

Here is the latest news about the International Year of Statistics. Please remember to send us your news. Drop a note to Ron Wasserstein at ron@amstat.org, and we will promote your International Year of Statistics activities on the statistics2013.org website.

Only Three Months to Go!

Tick, tick, tick!!! That's the sound as time quickly passes by, pushing us closer to Jan. 1 and the start of the International Year of Statistics.

That also means the time your organization has to prepare to share the news about the International Year of Statistics to internal and external audiences is dwindling as well.

Now is the time to draft an action plan and develop the essential resources needed to make your organization's Statistics2013 celebration truly memorable.

Things to consider are:

- How will you promote Statistics2013 on your website?
- How will you connect with the public?
- How will you connect with the media?
- Are you planning a special event and, if so, how will you promote it?

As noted in last month's newsletter, Statistics2013 is developing a promotional tool kit for participating organizations that will be available by mid-November. It will provide tools your organization can use to promote the International Year of Statistics to the media and the public. You still will need to promote your organization-specific activities.

And, remember to let us know what plans your organization has in store so we can add them to the "Activities" list on the Statistics2013 website. Send the information to Ron Wasserstein at ron@amstat.org.

Kudos for Promoting Statistics2013!

Last week we emailed all participating organizations a short promotional article and a Statistics2013 logo customized with a special "Participating Organization" tagline for posting to their websites. Many groups already have posted the article and/or the logo online. We want to share a couple of these posts with you:

- [Swedish Statistical Society](#)
- [Weill Cornell Medical College](#) (New York City, New York, United States)
- [Interuniversity Institute for Biostatistics and statistical Bioinformatics](#) (Belgium)
- [Institute of Applied Statistics, Sri Lanka](#)

Keep up the great work, everybody!

If your organization hasn't posted either item yet now is a great time to do so. You'll help build excitement about the International Year of Statistics among your organization's members as well as the public.

To get copies of the article and the logo contact Jeff Myers, ASA public relations coordinator, at Jeffrey@amstat.org.

Get the Statistics2013 Logo in Your Language

We have created the International Year of Statistics logo in a few languages—French, Hindi, Mandarin, Portuguese and Spanish). If you want to use one of these logos, you can download the appropriate version at <http://statistics2013.org/logos.cfm> and post it on your site. If you want us to create a logo for your organization in a specific language, send us the wording in your language for “International Year of Statistics” and for “Participating Organization”, and we will make language-specific versions of the logo with each tagline for you.

We need your statistics public-education, career resources

Statistics2013 is developing a public website that will feature a range of interesting informational content about statistics, how the work of statisticians impacts our global society as well as careers in statistics.

We would like to obtain samples of your organization's public-education and career resources—both online and traditional tools—so we can spotlight the information on www.Statistics2013.org during the yearlong observance. Your organization will be credited as the source if your information is posted on the website. Items we would like to receive are your country-specific website links, brochures, videos, photos and more. Naturally, these items do NOT have to be in English.

Your organization's informational resources will help give the Statistics2013 website a truly international flavor during the *International* Year of Statistics! So send us your resources today. The public website will launch Jan. 1.

Submit your samples to ASA Public Relations Coordinator Jeff Myers at Jeffrey@amstat.org or via regular mail at:

Jeff Myers
American Statistical Association
732 North Washington Street
Alexandria, VA, USA 22314-1943

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 statistics.

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 \$1,000 (U.S.) 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 an original production and creation of the entrants and must not infringe on copyrighted materials or productions. Submissions must be posted on YouTube.

To enter the competition, simply send a link to your 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.

And Speaking of Video...

The Statistics2013 Steering Committee and others are developing a video about the importance of Statistics that is aimed at young people, encouraging them to consider Statistics as a career. We hope to have this video ready for your use by the start of 2013. We will keep you posted on progress.

Workshop on the Future of Statistical Science Research

An international organizing committee is developing plans for an invited workshop that will promote the research agenda for Statistics over the next several years. The workshop is expected to be held in November or December 2013 in London. Again, we will keep you up-to-date on progress of this important International Year of Statistics activity.

Amazing Growth in Statistics2013 Participation Continues!

As of September 20, 805 organizations representing at least 95 countries have signed on as participants for the International Year of Statistics. One hundred-forty of these organizations joined in the past month! If your organization has not signed on, please do so today 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 will be promoting statistics throughout the International Year of Statistics.

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 “Get the Newsletter”.

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

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