

2010 Census CCC Media Subcommittee Meeting Minutes of Nov. 10, 2009

Members Present

Megan Courtney for Mary Okoye, City of Tucson
Cindy Ramirez, Nordensson Group
Jeff Nordensson, Nordensson Group
Sam Negri, Pima County
Kelsie Hanson, Town of Oro Valley
Nancy Guthrie, Consultant
Jesse Niño, U.S. Census
Michele Joseph, Sun Tran
Dulce Mascareño, U.S. Census
Kelle Maslyn, Comcast
Barbara Peak, Consultant
Clarence Boykins
Roberta Lopez-Suter, City of Tucson
Cindy Ramirez, Consultant

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 Oct. 7 meeting minutes

Motion was made by Mr. Nordensson and seconded by Ms. Mascareño, and unanimously carried that the CCC Media Subcommittee approve the minutes of Oct. 7, 2009, meeting.

3. Update on Oct. 21 CCC meeting

Mr. Done reported on the last CCC meeting and updated the subcommittee on the budget for promotional materials and public outreach. He mentioned that Pima Association of Governments (PAG) did not receive funding from tribal government; therefore, it reduces the budget on promotional materials and public outreach. Mr. Done mentioned the possibility of local jurisdictions providing funding for promotional materials.

In addition, Mr. Done explained that some areas are low income and have language barriers in Pima County, which make it difficult for the U.S. Census to track and report on that population, especially the homeless. There are community groups that might be able to assist in counting those areas and coordinate public outreach events.

4. Reports from Task Groups

Update on Spokespersons:

Mr. Nordensson is confirming Bishop Kicanas and media personalities for PSA. Ms. Storm and Mr. Nordensson will be following up on potential spokespersons.

Content ideas for PSAs:

During the meeting, there were three suggestions:

- 1) one Ad/PSA with the Bishop
- 2) one Ad/PSA with Media personalities
- 3) one Ad/PSA with a hard-to-count population peer group family that is being counted for the first time

Other suggestions:

- 1) cutaways of XXX number of books shown on a library shelf
- 2) road construction project and image of people receiving health/family service
- 3) taglines with messages such as: "Your responses will bring money to fund these services" or "Make a difference"

Flier/Poster content:

Task group will provide specific wording for the various target groups. The fliers will be posted online in different sizes and targeted fliers will be available for downloading.

Talking Points/Media FAQs

Task group is meeting Nov. 19 and plans to have talking points and media FAQs ready for the Dec. 8 meeting for final review/presentation.

Media Buys:

Task group will meet Nov. 16 and discussed media targets and will contact media outlets prior to Dec. 8 meeting to determine media placement.

Sponsorship Opportunities:

Sponsors need to be identified and matched with promo/event/or advertising ideas.

5. PR/Brainstorm creative ideas for other outreach opportunities

Ms. Storm discussed possible outreach opportunities. For example, PAG can design screen savers for public libraries, or TV monitors in jury waiting areas, school computer labs, and other possible public locations.

Ms. Courtney suggested a message on You Tube that can be localized and possibly be developed for movie theaters. In addition, the subcommittee discussed creating a Twitter account and outreach in that direction.

6. Review of upcoming events/promotional opportunities

Mr. Done distributed a list of outreach events to the members present; he mentioned that public outreach could be done throughout those events starting next month until April 1.

7. Remaining Timetable/Actions Items

Subcommittee members decided to:

- Design Census 2010 Screensaver for public locations
- Send newsletter "article" on Census 2010 to local companies and other entities to place in employee newsletters
- Finalize spokespersons and PSA content by Dec. 8 meeting
- Produce PSAs

- Negotiate ad buys with media
- Encourage others to place a brief message on their phone system's message on hold entries
- Finalize flier/poster

8. Next Meeting

Subcommittee will meet Tuesday, Dec. 8, 2009, at 10:00 a.m. at PAG's conference room.

9. Adjourn

The meeting adjourned at 11:20 a.m.