

2010 Census CCC Media Subcommittee Meeting Minutes of Oct. 7, 2009

Members Present

Cindy Ramirez, Nordensson Group
Jeff Nordensson, Nordensson Group
Sam Negri, Pima County
Kelsie Hanson, Town of Oro Valley

Staff

Sheila Storm
Philip Cyr
Nubia Bertsch
Robert Done

1. Welcome and Introductions

Meeting was called to order at 2:05 p.m. Ms. Storm opened the meeting with a welcome and introductions.

2. Review of Sept. 14 meeting minutes

Motion was made by Ms. Hanson and seconded by Mr. Nordensson, and unanimously carried that the CCC Media Subcommittee approve the minutes of Sept. 14, 2009, meeting.

3. Update on Media/Public Outreach Budget

Ms. Storm discussed resources that are available or may be available for a public outreach/media campaign. Ms. Storm said that the partnership program funding application has been accepted, but have not yet heard if the Census has approved. Ms. Storm stated that PAG did not receive a grant from the Tohono O’odham 12% grant program.

Mr. Nordensson said he will explore if local media will work together to develop a Census message that can be used on all media outlets for Census outreach. Also, it will be important to negotiate with the media to leverage over limited resources, launching a campaign to bring awareness on the Census would collaborate and open business relationships with other media agencies. Currently, there is no media association support and it is crucial to engage with other agencies. In addition, compromising and negotiating the best rates will assist the budget to balance well.

4. Update on local slogan

Ms. Storm introduced a draft flier created by Philip Cyr, PAG’s graphic designer. The group liked the idea of a flier instead of a brochure that could be used as a more visual element with content that is tailored to the target audience. The committee agreed with the slogan of “Make Your Family Count” and “Haz Contar tu Familia” will be effective across the community.

The committee discussed of the slogan in conjunction with other text and leaders to complement one another.

Mr. Negri asked about the possibility of having promotional materials at “Meet Yourself Event” over the weekend. Ms. Storm said the Census Bureau staff is working with the city to have a table set up in the event.

Ms. Ramirez suggested having local peers in local PSAs that will be more accepted by the local target population. She also suggested using less formal grammar that people use everyday.

Mr. Negri suggested having less text and more graphics on the promotional materials.

5. Update on Campaign spokespersons

Mr. Negri asked if political figures would be an advantage or disadvantage for the campaign.

Ms. Ramirez said that using political figures might not work as well because they are authority figures.

Mr. Nordensson suggested governmental spokespersons that could speak to the Editorial Boards. He suggested that a community spokesperson such as the Bishop may work better.

6. Review current list of events

The subcommittee discussed developing a consistent message for the campaign and to present it in English and Spanish. Ms. Hanson indicated that a template for press releases should be available to all jurisdictions to use.

Ms. Storm reviewed a list of events developed by the Community-Based Organization Subcommittee and indicated Census info may be made available to these events. .

7. Determine materials needed

Ms. Storm suggested that due to lack of attendance she will contact and recruit other committee members to assist with such things; as developing frequently asked questions and talking points for spokespersons.

8. Media/Public Outreach

Ms. Storm indicated that 2/3of the existing budget will be applied to media advertising. The remainder will be used for fliers or an event.

9. Review of potential sponsors

The committee discussed the need to seek additional funding form the jurisdictions as well as private sponsors.

10. Adjourn

The meeting adjourned at 3:40 p.m.