

## **2010 Census CCC Media Subcommittee Meeting Minutes of Feb. 9, 2010 **DRAFT****

### **Members Present**

Sam Negri, Pima County, Chair  
Kelsie Hanson, Town of Oro Valley  
Chris Portney, University of Arizona  
Michele Joseph, Sun Tran  
Barb Peck, LP&G  
Roberta Lopez-Suter, City of Tucson  
Cathie Batbie, KVOA

### **Staff**

Sheila Storm  
Philip Cyr  
Robert Done  
Dave Taylor

### **1. Welcome and Introductions**

Meeting was called to order at 10:05 a.m. Ms. Storm opened the meeting with a welcome and introductions.

### **2. Review of Jan. 12, 2010, meeting minutes**

Motion was made by Ms. Peck and seconded by Mr. Cyr and unanimously carried to approve the minutes of the Jan. 12, 2010, meeting.

### **3. Media Placement and Messaging Update**

Ms. Storm noted that posters are on bus stop benches and on the buses. Billboards will appear mid-February. Univision is still working on the TV spot with the audio in the works for the radio stations. Ads have appeared in Inside Tucson Business and Tucson Weekly.

She also provided an update on other outreach activities, such as Pima Community College putting up fliers, Metro Traffic running 15-second spots courtesy of the City of Tucson and the City of Tucson including an insert about the Census in its next payroll distribution.

### **4. Editorial Boards**

Ms. Storm said the Star editorial staff indicated that they did not want to meet with Dr. Carmona or others for an editorial board meeting. However, the Star requested information and indicated they would run an editorial. Dr. Carmona has appeared on AZ Illustrated. Mary Reynolds, Town of Sahuarita, will arrange an editorial board meeting at the Green Valley News.

After discussion, the consensus was to pitch story ideas to the TV media rather than pursue editorial level meetings. Ms. Storm said she would still pursue talk show opportunities and other radio remote events.

Op-eds also will be submitted to the various media in March.

Ms. Batbie suggested pitching some Census story ideas to the media next week due to coverage of the Winter Olympics and higher viewership.

Mr. Negri suggested pitching a story idea to the Tucson Weekly on addressing the “fear of being counted.”

The subcommittee also discussed pitching a story idea regarding a new Census processing center in Phoenix that Mr. Taylor has toured yesterday and noted the level of security in place to ensure confidentiality of Census form information.

## **5. Social Media**

Ms. Storm distributed examples of Facebook pages from the U.S. Census Bureau and from the Phoenix census effort and asked for input on establishing a Facebook page on local Census efforts.

After some discussion by the Subcommittee on limited local content worthy of establishing a separate Facebook account, Ms. Lopez-Suter offered to post Census related items on the City of Tucson’s Facebook page as information becomes available.

## **6. Media Event – Set a date**

The Subcommittee discussed options of holding a special event to promote the Census. Options included scheduling an event on March 18 at a location, such as the Sam Lena Library in South Tucson with Dr. Carmona and other officials and possibly multi-cultural families. The Census Bureau is holding a March to the Mailbox event on April 10.

Ms. Storm suggested on oversized banner with the Census questionnaire or other imaging be used as a visual at an event. Ms. Lopez-Suter also suggested contacting the Tucson Convention Center about the possibility of hanging a banner at the TCC during its remaining February and March events to target event attendees.

The Subcommittee agreed it would be best if a Census event could be linked with another scheduled event in March. Ms. Storm said she would check on potential opportunities.

Ms. Batbie suggested that rather than holding an event, it may be more effective to provide a list of Census story ideas the media could pursue.

## **7. Other business**

Mr. Done distributed a list of locations where fliers, posters and other Census materials have been distributed. Ms. Peck suggested checking with the UPH facility on Alvernon and also with the Literacy Coalition for placing fliers.

## **8. Next Meeting**

The next meeting will be March 9, 2010.

## **9. Adjourn**

The meeting adjourned at 11:10 a.m.