

Here is the latest update on the International Year of Statistics (Statistics2013). Thank you for your interest. Your help in this wonderful opportunity to celebrate and promote Statistics is greatly appreciated.

This is a long newsletter, because it contains a lot of great news items and useful suggestions. Please read it carefully as time permits.

Help Get the Word Out

Please distribute this newsletter to all of your appropriate networks. You could help more by translating this information into your native language and distributing the translated version to others in your organization who will be helping you promote Statistics 2013 to your members and the public.

Participation Continues to Grow!

As of August 24, there are 661 organizations, representing at least 94 countries, signed on as participants in the International Year of Statistics. Participating organizations include 244 universities, 103 societies, 101 government agencies, 70 businesses, 69 ASA-affiliated entities, 52 secondary schools, and 22 research institutes. If your organization has not signed on, please do so by going to <http://statistics2013.org> and clicking on "Join." Joining creates no obligation, but it does connect you to the worldwide network of organizations and people who are interesting in promoting statistics through the unique opportunity of the International Year of Statistics.

Follow Us! Like Us!

If you want to receive up-to-date information on the International Year of Statistics through Twitter or Facebook, simply go to <http://statistics2013.org> and click on the appropriate icon at the top of the page. Follow us on Twitter and be sure to retweet the messages to your followers. Like or Comment on the Facebook page, and send us suggestions for new content for it.

Help Us Help You Promote Statistics2013!

ASA is developing a promotional plan and an accompanying Promotion Tool Kit that participating organizations can customize and use to promote the celebration and their involvement to their constituents and the public in their area or in their country. These promotional resources will encompass things like press releases, an opinion-editorial, print and online banner advertisements, and articles for your organization's website, newsletters or magazine that can be customized with your organization's information and a quote from your volunteer or staff leader. Other promotional items that will be included are electronic versions of the celebration's logo for posting on your organization's website; resources for promoting your organization's participation in Statistics2013 at your annual convention/meeting; and more. We'd like to hear from you about other promotional items you'd like to have included in the International Year of Statistics Promotion Tool Kit. Please email your suggestions, and an electronic sample of the item or a link to it on your organization's website, to Jeff Myers at

Jeffrey@amstat.org. By working together to promote the International Year of Statistics we will educate the world about the important contributions statisticians everywhere are making to our global society.

Link to the International Year of Statistics

If your organization has not yet posted the International Year of Statistics logo and link to <http://statistics2013.org> on its website, you do not have to wait for the Promotion Tool Kit to do so. You will find what you need at <http://statistics2013.org/linktous.cfm>.

Activities during 2013

As your organization plans activities for 2013, send information about the plans to Ron Wasserstein (ron@amstat.org), and we will post the information on the Statistics2013 website. ***Please consider including the International Year of Statistics logo on your activity's website.***

Speaking of activities, plans are in motion to develop a short video to help launch the International Year of Statistics. We'll include more information about the video in future newsletters about Statistics2013.

Statistics2013 Poster

We need your ideas! We are developing posters that you can use throughout 2013 to promote the International Year of Statistics. Once created, these posters will be available for download at the Statistics2013 website for everyone to use.

At <http://www.amstat.org/misc/IYSTATPoster.pdf> you will see a concept for a poster. We need your help to complete this poster! Please send me a note with at least one example of an important contribution statistics has made in your part of the world. We'll select examples from around the world and highlight them in the "bubbles" on the poster. Then the posters will be made available to your organization for translation into your country's language. (Please note the placement of the bubbles in the poster concept are for illustration purposes and will be moved to accommodate text length and number of examples.)

Video Contest

Please help us to spread the word about the international video contest that will help launch the worldwide celebration of the positive impact of statistical science around the world.

We encourage your organization to submit a video of four minutes in length or less that illustrates:

- how statistics positively impacts the lives of your country's citizens, improves society, or in general makes the world a better place
- how statistical thinking can be brought to bear on important issues of our day
- interesting careers in statistics (tell the world why your job in statistics is so great, or why it is interesting and fun to be a statistician)

Cash prizes of \$250 to \$1000 (U.S. dollar) will be awarded for the best videos, with special prizes for the best videos by a person or a group of people 18 years of age or less and the best non-English language video. (Please provide a written English translation of the video script or incorporate English subtitles into the finished production.)

Entries will be judged on statistical content and entertainment value. All submissions must be the original design and creation of the entrants and must not infringe on copyrighted materials or productions. Submissions must be posted on YouTube. Send a link to the video to Tom Short, chair of the Statistics2013 Video Contest review committee at tshort@jcu.edu, by October 31, 2012.

Winning and honorable-mention videos will be posted on the International Year of Statistics website throughout 2013.

How Your Organization Can Celebrate the International Year of Statistics

I am always asked: “What can my organization do to celebrate the International Year of Statistics?” I am always ready to offer these suggestions:

- Have a special conference or add a component about the International Year of Statistics to your annual convention or meeting
- Hold special workshops or symposia on important topics in statistics in your area
- Have a “Day of Data” celebration (see examples at <http://brown.edu/research/projects/digital-society/news/2012-05/may-18-day-data> and <http://www.bgsu.edu/offices/mc/page116754.html>)
- Host events or develop materials that promote statistics careers to young people in your area or country
- Develop new educational materials that help improve some aspect of statistics instruction in your area or country.
- Spread the word in your area about the positive impact of statistics (get in your local news, write blogs on the web, distribute brochures – whatever works best for your organization)
- Publish special editions of your newsletters, journals or magazines related to Statistics2013
- Use the opportunity to create new partnerships and make new friends

How to Get This Newsletter

If you are not regularly receiving this monthly newsletter, or if your colleagues would like to receive it, encourage them to go to <http://statistics2013.org> and click on the “Get the Newsletter” button.

That’s it for now. Thank you for your support of the International Year of Statistics.

Thank you!

Ron Wasserstein, Executive Director, ASA, on behalf of the International Year of Statistics Steering Committee

- Richard Emsley, International Biometric Society
- Adam Jakubowski, ISI/Bernoulli Society
- Denise Lievesley, Royal Statistical Society
- David Madigan, Institute of Mathematical Statistics
- Vijay Nair, International Statistical Institute
- Sastry Pantula, American Statistical Association
- Ada van Krimpen, International Statistical Institute