



2010 Census CCC Media Subcommittee Meeting

10 a.m., Nov. 10, 2009

Pima Association of Governments

177 N. Church Ave., Transamerica Building
5th Floor Small Conference Room
Tucson, AZ

AGENDA

1. Welcome and Introductions

2. Review of Oct. 7 meeting minutes

3. Update on Oct. 21 CCC meeting

4. Reports from Task Groups

- a. Update on Spokespersons (Jeff/Sheila)
- b. Content ideas for PSAs (Selina/Juan/Catherine)
- c. Flier/Poster content (Roberta, Kelsie, Kelle, Chris, Philip)
- d. Talking Points/Media FAQs (Sam, Cathie, Barb, Nancy, Dulce, Robert)
- e. Media Buys (Cindy, Michele, Sheila)
- f. Sponsorship Opportunities (Rodney/Mary)

5. PR/Brainstorm creative ideas for other outreach opportunities

Examples: Design screen savers for public libraries, for TV monitors in jury waiting areas, for one-stop offices, school computer labs; identify content for November/December news releases; determine distribution points for Census poster – also downloadable PDF; special events; other.

6. Review of upcoming events/promotional opportunities

7. Remaining Timetable/Actions Items

8. Next Meeting – Tentatively Dec. 8

9. Adjourn

Persons with a disability or language barrier may request this document in alternative formats or translations or other reasonable accommodations by contacting Robert Done at (520) 792-1093. Requests should be made as early as possible to allow time to arrange the accommodation.