

United States[®]
Census
2010



2010 CENSUS INTEGRATED COMMUNICATIONS CAMPAIGN SYNOPSIS

THE SUCCESS OF THE **CENSUS** IS IN OUR HANDS

INTEGRATED COMMUNICATIONS PLAN

“It’s In Our Hands”

The success of the Census is in our hands. It’s up to each and every one of us to respond and ensure that our families, friends, and neighbors respond as well.

Counting everyone in a country as large and diverse as the United States is a significant challenge. To do the job well requires reaching everyone and persuading them to answer the census, despite myriad forces working against cooperation. Barriers range from lack of understanding of the census to serious concerns about whether the government can be trusted with personal information.

To minimize these barriers and maximize participation, the Census Bureau will conduct a massive communications campaign that includes outreach by an extensive network of partners, paid advertising, public relations, and Census in Schools.

The campaign draws on the successful partnership and marketing efforts used for Census 2000. It is based on the simple understanding that greater effort must be expended to reach hard-to-count groups and less effort will be needed for those who are more inclined to cooperate. To target efforts toward hard-to-count groups, we have segmented the audience into eight clusters based on mail-back behavior in Census 2000. Five of the clusters are hard-to-count and will receive the most emphasis. These include: Single Unattached Mobiles, Ethnic Enclaves I and II, and Economically Disadvantaged I and II. The other three clusters have historically higher mail response and will receive less emphasis. They include: Advantaged Homeowners and All Around Average I and II (see Bates and Mulry, 2007). This segmentation will enable the campaign to funnel messaging and resources to each audience cluster relative to each cluster’s propensity to respond.

We will implement a mass media campaign designed to reach as many people as possible and then add specific programs that further educate hard-to-count communities. The components—paid advertising, partnerships, and Census in Schools—are used selectively to work where they are most effective. Paid advertising provides the best reach and the ability to get our message to the most people. Partnerships are critical in delivering the message through trusted community sources. Census in Schools reaches parents through their children and is especially effective in reaching hard-to-count communities (Census 2000 Summary Results of Individual Evaluations and Experiments—Appendix A). Public relations supports all aspects of the census.

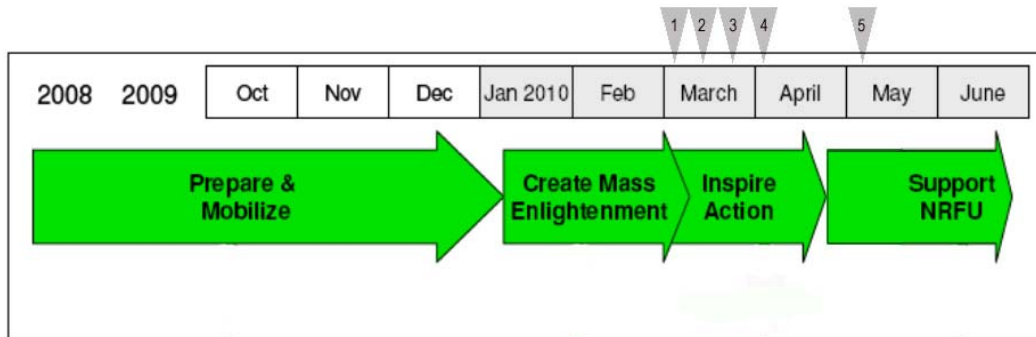
CAMPAIGN QUICK FACTS

The Communication campaign will be multitargeted, multimedia, and multilingual. The campaign will:

- Target more than 20 population groups.
- Speak in at least 19 different languages.
- Use traditional media like TV, radio, print, and out of home (bus shelters and billboards), as well as new (online) and nontraditional (barbershops and beauty parlors, grocery stores) media.
- Synchronize with Census mailings and operations.
- Build a powerful foundation of mass reach communications with cross-cultural appeal.
- Add strong, targeted communications in-culture and in-language to further educate and motivate hard-to-count populations.
- Deploy activities in a cumulative and incremental fashion:
 - First, supporting the building, activation and deployment of partnerships.
 - Then creating mass awareness, while educating the public.
 - Inspiring participation and involvement.
 - Culminating in driving action and supporting nonresponse follow-up.

TIMING ROAD MAP

Communications to the public will peak during March and April of 2010.



Legend

1. Advance Letter (March 8–10)—Census questionnaire is coming.
2. Questionnaire (March 15–17)—Short form questionnaire.
3. Post Card (March 22–24)—Reminder to fill out questionnaire and mail back.
4. Replacement Questionnaire (April 1–8)—Another questionnaire mailed to selected household that did not mail back their form.
5. Nonresponse Follow-up Begins (May 1)—Operation when census takers go door-to-door to get information from households that did not mail back a questionnaire.

CAMPAIGN OVERVIEW

GOALS

- Increase mail response
- Improve accuracy and reduce the differential undercount
- Improve cooperation with enumerators

If increasing mail response were the only goal, the effort would focus on those people most likely to answer the census and persuade them to mail back their questionnaires rather than wait for the enumerator to visit. Dollars expended toward this goal have the greatest payoff because it is cheaper to process a mailed questionnaire and data quality is better from self-enumeration than to send out an enumerator. But the goals of improving accuracy and reducing the differential undercount are equally important. Achieving these goals will require added emphasis and targeting for hard-to-count audiences and will not necessarily yield a cost savings for census operations but will result in a more accurate count.

The Strategy for the Campaign

The power has shifted

Over the last decade, effective communication has shifted from top-down to bottom-up. That is, listeners, viewers, and readers choose the information they consume. With the spread of the Internet and mobile communications, people now have the means to create and distribute their own messages.

Today, people are more likely to trust themselves, their families, and their communities for truth and information.

The 2010 campaign will acknowledge this shift and change the perspective of its communications from the *voice of government* to the *voice of the people*.

Where will the campaign run?

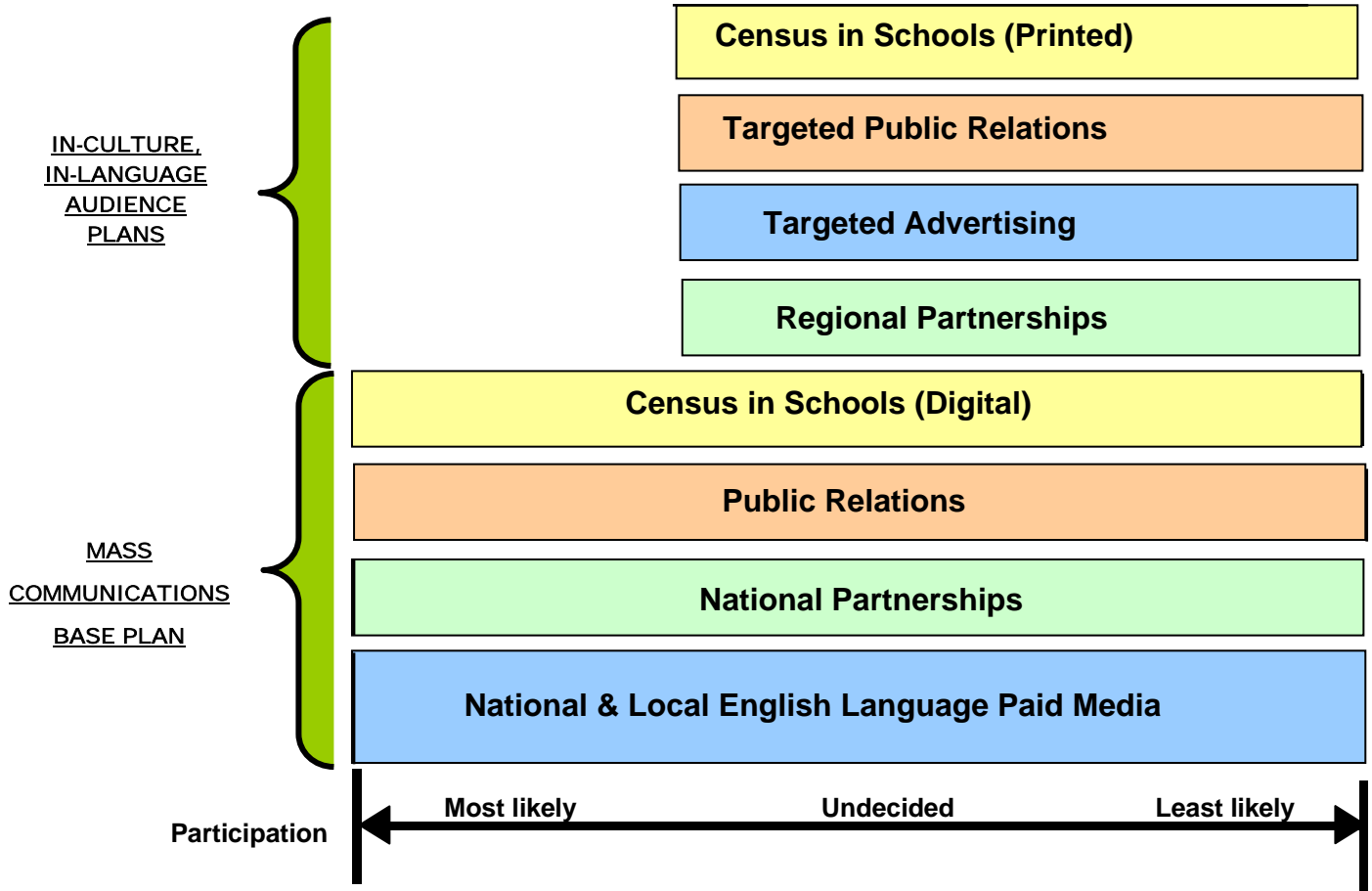
The campaign will use all communication channels to create a “surround sound” effect. The public will get the same message from many sources they encounter in their daily lives. And, to ensure we reach and persuade those who are harder to count, more resources will be targeted to them.

Communications channels include:

- Partnerships (National and Regional grassroots and community-based efforts)
- Advertising (TV, radio, magazines, newspapers, outdoor, online)
- Census in Schools
- Public Relations, including events and news releases
- Web sites
- Promotional materials

CHANNELS TO REACH EVERYONE

A combination of broad-reach and additional targeted efforts will reach and persuade all audiences to answer the census.



Partnerships are critical because partners are trusted sources of information in the community. Partners help spread the word through churches, synagogues and mosques; through local governments and community organizations, and through schools and other venues. And partners know how to reach their constituents. We will build on this knowledge and use nontraditional means to reach people—at barber shops and beauty parlors, in Mom and Pop grocery stores, at colleges and gyms.

In addition to traditional advertising media like TV, radio, print and outdoor ads, the campaign will take advantage of new, nontraditional mobile media, such as downloadable podcasts for mobile viewing, and integrate the Census message into programming, talk and entertainment shows, etc., to touch the public in unexpected and fresh ways.

Local media will play a major role, especially among some of the targeted ethnic audiences. We anticipate that just over half (55 percent) of the media will be national while 45 percent will be local. Among targeted audiences, most of the media will be local.

Teaching children by integrating lesson plans based on the census and census data helps get the message home to their parents that answering the census is important and confidential. The Census in Schools program for the 2010 Census will build on the success of the Census 2000 teaching materials and activities, especially to reach into hard-to-count communities where literacy and English language skills may be limited.

WHAT WILL IT SAY?

Core message

The 2010 campaign will have a **unifying theme** that will thread through all communication channels. It is:

2010 CENSUS, IT'S IN OUR HANDS

“It's In Our Hands” is a high-energy rallying cry and theme for the next 2 years.

“It's In Our Hands” connects all elements of the campaign nationally, regionally, and locally.

This theme was created collaboratively by multicultural creative teams to ensure that it communicates effectively in all of the languages of the campaign and this theme was tested among all audiences.

The meaning of “It” is elastic and can refer to multiple outcomes or benefits of participating in the 2010 Census. “It” could describe the sound basis for distributing funding for government programs.

Power and empowerment. The theme asserts strongly that it's everyone's Census, it's everyone's responsibility, and it inspires and motivates the public to grab hold and be accountable.

Tailored Messaging, Research-Based. The message will be tailored to speak with relevance and empathy to every audience. To ensure message delivery, all creative materials will be fully tested with their intended audiences.

Under the “It's In Our Hands” umbrella, there will be messages of four basic types:

Message Type	Description
<i>Announcement/Awareness</i>	<i>The Census is coming!</i>
<i>Education</i>	Help people understand the <i>benefits</i> of the Census for themselves, their families and their communities. Also, take on key <i>barriers</i> to participation, such as confidentiality, too time consuming, lack of knowledge, and distrust of government
<i>Motivation</i>	The <i>call to action</i> to complete and send back the questionnaire
<i>NonResponse Follow-Up</i>	Be ready for an enumerator visit

WHO WILL IT REACH?

The campaign must reach everyone living in the United States.

The residents of the 50 states, the District of Columbia, Puerto Rico and the island areas of American Samoa, Guam, the Commonwealth of the Northern Marianas, and the U.S. Virgin Islands will all be counted in the 2010 Census.¹ Among the more than 300 million people the 2010 Census will count are numerous distinct race and ethnic groups characterized by language (other than English) or culture. The 2010 Census campaign will reach everyone through its partnerships, advertising, public relations and Census in Schools programs. The foundation—what the advertisers describe as general market—is the *Diverse America* plan: general market communications base plan with cross-cultural appeal. These are the TV programs that everyone watches – shows like *American Idol*, sports, and other popular shows, as well as radio, print, and outdoor advertising. Building on that foundation, targeted communications will reach specific populations in their own language or in English.

The Diverse America foundation is the mass communications base plan that will reach all persons who consume media in English.

Targeted advertising overlays will build on the mass communications base plan with additional layers of advertising to deliver more messages in specialized media such as Univision or the CW network or World Journal.

Target Audiences (listed below by population size from largest to smallest):

- Hispanic (Spanish)
- Black (including persons of Caribbean and African descent)
- Polish
- Russian
- Chinese (Mandarin and Cantonese)
- American Indian and Alaska Native (AIAN)
- Filipino (Tagalog/Taglish)
- Asian Indian (Hindi/Hinglish)
- Vietnamese
- Korean
- Japanese
- Haitian (French Creole)
- Cambodian (Khmer)

The targeted advertising, over and above the mass communications base plan, is intended to serve as a more personal invitation to be part of the census. By adding on more focused, personal advertising, the probability is greatly increased that these audiences will get the message and recognize that is intended for them.

Making the census accessible to many communities means providing some materials in languages other than English. In addition to advertising and communications materials in multiple languages, there will be many other ways people can get language assistance.

¹ For the four island areas, the census is conducted by their respective governments under an agreement with the Census Bureau and funded by the Census Bureau. Also, they send enumerators to every housing unit. There is no mail-out/mail-back census. The campaign described here does not cover the four island areas. They will conduct their own outreach as part of the agreement. However, the Census Bureau will create Census in Schools materials for the island areas.

A FOUNDATION ON RESEARCH

Every element of the communications campaign will be researched among its intended target audiences to ensure effectiveness before it is deployed in the marketplace. Each piece of promotional material is based on validated communications strategies, ensuring that overall intended messages are clear, compelling and persuasive and more important, not potentially off putting to other groups that may see or hear it. Research is conducted in-language as needed.

The first step to the campaign is based on research to build a segmentation model. The Census Bureau developed an audience segmentation model to appropriately target the components of the campaign.

During the implementation of the campaign, there will also be a continuous tracking study to assess the progress of the campaign. It will employ metrics that permit a comprehensive assessment of whether it is hitting its mark at key milestones. There will be diagnostic tools to help determine corrective actions if needed.

All marketing decision making is guided and validated on a foundation of research studies, which include qualitative, quantitative, attitudinal and behavioral.

Below is a list of research planned for the 2010 Census Integrated Communications campaign.

Research Activity	Objective	Date
Focus Groups: Assess Issues Related to Response to 2010 Census	To assess barriers to participation, including concerns about privacy and confidentiality	Fall 2006
Segmenting the Population for the 2010 Census Integrated Communications Program	To define the underlying constructs behind the Hard-to-Count mailback populations, develop mutually exclusive clusters of the population according to mailback propensity and models the potential impact that the partnership and advertising campaign may have on mail response among these population clusters.	Summer 2007
Census Barriers, Attitudes and Motivators Survey (CBAMS)	<ol style="list-style-type: none"> 1. To provide attitudinal information not currently available regarding potential participation in the 2010 Census and nay barriers to participation. 2. Information that will be used to plan and create appropriate and nuanced messaging across different target audiences. 3. Information about media consumption and sources of information of different subgroups would result about participating in the 2010 Census. 	Fall 2007- Fall 2008
Focus Groups: 2010 Census Unifying Idea	<ol style="list-style-type: none"> 1. Understand the target audience thoughts, feelings, emotions, and perceptions about the Census including what it is, how it works, and past and intended participation. 2. Identify barriers to participation and what it would take to overcome them. 3. Qualitatively evaluate several messaging alternatives designed to motivate participation. 4. Identify primary media channels used by target audiences that could be used by the Census to deliver communication messages. 	Dec. 2007
Focus Groups: 2010 Census Creative Expression Idea	How the benefits of Census participation could be expressed through a common creative idea which would resonate and motivate across race and ethnic audeinces, is culturally sensitive, is clear an deasily understood, can be meaningfully customized, and can be executed successfully across all communications channels.	Jan. 2008

Research Activity	Objective	Date
Audience Segmentation for the 2010 Census Communication Campaign: Findings from the 2008 Dress Rehearsal	Summarizes mail response segmentation framework being applied to the 2010 Census Communication campaign.	Summer 2008
Partnership Materials Testing	<ol style="list-style-type: none"> 1. Provide guidance into improving and refining interim partnership materials. 2. Evaluate campaign elements to ensure that programs and communication objectives are being met prior to finalization. 	Summer to Fall 2008
2010 Census American Indian/Alaska Native (AIAN) Audience Segmentation and Evaluation	To highlight previous analyses about the AIAN population as well as new analyses based on the Enhanced Planning Database (EPDB), combined with the AIAN classification areas.	Fall 2008
Digital Function and Usability Testing	<ol style="list-style-type: none"> 1. Understand the user's overall use of the online channel and how that relates to the 2010 Census. 2. Evaluate the effectiveness of existing 2010 Census online communications on census.gov. 3. Prioritize content and features based on user's needs. 4. Identify primary digital experiences and channels that could be used by the Census to deliver 2010 communications. 	Fall 2008
2010 Census Promotional Web Site Discovery Recommendations	To find the most engaging and usable solutions for the 2010 Census online audience by understanding the end user's attitudes, expectations, and motivations.	Fall 2008
Website Concept Testing	<ol style="list-style-type: none"> 1. To provide guidance into improving and refining the overall website concept. 2. Evaluate specific navigational elements such as information grouping and potential navigational labeling to ensure the site has an intuitive navigation structure. 3. Evaluate usefulness of proposed website content and features to ensure it meets user needs and client objectives. 	Jan. 2009
Creative Copy Testing	<ol style="list-style-type: none"> 1. Provide guidance into improving and refining communications materials and messages that are pre-tested. 2. Ensure that messages and materials are culturally relevant. 	Feb. - April 2009
Website Usability Testing	Test to ensure the website is functioning properly and according to requirements.	Feb. - April 2009
Continuous Tracking Surveys	Research monitoring of performance of advertising and other communication components.	Oct. 2009 - June 2010

THE LANGUAGE PROGRAM: REDUCING BARRIERS TO PARTICIPATION

Language and Accessibility Program for the 2010 Census					
Language	Questionnaire	Telephone Assistance	Advertising	Promotional Materials	Language Guides
English	X	X	X	X	X
Spanish	X	X	X	X	X
Chinese	X	X	X	X	X
Tagalog			X	X	X
Vietnamese	X	X	X	X	X
Korean	X	X	X	X	X
Japanese			X	X	X
Khmer			X	X	X
Hindi			X	X	X
Arabic			X	X	X
Russian	X	X	X	X	X
Polish			X	X	X
French Creole			X	X	X
Hmong				X	X
Laotian				X	X
Thai				X	X
Bengali				X	X
Urdu				X	X
Other Languages				Templates for partners	at least 43 more
Braille					X
Large print					X
TDD program		X			

Puerto Rico

The Puerto Rico campaign is based on the unique needs of Puerto Rico. Since this is only the second census that Puerto Ricans are being asked to mail back their forms rather than having an enumerator visit, the messages will emphasize the need to mail back questionnaires.

WHEN WILL CAMPAIGN ACTIVITIES IMPACT THE PUBLIC?

Partner recruitment and activation and public relations will occur in 2008 and throughout 2009 and 2010. To help partners ramp up, new partnership materials will be available in January 2009, along with a “Partner Communication” area on census.gov where partners can get information and download materials.

By January 2009, the Online Newsroom will help journalists get the 2010 Census in the news and increase the saturation of the Census message through interesting stories and events.

Census in Schools will contact educators in April 2009 so that teachers will have materials to use in their classrooms by Fall 2009.

To create immediate and broad awareness, national and local television and radio advertising along with online media will begin in January 2010. National and local print and outdoor advertising will begin in February. Heavy advertising will continue through March and April to drive high levels of response to the Census questionnaire.

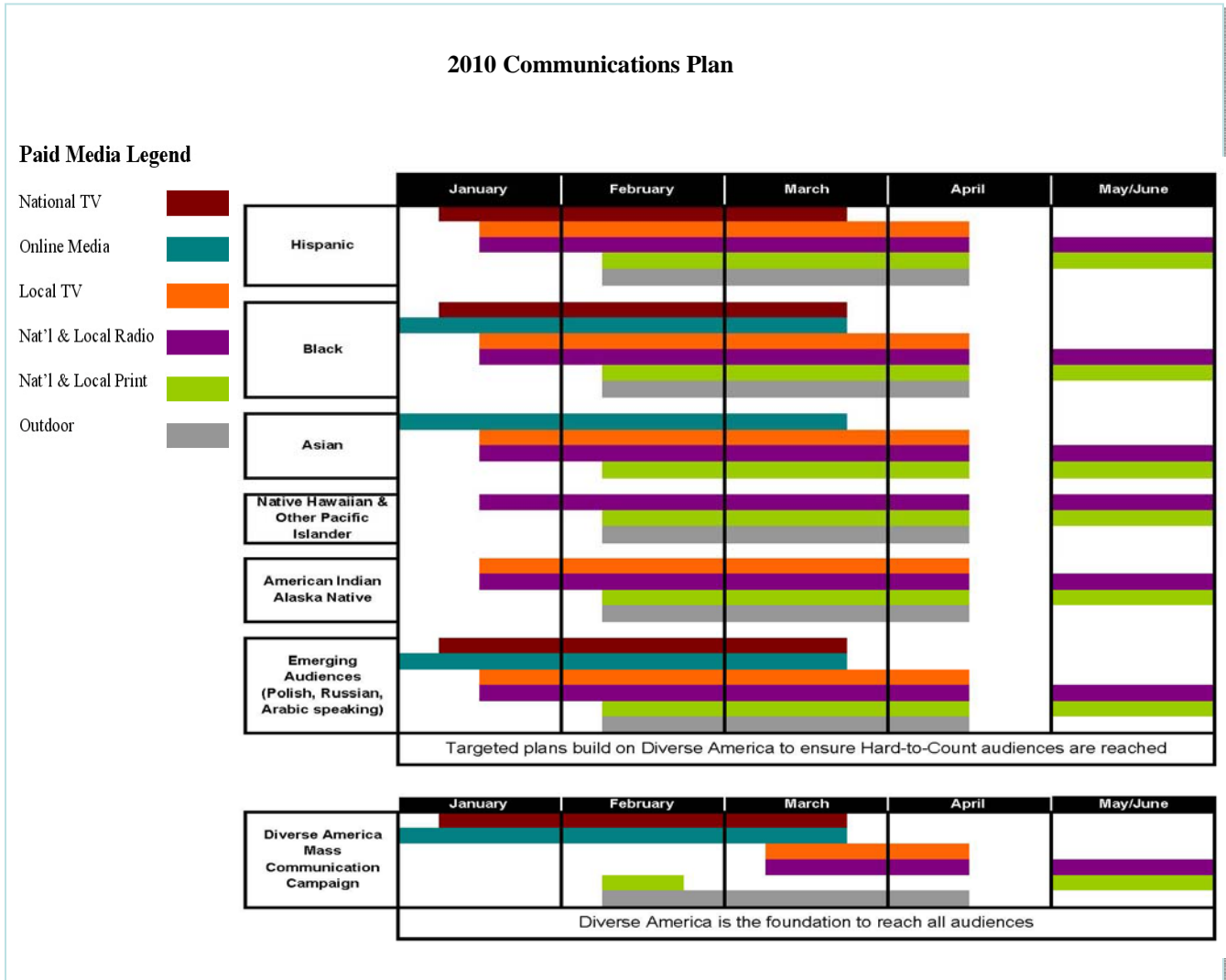
All of these activities will peak during the mailings of the questionnaires and related materials:

- Early March—Advance letter to alert the public that the questionnaire is coming and that it needs to be filled out and mailed back
- March 15—Census questionnaires are delivered to 130 million housing units
- Late March—Reminder post card urges participants to fill out their questionnaires and mail them back
- April 6—Replacement questionnaires mailed to selected areas to give nonresponding households another chance to mail back their forms
- May 1—Nonresponse follow-up begins

INTEGRATED COMMUNICATION PLANS

A simultaneously universal and highly-targeted effort, consisting of a foundation mass media plan with cross-cultural appeal and targeted audience plans (e.g., Black, Hispanic)

The mass communication base plan (Diverse America) is the foundation of the campaign, reaching all persons who consume English-language media. Targeted efforts created in-language will overlay the base plan and reach ethnic audiences with culturally relevant messages. See chart below for the timing of paid media for each target audience. Paid media will run from January 2010 to mid April 2010 and resumes in May/June to support nonresponse follow-up.



DIVERSE AMERICA BASE PLAN

The Diverse America (mass communication base plan) campaign is the foundational plan that will reach and motivate all English speaking individuals, approximately 80 percent of the United States population (ACS Language Spoken at Home, 2006). This plan provides the greatest level of mass media support to bolster partnership activities and all audience communication efforts.

STRATEGIC APPROACH

- To ignite participation in the 2010 Census, all communication efforts will work together to create awareness, deepen education and motivate response
- Messaging will use “It’s In Our Hands” to increase the relevance of the 2010 Census to individuals and their communities. Messaging must overcome public distrust and elevate personal relevance of why the Census matters
- All communications will invite people to visit the Web site to increase involvement
- The 2010 Census plan will include a much greater use of new media such as podcasts to drive audience awareness and involvement
- Unique creative expressions will communicate the “It’s In Our Hands” campaign across traditional media and unconventional media

2009: Establish The Campaign Infrastructure

PARTNERSHIPS

ROLE: Orchestrate the “most trusted” conversations . . . through a far-reaching network of influential stakeholders, including religious leaders, community leaders and charity organizations.

PUBLIC RELATIONS

ROLE: Manage the official and third-party voices of the 2010 Census . . . by guiding the way all audiences learn and hear about the Census and benefits to the population. Press relations with journalists are a key initiative.

WEB SITE CONTENT

ROLE: Create a 24/7 movement . . . through real-time access, education and inspiration. Both census.gov and itsinourhands.com will be used to communicate and involve individuals and communities.

2010: Ignite Mass Participation by Adding Paid Media

JANUARY



FEBRUARY



MARCH



APRIL



MAY/JUNE



National TV

- NFL Playoffs
- 20+ Cable Networks
- Winter Olympics
- March Madness
- Superbowl
- American Idol
- Awards & Specials
- Content Integration

Online

- Rich Media, Banners, Video Units
- Search/Google
- Social Networks
- News & Affinity Sites

Local Television & Radio

- Local News; complimentary schedules to National TV
- Radio Schedules that compliment other audience plans

Local Broadcast

- Key Markets based on response rates

Local Outdoor & Events

- Hard-to-count Neighborhoods; Alternative media like coffee cups, wall paintings, in-arena signage

National Print

- Mass Magazines (e.g., *Parade*, *People*)

Local Print

- Market & community newspapers

Local Print

- Key Markets based on response rates

Partnerships, Public Relations and Event Support

- Promo Giveaways
- Street Fairs
- Religious Events
- Paid Media Events
- Martin Luther King Day
- Local Government Events
- Parades
- News Coverage of Events
- Black History Month
- Community Affairs Events
- Club Events
- Corporate Partner Events
- Press Events
- National Partner Events
- Mobile Tours
- March Madness NCAA events
- Enumerator Support Events

HISPANIC AUDIENCE PLAN

The Hispanic population comprises 14.8 percent of the total population (ACS Demographic and Housing Estimates, 2006).

Hispanics are a very diverse group, descending from Mexico, Spain, South and Central America, and the Caribbean. According to the Pew Hispanic Center, Hispanics have accounted for 50.5 percent of the overall population in the United States in this decade. <<http://pewhispanic.org>>

STRATEGIC APPROACH

- Overall, overcome Hispanic cultural and language-specific barriers to their participation
- Consider diversity within the Hispanic community
- Create a relationship of respect and cultural sensitivity with emphasis on Spanish language Census materials and questionnaires
- Assure Hispanics of the confidentiality of the Census
- Communicate the simplicity, speed and convenience of the questionnaire so the Census is not seen as “time away from my family”
- Tap the credibility of trusted third-party voices and admired personalities that resonate in the Hispanic community

Conversational Elements



Partnership

- National partner organizations
- Faith-based organizations
- Regional partner selection and recruitment
- Health providers/clinics



Television

- Mass Spanish-language broadcast (i.e., Univision, Telemundo)
- Half-hour specials (joint partnership with V-me) hosted by a Hispanic celebrity
- Rotation within Diverse America programs that index high with Hispanic viewers, special public affairs programs or specials that acknowledge Hispanic achievement



Community Newspapers

- A trusted source among linguistically isolated Hispanics
- Advertorials and special editorial sections for education



Radio

- Paid endorsement deals with key DJs
- Live DJ chatter, interviews with Census spokespeople and radio trivia contests



Migrant Farm Workers

- Faith-based organizations
- Community health centers
- Mom-and-pop stores
- Mexican American Grocers Association and Dominican Grocers Association



Online

- A Hispanic-specific campaign site will field all direct links
- Also promoted as the URL destination where mass media, PR and event messaging push consumers for more information



Census-in-Schools

- Helps turn school-age children into advocates
- Spanish materials
- Optimize inclusion into school curricula
- National in scope

Market	Total %	Market	Total %
Los Angeles	17.3%	Phoenix (Prescott)	2.5%
New York	10.7%	Harlingen-Wslco-Brnsvl-Mca	2.4%
Chicago	4.3%	San Diego	2.1%
Houston	4.0%	Fresno-Visalia	2.1%
San Francisco-Oakland-San Jose	3.6%	El Paso (Las Cruces)	1.9%
Dallas-Ft. Worth	3.4%	Sacramento-Stockton-Modesto	1.8%
San Antonio	2.9%	Albuquerque-Santa Fe	1.7%

Top markets, not the complete list. Percent of target population.

BLACK AUDIENCE PLAN

*The Black audience is diverse, with about 8 percent of the total black population born outside of the United States. The largest shares of the foreign born come from the Caribbean and Africa.

*Nearly 60% of all Blacks live in ten states: California, Florida, Georgia, Illinois, Maryland, Michigan, New York, North Carolina, Texas, and Virginia. (*ACS Survey Reports, 2004)

STRATEGIC APPROACH

- To ignite participation, the Black audience plan will incorporate a range of in-culture communication strategies that create awareness, increase education and motivate participation (and support enumeration efforts)
- Messaging will overcome specific barriers including distrust in government, privacy concerns and lack of understanding of Census benefits
- Plans leverage characteristics that unite this audience, including a deep sense of community, their spirituality and involvement in the community
- Place significant effort in reaching younger, mobile black men (this group tends to be the most difficult to count)
- Black History Month in February is a major springboard for the campaign
- The plan also seeks to partner with community influencers and personalities, to lend credibility to Census messages

Conversational Elements



Partnerships & Materials

- Cultural organizations
- Faith-based organizations
- Human rights organizations
- Corporate partners
- Cultural personalities
- Customized sheets, news releases



Television

- Focus on black-targeted programming, primarily CW, BET, VHI-Soul, The Africa Channel
- Rotate creative in Diverse America schedule (NFL, NBA)



Radio

- Network personalities (Steve Harvey, Tom Joyner)
- Focus on black formats in top-10 and top-20 markets, with station and program mix to reach sub-segments (e.g. Haitian, Reggae)



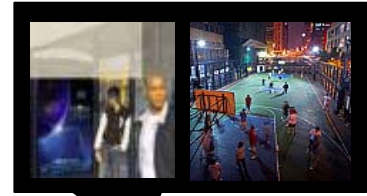
Census in Schools

- Helps turn school-age children into advocates
- Optimize inclusion into school curricula
- National in scope



Pulpit Power and Place Based

- Grassroots initiatives around religious events
- Barbershops/places where community congregates
- Heavy-up around Black History Month



Outdoor

- Targeted messaging in neighborhoods with heavy Black audience composition
- Placements near areas of attraction

Market	Total %	Market	Total %
New York	10.2%	Houston	2.4%
Chicago	5.0%	Dallas-Ft. Worth	2.2%
Atlanta	3.9%	Baltimore	2.0%
Philadelphia	3.8%	Memphis	2.0%
Washington, DC	3.7%	Raleigh-Durham	2.0%
Los Angeles	3.3%	New Orleans	1.7%
Detroit	3.1%	Cleveland-Akron	1.6%



Online Media

- Newspaper & Radio Web sites
- Social Networks
- Search
- Lifestyle-related Web sites
- Sports sites

Top markets, not the complete list. Percent of targeted population.

ASIAN AUDIENCE PLAN

Asians are the most diverse of all multicultural groups in the United States, where almost every audience is composed predominantly of foreign-born immigrants (ACS Asians, 2004), speaking different languages, practicing diverse religions, having widely different immigration patterns and different issues with government.

STRATEGIC APPROACH

- To ignite participation, the Asian audience plan addresses the complexity of the market (large diversity in language and background) by leveraging the intrinsic values shared by the Asian community—
 - Communication strategies draw on the magnetism of key influencers with this market. Elders serve as authoritative figures, and outside the family unit, community leaders are much revered. Plans leverage this with aggressive community partnerships and events
 - Academic achievement is considered one of the greatest honors. Information sources must be active and offer concrete ideas for Asians to evaluate
- A strategy of implementing in-language and in-culture programs and communications will ensure that cultural nuances are taken into account

Conversational Elements



Partnership

- Community-based organizations
- Faith-based organizations
- Academic institutions
- Employee associations
- Civic/government partnerships
- National advocacy groups
- Asian professional organizations/chambers of commerce



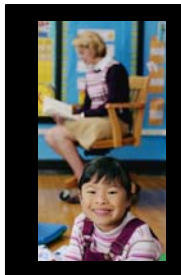
Print

- Advertorials that educate and showcase testimonials
- Bonus editorial coverage for 2010 Census
- Q&A section with a community-based organization



Television

- Customized Public Service Ads, interview with community leaders/student volunteers
- News anchor or TV host endorsement
- Content integration in news programming



Census in Schools

- Key effort to overcome language barriers through kids



Radio

- Interviews with community leaders
- Creative content tie-in on programs with DJ endorsement to provide education



Online

- Interactive rich media, banners and e-newsletters
- Advertorials that educate and showcase testimonials
- Search and drive to site banners to Asian microsite

Market	Total %	Market	Total %
Los Angeles	16.2%	San Diego	2.4%
New York	13.8%	Houston	2.3%
San Francisco-Oakland-San Jose	12.3%	Philadelphia	2.3%
Chicago	3.8%	Boston	2.2%
Washington, DC	3.2%	Dallas-Ft. Worth	2.0%
Seattle-Tacoma	2.9%	Atlanta	1.4%
Sacramento-Stockton-Modesto	2.5%	Minneapolis-St. Paul	1.3%

Top markets, not the complete list. Percent of target population.



Out of Home

- Purchase in neighborhoods with hard-to-count concentration
- Bus shelters, billboards, bulletins, etc.

NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER AUDIENCE PLAN

Native Hawaiians, Samoans, Chamorro/Guamanians, Marshallese, Carolinians, other Micronesian subgroups and Tongans make up the Native Hawaiian/Other Pacific Islander (NHOPI) audience. They are geographically dispersed throughout Hawaii and the mainland United States.

STRATEGIC APPROACH

- To ignite participation the NHOPI plan will use media outlets and events to spark and spread conversations throughout the community about how important the Census is
- Plans will reach the people on a local, grassroots level and include local Native people
- The NHOPI plan will center on partnership activities

Conversational Elements



Events/Partnerships

- Cultural events and other community gatherings become a venue for family gatherings and is a source of unity, in addition to their common ethnicity, on which to build relationships and cooperation
- A sample of events include:
 - oKona Chocolate Festival
 - oArizona Aloha Festival
 - oPacific Islanders Festival
 - oTonga Day Celebration



Public Relations

- Educate the NHOPI communities about how to complete a Census form and highlight the benefits of filling out the form

Paid advertising is the most effective means to deliver Census messaging against the core target



Radio

- Spot radio will provide immediate delivery of message and high frequency
- Targets local audiences

Newspaper

- Mass media reach
- Offers specially targeted sections that can reach specified audiences

Outdoor

- Billboards and posters offer location-selectivity and high frequency among these populations
- Posters will be distributed throughout the local community centers

Market	Total %	Market	Total %
Honolulu	28.2%	New York	2.5%
Los Angeles	10.9%	Portland, Oregon	2.0%
San Francisco-Oakland-San Jose	8.6%	Las Vegas	1.7%
Seattle-Tacoma	5.3%	Phoenix (Prescott)	1.3%
Salt Lake City	3.9%	Dallas-Ft. Worth	1.2%
San Diego	3.4%	Chicago	0.9%
Sacramento-Stockton-Modesto	3.1%	Washington, D.C.	0.8%

Top markets, not the complete list. Percent of targeted audience.

AMERICAN INDIAN/ALASKA NATIVE AUDIENCE PLAN

4.3 million people identify themselves as American Indian/Alaska Native (U.S. Census Bureau, We the People, American Indians and Alaska Natives in the U.S., February 2006).

The American Indian and Alaska Native stakeholders are sovereign societies. Individuals have strong ties to their tribal governments.

STRATEGIC APPROACH

- Communication strategies that provide education are key to promoting the benefit of “preserving my culture and keeping my heritage alive”
- Urban Indians are particularly difficult to reach
- The barriers for those least likely to respond include:
 - o Do not believe the Census will provide personal benefits
 - o Believe history has proven the “broken promises” theory
 - o Intentionally do not want to be counted (American Indian Movement)
 - o Have increasing sensitivity about releasing their personal information
 - o Feel an increasing mistrust and distrust of government
 - o Believe “my tribe already counts me”
- The belief that filling out the form will be difficult and time consuming; messaging will promote the simplicity of the form

Conversational Elements



Partnership (Poster Program)

- Alaska Federation of Natives
- National Indian Education Association
- American Indian Higher Education Association
- National Congress of American Indians Conferences
- Gathering of Nations
- Denver March Powwow
- Urban Indian Centers
- Indian Health Service Clinics
- Alaska Native Villages and Corporations



Local Television

- Reaches a large proportion of the community and offers program selectivity
- Good way to reach those living in the more remote areas



Outdoor

- Billboards to be purchased on and off reservations and near migration patterns of the AI/AN audience
- Provides high frequency



Local Radio

- Targets audiences both on and off the reservation
- Native-owned radio stations and border-town stations



Newspaper

- High local coverage and immediate delivery of the message
- Vehicle is trustworthy
- Message customized to reach specific AI/AN audiences



Reservation Events

Market	Total %	Market	Total %
Albuquerque-Santa Fe	7.1%	Myrtle Beach-Florence	2.3%
Phoenix	6.3%	San Francisco-Oakland-San Jose	2.0%
Tulsa	5.6%	Minneapolis-St. Paul	1.6%
Los Angeles	5.4%	Sacramento-Stockton-Modesto	1.5%
Oklahoma City	3.6%	Sioux Falls	1.5%
New York	2.9%	Dallas-Ft. Worth	1.4%
Seattle-Tacoma	2.5%	Portland, OR	1.4%

Top markets, not the complete list. Percent of targeted population.

EMERGING AUDIENCES PLAN—ARABIC-SPEAKING

There are approximately 1.6 million Americans of Arab descent (ACS Sample, 2007). The 2006 ACS reported that 25 percent of Arab population have bachelor's degree and 17 percent have graduate or professional degree.

Although about 82 percent (ACS 1-Year Estimates, 2007) report speaking English "well" or "very well," the percentage of Arabic-speaking households responding by mail was well below that of other non-Hispanic whites.

STRATEGIC APPROACH

- To ignite participation, the Emerging Audiences plan reaching Arabic-speakers will incorporate a range of in-culture and in-language communication strategies that create awareness, increase education and motivate participation.
- Communication strategies that appeal to the strong sense of civic duty and inclusion will be key to activating this target segment.

Conversational Elements



Partnership

- Arab American Institute
- American-Arab Anti-Discrimination Committee
- ACCESS (American Community Center for Economic and Social Services)



National & Local Television

- Reaches the largest proportion of the community and offers program selectivity
- Good way to reach those living outside the largest Arab-American markets



Online

- Interactive rich media and banners
- Media to run on culturally relevant and informative sites



Posters

- Culturally relevant posters to reach the Arabic-speaking community



Local Radio

- Target the top population markets with paid media
 - o Detroit
 - o NY Tri-State area
 - o Southern California
- Live and prerecorded radio interviews with Census personnel



National & Local Print

- Strong medium to convey messages to influencers in the Arabic-speaking community
- Print will prove to be firm support for the communications and grassroots campaigns

EMERGING AUDIENCES PLAN—RUSSIAN- AND POLISH-SPEAKING

While most of the older generations are assimilated, there are many newer Russian and Polish immigrants who may not be fully assimilated to the United States.

Although a sizable share of householders are foreign born, 40 percent or more Polish speakers are naturalized citizens (ACS 1-Year Estimates, 2007) as are more than half of Russian-speaking householders.

STRATEGIC APPROACH

- To ignite participation, the Emerging Audiences plan reaching Russian- and Polish-speakers will incorporate a range of in-culture and in-language communication strategies that create awareness, increase education and motivate participation.
- The communications plan will strive to include trusted voices and resources alongside relevant paid media outlets.

Conversational Elements



Partnership

- We recommend exploring possibilities including the following:
 - Polish American Congress
 - American Institute of Polish Culture
 - Congress of Russian Americans
 - American Russian Chamber of Commerce and Industry



National & Local Television

- Live television interviews on local television in Chicago and New York



Online

- Interactive media will play a significant role in this community
- Eastern European Web sites, personal Web sites and blogs will provide a place for these communities to attain information



Local Radio

- Target the top population markets with paid media
- Live radio interviews and prerecorded capsules with Census staff in areas with Russian- and Polish-speaking communities



National & Local Print

- Target the top print markets for the Russian- and Polish-speaking communities—
 - Chicago, New York, Southern California
- Press releases to local publications in the top three population markets

PUERTO RICO AUDIENCE PLAN

Puerto Rico is a small but dynamic island that is home to 3.9 million people (U.S. Census Bureau Population Estimates, 2007) who are proud of their heritage and the quality of life they enjoy in Puerto Rico. The majority recognize the importance of the federal government for the island and the benefits of being United States Citizens. Ninety-five percent of the population speaks Spanish at home (ACS Data Profile Highlights, 2006).

STRATEGIC APPROACH

- Puerto Rico has a strong presence of media throughout its geography
- The plan is driven by mass media
- To ignite participation the Puerto Rico audience plan needs to educate and motivate participation of the Census to reduce undercount and increase mail response.
- To ignite conversations, messaging needs to be personal and relevant
- The biggest challenge is to break through the apathy which is generated by:
 - The lack of knowledge about the importance of the Census
 - Ignorance about the new requirement to mail back the census form
 - Not understanding the Census' critical role for development of Puerto Rico

Conversational Elements



Puerto Rico is a small island with a strong presence of media throughout its geography.

A solid media program will leverage the efficiency of mass media by reaching a large percent of the Puerto Rico population and will increase exposure of the messages through the opportunities of obtaining value-added elements in the media program.



Television

- Puerto Rico has three strong Spanish (Local) television networks



Radio

- There are over 100 Spanish radio stations operating in Puerto Rico



Print

- Three solid daily newspapers in Spanish and one in English and several magazines



Outdoor

- Many outdoor media options including billboards

COMMUNICATION CHANNEL PLANS

ADVERTISING—Generating Mass Awareness and Participation

Paid advertising for 2010 Census efforts uses a range of media types, including but not limited to the following:

- › National TV (network and cable)
- › Local TV
- › Local radio, including tie-ins with DJ personalities
- › National and culturally specific magazines
- › Local newspaper, including very local or culturally specific editions
- › Various outdoor media, including billboards and transit
- › Place-based advertising in sports venues

Build Immediate and High Levels of Awareness

Paid media ensures high coverage of all audience segments and geographies. Plans will begin in January 2010 and overall plan awareness will peak around the Census mailings in March and April.

The Census is likely to be among the most dominant advertised messages in the first 4 months of 2010. The campaign will employ a range of inventive scheduling techniques to rise above the clutter and gain top-of-mind status. They include, but are not limited to:

- › Content integration within TV programming (This is where the Census is actually part of the program story.)
- › Sponsorships of programming, national programs like *American Idol* and *NCAA March Madness* as well as local sporting events
- › Live Census discussions through DJs on relevant talk radio formats
- › Special TV programming that promotes the Census or video that can be viewed on Census Web sites or sites like *YouTube*
- › Social networking through *Facebook* and other sites
- › Custom interactive games through various online partners

The “It’s In Our Hands” Story Comes to Life

- › The “It’s In Our Hands” creative platform will be expressed across a range of media (television, print, radio, online, mobile media, etc.) and will also invite people to participate through multiple venues (e.g., in-program television, radio mentions, social Web sites, cultural and community events)
- › Paid advertising will align with *local events* to create deeper audience engagement (e.g., a local radio DJ promotes a culturally significant event with a tie-in to the Census)
- › The use of *alternative media* for fresh and unexpected exposure to the 2010 Census (e.g., coffee cup advertising or messaging on shopping bags that become mini-billboards of the campaign theme)
- › Custom media programs at key conversation points (e.g., school events, community events, malls, even the local barbershop and beauty salon) will be designed

Right Message at the Right Time

Paid media will be negotiated in advance to secure the most advantageous advertising rates. At the same time, some funds will be flexible to capitalize on breaking opportunities or to adjust the plan as it is being executed and tracked.

PARTNERSHIP SUPPORT—Igniting Conversations that Matter

Objectives:

Engage national and regional partner organizations to serve as powerful advocates for the 2010 Census with the primary goal of reaching the hard-to-count populations who tend to be more responsive to messages from “trusted voices” within their communities.

Strategies:

- › Realize the value of new technologies by creating a partnership communications area on census.gov that encourages the exchange of information among partners
- › Equip partnership specialists with turnkey materials and tools for recruiting partners
- › Ignite and mobilize partners, using targeted materials and programming, to spark Census-related conversations and motivate people to participate
- › Integrate partnership and media channels to create a “surround sound” of positive Census messages in hard-to-count communities

Partnership Activities

FY 2008

Develop and build

- › Key messages
- › Recruitment materials, including fact sheets, letters and sell sheets
- › Printed collateral, including fact sheets and posters
- › Manage recruitment

FY 2009

Enlist, encourage, arm

- › National partners on board
- › News printed materials, including posters, inserts, guides and fact sheets.
- › Campaign style guide and co-branding guidelines
- › National Partner Kick-off event plan and event materials
- › The National Complete Count Committee (CCC) handbook and event plan
- › Audience-specific tool kits
- › Congressional key messages and programming guide
- › Recommend attendance at key partner conferences

FY 2009 and 2010

Stay in touch and involve

- › Distribute monthly congressional e-newsletter
- › Distribute national and regional partner monthly e-newsletters
- › Audience-specific and event-specific programming guides

FY 2010

Close the loop

- › Engage partners in the Response Rate Feedback Program
- › Thank You campaign

PUBLIC RELATIONS—Engaging Audiences through Earned Media

Objective:

Surround every household in the country with credible, memorable messages through trusted third parties and authentic conversations that motivate people to complete the 2010 Census questionnaire.

Strategies:

1. Utilize the media outlets and partners each audience trusts to increase message credibility and break through the clutter of today's 24-hour news environment.
2. Give journalists the "It's In Our Hands" story hook (national and local; individual and group) so they can explore and "echo" the importance of Census participation in their communities.
3. Equip staff with the materials, information and messages to initiate Census conversations.
4. Enhance and support paid media and partnership channels to reach residents with Census messages multiple times prior to 2010.

Public Relations Activities

FY 2008

Define the story and how to deliver it

- > Key messages

FY 2009

Initiate media contact; plan to react

- > Training for media specialists (regional)
- > Story-mining sessions (national)
- > Desk-side briefings (national)
- > Recommendations for crisis communications plan (national)

FY 2009 and 2010

Be news; manage the news stream

- > Online news briefings (national)
- > Media specialist tool kits to support operational milestones
- > Electronic press kits
- > Proactive media relations outreach around key milestones, events and issues
- > Coordinate editorial board meetings (national)
- > Strategic travel across regions for Census Director meetings with media and other stakeholders
- > Media relations support for events: National CCC and National Partner Kickoff
- > Ongoing issues monitoring reports (national)
- > Manage media lists (national and regional)
- > Launch and maintain online newsroom

FY 2010

Staying power and follow-up

- > Satellite and Audio Media Tour (National)
- > Coordinate the Response Rate Feedback Program

CENSUS IN SCHOOLS—School-Age Children: Powerful Parental Motivators

Objective and Rationale:

The Census in Schools (CIS) program encourages students to tell their parents about the importance of the Census. Kids are powerful motivators of parents, especially when they get excited about an idea they believe in. Within some hard-to-count communities, kids are more likely to be in the cultural mainstream and can influence parents to complete and mail back the questionnaire.

Strategies and Tactics:

The Census has engaged Scholastic, Inc. to develop the CIS program. Scholastic developed the Census 2000 CIS program, so they have previous census experience. The CIS program will be:

- > National in scope with an emphasis on the hard-to-count populations
- > Optimize inclusion of CIS into school curricula and lesson plans
- > Meet the “No Child Left Behind” criteria
- > Provide fulfillment of materials considering both electronic and printed needs
- > Materials available in English and Spanish

Scope:

The CIS program will focus primarily on students K – 6 who reside in the 50 states, District of Columbia, Puerto Rico and the Island Areas (U.S. Virgin Islands, The Commonwealth of the Northern Mariana Islands, American Samoa and Guam).

There will be a CIS website to engage students in activities and to download CIS materials. Scholastic’s Web site will also engage educators and teachers.

INTERACTIVE—Create a 24/7 Movement to Ignite Mass Participation

Objective:

Make the “surround sound” of the Census, interactive and experiential by including:

- > Destination Web sites
- > Online advertising
- > Content integration
- > Viral applications (an electronic device that can be sent and received within online social networks)

Strategy:

The interactive experiences within the 2010 Census Media and Outreach campaign will be differentiated between:

The voice of my Government	The voice of my Community
1. The voice of the Census Bureau and other government affiliates	2. The voice of the public

The Voice of the U.S. Census Bureau and Other Government Affiliates
www.census.gov

The census.gov Web site will be the primary voice of the Census Bureau. It will host the official operational and organizational information for the 2010 Census, such as:

- > Program overviews
- > Timeline of operational activities,
- > Census questionnaire examples
- > Media/press content
- > Partnerships content
- > Employment recruitment information
- > Previous Census data
- > Quick facts
- > Population information
- > Language assistance guides

The voice of the public

Promotional Campaign Web Site:

It is recommended that the promotional campaign Web site be the primary online destination and paid media call-to-action area for the 2010 campaign.

This site will:

- > Educate all populations to achieve greater user interaction. *Types of content:* What is the Census, when does it happen, who should participate, why and so on
- > Bridge from “official” government communication (“Do this.”) to personal relevance (“Why you should do this.”). *Types of content:* Root the Census in relevant issues (answer “What’s in it for me?”) and passion points (national and local needs and benefits)
- > Leverage the power of influencers. *Types of content:* Build trust through others’ voices among monitored partners, celebrity testimonials, blogs

MEASUREMENT AND METRICS

A rigorous measurement and metrics program will be in place for Census 2010 campaign to monitor the performance and effectiveness of the program efforts.

Continuous Tracking

Tracking research will be conducted nationwide among all segments on a continuous basis to assess the impact of efforts on attitudes toward the Census and resulting conversations (word-of-mouth) about the Census.

This tracking will explain positive as well as negative trends in mail response, providing the ability to make real-time adjustments to messaging and media for course correction and campaign optimization.

Public relations, partnership communications and events will also be tracked individually to determine their impact and success against their respective target audiences.

Metrics

Because paid media, public relations, partnership communications and events each work to accomplish different goals and objectives, metrics and measurements will also be developed accordingly.

Evaluation and Assessment

The communications campaign will be evaluated by the National Opinion Research Center (NORC) who will conduct an independent evaluation to see if the campaign had an impact on census response rates. The Census Bureau will also conduct an operational assessment to see how well the program was planned and implemented.

Smart Suite™

A major component of the campaign is data. Data drive not only how the campaign is measured, but also how it is constructed. Smart Suite™ turns the reams and reams of data into *organized, useful insights that drive real-time decision making*. It’s a series of eight Web-based screens, each representing a specific theme. Collectively, they tell a powerful story of the data and insights that drive the campaign and capture valuable learnings for the next decennial.

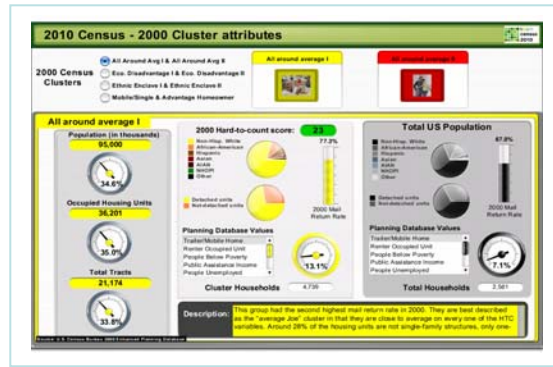
Smart Suite™ is for internal use by Census Bureau employees. Accessibility is provided over the internet with the highest level of security and data authorization, protecting the privacy of the information.

**LEARNINGS CAPTURE
Smart Suite™**

Screen 1 – 2010 Census Clusters

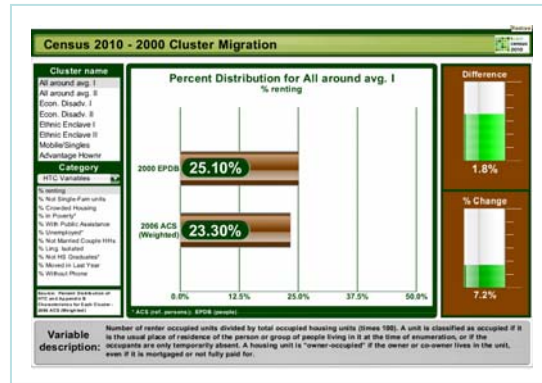
The audience clusters and their unique characteristics that can be leveraged for marketing purposes.

Clusters have been identified by the Census Bureau based on the 2000 tract-level Planning Database (PDB).



Screen 2 – Broaden Cluster Insights

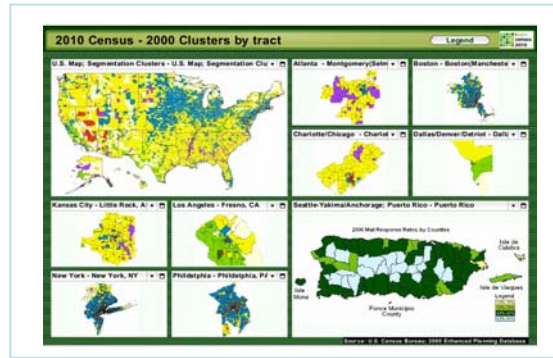
Updates audience clusters using approved data sources from the 2010 Census Planning Office (e.g. 2006 American Community Survey), validating their relevancy for 2010.



Screen 3 – Geo-targeting

An interactive map of the United States depicting the clusters and results from Census 2000 down to the tract-level, unless unavailable.

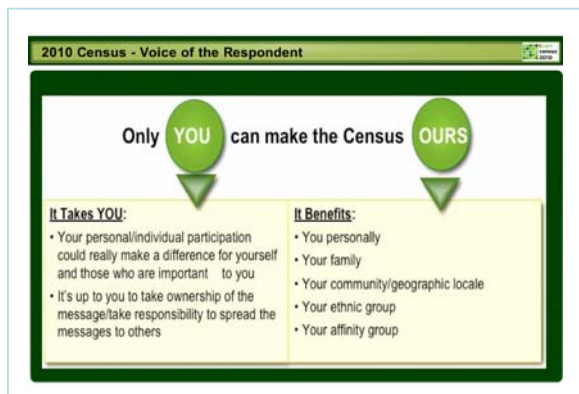
Areas with predicted low response are highlighted and cluster scores on the hard-to-count factors are provided.



Screen 4 – Voice of the Respondent

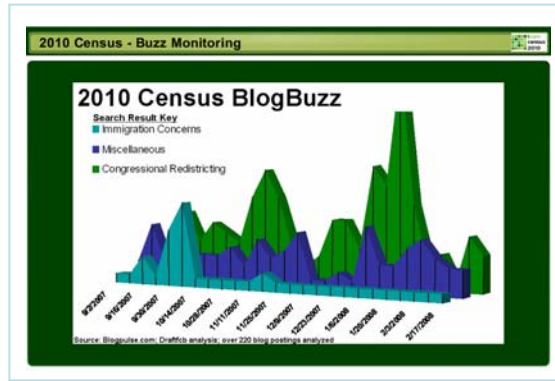
A sampling of audience reactions to Census messaging to help craft and refine communications. This screen is updated as messages are tested and analyzed.

In accordance with Title 13 respondent names and images will not be displayed.



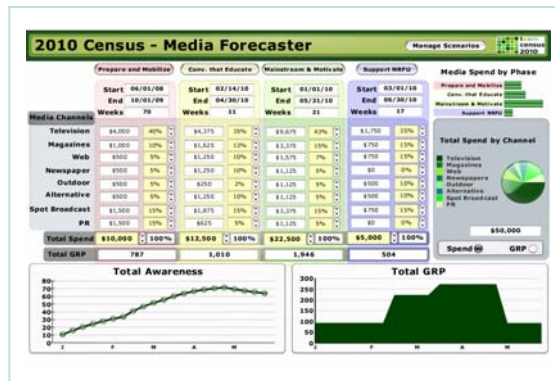
Screen 5 – Buzz Monitoring

Monitors conversations about the 2010 Census by highlighting results from Internet blogs. Those aspects of the campaign can respond to or support emerging trends.



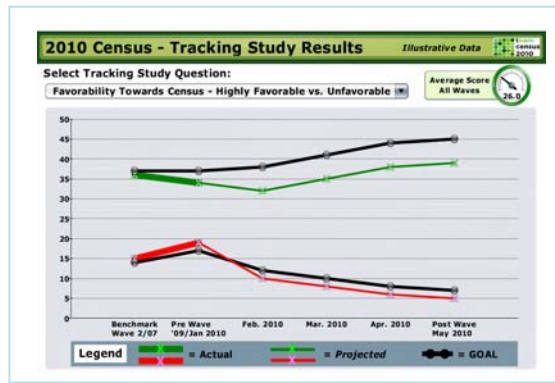
Screen 6 – Media and Outreach Strategy

Houses media planning tools that are extremely useful to “compare and contrast” spending scenarios to achieve desired mail response goals.



Screen 7 – Monitoring the Audience

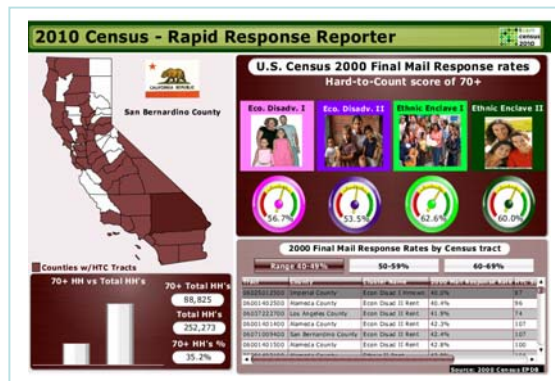
Based on tracking research tools, reports on a continuous basis awareness, attitudes and intent to participate in 2010 Census. This tracking will help explain positive and negative trends in mail response (per screen 8), providing the ability to make real-time adjustments to messaging and media for course correction and campaign optimization.



Screen 8 – Tracking the Performance

Contains reports on real-time mail response rates as the daily results unfold during the campaign—by segment and down to the tract level.

References the results of the Census 2000 and will use those results as benchmarks for 2010 projections, by comparing similar points in time. Screen 3 and Screen 8 complement each other by highlighting geographic performance and rapid response behavior, respectively.



SUMMARY

What has to happen?

Achieve the goals:

- > Increase Mail Response
- > Improve Accuracy and Reduce the Differential Undercount
- > Improve Cooperation with Enumerators

Why it will happen.

“IT’S IN OUR HANDS”

A Multilayered Campaign That Builds Strength on Strength

- > Full Year 2008: Establish and mobilize partnerships
- > January 2010: Build wide awareness
- > 2009–2010: Deepen with education
- > February–March, 2010: Inspire conversations
- > March 2010: Increase participation
- > May–June 2010: Support Nonresponse follow-up

A Tested Campaign Theme With a Big Story

- > Inclusive of all populations, translatable across them, that invites individual, partner, and community involvement and action
- > The theme line not only reaches out to all stakeholders but the “It” of “It’s In Your Hands” can be applied to every strategic and tactical aspect of the Census activity, the campaign and its supporting programs
- > A rallying cry that drives us, empowers our targets, encourages our partners, emboldens our responders

Audience Understanding

- > Broad, foundational targeting to motivate mass participation
- > Over-weighted emphasis on hard-to-count populations
- > Leveraging trusted partners and organization to overcome barriers and build trust

An Approach That Anticipates and Exploits How We Consume Media and Interact With Messages Today

- > Both media and messaging allows and invites a two-way conversation: a shared story between the Census Bureau and the total population
- > “Surround sound” media and message strategies that invite individual interaction, participation, promotion and endorsement
- > Exploits the new world of traditional and non-traditional media

Measurements and Metrics

- > Pretesting for message effectiveness
- > Geo-targeting (data by Census tract or county for targeting of specific marketing programs)
- > Tracking of every communications element from paid media to word-of-mouth
- > Audience monitoring and performance tracking to allow rapid response
- > Cumulative learning (2000, 2010 builds an even stronger basis for 2020)

To illustrate the meaning of an integrated communications campaign and how it will reach individuals in each audience, we have created "Years-in-the-Life". For example, on the next page is an illustration of Deron, a young unattached-educated African American male. As you review Deron's yearly activities, you will find that within 1 year he has come in contact with up to eleven different mass media communications that will be used to support the 2010 Integrated Communications campaign. This is just one of several illustrations that will be used to describe the “surround sound” effect of messages and materials delivered by the census.

For one person, this is how the 2010 Census Communication campaign might work.

Year in the Life: Meet Deron

Age: 27
Ethnicity: Black
Cluster: Single Unattached Mobiles
Marital Status: Single
Place of Residence: Philadelphia, PA
Education: Bachelor's Degree (Temple)
Occupation: Office Manager for Medical Company
Reached by: Diverse America Base Plan
 Black Audience Effort



DERON'S STORY

Too young to have participated in Census 2000
 Born and raised in Philly
BARRIERS
 Grew up in environment cynical of government
 Unfamiliar with Census
 Low priority in his life
TRIGGERS
 Has not seen widespread community improvements
 Unsure of Census benefits

Deron, Black Male, 27, Philadelphia

2010 Census – Year In The Life

Deron, Black Male, 27, Philadelphia



I've been getting my hair cut at the same little barbershop in Mt. Airy for as long as I can remember and the place is as fired up as usual. Jim, the barber, keeps telling all the guys about the jobs down at the Census. After a day of work like yesterday, I might sign up too.



Day 2 of going back to the gym. Day 2 of being soooooore. Day 2 and my "abs of steel" are still hidden under my girlfriend's "pie of pecan." Three weeks until we go down the shore for the 4th of July. Three weeks of walking past those Census signs in the locker room.



JAN. 18

Thanks to my "old buddy" from Junior High adding me on Facebook, I've just joined groups for alumni from my high school, saving the rainforest and saying I'm going to fill out the Census.



Looks like this Census thing is everywhere, every radio DJ is talking about Diddy's "Count or Die" campaign. It's like the elections all over again.

It looks like my little brother Will is going to be just fine at Cheyney. It's been a month and he's already writing for the school paper. He just got his first article published about the upcoming Census, mom was so proud she made me grab fifty copies.



AUG. 18

SEP. 26



I really thought this would be the year we would get back to the Super Bowl, our Birds were so close. It's kind of funny, when we were leaving the parking lot, they were handing out fliers for the 2010 Census. I wonder if filling it out will get us a wide receiver?



DEC. 21

JAN. 29

Philly, February, freezing as usual, so I've been trying to stay inside. I had to get my girl her Valentine's Day present though, which meant going up to King of Prussia and then come back to Center City for a Black History Month event my brother was putting together. Transition: I was sitting in traffic on the Schuylkill flipping between Power 99, Q102 and The Beat trying to find a good song and staring at billboards.



FEB. 13

They really should close the office during March Madness. It's all about the basketball, and I have got the fever. Go Ours! I've been reading ESPN The Magazine, listening to Eskin on WIP on the drive home, checking CBSSports.com religiously, even simulating the tournament on Xbox Live. Whatever I can do to stay updated.



MAR. 15

Pastor Brooks must have really brought the house down in church today because my grandma, my mom AND my aunt Liz ALL called me to see how I could have slept in. My sister Mark's Facebook and Black Planet updates were all infused with The Spirit, too. I'm still deciding between hitting the movies to see the new Tyler Perry movie, chilling at home with the new issues of GG and Vibe, and prepping for my fantasy baseball draft.



MAR. 21

It's a quiet Sunday night after a long week of work. My friends were planning on hitting some clubs on Delanore Ave, but I'll be relaxing, taking ten minutes to fill out the Census, then "sharing" the remote with my girl flipping between the Sixers game and Grey's Anatomy.



APR. 3

I'm in the middle of my first BBQ of the year at Uncle Frank's place and this man knocks on the door saying he has to take the Census. Funny, I'd just seen the notice in the Sunday paper but I guess he just never got around to it. Of course, my mom and grandma just happened to be here and they'll never let him live this down... both not finishing the Census and burning the hot dogs.



MAY 22



Communication Channels

- Barbershop Posters
Barber Outreach
- Health Club Posters
- Facebook Partnership
- HBCU Partnership
College Newspapers
- Sean John Partnership
- NFL Partnership
In-Stadium Signage
- Black Radio
Outdoor – Bulletins
Community Outreach
- NCAA Basketball TV
Sports Print
Sports Radio
Sports Websites
In-Game Advertising
- Church Outreach
Social Networking
In-Cinema
Men's Print
Black Print
Fantasy Sports
- NBA Basketball TV
Prime Time TV
- Newspaper

KEY CAMPAIGN MILESTONES

WEBSITE	
Launch 2010 Census Website	October 2009
CENSUS IN SCHOOLS	
Census In Schools Materials	Received by Teachers 2009
	Implemented in Classrooms Fall 2009
ADVERTISING	
Launch Paid Advertising	January 2010 - June 2010
PUBLIC RELATIONS	
Deliver & Disseminate Earned Media/Public Relations Materials	September 2008 - June 2010
Earned Media/Public Relations - Online Newsroom	January 2009 (with updates ongoing)
Public Relations - Response Rate Feedback Program	January 2010 - June 2010
PARTNERSHIPS	
Recruitment Ads/Materials	May 2008 - May 2009
Launch Partnership Communication Area	December 2008
Develop Partnership Support Materials	January 2009 - September 2009
Deliver Promotional Materials/Items to Regions	January 2009 April 2009 November 2009
Thank-You Campaign	July 2010

