

2010 Census CCC Media Subcommittee Meeting Minutes of Sept. 14, 2009

Members Present

Renee Bibby, Primavera Foundation
Dulce Mascareno, U.S. Census Bureau
Roberta Lopez-Suter, City of Tucson
Cathie Batbie, KVOA-TV
Magdalena Barajas, U.S. Census Bureau
Kelsie Hanson, Town of Oro Valley
Selina E. Moraga, Chicanos por la Causa
Michele Joseph, Sun Tran
Juan Villa, Telemundo

Staff

Sheila Storm
Philip Cyr
Nubia Bertsch
Robert Done

1. Welcome and Introductions

Meeting was called to order at 2:01 p.m. Ms. Storm opened the meeting with a welcome and introductions. Ms. Storm noted she would chair the meeting in the absence of Mr. Negri, who was unable to attend.

2. 2010 Census Overview

Ms. Barajas presented a PowerPoint on information about the U.S. Census and why it is conducted every 10 years. In addition, she explained public outreach opportunities and potential funding support from the Census Bureau's Partnership Support Program.

Ms. Barajas noted that a Census road tour will be passing through Tucson in early 2010 and suggested that it may be best to have the road tour be held in conjunction with a local Census event and try to coordinate that now.

3. Overview of Media/Public Outreach Budget

Ms. Storm discussed resources that are available or may be available for a public outreach/media campaign.

Ms. Barajas noted that Census brochures and graphic materials are available at www.census.gov

4. Review of Public Outreach draft plan

Ms. Storm reviewed how the various Complete Count Committee subcommittees will participate in the public outreach to encourage the hard-to-count populations and others

to complete the 10-question Census form. She encouraged Subcommittee members to identify any potential community events or other activities where Census awareness would be a good fit.

As Ms. Storm noted the need to identify spokespersons as part of the plan, committee members suggested people who have participated in that role in the past or who have already participated in recording PSAs for the Census Bureau.

5. Provide recommendations to Public Outreach Plan

Ms. Lopez-Suter said she would provide information about upcoming city events.

Ms. Barajas inquired about the possibility of placing advertising on bus passes. Ms. Joseph said she would see if that was a possibility but noted that posters for the Census in English and Spanish may be placed on the buses at no charge to nonprofits.

Ms. Hanson said Oro Valley staff has worked with the Explorer to run an article on the Census count.

Ms. Mascareno said the Mexican consulate has a radio show every Monday morning and is open to having leaders speak about the Census.

Juan Villa said that Telemundo is having an event, Festival Telemundo, on Oct. 4 with approx. 8,000+ people at Kennedy Park and Census material could be made available there.

Ms. Moraga noted several upcoming events conducted by Chicanos por la Causa where they plan to distribute Census materials.

6. Develop Media Strategy

The subcommittee discussed developing a consistent message for the campaign and to present it in English and Spanish. Ms. Storm indicated that Mr. Negri had suggested prior to the meeting that a possible local campaign theme could be "Count me in."

Ms. Hanson suggested a couple of Oro Valley businesses as potential sponsors.

The subcommittee will form two working groups. One will focus on developing a local message, brochure and identify spokespersons. The second will focus on determining how public outreach/advertising dollars will be targeted.

7. Determine future meetings(s)

The next Media Subcommittee meeting was set for 2 p.m. on Oct. 7.

Between today and Oct. 7, the two working groups will meet to determine a local message and to determine how the media campaign dollars will be targeted.

8. Adjourn

The meeting adjourned at 2:57 p.m.