

## 2010 Census CCC Media Subcommittee Meeting Minutes of Dec. 8, 2009

### **Members Present**

Cindy Ramirez  
Sam Negri, Pima County  
Kelsie Hanson, Town of Oro Valley  
Roberta Lopez-Suter, City of Tucson  
Michele Joseph, Sun Tran  
Kris Portney, U of A  
Walker Smith, City of South Tucson

### **Staff**

Sheila Storm  
Nubia Bertsch  
Robert Done

### **1. Welcome and Introductions**

Meeting was called to order at 10:09 a.m. Mr. Negri opened the meeting with a welcome and introductions.

### **2. Review of Nov. 10 meeting minutes**

Motion was made by Ms. Lopez-Suter and seconded by Ms. Joseph, and unanimously carried to approve the minutes of the Nov. 10, 2009, meeting.

### **3. Update on Nov. 23 CCC Meeting**

Mr. Done reported on the last CCC meeting and updated the Subcommittee on a couple of committees, which include; the education committee and the community-based organization committee. Mr. Done said that the Southern Arizona Business Roundtable will serve as the business subcommittee in hope of better attendance.

Mr. Done mentioned that he was at the Thanksgiving in the Barrio event and at the Gospel Rescue Mission Thanksgiving dinner. He talked about the importance of the Census and distributed some promotional items.

Mr. Done said that Tucson International Alliance of Refugee Communities (TIARC) has offices in Tucson that are working with the U.S. Census on how to educate the community on better understanding of the Census, and filling out forms. In addition, he said a subcommittee has been established to address outreach in South Tucson due to a low Census count in 2000.

Ms. Lopez-Suter asked what type of questions Mr. Done received while at the outreach events. Mr. Done said that most people inquired about what happens if they do not have an address.

### **4. Task Updates**

#### *Update on Spokespersons*

Ms. Storm mentioned that Mr. Nordensson has not received a response from the Bishop's office. Richard Carmona has "tentatively" agreed to be the spokesperson.

#### *Confirm content ideas for PSAs*

Ms. Storm asked the subcommittee for their input on PSA content. Some of the ideas include:

1. Featuring Spokesperson Dr. Richard Carmona- having Mr. Carmona at community events
2. Showing cultural diversity
3. Media personality

#### *Flier/Poster printing and translation*

Mr. Smith suggested making the "Immigration Status" more visible for the undocumented residents.

#### *Talking Points/Media FAQs*

Mr. Negri asked for input from the subcommittee on what other questions and answers might be good for the media Q & A's. Ms. Ramirez suggested adding questions for business owners and she will provide a Q & A's for review. Ms. Storm added that a Message-on Hold script is available for Census outreach. If anyone is interested in acquiring the script for an organization, please see Ms. Storm.

#### *Media Buys*

Sheila, Michele, and Cindy will meet to discuss potential media buys.

#### *Sponsorship Opportunities*

No report

#### *Screensavers*

Ms. Storm passed around a copy of the desktop wallpaper that various organizations can use on public computer monitors.

#### *PR content*

To be discussed at the next meeting

#### *Poster/Flier distribution points*

Mr. Done shared a list of potential locations to post fliers and posters. He will be asking for people to sign up to help with the distribution.

#### *Special Events*

Ms. Storm mentioned that Ms. Malena Barajas from the U.S. Census Bureau had previously discussed a Census bus tour that will provide information on the importance of the Census. Ms. Storm said that the bus will stop in Tucson on Jan. 7. In addition, Ms. Storm provided a list of 2010 outreach events to the subcommittee.

### **5. Review of remaining action items/timetable and events/promo opportunities**

Mr. Negri suggested adding a Q & A that relates to how Census-based funding contributes to free lunch at schools. In addition, he suggested a member of the education subcommittee present to the media subcommittee ideas on developing promotional items for school district outreach.

### **6. Other business**

Ms. Storm said once the media buys are determined, we'll have to move quickly to produce commercials and radio spots. She said a speakers bureau could be established and people

could be identified, including from the media subcommittee, to speak as needed. PAG will continue to provide promotional items as needed and fliers/poster should be available in the next two weeks.

Ms. Portney asked on the status of the development of an e-mail that will be going out to all of University of Arizona staff and students. Ms. Lopez-Suter mentioned that she will provide a draft for her to review.

#### **7. Next Meeting**

The next scheduled meeting is Jan. 12, 2010.

#### **8. Adjourn**

The meeting adjourned at 11:04 a.m.