



organized several two days seminars - of national media, of regional media for each region, of the persons responsible for public relations in the district administrations and of their counterparts in municipalities. In sum more than 200 journalists of practically all media presented in the country took actively part in the training. During seminars the NSI staff focused on explaining the benefits versus costs of census and the role of the census results for the planning and funding a range of services especially at local level such as health, education and transport. The training was also used to receive a feedback form the journalists on the topics and questions that were of particular interest to the public. This information helped for the final tuning and adjustment of the communications campaign to the expectations and needs of the various census stakeholders.

There is clear evidence that the *training of the media* catapulted Census into the society in a positive manner. In fact since the starting date, during the whole data collection period and up to now we have enjoyed a very positive attitude to the Census and its implementation by the National Statistical Institute. There was an enormous media interest during the data collection phase. The Census was the event number one in the week of the e-census according to the national media rating of the most important events. In general the media coverage of the Census was either positive or neutral. There were really few cases of rather negative coverage but they were questioning the benefits of asking some questions in the census form (i.e. why it was necessary to ask about families, about availability of water, sanitary bath, etc.) rather on a concrete problem of census implementation. The key factor for the success of the media campaign was the ready availability of NSI staff and of the President in particular for handling media requirements. We dealt with the critical comments on the spot and attempted to anticipate and to apply a pro-active approach to the "hot" topics that might turn into problems. The top management and key census experts of NSI participated in more than 70 media events in the Census month - 35 TV, 14 newspapers and 26 radio interviews. More than 10 direct TV sessions from the NSI building or other places were incorporated in the TV central news. In sum approximately 2000 media events with the participation of NSI staff were realized in one month. There were much more local media events with participation of our staff in the regional statistical offices. A special role in the process of promoting census was the trip around the country of the President of NSI that covered all regions in Bulgaria. Everywhere local press conference, meetings with local authorities and NGOs, with children, students, universities, local leaders and gatekeepers of some communities were organized. In each region an attempt was made to tailor the public communications to the local needs, to show how the census results would help to address local problems with infrastructure, labour markets, community services, etc.