

# Supporting the 2010 Census:

Toolkit for Media  
Organization Partners

United States<sup>®</sup>  
**Census**  
**2010**

IT'S IN OUR HANDS



## Contents

Welcome From the U.S. Census Bureau Director .....	3
A Partner Quick-Start Guide.....	4
Communicating About the 2010 Census.....	6
Getting Started: Announcing Your Partnership.....	10
Building Awareness and Driving Participation: Ongoing Communications.....	12
Regional Census Center Contact Information.....	20



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001

Dear Media Organization Partner,

Thank you for your willingness to partner with the U.S. Census Bureau to help provide important information about the 2010 Census to the public. As a reliable and trusted source of news that reaches a wide and diverse audience, including hard-to-count populations, your support is vital to help us communicate the importance of participation in the 2010 Census. Every person living in the United States must be counted in the census — including people of all ages, races, ethnic groups, citizens and noncitizens. Your organization will play a critical role in helping us achieve a complete and accurate count of the growing and changing U.S. population.

This toolkit is designed to assist you in your communications initiatives and provide you with the tools and information necessary to:

- announce and share information about your partnership with the Census Bureau.
- help the public understand the purpose of the census and why census data are important to all persons and communities in the United States.
- provide information on key census operations/activities and timing.
- encourage census participation.

Census data are critical to our communities and directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. Census data help communities determine locations for new roads, schools, hospitals, child-care and senior centers, and more. Additionally, business leaders utilize census data to make decisions that spur and sustain economic development, growth and create jobs. As a result, complete and accurate census data will help to ensure your community is eligible for the funding it needs for a brighter future.

To accomplish this, we ask for your support in providing the public with frequent news stories and communication about the census and key milestones. Your communications initiatives will help us to reach as many individuals as possible and help to ensure your audience understands that participation in the census is easy, important and safe, and their participation is vital.

We appreciate your support of the 2010 Census. By encouraging participation in this historic event, we all can work towards ensuring everyone is counted in 2010.

Sincerely,

Dr. Robert M. Groves  
Director, U.S. Census Bureau

# A Partner Quick-Start Guide





You signed on to be a Census Bureau partner. You are committed to driving participation in the 2010 Census so your community can be accurately represented and eligible for funding needed for a brighter future. Now you want to know, what's next? What should you do as a partner?

**It's simple. Here - at a glance - are the four main steps you should take.**

**1****Announce your partnership.**

Tell employees, colleagues and the community that you support the 2010 Census. Send letters and e-mails, post information in newsletters and on your Web site, or issue an official proclamation. These public acknowledgements lend credibility to the message and to the the importance of the 2010 Census. It's a quick and easy way to kick-start your partnership and bring attention to this important census event. (See page 11.)

**2****Build your communications plan.**

Create a communications plan that defines specifically how your organization will support the census. In 2009, focus on raising awareness in your community about the census and its benefits. Activities in 2010 should focus on motivating people to participate in the census. This toolkit includes planning resources and activity suggestions specifically for media organization partners. (See page 13.)

**3****Begin communication about the 2010 Census.**

Start spreading the word, using your action plan and the many resources provided in this guide, such as fact sheets, customizable templates and posters. Include specific messages that will resonate most with your audience. (See page 7.)

**4****Sustain the momentum.**

Regular communications and planned events through Census Day will be critical both to educate your audience about the census and to motivate them to take part. Stagger timing of communications and events throughout 2009 and 2010 to keep the census top of mind among media consumers and the larger community.

Your efforts will be supplemented by other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts will surround your community with messages about the 2010 Census.

**Communicating  
About the  
2010 Census**





The following provides important messages for your communications initiatives and conversations around your organization's partnership with the Census Bureau and support of the 2010 Census. These general message points can be customized with information specific to your organization or relevant to your audience.

### General messaging around your partnership:

#### ▲ **The 2010 Census will be here soon and we're on board.**

- Our organization is partnering with the Census Bureau to help spread the word about the 2010 Census and encourage participation to achieve a complete and accurate count of the U.S. population in 2010.

#### ▲ **We are supporting the 2010 Census because a complete and accurate count is needed to provide a brighter future for our community.**

- Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.
- Census data help guide local planning decisions, including where to provide additional social services, establish child-care and senior centers, build new roads, hospitals and schools, or where to locate job training centers.
- Business leaders utilize census data to make decisions that spur and sustain economic development, growth and create thousands of jobs.
- Census data play an important role in the redistricting of city, state and federal voting districts. Census data also affect our voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

MEDIA ORGANIZATION PARTNER

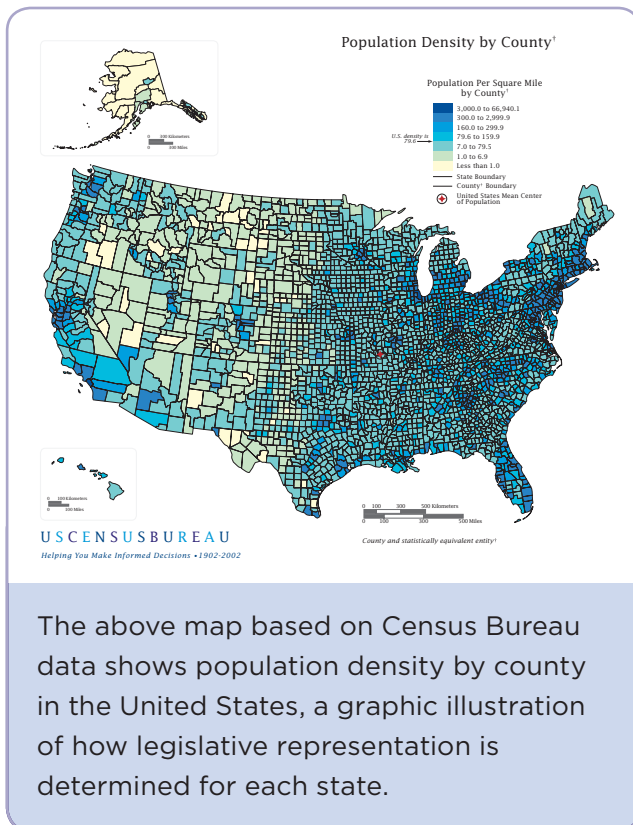
- ▲ As a news organization that is dedicated to providing the public with critical information they **need to know**, it is our duty to ensure each individual in our community, and across the nation, has access to information about the 2010 Census and understands the importance of this initiative.

- Census participation gives everyone the power to influence change.
- Every person in the United States must be counted, as mandated by the Constitution. This includes people of all ages, races, ethnic groups, citizens and noncitizens.

## General messaging around the 2010 Census:

- ▲ **Participation in the census is easy, important and safe, and your participation is vital.**

- **Easy** – One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- **Important** – Census data are critical to address your community's changing needs, and directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.
- **Safe** – By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.



MEDIA ORGANIZATION PARTNER



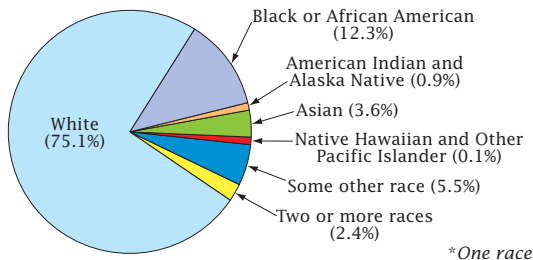
## General messaging around key census dates for the public:

- ▲ The Census Bureau will mail or deliver forms to every house in March 2010. Households should complete and mail back their forms upon receipt.
- ▲ More than 130 million addresses across the nation will receive a census form in March 2010.
- ▲ April 1, 2010, is Census Day, the official day of the population count. All 2010 Census responses should represent the household as it exists on this day.
- ▲ Census workers will visit households that do not return forms to take a count in person. Census workers can be identified by a census badge and bag.

## For more information:

For more information on the 2010 Census, visit [2010census.gov](http://2010census.gov).

### U.S. Race\* Breakdown



#### Based on data from Census 2000

Twenty-five percent of the population was non-White. Hispanics/Latinos comprised 12.5 percent of the population at that time, but have risen to more than 15 percent in 2009.



### Did you know?

A barrier to a complete count in previous censuses has been lack of English fluency. Partnership staff speak more than 100 languages. In 2010, a Teletext Device for the Deaf (TDD) program will help the hearing impaired, Questionnaire Assistance Centers (QAC) will assist those unable to read or understand the census form, and Language Assistance Guides will be available in many languages at all QAC locations. Partnership Specialists have been hired to encourage and inform the public about the benefits of answering the census.

MEDIA ORGANIZATION PARTNER

# Getting Started: Announcing Your Partnership





As a trusted media outlet, you will play a vital role in sharing news and information about the 2010 Census with a broad audience. The first stage in building awareness for the 2010 Census is to publicly announce your partnership with the Census Bureau to employees, your audience and your community. The following valuable resources are available to you to make your efforts as easy and effective as possible.

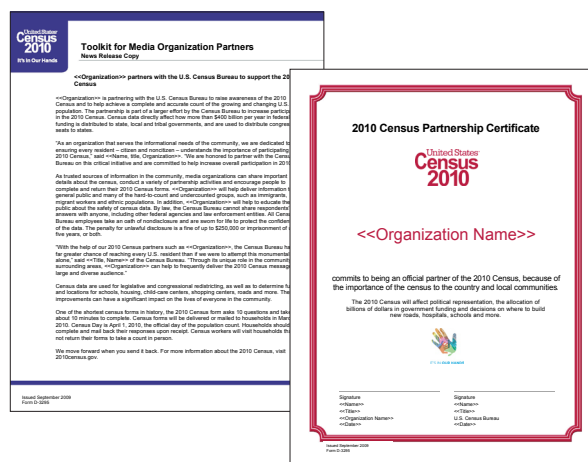
**Partnership announcement letter** – Announce your partnership with the Census Bureau to key audiences by sending this information on your letterhead or as an e-mail. The letter is available as a separate electronic file in this toolkit.

**Newsletter, e-mail blast and Web site copy** – Copy for newsletters, e-mail blasts and/or Web sites is provided and can be used to announce your partnership with the Census Bureau. The included copy is for example only and can be customized to include information specific to your organization. These materials are available as separate electronic files in this toolkit.

**Provide a link to the 2010 Census Web site** – Be sure to provide a link from your organization's Web site to the 2010 Census Web site at 2010census.gov. The Web site is an important resource for the public on the 2010 Census, and provides a wealth of information from past censuses.

**News release copy** – Provide information on your organization's partnership with the Census Bureau with this customizable news release. The news release was developed for the use of media trade organizations, however, local, regional and national news outlets also may want to utilize this release and distribute it to other appropriate media outlets. The news release is for example only and can be customized to include information specific to your organization. The news release is available as a separate electronic file in this toolkit.

**Partnership certificate** – Customize and hang this certificate in high-traffic areas, gathering and office spaces, and post it to your organization's Web site to acknowledge your role as a Census Bureau partner. The partnership certificate is available as a separate electronic file in this toolkit.



MEDIA ORGANIZATION PARTNER

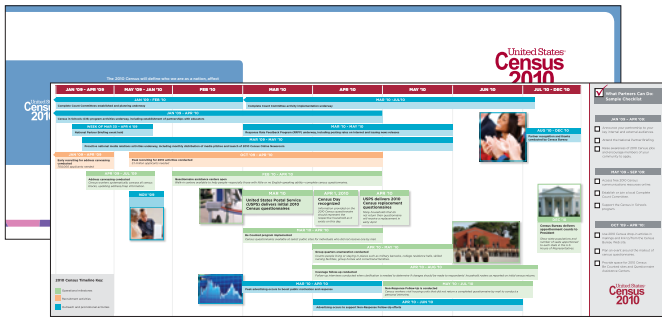
**Building Awareness  
and Driving  
Participation: Ongoing  
Communications**

*(January 2010 through  
December 2010)*



Your ongoing support in providing the public with important census information will help us to reach many key and hard-to-count audiences, and will encourage census participation in 2010. We recommend that your media organization spend time developing a 2010 Census communications plan that will outline communications initiatives and begin mapping out story angles from Fall 2009 through December 2010.

To assist your planning efforts, the Census Bureau has developed the following resources. All of these resources are available as separate electronic files in this toolkit:



**2010 Census operational milestone timeline –**

This timeline highlights key dates for the 2010 Census, including timelines for 2010 Census form distribution, Census Day and others.

**18-month calendar for 2010 Census partners –**

This printable calendar runs from July 2009 through December 2010. It includes key census dates and suggestions for what partners can do to get involved. Hang it in your office or in public gathering spaces to raise awareness of important census dates and events.



MEDIA ORGANIZATION PARTNER



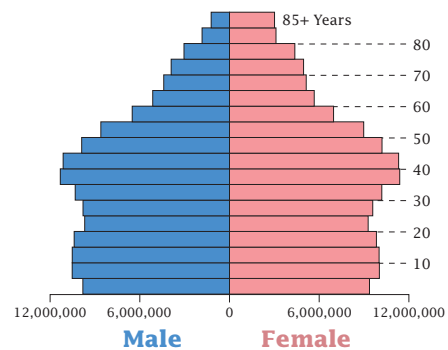
Given the number of key census milestones occurring in Fall 2009 through the first half of 2010, you'll want to be sure to focus a majority of your initiatives around the following time frames and waves of events:

<i>October 2009 through March 2010</i>	<b>Openings of Local Census Offices.</b> Local Census Offices are temporary offices that conduct various 2010 Census operations around the country, including job recruitment and Non-Response Follow Up (NRFU).
<i>October 2009 through April 2010</i>	<b>Recruitment for 2010 Census jobs.</b> The 2010 Census will create approximately 3.1 million temporary jobs across the nation and in Puerto Rico for operations leading up to the census, and approximately 1.2 million people will be hired for remaining operations, such as NRFU.
<i>January 2010</i>	<b>Launch of 2010 Census advertising.</b> Advertising is part of an integrated communications campaign that aims to reach the entire country, including hard-to-count audiences.
<i>January 2010 through April 2010</i>	<b>Census in Schools program begins</b> (running through April). Educators across the country teach the nation's students about the importance of the census so children can help deliver this message to their families.
<i>January 2010 through April 2010</i>	<b>2010 Census Road Tour.</b> Numerous vehicles will travel throughout the United States - including Puerto Rico, Hawaii and Alaska - delivering 2010 Census information and reinforcing that census participation is easy, important and safe.
<i>March 2010</i>	<b>Census forms will be mailed or delivered to all households across the country.</b> Households should complete and mail back their forms upon receipt.
<i>April 1, 2010</i>	<b>Census Day</b> , the official day of the population count. All 2010 Census responses should represent the household as it exists on this day.
<i>April 2010 through July 2010</i>	<b>Census workers will visit households</b> that do not return forms to take a count in person.
<i>Dec. 31, 2010</i>	<b>Delivery of 2010 Census counts.</b> By law, the Census Bureau delivers population counts to the President of the United States.

### Population by Sex and Age

Total Population: 281,421,906

This chart shows the U.S. population in 2000 at more than 281 million, with breakdowns by age and sex. The largest age group population was between 35 and 40.



MEDIA ORGANIZATION PARTNER

When creating your communications plan, explore the following:

- ▲ What are at least three census-related activities your media organization can commit to during the next several months?
- ▲ What are the largest barriers in your audience and community to getting residents to complete and return the 2010 Census forms?
- ▲ What kinds of information can you share to help overcome these barriers?
- ▲ How can you best report on the benefits of participating in the census, including the difference it will make in your community and across the nation?
- ▲ How can you best educate your audience that census participation is safe, and that, by law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities?
- ▲ How can you localize your census stories? What compelling local stories can you tell?
- ▲ How can you provide details on the assistance and resources available to people with disabilities and those who are unable to read or understand the form? What are the largest barriers in our audience and community to getting residents to complete and return the 2010 Census form?
- ▲ How can you reach hard-to-count populations, particularly noncitizens, and encourage them to participate in the 2010 Census?
- ▲ How can you best educate the public that responding immediately to the 2010 Census form is the most effective way to complete the census?
- ▲ What sponsorships, speaking engagements and events, or other activities your media organization is involved in, can you leverage to help spread the word about the 2010 Census?
- ▲ What unique stories can you tell to promote census participation?
- ▲ Is there a local or state Complete Count Committee formed by the highest acting official in your area?
- ▲ What was your response rate in 2000 compared to the nation, state, county, etc.?



MEDIA ORGANIZATION PARTNER

## Activities to Build Momentum and Encourage Participation:

Consider the following activities for your 2010 Census communications plan:

### ▲ **In-depth series**

To raise awareness that the 2010 Census is easy, important and safe, consider producing an in-depth, informational series including interviews with local Census Bureau employees and other 2010 Census partners. Consider engaging one of your bloggers to write about the benefits of the 2010 Census, including important reasons for everyone to participate. Respond to any questions or concerns expressed by the public.

### ▲ **Census timeline news briefs**

Remind the public of key dates and encourage people to quickly complete and return their form when they receive it in March. Refer them to [2010census.gov](http://2010census.gov) for more information.

### ▲ **Public service announcements (PSAs)**

Include PSAs in regular programming leading up to the 2010 Census. Sample scripts for radio and television are included in this toolkit, and there are three scripts provided for different timeframes throughout 2010.

### ▲ **Post information online**

Post pre-written, drop-in or original articles to your media organization's Web site, including a timeline outlining key census dates and a link to [2010census.gov](http://2010census.gov). Search our Web site for interesting facts and information about your area and use this information to generate interest in the census.

### ▲ **Distribute materials at events, appearances and speeches**

Take the opportunity to distribute brochures, fliers and posters, as appropriate, at your media organization's events, personal appearances and speaking opportunities.

### ▲ **Event sponsorships**

Sponsor events and/or provide space for Census Bureau representatives at events your media organization attends.

### ▲ **Distribute materials on remote locations (broadcast media)**

TV and radio outlets can distribute census materials when broadcasting from remote locations, as appropriate.

### ▲ **Encourage members or affiliates to participate**

Help spread the word to other media members or affiliates to contact their local Census Bureau partnership specialist and become an official partner with the Census Bureau.

### ▲ **Form or participate in a local or state Complete Count Committee (CCC).**

A CCC is a team of community members who can provide the cultural and community insights necessary to build 2010 Census awareness efforts that fit the circumstances of the community.

MEDIA ORGANIZATION PARTNER



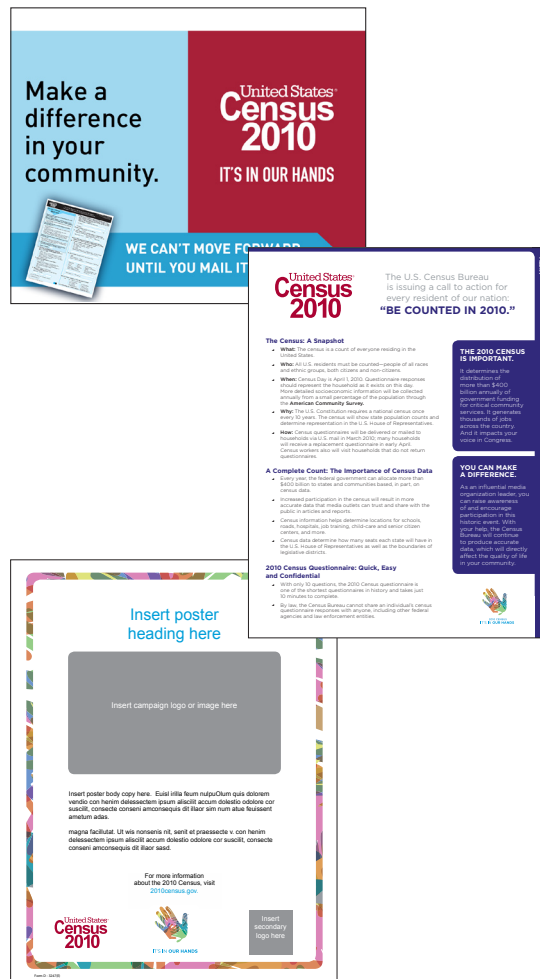
## Materials to assist your efforts:

Go to the 2010 Census Web site at [2010census.gov/partners](http://2010census.gov/partners) to download and adapt materials for your communications initiatives with the public.

**2010 Census Web banners** – 2010 Census Web banners are available to post on your media organization's Web site. They provide an ongoing reminder about the 2010 Census and drive Web users to the [2010census.gov](http://2010census.gov) Web site for more information.

**2010 Census fact sheet** – This fact sheet provides general information about the 2010 Census and why census participation is important. The fact sheet can be distributed to employees or to the public at events or activities in which your media organization may participate.

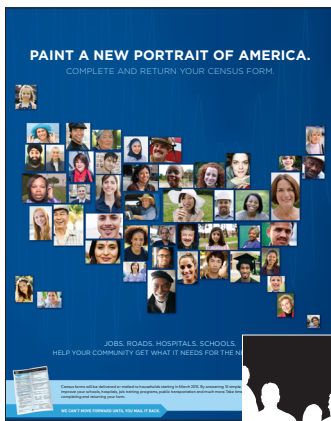
**2010 Census poster/flier template** – Use this pre-designed template to create a poster or flier highlighting your media organization's census-related events and activities. Hang the poster or flier around your office and building for employees and others to easily see, or distribute at events in which your media organization participates.



MEDIA ORGANIZATION PARTNER



**Awareness poster** – This poster is the first in a unique series of posters designed to build awareness of and encourage participation in the 2010 Census. Display the poster in your office, lobby or other high-traffic areas to create awareness of the coming census. You also can use the poster at events or activities your media organization may participate in. Contact your partnership specialist to obtain a printed version measuring 16” X 20” or download and print the version available as a separate electronic file in this toolkit.



**Action poster** – This poster is the second in a unique series of posters designed to build awareness of and encourage participation in the 2010 Census. Display the poster in your office, lobby or other high-traffic area to inspire everyone living in the United States to “take action” and participate in the 2010 Census. You also can use the poster at events or activities your media organization may participate in. Contact your partnership specialist to obtain a printed version measuring 16” X 20” or download and print the version available as a separate electronic file in this toolkit.



**Confidentiality poster** – This poster helps to educate and assure employees, and individuals that your organization serves, that census form responses are safe, secure and private. Display the poster in offices, lobbies or high-traffic areas. Contact your regional partnership specialist to obtain a print version or download and print the version available as a separate electronic file in this toolkit.



**How people are counted brochure** – This brochure describes the process by which the Census Bureau counts every person living in the United States – both citizens and noncitizens. Distribute the brochure to employees, post a .pdf version on your media organization’s Web site, or distribute the brochure to the public.

## MEDIA ORGANIZATION PARTNER

## Online Resources

The Census Bureau has a media section on the 2010 Census Web site — [2010census.gov](http://2010census.gov) — where the latest press kits, media materials, photos and videos will be posted for media use. Look for the “Press Kit” section on the side bar.

Additionally, the Census Bureau offers the following in the “Multimedia” section of [2010census.gov](http://2010census.gov):

**Image library** – A variety of photos are available to download and use. The image library includes images that depict the various stages of the 2010 Census process.

**Downloadable logos** – Camera-ready Census Bureau logos (English and In-language) are available for your use in the Partner With Us section of the Census Bureau Web site located at [2010census.gov/partners/census-logos/](http://2010census.gov/partners/census-logos/).

**Video testimonials** – Community leaders from across the country provided video testimonials about the importance of the 2010 Census and why every organization and person living in the United States should participate in this national civic event. Consider downloading these videos to your media organization’s Web site.

**Portrait of America videos** – Consider linking your Web site to the 2010 Census “Portrait of America” video, which explains how communities use census data and highlights interviews with community leaders explaining the importance and civic duty of census participation to individuals, communities and the future of the United States. Videos are available on the Census Bureau YouTube channel via the “Multimedia” section of [2010census.gov](http://2010census.gov).



If you receive questions related to the 2010 Census that you cannot answer, please refer individuals to the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at [2010census.gov/partners](http://2010census.gov/partners) and at the end of this toolkit.

MEDIA ORGANIZATION PARTNER



# Regional Census Center Contact Information

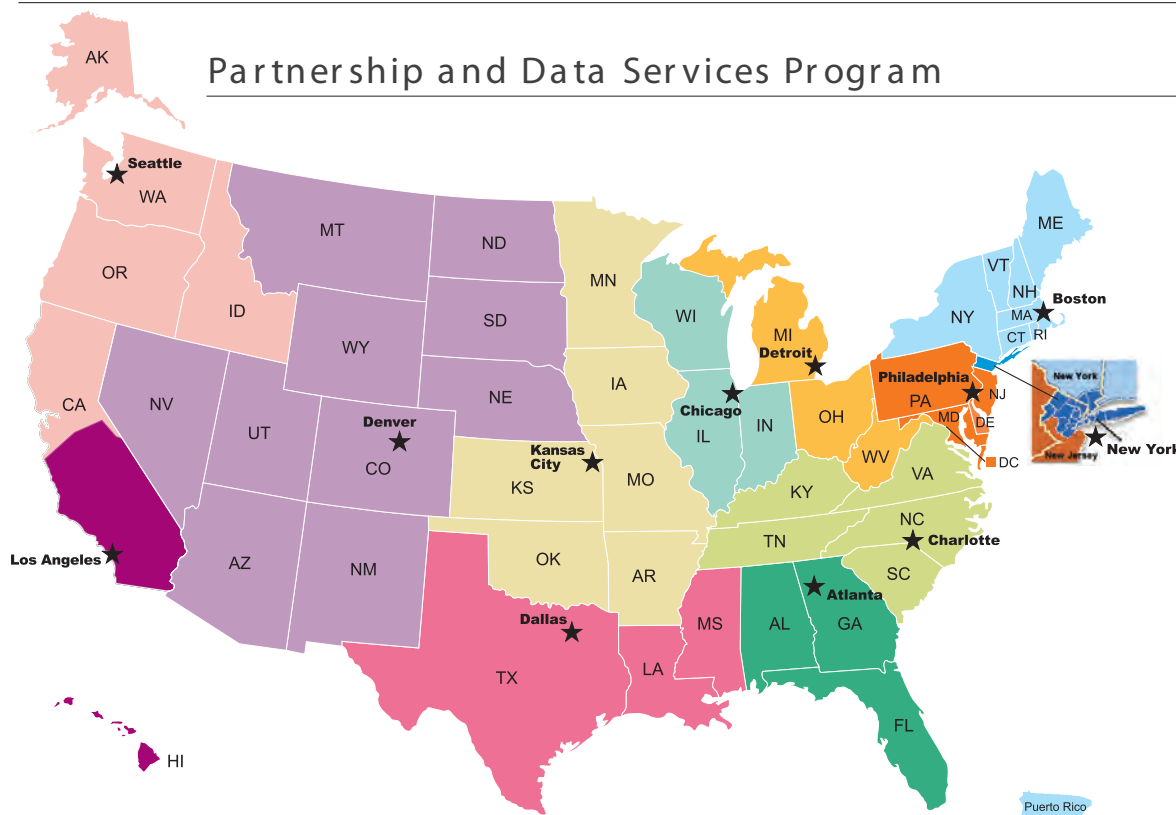


# U.S. Census Bureau Regions

August 2009

## Partnership and Data Services Program

FLDPDS/09-2



**ATLANTA** - [www.census.gov/atlanta](http://www.census.gov/atlanta)  
Alabama, Florida, Georgia

**BOSTON** - [www.census.gov/boston](http://www.census.gov/boston)  
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont

**CHARLOTTE** - [www.census.gov/charlotte](http://www.census.gov/charlotte)  
Kentucky, North Carolina, South Carolina, Tennessee, Virginia

**CHICAGO** - [www.census.gov/chicago](http://www.census.gov/chicago)  
Illinois, Indiana, Wisconsin

**DALLAS** - [www.census.gov/dallas](http://www.census.gov/dallas)  
Louisiana, Mississippi, Texas

**DENVER** - [www.census.gov/denver](http://www.census.gov/denver)  
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming

**DETROIT** - [www.census.gov/detroit](http://www.census.gov/detroit)  
Michigan, Ohio, West Virginia

**KANSAS CITY** - [www.census.gov/kansascity](http://www.census.gov/kansascity)  
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma

**LOS ANGELES** - [www.census.gov/losangeles](http://www.census.gov/losangeles)  
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)

**NEW YORK** - [www.census.gov/newyork](http://www.census.gov/newyork)  
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)  
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)

**PHILADELPHIA** - [www.census.gov/philadelphia](http://www.census.gov/philadelphia)  
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania

**SEATTLE** - [www.census.gov/seattle](http://www.census.gov/seattle)  
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

### Phone Numbers for the Partnership and Data Services Program

Atlanta  
404-335-1467

Boston  
617-223-3610

Charlotte  
704-936-5330

Chicago  
312-454-2770

Dallas  
214-637-9680

Denver  
720-475-3670

Detroit  
313-392-6500

Kansas City  
816-994-2045

Los Angeles  
818-717-5820

New York  
212-356-3100

Philadelphia  
215-717-1020

Seattle  
425-908-3060

American Samoa, Commonwealth of the Northern Mariana Islands (CNMI), Guam, and the U.S. Virgin Islands  
301-763-4033

MEDIA ORGANIZATION PARTNER