

2010 Census CCC Media Subcommittee Meeting Minutes of Jan. 12, 2010

Members Present

Cindy Ramirez
Kelsie Hanson, Town of Oro Valley
Mary Reynolds, Town of Sahuarita
Alfonso Dancil, Telemundo

Staff

Sheila Storm
Nubia Bertsch
Robert Done
Dave Taylor

Public

Ruben Reyes, Rep. Raul Grijalva Office

1. Welcome and Introductions

Meeting was called to order at 2:06 p.m. Ms. Storm opened the meeting with a welcome and introductions.

2. Review of Dec. 8, 2009, meeting minutes

Motion was made by Ms. Hanson and seconded by Ms. Ramirez, and unanimously carried to approve the minutes of the Dec. 8, 2009, meeting.

3. Update on Jan. 11, 2010, CCC Meeting

Mr. Done reported on the last CCC meeting and updated the Subcommittee on how the U.S. Census Bureau will be approaching the homeless, since the homeless do not have a permanent address. Mr. Done said that the homeless will not receive surveys but they will be counted by Census staff.

Mr. Done mentioned that Malena Barajas from the U.S. Census Bureau will be involved with public outreach in TUSD for the Education Subcommittee. Mr. Done reported that the Business Subcommittee is checking on TEP inserting a flier in its electric bills. Tucson Water indicated it would do so in its water bills. Ms. Reynolds said Sahuarita Water possibly could do the same.

Mr. Taylor provided information about the difference between the ACS and the census count.

4. Media Placement and Messaging

Ms. Storm passed around a draft of targeted media placements. Ms. Ramirez will follow up with Tucson Newspapers Inc. for a proposal. Ms. Storm will follow up with the Wildcat newspaper as well. Ms. Hanson and Ms. Reynolds indicated other potential outreach placement. Ms. Storm suggested a group meet soon to map out editorial placements and messaging for consistency.

5. Census 2010 PowerPoint

Ms. Storm presented the committee with a PowerPoint that could be used for presentations about the Census count. If you would like a copy, please contact Ms. Storm.

6. Press Releases/Editorial Boards

Local Spokesperson

Ms. Storm said Dr. Richard H. Carmona will serve as the official spokesman for Census 2010 public outreach efforts in Pima County. Ms. Storm passed around a draft press release for review on the press release.

Local Census 2010

Ms. Storm passed around another draft PR on the local Census 2010 Web site, which provides resources and tools for people to learn about the Census. The web site's url: www.pagCensus.com

ACS vs. 10-question form

Ms. Storm suggested that another PR could focus on the difference between the ACS form and the 10-question form.

Feature of Refugee Family

Ms. Storm said another story that could be pitched to the media would be to feature a refugee family and how important it is for refugees to be counted.

7. Poster Distribution/Event Outreach

Mr. Done passed out a list of locations where posters can be distributed. In addition, he passed out a list of outreach events and some volunteer coordinators are still needed. Mr. Reyes suggested adding the Chavez March to the list of outreach events.

8. Media Q&A/Talking Points

Ms. Storm passed out a draft of the Q&As and said the final version will be available for any speakers or for media interviews.

9. Media Event Planning

Ms. Storm said one idea for a spring outreach event to promote the Census count would be to play off the Make Your Family Count theme and have culturally diverse families at the event and possibly still conduct a symbolic march to encourage people in hard-to-count areas to fill out their forms.

10. Other Business

Ms. Storm passed out copies of the PAG's Census Web Site page and asked everyone to visit it and share the content with others, too.

11. Next Meeting

The next meeting will be Feb. 9, 2010.

12. Adjourn

The meeting adjourned at 3:16 p.m.