

# American Indian and Alaska Native 2020 Census Tribal Consultations Meeting

## National Webinar

## 2020 Communications Discussion

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U.S. Census Bureau

April 7, 2016



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

# Purpose

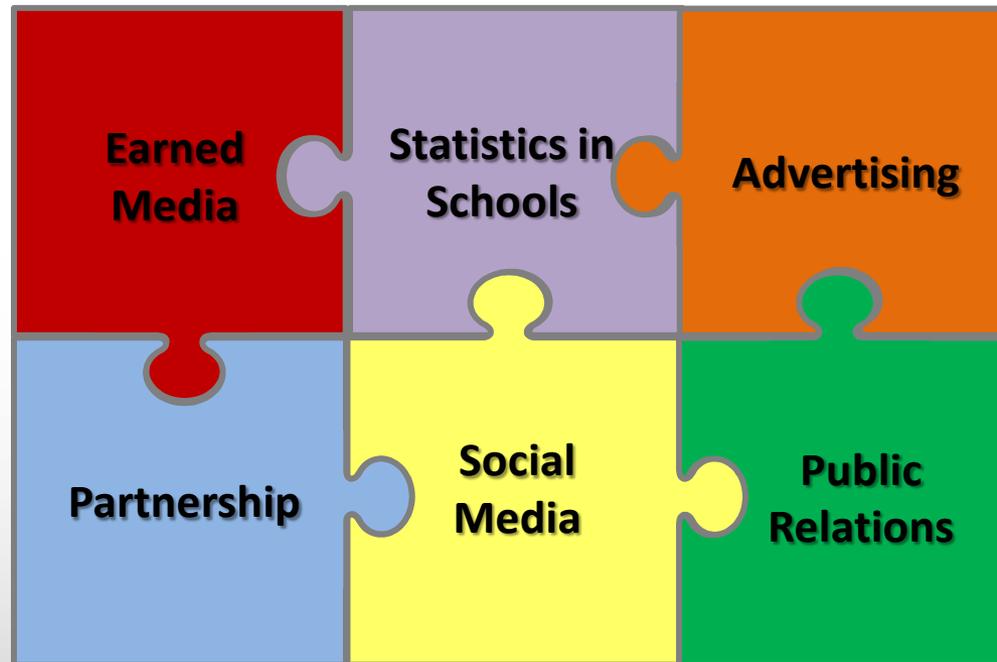
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- To communicate the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, and Puerto Rico
  - Encourage people to self-respond
  - Raise and keep awareness high throughout the entire 2020 Census



# Components of the Integrated Partnership and Communication Program (IPC)

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# Research

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- Fall 2008 - Census Barriers, Attitudes and Motivators Survey (CBAMS)
- Fall 2008 - 2010 Census American Indian and Alaska Native (AIAN) audience segmentation and evaluation
- January-August 2009 - Creative copy testing



# 2010 Lessons Learned (AIAN)

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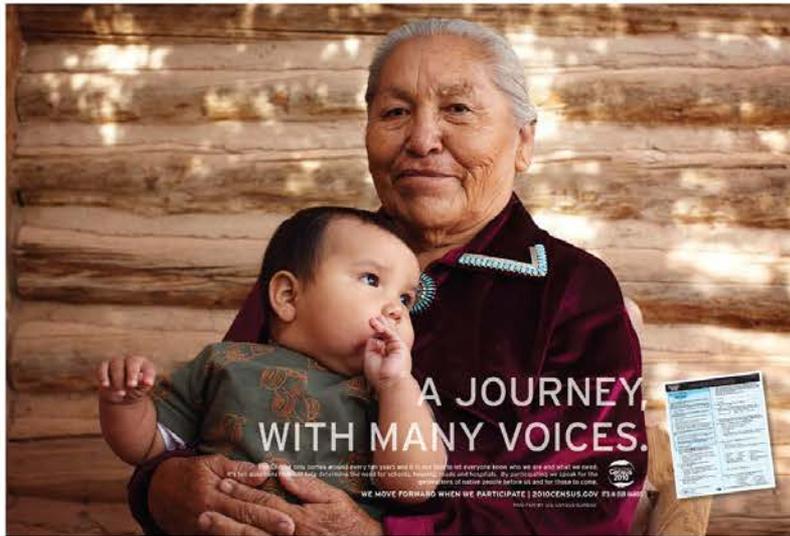
- Messages that empowered, encouraged a sense of Census ownership, and spoke to confidentiality were most popular
- National campaign message “We can’t move forward until you mail it back” was not effective with the American Indian and Alaska Native audience. Instead used a more positive and relevant version of this message: “We move forward when we participate”
- Broad media buy was necessary



# Advertising

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- 2000 – 3 TV ads, 12 print ads, 4 radio ads, 4 billboard ads
- 2010 – 4 TV ads, 16 print ads, 6 radio ads, 4 internet ads, 9 billboard ads
- Numerous Public Service Announcements (PSAs)
- Hired an American Indian owned and operated advertising firm (G&G)
- Developed promotional materials that could be downloaded from [census.gov](http://census.gov) and customized by each tribe
- Advertised on local American Indian and Alaska Native radio shows (*Native America Calling*) and American Indian and Alaska Native newspapers (*Indian Country Today*)



**NATIONAL PUBLICATIONS**

INDIAN COUNTRY TODAY  
NEWS FROM INDIAN COUNTRY

**PLAINS PUBLICATIONS**

SHO-PAI NEWS

**SOUTHWEST PUBLICATIONS**

AK-CHIN O'ODHAM RUNNER  
ARIZONA NATIVE SCENE  
AU-AUTHM ACTION NEWS  
NAVAJO-HOPI OBSERVER  
NAVAJO TIMES  
SAN CARLOS APACHE MOCCASIN  
SILVER BELT  
GILA RIVER NEWS  
NATIVE AMERICAN JOURNAL  
TWO RIVERS TRIBUNE  
JICARILLA CHIEFTAIN  
TAOS NEWS  
ABQ JOURNAL

**NATIONAL PUBLICATIONS**

INDIAN COUNTRY TODAY  
NEWS FROM INDIAN COUNTRY

**EASTERN WOODLANDS PUBLICATIONS**

THE CIRCLE  
BOIS FORT NEWS  
MENOMINEE NEWS  
KALIWISHAKS  
MOHICAN NEWS  
INDIAN TIME NEWSPAPER  
ONEIDA DISPATCH  
PEMBROCK EAGLE  
FORT MILLS TIMES  
BAY MILLS NEWS  
GRAND TRAVERSE BAND NEWS  
SAULT TRIBEW NEWS

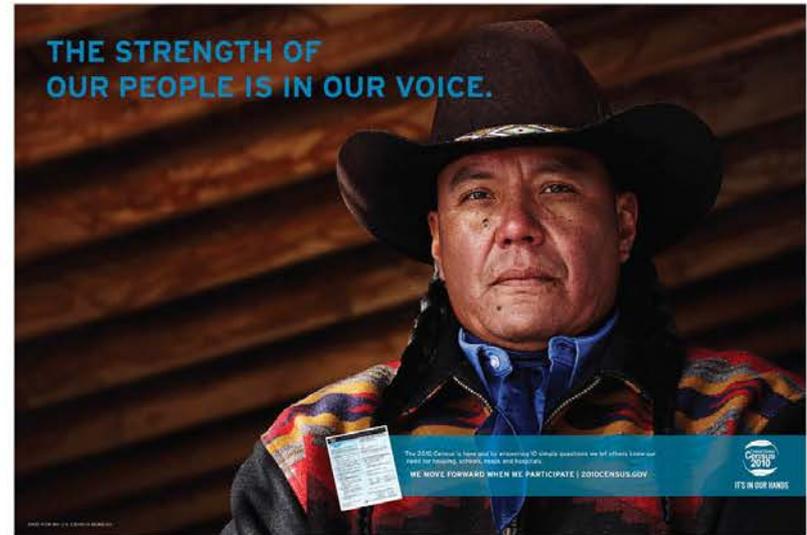
**NORTHWEST PUBLICATIONS**

SHO-BAN NEWS  
COEUR D'ALENE NEWS  
YAKIMA NATION REVIEW  
CONFEDERATED UMATILLA JOURNAL  
PENDLETON RECORD  
SMOKE SIGNALS  
SPILVAY TYMOO

**PLAINS PUBLICATIONS**

HAYS NEWSLETTER  
FORT BELKNAP NEWS  
BIG HORN COUNTY NEWS  
GLACIER REPORTER  
CHAR KOOSTA NEWS  
APSAALOKO NATIONS  
TURTLE MT TIMES  
TETON TIMES  
SISSETON COURIER  
CAPITOL JOURNAL  
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WEST RIVER NEWS  
TIMBER LAKE TOPIC  
ECHO NEWS  
ABSENTEE SHAWNEE NEWS  
CARNEGIE HERALD  
SHAWNEE NEWS STAR  
NATIVE AMERICAN TIMES  
CHEYENNE ARAPAHO BULLETIN  
CHICKASAW TIMES  
TULSA WORLD  
OSAGE TRIBAL NEWS  
WINNEBAGO INDIAN NEWS  
RIVERTON RANGER  
WIND RIVER NEWS  
LANDER JOURNAL





**SOUTHWEST PUBLICATIONS**

- ARIZONA NATIVE SCENE
- NAVAJO-HOPI OBSERVER
- NAVAJO TIMES
- SAN CARLOS APACHE MOCCASIN
- SILVER BELT
- GILA RIVER NEWS
- NATIVE AMERICAN JOURNAL
- JICARILLA CHIEFTAIN
- TAOS NEWS
- ABQ JOURNAL

**NATIONAL PUBLICATIONS**

- INDIAN COUNTRY TODAY
- NEWS FROM INDIAN COUNTRY

**EASTERN WOODLANDS PUBLICATIONS**

- MENOMINEE NEWS
- KALIHWISHAKS
- INDIAN TIME NEWSPAPER
- ONEIDA DISPATCH
- PEMBROKE EAGLE
- FORT MILLS TIMES
- BAY MILLS NEWS

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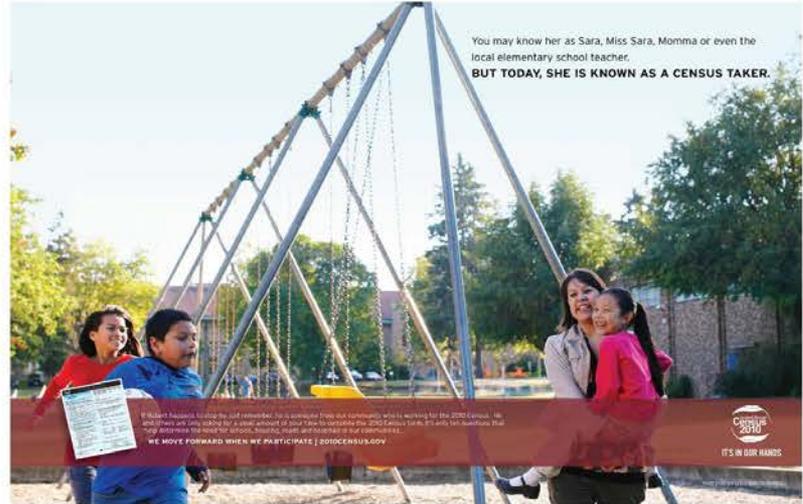
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- CHICKASAW TIMES
- WINNEBAGO INDIAN NEWS
- RIVERTON RANGER
- SHOSHONI PIONEER
- WIND RIVER NEWS
- LANDER JOURNAL





**AK PUBLICATIONS**  
 ARTIC SOUNDER  
 BRISTOL BAY  
 THE CORDOVA  
 DUTCH HARBOR FISHERMAN  
 TUNDRA DRUMS  
 SEWARD PHOENIX LOG  
 SUN STAR  
 DELTA WIND  
 HOMER NEWS  
 ANCHORAGE PRESS  
 NOME NUGGET  
 AK STAR  
 WASILLA FRONTIERSMAN  
 ANCHORAGE DAILY NEWS



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 OJIBWE NEWS  
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 OSAGE TRIBAL NEWS  
 WINNEBAGO INDIAN NEWS



# Statistics in Schools (SIS)

- Educate the public, specifically by improving statistical literacy of students
- Increase the Census Bureau's brand recognition

**Statistics in Schools**

Search Statistics in Schools

Activities Resources Standards About

**Welcome to Statistics in Schools**  
 Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities in math and history, data visualizations and more.

**Rewards of Staying in School**  
 Median earnings of full-time, year-round workers in 2011

Advanced Degree	\$81,761
Subsequent Degree	\$76,429
High School Diploma	\$40,834
Less than High School Diploma	\$26,545

**Back to School**  
 The U.S. Census Bureau reveals how the nation prepares for the school year. The Back to School Facts for Features offers statistics that relate to the returning of school.

**What's New**  
**Fun Facts** - Check out facts geared toward the holidays using statistics from the U.S. Census Bureau.  
**Infographics** - Explore our latest data visualizations on topics including income, educational attainment, population growth.

**Featured Data Visualization**  
 Geographic Mobility During Industrialization, the Depression, and WWII

**Featured Document**  
 Class Discussion: The 1920 Decennial Census Cartoon

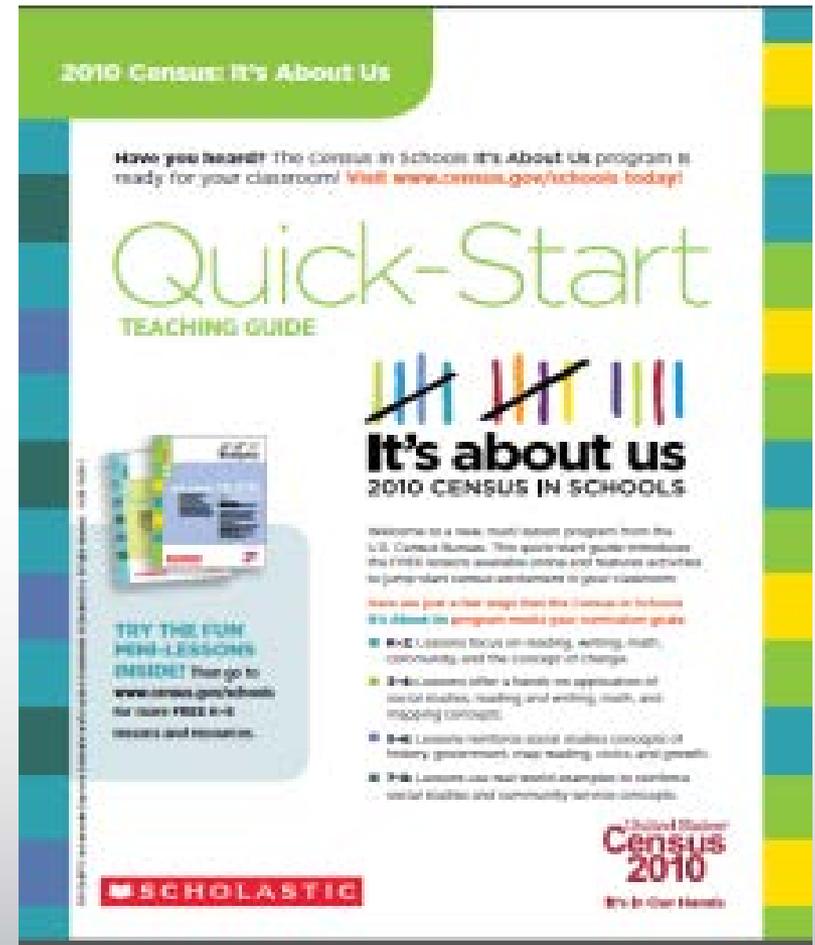
**Featured Activity**  
 How Many Single Father Households are in the United States?

State	Total	White	Black	Hispanic	Other
Alabama	248,191	157,524	152,354	5,839	5,388
Alaska	416,130	273,841	159,192	7,096	7,041
California	2,942,893	1,546,876	859,982	4,130,023	4,130,023
Connecticut	287,665	246,738	17,921	4,000,000	4,000,000
Georgia	756,520	665,665	325,430	3,137,619	3,137,619
Illinois	82,810	15,127	12,888	1,386,135	1,386,135
Indiana	296,889	45,127	161,889	1,026,266	1,026,266
Iowa	429,473	47,151	154,356	851,028	851,028
Kentucky	143,612	68,894	227,724	615,702	615,702
Massachusetts	23,017	15,799	12,284	199,102	199,102
Michigan	45,124	14,417	75,264	42,256	42,256
Virginia	644,610	63,467	236,413	612,612	612,612



# Statistics in Schools (SIS)

- Improve the public's familiarity with the work of the Census Bureau
- Encourage public cooperation in Census Bureau surveys and censuses



# Public Relations, Earned Media, Social Media

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- **Public Relations:** Using media outlets and partners that American Indians and Alaska Natives trust to increase the credibility of our messages, by providing journalist with materials to help tell our story
- **Earned Media:** Obtaining publicity through promotional efforts other than advertising, as opposed to paid media, which refers to publicity gained through advertising
- **Social Media:** Virtual communities and networks that allow people to create, share, or exchange information, ideas, and pictures/videos



# Opportunities to Innovate

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- Targeted messages and placement for online internet advertising, especially for hard-to-count populations
- Advertising campaign adjusted based on whether the ads spur census participation
- Texting, emailing, and autodialing to encourage self-response
- Expanded research to identify how likely segments of the population are to respond to the census
- Expanded use of social media
- Develop an online portal for posting and downloading materials



# Discussion Questions

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1. What are the best ways to reach your Tribal members who live on and off the reservation?
  - a. TV, Radio, Billboard, other Paid Media
  - b. Events
  - c. Special Promotions, like Art Contests
  - d. News Media
  - e. Statistics in Schools Program
  - f. Social Media
  - g. Other



# Discussion Questions cont.

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2. What types of messages work best? For example, should we emphasize the role that the Census plays in distributing federal funding for programs that involved AIANs?
3. How big of an influence is social media among your tribal members?



# Thank You!

