



Happy 4th of July!

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Regional Director HIGHLIGHTS



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Looking Ahead

Twenty-eight new Local Census Offices are scheduled to open throughout the Denver Region in October, 2009. The opening of the Local Census Offices will be marked by **Spirit of Community Celebrations**, peak recruiting efforts, and **Census in Schools** program activities. The Spirit of Community Celebrations will provide an opportunity to deliver key messages to target audiences. Our goal is to raise awareness that the 2010 Census is easy, it's safe, it's important, and it's required, with particular emphasis on the "hard-to-count" populations. For our messages to be effective they must reflect people's values, beliefs, and vision. By identifying the audience and defining goals within each community we will prioritize what must be said to motivate participation in the 2010 Census.

Arizona
Flagstaff
Phoenix Central
Scottsdale (Phe NE)
Phoenix (Phe NW)
Mesa (Phe SE)
Peoria (Phe SW)
Tucson (Rural)
Tucson (Urban)
Window Rock
Yuma

Montana
Billings
Great Falls
Missoula
Nebraska
Lincoln
North Platte
Omaha
Nevada
Henderson
Las Vegas
North Las Vegas
Reno

North Dakota
Bismarck
Fargo

South Dakota
Rapid City
Sioux Falls

Utah
Ogden
Provo
Salt Lake City

Wyoming
Casper
Cheyenne

Colorado
Aurora
Colorado Springs
Denver
Grand Junction
Greeley
Lakewood
Pueblo
Westminster

New Mexico
Albuquerque
Las Cruces
Santa Fe



Patriotism and Pride

We celebrate July 4th in remembrance of the Declaration of Independence. Standing up to be counted is also an American tradition, as well as a constitutional requirement.

"Loving your country shouldn't just mean watching fireworks on the 4th of July. Loving your country must mean accepting your responsibility to do your part to change it. If you do, your life will be richer, our country will be stronger." - President Barack Obama



By participating in this once-a-decade population count, residents have an opportunity to be part of history.

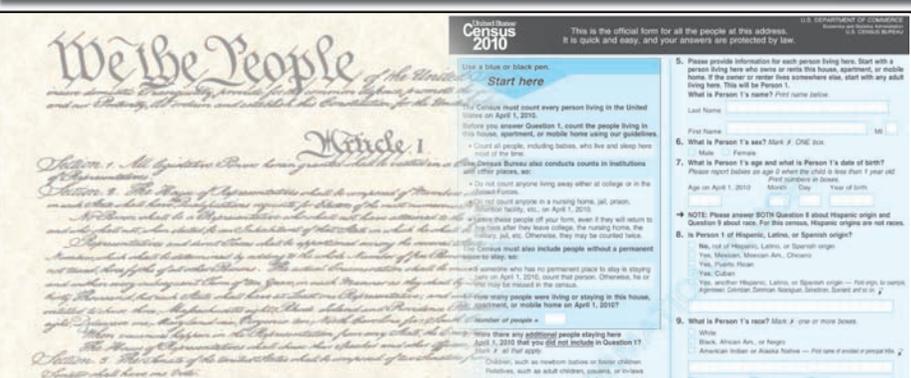
Integrated Communications Campaign

"It's In Our Hands"

The 2010 Census 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 - will be used selectively to work where they are most effective. Paid advertising will provide the best reach and the ability to get our message to most people. Partnerships are critical in delivering the message through trusted community sources. Census in Schools reaches parents through their children and will be especially effective in reaching hard-to-count communities. Public relations will support all aspects of the census.

The Communications Campaign will be multi-targeted, multi-media, and multi-lingual. It will target more than 20 population groups, speak in at least 28 different languages, and use traditional media like TV, radio, print, and billboards, as well as new (online) and nontraditional media.

Media Calendar: Census 2010 preparations have begun. Local partnerships are being established to build a far reaching partnership network. January 2010 begins the 2010 Census Campaign, including national TV and radio advertising. In March and April it's all about mailing back the questionnaire. And in May it's about non-response follow-up efforts.



COMMUNICATIONS STRATEGY TOOL KIT

An effective message strategy is the cornerstone of any successful communications effort. Messages communicate our core ideas to inform and motivate people to participate in the 2010 Census. It is where the face of the Census meets the public. Bottom line, communications cannot be delegated – **it's everybody's job**. When communicating with the public we have to emphasize a few basic messages that signal the benefits of the Census as essential to the community. To be effective our messages must be conveyed in simple, direct language to ensure that they are not only heard, but understood. A persuasive message delivers the relevant rational and emotional arguments that will motivate people to act. Our strategy needs to deliver the same message consistently and repeatedly by locally trusted voices for the community to accept it as personally relevant.

THRESHOLD MESSAGES

What do people need to know, believe, or care about in order to become engaged in the 2010 Census? What obstacles do we have to overcome to get people over the threshold?

SOLUTION MESSAGES

And the Community Will Be a Better Place. What is the projected (positive) outcome? Offer up suggestions of how their lives will be better, if they get engaged in the 2010 Census.

REINFORCEMENT MESSAGES

How do we keep people involved? How do those who are involved convey our messages? What are some statistics, anecdotes, and sound bites we can use to support and reinforce these messages?

ACTION MESSAGES

What is the purpose of our messages? What do we want people who connect with our messages do? Do we want different things from different audiences? Do we have different goals for different campaigns?

2010 Census Branding is Important

The 2010 Census brand graphic "It's In Our Hands" is the visual cornerstone of our community outreach efforts. The 2010 Census brand offers many benefits. Primarily, when local partners use this branding, they reap the benefits of headquarters dollars invested in community awareness of our Census mission. "It's In Our Hands" connects all elements of the Campaign nationally, regionally, and locally. The theme asserts strongly that it's everyone's Census, *it's everyone's responsibility*, and it inspires and motivates communities and individuals to grab hold and participate in the 2010 Census. Locally, we brand awareness for the 2010 Census with consistency in our messages and in our visual images. With consistency we will be able to imprint the 2010 Census as a strong stand-for-something brand personality.



2010 Census Key Messages

It's The Law

The U.S. Constitution (Article I, Section 2) mandates a headcount of everyone residing in the United States.

By law, the Census Bureau must count every resident and submit state population totals to the President of the United States by December 31, 2010.

It's Safe

Responses are protected by law (Title 13, U.S. Code, Section 9). All Census Bureau employees have taken an oath to protect confidentiality and are subject to a jail term, a fine, or both, for disclosing any information that could identify a respondent or household.

It's Easy

It will ask for name, sex, age, date of birth, race, ethnicity, relationship and housing tenure – taking just minutes to complete and return by mail.

10 questions, 10 minutes: Spending just a few minutes to fill out your Census form will help ensure your community gets its fair share of federal and state funding for 10 years.

It's Important

The Census affects funding in your community, your voice in Congress, your representation in state and local government, and informs your community's decisions.

Census data directly affects how more than \$300 billion per year in federal and state funding is allocated to communities for neighborhood improvements, public health, education, transportation, and much more. That's more than \$3 trillion over a 10-year period. Data about changes in your community are crucial to many planning decisions, such as where to provide services for the elderly, where to build new roads and schools, or where to locate job training centers.

