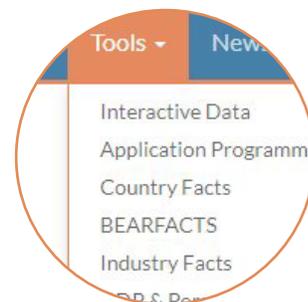


# Getting the Numbers Out

**How BEA Disseminates Principal Economic Indicators:** *This example illustrates how GDP is disseminated, but the process is essentially identical for all BEA economic indicators.*

**News release, highlights page and associated materials:** BEA economists write the news releases, highlights pages and related materials, such as the technical note that accompanies the GDP news release and offers important context around GDP numbers. Strict, long-standing security procedures are followed to ensure that no one can steal or influence the latest economic statistics before they are publicly released. All information is held under strict embargo and [protected by OMB statistical policies](#).

**Posting on BEA's public website:** BEA's web team gather in a specially designed, secured room at the Suitland headquarters on the morning that the economic indicator is scheduled for public release. The team systematically codes and processes the final set of files. At exactly, 8:30 a.m. Eastern on an official NIST atomic clock, the team publishes the news release, data files, highlights page and other materials to BEA's public website. Data also are made available to users through [BEA's API](#) (application programming interface), which allows users to build a service to search, display, analyze, retrieve or view BEA statistics. To serve all customers, BEA makes data available through a number of channels, including interactive tools as well as data files in various formats (i.e. Excel, CSV, pdf and zip files). The process is designed to make the data available in interactive and machine-readable formats for all user needs.



**Pushing info out to customers:** Customers who have [signed up](#) – more than 75,000 for GDP alone – are provided topline results via a [brief email notification](#) that also goes out shortly after 8:30 a.m. Eastern.

**Getting the word out through the media:** Approximately an hour before the scheduled release, journalists representing credentialed news organizations gather in a secure facility at the U.S. Labor Department. There they receive the news release under a strict embargo, enabling them to prepare stories for release at 8:30. BEA economists deliver the materials to the secured facility and stay to answer any technical questions. Journalists must abide by strict rules. No cellphones, handheld electronics, calculators or even coats and backpacks are allowed into the facility. At precisely 8:30 a.m. Eastern, the journalists are permitted to establish electronic connections to their workstations and post their stories to the public.



**Connecting through social media:** BEA posts an item to [The BEA Wire](#) (the bureau's official blog) shortly after the economic indicator is publicly released. BEA also pushes material out through its official Twitter handle -- [@BEA\\_News](#). Tweets, visuals, infographics or videos all geared especially to the general public. Nearly 14,000 people follow BEA's Twitter feed and BEA's blog averages nearly 12,000 views per month.