

## 2010 Census Advertising Campaign Preview

January 14, 2010

9 a.m. to noon

Ronald Reagan Building & International Trade Center

### AGENDA

- 8:30 a.m.      **Registration/Ballroom Doors Open**
- 9:09:05      **Welcome — James Brown**, event emcee, award winning sports broadcaster and host of CBS's NFL Today
- 9:05-9:10      **Dr. Rebecca Blank**, Under Secretary for the Economic and Statistics Administration, U.S. Department of Commerce
- 9:10-9:13      **Video — Gary Locke**, Secretary of Commerce, U.S. Department of Commerce
- 9:13-9:15      **Transition James Brown**
- 9:15-9:20      **Dr. Robert M. Groves**, Director, U.S. Census Bureau
- 9:20-9:25      **Tasha Boone**, Assistant Office Chief, 2010 Census Publicity Office
- 9:25-9:31      **Video — Integrated Communications Campaign**
- 9:31-9:32      **Transition — Tasha Boone**
- 9:32-9:35      **Nancy Agosto**, National Director of the Census, MALDEF
- 9:37-9:39      **Transition — Tasha Boone**
- 9:39-9:41      **Marva Smalls**, Executive Vice President of Global Inclusion Strategy, MTV Networks & Executive Vice President of Public Affairs, and Chief of Staff Nickelodeon/MTVN Kids & Family Group
- 9:41-9:43      **Transition — James Brown**
- 9:44-9:56      **Advertising Campaign Video**
- 9:56-10      **Close — James Brown**
- 10-noon      **Breakout Rooms/Media Interviews**