

# The RSS Statistical Ambassador Programme



# Background on the scheme

- Set up in 2014 – with the straightforward aim of increasing the number of statisticians who can speak confidentially and engagingly to a non-expert audience. Either via the media or public outreach such as school talks etc.
- We have 31 ambassadors in total – with the first cohort of ten recruited in 2014, the second in 2016 and the third in 2018.
- Successful applicants took part in training days at the RSS where they were giving media training and had sessions from experts on STEM outreach.



# Criteria

- Looking to find the next generation of experts so had a clear focus on early-career
- Ambassadors from a wide range of backgrounds – academia, industry and government
- All applicants had to submit a form on why they were suitable for the scheme.



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## How it works

- Request is sent into the RSS
- RSS distribute media requests to all ambassadors to pick up
- Ambassadors opt in if they want to pick up the query and deal with the request



## Request one: ITV2 show

- Show wanted to look at the stats behind claims made by cosmetic companies
- Rang at 4pm needed results by 10pm then a call at 11pm
- Result of this was nothing ever happened



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## Request two: Typical radio show

- Query came in to discuss an idea about a show
- Show got commissioned and I worked with the production team on content
- Didn't feature on the show but got a production nod



## Request three: National Lottery tv and radio

- Did the press release on increase in balls from 49 to 59
- Initially minimal reaction to it but once the lottery reached maximum rollovers got national attention
- Appeared on BBC Breakfast, BBC News, BBC World News, Five live and all local radio stations
- Also got picked up in every national newspaper





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SOCIETY**

DATA | EVIDENCE | DECISIONS







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