in a case of possible misunderstandings, biased presentations, unfounded criticism, misinterpretation and misuse of data.

#### Article 4

CBS has to provide media with accurate, reliable, complete and timely information on the issues within its competence.

Information on issues within CBS competence shall be made available to all media under the same conditions.

### **II. PUBLIC RELATION ACTIVITIES**

#### Article 5

The activities related to the public relations should be performed by a PR person and persons employed in the User Communication Department.

Official contact data of the PR person and User Communication Department shall be published on the CBS' website.

## Article 6

CBS' Director General appoints a PR person in order to ensure better relations with the media and easier access to information.

The PR person is responsible for communication with the media in relation to the issues within the CBS' competence, cooperation with the Croatian Government's Public Relations Office and the persons or the organizational units that perform the same or similar work in the institutions and public authorities, national and international institutions, and organizations and businesses.

## Article 7

Media requests for information, official statistics, statements, interviews, public appearances and CBS' public statements shall be coordinated by a PR person and/or persons employed in the User Communication Department.

CBS' employees, in relation to official statistics activities, cannot address media on their own or send official materials and statistical data without prior consultation and without the explicit approval of the PR person and/or the CBS' Director General one.

### **III. COMMUNICATION WITH THE MEDIA**

## Article 8

Media establish their first contact with CBS through a PR person or persons employed in the User Communication Department.

The PR person and persons employed in the User Communication Department are responsible for providing guidance and coordination when handling media inquiries within the CBS, and responding to those inquiries.

## Article 9

For the purpose of systematic receiving and prompt responding to the media's inquiries there is a special e-mail address [press@dzs.hr](mailto:press@dzs.hr), designed exclusively for the media, which is published on CBS' website in the Press Corner section (Contact).

The Press Corner shall contain news, press releases, announcements of events in the current week, a review of Calendar of statistical data issues and a notice of planned releases of the official statistics, an interactive calendar of publications for the current year, a review of basic statistical indicators, important documents referring to the relations with the media and contact information of the PR person and User Communication Department.

## Article 10

Media inquiries shall be submitted exclusively in written format containing the media title, the name of the journalist, contact details, date and questions that require an answer.

If CBS' employee receives an oral request from the media, he or she shall direct the media representative to send a written request to the email address specified in Article 9 of this Ordinance.

If CBS' employee, who has not been assigned to a User Communication Department, receives a written request from the media, he or she is required to forward it promptly to the email address specified in Article 9 of this Ordinance.

## Article 11

Upon receipt of the written query User Communication Department employee shall decide on the content and type of response in agreement with the PR person and CBS' staff from the statistical department responsible for a specific statistical domain, depending on the query content.

In the case of complex query that has a broader meaning and importance, the persons employed in the User Communication Department and/or PR person shall consult CBS' Director General to determine the general guidelines for responding to the query.

## Article 12

The PR person or persons employed in the User Communication Department shall provide the requested information to the media representatives as soon as possible bearing in mind the media deadlines.

The requested information can be denied in accordance with the applicable legislation of the Republic of Croatia and the European Union.

If estimated time of resolving query takes longer, the PR person or persons employed in the User Communication Department shall inform the media representatives in which period their query shall be resolved.

## **VI. CBS' PUBLIC STATEMENTS**

### Article 13

CBS' Director General has the right to a public statement, in line with this Ordinance; in cases of presenting the CBS' work results and business activities to the general public and to avoid possible misunderstandings, biased presentations, unfounded criticism, misinterpretation or misuse of statistics.

#### Article 14

CBS' public statements may take form of a public appearance, reaction, and request for corrections, press release or press conference.

#### Article 15

CBS' public statements shall be completely impartial and objective, based solely on official statistical data and the results of statistical surveys within the CBS' scope of competence, and shall be clear and comprehensible.

The conclusions drawn on the basis of official statistical data and the results of the conducted statistical surveys within the CBS' scope of competence shall be based on the applied methodologies, statistical concepts, tools and procedures.

#### Article 16

CBS' public statements shall be independent from the political stands and issues, shall not contain comments on political statements and shall reflect the CBS' professional independence in relation to the legislative, executive and judicial authorities, political, regulatory and administrative institutions and businesses.

In some cases, CBS' public statements shall clearly emphasize its professional independence, if the need arises.

#### Article 17

Media releases are carefully monitored by the service that provides media monitoring and analysis, and are available to all CBS' employees on the Intranet website.

Persons employed in the User Communication Department shall regularly review all the media releases concerning CBS, while CBS' employees from statistical departments responsible for specific statistical domains shall regularly review media releases related to their specific areas of competence.

#### Article 18

If any CBS' employee notices or obtains information that the statistical data are incorrectly stated or interpreted, presented in a biased manner, unfoundedly criticized or misused, he or she shall notify the PR person and/or persons employed in the User Communication Department within the shortest possible time.

## **Public statements made by CBS' officials**

### Article 19

CBS' Director General has the authority to appear publicly on behalf of CBS, while other CBS' employees can have this authority only on the basis of the special authority given by the Director General for each case individually (hereinafter referred to as „CBS' officials“).

### Article 20

Public statements made by CBS' officials are related to giving statements to the media representatives at their request or as a part of the ongoing press conference, conversation or interview.

### Article 21

CBS' officials, in consultation with the PR person, have the right to request authorization or confirmation of the authenticity of a statement, conversation or interview intended to be published, given in written or oral form (if there is a sound recording on verbal authorization).

## **Reactions**

### Article 22

In cases when the media publishes incomplete information, the PR person and/or persons employed in the User Communication Department shall respond by submitting to media a more detailed interpretation and explanations in order to avoid possible misunderstanding.

## **Requirements for corrections**

### Article 23

The right to correction of the issued information shall be granted if the issued information violates someone's rights or interests, and the purpose of the correction shall be having inaccurate or incomplete information corrected.

### Article 24

The term correction means, besides correcting in its' basics, to correct false claims or inaccuracies of the published information, and to release the facts and circumstances by which CBS either refutes the published text or substantially supplements information on the allegations in the published text with intention to refute them.

The request for correction, by supplementing appropriate argumentation, refutes the biased presentation, unfounded criticism, misuse of data or misinterpreted facts, i.e. substantially supplements disputed allegations regarding indications, facts and data in the published information.

## Article 25

CBS' Director General or the PR person shall have the right to submit the request to the Editor-in-chief of media to publish his or her response to the issued information and/or statistical data free of charge.

## Article 26

CBS' Director General or the PR person has the right to require from media to publish corrections without changes and supplements in the same place or program space of the same worth and with the same or equivalent manner in which the original information was published for which the correction relates.

## **Press Conferences**

### Article 27

Press conferences are organized when deemed necessary.

The cause for convening the press conference are the topics and events of special importance and interest for the official statistics, for CBS and for general public, and which are determined in consultation with the CBS' Director General and the PR person.

### Article 28

The organization of the press conferences is the responsibility of the PR person and the persons employed in the User Communication Department.

### Article 29

Invitation to the press conference shall be delivered to the media by e-mail at least two days before the press conference.

Exceptionally, in the case of an extraordinary organization of conferences, CBS shall make adjustments to current needs imposed by the specific situation.

CBS shall make a list of the media based on data from the Address Book of daily and weekly newspapers, monthly magazines, radio and television published on the website of the Croatian Journalists' Association.

The list of media for the purposes of the CBS shall be regularly updated by the persons employed in the User Communication Department.

## **Press Releases**

### Article 30

Press releases are written and published when needed.

The motive for writing press releases is the topics and events of special importance and interest for official statistics, for CBS and for the general public.

## V. FINAL PROVISIONS

### Article 31

Upon the entry into force of this Ordinance, the Protocol on media relations CLASS: 011-01/10-01/02, REFERENCE NUMBER: 555-13-02-1 from June 14<sup>th</sup> 2010, published in Official Notification No. 2/10, shall cease to be valid.

### Article 32

This Ordinance shall enter into force on the day of issuance and shall be published on the CBS website [www.dzs.hr](http://www.dzs.hr).

  
DIRECTOR GENERAL  
Marko Krištof

Class mark: 011-01/15-01/7  
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Zagreb, March 10<sup>th</sup> 2015.