

**THE 2010 CENSUS COMMUNICATION CONTRACT:
THE MEDIA PLAN IN HARD TO COUNT AREAS**

HEARING

BEFORE THE

SUBCOMMITTEE ON INFORMATION POLICY,
CENSUS, AND NATIONAL ARCHIVES

OF THE

COMMITTEE ON OVERSIGHT
AND GOVERNMENT REFORM

HOUSE OF REPRESENTATIVES

ONE HUNDRED ELEVENTH CONGRESS

SECOND SESSION

FEBRUARY 24, 2010

Serial No. 111-83

Printed for the use of the Committee on Oversight and Government Reform



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THE 2010 CENSUS COMMUNICATION CONTRACT: THE MEDIA PLAN IN HARD TO COUNT AREAS

WEDNESDAY, FEBRUARY 24, 2010

HOUSE OF REPRESENTATIVES,
SUBCOMMITTEE ON INFORMATION POLICY, CENSUS, AND
NATIONAL ARCHIVES,
COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM,
Washington, DC.

The subcommittee met, pursuant to notice, at 7:12 p.m., in room 2154, Rayburn House Office Building, Hon. Wm. Lacy Clay (chairman of the subcommittee) presiding.

Present: Representatives Clay, Cuellar, and Chaffetz.

Also present: Representatives Waters and Jackson Lee.

Staff present: Darryl Piggee, staff director/counsel; Jean Gosa, clerk; Yvette Cravins, counsel; Frank Davis and Anthony Clark, professional staff members; Charisma Williams, staff assistant; Leneal Scott, IT specialist—full committee; Jim Hayes, minority professional staff member; and Adam Fromm, minority chief clerk and Member liaison.

Mr. CLAY. The subcommittee will come to order.

Good evening and welcome to tonight's hearing entitled, "The 2010 Census Communication Contract: The Media Plan in Hard to Count Areas."

Today's hearing, as the title indicates, will examine the 2010 Census Integrated Communications Campaign in hard-to-count areas. The hearing will assess and examine ethnic print and broadcast media's role in preventing an undercount. We will further examine avenues to aid the Census Bureau in its efforts to reach those who are more likely to be undercounted—children, minorities, and renters.

We have with us today a distinguished colleague, Representative Maxine Waters of California who has asked to participate in this hearing. I want to welcome her and express my appreciation for her attendance, and I ask unanimous consent that she be allowed to participate.

Thank you.

Without objection, the chairman and the ranking minority member will have 5 minutes to make opening statements, followed by opening statements not to exceed 3 minutes by any Member who wishes to make one.

Without objection, Members and witnesses may have 5 legislative days in which to submit a written statement or extraneous materials for the record.

The purpose of today's hearing is to examine the Census Communications Campaign in hard-to-count areas. An unprecedented amount of Federal dollars has been expended toward the constitutionally mandated exercise of counting our Nation's population. We have the funding necessary to carry out this endeavor. However, we must assess and ensure the best placement and use of our taxpayer dollars.

Let me state again, these are taxpayer dollars. We cannot forget that. So we must, through our oversight, ensure that the taxpayer receives their money's worth. Advertising dollars must be contributed to specific mediums to best touch our Nation's hardest to count population. I salute Dr. Groves for his efforts and hope this hearing brings forth great ideas and input from all who care so deeply about this issue.

On our first panel we will hear from Dr. Groves and the Census government contractors who will testify about the Census campaign, including the media strategy, development, and placement of advertising dollars.

Our second panel includes leaders of some of the largest civic and professional organizations dedicated to minority participation, education, and equality. These witnesses have been instrumental in spreading the message of Census and will testify regarding their experiences and concerns. This panel is acutely aware of the challenges of enumerating the hard-to-count population.

Our last panel consists of not only media experts in ethnic broadcasting but also those whose endeavors focus on our most hard-to-count population, our Nation's children. These witnesses serve as the active, trusted voices in many of the hard-to-count communities. This panel will offer recommendations they believe will improve the effectiveness of the media campaign going forward.

Census day is a mere 5 weeks away, so let's work together and exchange ideas to ensure an accurate count.

I thank all of the witnesses for appearing and look forward to your testimony.

[The prepared statement of Hon. Wm. Lacy Clay follows:]

**OPENING STATEMENT FOR
CHAIRMAN CLAY**

**“The 2010 Census Communication
Contract: The Media Plan in Hard to
Count Areas”**

**The Purpose of Today’s hearing is to
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Campaign in Hard to Count areas. An
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counting our nation's population. We have the funding necessary to carry out this endeavor. However, we must assess and ensure the best placement and use of our taxpayer dollars. Let me state again, these are tax payer dollars. We cannot forget that. So, we must through our oversight, ensure that the taxpayer receives their money's worth. Advertising dollars must be contributed to specific mediums to best touch our nation's hardest to count populations. I salute Dr. Groves for his efforts and hope

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recommendations they believe will improve the effectiveness of the media campaign going forward. Census Day is a mere five weeks away. So let's work together and exchange ideas to ensure an accurate count.

I thank all of the witnesses for appearing today and look forward to their testimonies.

Mr. CLAY. I now yield to the distinguished ranking member 5 minutes.

Mr. CHAFFETZ. Thank you, Mr. Chairman; and I thank you all for being here this late and unpredictable hour. I appreciate your patience and understanding.

Mr. Chairman, I ask unanimous consent to submit the statement of Ranking Member Patrick McHenry, who was detained and who could not be here.

Mr. CLAY. Without objection.

Mr. CHAFFETZ. Thank you.

[The prepared statement of Hon. Patrick T. McHenry follows:]

Statement of Ranking Member Patrick McHenry

Subcommittee on Information Policy, Census, and National Archives

*“The 2010 Census Communications Contract:
The Media Plan in Hard to Count Areas”*

February 24, 2010

Thank you, Chairman Clay, for holding this important hearing.

With 2010 Decennial Census forms set to be mailed to every household in America next month, effective outreach to targeted communities across the United States on the importance of census participation is absolutely vital.

The Census Bureau’s Integrated Communications Campaign encompasses interrelated outreach activities meant to increase mail response, enhance cooperation with enumerators, improve overall accuracy, and reduce the undercount of hard-to-reach populations.

In particular, the paid advertising component of this campaign has been devised so as to conduct unprecedented outreach to groups that have been identified as less likely to respond to the 2010 Census. The Census Bureau has purchased ads for television, radio, print, and other media across all markets and all cultural and social strata in an attempt to reach niche groups across the nation and its territories.

Both Chairman Clay and I share the Census Bureau’s goal of a successful 2010 decennial count, and ensuring a robust advertising campaign focused on hard-to-count populations is certainly an integral part of that.

But with the largest and most expensive phase of the decennial yet to come, I would be remiss if I did not take the time at today's hearing to address some of the worrisome findings in the Commerce Department Inspector General's most recent quarterly report on the Census Bureau.

As the report shows, the Bureau's \$88 million dollar overrun during the address canvassing phase of operations was more than just a cost modeling problem. According to the report, the Bureau paid out over three million dollars to temporary employees who never made it past training and another \$2 million dollars-plus to workers who spent less than one day on the job, which highlights an evidently lax system of quality control in the spending of taxpayer dollars.

This may seem like a drop in the bucket for a budget that has already exceeded \$14 billion dollars, but those drops do add up. Such careless mistakes can not be repeated during the Non-Response Follow-Up phase of the decennial this spring, for which the Census Bureau will hire another 700,000 temporary workers.

I thank Director Groves and all the witnesses for being here today, and I look forward to their testimony.

Mr. CHAFFETZ. I do want to talk about the details of what is happening and not happening within the advertising. This comes around once every 10 years, and I recognize the short amount of time that we have until the execution, and we need the maximum participation from the American people. We want to encourage everybody to participate in every way, shape, or form and recognize the difficulties in trying to get the hard to reach and hard-to-count populations.

Obviously, on both sides of the aisle, we want to make sure that everyone is counted. It is a very difficult task, to say the least. As the chairman said, we are using taxpayer dollars and so we want to ensure that those are being maximized and we are getting the maximum results.

I, for one, am terribly disappointed in the Census, in their inability and unwillingness to cooperate in giving us details that we have asked for repeatedly. I hold Director Groves personally accountable for his unresponsiveness in a repeated nature. I think it is terribly disrespectful and unacceptable.

When I have asked repeatedly for information, you have repeatedly refused to give it to us. I am a Member of the U.S. Congress. You have a duty and an obligation to perform your duties and provide this Congress and this committee details that we ask for.

Sir, I find your actions reprehensible. I will continue to grill you as long as it takes, and the organization, to provide the information that I think the American people should have; and I hope at some point there is some sort of attitude adjustment in providing the information that I think the American people should have.

I don't think that we can continue on like this. It is a late hour. The Olympics are on, and there is a lot happening. I promise you we will continue to pursue this information well into the future and hope at some point you give us a genuine answer and provide genuine information, as you promised in the last hearing I was in with you, because I think the information and the promises you gave me personally in this committee were not followed up.

That is my personal perspective. You may have a different one. I respect that. But I assure you we will continue at this until we get the information we have asked for.

Further, I believe we need to look at the results of the advertising campaign and the direction that it is going. I hope you understand and respect that we are not here to just pat you on the back, that we are here to ask you difficult questions, and I have some serious questions about what we are doing and not doing in that regard.

Following up long term, I do have questions about the American Community Survey, the questions that are asked, how that is executed, the money that we have spent on it. We won't have time in this hearing, but I would like to followup with the appropriate panel members, Mr. Chairman, as we move forward on that in the future.

I yield back the balance of my time.

Mr. CLAY. We will maintain order and decorum in this hearing; and, Mr. Chaffetz, we will maintain a tone here that is civil.

I now recognize the gentlewoman from California, if she has an opening statement.

Ms. WATERS. Thank you, very much Mr. Chairman. I am very appreciative for your allowing me to participate in this hearing today.

I know that you have been working very, very hard and you have been keeping many of us informed about what is going on with the Census Bureau and the Census count that is being attempted, but I am increasingly concerned about much of the information that I am getting. Some of it has come from the Black newspapers, Black radio stations, some of the information that has come from minority organizations, period.

It appears that our message of the undercount is not being respected. The fact of the matter is, every 10 years we learn about the undercount, and you would think that the undercount communities would be targeted with the necessary resources to reverse that and to get a better count. But it does not appear to be happening.

I am concerned about the way in which conclusions are reached about how to reach minority populations. There is a lot of speculation about what is and what is not proper and appropriate and effective in reaching minority populations.

I have not heard any information about how these conclusions were reached, whether or not there were the kind of focus groups that represented these populations. I have not seen the research. I have not seen the data that supposedly represents these communities, and the money does not appear to match the need. And so I am here today to learn what is going on. I think we may have some additional work to do.

Thank you very much, Mr. Chairman. I yield back the balance of my time.

Mr. CLAY. Thank you so much, Ms. Waters; and perhaps we will get some of the answers to your questions this evening. You raised legitimate concerns, and we certainly want to have yours and Representative Chaffetz's questions answered.

So let's start by introducing the panel.

We will hear first from Dr. Robert Groves. President Obama nominated Dr. Groves as Director of the Census Bureau, and Dr. Groves began his tenure on July 15, 2009. Dr. Groves is well qualified for the position that he holds as Director of the Census Bureau.

Testimony on this panel will also come from DRAFTFCB, Mr. Jeff Tarakajian, and subcontractors GlobalHue and GlobalHueLatino, represented by Robbyn Ennis and Mr. Nelson Garcia.

Jeff Tarakajian is executive vice president of DRAFTFCB, the prime contractor of the 2010 Census Integrated Communications Campaign.

Ms. Robbyn Ennis is the media director at GlobalHue, a Black-owned, full service advertising agency. Ms. Ennis is an experienced advertising professional with 12-plus years of media planning and buying experience. Ms. Ennis manages overall media planning and buying operations of GlobalHue.

Mr. Nelson Garcia is the senior vice president/media director at GlobalHueLatino. Mr. Garcia is a 30-year advertising industry veteran. Mr. Garcia has held multicultural media management posi-

tions at top mainstream and leading specialty multicultural advertising agencies.

Thank you all for appearing before the subcommittee this evening. It is the policy of the committee to swear in the panel.

[Witnesses sworn.]

Mr. CLAY. Let the record reflect that the witnesses have answered in the affirmative.

Each of you will have 5 minutes to make an opening statement. Your complete written testimony will be included in the hearing record. Of course, you know the lighting system in front of you.

Dr. Groves, you may proceed with your opening statement.

STATEMENTS OF ROBERT GROVES, DIRECTOR, U.S. CENSUS BUREAU; JEFF TARAKAJIAN, EXECUTIVE VICE PRESIDENT, DRAFTFCB; ROBBYN ENNIS, SENIOR ASSOCIATE MEDIA DIRECTOR, GLOBALHUE; AND NELSON GARCIA, SR. VICE PRESIDENT/MEDIA DIRECTOR, GLOBALHUELATINO

STATEMENT OF ROBERT GROVES

Dr. GROVES. Chairman Clay, Ranking Member Chaffetz and other members of the subcommittee, I am happy to be here to testify on the 2010 Census Communications Campaign. I personally am confident that the campaign is a sound design, the messaging is clear, and that our contractors, with the guidance of my colleagues at the Census Bureau, are purchasing media that will reach hard-to-count populations and motivate them to respond to the Census.

Consistent with the statistical mission of the Census Bureau, the campaign was designed based on statistical data. Let me tell you a bit about how we did this.

The staff first assembled rates of response to the 2000 census way down at the Census track level and also undercount estimates for key socio-demographic groups. Groups with low participation rates were identified for disproportionate focus.

Then the contractor identified media outlets that reached those different groups, focusing when appropriate on in-language media. It was clear from this that more funds should be spent locally than nationally, and that is true in contrast to the 2000 media buys.

Then the media buys were directed by the nature of the need for a given audience. By that, we mean whether print media were chosen, radio media, TV, or digital media.

The campaign is designed in three phases. There is an awareness phase that is going on right now through mid-March. The second is a motivation phase that runs mid-March through mid April. And the third is a nonresponse followup stage that is designed to ensure or encourage the population to cooperate with Census takers who visit their homes to followup those households who did not send in their Census form.

The mass advertising part of this campaign will target the English-speaking audiences, and additional specific advertising will be geared toward a range of diverse audiences, including hard-to-count populations. The mass campaign is designed to reach the almost 85 percent of the residents who consume paid media and who speak English only. However, it is also going to reach other ethnic

and language audiences, especially the Black audience to the extent that they are consumers of those same media outlets and diverse mass.

Each of the targeted audience plans—Black, Hispanic, Asian, etc.—has been designed to penetrate the individual markets sufficiently to achieve our campaign goals. The research behind the campaign focused on understanding the societal factors that help contribute to low response rates in the 2000 series. Among the key indicators are the rates of public assistance in the area, unemployment rates, homeownership versus renting, and linguistic isolation. This research, along with commercial market research from Arbitron, Nielsen and Simmons gave us the guidance to guide the media buys.

Then our contractors entered into negotiations for the media buys for national and local outlets. They followed industry practices which seek added value from the outlets beyond the price of the placements sought by an advertiser.

An example of this for the 2010 campaign is additional broadcast spots provided for free, celebrity endorsements or mentions of the Census in programming or through public service announcements.

As of late January, the Census team had negotiated almost \$30 million in added value for media outlets. When all is said and done, we expect that to represent about 25 percent when finalized after nonresponse followup.

I have focused on the media plan. However, I think it is important to understand that this is only one component of our outreach and promotion strategy. Advertising can increase awareness, but it takes trusted voices to persuade people to participate in the Census. I am happy to report that we have now over 200,000 partner organizations around the country that have volunteered to help us get the word out to their constituencies, and I know with the help of this committee and other Members of Congress that we will get other voices out saying the same message.

Mr. Chairman, I am aware that some Members of Congress have received letters from local media outlets in their districts questioning the fairness of the amount of money spent. I can honestly say that the program was set up in an objective manner, guided by data on what audiences needed given their historical behavior. Not all media outlets will receive contracts, but I am confident that the messages needed for the different audiences are being delivered.

We acknowledge that no plan is perfect, and we have held back money of the total amount to react to response rates as they emerge in the last weeks of March and the early weeks of April. That held-back money will be targeted through new media purchases to the areas that are returning the questionnaire at lower than expected rates.

Thank you for your time today, Mr. Chairman. I look forward to your questions.

[The prepared statement of Dr. Groves follows:]



PREPARED STATEMENT OF
ROBERT M. GROVES
DIRECTOR
US CENSUS BUREAU

*The 2010 Census Communications Contract:
The Media Plan in Hard to Count Areas*

Before the Committee on Oversight and Government Reform
Subcommittee on Information Policy, Census, and National Archives
U.S. House of Representatives

24 February 2010

Chairman Clay, Ranking Member McHenry, Members of the Subcommittee, thank you for this opportunity to testify on behalf of the Department of Commerce's Census Bureau. I welcome this opportunity to bring you up to date on the 2010 Census Communications Campaign.

From his first day in office, Secretary of Commerce Gary Locke has made it a priority for the Census Bureau to carry out a complete and accurate count of the 2010 Census and to ensure that we do so through a robust communications campaign. Since my appointment as Director of the Census Bureau last July, I have carefully reviewed the communications campaign and the media plans with particular attention to their research base to ensure that they will meet our goal of a fair and accurate 2010 Census. I am confident that the campaign is sound, the messaging clear, and that our contractors, with our guidance and oversight, are purchasing media that will reach hard to count populations and motivate them to respond to the 2010 Census questionnaire and cooperate with our enumerators.

Consistent with the statistical mission of the Census Bureau, the campaign was designed based on scientific data.

1. Staff assembled the rates of completing the questionnaire and undercount estimates by key socio-demographic groups. Groups with low participation rates were identified for disproportionate focus.
2. The contractor identified media outlets that reached different groups, focusing when appropriate on in-language media. As compared to the Census 2000 advertising campaign, it was clear that more funds should be spent on local markets than diverse mass outlets.
3. Media buys were directed by the nature of the need for a given audience (some best done in print, others on radio, others on TV, others using digital).

The 2010 Census Integrated Communications Campaign includes paid advertising, the partnership program, public relations, the Census in Schools program, and the 2010 Census Web site. The goal of the campaign is to inform and motivate the public to fill out and mail back the 2010 Census form. The plan draws on the successful partnership and marketing efforts used for Census 2000 and is being layered with extensive new research to give a real-time reflection of the barriers affecting a successful outcome of the 2010 Census.

Key challenges include reaching hard to count populations, inner city communities, young and mobile populations and those less inclined to respond to the census. Our campaign has been designed to reach as many people as possible with an emphasis on targeted populations, and hard-to-count populations will receive a disproportionately greater budget relative to their population size.

The campaign will occur in three phases. The "awareness/education" phase runs January to mid March, 2010. The second, "motivation" phase, runs mid-March to mid-April and is designed to motivate the public to fill out and mail back the questionnaire. The third and final "non-response-follow-up" (NRFU) phase runs from late April to June and is meant to encourage the public to cooperate with census workers who may come to their door if they do not send in their census form.

As it unfolds over the next several months, this communications campaign will be the largest in America. Mass advertising will target English speaking audiences and additional, specific advertising will be geared toward the range of diverse audiences, including hard-to-count populations. With additional funding provided in 2009 through the American Recovery and Reinvestment Act (ARRA), the total media buy

budget is now \$140 million, and we will advertise in 28 languages. We have drawn from our experience, a decade of research, and the requirements in Congressional appropriations to design a campaign that motivates hard to count populations. In contrast with 2000, local spending for multi-cultural audiences will exceed that of the mass audience, and we have significantly increased the allocations for specific populations relative to 2000 in actual dollars and as a percent of the media buy. The media buy will total \$140 million. \$60.8 million is allocated for the mass campaign, \$72.2 million is allocated to target audiences, and \$7.4 million is being held back to invest in areas experiencing low response rates. (The total budget is appended to this testimony.)

The mass campaign is designed to reach the almost 85 percent of residents who consume paid media and who speak English only. However, it will also reach segments of the other ethnic/language audiences, (especially the Black audience) to the extent they are consumers of media outlets in diverse mass as well as their own audience-specific media. Each of the targeted audience plans, Black, Hispanic, Asian, etc., has been designed to penetrate the individual market sufficiently to achieve our campaign goals for that audience.

The research driving the media plan is sound. Since 2007 our communications staff has been working closely with our communications contractor, Draft FCB, and their team of 12 subcontractors to test, design, and produce a multi-faceted paid media effort designed to reach everyone in America. This effort began with extensive Census Bureau research focused on understanding the societal factors which help contribute to low response rates. Among the key indicators are: rates of public assistance, unemployment rates, homeownership vs. renting, and linguistic isolation. Altogether we identified 12 variables which help predict low response and mapped these data at the census tract level. These variables were then grouped into audience clusters that cut across population groups. The Census Bureau then tested the value of this audience segmentation and concluded that it was strongly predictive of response likelihood. This research, along with commercial market research data used in the advertising industry including Arbitron, Nielson and Simmons market data, was used to help guide media buys, particularly at the local level.

Members of the contracting team with specific knowledge and experience in the target population groups developed media plans that contain the optimal mix of television, radio, digital, magazines, newspapers, and outdoor or "out-of-home" advertising.

As our contractors entered into negotiations for media buys for national and local outlets, they followed industry practices which seek "added value" from the media

outlets above and beyond the price of the placements sought by an advertiser. Examples of added value for the 2010 Census campaign include additional broadcast spots provided for free; celebrity endorsements or mentions of Census in programming or through public service announcements (PSAs); news or editorial content; or even special 2010 Census programming. A total of 2,500 request for proposals (RFPs) were issued for media buys, with over 61,000 media outlets responding and each outlet engaged was asked to provide some added value. Added value, however, was never a requirement of a final buy.

As of late January, the Census team had negotiated almost \$30 million in added value from media outlets. This represents a leveraging of the taxpayer spending on media buys of about 22.5% of the total \$133 million in buys negotiated or being completed. We expect the final added value may come close to 25% when finalized after NRFU.

The media plans for the Black, Hispanic and Asian audiences are described in detail below.

Black Audience Media Plan

The Black Audience Media Plan was developed by a team of advertising experts at Global Hue, a leading, African American-owned firm. The media buy totals approximately \$23 million and is 35% above the Census 2000 levels for this audience. The plan targets the African American, African, Caribbean and Haitian audiences and consists of promotional and advertising materials in English and Haitian Creole through the following media vehicles*:

- o TV (National and Local) \$10.2
- o Radio (National and Local) \$6.7
- o Digital \$1.6
- o Magazines \$0.8
- o Newspapers \$2.5
- o Out-of-Home (outdoor) \$1.2

* Figures include projected media buys for the “non-response-follow-up” phase

The national advertising buys for the Black audience are expected to reach over 95 percent of this population. Local media buys will provide an additional reach in specific markets. This additional advertising will reach 50 percent of the Black

population in 16 local TV markets, 80 percent in 31 local radio markets, 50 percent in 31 out-of-home markets, and 25 percent in 60 local newspaper markets.

Global Hue was successful in obtaining added value totaling \$6.6 million. They also secured top-rated radio hosts for the Black audience, key celebrities and magazine editorials.

Hispanic Audience Media Plan

The Hispanic Audience Media Plan was developed by a team of advertising experts at Global Hue Latino and D'expósito & Partners, leading agencies in their field of work. The media buy totals \$25.5 million and is 35 percent above the Census 2000 levels for this audience. The plan targets the diverse Hispanic community across the country and consists of promotional and media materials in Spanish and English across the following media vehicles:

- o TV (national and local) \$10.1
- o Radio (national and local) \$5.1
- o Digital \$0.8
- o Magazines \$0.8
- o Newspapers \$3.9
- o Out-of-home (outdoor) \$2.2
- o Non-response-follow-up \$2.6

The national advertising buys for the Hispanic audience are expected to reach over 95 percent of this population. Local media buys will provide an additional reach in specific markets. This additional advertising will reach 66 percent of the Hispanic population in 18 local TV markets, 81 percent in 38 local radio markets, 56 percent in 11 out-of-home markets, and 95 percent in 99 local print markets.

As with the Black audience plan, Global Hue Latino and D'expósito & Partners were successful in garnering significant added value totaling \$7.5 million. They, too, secured top-rated radio hosts, commitments from key voices in the Hispanic community, and content coverage in key print media.

Asian Audience Media Plan

The Asian Audience Media Plan was developed by a team of advertising experts at the IW Group, a leading Asian-owned firm. The media buy totals approximately \$13.5 million and is 35 percent above the Census 2000 levels for this audience. The plan targets the Asian audience in the following languages: Chinese Mandarin, Chinese-Cantonese, Vietnamese, Khmer (Cambodian), Korean, Hmong, Hinglish (Asian Indian), Laotian, Tagalog (Filipino), Thai, Japanese, Urdu (Pakistani) and Bengali (Bangladeshi).

The Asian audience is the most diverse and multicultural of populations in the U.S. Almost every audience is composed predominantly of foreign-born immigrants, speaking different languages, practicing diverse religions, have widely different immigration patterns and different issues with respect to the government. \$13.5 million is allocated across the following media vehicles:

o TV (National and Local)	\$3.9
o Radio (National and Local)	\$1.7
o Digital	\$1.2
o Print	\$5.2
o Out-of-Home (outdoor)	\$1.5

(These Figures include projected media buys for the “non-response-follow-up” phase. For television, ads will only be in Hinglish, Khmer, Chinese-Cantonese, Chinese-Mandarin, Tagalog, Japanese, Korean and Vietnamese.)

Estimated added value for the Asian audience is \$2 million.

American Indian/Alaska Native Audience Media Plan

The American Indian/Alaska Native (AI/AN) Media Plan was developed by the media team at G&G Advertising. The media buy totals \$3.7 million. Significant research went into the development of the media plan with input from obtained from internal and external stakeholders. Specifics of the American Indian/Alaska Native audience media plan include:

- Targets the diverse American Indian/Alaska Native populations across the U.S. and Alaska.
- Allocates a \$ 3.7 million paid media buy as follows (figures are estimates):

o TV (local)	\$1.4 million
o Radio (national and local)	\$510,000
o Print (newspapers and magazines)	\$1 million
o Out-of-home	\$570,000
o Digital	\$200,000

- The local advertising buys for the AI/AN audience will reach the top markets with these populations. Below is a list of additional, local market coverage:
 - o 21 local TV markets
 - o 17 local radio markets, as well as utilizing online radio stations
 - o 18 out-of-home markets
 - o 24 local print markets

Audience-specific campaigns also are being implemented for the, the Native Hawaiian/Other Pacific Islander populations, and emerging audiences that include Arabic, Armenian, Iranian, Polish, Russian, and Ukrainian populations and for Puerto Rico. We will also advertise in German, French, Greek, Yiddish, Italian and Portuguese.

These targeted campaigns build on the mass campaign that will saturate media outlets in the months ahead. Taken together, we believe that we have a strategy that will help us meet the unique challenge of reaching everyone, including hard-to-count populations with the message that responding to the census is important, simple, and most of all entirely safe.

Conclusion

As requested, my testimony has focused on the media plan. However, it is important to understand that this is only one component of our outreach and promotion strategy. Advertising can increase awareness, but it takes trusted voices to persuade people to participate in the Census. Over 200,000 Census partners are helping us get the message out. I know that the Members of this Committee, and the entire Congress, will do the same.

Mr. Chairman, I am aware that some Members of Congress have received letters from local media outlets in their districts, questioning the fairness of the amount of money spent on their outlets. I can honestly say that the program was objective and guided by data on what audiences needed, given their historical behavior on censuses and surveys

throughout the decade. The media purchase process was transparent and the requirements for the media outlets were standardized, regardless of whether it was CBS or a local newspaper. Not all media outlets in the country will receive contracts, but I am confident that the messages needed for different audiences are being delivered in every corner of America in a cost-efficient manner. We are confident that the current combination of partnership activity, Census in the Schools, public relations, the 2010 Census Web site and paid media is a powerful one for achieving widespread participation in the 2010 Census.

Nonetheless, we acknowledge that no plan is perfect, particularly one that must meet the awesome challenge of reaching everyone in America. That is why we are going to be completely transparent in our efforts, posting response rates on our website so that everyone involved in the 2010 Census can track our progress daily throughout the mailout/mailback period. And we are holding \$7.4 million back so that we can target advertising to areas and populations that are experiencing a particularly low response rate. We will be monitoring data to ensure that these media dollars, as well as targeted partnership activities, are applied as effectively as possible in hard-to-count areas. This is an additional resource at our disposal that we will use to ensure that we are doing everything possible to include everyone in the 2010 Census.

Chairman Clay, Ranking Member McHenry, and Members of the committee, thank you again for your time today and for inviting me to discuss the Census Bureau's communication plan. I look forward to answering any questions you may have.

COMMUNICATIONS CONTRACT PLANNING BUDGET
Census 2000 and 2010 Census

Revised 2/04/10 v.3.0

Budget figures are accurate as of 2/04/10 and will fluctuate as the campaign evolves.

Program Component	Census 2000 Contract Cost (Actual)	**Census 2000 Contract Cost Inflation to 2010	2010 Census Estimated Lifecycle Allocation (Base Plan)	REVISED 2010 Census Contract Estimated Allocation (APPA)	TOTAL ESTIMATED LIFECYCLE BUDGET	*Index vs. 2000
Paid Media - Total Budget	\$ 176,799,824	\$ 240,593,921	\$ 172,772,050	\$ 79,989,134	\$ 252,761,184	143
Production (includes Talent, Dubbing & Shipping, GPO)	***N/A	***N/A	\$ 20,166,002	\$ 16,522,316	\$ 36,688,318	N/A
Labor (includes Program Mgt, Program Support, etc.)	\$ 57,781,924	\$ 69,216,727	\$ 47,785,868	\$ 14,659,872	\$ 62,445,740	108
Other****	\$ 9,000,000	\$ 10,970,950	\$ 19,105,981	\$ 1,518,051	\$ 20,624,032	229
Total Advertising Buy	\$ 110,018,000	\$ 160,406,244	\$ 85,714,199	\$ 47,288,895	\$ 133,003,094	121
National Buys (All audiences)	\$ 57,918,000	\$ 84,441,528	\$ 51,428,519	\$ 25,083,114	\$ 76,491,634	132
Local Buys (Mostly directed to HTC population)	\$ 52,102,000	\$ 75,964,716	\$ 34,285,680	\$ 22,225,781	\$ 56,511,460	108
Diverse Mass*****	\$ 57,916,000	\$ 84,441,528	\$ 46,673,478	\$ 14,136,322	\$ 60,811,800	105
Ethnic/Language Audience	\$ 52,102,000	\$ 75,964,716	\$ 39,040,721	\$ 33,130,573	\$ 72,191,294	139
Hispanic	\$ 18,886,000	\$ 27,535,788	\$ 14,561,334	\$ 10,934,766	\$ 25,496,100	135
Black (including African and Caribbean)	\$ 17,021,000	\$ 24,816,618	\$ 14,359,240	\$ 8,619,110	\$ 22,978,350	135
Asian	\$ 10,016,000	\$ 14,603,328	\$ 5,279,092	\$ 6,242,508	\$ 13,521,600	135
Native Hawaiian & Pacific Islanders	\$ 147,000	\$ 214,326	\$ 705,588	\$ 394,412	\$ 1,100,000	748
American Indian/Alaska Native	\$ 2,804,000	\$ 4,088,232	\$ 1,828,769	\$ 1,956,631	\$ 3,785,400	135
Emerging Audiences	\$ 1,508,000	\$ 2,198,064	\$ 736,688	\$ 1,289,102	\$ 2,035,800	135
Puerto Rico	\$ 1,298,000	\$ 1,892,484	\$ 1,570,000	\$ 830,000	\$ 2,400,000	185
Island Areas	\$ 422,000	\$ 615,276	\$ 0	\$ 0	\$ 0	0
New Legacy languages	N/A	N/A	\$ 0	\$ 874,044	\$ 874,044	N/A
Rapid Response/Media Contingency Total	\$ 0	\$ 0	\$ 2,400,000	\$ 5,000,000	\$ 7,400,000	N/A
Partnerships Total*****	N/A	N/A	\$ 17,231,529	\$ 10,000,000	\$ 27,231,529	N/A
Public Relations/Events/Road Tour Total	\$ 10,809,000	\$ 13,165,140	\$ 9,642,055	\$ 17,000,000	\$ 26,642,055	240
Census In Schools Total	\$ 17,251,281	\$ 24,989,386	\$ 10,054,366	\$ 3,285,981	\$ 13,340,347	77
TOTAL	\$ 204,851,105	\$ 278,748,447	\$ 212,100,000	\$ 115,275,115	\$ 327,375,115	160

*Comparison between Census 2000 Contract Cost (Actual) to TOTAL ESTIMATED LIFECYCLE BUDGET

**The inflation rate for paid media varies from year to year. This represents an average of the last 10 years.

***Production numbers for the Census 2000 were embedded in the Labor line item.

****Other: Travel, Research, Management Reserve, Website

*****In Census 2000, the national buy was equivalent to the "Diverse Mass" audience of 2010.

***** Partnerships includes Partnerships Support and Partnership w/ National Entities

Mr. CLAY. Thank you, Dr. Groves.
Mr. Tarakajian, you may proceed with your opening statement.

STATEMENT OF JEFF TARAKAJIAN

Mr. TARAKAJIAN. Mr. Chairman, members of the subcommittee, the entire Team Census 2010 thanks you for the opportunity to be here today and talk to you about the Integrated Communications Campaign. Today's topic, the 2010 Census Communications Contract: The Media Plan in Hard to Count Areas, is our focus for today. Joining me are members of the team who are experts on the planning and execution of the media effort for key multicultural audiences, including hard-to-count areas. Julia Chen from the IW group is here, along with Bob Smith from DRAFTFCB.

As I have stated in previous testimony, the communication strategies and the budget allocation decisions that we have made have consistently placed greater emphasis on reaching and motivating hard-to-count audiences. The budget allocations are disproportionately greater to hard-to-count audiences relative to their population size, and more emphasis is being placed on hard-to-count audiences than in the 2000 census.

By way of example, 53 percent of the dollars will go toward what we call in-culture, in-language advertising, as compared with 46 percent in 2000.

The campaign this time will exist in 11 more languages. That is 28 languages versus 17 in 2000. And with a more diverse population than ever, the campaign has been very careful to ensure that as many linguistically isolated populations as possible are covered with in-language communications.

Each multicultural audience segment that had advertising in 2000 will have a minimum increase of 35 percent in spending in 2010 over the 2000 levels.

Importantly, the campaign reaches out to hard-to-count audiences beyond multicultural populations. For example, there is a sponsorship with NASCAR and advertising in NASCAR programming that reaches the important rural audience, a large portion of which is hard to count.

There will be \$6 million spent in online advertising which is targeted to single, unattached mobiles, an audience identified by the Census Bureau as hard to count.

The campaign also is more locally driven in 2010 than it was in 2000, with 47 percent of the dollars spent on local media versus 34 percent in 2000.

In addition, the national media buys are seen in all local markets through local broadcast affiliates and national print vehicles that are distributed locally. So that means that every market will receive at least 25,000 television ads and over 6,000 radio ads, and many markets will receive much more as a result of the incremental emphasis placed on hard-to-count audiences locally.

An unprecedented outreach has been completed to make accessible the opportunity for all media properties to participate in the 2010 media buy. Over 2,500 RFPs have been issued that cover 61,000 media outlets. We don't know of a campaign that has made this kind of outreach in the history of our business. Yet we know

that media have complained that they didn't get business, and we regret that this has happened.

Media buys today have now been completed for the awareness and motivation phases of the campaign. Still to be purchased are media for nonresponse followup and, as Dr. Groves said, for the deployment of rapid response reserve funds. So there is at this point some flexibility remaining to address unforeseen events, to fill gaps that stakeholders believe need to be filled, and to make any adjustments based on campaign tracking results.

So far those results, as of the middle of February, show that awareness of Census advertising is already at 72 percent; and that compares very favorably with 27 percent, which was the number before ads began. The number is 77 percent for English-speaking Blacks and 70 percent for English-speaking Hispanics, compared to the overall number of 72. And intent to participate is also strong at 87 percent overall, 88 percent for Blacks and 85 percent for Hispanics; and this number continues to increase as we look at the numbers going forward.

I would be happy to answer any questions that you have. Thank you.

[The prepared statement of Mr. Tarakajian follows:]

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*Testimony
Of
Jeff Tarakajian
DraftFCB*

*Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee
Wednesday, February 24, 2010
2154 Rayburn HOB
10:00 A.M.*

*"The 2010 Census Communications Contract:
The Media Plan in Hard To Count Areas"*

Overview of the Integrated Communication Campaign

The 2010 Integrated Communications Campaign (ICC) is a broad-reaching effort that includes a widespread network of Partnerships, Public Relations, Paid Media, Digital Communications, Road Tour Events and Census in Schools.

The goal of the ICC is three fold:

- **Increase mail back response**
- **Improve overall accuracy and reduce the differential undercount among Hard to Count (HTC) audiences**
- **Improve response cooperation with enumerators**

Every activity of the ICC is aligned with one or all of these goals.

More importantly, the ICC exists to help drive efficiency, accuracy and savings. For every one percent increase in mail response driven by the ICC, the Government saves approximately \$80 million in enumeration costs. It is likely that the ICC and Partnership efforts together will increase response rates by as substantially, resulting in net cost savings for the Government after the costs of these programs are accounted for.

In addition, the Census Bureau has determined that self-administered survey response is more accurate than survey response from enumeration. Therefore the focus of efforts is on driving mail response primarily and secondarily cooperation with enumerators.

Developing the Integrated Communication Plan

Developing the ICC plan draws upon a vast amount of research including 2000 Census Response Performance, Secondary and Primary research, Advisory panels, Regional Census Director input, Academic Panels and the business and audience expertise of many partner agencies that comprise Team Census.

All of this information was considered in the evaluation and budget allocation of many communication components:

- **Partnerships** and costs associated with the design and activation of this effort including educational materials and millions of promotional items
- **Public Relations** and costs associated with Public Relation Support materials, events and information distribution

- **Advertising and Paid Media** and costs associated with the development of advertising materials in 28 languages and media placement costs across 2,300+ media outlets
- **Census in Schools** and costs associated with the design and activation of the program in every school in the U.S.A
- **Digital Communications** and costs associated with website design, online creative development as well as media placement costs
- **Portrait of America Road Tour** and costs associated with design and activation of a 13 vehicle program

Focusing on HTC Audiences

Communication Strategies and budget allocation decisions placed greater emphasis on reaching and motivating HTC audiences. Budget allocations are disproportionately greater to HTC audiences relative to their population size and more emphasis is being placed on HTC audiences than in 2000 Census.

This strategic approach led to the greatest allocation of 2010 total Census promotional dollars to Partnership efforts to ignite a vast network of influencers, trusted voices and community leaders within HTC neighborhoods.

The second most significant a significant investment is the \$133M (current budget as of 2.10.10) allocated to Paid Media efforts. While intended to reach everyone living in America, the emphasis has been placed against HTC audiences. Some key highlights of Paid Media spending allocation are:

- More dollars overall and as a percentage of the total are allocated to HTC audiences versus the 2000 Census. Specifically, 54% of paid media budget is allocated to Ethnic Audiences vs 47% in 2000.

- Investments among the Black, Hispanic, Asian and Native American audiences are 35% greater than in 2000 while the Diverse Mass Paid Media effort has been increased by only 5%.

Developing the Paid Media Plan To Emphasize HTC Audiences

The development of 2010 Census Paid Media plans was steeped in research. More than 20 different sources were incorporated including tract-level demographic, socioeconomic and housing data from Census 2000 and the resulting segmentation of that data, referred to as the Clusters. The HTC Clusters developed from 2000 Census data served as a road map for allocating paid media budgets and evaluating paid media.

Census tracts were grouped into eight clusters with similar characteristics including housing vacancy, home ownership (tenure), housing structure (Multi-unit or single unit), marital status, education (percent who have not completed high school), poverty, public assistance, unemployment level, crowded housing units, lack of telephone, linguistic isolation and housing turnover (in-and-out movers). These characteristics were used, as they have been in previous Decennials, to construct a "Hard-to-Count" score for Census tracts. HTC scores have been shown to be highly correlated with mail return rates.

The Paid Media budget allocation model was developed to invest relative to the difficulty of the HTC challenge. Considering each of the four hardest-to-count clusters skews toward ethnic audience segments, 54% of dollars are directed to ethnic audience plans delivering in-language and in-culture messaging.

To ensure the campaign reaches these ethnic audiences and works to reduce the differential undercount of these HTC groups, the campaign must first address these groups' language needs.

The Paid Media Campaign will appear in 28 languages. Fourteen were added with the incremental funding the campaign received from the American Recovery and Reinvestment Act. The criteria for selecting the languages to be included in the campaign were:

- The size of the population reliant on in-language communications, determined using a “linguistic isolation” measure
- The availability of in-language media vehicles to reach these populations

Because many of these groups include recent immigrants with little or no understanding of the Census, and who may or may not have had censuses in their native countries, it is crucial the campaign speak to them in their own tongue, via their trusted in-language media properties.

The remaining 46% of Paid Media dollars have been allocated to the Diverse Mass media plan, charged with reaching all US residents who consume English language media. For comparison, in 2000, 47% of dollars were invested in ethnic audience plans versus 53% of Paid Media dollars allocated to the Diverse Mass campaign.

The Paid Media Plan encompasses all media types and is skewed towards those segments of the population that are considered hard to count. The media habits and interests of these population groups drive when and where media will be purchased. Paid media will be purchased within the following media channels:

- Television
- Radio
- Online (banner ads, social, search)
- Outdoor (Including Transit)
- Print (Magazines and Newspapers)

The Paid Media Campaign will be among the most robust efforts in the marketplace during our marketing window. This is justified for several reasons:

- Unlike virtually all other campaigns that are targeted to specific population or user segments, the Census Campaign must reach everyone
- It is conducted only every ten years. Therefore awareness and familiarity decay between the decennials and must be rekindled every decade.
- It has a short window of performance...its intent is to drive participation not build brands over time like most commercial campaigns.

The campaign will include over 25,000 television spots and 6,000 radio spots in every media market across the country. Census messaging will be seen in programming from *American Idol* to Zee TV, from *BET Honors* to March Madness and *Sabado Gigante*.

The combination of both national media and local media are essential for delivering the goals of the campaign. National media provides consistent coverage across all markets and offers the best pricing efficiency. For example, there is a significant premium to buy local TV in programming that can be purchased nationally. Local media allocations provide emphasis of HTC populations while capitalizing on media that are only available on a local basis. This is especially true of media that is heavily consumed by ethnic audiences.

In the case of the Hispanic audience, it is critical to purchase national media as some markets can only receive the message from a national buy (markets that cannot be purchased at the local level).

Through our evaluations across all audiences, we arrived at a balanced allocation between national and local media to deliver the benefits of national impact with

local contact. The efficiency threshold for purchasing local media is 40% - 50% of the population, after which it is more efficient to purchase on a national level.

Planning and Buying Evaluation Criteria

Multiple quantitative and qualitative factors were used to identify the appropriate environments for the message. Evaluation criteria included:

- **Right Target:** Media vehicles that effectively reaches the target audience
- **Appropriate Content:** Media environments that provide appropriate content for the message
- **Cost & Value:** High cost efficiencies and out of pocket investments that justify the buy
- **Added Value:** Strong added value proposals that further maximize the investment
- **Small Business and/or Minority Ownership:** special considerations (as related to pricing efficiencies) may be given to small and/or minority owned businesses.
- **Terms & Conditions:** Agreement on terms and conditions of doing business (i.e. content appropriateness, proof of performance, U.S. Taxpayer ID, etc).

Managing the Sub-Contracting Process: Media Planning and Buying

DraftFCB, as the prime contractor for the 2010 Census, has oversight over the sub-contractors that are involved in the campaign. These agencies were selected against the following primary criteria:

- 1) Proven expertise to reach a particular audience segment
- 2) Capabilities (past/similar experience) to handle a campaign of this level of complexity

- 3) Small business status. Of the eight agencies sub-contracted to handle the media planning and buying, four are small businesses (G&G, Plum, Allied Media Group and d'exposito).

DraftFCB worked with each agency in tandem to develop all aspects of the campaign including strategy, creative ideas, messaging and media channels. In comparison to 2000, the 2010 effort has been highly collaborative. Ideas that arose in work done for one audience have ignited messaging, creative and media ideas employed throughout all audiences.

Specifically on the media planning and buying front, DraftFCB established a process to ensure "one voice" to the Census Bureau and the paid media community. DraftFCB took the lead in establishing several processes that were followed by each agency partner, upon approval by Census Bureau. Examples of these processes include, but are not limited to:

- 1) Purchasing Procedures: establishing the overall process including buying strategies, Request for Proposal (RFP) for media vendors, potential evaluation criteria of vendors and how buys would be monitored and stewarded.

Prior to issuance to the partner agencies, Census Acquisitions and 2010 Publicity Offices approved this document.

- 2) Media Vendor Request for Proposals: issued to vendors that were considered to receive a paid media buy. Information included background information on the Census, campaign objectives, target audiences, requirements to do business with Census (U.S. Taxpayer ID,

content appropriateness guidelines), evaluation criteria, what we were asking of them and submission deadlines.

Prior to issuance to the partner agencies and media vendors, Census Acquisitions and the 2010 Publicity Office approved an overall template of this document. Each partner agency was given the option to use the exact document or customize for their audience (i.e. translate to Spanish).

- 3) Billing Process and Payments: detail of the invoicing process between each media vendor, partner agency, DraftFCB and Census.

Prior to issuance to the partner agencies, Census Acquisitions and 2010 Publicity Offices approved this document.

- 4) Media Plans and Buys: DraftFCB worked closely with the partner agencies prior to the development of the media plans in prioritizing local markets for additional emphasis, identifying budget gaps that led to incremental funding from ARRA, start dates of advertising and ensuring that the overall strategy met the three key Campaign objectives.

DraftFCB also instituted a weekly media-only status call that included all partner agencies to ensure all were following the same process.

All media plans and buys were submitted to DraftFCB where they were integrated prior to presenting to Census. This allowed for a seamless integration of the presentation and insurance that the overall plans and buys ladder up to the media objectives.

Specific recommendations made by the partner agencies such as the media mix, magazine list, or television station, reflected their expertise in reaching

their respective audiences. DraftFCB relied on this expertise to develop the best plan and buy to deliver against the objectives.

In 2009, additional small and small disadvantaged businesses were selected in competitive process to purchase selected media types by DraftFCB, Global Hue and Global Hue Latino. These include Penn, Good & Associates, Valpos Media and Voices, Inc.

Penn, Good & Associates, a small minority-owned firm in Washington, DC, was awarded the contract to purchase and place the \$30M Diverse Mass national television buy. They were successfully mentored in the buying process and conducted the negotiations and purchase of media, securing rates that were competitive in the marketplace. They will be able to leverage their experience from the 2010 Census to acquire additional business.

DraftFCB closely managed the buying team at Penn, Good & Associates and was involved in all aspects of the buy including multi-media negotiations and providing authorization to purchase (upon approval from Census Bureau).

Census Bureau Oversight on Paid Media Campaign

The combined audiences media plans and buys were presented to the Census Bureau in several meetings over the course of 2009. The Census Bureau had several opportunities to review, question, modify and approve/disapprove any aspect of the plan or buy. As specified contractually, DraftFCB and its partner agencies could not move forward without a written acceptance of the media plans and buys from the Census Publicity Office.

Each agency presented its respective audience plans and buys to Census (Publicity Office, Public Information Office, Acquisitions, Operations and Regional Directors) at DraftFCB's offices. The Publicity and Acquisitions Offices were provided with (2) hard copies of the presentations where they

had the opportunity to review and provide feedback beyond the day of the presentations. The standard timeline for review and approvals was two weeks after the presentation date.

DraftFCB received feedback from Census Publicity Office across audience plans or buys. Each partner agency provided that feedback directly to DraftFCB who coordinated providing one response to Census. If that feedback consisted of a change to a plan or buy, the agency responsible would make that change or provide additional rationale. Once the Census Bureau received and was satisfied with the response to their questions or concerns, DraftFCB would receive written approval to move forward with executing the plan or buy.

Detailed Information for the 2010 Census Media Buys

A number of detailed spreadsheets are provided to enable detailed answers to the questions concerning media spending on a local geographic basis and minority ownership of media properties.

- A detailed excel spreadsheet is provided for activity across all audiences, across all media types, in all states.
- A spreadsheet of currently planned expenditures by media market is also provided. Note that incremental Paid Media Activity will likely occur as the Census Bureau deploys funds from Rapid Response and Management Reserves. These investments will be made based upon tracking data and stakeholder observations indicating that remedial action is needed to facilitate participation.

- A spreadsheet of planned advertising via minority owned media is also provided. Please note that not all media are currently classified as “minority owned” as this was not a requirement in the identification process. We have developed a list based on media outlets that have “self certified” as minority owned. It is likely more media in the Campaign may be minority-owned than indicated.

Regarding Golden Globes and Event Media

The Campaign launched on Sunday night, January 17th across 15 different TV networks including CBS, MTV and ESPN. The Diverse Mass Campaign will ultimately air over 5,000 TV spots across 32 networks during January through April, 2010. TV currently represents 56% of this effort that also includes radio, online media, newspaper, magazines and outdoor media.

While Diverse Mass plan is charged with reaching all individuals who consumer English language media (approximately 85% U.S.), media decisions also skewed toward HTC audiences. This approach has led to TV Programming that includes:

- A multi-million dollar partnership with Turner Broadcasting that includes an association with Tyler Perry's *House of Payne* (a top rated show among the black audience) and the new George Lopez talk show that has broad appeal to the Hispanic community. Talent from both these programs will promote the 2010 Census and will air creative developed by Global Hue and Global Hue Latino for the Black and Hispanic market but is funded out of the Diverse Mass buy.

- A presence in many diverse programs including *American Idol*, *CSI: Miami*, *Sportscenter*, *Heroes*, *The Biggest Loser* and *America's Funniest Home Videos*.

In addition, creative developed for other audiences such as Black and Hispanic will be rotated within the Diverse Mass media buy (in English). While Diverse Mass creative was tested among Blacks, English-speaking Hispanics and English-speaking Asians and found to be effective, the additional rotation of creative specifically developed by in-culture experts will add increased relevance to the messaging.

Almost half (44%) of the dollars will be allocated to non-television media, including many initiatives to reach all individuals and emphasizing HTC audiences:

- Outdoor advertising inside buses and trains, posters in bus shelters, video messages in grocery store and gas station TVs.
- Sunday magazines, *American Profile*, *USA Weekend* and *Parade*, with an effort this past Sunday which reached over 60 million homes.
- Magazines including *Oprah* and *People* that will extend our message with "advertorials" on bi-racial couples/ persons.
- NASCAR Sprint Cup Series Sponsorship - co-branded car (with 3M) of the #16 race car driven by Greg Biffle. The car will race in (3) races in the key Motivation timeframe: Atlanta (3/7), Bristol (3/21) and Martinsville (3/28).

The one :30 TV spot on the *Golden Globes* is part of bigger and broader ranging \$10.1MM package with NBC. Additionally, the show over delivered its projected audience by 10% vs. 2009. It is also heavily viewed by two of our more challenging HTC clusters, All Around Average II (a lower income cluster) and Single Unattached Mobiles (a younger skewing cluster).

In terms of other large scale events, our plan will include:

- The Winter Olympics, an incredibly patriotic environment to promote the 2010 Census. We have secured three athletes to do PSAs including Jennifer Rodriguez, Julie Chu and Ben Agosto.
- March Madness will be the largest event during our Motivation period that has tremendous appeal across cultures. We have secured the announcers to promote the 2010 Census during the actual mailing weeks.
- The NAACP Image Awards which may include a 2010 Census mention during the broadcast
- The Super Bowl which is the largest television event reaching almost 40% of adults in an environment where the ads are as celebrated as the game itself
- BET Honors
- Celebration of Gospel
- Hip Hop Awards
- Rip the Runway
- Soul Train Music Awards
- Stellar Awards

The goal of securing Specials is that they attract larger audiences relative to regularly scheduled programs. In the fragmented TV landscape, it is more challenging to reach a large audience with any one single program

Additional Media Information for Diverse Mass Plan

The Diverse Mass Audience Paid Media Plan was developed by a team of advertising experts at Draftfcb in New York City. The media buy totals \$60.8 million and is designed to reach everyone in the U.S who consumes media in English, approximately 84 percent of the population. Significant research went into the development of the plan and input was obtained from internal and external stakeholders.

Allocates a \$60.8 million media buy as follows (figures below are estimates and in millions):

- TV (national and local): \$35.2
- Radio (national and local): \$2.9
- Magazines: \$2.3
- Newspapers: \$3.2
- Out-of-home: \$5.8
- Digital: \$6.0
- Non-response-follow-up: \$5.4

The national advertising buys for the Diverse Mass audience will reach 97% + of the population, covering every media market. Furthermore local media buys will provide additional frequency of the same message, further bolstering the impact of the national buy. Below is a list of local markets that will receive a local overlay:

- 25 local TV markets
- 25 local radio markets
- 25 out-of-home (outdoor) markets
- 47 local print markets

[Additional Information for Reference](#)

- DraftFCB negotiated over \$9 million in added value from vendors
- DraftFCB issued 124 Request for Proposals (RFP) that represented thousands of outlets as one RFP may encompass more than one outlet
- DraftFCB secured 15+ high profile talent including Greg Biffle, Danny Pino and James Brown to connect with a diverse mass audience. The goal is twofold:
 - Engage viewers with celebrities they consider a “trusted voice” in their community
 - Deliver message co-branded with a program as a reinforcement of the commercial. Examples of talent include:
 - James Brown will be doing (2) live reads in *NFL Today*, prior to the Super Bowl
 - George Lopez will do (2) custom segments in his talk show, *Lopez Tonight*
 - Talent from CBS programs have recorded 10-second messages that will air on CBS. Examples of talent include Danny Pino (*Cold Case*), Hamish Linklater (*New Adventures of Old Christine*), Robert David Hall (*CSI*)
 - Cast members from TBS’ *House of Payne* will record a 30-second message customized for the Census to appeal to the Black Audience.
 - NBC recorded three Winter Olympic Athletes in PSAs that will air throughout NBC networks including NBC, USA, CNBC. Athletes include Julie Chu, Ben Agosto and Jennifer Rodriguez.
 - During the NCAA Men’s Basketball games in March, CBS Sports Broadcasters will do live reads for Census
 - MTV Networks is developing a 30-second PSA focused on advocacy for the Census to engage the younger age groups

- Secured Greg Biffle to do a PSA to appeal to the NASCAR audience
- Nickelodeon will develop a PSA featuring beloved character, Dora the Explorer, aimed at ensuring young children are counted in the 2010 Census

Television

- 5,000+ spots airing in every local market
- Additional 1,600+ spots total airing across 25 HTC local markets

Radio

- 2,300 spots clearing on 740 stations across the U.S. Totality of schedule will reach every local market.
- Additional 7,540 spots total clearing on 68 radio stations in the 25 local HTC markets

Print

- Three ads each (9 total) in *American Profile, Parade and USA Weekend* that will be distributed in 2,520 newspapers.
- A total of 27 ads across eight national magazines such as *People, Oprah, Better Homes & Gardens* and *Parents* that will run in every local market
- A total of 336 ads that will run across 112 local daily and community newspapers in 47 markets

Outdoor

- Total of 8,000 postings in the motivation phase that will be viewed on a daily basis in 25 HTC local markets.
- Projected total impressions of more than 2 Billion

Note: Specific Information on the Black and Hispanic Audience Plans will be found in testimony from Ms. Robbyn Ennis of GlobalHue and Mr. Nelson Garcia from GlobalHue Latino.

Asian Audience Media Plan Specifics and Key Activities

The Asian Audience Media Plan was developed by a team of advertising experts at the IW Group, a leading Asian-owned firm. The media buy totals approximately \$13.5 million and is 35% above the Census 2000 levels for this audience. Significant research went into the development of the plan and input was obtained from internal and external stakeholders.

Targets the Asian audience in the following languages (and corresponding audiences when noted): Chinese Mandarin, Chinese-Cantonese, Vietnamese, Khmer (Cambodian), Korean, Hmong, Hinglish (Asian Indian), Laotian, Tagalog (Filipino), Thai, Japanese, Urdu (Pakistani) and Bengali (Bangladeshi)

The Asian audience is the most diverse and multicultural of populations in the U.S. Almost every audience is composed predominantly of foreign-born immigrants, speaking different languages, practicing diverse religions, have

widely different immigration patterns and different issues with respect to the government.

Allocates a \$13.5 million paid media buy as follows (figures are estimates and in millions):*

TV (National/regional and Local)	\$3.9
Radio (National/regional and Local)	\$1.7
Digital	\$1.2
Print	\$5.2
Out-of-Home (outdoor)	\$1.5

*Figures include projected media buys for the “non-response-follow-up” phase

The extensive, multi-media advertising buys for the Asian audience will reach all of the top markets where these audiences reside. In addition to significant regional and national media coverage, there is incremental local advertising to extend reach. Below is a list indicating coverage for each media type:

- TV: National/regional and between 4 and 9 local markets depending on audience
- Print: National/regional and between 1 and 19 local markets depending on audience
- Radio: National/regional and between 2 and 8 local markets depending on audience
- Out-of-Home: Between 3 and 9 local markets depending on audience

Given the complexity of the audience and an extremely diverse media landscape, effective communications for the 2010 Census has to be an integrated media and outreach plan executed in-culture and in-language for each of the individual audiences.

An integrated multi-platform media strategy is essential because a high percentage of immigrants in the Asian community require a longer period of education to understand the purpose and benefits of participating in the U.S. Census.

Additional Information for Reference

- Estimated added value (bonus, mentions, editorial coverage, public service announcement, etc) of the media buy is \$2 million.

- For the Asian media plan, more than 750 RFPs were issued.

- Television Stats
 - 7,200+ spots airing in every local market
 - Additional 13,900+ spots total airing on 100+ stations/programming across 15 local markets

- Radio Stats
 - 19,721 spots total clearing on 80+ radio stations/programming in 16 local markets

- Print Stats
 - A total of 4,217 insertions that will run across 350+ local daily and community newspapers in 35 local markets

- Outdoor Stats
 - Total of 2,693 bulletins/posters/transit shelters/lighting panels that will be viewed daily by the Asian audience in 18 local markets

AI/AN Audience Paid Media Plan Specifics and Key Activities

The American Indian/Alaska Native Media Plan was developed by the media team at G&G Advertising. The media buy totals \$3.7 million. Significant research went into the development of the plan and input was obtained from internal and external citizens and stakeholders.

Targets the American Indian/Alaska Native populations across the U.S. and Alaska.

Allocates a \$3.7 million paid media buy as follows (figures are estimates and in millions):

○ TV (local)	\$1.4
○ Radio (national and local)	\$0.5
○ Print (newspapers and magazines)	\$1.0
○ Out-of-home	\$0.6
○ Digital	\$0.2

The local advertising buys for the AI/AN audience will reach the top markets with these populations. Below is a list of additional, local market coverage:

- 21 local TV markets- with 4,500 plus spots airing.

- 17 local radio markets, as well as utilizing online radio stations with over 15,000 spots airing.
- 18 out-of-home markets with 284 billboards
- 24 local print markets with over 600 print ads

Approximately 300 RFPs were issued representing various media outlets.

Key significant voices lending their support to the 2010 Census are:

- Dr. Jim Davis
- Gloria O'Neil
- Carmen Taylor

There will be advertising in nearly 86 audience newspapers and magazines across the country. As an added value, they will offer editorial coverage on the 2010 Census.

NHPI Audience Paid Media Plan Specifics and Key Activities

The Native Hawaiian/Other Pacific Islander Media Plan was developed by the media team at G&G Advertising. The media buy totals \$1.1 million. Significant research went into the development of the Native Hawaiian/Other Pacific Islander plan and input was obtained from internal and external citizens and stakeholders. Specifics of the audience media plan include:

Targets the Native Hawaiian/Pacific Islander populations across the U.S. and Hawaii.

Allocates a \$1.1 million paid media buy as follows (figures are estimates and in millions):

○ TV (local)	\$0.4
○ Radio (national and local)	\$0.2
○ Print (newspapers and magazines)	\$0.3
○ Out-of-home	\$0.1
○ Digital	\$0.1

The local advertising buys for the NHPI audience will reach the top markets with these populations. Below is a list of additional, local market coverage:

- 4 local TV markets- with over 1,000 spots airing.
- 5 local radio markets, as well as utilizing online radio stations – with over 5,000 spots airing.
- 2 out-of-home markets- 60 plus billboards
- 8 local print markets- 200 plus insertions

Approximately 150 RFPs were issued to various media outlets.

Key significant voices lending their support to the 2010 Census include Stanaton Enumato

There will be advertising in nearly 25 audience newspapers and magazines across the country. As an added value, they will offer editorial coverage on the 2010 Census.

**2010 U.S. CENSUS
TOTAL COUNT OF MINORITY-OWNED* VENDORS ONLY**

Grand Total Minority Owned Vendors	1,151
Grand Total Vendors	2,344
% Minority Owned	49%

Vendor Name

20 De Mayo
7 Dias
AAT Television
ABCON MEDIA PR, INC.
ABS-CBN International, Inc.
Absentee Shawnee News
A-Chau Thoi Bao Newspaper
Achei Usa
Ad Mirable
ADELANTE FORWARD(magazine)
Adelante Hispanic Gay Magazine
Africa Channel
Africa Watch
African - American News & Issues - Texas
African American Observer
African Star
African Sun Times
African Trumpet
African Weekender
Afro American
AIMTV
Ak-Chin O'odham Runner
Akhon Samoy
Al Dia en America
Al Meezan
Al Mizaane
ALFA ROCK / WCAD RADIO
Alianza Metropolitan News
Ame Dori- American Dream Publishing
Amedori.net
America Hoy (Formerly Argentina Hoy)
American Chinese Times
American Legacy
American Urban Radio
Amsterdam News
Angkor Borei News
Anishinaabeg Today
Apsaalooke Nations
Arab Horizon
Arizona Bilingual Magazine
Arizona Informant
Arizona Native Scene

Arriba Art & Business
Asia Today
Asian American Peoples Journal (AAPJ)
Asian Journal - LA
Asian Pacific News
Asian Real Estate
Asian Weekly
asianjournal.com
Atlanta Daily World
Atlanta Latino
Atlanta Times
ATV USA
Au-Authm Action News
Audrey Magazine
Austin Chinese News
Auto World Weekly/Auto World Magazine
Avance Hispano
Ayllu Times
Azteca
Azteca News
Backchina.com
Baltimore Times
Bangle Patrika
Basta Pinoy News
Bate Papo Magazine
Bay Mills News
Bay Mommy Magazine
Bay Weekly News
B-BILLBOARD CORP
Beauty Times
Beirut Times
BILLBOARD MEDIA GROUP
Binh Minh Radio/ KVVN 1430 AM
Black Enterprise
Black Star News
Bloque Latino Americano De Prensa - ElExito
Bohemio News
Bois Forte News
Boston Chinese News
Boston Korea
Bostonkorea.com
Brazil Today
Bridge Magazine
Bridge USA (KALI FM 106.3)
bridgeusa.com
Brite Media Group
Buena Suerte (10 zones)
Buenos Dias Nebraska
But Viet
CABLE ACCESS MEDIA
CADENA ESTEREOTEMPO / SBS
Cafe - Latino Lifestyle Magazine

Cal Marketing & Promotion Group (Outdoor, In Store)
 Cali Today
 California Examiner - LA
 California Journal
 California Nevada
 California Voice/Sun Reporter
 Call and Post (Cincinnati)
 Cam- News
 Cambio
 Cambodian International TV- Khmer Media
 Cape Verdean News
 Capital Outlook
 Caracol TV
 Carib Life Central
 CARIBBEAN INTL.NEW CO.(EL VOCERO)
 Caribbean Life Newspaper
 Caribbean Star News Magazine
 Caribbean Sun
 Caribbean Today
 Carolina Peacemaker
 Carolina Times
 Catholic Times
 CCYP.com
 Central City Productions
 Central Florida's Spotlight
 Centro Mi Diario
 Char-Koosta News
 Charleston Chornicle
 Chas I Podii
 Chdaily.com (Christianitydaily.com)
 Cheyenne Arapaho Bulletin
 Chicago China News & Digest (CCND)
 Chicago Chinese News
 Chicago Citizen - Southeast
 Chicago Defender
 Chicago Deportivo
 Chicago Radio Korea/ WKTA 1330 AM
 Chicago Shimpo
 Chickasaw Times
 China Journal Chicago
 China Press - LA
 Chinese American Voice
 Chinese Daily News - Pearl Sea Inc.
 Chinese Info Net / KXYZ 1320 AM
 Chinese LA Daily News/ Zong Guo Daily News
 Chinese Radio Network WCBS/WGBB
 Chinese Seattle News
 Chosun Daily - Atlanta
 Christian Herald USA
 Christian Newsweek
 Christianherald Radio / KFOX 1650 AM
 Christianherald.com

Christianity Daily
City News
Club Deportes
CNY Latino
Colorado Chinese News
Colorado Times
Colorado Tre Magazine
Columbus Times
Compton Bulletin
Conexion Hispana
Contacto Magazine
Continental News
COOP PRENSA UNIDA DBA PUERTO RICO DAILY SUN
Crusader News Group
CTI Zhong Tian- Boston
Daily Sports Seoul New York
Daily Sun New York
Dallas Chinese News
Dallas Post Tribune
Dallas Weekly
Dan Quyen Newspaper
Darpan
DE TODO CAROLINA
Defining Trends (formerly Dominican Times News)
Denver Weekly News
DEP Weekly Magazine
Diario de Mexico
DIMENSION 103.3
Doi Nay Newspaper
Doral News (Formerly Ciudad Doral)
Dos Mundos
DUENO SHOWTIME PR INC
Dunya Radio/ WUST 1120 AM
Duo Wei Times - PA
East Entertainment Magazine – SF
East Side Daily News
East St. Louis Monitor
East Texas Review
Eastern Group Publications (11 publications)
ebc radio
Ebony
Ecuavisa
EDI - TSTV
EDI City Magazine
EDI Radio - AM1370
El Aguila
El Amanecer
El Aviso
El Barrio News
El Bilingue
El Canillita
El Central

El Clarin
El Clasificado
El Colombiano
El Colusa News
El Comercio
El Conquistador
El Correo de Queens
El Dia
El Diario de El Paso / El Diario de Juarez (Combo)
El Eco De Virginia
El Editor (Lubbock)
El Especial
El Especialito (13 Zones)
EL EXPRESO DE PR
El Extra
El Gigante Hispano
El Gram
El Herald Hispano
El Herald News
El Hispanic News
El Hispano
El Hispano News
El Hispano Para Todos
EL HORIZONTE
El Imparcial
El Informador
El Informador Del Valle
El Informador Hispano
El Latino
El Latino American
El Latino Semanal
El Lider USA
El Manana
El Mensajero
El Mexicano
El Migrante Ecuatoriano
El Mundo
El Mundo Latino
El Nacional
El Norte de Austin
El Nuevo Coqui
El Nuevo Georgia (Formerly - Georgia Latino News - La Voz del Pueblo)
El Observador
El Panamericano
El Paracaidista
EL PERIODICO INC
El Popular - Bakersfield Edition
El Progreso Hispano (newspaper)
El Puente
EL REGIONAL
El Reportero
El Salvador Dia a Dia

El Semanario
El Semanario Accion
El Semanario-The Weekly Issue
El Sol
El Tecolote
El Tiempo
EL TODO
El Venezolano - Orlando
EL VISITANTE INC
El Vocero De Puerto Rico (NY Edition)
El Vocero Hispano
ENCUENTRO CHRISTIAN NET (Encuentrovision)
Enjoy Magazine
Enlace
Enlace Latino
Estadio
Estrella TV
Everybody's
EXPRESION
Extra - Two languages Una Voz
Family Radiò / WDCT 1310 AM
FIDELITY RADIO / WFID-FM
Fil-Am Courier
FilAm Star
Filipinas Magazine
Filipino American Bulletin
Filipino American Herald
Filipino American Radio/ KLFE 1590 AM
Filipino Reporter
Filipino Style
Filipino Times
Florida Courier-Central Florida Edition
Florida Sentinel Bulliten
Florida Star News
Florida Sun Magazine
Florida's Caribbean Sun Newspaper
Fort Belknap News
fujisan.com
Fujisankei Communications Int'l (WRNN)
Futbol De Primera
Gente Latina Magazine
Georgia Informer
Gila River News
Global Chinese Times
Globe - COMBO
GLR/Focus 360
Golf Champion Korea
Golf Guide USA
Google Ad Network Korean
Gospel Music Channel
Grand Traverse Band News
Greater Diversity News

Haiti Liberte
Haiti Progress
Han Mi Cable
Hanin News
Hawaii Chinese News
Hawaii Filipino Chronicle
Hawaii Herald
Hawaii Hochi
Hawaii Pacific Press
Hays Newsletter
HBCU Connect
Hispania News(newspaper)
Hispanic Business
Hispanic MPM
Hispanic News Service (HNS)
HispanicAd.com
Hispano De Tulsa (newspaper)
Hmong American Broadcasting - KQEQ 1210 AM
Hmong Minnesota Radio
Hmong Times
Hmong Today
Hmong Wisconsin Radio
Hoa Thinh Don Viet Bao
Hoi Nguoi Viet Cao Nien
Hola America Newspaper
Hola Amigos
Hola Networks
Hola Noticia (Formerly Hola News)
Home Real Estate
Hon Viet - Direct TV (sister company with Little Saigon Radio)
Horizontes News
Houston Defender
Houston Forward Times
Houston Style
Humdesi Radio
IAVC-Seattle
Idaho Unido
Identidad Latina
IEM Magazine
IGLESIA CATOLICA ROMANA (Teleoro)
iKahan Media
IMPACT MEDIA CORP
Impacto Latin News
Impre Media
Impulso de Oaxaca
In Language Radio / KVTO 1400 AM
India Bulletin
India Currents
India Journal- SF/ LA
India Tribune
India West
Indian Time Newspaper

Indianapolis Recorder
InfoKorean
Inquirer.net
Inquiring News
Insight News
International Daily News - LA
Iroha (Japanese Community Newspaper)
IS Plus
ITV - KTBU 55.5 (24hrs)
Jackson Advocate
Jackson Free Press
Jacksonville Free Press
Jamaicans.com
Jambalaya News
Japan Up Magazine
Japanese Daily Sun (Nikkan San)-Hawaii
JBC Radio Atlanta / WBBC 1310 AM
Jet
Jhankar 1550am
Jicarilla Chieftain
Joliet Times Weekly
Joyseattle.com
JSTV (Christian Broadcasting Co.)
Ka Leo Hawaii
KAATFM
Kairali Magazine
Kalamalama
KALI FM
Kalihwishaks
Kansas City Call
Kansas City Chinese Journal
Kansas City Hispanic News
Kaput Media Inc (ENDI.COM, PRIMERA HORA.COM)
KAZATV
KBBUFM
KBC TV Ch.41
KBFB-FM
KBFD TV
KBLX-FM
KBMGFM
KBOCFM
KBS America
KBTT-FM
KBUEFM/KBUA-FM/KEBN-FM
KCIE
KCMTFM
KCNS Ch. 38 (Sino Network TV)
KCVRFM/KCVRAM
KDDKFM
KDKS-FM
KDLD FM/KDLE-FM
KDUTFM

KDYKAM/KDYMAM
Ke Alaka'I
KEDAAM
KEMS TV
KEVTAM
KEYA
KEYHAM
KGDDAM
KGLAAM
Khao Sod USA Newspaper
Khemara Times
KHIZ - Ch 64/ 64.1
KHJ AM
Kidok News USA
KIGS AM
KILI
KINTFM
KIRV 1510
KIWIFM
KJBZFM
KJLH-FM
KJMNFM
KKDA-FM
KKNSFM
KKPSFM
KKRGFM
Klamath News
KLAXFM
KLBS AM
KLESFM
KLMGFM
KLND
KLNZFM
KLOKFM
KLVLAM
KMIQFM
KMIXFM
KMJQ-FM
KMMGFM
KMNAFM
KMPXTV
KMQAAM/KMENFM
KMXXFM
KNDI Radio - 1270 AM
KNDN-AM
KNORFM
KNRVAM
KNUVAM
KNVOFM
KO-AM TV
Kohniac
KOKA-AM

Korea Cultural Journal
Korea Daily - Atlanta
Korea Herald Business
Korea NewsToday
Korea Times - Atlanta
Korea World - Houston
KoreaAM Journal
Koreadaily.com
Korean American Radio/ KVTO 1400 AM
Korean Broadcasting Network (KBN)
Korean Daily News (Korea Daily Tribune)
Korean Journal
Korean Monitor
Korean New York Daily (The New York Ilbo)
Korean Newsweek
Korean Sunday News of LA
Korean Today
Koreana News USA
Koreatimes.com
KPSLFM
KQQKFM/KXGLFM
KQRTFM
KRAYFM
KRCATV
KRCXFM
KRNBFM
KRNVMFM
KROI-FM
KRRNFM
KRZYFM/KRZYAM
KRZZFM
KSEHFM
KSESFM
KSOC-FM
KSQQ FM
KSSBFM
KSSEFM/KSSCFM/KSSDFM
KSTL 690 AM
KTCYFM
KTDOTV
KTEK AM1110
KTJMFm/KJOJFM
KTKTAM
KTLMTV
KTN
KTNN-AM
Ktownlove.com
KTSF
KTSEFM
KTSF - Fuji TV & Japanese Journal
KTTAFM/KBBAFM
KVTO 1400 AM

KVWAFM/KVDAFM
KWIDFM
KWIPAM
KWIZFM
KWKWAM/KWKUAM
KWRK-FM
KXHT-FM
KXOLFM
KXPA AM 1540
KXPKFM
KXSEFM
KXSMFM
Kyocharo Chicago
KYSEFM
KZJLTV
KZMPAM
KZOO Radio - 1210 AM
KZTAFM/KZMLFM
KZTBFM
KZZAFM
L.A. Watts Times
La Campana
La Cascarita
La Comunidad News
La Conexion
LA CORDILLERA
La Estrella de Nicaragua
La Gaceta
La Guia Familiar
La Informacion
La Isla Magazine
LA MEGA ESTACION / SBS
La Nacion Hispana (La Opinion Hispana)
La Noticia
La Oferta Review
La Ola Latino Americana
La Opinion
LA PERLA
La Prensa
La Semana
La Semana Del Sur (newspaper)
La Subasta Dallas (Forced Combo Central Editions)
La Tribuna Hispana USA
La Ultima Hora
La Vision
La Voz
La Voz Hispana
La Voz Latina
La Voz Libre
LA X / WXYX-FM
Lady Central 21 - LA Edition
Lahaina News

Lang Magazine
LareDos
Latin Opinion
Latino
Latino Broadcasting Radio
Latino Midwest News
Latino News
Latino Perspective
Latino Press
Latino Times
Latino Transit Services
Latino Usa
Latinos Unidos
LATV
Lawndale Group News
Lighthouse Magazine
Little Saigon Radio - Houston/ KYND AM 1520 & KJOJ AM 880
Little Saigon TV Network Inc (UHF44.4)
Los Andes
Los Angeles Sentinel
Los Angeles Wave Pub
Los Tiempos USA
LTMI
Mach Song Monthly
Mach Song Radio Atlanta FMSCA 90.1
MAGIC / WIDI
Manila Mail - NY/NJ
Manila US Times
Mas New Mexico
Mas Que TV
MBC America
Media Korea, Inc. MKTV
MEDIA POWER GROUP (Radio Isla-WSKN)
Meest Ukrainian
MEGA TV
Memphis Silver-Star News
Menominee Nation News
Mercado de Dinero
Mercado Latino
Metro Chinese HD Broadcasting (aka: Chung Wah Commercial Broadcasting)
Metro Chinese Weekly
MetropagesJapan.com
Mexicanal
Mi Gente
Mi Raza
Michigan Arab Times
Michigan Chronicle
Michigan Citizen
Michigan Front Page
Midweek Balita
MidWest Viet Bao
Milwaukee Community Journal

Ming Pao (NY) Free Daily
Miniondas / Farandula USA Combo
Mirada Magazine
MissyUSA.com
Mo Magazine
Mobile Beacon
Mobile Media USA
Mohican News
Moiokai Dispatch
Molokai Advertiser News
Momento Brasileiro
Momentos 60
Montgomery's Westside Weekly
MSG RADIO INC- DBA TOCA DE TO
Mshale
Multicultural Radio KEST AM 1450
Multicultural Radio/KSJX AM 1500
Multicultural Radio/KXPA AM 1540
Mundo Hispano
Mundo Latino
M-Weekly Magazine - NY
NAT TV
National Geographic Korean
Native American Journal
Native Montana
Native Sun
Native Voice One
Navajo Hopi Observer.com
Navajo Times
Navajo-Hopi Observer
Naver.com
Networks Asia - KAZN / KAHZ
Nevada Examiner
New Asian Weekly
New Journal & Guide
NEW LIFE BROADCASTING INC (NUEVA VIDA)
New Orleans Data News Weekly
New Pittsburgh Courier
New York Awam
New York Beacon
New York Daily Challenge
New York Journal
New York Radio Korea / WWRU 1660 AM
New York Seikatsu Press
New/Nueva Opinion
News for Chinese
News From Indian Country
News From Indian Country.com
News Gram
News Korea Texas
Next Weekly
Ngay Nay

NGC / KBNC TV
Nguoi Viet
Nguoiviet.com
Nichi Bei Weekly
Nikkei US Edition
North American Post (Hokubei Hochi)
North Lawndale Community News
NOTI UNO
Noticia Hispanoamericana
Noticias Libres
Noticiero Colombiano Hispano
Novedades News
NTB on KXLA
NTD TV- LA
NTN 24
Nuestro Detroit
Nuevas Raices
Nuevo Siglo
Nuevos Ecos
NVR/ AM 1190
NY Al Dia
NY Carib News
NY Thai Newspaper
Ohio Chinese American News/ Ohio Taiwanese American News
Ojibwe News
Oneida Dispatch
Opinion Bilingual Kansas Newspapers
Oportunidades
Orale Que Chisme
Orlando Advocate/Central Florida Courier
Osage Tribal News
Osceola Star
Our Weekly LA
Pacific Times
Paisano News
Pakistan Chronicle
Pakistan Journal
Pakistan Link (PL Publications LLC)
Pakistan News
Pakistan Times
Pakistan Today
Pakistan Voice Weekly
Pakistani Post
Panorama
Para Todos
Payam-E-Ashena
PERIODICO EL NORTE
PERIODICO EL ORIENTAL
PERIODICO OPINION
PERIODICO VISION INC
Pezhvak of Persia
Philadelphia Asian News- Tuan Bao

Philadelphia Observer
 Philakorea.com
 Philippine Headlines
 Philippine Mabuhay News
 Philippine News
 Philippine Times
 Philippines Today-SD
 Phoenix TV- LA
 Phu Nu Magazine
 Pinoy News Magazine
 Pittsburgh Patrika
 Planet Philippines
 Portland Chinese Times
 Post News Group COMBO
 PostLatino
 Pow wows.com
 POWER ADS CORP
 PR OUTDOOR MEDIA
 Precinct Reporter Group
 Prensa Hispana
 PRIMERA HORA
 Providence En Espanol
 Que Hong Television (QHTV KAXT 22.2)
 Que Huong Radio/ KZSJ AM 1500 & AM 1120
 Que Pasa Latino Communications-Raleigh/Durham (formerly Extended Triangle Area Edition)
 Que Pasa Vegas
 Radiant News
 Radio Bolsa/ KALI 106.3FM
 Radio Hankook Seattle/ KSUH 1450 AM
 Radio Humsatar
 Radio Korea Atlanta / WPBS 1040 AM
 Radio Korea LA / KMPC 1540 AM
 Radio Manila
 Radio One
 Radio Pinoy
 Radio Saigon Dallas/ KTVX AM 890
 Radio San Jose/ KVVN 1430 AM
 Radio Seoul Hawaii / KREA 1540 AM
 Radio- Sound of hope
 Radio TNT
 Radiokorea.com
 Rafu Shimpo
 rafu.com
 Rang Dong Magazine
 RC-CP/Ludacris
 Reach Media Inc.
 Red Latina
 REGGAETON 94/SBS
 Related Media Inc.
 Reporte Hispano
 Revista De Victoria
 Richmond Free Press

Roling Out Philadelphia
 Rollo Latino Magazine
 RUMBO
 Rumores
 Russian Bazaar
 Saavn.com
 Sada-e-Pakistan NY
 Saigon News Weekly/ Saigon Houston Directory
 Saigon Radio Hai Ngoai - LA/ FM 106.3
 Saigon Times, Inc.
 Saigon TV - SF (KTSF 26)
 SALSOU / WPRM-FM RADIO
 Sampan
 San Antonio Observer
 San Diego Chinese Tribune
 San Diego Korean Community Magazine
 San Diego Radio Korea / KSCF 103.7 FM
 San Diego Radio Seoul / Sub Carrier 98.1 FM
 San Diego Voice & Viewpoint
 San Diego Yuyu Magazine
 San Francisco Bay View
 Sandiegoradiokorea.com
 Sault Tribe News
 Savannah Herald
 Savoir-Faire Magazine
 SBS International
 SBTN - Direct TV
 SC Black News
 Seattle Chinese Journal
 Seattle Chinese Post/ Northwest Asian Weekly
 Seattle Chinese Times
 Seattle Medium
 Secret China
 Seereechai Newspaper
 Semana
 Semanario Argentino (formerly Diario Sur)
 Serey Pheap
 Serie del Caribe MiamiTV
 SET (UHF Ch 57.4)
 Shawnee News-Star
 Sho-Ban News
 Sho-Pai News
 SIAM Media Newspaper
 Siete Dias
 Siglo 21
 Siliconeer
 Sina.com
 Sing Tao Chinese Radio - KSQQ/ KVTO
 Sing Tao Daily News - Eastern
 Sino TV
 SinoVision - Ch. 18, 63, 73
 Sisseton Courier

Sister 2 Sister
Smoke Signals
Somos Colombia
Song Moi Magazine
Soplon Deportivo
Source
South Asian in USA network
South Carolina Black News
South Florida Caribbean News
South Florida Times
South Suburban Standard
Southern Chinese Daily News
Southside Voice/Richmond Voice
Soy Source
Spanish Journal
Spilyay Tymoo
Splendid Living Magazine
Sports J
St. Louis Chinese American News
St. Louis Chinese Journal
Su Voz Vineland
Suab Hmong Sheboygan
Suc Song
Super Express
Tahaastu
Tai Seng Broadcasting
Taiwan Daily
TAN TV
Taos News
Team J Station
TeleGuia De Chicago
Teleritmo de Arizona
Tempo News
Tennessee Tribune
Teton Times
Texas Capital News
Thai L.A News
Thai Oversea Newspaper
Thai Town USA Newspaper
Thang Long News
The Atlanta Inquirer
The Atlanta Voice (Atlanta, Stone Mountain)
The Baton Rouge Weekly Press
The Bay State Banner
The Bilingual News
The Bodhipriks News
The Carolinian
The Charlotte Post
The Chiense American Post
The Cincinnati Herald
The Circle
The Columbus Post

The Dallas Examiner
The Daytona Times
The Drum
The Epoch Times - Dallas
The Filipino Press
The Goi Moi Magazine
The Green Magazine
The Haitian Times
The Hispano
The Hmong Tribune
The Kenya Monitor
The Korean Channel (TKC)
The Little Saigon News Saigon NHO
The Louisiana Weekly
The Metro Courier
The Miami Times
The Minority Communicator (Columbus Only)
The Minority Voice
The Mississippi Link
The Montgomery-Tuskegee Times
The Nashville Pride
The New American Press
The New Orleans Tribune
The Orlando Times
The Pensacola Times
The Philadelphia Tribune
The Real Views
The Reporter Newspaper
The Sacramento Observer
The Savannah Tribune
The Shreveport Sun
The St. Louis American
The St. Louis Argus
The Times Upstate
The Triangle Tribune
Thoi Bao San Jose
Thoi Luan
Thoi Moi - Phu Nu Moi
Thuong Mai Viet Nam/Viet Nam Post
Tidewater Hispanic
Tiempos
Timber Lake Topic
TNT Houston Radio FM SCA
Tokyo TV on KTSF
Transporte Latino
Tre Magazine
Tribal College Journal
Tribal Fusion Ad Network
Tribuna Connecticut
Tribune USA – LA
Trieu Thanh Weekly Magazine Inc.
Tu Decides

Tuan Bao Thoi Bao
 Turtle Mt. Times
 TV Colombia
 TV Fan Magazine
 TV Japan
 TV Japan TV Guide
 TV Korea / Arirang TV
 TV Magazine/ Yes Marketing
 TVB-SF
 TVJapan.net
 TVK 24
 TVOne
 U.S Nippon Communications Network - WNYE CH 25
 Ukopia.com
 Un Buen Doctor Magazine
 Universal Latin News
 Upscale
 Urban Latino
 Urdu Times
 US Chinese Channel / KCHN1050 AM
 US Front Line News
 US Media Consultanting
 usfl.com
 UTB on KSCI CH18.2
 V Times Inc.
 VABI (Vietnam Hai Ngoai) SCA FM 88.9
 Van Hoa Magazine
 VAN-TV (Ch 18.7)
 VATV on MHz Networks UHF Ch 30.1
 VBS - Galaxy 19
 Venezuela Al Dia
 VHN (Viet Hai Ngoai) - Direct TV
 Via Times
 Viamedia Washington DC Local Cable
 Vida Latina
 Vida Newspaper
 Vida y Sabor
 Vien Dong Daily News
 Vien Thao Media - Saigon Radio AM 1500
 Vien Thao Media - TV (San Jose)
 Viendongdaily.com
 Viento del tropico(newspaper)
 Viet Bao - Houston
 Viet Herald
 Viet Nam Daily Newspaper
 Viet News Television
 Viet Tide
 Viet Tribune Media, Inc.
 Viet Weekly
 Vietbao.com
 VietBeauty
 Vietnam Moi Weekly

Vietnam Post
Vietnamdaily.com
Vietnews
Vietshowbiz.com
Vision Hispana
ViViD Magazine
vivinavi.com
VNCR/ FM 106.3
VNFM/ KSQQ 96.1 FM
VNITV.com (Internet TV)
Vocero Hispano
Voces de la Frontera
Vox Koreana
Voz Latina
WABA
WABT-AM 1420
WACAAM
WAEC-AM 860
WAEL Radio
WAMJ-FM
Washington Hispanic
Washington Informer
WATB-AM 1420
WAVS-AM 1170
WBLS-FM
WBONFM
WCETV.com
WCGOAM
WCHB-FM
WCHUTV
WCMN RADIO (107.3 MI EMISORA)
WCMQFM
WCTNAM
WDJZ
WDMK-FM
Weekend Balita
Weekly Bangalee
Weekly Bangladesh
Weekly Bay Spo
Weekly Bornomala
Weekly Dunya International
Weekly Focus
Weekly Gleaner
Weekly La La La
Weekly NY Japion
Weekly Star
Weekly Thikana
WEMGAM
Wenxuecity.com
WENZ-FM
WERQ-FM
Westside Gazette

WFMV-FM
WFNOAM
WFUN-FM
WFXC-FM
WFXM-FM
WGENTV
WGFS-AM 1430
WGPR-FM
WGSPFM
WHBX-FM
Whispering Wind
WHSR-AM
WHTA-FM
WHTB AM
WHTD-FM
WHXT-FM
WILCAM
Winds of Change
Windy City World
Winnebago Indian News
WJANTV
WJCC-AM
WJDM AM
WKAT-AM
WKDM AM 1380
WKXI-FM
WKYS-FM
WLAAAM
WLCCAM
WLEYFM
WLKQFM/WNSYFM
WLQY-AM 1320
WMBC Ch 63
WMBM-FM
WMGAAM (WAOSAM/ WXEMAM/ WMGAAM)
WMMJ-FM
WMPR-FM
WNNL-FM
WNOL-CW
WNOWFM
WNSWAM (RPIA Programming)
WNUEFM
WNZK 690 AM
WOKB 1600 AM
WOL-AM
WOLSFM
World Journal - Chicago
Worldjournal.com
WORO FM 92.5
WPAT/Carib World News
WPATFM
WPBR-AM

WPHEAM
WPHI-FM
WPLOAM
WPPZ-FM
WPRS-FM
WPWAAM
WPWCAM
WPWX-FM
WPZS-FM
WQNC-FM
WQOK-FM
WRAZFM
WRBJ-FM
WRHCAM
WRKS-FM
WRMAFM
WRNB-FM
WRXD / RED 96 / SBS
WSBSTV
WSKQFM
WSRB-FM
WSRF-AM 1580
WSUAAM
WTIKAM
WTMP-AM/FM
WURD-AM
WVIP-FM 93.5
WWDM-FM
WWFEAM
WWGBAM
WWIN-FM
WWLD-FM
WWRL-FM 1600
WXDJFM
WXNCAM
WYBE Channel 35
WZAB-AM 880
WZAK-FM
WZDCTV
WZNT RADIO / SBS
WZRC AM 1480
XAVOFM
XEEWFM
XEGHAM/XCAO
XERVTV
XEWTTV
XEWWAM
XGLXFM
XHEMFM
XHFGFM
XHGTSMFM
XHH FM

XHIMFM
XHLPSFM
XHNLOFM
XHNOEFM
XHNZFM
XHPXFM
XHRRFM/KESOFM
XHTYFM
Xin Ming Evening News
XLTNFM
XOCLFM
Yahoo.co.kr
Yakima Nation Review
Yomi Time Weekly
You Maga - JEN - Japanese Media Co
Youth Crosswalk
YUNQUE 93

*Minority-owned vendors are self reported

DIVERSE MASS, HISPANIC, BLACK, ASIAN, AIIAN, NHPI
MEDIA BUY SPEND BY LOCAL MARKET

	MARKET NAME	DIVERSE MASS SPEND BY DMA	HISPANIC SPEND BY MARKET	BLACK SPEND BY MARKET	ASIAN SPEND BY MARKET	AIIAN SPEND BY MARKET	NHPI SPEND BY MARKET	GRAND TOTAL SPEND BY DMA
1	Ablene-Sweetwater	\$48,086	\$16,382	\$3,676	\$568	\$0	\$0	\$66,702
2	Albany, GA	\$64,761	\$3,720	\$40,363	\$865	\$0	\$0	\$109,699
3	Albany-Schenectady-Troy	\$225,790	\$8,088	\$21,404	\$7,173	\$0	\$0	\$262,465
4	Albuquerque-Santa Fe	\$324,302	\$310,516	\$13,081	\$5,687	\$404,854	\$0	\$1,056,240
5	Alexandria, LA	\$36,569	\$1,386	\$16,142	\$558	\$0	\$0	\$64,666
6	Alpena	\$6,944	\$64	\$0	\$63	\$0	\$0	\$7,070
7	Amarillo	\$79,101	\$73,367	\$5,614	\$1,687	\$0	\$0	\$159,669
8	Anchorage	\$61,103	\$1,585	\$5,818	\$5,601	\$481,795	\$0	\$655,902
9	Atlanta	\$1,568,690	\$219,299	\$1,096,141	\$133,648	\$4,761	\$0	\$3,042,539
10	Augusta-Aiken	\$104,560	\$1,100	\$124,816	\$2,067	\$0	\$0	\$232,534
11	Austin	\$277,180	\$216,382	\$35,353	\$18,484	\$0	\$0	\$547,399
12	Bakersfield	\$92,338	\$111,540	\$6,960	\$6,960	\$0	\$0	\$218,611
13	Baltimore	\$623,609	\$20,950	\$640,863	\$35,564	\$0	\$0	\$1,320,985
14	Bangor	\$59,724	\$121	\$586	\$586	\$0	\$0	\$60,989
15	Baton Rouge	\$134,396	\$5,382	\$138,941	\$2,934	\$0	\$0	\$281,653
16	Beaumont-Port Arthur	\$68,917	\$7,531	\$27,282	\$1,492	\$0	\$0	\$105,222
17	Beid, OR	\$26,848	\$595	\$363	\$489	\$0	\$0	\$28,296
18	Billings	\$43,513	\$2,079	\$652	\$245	\$123,119	\$0	\$169,608
19	Blox- Gulfport	\$50,864	\$2,403	\$19,240	\$1,248	\$0	\$0	\$73,755
20	Birmingham	\$58,083	\$1,386	\$2,868	\$1,561	\$0	\$0	\$63,899
21	Birmingham (Ann and Tusc)	\$301,731	\$14,435	\$288,312	\$4,182	\$0	\$0	\$578,661
22	Bluefield-Beckley-Oak Hill	\$57,400	\$108	\$4,914	\$370	\$0	\$0	\$62,791
23	Boise	\$108,539	\$15,962	\$2,120	\$2,734	\$0	\$0	\$129,355
24	Boston (Manchester)	\$1,357,047	\$137,147	\$121,912	\$176,299	\$0	\$0	\$1,792,405
25	Bowling Green	\$32,866	\$1,011	\$3,454	\$495	\$0	\$0	\$37,826
26	Buffalo	\$257,331	\$11,587	\$55,826	\$5,254	\$0	\$0	\$329,999
27	Burlington-Plattsburgh	\$134,714	\$425	\$2,038	\$1,975	\$0	\$0	\$139,152
28	Burke-Bozeman	\$26,848	\$171	\$148	\$301	\$0	\$0	\$27,468
29	Casper-Riverton	\$28,563	\$319	\$363	\$125	\$55,789	\$0	\$86,169
30	Cedar Rapids-Wrlo- WC&Dub	\$146,771	\$5,278	\$7,293	\$3,185	\$0	\$0	\$162,528
31	Champaign-Springfld-Decatur	\$156,208	\$4,629	\$19,796	\$5,863	\$0	\$0	\$186,496
32	Charleston, SC	\$128,257	\$30,308	\$77,842	\$2,746	\$0	\$0	\$239,153
33	Charleston-Huntington	\$203,651	\$468	\$9,250	\$1,499	\$0	\$0	\$214,867
34	Charlotte	\$490,726	\$109,532	\$450,446	\$22,498	\$0	\$0	\$1,073,203
35	Charlottesville	\$30,552	\$1,259	\$6,500	\$1,530	\$0	\$0	\$39,840
36	Chattanooga	\$149,672	\$12,654	\$24,999	\$2,057	\$0	\$0	\$189,382
37	Cheyenne-Scottsbluff	\$25,459	\$749	\$882	\$307	\$0	\$0	\$27,397
38	Chicago	\$1,935,948	\$1,283,974	\$1,283,974	\$430,300	\$4,761	\$4,705	\$4,949,470
39	Chico-Redding	\$81,018	\$12,569	\$1,816	\$2,709	\$5,248	\$0	\$103,359
40	Cincinnati	\$373,843	\$16,956	\$98,947	\$9,562	\$0	\$0	\$498,318
41	Clarksburg-Weston	\$44,439	\$94	\$1,097	\$307	\$0	\$0	\$46,937
42	Cleveland-Akron (Canton)	\$767,503	\$79,352	\$317,848	\$14,233	\$0	\$0	\$1,128,938
43	Colorado Springs-Pueblo	\$134,704	\$49,344	\$12,259	\$4,734	\$0	\$0	\$201,041
44	Columbia, SC	\$163,096	\$7,131	\$167,254	\$3,185	\$0	\$0	\$340,667
45	Columbia-Jefferson City	\$72,213	\$321	\$7,278	\$1,743	\$0	\$0	\$81,655

DIVERSE MASS, HISPANIC, BLACK, ASIAN, AIJAN, NHPI
MEDIA BUY SPEND BY LOCAL MARKET

		DIVERSE MASS SPEND BY DMA	HISPANIC SPEND BY MARKET	BLACK SPEND BY MARKET	ASIAN SPEND BY MARKET	AJIAN SPEND BY MARKET	NHPI SPEND BY MARKET	GRAND TOTAL SPEND BY DMA
46	Columbus, GA (Opelika, AL)	\$87,433	\$3,103	\$66,194	\$1,868	\$0	\$0	\$169,589
47	Columbus, OH	\$366,576	\$31,503	\$124,046	\$24,126	\$0	\$0	\$546,251
48	Columbus-Tupelo-W Pnt-Hsrn	\$78,619	\$1,710	\$38,814	\$668	\$0	\$0	\$119,702
49	Corpus Christi	\$83,128	\$101,904	\$4,617	\$1,492	\$0	\$0	\$191,141
50	Dallas-Ft. Worth	\$1,335,088	\$1,118,530	\$660,565	\$238,834	\$4,761	\$0	\$3,357,778
51	Davenport-R.Island-Moline	\$125,919	\$9,323	\$7,967	\$1,875	\$0	\$0	\$145,084
52	Dayton	\$196,691	\$3,745	\$69,018	\$4,126	\$0	\$0	\$263,580
53	Denver	\$626,660	\$261,447	\$61,495	\$43,832	\$138,601	\$0	\$1,131,835
54	Des Moines-Ames	\$180,941	\$9,952	\$8,116	\$4,878	\$0	\$0	\$203,887
55	Des Moines	\$975,260	\$54,822	\$804,426	\$59,723	\$4,761	\$0	\$1,898,991
56	Detroit	\$42,532	\$1,392	\$16,483	\$433	\$0	\$0	\$60,840
57	Duluth-Superior	\$69,066	\$134	\$660	\$433	\$0	\$0	\$90,293
58	El Paso (Las Cruces)	\$132,252	\$388,465	\$6,693	\$2,803	\$0	\$0	\$530,213
59	Elmira (Corning)	\$38,421	\$108	\$1,682	\$683	\$0	\$0	\$40,769
60	Erie	\$67,063	\$1,392	\$4,632	\$683	\$0	\$0	\$73,771
61	Eugene	\$98,469	\$5,888	\$1,808	\$4,784	\$0	\$0	\$110,939
62	Eureka	\$24,534	\$809	\$571	\$777	\$0	\$0	\$26,391
63	Evansville	\$117,577	\$2,035	\$9,294	\$1,066	\$0	\$0	\$129,972
64	Fairbanks	\$14,813	\$1,113	\$1,416	\$596	\$4,761	\$0	\$22,698
65	Flint-Valley City	\$102,227	\$2,283	\$31,144	\$1,122	\$17,261	\$0	\$124,294
66	Flint-Saginaw-Bay City	\$185,834	\$6,841	\$33,144	\$2,822	\$0	\$0	\$228,641
67	Fresno-Visalia	\$304,752	\$399,734	\$18,766	\$67,382	\$4,761	\$4,705	\$800,101
68	Ft. Myers-Naples	\$203,832	\$54,628	\$21,842	\$3,900	\$0	\$0	\$284,101
69	Ft. Smith-Fay-Springdlt-Rgrs	\$121,688	\$19,740	\$6,670	\$3,605	\$4,761	\$0	\$166,464
70	Fl. Wayne	\$111,488	\$5,767	\$12,170	\$2,126	\$0	\$0	\$131,551
71	Gainesville	\$52,981	\$4,832	\$14,237	\$3,260	\$0	\$0	\$76,311
72	Glendale	\$1,389	\$63	\$0	\$0	\$0	\$0	\$1,451
73	Grand Junction-Montrose	\$30,089	\$4,603	\$437	\$307	\$0	\$0	\$35,436
74	Grand Rapids-Kalamzoo-B.Ck	\$300,957	\$36,257	\$35,116	\$6,747	\$14,126	\$0	\$393,202
75	Great Falls	\$26,385	\$133	\$734	\$125	\$105,651	\$0	\$133,029
76	Green Bay-Appleton	\$179,816	\$7,089	\$2,142	\$2,827	\$35,054	\$0	\$226,728
77	Greensboro-H.Point-W.Salem	\$282,272	\$37,357	\$112,874	\$6,932	\$0	\$0	\$438,434
78	Greenville-N.Bern-Washingn	\$118,447	\$7,756	\$1,524	\$1,524	\$0	\$0	\$184,600
79	Greenville-Spart-Ashewtl-And	\$351,497	\$23,323	\$105,439	\$5,480	\$0	\$0	\$485,740
80	Greenwood-Greenville	\$28,237	\$509	\$30,165	\$370	\$0	\$0	\$59,280
81	Hartford-Walco-Brnsvl-McA	\$200,606	\$532,240	\$1,608	\$2,044	\$0	\$0	\$736,498
82	Harrisburg	\$311,223	\$38,248	\$28,023	\$6,000	\$0	\$0	\$383,494
83	Harrisburg-Leb-York	\$37,495	\$6,921	\$3,113	\$614	\$0	\$0	\$48,143
84	Hartford & New Haven	\$514,545	\$69,505	\$69,253	\$22,423	\$0	\$0	\$695,726
85	Hattiesburg-Laurel	\$46,236	\$1,202	\$22,790	\$433	\$0	\$0	\$70,659
86	Helena	\$177,354	\$62	\$74	\$125	\$0	\$0	\$11,362
87	Honolulu	\$11,110	\$62	\$74	\$125	\$0	\$0	\$11,362
88	Houston	\$1,043,153	\$16,895	\$12,814	\$505,380	\$0	\$594,130	\$1,306,463
89	Huntsville-Decatur (Flor)	\$168,720	\$8,536	\$619,038	\$404,119	\$4,761	\$4,705	\$1,469,708
90	Idaho Falls-Pocatello(Ltken)	\$60,519	\$12,353	\$38,369	\$614	\$0	\$0	\$208,121
				\$511				\$64,398

DIVERSE MASS, HISPANIC, BLACK, ASIAN, AI/AN, NHPI
 MEDIA BUY SPEND BY LOCAL MARKET

		DIVERSE MASS SPEND BY DMA	HISPANIC SPEND BY MARKET	BLACK SPEND BY MARKET	ASIAN SPEND BY MARKET	AI/AN SPEND BY MARKET	NHPI SPEND BY MARKET	GRAND TOTAL SPEND BY DMA
91	Indianapolis	\$486,393	\$43,377	\$100,807	\$13,339	\$0	\$0	\$643,916
92	Jackson, MS	\$138,246	\$5,720	\$176,269	\$1,241	\$0	\$0	\$321,476
93	Jackson, TN	\$41,143	\$884	\$14,245	\$307	\$0	\$0	\$56,579
94	Jacksonville	\$276,044	\$27,864	\$131,436	\$21,888	\$0	\$0	\$457,232
95	Johnstown-Altoona-St. Colge	\$127,360	\$380	\$2,498	\$2,427	\$0	\$0	\$132,664
96	Jonesboro	\$34,662	\$947	\$3,306	\$188	\$0	\$0	\$39,103
97	Joplin-Pittsburg	\$64,288	\$3,039	\$1,690	\$809	\$0	\$0	\$69,826
98	Juneau	\$10,184	\$78	\$208	\$640	\$4,761	\$0	\$15,870
99	Kansas City	\$418,317	\$55,412	\$89,127	\$15,338	\$4,761	\$0	\$582,964
100	Knoxville	\$225,125	\$6,593	\$17,839	\$3,361	\$0	\$0	\$252,908
101	La Crosse-Eau Claire	\$66,563	\$1,144	\$882	\$1,248	\$0	\$0	\$69,837
102	Lafayette, IN	\$28,212	\$2,327	\$1,823	\$1,248	\$0	\$0	\$34,713
103	Lafayette, LA	\$95,277	\$2,219	\$43,995	\$1,624	\$0	\$0	\$143,115
104	Lake Charles	\$40,217	\$226	\$13,482	\$370	\$0	\$0	\$55,829
105	Lansing	\$102,301	\$5,450	\$13,482	\$3,812	\$0	\$0	\$125,046
106	Laredo	\$30,706	\$104,663	\$289	\$245	\$0	\$0	\$135,903
107	Las Vegas	\$352,939	\$241,897	\$74,159	\$91,798	\$0	\$4,705	\$765,498
108	Lexington	\$206,609	\$7,946	\$19,855	\$3,605	\$0	\$0	\$238,016
109	Lima	\$28,700	\$763	\$3,239	\$314	\$0	\$0	\$33,015
110	Lincoln & Hastings-Krny	\$113,411	\$1,596	\$2,876	\$2,376	\$0	\$0	\$120,268
111	Little Rock-Pine Bluff	\$272,108	\$22,444	\$76,131	\$3,054	\$0	\$0	\$373,737
112	Los Angeles	\$2,918,226	\$3,818,669	\$1,319,607	\$3,364,440	\$381,171	\$88,962	\$11,901,075
113	Louisville	\$270,658	\$11,732	\$65,534	\$4,746	\$0	\$0	\$342,671
114	Lubbock	\$66,441	\$64,326	\$6,470	\$1,060	\$0	\$0	\$138,297
115	Macon	\$96,753	\$2,721	\$112,360	\$1,499	\$0	\$0	\$215,332
116	Madison	\$152,968	\$14,608	\$7,945	\$6,044	\$0	\$0	\$181,565
117	Mankato	\$20,831	\$890	\$437	\$433	\$0	\$0	\$22,691
118	Marquette	\$35,643	\$54	\$148	\$370	\$0	\$0	\$36,215
119	Medford-Klamath Falls	\$69,898	\$5,918	\$867	\$1,166	\$0	\$0	\$77,749
120	Memphis	\$271,415	\$15,975	\$426,516	\$6,038	\$0	\$0	\$719,944
121	Meridian	\$30,496	\$141	\$19,863	\$188	\$0	\$0	\$50,668
122	Miami-Ft. Lauderdale	\$627,157	\$1,684,452	\$1,063,842	\$25,914	\$0	\$0	\$3,401,365
123	Milwaukee	\$366,218	\$54,173	\$91,916	\$15,969	\$0	\$0	\$530,276
124	Minneapolis-St. Paul	\$747,568	\$88,113	\$104,422	\$99,148	\$0	\$0	\$1,164,118
125	Minot-Bismarck-Dickinson	\$55,095	\$161	\$593	\$433	\$144,876	\$0	\$113,061
126	Missoula	\$44,901	\$278	\$430	\$426	\$56,789	\$0	\$46,036
127	Mobile-Pensacola (Ft. Worth)	\$218,295	\$7,910	\$188,030	\$4,922	\$0	\$0	\$419,157
128	Monroe-El Dorado	\$73,391	\$481	\$41,593	\$558	\$0	\$0	\$116,023
129	Monterey-Salinas	\$95,326	\$131,348	\$6,602	\$8,960	\$0	\$0	\$239,236
130	Montgomery-Selma	\$101,181	\$2,171	\$141,483	\$1,185	\$0	\$0	\$246,020
131	Norfolk-Hampton	\$117,059	\$5,125	\$73,515	\$1,499	\$45,661	\$0	\$242,858
132	Norfolk-Beach-Florence	\$414,676	\$33,879	\$118,570	\$9,286	\$0	\$0	\$576,212
133	Nashville	\$257,991	\$73,169	\$352,967	\$7,292	\$4,761	\$0	\$696,180
134	New Orleans	\$4,117,276	\$2,570,590	\$2,433,678	\$2,329,944	\$20,013	\$4,705	\$11,476,206
135	New York	\$289,744	\$40,243	\$184,952	\$11,424	\$0	\$0	\$526,364
	Nordak-Portland-Newport Nws							

DIVERSE MASS, HISPANIC, BLACK, ASIAN, A/IAN, NHPI
 MEDIA BUY SPEND BY LOCAL MARKET

	MARKET NAME	DIVERSE MASS SPEND BY DMA	HISPANIC SPEND BY MARKET	BLACK SPEND BY MARKET	ASIAN SPEND BY MARKET	A/IAN SPEND BY MARKET	NHPI SPEND BY MARKET	GRAND TOTAL SPEND BY DMA
181	St. Joseph	\$20,775	\$693	\$889	\$125	\$0	\$0	\$22,483
182	St. Louis	\$667,158	\$19,136	\$359,949	\$21,386	\$0	\$0	\$1,067,629
183	Syracuse	\$169,501	\$4,863	\$15,705	\$5,850	\$0	\$0	\$186,939
184	Tallahassee-Thomasville	\$115,531	\$1,345	\$120,661	\$2,665	\$0	\$0	\$240,203
185	Tampa-St. Pete (Sarasota)	\$857,441	\$232,761	\$191,735	\$26,573	\$0	\$0	\$1,308,510
186	Terre Haute	\$58,789	\$820	\$2,053	\$621	\$0	\$0	\$62,282
187	Toledo	\$172,620	\$26,417	\$25,911	\$3,010	\$0	\$0	\$227,957
188	Topeka	\$87,420	\$6,365	\$8,086	\$1,680	\$0	\$0	\$103,651
189	Traverse City-Cadillac	\$96,598	\$1,526	\$1,690	\$495	\$0	\$0	\$102,309
190	Tri-Cities, TN-VA	\$508,704	\$2,165	\$4,968	\$934	\$0	\$0	\$516,781
191	Tucson (Sierra Vista)	\$187,475	\$179,416	\$12,481	\$7,054	\$70,031	\$0	\$466,467
192	Tulsa	\$219,842	\$34,128	\$29,624	\$4,060	\$135,765	\$0	\$423,409
193	Twin Falls	\$25,922	\$5,544	\$148	\$245	\$0	\$0	\$31,860
194	Tyler-Longview(Lfkn&Ncgrp)	\$109,189	\$30,621	\$48,787	\$1,248	\$0	\$0	\$189,845
195	Utica	\$44,659	\$1,392	\$2,720	\$809	\$0	\$0	\$49,580
196	Victoria	\$12,496	\$9,648	\$1,460	\$188	\$0	\$0	\$23,795
197	Waco-Temple-Bryan	\$138,352	\$40,985	\$38,777	\$5,417	\$0	\$0	\$223,532
198	Washington, DC (Hagstrwn)	\$1,581,913	\$381,696	\$1,019,133	\$365,413	\$4,761	\$0	\$3,342,917
199	Waterloo	\$39,357	\$890	\$1,327	\$495	\$0	\$0	\$42,069
200	Wausau-Rhineland	\$74,527	\$1,017	\$371	\$1,191	\$0	\$0	\$77,106
201	West Palm Beach-Ft. Pierce	\$315,391	\$109,314	\$80,946	\$8,527	\$0	\$0	\$514,178
202	Wheeling-Steubenville	\$53,697	\$361	\$2,579	\$314	\$0	\$0	\$56,971
203	Wichita Falls & Lawton	\$64,498	\$11,983	\$10,087	\$1,373	\$0	\$0	\$87,941
204	Wichita-Hutchinson Plus	\$198,798	\$38,701	\$15,794	\$5,047	\$0	\$0	\$268,472
205	Wilkes-Barre-Scranton	\$244,127	\$10,527	\$10,947	\$2,872	\$0	\$0	\$268,472
206	Wilmington	\$77,712	\$3,026	\$37,604	\$872	\$0	\$0	\$119,214
207	Yakima-Pasco-RchHnd-Krnwck	\$92,085	\$87,577	\$2,038	\$2,464	\$15,231	\$0	\$199,395
208	Youngstown	\$107,393	\$486	\$17,032	\$1,003	\$0	\$0	\$126,924
209	Yuma-Et Centro	\$47,679	\$152,824	\$1,749	\$1,423	\$0	\$0	\$203,676
210	Zanesville	\$12,961	\$13	\$956	\$63	\$0	\$0	\$13,993
		\$54,682,327	\$22,900,571	\$21,280,360	\$12,176,691	\$3,402,392	\$988,165	\$115,330,497

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor/Name	Audience	Language	Market	State
69 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	Spanish	Montgomery-Siena	AL
70 Newspaper	Noticias Libres	Hispanic	Spanish	Ft. Smith-Ft. Springs	AR
71 Newspaper	El Diario	Hispanic	Spanish	Little Rock-Pine Bluff	AR
72 Newspaper	El Diario Latino	Hispanic	Spanish	Little Rock-Pine Bluff	AR
73 Newspaper	Arkansas Catholic en español	Hispanic	Spanish	Little Rock-Pine Bluff	AR
74 Outdoor	Gas Station TV	Diverse Mass	English	Jacksonville	AR
75 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	English	Little Rock	AR
76 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	English	Little Rock-Pine Bluff	AR
77 Newspaper	Arkansas Democrat-Gazette	Diverse Mass	English	Little Rock-Pine Bluff	AR
78 Newspaper	Arkansas Democrat-Gazette	Diverse Mass	English	Little Rock-Pine Bluff	AR
79 Newspaper	North Little Rock Times	Diverse Mass	English	Phoenix (Prescott)	AZ
80 Outdoor	Gas Station TV	AJAN	English	Phoenix (Prescott)	AZ
81 Outdoor	All Over Media	AJAN	English	Phoenix (Prescott)	AZ
82 Television	KPNX	AJAN	English	Phoenix (Prescott)	AZ
84 Television	KPHO	AJAN	English	Phoenix (Prescott)	AZ
85 Television	KTVB	AJAN	English	Phoenix (Prescott)	AZ
86 Radio	KHAC	AJAN	English	Phoenix (Prescott)	AZ
87 Radio	KWMB	AJAN	English	Phoenix (Prescott)	AZ
88 Radio	KWMB AM	AJAN	English	Phoenix (Prescott)	AZ
89 Radio	KWPR-FM	AJAN	English	Phoenix (Prescott)	AZ
90 Radio	KGHR-FM	AJAN	English	Phoenix (Prescott)	AZ
91 Radio	KGHR-FM	AJAN	English	Phoenix (Prescott)	AZ
92 Radio	KGHR-FM	AJAN	English	Phoenix (Prescott)	AZ
93 Newspaper	AZ-Chin Oodiam Runner	AJAN	English	Phoenix (Prescott)	AZ
94 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
95 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
96 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
97 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
98 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
99 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
100 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
101 Newspaper	Arizona Native Stone	AJAN	English	Phoenix (Prescott)	AZ
102 Television	KJUN	AJAN	English	Phoenix (Prescott)	AZ
103 Television	KJUN	AJAN	English	Phoenix (Prescott)	AZ
104 Television	KMSB	AJAN	English	Phoenix (Prescott)	AZ
105 Radio	KROQ	AJAN	English	Phoenix (Prescott)	AZ
106 Radio	KROQ	AJAN	English	Phoenix (Prescott)	AZ
107 Outdoor	Lamar	AJAN	English	Phoenix (Prescott)	AZ
108 Outdoor	Lamar	AJAN	English	Phoenix (Prescott)	AZ
109 Outdoor	Lamar	AJAN	English	Phoenix (Prescott)	AZ
110 Outdoor	Lamar	AJAN	English	Phoenix (Prescott)	AZ
111 Newspaper	Arab Voice	Emerging	Arabic	Phoenix (Prescott)	AZ
112 Newspaper	Profile News	Emerging	Arabic	Phoenix (Prescott)	AZ
113 Newspaper	Profile News	Emerging	Arabic	Phoenix (Prescott)	AZ
114 Newspaper	White Eagle	Emerging	Polish	Phoenix (Prescott)	AZ
115 Newspaper	Katoli	Emerging	Russian	Phoenix (Prescott)	AZ
116 Newspaper	German World	Emerging	German	Phoenix (Prescott)	AZ
117 Newspaper	German World	Emerging	German	Phoenix (Prescott)	AZ
118 Magazine	German World	Emerging	German	Phoenix (Prescott)	AZ
119 Newspaper	Arizona Informant	Black: African American	English	Phoenix (Prescott)	AZ
120 Newspaper	Arizona Informant	Asian: Chinese	English	Phoenix (Prescott)	AZ
121 Newspaper	Arizona Informant	Asian: Chinese	English	Phoenix (Prescott)	AZ
122 Newspaper	Arizona Chinese News	Asian: Chinese	Traditional Chinese	Phoenix (Prescott)	AZ
123 Newspaper	Arizona Chinese News	Asian: Chinese	Traditional Chinese	Phoenix (Prescott)	AZ
124 Newspaper	Arizona Chinese News	Asian: Chinese	Traditional Chinese	Phoenix (Prescott)	AZ
125 Radio	Radio 740	Asian: Japanese	Japanese	Phoenix (Prescott)	AZ
126 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
127 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
128 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
129 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
130 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
131 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
132 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
133 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
134 Newspaper	La Voz	Hispanic	Vietnamese	Phoenix (Prescott)	AZ
135 Radio	KUNM	Hispanic	Spanish	Phoenix (Prescott)	AZ
136 Radio	KUNM	Hispanic	Spanish	Phoenix (Prescott)	AZ
137 Radio	KUNM	Hispanic	Spanish	Phoenix (Prescott)	AZ

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
138 Radio	KVAR-FM La Campanella	Hispanic	Spanish	Phoenix (Prescott)	AZ
139 Radio	KVBFM	Hispanic	Spanish	Phoenix (Prescott)	AZ
140 Radio	KYD-FM	Hispanic	Spanish	Phoenix (Prescott)	AZ
141 Television	KPH-TV	Hispanic	Spanish	Phoenix (Prescott)	AZ
142 Television	KPFTV	Hispanic	Spanish	Phoenix (Prescott)	AZ
143 Television	KTVZ	Hispanic	Spanish	Phoenix (Prescott)	AZ
144 Television	Palomar	Hispanic	Spanish	Phoenix (Prescott)	AZ
145 Television	Ad Miralle	Hispanic	Spanish	Phoenix (Prescott)	AZ
146 Outdoor	Outdoor Media	Hispanic	Spanish	Phoenix (Prescott)	AZ
147 Outdoor	Bite Media Group	Hispanic	Spanish	Phoenix (Prescott)	AZ
148 Outdoor	National Mobile Billboards	Hispanic	Spanish	Phoenix (Prescott)	AZ
149 Outdoor	Shuffle	Hispanic	Spanish	Phoenix (Prescott)	AZ
150 Outdoor	KOPFM	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
151 Radio	KTVB	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
152 Radio	KTKFM	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
153 Radio	KTKFM	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
154 Radio	KTKFM	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
155 Radio	KTKFM	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
156 Radio	KTKFM	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
157 Radio	KTKFM	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
158 Newspaper	Arizona Bilingual Magazine	Hispanic	Spanish	Tucson (Sierra Vista)	AZ
159 Newspaper	Bojo El Sol	Hispanic	Spanish	Yuma/El Centro	AZ
160 Newspaper	El Sol	Hispanic	Spanish	Yuma/El Centro	AZ
161 Newspaper	La Concha	Hispanic	Spanish	Yuma/El Centro	AZ
162 Newspaper	Adelante Valle	Hispanic	Spanish	Yuma/El Centro	AZ
163 Newspaper	Arizona Valley Daily News	Diverse Mass	English	Phoenix (Prescott)	AZ
164 Newspaper	Arizona Valley Daily News	Diverse Mass	English	Phoenix (Prescott)	AZ
165 Outdoor	CBS Outdoor	Diverse Mass	English	Phoenix (Prescott)	AZ
166 Outdoor	CBS Outdoor	Diverse Mass	English	Phoenix (Prescott)	AZ
167 Outdoor	CBS Outdoor	Diverse Mass	English	Phoenix (Prescott)	AZ
168 Radio	KOOL-FM	Diverse Mass	English	Phoenix (Prescott)	AZ
169 Radio	KOPX	Diverse Mass	English	Phoenix (Prescott)	AZ
170 Television	Phoenix Media	Diverse Mass	English	Phoenix (Prescott)	AZ
171 Radio	KDE	AIAN	English	Chicago/Reading	CA
172 Radio	KDE	AIAN	English	Los Angeles	CA
173 Newspaper	Two Rivers Tribune	AIAN	English	Los Angeles	CA
174 Television	KLA	AIAN	English	Los Angeles	CA
175 Television	KOSI	AIAN	English	Los Angeles	CA
176 Radio	KOSI	AIAN	English	Los Angeles	CA
177 Outdoor	Lamar	AIAN	English	Los Angeles	CA
178 Outdoor	Lamar	AIAN	English	Los Angeles	CA
179 Outdoor	Lamar	AIAN	English	Los Angeles	CA
180 Outdoor	Lamar	AIAN	English	Los Angeles	CA
181 Outdoor	Lamar	AIAN	English	Los Angeles	CA
182 Outdoor	Lamar	AIAN	English	Los Angeles	CA
183 Outdoor	Lamar	AIAN	English	Los Angeles	CA
184 Outdoor	Lamar	AIAN	English	Los Angeles	CA
185 Outdoor	Lamar	AIAN	English	Los Angeles	CA
186 Outdoor	Lamar	AIAN	English	Los Angeles	CA
187 Outdoor	Lamar	AIAN	English	Los Angeles	CA
188 Outdoor	Lamar	AIAN	English	Los Angeles	CA
189 Outdoor	Lamar	AIAN	English	Los Angeles	CA
190 Outdoor	Lamar	AIAN	English	Los Angeles	CA
191 Outdoor	Lamar	AIAN	English	Los Angeles	CA
192 Outdoor	Lamar	AIAN	English	Los Angeles	CA
193 Outdoor	Lamar	AIAN	English	Los Angeles	CA
194 Outdoor	Lamar	AIAN	English	Los Angeles	CA
195 Outdoor	Lamar	AIAN	English	Los Angeles	CA
196 Outdoor	Lamar	AIAN	English	Los Angeles	CA
197 Outdoor	Lamar	AIAN	English	Los Angeles	CA
198 Outdoor	Lamar	AIAN	English	Los Angeles	CA
199 Outdoor	Lamar	AIAN	English	Los Angeles	CA
200 Outdoor	Lamar	AIAN	English	Los Angeles	CA
201 Outdoor	Lamar	AIAN	English	Los Angeles	CA
202 Outdoor	Lamar	AIAN	English	Los Angeles	CA
203 Outdoor	Lamar	AIAN	English	Los Angeles	CA
204 Outdoor	Lamar	AIAN	English	Los Angeles	CA
205 Newspaper	Arab World	Emerging	Arabic	California	CA
206 Newspaper	Baind Times	Emerging	Arabic	California	CA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
207 Newspaper	Profile News	Emerging	Arabic	Los Angeles	CA
208 Newspaper	Profile News	Emerging	Arabic	San Diego	CA
209 Newspaper	Mass Weekly	Emerging	Armenian	Los Angeles	CA
210 Newspaper	Mass Weekly	Emerging	Armenian	California	CA
211 Newspaper	New Armenia Daily	Emerging	Armenian	California	CA
212 Newspaper	No. O. Weekly	Emerging	Armenian	California	CA
213 Newspaper	No. O. Weekly	Emerging	Armenian	California	CA
214 Outdoor	Clear Channel	Emerging	Armenian	Los Angeles	CA
215 Radio	KIRV 1510	Emerging	Armenian	Fresno-Visalia	CA
216 Magazine	Pyram-EdMagazeti	Emerging	Farsi	California	CA
217 Magazine	Pyram-EdMagazeti	Emerging	Farsi	California	CA
218 Newspaper	Peshvak of Persia	Emerging	Farsi	California	CA
219 Newspaper	Sobhaneh Magazine	Emerging	Farsi	Los Angeles	CA
220 Newspaper	Sobhaneh Magazine	Emerging	Farsi	Los Angeles	CA
221 Magazine	Tehran International Magazine	Emerging	Farsi	Los Angeles	CA
222 Outdoor	Clear Channel	Emerging	Farsi	Los Angeles	CA
223 Outdoor	Clear Channel	Emerging	Farsi	Los Angeles	CA
224 Newspaper	White Eagle	Emerging	Russian	California	CA
225 Newspaper	Our Home Minnesota	Emerging	Russian	California	CA
226 Newspaper	Minnesota Russian Weekly Newspaper	Emerging	Russian	California	CA
227 Newspaper	Dispora	Emerging	Russian	California	CA
228 Newspaper	Kital	Emerging	Russian	California	CA
229 Newspaper	France-Amique	Emerging	Russian	California	CA
230 Newspaper	France-Amique	Emerging	Russian	California	CA
231 Magazine	France-Amique	Emerging	Russian	California	CA
232 Magazine	France-Amique	Emerging	Russian	California	CA
233 Newspaper	Year Press USA	Emerging	Ukrainian	San Francisco-Oak-San Jose	CA
234 Newspaper	Year Press USA	Emerging	Ukrainian	San Francisco-Oak-San Jose	CA
235 Newspaper	The National Herald	Emerging	Ukrainian	Sacramento-Salt Lake	CA
236 Radio	Hellenic Public Radio	Emerging	French	Los Angeles	CA
237 Radio	KSTZ	Emerging	French	Los Angeles	CA
238 Radio	KSTZ	Emerging	French	Los Angeles	CA
239 Radio	KFBK	Emerging	French	San Francisco-Oak-San Jose	CA
240 Radio	KICI	Emerging	German	San Francisco-Oak-San Jose	CA
241 Radio	Almanche Journal	Emerging	German	San Francisco-Oak-San Jose	CA
242 Outdoor	Lamar, Inc.	Emerging	Greek	California	CA
243 Outdoor	Mobile Media USA	Emerging	Greek	California	CA
244 Outdoor	Mobile Media USA	Emerging	Greek	California	CA
245 Television	KQBC-CBS	Emerging	English	Los Angeles	CA
246 Television	KTLA-DW	Emerging	English	Los Angeles	CA
247 Television	KTLA-DW	Emerging	English	Los Angeles	CA
248 Television	KQBC-CBS	Emerging	English	Los Angeles	CA
249 Television	KQBC-CBS	Emerging	English	Los Angeles	CA
250 Television	KQBC-CBS	Emerging	English	Los Angeles	CA
251 Television	KQBC-CBS	Emerging	English	Los Angeles	CA
252 Radio	KHHT-FM	Emerging	English	Los Angeles	CA
253 Radio	KULH-FM	Emerging	English	Los Angeles	CA
254 Radio	KULH-FM	Emerging	English	Los Angeles	CA
255 Newspaper	Common Bulletin	Emerging	English	Los Angeles	CA
256 Newspaper	African Trumpet	Emerging	English	Los Angeles	CA
257 Newspaper	Los Angeles Sentinel	Emerging	English	Los Angeles	CA
258 Newspaper	Los Angeles Sentinel	Emerging	English	Los Angeles	CA
259 Newspaper	Rolling Out - LA	Emerging	English	Los Angeles	CA
260 Newspaper	Los Angeles Wave Pub	Emerging	English	Los Angeles	CA
261 Newspaper	Los Angeles Wave Pub	Emerging	English	Los Angeles	CA
262 Newspaper	Product Reporter Group	Emerging	English	Los Angeles	CA
263 Newspaper	The Sacramento Occurer	Emerging	English	Los Angeles	CA
264 Newspaper	San Diego Voice & Viewpoint	Emerging	English	Los Angeles	CA
265 Radio	KHLE-FM	Emerging	English	Los Angeles	CA
266 Radio	KHLE-FM	Emerging	English	Los Angeles	CA
267 Radio	KBLX-FM	Emerging	English	Los Angeles	CA
268 Radio	KBLX-FM	Emerging	English	Los Angeles	CA
269 Newspaper	California Voice/San Reporter	Emerging	English	San Francisco-Oak-San Jose	CA
270 Newspaper	Rolling Out - San Francisco	Emerging	English	San Francisco-Oak-San Jose	CA
271 Newspaper	Post News Group COMBO	Emerging	English	San Francisco-Oak-San Jose	CA
272 Newspaper	Post News Group COMBO	Emerging	English	San Francisco-Oak-San Jose	CA
273 Newspaper	North American Post (Houabe) Hobbi	Emerging	Japanese	San Francisco-Oak-San Jose	CA
274 Newspaper	India Currents	Emerging	Japanese	San Francisco-Oak-San Jose	CA
275 Newspaper	India Journal-SF-LA	Emerging	Hindi/Hinglish	California	CA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
276 Newspaper	India West	Asian: Asian Indian	Hindi/English	California	CA
277 Newspaper	Silowee	Asian: Asian Indian	Hindi/English	California	CA
278 Magazine	Vietnam Magazine	Asian: Vietnamese	Vietnamese	California	CA
279 Radio	VBI (Vietnam Hi-Nocall SCA) FM 88.9	Asian: Vietnamese	Hmong	Fresno-Visalia	CA
280 Radio	KBJF Central California's Valley Asian Voice	Asian: Hmong	Lab	Fresno-Visalia	CA
281 Radio	KBJF Central California's Valley Asian Voice	Asian: Laotian	Lab	Fresno-Visalia	CA
282 Radio	KBJF Central California's Valley Asian Voice	Asian: Laotian	Lab	Fresno-Visalia	CA
283 Outdoor	Cal Marketing & Promotion Group (Outdoor, In Store)	Asian: Cambodian	Hmong	Fresno-Visalia	CA
284 Outdoor	Carlees	Asian: Laotian	Lab	Fresno-Visalia	CA
285 Outdoor	Carlees	Asian: Laotian	Lab	Fresno-Visalia	CA
286 Outdoor	Carlees	Asian: Laotian	Lab	Fresno-Visalia	CA
287 Outdoor	CBS Outdoor	Asian: Cambodian	Hmong	Fresno-Visalia	CA
288 Outdoor	CBS Outdoor	Asian: Hmong	Hmong	Fresno-Visalia	CA
289 Outdoor	CBS Outdoor	Asian: Vietnamese	Vietnamese	Fresno-Visalia	CA
290 Outdoor	CBS Outdoor	Asian: Vietnamese	Vietnamese	Fresno-Visalia	CA
291 Radio	KBJF Central California's Valley Asian Voice	Asian: Hmong	Hmong	Fresno-Visalia	CA
292 Radio	KBJF Central California's Valley Asian Voice	Asian: Hmong	Hmong	Fresno-Visalia	CA
293 Radio	Hmong American Broadcasting - KREQ 1210 AM	Asian: Laotian	Hmong	Fresno-Visalia	CA
294 Radio	Hmong American Broadcasting - KREQ 1210 AM	Asian: Laotian	Hmong	Fresno-Visalia	CA
295 Outdoor	Clear Channel Outdoor	Asian: Chinese	Mandarin	Los Angeles	CA
296 Outdoor	Clear Channel Outdoor	Asian: Chinese	Mandarin	Los Angeles	CA
297 Television	GTI Zhong Train - LA	Asian: Chinese	Mandarin	Los Angeles	CA
298 Television	Ed - 13TV	Asian: Chinese	Mandarin	Los Angeles	CA
299 Television	Ed - 13TV	Asian: Chinese	Mandarin	Los Angeles	CA
300 Television	KH2 - CH 64 84.1	Asian: Chinese	Mandarin	Los Angeles	CA
301 Television	INVC-LA	Asian: Chinese	Mandarin	Los Angeles	CA
302 Television	INVC-LA	Asian: Chinese	Mandarin	Los Angeles	CA
303 Television	INVC-LA	Asian: Chinese	Mandarin	Los Angeles	CA
304 Television	KSCI	Asian: Korean	Korean	Los Angeles	CA
305 Television	Han W Cable	Asian: Korean	Korean	Los Angeles	CA
306 Television	Han W Cable	Asian: Korean	Korean	Los Angeles	CA
307 Television	MBC America	Asian: Korean	Korean	Los Angeles	CA
308 Television	TVK 24	Asian: Korean	Korean	Los Angeles	CA
309 Television	KTV	Asian: Korean	Korean	Los Angeles	CA
310 Television	KTN	Asian: Korean	Korean	Los Angeles	CA
311 Television	Fujianke Communications Int (KSGI, KMLA)	Asian: Japanese	Japanese	Los Angeles	CA
312 Television	Shwartz (Pearl Entertainment) - LA	Asian: Asian Indian	Indo Hindi/English	Los Angeles	CA
313 Television	Shwartz (Pearl Entertainment) - LA	Asian: Vietnamese	Vietnamese	Los Angeles	CA
314 Magazine	The Magazine	Asian: Vietnamese	Vietnamese	Los Angeles	CA
315 Magazine	San Diego Yuyu Magazine	Asian: Japanese	Japanese	Los Angeles	CA
316 Magazine	San Diego Yuyu Magazine	Asian: Japanese	Japanese	Los Angeles	CA
317 Television	San Diego Yuyu Magazine	Asian: Vietnamese	Vietnamese	Los Angeles	CA
318 Television	KSCI	Asian: Vietnamese	Vietnamese	Los Angeles	CA
319 Television	Little Saigon TV Network Inc (JHF44-4)	Asian: Vietnamese	Vietnamese	Los Angeles	CA
320 Television	Little Saigon TV Network Inc (JHF44-4)	Asian: Vietnamese	Vietnamese	Los Angeles	CA
321 Television	Saigon TV (JHF Ch 27.5)	Asian: Vietnamese	Vietnamese	Los Angeles	CA
322 Television	VAN-TV (Ch 18.7)	Asian: Vietnamese	Vietnamese	Los Angeles	CA
323 Television	V8S - Galaxy 19	Asian: Vietnamese	Vietnamese	Los Angeles	CA
324 Television	UTB on KSC CH18.2	Asian: Vietnamese	Vietnamese	Los Angeles	CA
325 Magazine	NTB on KMLA	Asian: Japanese	Japanese	Los Angeles	CA
326 Magazine	Auto Road Weekly/Auto World Magazine	Asian: Chinese	Traditional Chinese	Los Angeles	CA
327 Magazine	Auto Road Weekly/Auto World Magazine	Asian: Chinese	Traditional Chinese	Los Angeles	CA
328 Magazine	Auto Road Weekly/Auto World Magazine	Asian: Chinese	Traditional Chinese	Los Angeles	CA
329 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
330 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
331 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
332 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
333 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
334 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
335 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
336 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
337 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
338 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
339 Magazine	TV Magazine/Yes Marketing	Asian: Chinese	Traditional Chinese	Los Angeles	CA
340 Newspaper	Asian Weekly	Asian: Chinese	Traditional Chinese	Los Angeles	CA
341 Newspaper	Asian Weekly	Asian: Chinese	Traditional Chinese	Los Angeles	CA
342 Newspaper	Home Rural Estate	Asian: Chinese	Traditional Chinese	Los Angeles	CA
343 Newspaper	Chinese Biz News	Asian: Chinese	Traditional Chinese	Los Angeles	CA
344 Newspaper	Chinese Daily News, Inc./ World Journal LA	Asian: Chinese	Traditional Chinese	Los Angeles	CA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
345 Newspaper	Chinese LA Daily News/ Zong Guo Daily News	Asian: Chinese	Traditional Chinese	Los Angeles	CA
346 Newspaper	Duo Wei Times - LA	Asian: Chinese	Traditional Chinese	Los Angeles	CA
347 Newspaper	Newsweek - Asia	Asian: Chinese	Traditional Chinese	Los Angeles	CA
348 Newspaper	New Asian Weekly	Asian: Chinese	Traditional Chinese	Los Angeles	CA
349 Newspaper	Pacific Times	Asian: Chinese	Traditional Chinese	Los Angeles	CA
350 Newspaper	Sing Tao Daily News - LA	Asian: Chinese	Traditional Chinese	Los Angeles	CA
351 Newspaper	The Epoch Times - LA	Asian: Chinese	Traditional Chinese	Los Angeles	CA
352 Newspaper	Xin Ming Evening News	Asian: Chinese	Traditional Chinese	Los Angeles	CA
353 Newspaper	Los Angeles South USA	Asian: Chinese	Traditional Chinese	Los Angeles	CA
354 Newspaper	US Plus	Asian: Korean	Korean	Los Angeles	CA
355 Newspaper	Korea Daily - LA	Asian: Korean	Korean	Los Angeles	CA
356 Newspaper	Korea Herald Business	Asian: Korean	Korean	Los Angeles	CA
357 Newspaper	Korea Herald	Asian: Korean	Korean	Los Angeles	CA
358 Newspaper	Korean Sunday News of LA	Asian: Korean	Korean	Los Angeles	CA
359 Newspaper	Chosun Ilbo	Asian: Korean	Korean	Los Angeles	CA
360 Newspaper	Catholic Times	Asian: Korean	Korean	Los Angeles	CA
361 Newspaper	Chosun Ilbo	Asian: Korean	Korean	Los Angeles	CA
362 Newspaper	Chosun Ilbo	Asian: Korean	Korean	Los Angeles	CA
363 Newspaper	Koreana News USA	Asian: Vietnamese	Vietnamese	Los Angeles	CA
364 Newspaper	Sigurd Viet	Asian: Vietnamese	Vietnamese	Los Angeles	CA
365 Newspaper	Star News, Inc.	Asian: Vietnamese	Vietnamese	Los Angeles	CA
366 Newspaper	The Epoch Times	Asian: Vietnamese	Vietnamese	Los Angeles	CA
367 Newspaper	The Epoch Times	Asian: Vietnamese	Vietnamese	Los Angeles	CA
368 Newspaper	The Epoch Times	Asian: Vietnamese	Vietnamese	Los Angeles	CA
369 Newspaper	The Epoch Times	Asian: Vietnamese	Vietnamese	Los Angeles	CA
370 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
371 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
372 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
373 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
374 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
375 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
376 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
377 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
378 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
379 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
380 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
381 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
382 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
383 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
384 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
385 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
386 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
387 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
388 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
389 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
390 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
391 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
392 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
393 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
394 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
395 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
396 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
397 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
398 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
399 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
400 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
401 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
402 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
403 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
404 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
405 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
406 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
407 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
408 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
409 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
410 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
411 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
412 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA
413 Newspaper	Viet Daily News	Asian: Vietnamese	Vietnamese	Los Angeles	CA

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Vendor Name	Audience	Language	Market	State
414 Outdoor	CBS Outdoor	Asian: Cambodian	Kmer	Los Angeles	CA
415 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
417 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
418 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
419 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
421 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
422 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
423 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
424 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Los Angeles	CA
425 Outdoor	Regency Outdoor Advertising, Inc	Asian: Chinese	Traditional Chinese	Los Angeles	CA
426 Outdoor	Regency Outdoor Advertising, Inc	Asian: Chinese	Traditional Chinese	Los Angeles	CA
428 Outdoor	Hive Media	Asian: Chinese	Traditional Chinese	Los Angeles	CA
429 Outdoor	Ruth Space Sales	Asian: Chinese	Traditional Chinese	Los Angeles	CA
430 Outdoor	Radio 106.7	Asian: Chinese	Traditional Chinese	Los Angeles	CA
431 Radio	EDJ Radio - AM1370	Asian: Chinese	Traditional Chinese	Los Angeles	CA
432 Radio	News Asia - KAZN / KAHZ	Asian: Chinese	Traditional Chinese	Los Angeles	CA
433 Radio	News Asia - KZLN / KZLN	Asian: Chinese	Traditional Chinese	Los Angeles	CA
434 Radio	News Asia - KZLN / KZLN	Asian: Chinese	Traditional Chinese	Los Angeles	CA
435 Radio	Christian World Radio / KPXA 1650 AM	Asian: Chinese	Traditional Chinese	Los Angeles	CA
436 Radio	Radio Korea LA / KMPC 1540 AM	Asian: Korean	Traditional Chinese	Los Angeles	CA
437 Radio	Radio Korea LA / KMPC 1540 AM	Asian: Korean	Traditional Chinese	Los Angeles	CA
438 Radio	LIBS Station Radio - LA / KNVR AM 1580	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
439 Radio	NPR / AM 1190	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
440 Radio	Radio Bolina KALI 106.3 FM	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
441 Radio	Radio Bolina KALI 106.3 FM	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
442 Radio	VNCR FM 106.3	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
443 Radio	Bridge USA / KALI FM 106.3	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
444 Radio	Bridge USA / KALI FM 106.3	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
445 Radio	Hummer Radio	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
446 Radio	Palmer Radio - KALI AM 900 (Pearl Entertainment)	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
447 Radio	Hummer Radio	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
448 Radio	Hummer Radio	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
449 Radio	KALI FM	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
450 Radio	KALI FM	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
451 Radio	KALI FM	Asian: Vietnamese	Traditional Chinese	Los Angeles	CA
452 Newspaper	Philippine Headlines	Asian: Filipino	Tagalog	Sacramento-Silicon-Mokelumne	CA
453 Radio	News Asia, KLUB - AM1100	Asian: Vietnamese	Vietnamese	Sacramento-Silicon-Mokelumne	CA
454 Radio	News Asia, KLUB - AM1100	Asian: Vietnamese	Vietnamese	Sacramento-Silicon-Mokelumne	CA
455 Television	KTVD	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
456 Television	KETV	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
457 Television	Showbiz (Pearl Entertainment) Sacramento	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
458 Television	Showbiz (Pearl Entertainment) Sacramento	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
459 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
460 Outdoor	Carries	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
461 Outdoor	Carries	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
462 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
464 Radio	News Asia, KFSS - AM1680	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
465 Radio	News Asia, KFSS - AM1680	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
466 Radio	In Language radio / KAY 1430 AM	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
467 Newspaper	Lang Magazine	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
468 Magazine	Lang Magazine	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
469 Magazine	Lang Magazine	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
470 Television	KTSD	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
471 Television	Viet News Television	Asian: Vietnamese	Vietnamese	Sacramento-Silicon-Mokelumne	CA
472 Magazine	Asian American Community Magazine	Asian: Vietnamese	Vietnamese	Sacramento-Silicon-Mokelumne	CA
473 Magazine	Hain News	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
474 Magazine	San Diego Yuyu Magazine	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
475 Newspaper	San Diego Yuyu Magazine	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
476 Newspaper	San Diego Yuyu Magazine	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
477 Newspaper	The Epoch Times - SD	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
478 Newspaper	The Epoch Times - SD	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
479 Newspaper	The Epoch Times - SD	Asian: Chinese	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
480 Radio	Ngoi Viet Tu Do	Asian: Vietnamese	Vietnamese	Sacramento-Silicon-Mokelumne	CA
481 Radio	Ngoi Viet Tu Do	Asian: Vietnamese	Vietnamese	Sacramento-Silicon-Mokelumne	CA
482 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
483 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
484 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
485 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
486 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
487 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
488 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
489 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
490 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
491 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
492 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
493 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
494 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
495 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
496 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
497 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
498 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
499 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA
500 Radio	San Diego Radio Korea / KSCF - 103.7 FM	Asian: Korean	Traditional Chinese	Sacramento-Silicon-Mokelumne	CA

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Vendor Name	Audience	Language	Market	State
690 Newspaper	El Informador Del Valle	Hispanic	Spanish	Palm Springs	CA
691 Newspaper	La Prensa Hispana	Hispanic	Spanish	Palm Springs	CA
692 Radio	Radio Latina	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
693 Radio	KBUM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
694 Radio	KOVR/KCVRAM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
695 Radio	KLUGFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
696 Radio	KFCXFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
697 Radio	KSTNFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
698 Radio	KSTNFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
699 Radio	KSTNFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
700 Radio	KTARFM/GBFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
701 Radio	KXSEFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
702 Radio	KWPCFM - Radio Bilingue	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
703 Radio	KWPCFM	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
704 Television	KTFCTV	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
705 Television	KLVSTV	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
706 Television	El Heraldo Catolico	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
707 Newspaper	El Hispano	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
708 Newspaper	El Hispano	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
709 Newspaper	Laino Times	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
710 Newspaper	Vida en el Valle (Merced)	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
711 Newspaper	Vida en el Valle (Modesto)	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
712 Newspaper	Vida en el Valle (Sacramento)	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
713 Newspaper	El Hispano (Sacramento)	Hispanic	Spanish	Sacramento-Saltom-Modesto	CA
714 Newspaper	El Gigante Hispano	Hispanic	Spanish	San Diego	CA
715 Newspaper	Diario San Diego (formerly known as Diario Latino)	Hispanic	Spanish	San Diego	CA
716 Newspaper	El Latino San Diego	Hispanic	Spanish	San Diego	CA
717 Newspaper	El Latino San Diego	Hispanic	Spanish	San Diego	CA
718 Newspaper	El Mexicano	Hispanic	Spanish	San Diego	CA
719 Newspaper	Enlace	Hispanic	Spanish	San Diego	CA
720 Newspaper	KLVSTV	Hispanic	Spanish	San Diego	CA
721 Radio	KLVFM	Hispanic	Spanish	San Diego	CA
722 Radio	XELXEM	Hispanic	Spanish	San Diego	CA
723 Radio	XELXEM	Hispanic	Spanish	San Diego	CA
724 Radio	XELXEM	Hispanic	Spanish	San Diego	CA
725 Radio	XLTNFM	Hispanic	Spanish	San Diego	CA
726 Radio	XLTNFM	Hispanic	Spanish	San Diego	CA
727 Radio	XCCFM	Hispanic	Spanish	San Diego	CA
728 Television	KBNSTV	Hispanic	Spanish	San Diego	CA
729 Television	KDFTV	Hispanic	Spanish	San Diego	CA
730 Television	KDFTV	Hispanic	Spanish	San Diego	CA
731 Television	XBNSTV	Hispanic	Spanish	San Diego	CA
732 Television	XHASTV	Hispanic	Spanish	San Diego	CA
733 Television	NTN 24	Hispanic	Spanish	San Diego	CA
734 Television	NTN 24	Hispanic	Spanish	San Diego	CA
735 Television	Parapais	Hispanic	Spanish	San Diego	CA
736 Outdoor	CBS Outdoor Media	Hispanic	Spanish	San Diego	CA
737 Outdoor	Truist	Hispanic	Spanish	San Diego	CA
738 Outdoor	Brin Media Group	Hispanic	Spanish	San Diego	CA
740 Outdoor	National Mobile Billboards	Hispanic	Spanish	San Diego	CA
741 Outdoor	Carrels	Hispanic	Spanish	San Diego	CA
742 Radio	KBRQFM	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
743 Radio	KONLFM	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
744 Radio	KONLFM	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
745 Radio	KSLFM/SQJFM	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
746 Radio	KVFFM/KVZFM	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
747 Television	KDFTV	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
748 Television	KDFTV	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
749 Television	KOBDTV	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
750 Television	KSISTV	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
751 Television	KSISTV	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
752 Television	TV 24	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
753 Television	TV Colombia	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
754 Television	Parapais	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
755 Television	Parapais	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
756 Outdoor	CBS Outdoor Media	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
757 Outdoor	Truist	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
758 Outdoor	Brin Media Group	Hispanic	Spanish	San Francisco-Oak-San Jose	CA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
759 Outdoor	National Media Bilboards	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
760 Outdoor	Ceritiles	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
761 Outdoor	Vision	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
762 Outdoor	Vision Hispana	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
763 Newspaper	El Reportero	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
764 Newspaper	La Orenta Review	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
765 Newspaper	La Voz Bilingual Newspaper	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
766 Newspaper	Alianza Metropolitan News	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
767 Newspaper	El Mundo	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
768 Newspaper	El Sol de Sonoma	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
769 Newspaper	El Sol de Sonoma	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
770 Newspaper	Avance Hispano	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
771 Newspaper	El Sol de Sonoma	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
772 Newspaper	El Observador	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
773 Newspaper	El Observador	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
774 Newspaper	El Mundo	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
775 Newspaper	El Mundo	Hispanic	Spanish	San Francisco-Oak-San Jose	CA
776 Radio	KMXS-FM	Hispanic	Spanish	Yuma-El Centro	CA
777 Radio	KSFHM	Hispanic	Spanish	Yuma-El Centro	CA
778 Radio	KSFHM	Hispanic	Spanish	Yuma-El Centro	CA
779 Radio	KSFHM	Hispanic	Spanish	Yuma-El Centro	CA
780 Radio	KCECF-AM La Campanina	Hispanic	Spanish	Yuma-El Centro	CA
781 Radio	KUBO-TV Radio Bilingue	Hispanic	Spanish	Yuma-El Centro	CA
782 Radio	KCECF-AM La Campanina	Hispanic	Spanish	Yuma-El Centro	CA
783 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Fresno-Visalia	CA
784 Newspaper	Brazil Explora Mag	Portuguese	Portuguese	Fresno-Visalia	CA
785 Newspaper	Start Today	Portuguese	Portuguese	Fresno-Visalia	CA
786 Newspaper	Start Today	Portuguese	Portuguese	Fresno-Visalia	CA
787 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Fresno-Visalia	CA
788 Radio	KLBS-AM	Portuguese	Portuguese	Los Angeles	CA
789 Newspaper	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
790 Newspaper	Brazilian Pacific	Portuguese	Portuguese	Los Angeles	CA
791 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
792 Radio	KLBS-AM	Portuguese	Portuguese	Los Angeles	CA
793 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
794 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
795 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
796 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
797 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
798 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
799 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Los Angeles	CA
800 Radio	KWYE-FM	Diverse Mass	English	San Diego	CA
801 Radio	KWYE-FM	Diverse Mass	English	San Diego	CA
802 Television	KFSN	Diverse Mass	English	San Diego	CA
803 Outdoor	Target Specific Media (One-Sheets)	Diverse Mass	English	San Diego	CA
804 Outdoor	Target Specific Media (One-Sheets)	Diverse Mass	English	San Diego	CA
805 Newspaper	Los Angeles Times	Diverse Mass	English	San Francisco-Oak-San Jose	CA
806 Outdoor	Los Angeles Times	Diverse Mass	English	San Francisco-Oak-San Jose	CA
807 Outdoor	Los Angeles Times	Diverse Mass	English	San Francisco-Oak-San Jose	CA
808 Radio	KCBS-FM	Diverse Mass	English	San Francisco-Oak-San Jose	CA
809 Radio	KCBS-FM	Diverse Mass	English	San Francisco-Oak-San Jose	CA
810 Radio	KCBS-FM	Diverse Mass	English	San Francisco-Oak-San Jose	CA
811 Television	KRBC	Diverse Mass	English	San Francisco-Oak-San Jose	CA
812 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
813 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
814 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
815 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
816 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
817 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
818 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
819 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
820 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
821 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	San Francisco-Oak-San Jose	CA
822 Outdoor	Clear Channel	Diverse Mass	English	San Francisco-Oak-San Jose	CA
823 Outdoor	Clear Channel	Diverse Mass	English	San Francisco-Oak-San Jose	CA
824 Outdoor	Clear Channel	Diverse Mass	English	San Francisco-Oak-San Jose	CA
825 Outdoor	Clear Channel	Diverse Mass	English	San Francisco-Oak-San Jose	CA
826 Outdoor	Clear Channel	Diverse Mass	English	San Francisco-Oak-San Jose	CA
827 Newspaper	Sacramento Bee	Diverse Mass	English	Sacramento-Stockton-Modesto	CA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Media	Vendor Name	Audience	Language	Market	Start
877 Television	Falcons	Hipanic	Spanish	Denver	CO
898 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Denver	CO
900 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Denver	CO
901 Newspaper	Profile News	Emerging	Arabic	Denver	CO
902 Newspaper	Profile News	Emerging	Arabic	Denver	CO
904 Newspaper	El Camilla	Hipanic	Spanish	Hartford & New Haven	CT
905 Newspaper	Identidad Latina	Hipanic	Spanish	Hartford & New Haven	CT
906 Newspaper	El Camilla	Hipanic	Spanish	Hartford & New Haven	CT
907 Newspaper	La Voz Hispana	Hipanic	Spanish	Hartford & New Haven	CT
908 Newspaper	Puerto Rico	Hipanic	Spanish	Hartford & New Haven	CT
909 Newspaper	TV Andes	Hipanic	Spanish	Hartford & New Haven	CT
910 Newspaper	TV Andes	Hipanic	Spanish	Hartford & New Haven	CT
911 Newspaper	Comunidade News	Portuguese	Portuguese	Hartford & New Haven	CT
912 Newspaper	Thumbs Connected	Portuguese	Portuguese	Hartford & New Haven	CT
913 Newspaper	Bu Line Media (One Sheet)	Diverse Mass	English	Hartford & New Haven	CT
914 Newspaper	Hartford Connect	Diverse Mass	English	Hartford & New Haven	CT
915 Newspaper	New Haven Register	Diverse Mass	English	Hartford & New Haven	CT
916 Outdoor	CBS Outdoor	Diverse Mass	English	Hartford & New Haven	CT
917 Outdoor	CBS Outdoor	Diverse Mass	English	Hartford & New Haven	CT
918 Radio	WHCFM	Diverse Mass	English	Hartford & New Haven	CT
919 Radio	WZLX-FM	Diverse Mass	English	Hartford & New Haven	CT
920 Radio	WZLX-FM	Diverse Mass	English	Hartford & New Haven	CT
921 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Hartford & New Haven	CT
922 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Hartford & New Haven	CT
923 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Hartford & New Haven	CT
924 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Hartford & New Haven	CT
925 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Hartford & New Haven	CT
926 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Hartford & New Haven	CT
927 Outdoor	Bu Line Media (Bus Interior Cases)	Diverse Mass	English	Hartford & New Haven	CT
928 Newspaper	Al Bihad	Emerging	Arabic	New York	CT
929 Newspaper	Al Mizane	Emerging	Arabic	New York	CT
930 Newspaper	Ashab Al Arabiy	Emerging	Arabic	New York	CT
931 Newspaper	Ashab Al Arabiy	Emerging	Arabic	New York	CT
932 Newspaper	Profit News	Emerging	Arabic	New York	CT
933 Magazine	Javanese International Magazine	Emerging	Arabic	New York	CT
934 Magazine	Javanese International Magazine	Emerging	Arabic	New York	CT
935 Newspaper	Tehran Post	Emerging	Farsi	New York	CT
936 Magazine	Chayka Magazine	Emerging	Russian	New York	CT
937 Newspaper	Four Seasons Minnesota	Emerging	Russian	New York	CT
938 Newspaper	German World	Emerging	German	New York	CT
939 Magazine	German World	Emerging	German	New York	CT
940 Outdoor	CBS Outdoor	Black, African American	English	Washington, DC (Hagrawen)	DC
941 Outdoor	CBS Outdoor	Black, African American	English	Washington, DC (Hagrawen)	DC
942 Outdoor	Mobile Media USA	Black, African American	English	Washington, DC (Hagrawen)	DC
943 Television	WJLA-ABC	Black, African American	English	Washington, DC (Hagrawen)	DC
944 Television	WJLA-ABC	Black, African American	English	Washington, DC (Hagrawen)	DC
945 Television	WJLA-ABC	Black, African American	English	Washington, DC (Hagrawen)	DC
946 Television	WTTG-FOX	Black, African American	English	Washington, DC (Hagrawen)	DC
947 Television	WRCN-ABC	Black, African American	English	Washington, DC (Hagrawen)	DC
948 Television	WRCN-ABC	Black, African American	English	Washington, DC (Hagrawen)	DC
949 Television	Washington Intereconnect Local Cable	Black, African American	English	Washington, DC (Hagrawen)	DC
950 Television	Washington Intereconnect Local Cable	Black, African American	English	Washington, DC (Hagrawen)	DC
951 Radio	WYPS-FM	Black, African American	English	Washington, DC (Hagrawen)	DC
952 Radio	WYPS-FM	Black, African American	English	Washington, DC (Hagrawen)	DC
953 Radio	WMAJ-FM	Black, African American	English	Washington, DC (Hagrawen)	DC
954 Radio	WFOG-FM	Black, African American	English	Washington, DC (Hagrawen)	DC
955 Radio	WOL-AM	Black, African American	English	Washington, DC (Hagrawen)	DC
956 Radio	WOL-AM	Black, African American	English	Washington, DC (Hagrawen)	DC
957 Newspaper	Washington Informer	Black, African American	English	Washington, DC (Hagrawen)	DC
958 Newspaper	Washington Informer	Black, African American	English	Washington, DC (Hagrawen)	DC
959 Newspaper	Alto America	Black, African American	English	Washington, DC (Hagrawen)	DC
960 Newspaper	Radiant News	Black, African American	English	Washington, DC (Hagrawen)	DC
961 Television	CTI Zhong, Telem	Asian, Chinese	English	Washington, DC (Hagrawen)	DC
962 Television	CTI Zhong, Telem	Asian, Chinese	English	Washington, DC (Hagrawen)	DC
963 Television	NSG/WWTV	Asian, Korean	Korean	Washington, DC (Hagrawen)	DC
964 Television	VATV on MHz Networks (HF Ch. 30.1)	Asian, Vietnamese	Vietnamese	Washington, DC (Hagrawen)	DC
965 Magazine	Korean Monitor	Asian, Korean	Korean	Washington, DC (Hagrawen)	DC

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
964 Newspaper	Duo Viet Times - DC	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
967 Newspaper	Sing Tao Daily News - Eastern	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
968 Newspaper	World Journal - Eastern edition	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
969 Newspaper	World Journal - Western edition	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
970 Newspaper	Korea Daily - DC	Asian, Korean	Korean	Washington, DC (Hagrwn)	DC
971 Newspaper	Korea Times - DC	Asian, Korean	Korean	Washington, DC (Hagrwn)	DC
972 Newspaper	Hoa Tinh Doi Viet Bao	Asian, Vietnamese	Vietnamese	Washington, DC (Hagrwn)	DC
973 Newspaper	The Mj - Phu Nu Moi	Asian, Vietnamese	Vietnamese	Washington, DC (Hagrwn)	DC
974 Newspaper	The Mj - Phoi Nu Moi	Asian, Vietnamese	Vietnamese	Washington, DC (Hagrwn)	DC
975 Newspaper	Phoi Nu Moi Express India	Asian, Vietnamese	Vietnamese	Washington, DC (Hagrwn)	DC
976 Newspaper	Mulien Lin	Asian, Vietnamese	Vietnamese	Washington, DC (Hagrwn)	DC
977 Outdoor	AI Media, Inc / H-Media	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
978 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
979 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
980 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
981 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
982 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
983 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian, Chinese	Traditional Chinese	Washington, DC (Hagrwn)	DC
984 Radio	Family Radio / WDCI 1310 AM	Asian, Korean	Korean	Washington, DC (Hagrwn)	DC
985 Radio	VAB (Vietnam Hai Ngoi) SCA FM 88.9	Asian, Vietnamese	Vietnamese	Washington, DC (Hagrwn)	DC
986 Radio	Hundred Radio	Asian, Bengali	Bengali	Washington, DC (Hagrwn)	DC
987 Radio	Hundred Radio	Asian, Bengali	Bengali	Washington, DC (Hagrwn)	DC
988 Radio	Hundred Radio	Asian, Bengali	Bengali	Washington, DC (Hagrwn)	DC
989 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
990 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
991 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
992 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
993 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
994 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
995 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
996 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
997 Radio	WJLA-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
998 Television	WFOV-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
999 Television	WFOV-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1000 Television	WFOV-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1001 Television	WFOV-TV	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1002 Newspaper	El Comercio	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1003 Newspaper	El Comercio	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1004 Newspaper	El Comercio	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1005 Newspaper	El Comercio	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1006 Newspaper	El Comercio	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1007 Newspaper	El Comercio	Hispanic	Spanish	Washington, DC (Hagrwn)	DC
1008 Outdoor	El Tiempo Latino	Diverse Mass	Spanish	Washington, DC (Hagrwn)	DC
1009 Outdoor	El Tiempo Latino	Diverse Mass	Spanish	Washington, DC (Hagrwn)	DC
1010 Outdoor	El Tiempo Latino	Diverse Mass	Spanish	Washington, DC (Hagrwn)	DC
1011 Radio	CBS Outdoor	Diverse Mass	English	Washington, DC (Hagrwn)	DC
1012 Radio	CBS Outdoor	Diverse Mass	English	Washington, DC (Hagrwn)	DC
1013 Radio	CBS Outdoor	Diverse Mass	English	Washington, DC (Hagrwn)	DC
1014 Radio	CBS Outdoor	Diverse Mass	English	Washington, DC (Hagrwn)	DC
1015 Newspaper	WTOF-FM	Diverse Mass	English	Washington, DC (Hagrwn)	DC
1016 Outdoor	WTOF-FM	Diverse Mass	English	Washington, DC (Hagrwn)	DC
1017 Outdoor	WTOF-FM	Diverse Mass	English	Washington, DC (Hagrwn)	DC
1018 Newspaper	Philadelphia Asian News - Last Bao	Asian, Vietnamese	Vietnamese	Philadelphia	PA
1019 Newspaper	Philadelphia Asian News - Last Bao	Asian, Vietnamese	Vietnamese	Philadelphia	PA
1020 Newspaper	Philadelphia Asian News - Last Bao	Asian, Vietnamese	Vietnamese	Philadelphia	PA
1021 Newspaper	Philadelphia Asian News - Last Bao	Asian, Vietnamese	Vietnamese	Philadelphia	PA
1022 Magazine	Profile News	Emerging	Arabic	Florida	FL
1023 Magazine	Profile News	Emerging	Arabic	Florida	FL
1024 Magazine	Profile News	Emerging	Arabic	Florida	FL
1025 Magazine	Profile News	Emerging	Arabic	Florida	FL
1026 Magazine	Profile News	Emerging	Arabic	Florida	FL
1027 Magazine	Profile News	Emerging	Arabic	Florida	FL
1028 Magazine	Profile News	Emerging	Arabic	Florida	FL
1029 Magazine	Profile News	Emerging	Arabic	Florida	FL
1030 Newspaper	Florida Sun Magazine	Emerging	English	Florida	FL
1031 Newspaper	Florida Sun Magazine	Emerging	English	Florida	FL
1032 Newspaper	Florida Sun Magazine	Emerging	English	Florida	FL
1033 Newspaper	Florida Sun Magazine	Emerging	English	Florida	FL
1034 Outdoor	Clear Channel Outdoor	Black, African American	English	Miami-Ft. Lauderdale	FL

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
1035 Television	WFLA-ABC	Black: African American	English	Miami-Ft. Lauderdale	FL
1036 Television	WFOR-CBS	Black: African American	English	Miami-Ft. Lauderdale	FL
1037 Television	WTVT-Fox	Black: African American	English	Miami-Ft. Lauderdale	FL
1038 Television	WFSW-FOX	Black: African American	English	Miami-Ft. Lauderdale	FL
1039 Television	WFSW-TVN	Black: African American	English	Miami-Ft. Lauderdale	FL
1040 Television	Miami Interconnect Local Cable	Black: African American	English	Miami-Ft. Lauderdale	FL
1041 Radio	WCCO-AM	Black: Caribbean	English/French Creole	Miami-Ft. Lauderdale	FL
1042 Radio	WCCO-AM	Black: Haitian	English/French Creole	Miami-Ft. Lauderdale	FL
1043 Radio	WKAT-AM	Black: Caribbean	English	Miami-Ft. Lauderdale	FL
1044 Radio	WKAT-AM	Black: Haitian	English	Miami-Ft. Lauderdale	FL
1045 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1046 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1047 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1048 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1049 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1050 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1051 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1052 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1053 Radio	WWSB-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1054 Newspaper	Synopsis Gazette	Black: African American	English	Miami-Ft. Lauderdale	FL
1055 Newspaper	The Miami Times	Black: African American	English	Miami-Ft. Lauderdale	FL
1056 Newspaper	The Miami Times	Black: African American	English	Miami-Ft. Lauderdale	FL
1057 Newspaper	Rolling Out Miami	Black: African American	English	Miami-Ft. Lauderdale	FL
1058 Newspaper	Caribbean Today	Black: Caribbean	English	Miami-Ft. Lauderdale	FL
1059 Newspaper	Caribbean Today	Black: Caribbean	English	Miami-Ft. Lauderdale	FL
1060 Newspaper	Florida's Caribbean Sun Newspaper	Black: Caribbean	English	Miami-Ft. Lauderdale	FL
1061 Radio	WBLX-FM	Black: African American	English	Miami-Ft. Lauderdale	FL
1062 Radio	WBLX-FM	Black: African American	English	Miami-Ft. Lauderdale	FL
1063 Radio	WCOG-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1064 Radio	WCOG-AM	Black: African American	English	Miami-Ft. Lauderdale	FL
1065 Newspaper	The Daytona Times	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1066 Newspaper	Orlando Advocate/Central Florida Courier	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1067 Newspaper	Orlando Advocate/Central Florida Courier	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1068 Newspaper	Florida Courier-Central Florida Edition	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1069 Newspaper	Central Florida's Spotlight	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1070 Newspaper	Central Florida's Spotlight	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1071 Outdoor	Clear Channel Outdoor	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1072 Radio	WJBR-FM	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1073 Radio	WJBR-FM	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1074 Radio	WVLD-FM	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1075 Newspaper	Clear Channel	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1076 Radio	WFTT-FM	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1077 Radio	WFTT-FM	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1078 Radio	WTMP-AM/FM	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1079 Radio	WTMP-AM/FM	Black: African American	English	Orlando-Daytona Bch-Melbom	FL
1080 Newspaper	Florida Sentinel Bulletin	Black: African American	English	Tallahassee-Thomsonville	FL
1081 Newspaper	Tempo News	Black: African American	English	Tallahassee-Thomsonville	FL
1082 Newspaper	Tempo News	Black: African American	English	Tallahassee-Thomsonville	FL
1083 Newspaper	Tempo News	Black: African American	English	Tallahassee-Thomsonville	FL
1084 Newspaper	Tempo News	Black: African American	English	Tallahassee-Thomsonville	FL
1085 Radio	WVUE-TV	Black: African American	English	Tallahassee-Thomsonville	FL
1086 Radio	WVUE-TV	Black: African American	English	Tallahassee-Thomsonville	FL
1087 Newspaper	Vista Semanal	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1088 Newspaper	Nuevo Ecos	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1089 Newspaper	Nuevo Ecos	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1090 Newspaper	Nuevo Ecos	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1091 Outdoor	Ad Mirable	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1092 Outdoor	Clear Channel	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1093 Outdoor	Clear Channel	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1094 Outdoor	Clear Channel	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1095 Outdoor	Clear Channel	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1096 Outdoor	Clear Channel	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1097 Outdoor	Clear Channel	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1098 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1099 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1100 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1101 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1102 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1103 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1104 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL
1105 Radio	WAMRFM	Black: African American	Spanish	Tallahassee-Thomsonville	FL

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES/AWARENESS & MOTIVATION PHASES ONLY

Medium	Vendor Name	Audience	Language	Market	State
1173 Radio	Gas Station TV	Diverse Mass	English	Tampa-St. Pete (Sarasota)	FL
1174 Radio	WQYK-FM	Diverse Mass	English	Tampa-St. Pete (Sarasota)	FL
1175 Radio	WYCF-FM	Diverse Mass	English	Tampa-St. Pete (Sarasota)	FL
1176 Television	WFLA	Diverse Mass	English	Tampa-St. Pete (Sarasota)	FL
1177 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Tampa-St. Pete (Sarasota)	FL
1178 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Tampa-St. Pete (Sarasota)	FL
1179 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Tampa-St. Pete (Sarasota)	FL
1180 Outdoor	Gas Station TV	Diverse Mass	English	West Palm Beach-Ft. Pierce	FL
1181 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	West Palm Beach-Ft. Pierce	FL
1182 Newspaper	El Paraisito	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1183 Newspaper	El Paraisito	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1184 Newspaper	Venezuela Al Dia	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1185 Newspaper	El Amanecer	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1186 Newspaper	El Amanecer	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1187 Newspaper	Mercedo de Dinero	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1188 Newspaper	Monentes 60	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1189 Newspaper	El Mundo	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1190 Newspaper	Sumario Argentino (formerly Diario Sur)	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1191 Newspaper	El Coloso News	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1192 Newspaper	Diario Las Americas	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1193 Newspaper	Diario Las Americas	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1194 Newspaper	Padres de Hoy (Miami)	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1195 Newspaper	El Clam	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1196 Newspaper	La Esfera (Formerly Argentina Hoy)	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1197 Newspaper	La Esfera de Noticias	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1198 Newspaper	Hola Amigos	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1199 Newspaper	La Opinion Puertorriquena	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1200 Newspaper	La Opinion Puertorriquena	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1201 Newspaper	Doral News (Formerly Ciudad Doral)	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1202 Newspaper	El Sentinel (Ft. Lauderdale)	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1203 Newspaper	El Nuevo Herald	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1204 Newspaper	El Nuevo Herald	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1205 Newspaper	El Nuevo Herald	Hispanic	Spanish	Miami-Ft. Lauderdale	FL
1206 Magazine	Javanan International Magazine	Emerging	Spanish	Miami-Ft. Lauderdale	FL
1207 Magazine	France-Amérique	French	French	Miami-Ft. Lauderdale	FL
1208 Magazine	France-Amérique	French	French	Miami-Ft. Lauderdale	FL
1209 Newspaper	Neue Presse USA	German	German	Atlanta	GA
1210 Outdoor	Clear Channel Outdoor	Black/African American	English	Atlanta	GA
1211 Outdoor	Clear Channel Outdoor	Black/African American	English	Atlanta	GA
1212 Outdoor	Clear Channel Outdoor	Black/African American	English	Atlanta	GA
1213 Radio	WAEZ-AM 890	Black/African American	English	Atlanta	GA
1214 Radio	WAEZ-AM 890	Black/African American	English	Atlanta	GA
1215 Radio	WAEZ-AM 1420	Black/African American	English	Atlanta	GA
1216 Radio	WAEZ-AM 1420	Black/African American	English	Atlanta	GA
1217 Television	WGCL-CBS	Black/African American	English	Atlanta	GA
1218 Television	WUPA-CW	Black/African American	English	Atlanta	GA
1219 Television	WUPA-CW	Black/African American	English	Atlanta	GA
1220 Television	WUPA-CW	Black/African American	English	Atlanta	GA
1221 Radio	Atlanta Interconnect Local Cable	Black/Caribbean	English	Atlanta	GA
1222 Radio	WAEZ-AM 890	Black/Caribbean	English	Atlanta	GA
1223 Radio	WAEZ-AM 1420	Black/Caribbean	English	Atlanta	GA
1224 Radio	WAEZ-AM 1420	Black/Caribbean	English	Atlanta	GA
1225 Radio	WAEZ-AM 1420	Black/Caribbean	English	Atlanta	GA
1226 Radio	WAEZ-AM 1420	Black/Caribbean	English	Atlanta	GA
1227 Radio	WAEZ-AM 1420	Black/Caribbean	English	Atlanta	GA
1228 Newspaper	Caribbean Star News Magazine	Black/Caribbean	English	Atlanta	GA
1229 Newspaper	The Atlanta Voice	Black/Caribbean	English	Atlanta	GA
1230 Newspaper	The Atlanta Voice	Black/Caribbean	English	Atlanta	GA
1231 Newspaper	The Atlanta Voice (Atlanta, Stone Mountain)	Black/Caribbean	English	Atlanta	GA
1232 Newspaper	Atlanta Star	Black/African American	English	Atlanta	GA
1233 Newspaper	Atlanta Star	Black/African American	English	Atlanta	GA
1234 Outdoor	Atlanta Star	Black/African American	English	Atlanta	GA
1235 Radio	WPRN-FM	Black/African American	English	Augusta	GA
1236 Radio	WPRN-FM	Black/African American	English	Augusta	GA
1237 Radio	WPRN-FM	Black/African American	English	Augusta	GA
1238 Newspaper	The Metro Courier	Black/African American	English	Augusta	GA
1239 Newspaper	Columbus Times	Black/African American	English	Columbus, GA (Opelika, AL)	GA
1240 Outdoor	Lamar, Inc.	Black/African American	English	Columbus, GA (Opelika, AL)	GA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
1241 Radio	WBFB-FM	Black, African American	English	Macon	GA
1242 Radio	WBFB-FM	Black, African American	English	Macon	GA
1243 Radio	WYAF-FM	Black, African American	English	Macon	GA
1244 Radio	WYAF-FM	Black, African American	English	Macon	GA
1245 Newspaper	Georgia Informer	Black, African American	English	Savannah	GA
1246 Outdoor	Umar, Inc.	Black, African American	English	Savannah	GA
1248 Radio	WEAS-FM	Black, African American	English	Savannah	GA
1249 Radio	WTYB-FM	Black, African American	English	Savannah	GA
1250 Radio	WYAF-FM	Black, African American	English	Savannah	GA
1251 Newspaper	The Savannah Tribune	Black, African American	English	Savannah	GA
1252 Newspaper	Savannah Herald	Asian: Korean	Korean	Savannah	GA
1253 Television	KBS America	Asian: Korean	Korean	Atlanta	GA
1254 Television	KBS America	Asian: Korean	Korean	Atlanta	GA
1255 Magazine	The Magazine	Asian: Vietnamese	Vietnamese	Atlanta	GA
1256 Newspaper	Atlanta Chinese News	Asian: Chinese	Traditional Chinese	Atlanta	GA
1257 Newspaper	Korean Daily / Atlanta	Asian: Korean	Korean	Atlanta	GA
1258 Newspaper	Korea Times	Asian: Korean	Korean	Atlanta	GA
1259 Newspaper	Atlanta Times	Asian: Korean	Korean	Atlanta	GA
1260 Newspaper	Korea News Today	Asian: Korean	Korean	Atlanta	GA
1261 Newspaper	Korea Times - Atlanta	Asian: Korean	Korean	Atlanta	GA
1262 Newspaper	Atlanta Journal-Constitution	Asian: Chinese	Traditional Chinese	Atlanta	GA
1263 Outdoor	Chil Marketing & Promotion Group (Outdoor, In Store)	Asian: Korean	Korean	Atlanta	GA
1264 Radio	JBC Radio Atlanta / WBBC 1310 AM	Asian: Korean	Korean	Atlanta	GA
1265 Radio	Radio Korea Atlanta / WBBC 1042 AM	Asian: Korean	Korean	Atlanta	GA
1266 Radio	Radio Korea Atlanta / WBBC 1042 AM	Asian: Vietnamese	Vietnamese	Atlanta	GA
1267 Radio	Radio TH1 / 95 FM SCA	Asian: Vietnamese	Vietnamese	Atlanta	GA
1268 Magazine	Mach Song Monthly	Asian: Vietnamese	Vietnamese	Atlanta	GA
1269 Newspaper	Atlanta Journal-Constitution	Hispanic	Spanish	Atlanta	GA
1270 Newspaper	La Vision - GA	Hispanic	Spanish	Atlanta	GA
1271 Newspaper	El Nuevo Georgia (Formerly - Georgia Latino News - La Voz del Pueblo)	Hispanic	Spanish	Atlanta	GA
1272 Newspaper	Atlanta Latino	Hispanic	Spanish	Atlanta	GA
1273 Newspaper	Atlanta Latino	Hispanic	Spanish	Atlanta	GA
1274 Newspaper	Estadio	Hispanic	Spanish	Atlanta	GA
1275 Newspaper	La Voz de Dalton	Hispanic	Spanish	Atlanta	GA
1276 Radio	WYAF-FM	Hispanic	Spanish	Atlanta	GA
1277 Radio	WBZ-FM	Hispanic	Spanish	Atlanta	GA
1278 Radio	WLKQH/WHSYFM	Hispanic	Spanish	Atlanta	GA
1279 Radio	WFLQAM	Hispanic	Spanish	Atlanta	GA
1280 Radio	WYAF-FM	Hispanic	Spanish	Atlanta	GA
1281 Television	TV Dominicana	Hispanic	Spanish	Atlanta	GA
1282 Newspaper	La Voz Latina	Hispanic	Spanish	Atlanta	GA
1283 Newspaper	Atlanta Journal-Constitution	Hispanic	Spanish	Atlanta	GA
1284 Outdoor	Gas Station TV	Diverse: Mass	English	Savannah	GA
1285 NASCAR	Rough Ferway Racing	Diverse: Mass	English	Atlanta	GA
1286 Newspaper	Atlanta Journal-Constitution	Diverse: Mass	English	Atlanta	GA
1287 Radio	Gas Station TV	Diverse: Mass	English	Atlanta	GA
1288 Radio	WSPN-FM	Diverse: Mass	English	Atlanta	GA
1289 Radio	WYAF-FM	Diverse: Mass	English	Atlanta	GA
1290 Radio	WYAF-FM	Diverse: Mass	English	Atlanta	GA
1291 Radio	WZZZ-FM	Diverse: Mass	English	Atlanta	GA
1292 Television	WJXA	Diverse: Mass	English	Atlanta	GA
1293 Outdoor	Bus Line Media (Bus Interior Cuts)	Diverse: Mass	English	Atlanta	GA
1294 Outdoor	Bus Line Media (Bus Interior Cuts)	Diverse: Mass	English	Atlanta	GA
1295 Outdoor	CBS Outdoor	Diverse: Mass	English	Atlanta	GA
1296 Outdoor	CBS Outdoor	Diverse: Mass	English	Atlanta	GA
1297 Outdoor	Comcast	Diverse: Mass	English	Atlanta	GA
1298 Outdoor	Comcast	Diverse: Mass	English	Atlanta	GA
1299 Outdoor	Gas Station TV	Diverse: Mass	English	Atlanta	GA
1300 Outdoor	Gas Station TV	Diverse: Mass	English	Atlanta	GA
1301 Outdoor	Gas Station TV	Diverse: Mass	English	Atlanta	GA
1302 Outdoor	Gas Station TV	Diverse: Mass	English	Atlanta	GA
1303 Outdoor	Bus Line Media (Bus Interior Cuts)	Diverse: Mass	English	Atlanta	GA
1304 Newspaper	Mobile Advertiser News	Diverse: Mass	English	Atlanta	GA
1305 Newspaper	Mobile Advertiser News	Diverse: Mass	English	Atlanta	GA
1306 Newspaper	Hondait Advertiser	NMFI	English	Hondait	HI
1307 Newspaper	Kaunalea	NMFI	English	Hondait	HI
1308 Newspaper	Mediacast Dispatch	NMFI	English	Hondait	HI

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Media	Vendor Name	Audience	Language	Market	State
1309 Newspaper	Ka Ala Kai	NHPI	English	Honolulu	HI
1310 Newspaper	North Shore News	NHPI	English	Honolulu	HI
1311 Newspaper	Higashi Hawaii	NHPI	English	Honolulu	HI
1312 Newspaper	Hawai Tribune Herald	NHPI	English	Honolulu	HI
1313 Newspaper	Hawai Catholic Herald	NHPI	English	Honolulu	HI
1314 Newspaper	Ka Leo Hawaii	NHPI	English	Honolulu	HI
1315 Newspaper	Maui Weekly	NHPI	English	Honolulu	HI
1316 Newspaper	Lahaina News	NHPI	English	Honolulu	HI
1317 Newspaper	Maui Times Weekly	NHPI	English	Honolulu	HI
1318 Newspaper	Central Maui News	NHPI	English	Honolulu	HI
1319 Newspaper	North Hawaii News	NHPI	English	Honolulu	HI
1320 Newspaper	APA News & Review	NHPI	English	Honolulu	HI
1321 Newspaper	Honolulu Star Bulletin	NHPI	English	Honolulu	HI
1322 Newspaper	Honolulu Star Weekly	NHPI	English	Honolulu	HI
1323 Newspaper	Maui Weekly	NHPI	English	Honolulu	HI
1324 Newspaper	Maui Bulletin	NHPI	English	Honolulu	HI
1325 Newspaper	Maui News	NHPI	English	Honolulu	HI
1326 Newspaper	Public Business News	NHPI	English	Honolulu	HI
1327 Newspaper	Honolulu Advertiser	NHPI	English	Honolulu	HI
1328 Newspaper	Kiwiweek	NHPI	English	Honolulu	HI
1329 Newspaper	Kiwi	NHPI	English	Honolulu	HI
1330 Television	KGMB	NHPI	English	Honolulu	HI
1331 Television	KHNL	NHPI	English	Honolulu	HI
1332 Television	KHVE	NHPI	English	Honolulu	HI
1333 Television	KTVL	NHPI	English	Honolulu	HI
1334 Magazine	Hawai Sun Diver	NHPI	English	Honolulu	HI
1335 Magazine	The Magazine of Maui	NHPI	English	Honolulu	HI
1336 Magazine	Honolulu Magazine	NHPI	English	Honolulu	HI
1337 Television	KBF D TV	NHPI	English	Honolulu	HI
1338 Television	Fisiparkel Communications Int (NHN, NKU)	Asian: Korean	Japanese	Honolulu	HI
1339 Television	Korea TV	Asian: Korean	Japanese	Honolulu	HI
1340 Magazine	Ko'Ko'ko Magazine	Asian: Chinese	Traditional Chinese	Honolulu	HI
1341 Newspaper	Sing Tao Daily News - Satellite HI	Asian: Chinese	Traditional Chinese	Honolulu	HI
1342 Newspaper	World Journal - SF - Satellite Hawaii/Portland	Asian: Chinese	Traditional Chinese	Honolulu	HI
1343 Newspaper	Korea Journal - Seoul	Asian: Korean	Traditional Chinese	Honolulu	HI
1344 Newspaper	FM-Am Courier	Asian: Filipino	Tagalog	Honolulu	HI
1345 Newspaper	Hawai Filipino Chronicle	Asian: Filipino	Tagalog	Honolulu	HI
1346 Newspaper	Hawai Pacific Press	Asian: Japanese	Japanese	Honolulu	HI
1347 Newspaper	Hawai Hechi	Asian: Japanese	Japanese	Honolulu	HI
1348 Newspaper	Hawai Pacific Press	Asian: Japanese	Japanese	Honolulu	HI
1349 Newspaper	Japanese Daily Sun (Maui Sun) Hawaii	Asian: Japanese	Japanese	Honolulu	HI
1350 Newspaper	Japanese Daily Sun (Honolulu) Hawaii	Asian: Japanese	Japanese	Honolulu	HI
1351 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Filipino	Traditional Chinese	Honolulu	HI
1352 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Japanese	Traditional Chinese	Honolulu	HI
1353 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Japanese	Japanese	Honolulu	HI
1354 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Japanese	Japanese	Honolulu	HI
1355 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Japanese	Japanese	Honolulu	HI
1356 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Japanese	Japanese	Honolulu	HI
1357 Radio	KOOL Radio - 1270 AM	Asian: Japanese	Japanese	Honolulu	HI
1358 Radio	KOOL Radio - 1270 AM	Asian: Japanese	Japanese	Honolulu	HI
1359 Radio	KOOL Radio - 1270 AM	Asian: Japanese	Japanese	Honolulu	HI
1360 Radio	KOOL Radio - 1270 AM	Asian: Japanese	Japanese	Honolulu	HI
1361 Radio	KOOL Radio - 1270 AM	Asian: Japanese	Japanese	Honolulu	HI
1362 Television	NKUU	Asian: Chinese	Mandarin	Honolulu	HI
1363 Television	NKUU	Asian: Chinese	Mandarin	Honolulu	HI
1364 Television	NKUU	Asian: Chinese	Mandarin	Honolulu	HI
1365 Television	NKUU	Asian: Chinese	Mandarin	Honolulu	HI
1366 Newspaper	Hawai Chinese News	Asian: Chinese	Traditional Chinese	Honolulu	HI
1367 Newspaper	Kona Daily - Hawai	Asian: Korean	Korean	Honolulu	HI
1368 Newspaper	Kona Daily - Hawai	Asian: Korean	Korean	Honolulu	HI
1369 Radio	KNDI Radio - 1270 AM	Asian: Chinese	Mandarin	Honolulu	HI
1370 Radio	KNDI Radio - 1270 AM	Asian: Chinese	Mandarin	Honolulu	HI
1371 Radio	KNDI Radio - 1270 AM	Asian: Chinese	Mandarin	Honolulu	HI
1372 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1373 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1374 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1375 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1376 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1377 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1378 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1379 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1380 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1381 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1382 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1383 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1384 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1385 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1386 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1387 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1388 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1389 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1390 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1391 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1392 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1393 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1394 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1395 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1396 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1397 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1398 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1399 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA
1400 Newspaper	Bus Line Media (Bus Interior Cards)	Diverse Mass	Spanish	Des Moines-Ames	IA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
1378 Outdoor	Blu Line Media (Bus Interior Cards)	Diverse Mass	English	Dur	IA
1379 Outdoor	Blu Line Media (Bus Interior Cards)	Diverse Mass	English	Dur	IA
1380 Newspaper	Blues News	Diverse Mass	English	Dur	IA
1381 Newspaper	Idaho Falls	Hispanic	Spanish	Idaho Falls-Pocatello (Idaho)	ID
1382 Newspaper	Mirada Magazine	Hispanic	Spanish	Idaho Falls-Pocatello (Idaho)	ID
1383 Outdoor	Blu Line Media (Bus Interior Cards)	Diverse Mass	English	Dur	IA
1384 Outdoor	Blu Line Media (Bus Interior Cards)	Diverse Mass	English	Dur	IA
1385 Radio	WZEV 1450 AM	Emerging	Arabic	Chicago	IL
1386 Newspaper	Arab Horizon	Emerging	Arabic	Chicago	IL
1387 Newspaper	National Magazine	Emerging	Arabic	Chicago	IL
1388 Radio	Polskie Radio	Emerging	Polish	Chicago	IL
1389 Radio	WZEV 1450 AM	Emerging	Polish	Chicago	IL
1390 Radio	WZEV 1450 AM	Emerging	Polish	Chicago	IL
1391 Radio	WZEV 1450 AM	Emerging	Polish	Chicago	IL
1392 Newspaper	Dziennik Zwiazkowy	Emerging	Polish	Chicago	IL
1393 Newspaper	Kurier Codzienny	Emerging	Polish	Chicago	IL
1394 Newspaper	Clear Channel	Emerging	Polish	Chicago	IL
1395 Outdoor	7 Days	Emerging	Russian	Chicago	IL
1396 Newspaper	Pravda in Chicago	Emerging	Russian	Chicago	IL
1397 Newspaper	Pravda in Chicago	Emerging	Russian	Chicago	IL
1398 Newspaper	Pravda in Chicago	Emerging	Russian	Chicago	IL
1399 Radio	WPNM 1490 AM	Emerging	Ukrainian	Chicago	IL
1400 Newspaper	Chas i Pust	Emerging	Ukrainian	Chicago	IL
1401 Newspaper	Chas i Pust	Emerging	Ukrainian	Chicago	IL
1402 Newspaper	Ukrainski Slovo	Emerging	Ukrainian	Chicago	IL
1403 Newspaper	Youth Connection	Emerging	Ukrainian	Chicago	IL
1404 Newspaper	Pravda in Chicago	Emerging	Ukrainian	Chicago	IL
1405 Magazine	German World	Emerging	German	Chicago	IL
1406 Newspaper	Norddeutsche Wochen-Post	Emerging	German	Chicago	IL
1407 Newspaper	Fa No	Emerging	German	Chicago	IL
1408 Newspaper	Clear Channel	Emerging	German	Chicago	IL
1409 Outdoor	Clear Channel Outdoor	Emerging	German	Chicago	IL
1410 Outdoor	Mobile Media USA	Emerging	German	Chicago	IL
1411 Television	WFLD-TV	Black, African American	English	Chicago	IL
1412 Television	WFLD-TV	Black, African American	English	Chicago	IL
1413 Television	WFLD-TV	Black, African American	English	Chicago	IL
1414 Television	WMAQ-NBC	Black, African American	English	Chicago	IL
1415 Television	WMAQ-NBC	Black, African American	English	Chicago	IL
1416 Television	Chicago Interconnect Local Cable	Black, African American	English	Chicago	IL
1417 Radio	WVAZ-FM	Black, African American	English	Chicago	IL
1418 Radio	WVAZ-FM	Black, African American	English	Chicago	IL
1419 Radio	WVAZ-FM	Black, African American	English	Chicago	IL
1420 Radio	WSRE-FM	Black, African American	English	Chicago	IL
1421 Radio	WDRB-AM	Black, African American	English	Chicago	IL
1422 Radio	WDRB-AM	Black, African American	English	Chicago	IL
1423 Newspaper	Chicago Defender	Black, African American	English	Chicago	IL
1424 Newspaper	Chicago Citizen - Southeast	Black, African American	English	Chicago	IL
1425 Newspaper	Chicago Citizen - West Group	Black, African American	English	Chicago	IL
1426 Newspaper	Chicago Citizen - West Group	Black, African American	English	Chicago	IL
1427 Newspaper	Windy City World	Black, African American	English	Chicago	IL
1428 Newspaper	North Lawndale Community News	Black, African American	English	Chicago	IL
1429 Newspaper	Chicago Interconnect Local Cable	Black, African American	English	Chicago	IL
1430 Television	KTID-TV-Chicago	Asian, Chinese	English	Chicago	IL
1431 Television	WPST-TV-Ch. 48	Asian, Chinese	English	Chicago	IL
1432 Television	WYV-TV-Ch.11	Asian, Chinese	English	Chicago	IL
1433 Television	WYV-TV-Ch.11	Asian, Chinese	English	Chicago	IL
1434 Television	ASC TV	Asian, Korean	English	Chicago	IL
1435 Magazine	Beauty Times	Asian, Indian	Hindi, English	Chicago	IL
1436 Magazine	Beauty Times	Asian, Indian	Hindi, English	Chicago	IL
1437 Newspaper	Chicago Chinese News	Traditional Chinese	Traditional Chinese	Chicago	IL
1438 Newspaper	China Journal Chicago	Traditional Chinese	Traditional Chinese	Chicago	IL
1439 Newspaper	China Journal Chicago	Traditional Chinese	Traditional Chinese	Chicago	IL
1440 Newspaper	China Star Weekly	Traditional Chinese	Traditional Chinese	Chicago	IL
1441 Newspaper	Sing Tao Daily News - Estam	Traditional Chinese	Traditional Chinese	Chicago	IL
1442 Newspaper	World Journal - Chicago	Traditional Chinese	Traditional Chinese	Chicago	IL
1443 Newspaper	World Journal - Chicago	Traditional Chinese	Traditional Chinese	Chicago	IL
1444 Newspaper	Korea Times - Chicago	Korean	Korean	Chicago	IL
1445 Newspaper	Kyochon Shimpoo	Korean	Korean	Chicago	IL
1446 Newspaper	Chicago Shimpoo	Japanese	Japanese	Chicago	IL

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Line	Medium	Vendor Name	Audience	Language	Market	State
1447	Newspaper	Deen Talk - Chicago	Asian: Asian Indian	Hindi/Hinglish	Chicago	IL
1448	Newspaper	Hindi Talk - Chicago	Asian: Asian Indian	Hindi/Hinglish	Chicago	IL
1449	Newspaper	India Tribune	Asian: Asian Indian	Hindi/Hinglish	Chicago	IL
1450	Newspaper	India Tribune	Asian: Asian Indian	Hindi/Hinglish	Chicago	IL
1451	Radio	Chicago Radio Korea WKTA 1320 AM	Asian: Korean	Korean	Chicago	IL
1452	Radio	Hundred Radio	Asian: Asian Indian	Indo/Hinglish	Chicago	IL
1453	Radio	Hundred Radio	Asian: Pakistani	Urdu	Chicago	IL
1454	Radio	Hundred Radio	Asian: Pakistani	Urdu	Chicago	IL
1455	Magazine	Pakistan Times Magazine	Asian: Pakistani	Urdu	Chicago	IL
1456	Newspaper	Pakistan Times Magazine	Asian: Pakistani	Urdu	Chicago	IL
1457	Newspaper	Pakistan Times Magazine	Asian: Pakistani	Urdu	Chicago	IL
1458	Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Asian Indian	Traditional Chinese	Chicago	IL
1459	Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Asian Indian	Hindi/Hinglish/English	Chicago	IL
1460	Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Korean	Korean	Chicago	IL
1461	Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Pakistani	Urdu	Chicago	IL
1462	Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Pakistani	Urdu	Chicago	IL
1463	Outdoor	CBS Outdoor	Asian: Asian Indian	Hindi/Hinglish/English	Chicago	IL
1464	Outdoor	CBS Outdoor	Asian: Asian Indian	Hindi/Hinglish/English	Chicago	IL
1465	Outdoor	CBS Outdoor	Asian: Asian Indian	Hindi/Hinglish/English	Chicago	IL
1466	Newspaper	La Prensa de Chicago	Hispanic	Spanish	Chicago	IL
1467	Newspaper	El Imparcial	Hispanic	Spanish	Chicago	IL
1468	Newspaper	Nuevo Siglo	Hispanic	Spanish	Chicago	IL
1469	Newspaper	Nuevo Siglo	Hispanic	Spanish	Chicago	IL
1470	Newspaper	Chicago Cubano	Hispanic	Spanish	Chicago	IL
1471	Newspaper	El Burn Doorn Magazine	Hispanic	Spanish	Chicago	IL
1472	Newspaper	El Dia - Latino American Magazine	Hispanic	Spanish	Chicago	IL
1473	Newspaper	El Dia - Latino American Magazine	Hispanic	Spanish	Chicago	IL
1474	Newspaper	Hay Chicago (Formerly Estia)	Hispanic	Spanish	Chicago	IL
1475	Newspaper	El Dia - Latino American Magazine	Hispanic	Spanish	Chicago	IL
1476	Newspaper	Extra - Two Languages Una Voz	Hispanic	Spanish	Chicago	IL
1477	Newspaper	La Raza	Hispanic	Spanish	Chicago	IL
1478	Newspaper	Latin America Newspaper	Hispanic	Spanish	Chicago	IL
1479	Newspaper	El Comercio	Hispanic	Spanish	Chicago	IL
1480	Newspaper	Chicago Deportivo	Hispanic	Spanish	Chicago	IL
1481	Newspaper	Lavadele Group News	Hispanic	Spanish	Chicago	IL
1482	Newspaper	El Comercio de la Noticias - IL	Hispanic	Spanish	Chicago	IL
1483	Newspaper	Radios	Hispanic	Spanish	Chicago	IL
1484	Radio	WCCOAM	Hispanic	Spanish	Chicago	IL
1485	Radio	WFLY-FM	Hispanic	Spanish	Chicago	IL
1486	Radio	WLUJ-FM	Hispanic	Spanish	Chicago	IL
1487	Radio	WJOL-FM	Hispanic	Spanish	Chicago	IL
1488	Radio	WPNR-FM	Hispanic	Spanish	Chicago	IL
1489	Radio	WYLL-FM	Hispanic	Spanish	Chicago	IL
1490	Television	WCHV-TV	Hispanic	Spanish	Chicago	IL
1491	Television	WGBQ-TV	Hispanic	Spanish	Chicago	IL
1492	Television	WNSN-TV	Hispanic	Spanish	Chicago	IL
1493	Television	WUAB-TV	Hispanic	Spanish	Chicago	IL
1494	Television	WFTT-TV	Hispanic	Spanish	Chicago	IL
1495	Television	Evaviva	Hispanic	Spanish	Chicago	IL
1496	Television	TV5	Hispanic	Spanish	Chicago	IL
1497	Television	TV5	Hispanic	Spanish	Chicago	IL
1498	Television	Parsons	Hispanic	Spanish	Chicago	IL
1499	Outdoor	Ad Mirabile	Hispanic	Spanish	Chicago	IL
1500	Outdoor	Ad Mirabile	Hispanic	Spanish	Chicago	IL
1501	Outdoor	Ad Mirabile	Hispanic	Spanish	Chicago	IL
1502	Outdoor	Brite Media Group	Hispanic	Spanish	Chicago	IL
1503	Outdoor	National Mobile Billboards	Hispanic	Spanish	Chicago	IL
1504	Outdoor	National Mobile Billboards	Hispanic	Spanish	Chicago	IL
1505	Outdoor	National Mobile Billboards	Hispanic	Spanish	Chicago	IL
1506	Outdoor	Carriels	Hispanic	Spanish	Chicago	IL
1507	Outdoor	Carriels	Hispanic	Spanish	Chicago	IL
1508	Outdoor	Carriels	Hispanic	Spanish	Chicago	IL
1509	Newspaper	Chicago Tribune	Diverse: Mass	English	Chicago	IL
1510	Newspaper	New Crusader Group	Diverse: Mass	English	Chicago	IL
1511	Newspaper	New Crusader Group	Diverse: Mass	English	Chicago	IL
1512	Newspaper	South Suburban Standard	Diverse: Mass	English	Chicago	IL
1513	Radio	WUPV-FM	Diverse: Mass	English	Chicago	IL
1514	Radio	WLPV-FM	Diverse: Mass	English	Chicago	IL

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Media	Vendor Name	Audience	Language	Market	State
1515 Radio	WLSM-FM	Diverse Mass	English	Chicago	IL
1516 Television	WLS	Diverse Mass	English	Chicago	IL
1517 Radio	WLSM-FM	Diverse Mass	English	Chicago	IL
1518 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1519 Outdoor	CBS Outdoor	Diverse Mass	English	Chicago	IL
1520 Outdoor	Clear Channel	Diverse Mass	English	Chicago	IL
1521 Outdoor	City Channel	Diverse Mass	English	Chicago	IL
1522 Outdoor	Trips	Diverse Mass	English	Chicago	IL
1523 Outdoor	Trips	Diverse Mass	English	Chicago	IL
1524 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1525 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1526 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1527 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1528 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1529 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1530 Magazine	Via Times	Asian; Filipino	Tagalog	Chicago	IL
1531 Magazine	Jarman International Magazine	Emerging	Creole	Chicago	IL
1532 Newspaper	Indianapolis Recorder	Black; African American	Traditional Chinese	Indianapolis	IN
1533 Newspaper	Duo We Times-IN	Asian; Chinese	English	Indianapolis	IN
1534 Newspaper	Indianapolis Recorder	Black; African American	English	Indianapolis	IN
1535 Newspaper	Indianapolis Recorder	Hispanic	Spanish	Indianapolis	IN
1536 Newspaper	El Pueblo	Hispanic	Spanish	Indianapolis	IN
1537 Newspaper	Senior Life	Diverse Mass	English	Chicago	IL
1538 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1539 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1540 Outdoor	Van Wagner	Diverse Mass	English	Chicago	IL
1541 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1542 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1543 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1544 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Chicago	IL
1545 Newspaper	La Voz Hispana Today	Hispanic	Spanish	Indianapolis	IN
1546 Outdoor	High Octane Media	Asian	English	Indianapolis	IN
1547 Outdoor	High Octane Media	Asian	English	Indianapolis	IN
1548 Radio	Radio TNT	Asian; Vietnamese	Vietnamese	New York	NY
1549 Newspaper	Capitol Bilingual Kansas Newspapers	Hispanic	Spanish	Kansas City	KS
1550 Newspaper	Capitol Bilingual Kansas Newspapers	Hispanic	Spanish	Kansas City	KS
1551 Newspaper	Capitol Bilingual Kansas Newspapers	Hispanic	Spanish	Kansas City	KS
1552 Newspaper	Topika Capital-Journal	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1553 Newspaper	Topika Metro News	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1554 Newspaper	Topika Metro News	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1555 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1556 Newspaper	Wichita Eagle	Diverse Mass	English	Wichita Falls & Lawton	KS
1557 Newspaper	Wichita Eagle	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1558 Newspaper	Wichita Eagle	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1559 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1560 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1561 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1562 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1563 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1564 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1565 Radio	WEMM-FM	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1566 Radio	WEMM-FM	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1567 Radio	WEMM-FM	Diverse Mass	English	Wichita-Hutchinson Plus	KS
1568 Newspaper	The Baton Rouge Weekly Press	Black; African American	English	Louisville	KY
1569 Newspaper	The Baton Rouge Weekly Press	Black; African American	English	Louisville	KY
1570 Outdoor	CBS Outdoor	Black; African American	English	Louisville	KY
1571 Television	WGNQ-JBC	Black; African American	English	Louisville	KY
1572 Television	WGNQ-JBC	Black; African American	English	Louisville	KY
1573 Television	WOL-OW	Black; African American	English	Louisville	KY
1574 Television	WUE-FOX	Black; African American	English	Louisville	KY
1575 Television	WUE-FOX	Black; African American	English	Louisville	KY
1576 Television	WUPJ-APN	Black; African American	English	Louisville	KY
1577 Television	New Orleans Local Cable	Black; African American	English	Louisville	KY
1578 Television	New Orleans Local Cable	Black; African American	English	Louisville	KY
1579 Television	New Orleans Local Cable	Black; African American	English	Louisville	KY
1580 Radio	WYLD-FM	Black; African American	English	Louisville	KY
1581 Radio	RIMEZ-FM	Black; African American	English	Louisville	KY
1582 Newspaper	Hilling Out - New Orleans	Black; African American	English	Louisville	KY

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
1652 Radio	WESX-AM	Portuguese	Portuguese	Boston (Manchester)	MA
1653 Radio	WJDA-AM	Portuguese	Portuguese	Boston (Manchester)	MA
1654 Radio	WJLA-AM	Portuguese	Portuguese	Boston (Manchester)	MA
1655 Newspaper	Star Pape Magazine	Portuguese	Portuguese	Boston (Manchester)	MA
1656 Newspaper	Brazilian Times "1"	Portuguese	Portuguese	Boston (Manchester)	MA
1657 Newspaper	Cape Verdean News	Portuguese	Portuguese	Boston (Manchester)	MA
1658 Newspaper	Journal de Noticias	Portuguese	Portuguese	Boston (Manchester)	MA
1659 Newspaper	Journal Dos Sports	Portuguese	Portuguese	Boston (Manchester)	MA
1660 Newspaper	Journal de Noticias	Portuguese	Portuguese	Boston (Manchester)	MA
1661 Newspaper	Journal de Noticias	Portuguese	Portuguese	Boston (Manchester)	MA
1662 Newspaper	Journal de Noticias	Portuguese	Portuguese	Boston (Manchester)	MA
1663 Newspaper	Portuguese Times	Portuguese	Portuguese	Boston (Manchester)	MA
1664 Outdoor	Target Specific Media (One-Sheets)	Portuguese	Portuguese	Boston (Manchester)	MA
1665 Radio	WJLA-AM	Portuguese	Portuguese	Boston (Manchester)	MA
1666 Radio	WJRC-AM	Portuguese	Portuguese	Boston (Manchester)	MA
1667 Newspaper	Boston Globe	Diverse Mass	English	Boston (Manchester)	MA
1668 Newspaper	Boston Herald	Diverse Mass	English	Boston (Manchester)	MA
1669 Newspaper	Boston Post	Diverse Mass	English	Boston (Manchester)	MA
1670 Newspaper	Evening Independent	Diverse Mass	English	Boston (Manchester)	MA
1671 Newspaper	Irish Emigrant - Irish	Diverse Mass	English	Boston (Manchester)	MA
1672 Newspaper	Irish Emigrant - Irish	Diverse Mass	English	Boston (Manchester)	MA
1673 Newspaper	Salem Gazette	Diverse Mass	English	Boston (Manchester)	MA
1674 Outdoor	CBS Outdoor	Diverse Mass	English	Boston (Manchester)	MA
1675 Outdoor	J.C. Donnell	Diverse Mass	English	Boston (Manchester)	MA
1676 Outdoor	J.C. Donnell	Diverse Mass	English	Boston (Manchester)	MA
1677 Outdoor	Titan	Diverse Mass	English	Boston (Manchester)	MA
1678 Outdoor	Titan	Diverse Mass	English	Boston (Manchester)	MA
1679 Outdoor	Titan	Diverse Mass	English	Boston (Manchester)	MA
1680 Radio	WMAK-FM	Diverse Mass	English	Boston (Manchester)	MA
1681 Radio	WZLX-FM	Diverse Mass	English	Boston (Manchester)	MA
1682 Radio	WZLX-FM	Diverse Mass	English	Boston (Manchester)	MA
1683 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Boston (Manchester)	MA
1684 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Boston (Manchester)	MA
1685 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Boston (Manchester)	MA
1686 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Boston (Manchester)	MA
1687 Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Boston (Manchester)	MA
1688 Newspaper	World Journal - Eastern edition	Asian - Chinese	Traditional Chinese	Springfield-Holyoke	MA
1689 Newspaper	World Journal - Eastern edition	Asian - Chinese	Traditional Chinese	Springfield-Holyoke	MA
1690 Newspaper	The National Herald	Greek	Greek	Boston (Manchester)	MA
1691 Radio	Hellenic Public Radio	Greek	Greek	Boston (Manchester)	MA
1692 Outdoor	WMAZ-AM	Black - African American	English	Baltimore	MD
1693 Outdoor	WMAZ-AM	Black - African American	English	Baltimore	MD
1694 Television	WJZ-CBS	Black - African American	English	Baltimore	MD
1695 Television	WJZ-CBS	Black - African American	English	Baltimore	MD
1696 Television	WJZ-CBS	Black - African American	English	Baltimore	MD
1697 Television	WBAI-ABC	Black - African American	English	Baltimore	MD
1698 Television	Baltimore Interconnect Local Cable	Black - African American	English	Baltimore	MD
1699 Radio	WYPR-FM	Black - African American	English	Baltimore	MD
1700 Radio	WYPR-FM	Black - African American	English	Baltimore	MD
1701 Radio	WYPR-FM	Black - African American	English	Baltimore	MD
1702 Radio	WYPR-FM	Black - African American	English	Baltimore	MD
1703 Radio	WYPR-FM	Black - African American	English	Baltimore	MD
1704 Newspaper	Rolling Out - Baltimore	Black - African American	English	Baltimore	MD
1705 Newspaper	Afro American	Black - African American	English	Baltimore	MD
1706 Magazine	Green Monitor	Asian - Vietnamese	Vietnamese	Maryland	MD
1707 Newspaper	Green Monitor	Asian - Vietnamese	Vietnamese	Maryland	MD
1708 Newspaper	Hon Them Don Vet Bao	Asian - Vietnamese	Vietnamese	Maryland	MD
1709 Newspaper	The Mao - Phu Nu Mo	Asian - Vietnamese	Vietnamese	Maryland	MD
1710 Newspaper	The Mao - Phu Nu Mo	Asian - Vietnamese	Vietnamese	Maryland	MD
1711 Newspaper	Mulan Link	Hispanic	Spanish	Maryland	MD
1712 Newspaper	Lain Opinion	Diverse Mass	English	Baltimore	MD
1713 Television	WJZ-CBS	Diverse Mass	English	Baltimore	MD
1714 Newspaper	Baltimore Sun	Diverse Mass	English	Baltimore	MD
1715 Newspaper	Baltimore Sun	Diverse Mass	English	Baltimore	MD
1716 Newspaper	Maryland Posttowner	Diverse Mass	English	Baltimore	MD
1717 Newspaper	Maryland Posttowner	Diverse Mass	English	Baltimore	MD
1718 Radio	WULF-FM	Diverse Mass	English	Baltimore	MD
1719 Radio	WCSR-FM	Diverse Mass	English	Baltimore	MD
1720 Radio	WYPR-FM	Diverse Mass	English	Baltimore	MD

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Line #	Medium	Vendor Name	Audience	Language	Market	State
1721	Television	WBAL	Diverse Mass	English	Baltimore	MD
1722	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Baltimore	MD
1723	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Baltimore	MD
1724	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Baltimore	MD
1725	Outdoor	Clear Channel	Diverse Mass	English	Baltimore	MD
1726	Outdoor	Clear Channel	Diverse Mass	English	Baltimore	MD
1727	Outdoor	Clear Channel	Diverse Mass	English	Baltimore	MD
1728	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Washington, DC (Hagstrom)	MD
1729	Newspaper	Bay Mills News	Diverse Mass	English	Grand Rapids-Kalamazoo-E.Cik	MI
1730	Newspaper	Bay Mills News	Diverse Mass	English	Grand Rapids-Kalamazoo-E.Cik	MI
1731	Newspaper	Grand Traverse Band News	AIAN	English	Grand Rapids-Kalamazoo-E.Cik	MI
1732	Newspaper	Sault Tribe News	AIAN	English	Traverse City-Cadillac	MI
1733	Radio	WZZM 690AM	Emerging	Arabic	Detroit	MI
1734	Radio	WZZM 690AM	Emerging	Arabic	Detroit	MI
1735	Newspaper	Michigan Arab Times	Emerging	Arabic	Detroit	MI
1736	Newspaper	Michigan Arab Times	Emerging	Arabic	Detroit	MI
1737	Newspaper	Michigan Arab Times	Emerging	Arabic	Detroit	MI
1738	Radio	CBS Outdoors	Emerging	Arabic	Detroit	MI
1739	Radio	WZZM 690 AM	Emerging	Arabic	Detroit	MI
1740	Newspaper	Days In Detroit	Emerging	Arabic	Detroit	MI
1741	Newspaper	Our Home Minnesota	Emerging	Russian	Michigan	MI
1742	Newspaper	Our Home Minnesota	Emerging	Russian	Michigan	MI
1743	Radio	WZZM 690/850 AM	Emerging	Ukrainian	Detroit	MI
1744	Radio	WZZM 690/850 AM	Emerging	Ukrainian	Detroit	MI
1745	Newspaper	Niedermueller's Wochen-Post	German	German	Michigan	MI
1746	Newspaper	The National Herald	Greek	Greek	Detroit	MI
1747	Radio	Michigan Public Radio	Stack	Greek	Detroit	MI
1748	Radio	Michigan Public Radio	Stack	Greek	Detroit	MI
1749	Television	WYYZ-ABC	Black/African American	English	Detroit	MI
1750	Television	WYYZ-ABC	Black/African American	English	Detroit	MI
1751	Television	WYYZ-ABC	Black/African American	English	Detroit	MI
1752	Television	WJBC-FOX	Black/African American	English	Detroit	MI
1753	Television	WDIV-ABC	Black/African American	English	Detroit	MI
1754	Television	WDIV-ABC	Black/African American	English	Detroit	MI
1755	Television	WDIV-ABC	Black/African American	English	Detroit	MI
1756	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1757	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1758	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1759	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1760	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1761	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1762	Newspaper	Rolling Out Detroit	Black/African American	English	Detroit	MI
1763	Newspaper	Michigan Chronicle	Black/African American	English	Detroit	MI
1764	Newspaper	Michigan Citizen	Black/African American	English	Detroit	MI
1765	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1766	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1767	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1768	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1769	Radio	WJBC-FOX	Black/African American	English	Detroit	MI
1770	Newspaper	Mi Genie	Hispanic	Spanish	Detroit	MI
1771	Newspaper	Mi Genie	Hispanic	Spanish	Detroit	MI
1772	Newspaper	Mi Genie	Hispanic	Spanish	Detroit	MI
1773	Newspaper	La Voz (The Community Voice)	Hispanic	Spanish	Detroit	MI
1774	Newspaper	La Voz (The Community Voice)	Hispanic	Spanish	Detroit	MI
1775	Newspaper	La Voz (The Community Voice)	Hispanic	Spanish	Detroit	MI
1776	Newspaper	La Voz (The Community Voice)	Hispanic	Spanish	Detroit	MI
1777	Newspaper	La Voz (The Community Voice)	Hispanic	Spanish	Detroit	MI
1778	Newspaper	ADLANTE FORWARD(magazine)	Hispanic	Spanish	Detroit	MI
1779	Newspaper	ADLANTE FORWARD(magazine)	Hispanic	Spanish	Detroit	MI
1780	Newspaper	ADLANTE FORWARD(magazine)	Hispanic	Spanish	Detroit	MI
1781	Radio	WJBC-FOX	Diverse Mass	English	Detroit	MI
1782	Radio	WJBC-FOX	Diverse Mass	English	Detroit	MI
1783	Radio	WJBC-FOX	Diverse Mass	English	Detroit	MI
1784	Television	WDIV	Diverse Mass	English	Detroit	MI
1785	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Detroit	MI
1786	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Detroit	MI
1787	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Detroit	MI
1788	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Detroit	MI
1789	Outdoor	Bus Line Media (Bus Interior Cards)	Diverse Mass	English	Detroit	MI

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
1856 Outdoor	Bus Line Media (Bus Interior Cars)	Diverse Mass	English	Duluth-Superior	MN
1856 Newspaper	Mahonmen Pioneer	Diverse Mass	English	Farago-Valley City	MN
1856 Radio	WJMN-FM	Diverse Mass	English	Green Bay	WI
1862 Outdoor	Bus Line Media (Bus Interior Cars)	Diverse Mass	English	Green Bay Appleton	WI
1863 Newspaper	Longfellow/Neronics Messenger	Diverse Mass	English	Minneapolis-St. Paul	MN
1864 Newspaper	Minneapolis Hill & Lake Press	Diverse Mass	English	Minneapolis-St. Paul	MN
1866 Newspaper	Minneapolis Star Tribune	Diverse Mass	English	Minneapolis-St. Paul	MN
1867 Newspaper	Prior Lake American	Diverse Mass	English	Minneapolis-St. Paul	MN
1868 Newspaper	St. Cloud American Eagle	Diverse Mass	English	Minneapolis-St. Paul	MN
1869 Newspaper	Saint Paul Merchant	Diverse Mass	English	Minneapolis-St. Paul	MN
1870 Newspaper	Saint Paul Villager	Diverse Mass	English	Minneapolis-St. Paul	MN
1871 Newspaper	St. Cloud Valley Press/Forest Lake Times/Combo	Diverse Mass	English	Minneapolis-St. Paul	MN
1872 Newspaper	St. Cloud American Eagle	Diverse Mass	English	Minneapolis-St. Paul	MN
1873 Outdoor	Bus Line Media (Bus Interior Cars)	Diverse Mass	English	Minneapolis-St. Paul	MN
1874 Outdoor	Bus Line Media (Bus Interior Cars)	Diverse Mass	English	Minneapolis-St. Paul	MN
1875 Outdoor	Bus Line Media (Bus Interior Cars)	Diverse Mass	English	Minneapolis-St. Paul	MN
1876 Outdoor	CBS Outdoor	Diverse Mass	English	Minneapolis-St. Paul	MN
1877 Radio	WFLN-FM	Black, African American	English	St. Louis	MO
1878 Radio	KJLH-FM (Formerly Channel 9)	Black, African American	English	St. Louis	MO
1881 Radio	KSTL 90.9 AM	Black, African American	English	St. Louis	MO
1882 Radio	KTZ-AM 1600	Black, African American	English	St. Louis	MO
1883 Newspaper	East St. Louis Monitor	Black, African American	English	St. Louis	MO
1884 Newspaper	The St. Louis American	Black, African American	English	St. Louis	MO
1885 Newspaper	The St. Louis Argus	Black, African American	English	St. Louis	MO
1886 Newspaper	KRMZ-FM (Formerly 107.9)	Black, African American	English	St. Louis	MO
1887 Radio	VAB (Vietnam Vet Napoli) SCA FM 88.9	Asian, Vietnamese	Vietnamese	Kansas City	MO
1888 Newspaper	St. Louis Chinese American News	Asian, Chinese	Traditional Chinese	Missouri	MO
1889 Newspaper	St. Louis Chinese Journal	Asian, Chinese	Traditional Chinese	Missouri	MO
1890 Newspaper	MI Raza	Hispanic	Spanish	Kansas City	MO
1891 Newspaper	Kansas City Hispanic News	Hispanic	Spanish	Kansas City	MO
1892 Newspaper	El Mundo Latino	Hispanic	Spanish	St. Louis	MO
1893 Newspaper	Planet Latino	Hispanic	Spanish	St. Louis	MO
1894 Outdoor	Gas Station TV	Diverse Mass	English	Joplin-Pittsburg	MO
1895 Newspaper	Ink	Diverse Mass	English	Kansas City	MO
1896 Outdoor	Planet Latino	Diverse Mass	Spanish	Kansas City	MO
1897 Newspaper	Planet Latino	Diverse Mass	Spanish	Kansas City	MO
1898 Outdoor	Gas Station TV	Diverse Mass	English	Kansas City	MO
1899 Outdoor	Planet Latino	Diverse Mass	Spanish	Kansas City	MO
1900 Outdoor	Gas Station TV	Diverse Mass	English	Kansas City	MO
1901 Outdoor	Bus Line Media (Bus Interior Cars)	Diverse Mass	English	Kansas City	MO
1902 Outdoor	Gas Station TV	Diverse Mass	English	Kansas City	MO
1903 Outdoor	Gas Station TV	Diverse Mass	English	Kansas City	MO
1904 Newspaper	St. Louis Post Dispatch	Diverse Mass	English	Springfield, MO	MO
1905 Newspaper	Town And Country Suburban Journals	Diverse Mass	English	Springfield, MO	MO
1906 Newspaper	Woodward Times	Diverse Mass	English	Springfield, MO	MO
1907 Outdoor	CBS Outdoor	Diverse Mass	English	St. Louis	MO
1909 Radio	KYYE-FM	Diverse Mass	English	St. Louis	MO
1910 Radio	KYYE-FM	Diverse Mass	English	St. Louis	MO
1911 Television	KSDK	Diverse Mass	English	St. Louis	MO
1912 Outdoor	Bus Line Media (Bus Interior Cars)	Diverse Mass	English	St. Louis	MO
1913 Outdoor	Planet Latino	Diverse Mass	Spanish	St. Louis	MO
1914 Magazine	Juwan International Magazine	Emerging	French	Mississippi	MS
1915 Outdoor	Lamar, Inc.	Black, African American	English	Jackson, MS	MS
1916 Radio	WJMN-FM	Black, African American	English	Jackson, MS	MS
1918 Radio	WHLH-FM	Black, African American	English	Jackson, MS	MS
1919 Radio	WRBL-FM	Black, African American	English	Jackson, MS	MS
1920 Radio	WRBL-FM	Black, African American	English	Jackson, MS	MS
1921 Newspaper	Jackson Advocate	Black, African American	English	Jackson, MS	MS
1922 Newspaper	Jackson Free Press	Black, African American	English	Jackson, MS	MS
1923 Newspaper	The Mississippi Link	Black, African American	English	Jackson, MS	MS
1924 Newspaper	The Mississippi Link	Black, African American	English	Jackson, MS	MS
1925 Outdoor	Gas Station TV	Diverse Mass	English	Biloxi-Gulfport	MS
1926 Outdoor	Gas Station TV	Diverse Mass	English	Columbus-Tupelo-West Point	MS
1927 Outdoor	Gas Station TV	Diverse Mass	English	Hattiesburg-Laurel	MS

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Year	Medium	Vendor Name	Advertiser	Agency	Market	Language	State
1923	Newspaper	Yazoo Herald	Diverse Mass		Jackson, MS	English	MS
1929	Outdoor	Gas Station TV	Diverse Mass		Jackson, MS	English	MS
1930	Outdoor	Gas Station TV	Diverse Mass		Jackson, MS	English	MS
1931	Outdoor	Gas Station TV	Diverse Mass		Jackson, MS	English	MS
1932	Newspaper	Big Horn County News			Billings, MT	English	MT
1933	Newspaper	Acadobee Nations			Billings, MT	English	MT
1935	Television	KTVG			Billings, MT	English	MT
1936	Television	KULR			Billings, MT	English	MT
1937	Newspaper	Fort Belknap News			Great Falls, MT	English	MT
1938	Newspaper	Glacier Reporter			Great Falls, MT	English	MT
1940	Television	KRBE			Great Falls, MT	English	MT
1941	Television	KRBE			Great Falls, MT	English	MT
1942	Television	KBCF			Great Falls, MT	English	MT
1943	Newspaper	Char-Koona News			Missoula, MT	English	MT
1944	Television	Native Montana			Billings, MT	English	MT
1945	Television	BRESMAN			Billings, MT	English	MT
1946	Magazine	Native Montana			Montana, MT	English	MT
1947	Outdoor	Lamar			Billings, MT	English	MT
1949	Outdoor	Lamar			Billings, MT	English	MT
1950	Outdoor	Lamar			Billings, MT	English	MT
1952	Outdoor	Lamar			Billings, MT	English	MT
1953	Newspaper	Indian Country Today			Great Falls, MT	English	MT
1954	Newspaper	News From Indian Country			Great Falls, MT	English	MT
1955	Magazine	Trail College Journal			National	English	National
1956	Magazine	Winds of Change			National	English	National
1957	Magazine	Winds of Change			National	English	National
1958	Magazine	Whispering Wind			National	English	National
1959	Magazine	Whispering Wind			National	English	National
1959	Radio	Kohncac			National	English	National
1960	Radio	Kohncac			National	English	National
1961	Radio	Kohncac			National	English	National
1962	Digital	PAF Wear			National	English	National
1963	Digital	PAF Wear			National	English	National
1963	Digital	AIR			National	English	National
1964	Digital	KTUL.com			National	English	National
1965	Digital	KTUL.com			National	English	National
1966	Digital	KTUL.com			National	English	National
1967	Digital	Navajo Hogi Observer.com			National	English	National
1968	Digital	Navajo Times			National	English	National
1969	Digital	Navajo Times			National	English	National
1970	Digital	News From Indian Country.com			National	English	National
1971	Digital	News From Indian Country.com			National	English	National
1972	Digital	Arabianews.com			National	Arabic	National
1973	Digital	Arabianews.com			National	Arabic	National
1974	Digital	Arabianews.com			National	Arabic	National
1975	Digital	Arabianews.com			National	Arabic	National
1976	Digital	Arabianews.com			National	Arabic	National
1977	Digital	monocoboard.com			National	Arabic	National
1978	Digital	monocoboard.com			National	Arabic	National
1979	Digital	monocoboard.com			National	Arabic	National
1980	Digital	Wafin.com			National	Arabic	National
1981	Digital	Wafin.com			National	Arabic	National
1982	Newspaper	Armenian			National	Arabic	National
1983	Newspaper	Armenian			National	Arabic	National
1984	Television	A1W.com			National	Arabic	National
1985	Television	AFT			National	Arabic	National
1986	Television	LEB			National	Arabic	National
1987	Digital	Armenian.com			National	Armenian	National
1988	Digital	armenianweekly.com			National	Armenian	National
1989	Digital	armenianweekly.com			National	Armenian	National
1990	Digital	Armenian.com			National	Armenian	National
1991	Digital	Armenian.com			National	Armenian	National
1992	Digital	Armenian.com			National	Armenian	National
1993	Digital	Armenian.com			National	Armenian	National
1994	Digital	USA-Armenian.com			National	Armenian	National
1995	Digital	Yerevanlights.com			National	Armenian	National
1996	Newspaper	Hys Karm Armenian			National	Armenian	National

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Vendor Name	Audience	Language	Market	State
2066 Digital	Google	Black	English	National	National
2067 Digital	Genie Nation	Black	English	National	National
2068 Radio	Heart & Soul	Black	English	National	National
2069 Radio	IntactivaOne	Black	English	National	National
2070 Digital	Miliental	Black	English	National	National
2071 Digital	MyLife	Black	English	National	National
2072 Digital	South Florida Caribbean News	Black, Caribbean	English	National	National
2073 Digital	Jamaicans.com	Black, Caribbean	English	National	National
2074 Digital	Carb Life Central	Black, Caribbean	English	National	National
2075 Digital	Caribbean.com	Black, Caribbean	English	National	National
2076 Magazine	American Legacy	Black, African American	English	National	National
2077 Magazine	Africa Watch	Black, African American	English	National	National
2078 Magazine	Black Enterprise	Black, African American	English	National	National
2079 Magazine	Black Enterprise	Black, African American	English	National	National
2080 Magazine	Caribbean Business Journal	Black, African American	English	National	National
2081 Magazine	Complex	Black, African American	English	National	National
2082 Magazine	Complex	Black, African American	English	National	National
2083 Magazine	Complex	Black, African American	English	National	National
2084 Magazine	Ebony	Black, African American	English	National	National
2085 Magazine	Ebony	Black, African American	English	National	National
2086 Magazine	Heart & Soul	Black, African American	English	National	National
2087 Magazine	JamRock	Black, African American	English	National	National
2088 Magazine	Jah	Black, African American	English	National	National
2089 Magazine	Latimes Times	Black, African American	English	National	National
2090 Magazine	Sister 2 Sister	Black, African American	English	National	National
2091 Magazine	Uptate	Black, African American	English	National	National
2092 Magazine	Vibe	Black, African American	English	National	National
2093 Magazine	Vibe	Black, African American	English	National	National
2094 Magazine	Source	Black, African American	English	National	National
2095 Outdoor	Lamar, Inc.	Black, African American	English	National	National
2096 Outdoor	Radio One	Black, African American	English	National	National
2097 Radio	Premiere Radio	Black, African American	English	National	National
2098 Radio	Premiere Radio	Black, African American	English	National	National
2099 Radio	American Urban Radio	Black, African American	English	National	National
2100 Radio	Black Entertainment	Black, African American	English	National	National
2101 Television	Reach Media, Inc.	Black, African American	English	National	National
2102 Television	CTI Zhong Tian- Satellite	Asian, Chinese	Mandarin	National	National
2103 Television	ETV- Satellite	Asian, Chinese	Mandarin	National	National
2104 Television	ETV- Satellite	Asian, Chinese	Mandarin	National	National
2105 Television	Phoenix TV- Satellite	Asian, Korean	Korean	National	National
2106 Television	JSTV (Christian Broadcasting Co.)	Asian, Korean	Korean	National	National
2107 Television	Phoenix TV- Satellite	Asian, Korean	Korean	National	National
2108 Television	SBS International	Asian, Korean	Korean	National	National
2109 Television	TAN TV	Asian, Korean	Korean	National	National
2110 Television	TV Korea / Anirag TV	Asian, Korean	Korean	National	National
2111 Television	SEPN - Direct TV	Asian, Vietnamese	Vietnamese	National	National
2112 Television	SEPN - Direct TV	Asian, Vietnamese	Vietnamese	National	National
2113 Television	Vjworld.com	Asian, Vietnamese	Vietnamese	National	National
2114 Digital	Vjworld.com	Asian, Vietnamese	Vietnamese	National	National
2115 Digital	Vietnamdaily.com	Asian, Vietnamese	Vietnamese	National	National
2116 Digital	Vietnamdaily.com	Asian, Vietnamese	Vietnamese	National	National
2117 Digital	Vietnamdaily.com (Satellite TV)	Asian, Vietnamese	Vietnamese	National	National
2118 Digital	Vietnamdaily.com	Asian, Vietnamese	Vietnamese	National	National
2119 Digital	Inquirer.net	Asian, Filipino	Tagalog	National	National
2120 Digital	Inquirer.net	Asian, Filipino	Tagalog	National	National
2121 Digital	Google Ad Network Filipino	Asian, Filipino	Tagalog	National	National
2122 Digital	vnnai.com	Asian, Japanese	Japanese	National	National
2123 Digital	brpnews.com	Asian, Japanese	Japanese	National	National
2124 Digital	brpnews.com	Asian, Japanese	Japanese	National	National
2125 Digital	fujian.com	Asian, Japanese	Japanese	National	National
2126 Digital	fujian.com	Asian, Japanese	Japanese	National	National
2127 Digital	Amnews.net	Asian, Japanese	Japanese	National	National
2128 Digital	MitropagesJapan.com	Asian, Japanese	Japanese	National	National
2129 Digital	TVJapan.net	Asian, Japanese	Japanese	National	National
2130 Digital	South Asian in USA network	Asian, Asian Indian	Hindi, English	National	National
2131 Digital	South Asian in USA network	Asian, Asian Indian	Hindi, English	National	National
2132 Digital	Indian Era	Asian, Asian Indian	Hindi, English	National	National
2133 Digital	TimesIndia.com	Asian, Asian Indian	Hindi, English	National	National
2134 Digital	Info Link/Panetworld.com	Asian, Asian Indian	Hindi, English	National	National

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES(AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
2204 Newspaper	Shenandoah Newspaper	Hispanic	Spanish	National	National
2205 Television	Univision	Hispanic	Spanish	National	National
2206 Television	El Nuevot	Hispanic	Spanish	National	National
2207 Television	Galavisión	Hispanic	Spanish	National	National
2208 Television	Telemundo	Hispanic	Spanish	National	National
2209 Television	Acuña Deportes	Hispanic	Spanish	National	National
2210 Television	Fox Sports en Español	Hispanic	Spanish	National	National
2211 Television	History Channel	Hispanic	Spanish	National	National
2212 Television	El Nuevot	Hispanic	Spanish	National	National
2213 Television	El Nuevot	Hispanic	Spanish	National	National
2214 Television	CIN en Español	Hispanic	Spanish	National	National
2215 Television	LATV	Hispanic	Spanish	National	National
2216 Television	AMTV	Hispanic	Spanish	National	National
2217 Television	El Nuevot	Hispanic	Spanish	National	National
2218 Television	CanalSur (Latin Am Ethnic TV)	Hispanic	Spanish	National	National
2219 Television	Sunflexo TV	Hispanic	Spanish	National	National
2220 Television	El Nuevot	Hispanic	Spanish	National	National
2221 Television	TV Venezuela TV	Hispanic	Spanish	National	National
2222 Television	Mexican	Hispanic	Spanish	National	National
2223 Television	Discovery	Hispanic	Spanish	National	National
2224 Television	Discovery (Llatino)	Hispanic	Spanish	National	National
2225 Television	MTV2	Hispanic	Spanish	National	National
2226 Television	MTV2	Hispanic	Spanish	National	National
2227 Television	MTV2	Hispanic	Spanish	National	National
2228 Television	Hispanic MPM	Hispanic	Spanish	National	National
2229 Television	Hispanic International Telecommunications Network	Hispanic	Spanish	National	National
2230 Television	Hispanic TV	Hispanic	Spanish	National	National
2231 Television	WAPA	Hispanic	Spanish	National	National
2232 Television	Telemundo	Hispanic	Spanish	National	National
2233 Digital	Imper Media	Hispanic	Spanish	National	National
2234 Digital	Imper Media	Hispanic	Spanish	National	National
2235 Digital	US Media Consulting	Hispanic	Spanish	National	National
2236 Digital	Google (Display)	Hispanic	Spanish	National	National
2237 Digital	Google (Search)	Hispanic	Spanish	National	National
2238 Digital	Telemundo	Hispanic	Spanish	National	National
2239 Digital	Univision	Hispanic	Spanish	National	National
2240 Digital	Telemundo	Hispanic	Spanish	National	National
2241 Digital	Telemundo	Hispanic	Spanish	National	National
2242 Digital	Millennial Media	Hispanic	Spanish	National	National
2243 Digital	Meco Space	Hispanic	Spanish	National	National
2244 Digital	Hispanic Media	Hispanic	Spanish	National	National
2245 Digital	Hispanic Market Weekly	Hispanic	Spanish	National	National
2246 Digital	HispanicAd.com	Hispanic	Spanish	National	National
2247 Digital	Hola Networks	Hispanic	Spanish	National	National
2248 Digital	Autómundo	Hispanic	Spanish	National	National
2249 Magazine	Costa-ujala	Hispanic	Spanish	National	National
2250 Magazine	Autómundo	Hispanic	Spanish	National	National
2251 Magazine	Autómundo	Hispanic	Spanish	National	National
2252 Magazine	ESPN Deportes	Hispanic	Spanish	National	National
2253 Magazine	FAMA	Hispanic	Spanish	National	National
2254 Magazine	Fútbol Mundial USA	Hispanic	Spanish	National	National
2255 Magazine	Hispanic Magazine	Hispanic	Spanish	National	National
2256 Magazine	Hispanic Magazine	Hispanic	Spanish	National	National
2257 Magazine	Latina	Hispanic	Spanish	National	National
2258 Magazine	Latina	Hispanic	Spanish	National	National
2259 Magazine	Latina	Hispanic	Spanish	National	National
2260 Magazine	Laino Future	Hispanic	Spanish	National	National
2261 Magazine	Laino Leaders	Hispanic	Spanish	National	National
2262 Magazine	Laino Leaders	Hispanic	Spanish	National	National
2263 Magazine	Programa en Español	Hispanic	Spanish	National	National
2264 Magazine	Podar (Spanish Fútbol)	Hispanic	Spanish	National	National
2265 Magazine	Podar (Spanish Fútbol)	Hispanic	Spanish	National	National
2266 Magazine	Spotter Múltiple	Hispanic	Spanish	National	National
2267 Magazine	Ser Padres	Hispanic	Spanish	National	National
2268 Magazine	Transporte Latino	Hispanic	Spanish	National	National
2269 Magazine	Urban Latino	Hispanic	Spanish	National	National
2270 Magazine	Urban Latino	Hispanic	Spanish	National	National
2271 Magazine	Vandables	Hispanic	Spanish	National	National
2272 Magazine	Vista	Hispanic	Spanish	National	National
2273 Magazine	Vista	Hispanic	Spanish	National	National

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Vendor Name	Audience	Language	Market	State
2273 Radio	ABC Radio/Quadril	Hispanic	Spanish	National	National
2274 Radio	GLT/Focus 360	Hispanic	Spanish	National	National
2275 Radio	WJLA Radio	Hispanic	Spanish	National	National
2276 Radio	Hispanic News Service (HNS)	Hispanic	Spanish	National	National
2277 Radio	Futbo de Primero	Hispanic	Spanish	National	National
2278 Radio	Latino Broadcasting Radio	Hispanic	Spanish	National	National
2279 Radio	ESPN/ESPN Deportes (Calling Card Voice Prompt)	Hispanic	Spanish	National	National
2280 Newspaper	Blackburn Press	Portuguese	Portuguese	National	National
2281 Digital	n5	Portuguese	Portuguese	National	National
2282 Digital	ABC	Diverse Mass	English	National	National
2283 Digital	Blip	Diverse Mass	English	National	National
2284 Digital	CBS Sports.com - March Madness	Diverse Mass	English	National	National
2285 Digital	CNN.com	Diverse Mass	English	National	National
2286 Digital	Comcast Media Ad Network	Diverse Mass	English	National	National
2287 Digital	Facebook	Diverse Mass	English	National	National
2288 Digital	Google	Diverse Mass	English	National	National
2289 Digital	Google Ad Network	Diverse Mass	English	National	National
2290 Digital	Hulu	Diverse Mass	English	National	National
2291 Digital	MSN	Diverse Mass	English	National	National
2292 Digital	ABC Olympics.com	Diverse Mass	English	National	National
2293 Digital	Chromecast	Diverse Mass	English	National	National
2294 Digital	Tribal Fusion Ad Network	Diverse Mass	English	National	National
2295 Digital	Worlwt Media Ad Network	Diverse Mass	English	National	National
2296 Digital	Yahoo! Mail.com	Diverse Mass	English	National	National
2297 Digital	Yahoo!	Diverse Mass	English	National	National
2298 Digital	YouTube	Diverse Mass	English	National	National
2299 Digital	YouTube Ad Network	Diverse Mass	English	National	National
2300 Magazine	ABC Newsline	Diverse Mass	English	National	National
2301 Magazine	National Enquirer	Diverse Mass	English	National	National
2302 Magazine	Coron Magazine	Diverse Mass	English	National	National
2303 Magazine	People	Diverse Mass	English	National	National
2304 Magazine	People	Diverse Mass	English	National	National
2305 Magazine	Rolling Stone	Diverse Mass	English	National	National
2306 Magazine	Sports Illustrated	Diverse Mass	English	National	National
2307 Magazine	Time	Diverse Mass	English	National	National
2308 Newspaper	American Profile	Diverse Mass	English	National	National
2309 Newspaper	Parade	Diverse Mass	English	National	National
2310 Newspaper	USA Today	Diverse Mass	English	National	National
2311 Radio	Citadel Media	Diverse Mass	English	National	National
2312 Radio	Dial Global	Diverse Mass	English	National	National
2313 Radio	International Radio	Diverse Mass	English	National	National
2314 Radio	United Nations	Diverse Mass	English	National	National
2315 Radio	Worlwd One	Diverse Mass	English	National	National
2316 Radio	Worlwd One	Diverse Mass	English	National	National
2317 Television	ABC	Diverse Mass	English	National	National
2318 Television	American Idol (FOX)	Diverse Mass	English	National	National
2319 Television	CBS	Diverse Mass	English	National	National
2320 Television	GMT	Diverse Mass	English	National	National
2321 Television	GMT	Diverse Mass	English	National	National
2322 Television	CNBC	Diverse Mass	English	National	National
2323 Television	CNN	Diverse Mass	English	National	National
2324 Television	CNN	Diverse Mass	English	National	National
2325 Television	CNN	Diverse Mass	English	National	National
2326 Television	Comedy Central	Diverse Mass	English	National	National
2327 Television	ESPN	Diverse Mass	English	National	National
2328 Television	ESPN	Diverse Mass	English	National	National
2329 Television	ESPN	Diverse Mass	English	National	National
2330 Television	FOX News	Diverse Mass	English	National	National
2331 Television	FOX News	Diverse Mass	English	National	National
2332 Television	FOX Primetime Live	Diverse Mass	English	National	National
2333 Television	Golden Globes (NBC) At Date & 1/17	Diverse Mass	English	National	National
2334 Television	Golden Globes (NBC) At Date & 1/17	Diverse Mass	English	National	National
2335 Television	Headline News	Diverse Mass	English	National	National
2336 Television	Headline News	Diverse Mass	English	National	National
2337 Television	Loop	Diverse Mass	English	National	National
2338 Television	Loop	Diverse Mass	English	National	National
2339 Television	MSNBC	Diverse Mass	English	National	National
2340 Television	MSNBC	Diverse Mass	English	National	National
2341 Television	NBA Men's Standstill/Man Network (CBS)	Diverse Mass	English	National	National

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Media	Vendor Name	Audience	Language	Market	State
2342 Television	Nick at Nite	Diverse Mass	English	National	National
2343 Television	Nickelodeon	Diverse Mass	English	National	National
2344 Television	Nickelodeon	Diverse Mass	English	National	National
2345 Television	Sportsworld	Diverse Mass	English	National	National
2346 Television	Sportsworld (CBS)	Diverse Mass	English	National	National
2347 Television	SYFY	Diverse Mass	English	National	National
2348 Television	TBS	Diverse Mass	English	National	National
2349 Television	TRU-TV	Diverse Mass	English	National	National
2350 Television	TV Land	Diverse Mass	English	National	National
2351 Television	UPN	Diverse Mass	English	National	National
2352 Television	VH1	Diverse Mass	English	National	National
2353 Television	Weather Channel	Diverse Mass	English	National	National
2354 Television	Winter Olympics (NBC)	Diverse Mass	English	National	National
2355 Television	WWE	Diverse Mass	English	National	National
2356 Television	JUS Punjab	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2357 Television	Namaste America Network	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2358 Television	Namaste America Network	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2359 Television	Namaste America Network	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2360 Television	Sony TV MSM North America Inc.	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2361 Television	Sony TV (Satellite Television Asian Region United)	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2362 Television	Sony TV	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2363 Television	Zee TV	Asian: Asian Indian	Hindi/Hinglish/English	National	National
2364 Television	Cambodian International TV - Rmner Media	Asian: Cambodian	Other	National	National
2365 Television	Cricket TV	Asian: Chinese	Traditional Chinese	National	National
2366 Digital	Cricket.com	Asian: Chinese	Simplified Chinese	National	National
2367 Digital	Denwee.com	Asian: Chinese	Traditional Chinese	National	National
2368 Digital	Beetopia.com	Asian: Chinese	Traditional Chinese	National	National
2369 Digital	China Internet (LATV.tv)	Asian: Chinese	Traditional Chinese	National	National
2370 Digital	Sina.com	Asian: Chinese	Traditional Chinese	National	National
2371 Digital	Wenwecity.com	Asian: Chinese	Traditional Chinese	National	National
2372 Digital	China.com	Asian: Chinese	Traditional Chinese	National	National
2373 Digital	WGETV.com	Asian: Chinese	Traditional Chinese	National	National
2374 Digital	Yes 411 USA.com	Asian: Chinese	Traditional Chinese	National	National
2375 Digital	Google Ad Network - Chinese	Asian: Chinese	Traditional Chinese	National	National
2376 Digital	China.com	Asian: Chinese	Traditional Chinese	National	National
2377 Digital	Yahoo Chinese	Asian: Chinese	Simplified Chinese	National	National
2378 Digital	Yahoo Chinese	Asian: Chinese	Traditional Chinese	National	National
2379 Digital	China.com	Asian: Chinese	Traditional Chinese	National	National
2380 Digital	Naver.com	Asian: Korean	Traditional Chinese	National	National
2381 Digital	MistyUSA.com	Asian: Korean	Korean	National	National
2382 Digital	Radstone.com	Asian: Korean	Korean	National	National
2383 Digital	Radstone.com	Asian: Korean	Korean	National	National
2384 Digital	Koreaim.com	Asian: Korean	Korean	National	National
2385 Digital	Joystalk.com	Asian: Korean	Korean	National	National
2386 Digital	Joystalk.com	Asian: Korean	Korean	National	National
2387 Digital	Yehoo.co.kr	Asian: Korean	Korean	National	National
2388 Digital	Knowlove.com	Asian: Korean	Korean	National	National
2389 Digital	Christianhead.com	Asian: Korean	Korean	National	National
2390 Digital	Christianhead.com (christianhead.com)	Asian: Korean	Korean	National	National
2391 Digital	PhilaKorea.com	Asian: Korean	Korean	National	National
2392 Digital	Bostonkorea.com	Asian: Korean	Korean	National	National
2393 Digital	USAphila.com	Asian: Korean	Korean	National	National
2394 Digital	Usakorea.com	Asian: Korean	Korean	National	National
2395 Newspaper	Pembroke Eagle	Emerging	English	Myrtle Beach-Florence	NC
2396 Outdoor	High Octane Media	Emerging	Other	North Carolina	NC
2397 Outdoor	Our Home Minnesota	Emerging	Other	North Carolina	NC
2398 Newspaper	Magazine	Emerging	Other	North Carolina	NC
2399 Outdoor	Lunar, Inc.	Black: African American	Other	Charlotte	NC
2400 Outdoor	Magazine	Black: African American	Other	Charlotte	NC
2401 Television	WBTV-CBS	Black: African American	English	Charlotte	NC
2402 Television	WJZY-CW	Black: African American	English	Charlotte	NC
2403 Television	WCBS-TV	Black: African American	English	Charlotte	NC
2404 Television	WCCB-TV	Black: African American	English	Charlotte	NC
2405 Television	WMTV-TV	Black: African American	English	Charlotte	NC
2406 Television	WAMH-TV	Black: African American	English	Charlotte	NC
2407 Television	WYFF-TV	Black: African American	English	Charlotte	NC
2408 Radio	WBAN-FM	Black: African American	English	Charlotte	NC
2409 Radio	WPEG-FM	Black: African American	English	Charlotte	NC
2410 Radio	WPZS-FM	Black: African American	English	Charlotte	NC

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
2411 Radio	WOKC-FM	Black, African American	English	Charlotte	NC
2412 Newspaper	Rolling Out - Charlotte	Black, African American	English	Charlotte	NC
2413 Newspaper	Charlotte Observer	Black, African American	English	Charlotte	NC
2414 Newspaper	Shore-Fair Magazine	Black, African American	English	Charlotte	NC
2415 Newspaper	Carolina Pressmaster	Black, African American	English	Charlotte	NC
2416 Newspaper	The Times Update	Black, African American	English	Charlotte	NC
2417 Newspaper	The Times Post	Black, African American	English	Charlotte	NC
2418 Outdoor	CBS Outdoor	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2419 Television	WTVD-ABC	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2420 Television	WNCN-TV	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2421 Television	WFLZ-TV	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2422 Television	WRAX-FOX	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2423 Television	WRDQ-TV	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2424 Television	WNCN-TV	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2425 Radio	WFXC-FM	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2426 Radio	WOKC-FM	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2427 Radio	WOKC-FM	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2428 Newspaper	Carolina Times	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2429 Newspaper	The Carolina	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2430 Newspaper	The Tangle Tribune	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2431 Newspaper	On the Edge	Black, African American	English	Raleigh-Durham (Fayetteville)	NC
2432 Magazine	Hai Ngua Viet Cao Nien	Asian, Vietnamese	Vietnamese	Charlotte	NC
2433 Radio	Mach Song Radio-Charlotte FMSCA 91.7	Asian, Vietnamese	Vietnamese	Charlotte	NC
2434 Radio	WOLFTV	Hispanic	Spanish	Charlotte	NC
2435 Newspaper	El Progreso Hispano (newspaper)	Hispanic	Spanish	Charlotte	NC
2436 Newspaper	Mi Gente	Hispanic	Spanish	Charlotte	NC
2437 Newspaper	El Progreso Hispano (newspaper)	Hispanic	Spanish	Charlotte	NC
2438 Newspaper	La Prensa-Charlotte Edition	Hispanic	Spanish	Charlotte	NC
2439 Newspaper	La Mula	Hispanic	Spanish	Charlotte	NC
2440 Radio	WGSF-FM	Hispanic	Spanish	Charlotte	NC
2441 Radio	WOLFTV	Hispanic	Spanish	Charlotte	NC
2442 Radio	WOLFTV	Hispanic	Spanish	Charlotte	NC
2443 Radio	WOLFTV	Hispanic	Spanish	Charlotte	NC
2444 Newspaper	Que Pasa Latino Communications-Raleigh-Durham (formerly Extended Piedmont Triad Area Ed.)	Hispanic	Spanish	Greensboro-H Point-W. Salem	NC
2445 Newspaper	La Conexión	Hispanic	Spanish	Raleigh-Durham (Fayetteville)	NC
2446 Newspaper	La Conexión	Hispanic	Spanish	Raleigh-Durham (Fayetteville)	NC
2447 Newspaper	La Conexión	Hispanic	Spanish	Raleigh-Durham (Fayetteville)	NC
2448 Newspaper	Mercedo Latino	Hispanic	Spanish	Raleigh-Durham (Fayetteville)	NC
2449 Radio	WTAM	Hispanic	Spanish	Raleigh-Durham (Fayetteville)	NC
2450 Radio	WTAM	Hispanic	Spanish	Raleigh-Durham (Fayetteville)	NC
2451 Outdoor	Gas Station TV	Diverse Mass	English	Charlotte	NC
2452 Outdoor	BU Line Media (Bus Interer Cards)	Diverse Mass	English	Charlotte	NC
2453 Outdoor	Gas Station TV (Bus Interer Cards)	Diverse Mass	English	Charlotte	NC
2454 Outdoor	Gas Station TV (Bus Interer Cards)	Diverse Mass	English	Charlotte	NC
2455 Outdoor	BU Line Media (Bus Interer Cards)	Diverse Mass	English	Charlotte	NC
2456 Outdoor	Gas Station TV	Diverse Mass	English	Charlotte	NC
2457 Outdoor	Gas Station TV	Diverse Mass	English	Charlotte	NC
2458 Outdoor	BU Line Media (Bus Interer Cards)	Diverse Mass	English	Charlotte	NC
2459 Outdoor	BU Line Media (Bus Interer Cards)	Diverse Mass	English	Charlotte	NC
2460 Outdoor	Gas Station TV	Diverse Mass	English	Charlotte	NC
2461 Outdoor	Gas Station TV	Diverse Mass	English	Charlotte	NC
2462 Television	KXMB	AIAN	English	Wilmington	NC
2463 Television	KXMB	AIAN	English	Wilmington	NC
2464 Television	KEVA	AIAN	English	Wilmington	NC
2465 Radio	KOVC	AIAN	English	Wilmington	NC
2466 Radio	KOVC	AIAN	English	Wilmington	NC
2467 Radio	KOVC	AIAN	English	Wilmington	NC
2468 Radio	KOVC	AIAN	English	Wilmington	NC
2469 Radio	KODU	AIAN	English	Wilmington	NC
2470 Radio	KODU	AIAN	English	Wilmington	NC
2471 Radio	KODU	AIAN	English	Wilmington	NC
2472 Television	KYNU	AIAN	English	Wilmington	NC
2473 Television	KYNU	AIAN	English	Wilmington	NC
2474 Television	KYNU	AIAN	English	Wilmington	NC
2475 Outdoor	Talon Times	AIAN	English	Wilmington	NC
2476 Outdoor	All Over Media	AIAN	English	Wilmington	NC
2477 Outdoor	Chp-Clare Media	AIAN	English	Wilmington	NC
2478 Outdoor	Chp-Clare Media	AIAN	English	Wilmington	NC
2479 Outdoor	Chp-Clare Media	AIAN	English	Wilmington	NC
2476 Newspaper	Winnipegge Indian News	AIAN	English	Lincoln & Hastings-Kirby	NE
2477 Newspaper	Profile News	Emerging	Arabic	Lincoln & Hastings-Kirby	NE
2478 Newspaper	Our Home Businesses	Emerging	Russian	Norfolk	NE

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Media	Vendor Name	Audience	Language	Market	State
2479 Newspaper	El Financero	Hispanic	Spanish	Omaha	NE
2480 Newspaper	Bureau Des Nebraska	Hispanic	Spanish	Omaha	NE
2481 Newspaper	Omaha	Hispanic	Spanish	Omaha	NE
2482 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	Boston	MA
2483 Newspaper	Profile News	Emerging	Arabic	Boston (Manchester)	MA
2484 Newspaper	Al Bilad	Emerging	Arabic	New Jersey	NJ
2485 Newspaper	Profile News	Emerging	Arabic	New Jersey	NJ
2487 Newspaper	Profile News	Emerging	Arabic	New Jersey	NJ
2488 Newspaper	Profile News	Emerging	Arabic	New Jersey	NJ
2490 Newspaper	Our Home Minnesota	Emerging	Russian	New Jersey	NJ
2491 Television	Zakofonna Gazeta	Emerging	Ukrainian	New Jersey	NJ
2492 Television	KBS America	Asian: Korean	Korean	New Jersey	NJ
2493 Television	The Korean Broadcasting Network (RBN)	Asian: Korean	Korean	New Jersey	NJ
2494 Television	Media Korea, Inc. MKTV	Asian: Korean	Korean	New Jersey	NJ
2495 Television	WABC-TV	Asian: Korean	Korean	New Jersey	NJ
2496 Television	WABC-TV	Asian: Korean	Korean	New Jersey	NJ
2497 Television	ITV	Asian: Hindi/English	Hindi/English	New Jersey	NJ
2498 Magazine	Lady Central 21 - NY Edition	Asian: Asian Indian	Hindi/English	New Jersey	NJ
2499 Magazine	Tri Magazine	Asian: Vietnamese	Vietnamese	New Jersey	NJ
2501 Newspaper	Secret China	Asian: Chinese	Traditional Chinese	New Jersey	NJ
2502 Newspaper	Secret China	Asian: Chinese	Traditional Chinese	New Jersey	NJ
2503 Newspaper	Daily Sports Seoul New York	Asian: Korean	Traditional Chinese	New Jersey	NJ
2504 Newspaper	Korea Daily - NY	Asian: Korean	Korean	New Jersey	NJ
2505 Newspaper	Korea Times - NY	Asian: Korean	Korean	New Jersey	NJ
2506 Newspaper	Philadelphia Asian News - East Bao	Asian: Vietnamese	Vietnamese	New Jersey	NJ
2507 Newspaper	Asian Journal - NY	Asian: Filipino	Tagalog	New Jersey	NJ
2508 Newspaper	Asian Journal - NY	Asian: Filipino	Tagalog	New Jersey	NJ
2509 Newspaper	Asian Journal - NY	Asian: Filipino	Tagalog	New Jersey	NJ
2510 Newspaper	Flights Times	Asian: Filipino	Tagalog	New Jersey	NJ
2511 Newspaper	Manila Mail - RR/NJ	Asian: Filipino	Tagalog	New Jersey	NJ
2512 Newspaper	Das Wee Times - NJ	Asian: Filipino	Tagalog	New Jersey	NJ
2513 Newspaper	Das Wee Times - NJ	Asian: Filipino	Tagalog	New Jersey	NJ
2514 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Chinese	Traditional Chinese	New Jersey	NJ
2515 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Chinese	Traditional Chinese	New Jersey	NJ
2516 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Korean	Korean	New Jersey	NJ
2517 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian: Korean	Korean	New Jersey	NJ
2518 Outdoor	Carities	Asian: Thai	Thai	New Jersey	NJ
2519 Outdoor	Carities	Asian: Thai	Thai	New Jersey	NJ
2520 Outdoor	Carities	Asian: Thai	Thai	New Jersey	NJ
2521 Outdoor	CBS Outdoor	Asian: Bangladeshi	Bengali	New Jersey	NJ
2522 Outdoor	CBS Outdoor	Asian: Asian Indian	Hindi/English	New Jersey	NJ
2523 Outdoor	CBS Outdoor	Asian: Asian Indian	Hindi/English	New Jersey	NJ
2524 Outdoor	Ruth Space Sales	Asian: Korean	Korean	New Jersey	NJ
2525 Outdoor	Ruth Space Sales	Asian: Korean	Korean	New Jersey	NJ
2526 Radio	WABC	Asian: Vietnamese	Vietnamese	New Jersey	NJ
2527 Radio	VABU Vietnam - Hai Ngai/ SCA FM 88.9	Asian: Vietnamese	Vietnamese	New Jersey	NJ
2528 Radio	abc radio	Asian: Bangladeshi	Bengali	New Jersey	NJ
2529 Radio	abc radio	Asian: Pakistani	Urdu	New Jersey	NJ
2530 Radio	abc radio	Asian: Pakistani	Urdu	New Jersey	NJ
2531 Radio	abc radio	Asian: Pakistani	Urdu	New Jersey	NJ
2532 Radio	DHOOM FM	Asian: Pakistani	Urdu	New Jersey	NJ
2533 Radio	WABC	Asian: Pakistani	Urdu	New Jersey	NJ
2534 Radio	WABC	Asian: Pakistani	Urdu	New Jersey	NJ
2535 Newspaper	Bergen Record/Herald News	Portuguese	Portuguese	New York	NJ
2536 Newspaper	Hudson Reporter Combo	Diverse Mass	English	New York	NJ
2537 Newspaper	Hudson Reporter Combo	Diverse Mass	English	New York	NJ
2538 Newspaper	Hudson Reporter Combo	Diverse Mass	English	New York	NJ
2539 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NJ
2540 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NJ
2541 Newspaper	Trentonian	Diverse Mass	English	Philadelphia	NJ
2542 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	Philadelphia	NJ
2543 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	Philadelphia	NJ
2544 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	Philadelphia	NJ

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Station	Medium	Vendor Name	Audience	Language	Market	State
2545 Newspaper	Telemundo	Telemundo	AIAN	Spanish	Albuquerque-Santa Fe	NM
2546 Newspaper	Telemundo	Telemundo	AIAN	Spanish	Albuquerque-Santa Fe	NM
2547 Newspaper	Telemundo	Telemundo	AIAN	Spanish	Albuquerque-Santa Fe	NM
2548 Television	KOAT	KOAT	AIAN	English	Albuquerque-Santa Fe	NM
2549 Television	KOAT	KOAT	AIAN	English	Albuquerque-Santa Fe	NM
2550 Television	KOAT	KOAT	AIAN	English	Albuquerque-Santa Fe	NM
2551 Television	KOAT	KOAT	AIAN	English	Albuquerque-Santa Fe	NM
2552 Television	COMCAST	COMCAST	AIAN	English	Albuquerque-Santa Fe	NM
2553 Radio	KCIE	KCIE	AIAN	English	Albuquerque-Santa Fe	NM
2554 Radio	KCIE	KCIE	AIAN	English	Albuquerque-Santa Fe	NM
2555 Radio	KGAK	KGAK	AIAN	English	Albuquerque-Santa Fe	NM
2556 Radio	KNDN-AM	KNDN-AM	AIAN	English	Albuquerque-Santa Fe	NM
2557 Radio	KTVU-TV	KTVU-TV	AIAN	English	Albuquerque-Santa Fe	NM
2558 Radio	KCJY	KCJY	AIAN	English	Albuquerque-Santa Fe	NM
2559 Radio	KFMQ	KFMQ	AIAN	English	Albuquerque-Santa Fe	NM
2560 Radio	KZFR	KZFR	AIAN	English	Albuquerque-Santa Fe	NM
2561 Radio	KZFR	KZFR	AIAN	English	Albuquerque-Santa Fe	NM
2562 Radio	KRWV	KRWV	AIAN	English	Albuquerque-Santa Fe	NM
2563 Television	CBS	CBS	AIAN	English	Albuquerque-Santa Fe	NM
2564 Radio	11.7	11.7	AIAN	English	Albuquerque-Santa Fe	NM
2565 Outdoor	ALCO	ALCO	AIAN	English	Albuquerque-Santa Fe	NM
2566 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2567 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2568 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2569 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2570 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2571 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2572 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2573 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2574 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2575 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2576 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2577 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2578 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2579 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2580 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2581 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2582 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2583 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2584 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2585 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2586 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2587 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2588 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2589 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2590 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2591 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2592 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2593 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2594 Outdoor	Lamar	Lamar	AIAN	English	Albuquerque-Santa Fe	NM
2595 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2596 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2597 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2598 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2599 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2600 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2601 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2602 Radio	KJFAM	KJFAM	AIAN, Vietnamese	Spanish	Albuquerque-Santa Fe	NM
2603 Television	KTELTV	KTELTV	Hispanic	Spanish	Albuquerque-Santa Fe	NM
2604 Television	KTELTV	KTELTV	Hispanic	Spanish	Albuquerque-Santa Fe	NM
2605 Television	KTELTV	KTELTV	Hispanic	Spanish	Albuquerque-Santa Fe	NM
2606 Television	KTELTV	KTELTV	Hispanic	Spanish	Albuquerque-Santa Fe	NM
2607 Outdoor	Clear Channel	Clear Channel	Diverse Mass	English	Albuquerque-Santa Fe	NM
2608 Outdoor	Clear Channel	Clear Channel	Diverse Mass	English	Albuquerque-Santa Fe	NM
2609 Outdoor	Clear Channel	Clear Channel	Diverse Mass	English	Albuquerque-Santa Fe	NM
2610 Radio	KPEM-FM	KPEM-FM	Diverse Mass	English	Albuquerque-Santa Fe	NM
2611 Television	KOB	KOB	Diverse Mass	English	Albuquerque-Santa Fe	NM
2612 Outdoor	Bus Line Media (Bus Interior Seats)	Bus Line Media (Bus Interior Seats)	Diverse Mass	English	Albuquerque-Santa Fe	NM
2613 Outdoor	Bus Line Media (Bus Exterior Seats)	Bus Line Media (Bus Exterior Seats)	Diverse Mass	English	Albuquerque-Santa Fe	NM

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Verbo Name	Audience	Language	Market	State
2752 Newscaster	Metro Chinese Weekly	Asian Chinese	Traditional Chinese	New York	NY
2753 Newscaster	Ming Pao (NY) Free Daily	Asian Chinese	Traditional Chinese	New York	NY
2754 Newscaster	World Journal	Asian Chinese	Traditional Chinese	New York	NY
2755 Newscaster	Amn Opor: American Dream Publishing	Asian Japanese	Japanese	New York	NY
2756 Newscaster	North American Post (Hokubei Hochi)	Asian Japanese	Japanese	New York	NY
2757 Newscaster	Darpan: Pakistan NY	Asian Pakistani	Urdu	New York	NY
2758 Newscaster	Pakistan Voice Weekly	Asian Pakistani	Urdu	New York	NY
2759 Newscaster	NY The Newscaster	Asian Thai	Thai	New York	NY
2760 Newscaster	NY The Newscaster	Asian Thai	Thai	New York	NY
2761 Newscaster	NY The Newscaster	Asian Thai	Thai	New York	NY
2762 Outdoor	AI Media (FC / H-Media)	Asian Korean	Korean	New York	NY
2763 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian Chinese	Traditional Chinese	New York	NY
2764 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian Chinese	Traditional Chinese	New York	NY
2765 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian Chinese	Traditional Chinese	New York	NY
2766 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian Chinese	Traditional Chinese	New York	NY
2767 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian Chinese	Traditional Chinese	New York	NY
2768 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian Chinese	Traditional Chinese	New York	NY
2769 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian Chinese	Traditional Chinese	New York	NY
2770 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2771 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2772 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2773 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2774 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2775 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2776 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2777 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2778 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2779 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2780 Outdoor	Canadas	Asian Pakistani	Urdu	New York	NY
2781 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2782 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2783 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2784 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2785 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2786 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2787 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2788 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2789 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2790 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2791 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2792 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2793 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2794 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2795 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2796 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2797 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2798 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2799 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2800 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2801 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2802 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2803 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2804 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2805 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2806 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2807 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2808 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2809 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2810 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2811 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2812 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2813 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2814 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2815 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2816 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2817 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2818 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2819 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY
2820 Radio	Chinese American Voice	Asian Chinese	Traditional Chinese	New York	NY

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
2821 Newspaper	El Nuevo Cogul	Hispanic	Spanish	New York	NY
2822 Newspaper	Voz Latina	Hispanic	Spanish	New York	NY
2823 Newspaper	Latino News	Hispanic	Spanish	New York	NY
2824 Newspaper	La Tribuna Hispana USA	Hispanic	Spanish	New York	NY
2825 Newspaper	Ajllu Times	Hispanic	Spanish	New York	NY
2826 Radio	WADQAM	Hispanic	Spanish	New York	NY
2827 Radio	WNSWAM	Hispanic	Spanish	New York	NY
2828 Radio	WPATFM	Hispanic	Spanish	New York	NY
2829 Radio	WSPATM	Hispanic	Spanish	New York	NY
2830 Radio	WSPATM	Hispanic	Spanish	New York	NY
2831 Radio	WSPATM	Hispanic	Spanish	New York	NY
2832 Radio	WSPATM	Hispanic	Spanish	New York	NY
2833 Television	NY1 Noticias	Hispanic	Spanish	New York	NY
2834 Television	NY1 Noticias	Hispanic	Spanish	New York	NY
2835 Television	NY1 Noticias	Hispanic	Spanish	New York	NY
2836 Television	WNET-TV	Hispanic	Spanish	New York	NY
2837 Television	WNET-TV	Hispanic	Spanish	New York	NY
2838 Television	WNET-TV	Hispanic	Spanish	New York	NY
2839 Television	WNET-TV	Hispanic	Spanish	New York	NY
2840 Television	NY1 24	Hispanic	Spanish	New York	NY
2841 Television	NY1 24	Hispanic	Spanish	New York	NY
2842 Television	NY1 24	Hispanic	Spanish	New York	NY
2843 Outdoor	Ad Mirabe	Hispanic	Spanish	New York	NY
2844 Outdoor	Ad Mirabe	Hispanic	Spanish	New York	NY
2845 Outdoor	Ad Mirabe	Hispanic	Spanish	New York	NY
2846 Outdoor	Bite Media Group	Hispanic	Spanish	New York	NY
2847 Outdoor	National Mobile Billboards	Hispanic	Spanish	New York	NY
2848 Outdoor	Latino Transit Services	Hispanic	Spanish	New York	NY
2849 Outdoor	Latino Transit Services	Hispanic	Spanish	New York	NY
2850 Outdoor	Seattle	Hispanic	Spanish	New York	NY
2851 Television	TV Dominicana	Hispanic	Spanish	New York	NY
2852 Television	TV Dominicana	Hispanic	Spanish	New York	NY
2853 Newspaper	El Mensajero Catolico	Portuguese	Portuguese	Rochester, NY	NY
2854 Radio	WJIM AM	Portuguese	Portuguese	New York	NY
2855 Newspaper	Brazilian Times "2"	Portuguese	Portuguese	New York	NY
2856 Newspaper	Brazilian Voice	Portuguese	Portuguese	New York	NY
2857 Newspaper	Brasil	Portuguese	Portuguese	New York	NY
2858 Newspaper	Luzo Americano	Portuguese	Portuguese	New York	NY
2859 Newspaper	Luzo Americano	Portuguese	Portuguese	New York	NY
2860 Outdoor	Target Specific Media (Chee-Sheela)	Diverse Mass	English	New York	NY
2861 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2862 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2863 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2864 Newspaper	New York Daily News	Diverse Mass	English	New York	NY
2865 Outdoor	Comcast	Diverse Mass	English	New York	NY
2866 Outdoor	Comcast	Diverse Mass	English	New York	NY
2867 Outdoor	JC Decaux	Diverse Mass	English	New York	NY
2868 Outdoor	JC Decaux	Diverse Mass	English	New York	NY
2869 Outdoor	JC Decaux	Diverse Mass	English	New York	NY
2870 Outdoor	JC Decaux	Diverse Mass	English	New York	NY
2871 Outdoor	Telan	Diverse Mass	English	New York	NY
2872 Outdoor	Telan	Diverse Mass	English	New York	NY
2873 Outdoor	Van Wagner	Diverse Mass	English	New York	NY
2874 Outdoor	Van Wagner	Diverse Mass	English	New York	NY
2875 Radio	WLTW-FM	Diverse Mass	English	New York	NY
2876 Radio	WLTW-FM	Diverse Mass	English	New York	NY
2877 Television	WABC	Diverse Mass	English	New York	NY
2878 Television	WABC	Diverse Mass	English	New York	NY
2879 Television	WABC	Diverse Mass	English	New York	NY
2880 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2881 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2882 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2883 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2884 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2885 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2886 Outdoor	Blue Line Media (Bus Interior Cards)	Diverse Mass	English	New York	NY
2887 Television	NBC News	Asian, Chinese	Mandarin	New York	NY
2888 Television	NBC News	Asian, Chinese	Mandarin	New York	NY
2889 Television	Sno TV	Asian, Chinese	Mandarin	New York	NY

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Vendor Name	Audience	Language	Market	Start
2890 Newspaper	Armenian	Armenian	Arabic	NY Tri-State	NY/PA/CT
2891 Newspaper	Armenian	Armenian	Arabic	NY Tri-State	NY/PA/CT
2892 Television	TAC	Emerging	Arabic	NY Tri-State	NY/PA/CT
2893 Radio	Armenian International Magazine	Emerging	Arabic	NY Tri-State	NY/PA/CT
2894 Radio	Polka Radio	Emerging	Polish	NY Tri-State	NY/PA/CT
2895 Newspaper	New Dziennik (Polish Daily News)	Emerging	Polish	NY Tri-State	NY/PA/CT
2896 Newspaper	Wolde Gazeta	Emerging	Russian	NY Tri-State	NY/PA/CT
2897 Newspaper	Wolde Gazeta	Emerging	Russian	NY Tri-State	NY/PA/CT
2898 Radio	Davidson Radio	Emerging	Russian	NY Tri-State	NY/PA/CT
2899 Newspaper	Komsomolskaya Pravda	Emerging	Russian	NY Tri-State	NY/PA/CT
2900 Newspaper	Pravda	Emerging	Russian	NY Tri-State	NY/PA/CT
2901 Newspaper	Russian Bazaar	Emerging	Russian	NY Tri-State	NY/PA/CT
2902 Newspaper	Meest Likainian	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2903 Newspaper	Wolde Gazeta	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2904 Newspaper	Armenian Weekly	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2905 Newspaper	New York Asain	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2906 Newspaper	Sing Tao Daily News - Easton	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2907 Newspaper	Armenian Weekly	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2908 Magazine	Armenian Weekly	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2909 Magazine	Armenian Weekly	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2910 Magazine	Armenian Weekly	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2911 Newspaper	Daily Sun New York	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2912 Newspaper	New York Scholast Press	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2913 Newspaper	Weekly N Japan	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2914 Newspaper	Weekly N Japan	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2915 Newspaper	Dos Tok - NY NJ	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2916 Newspaper	India in New York	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2917 Newspaper	The West Indian Times	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2918 Newspaper	The West Indian Times	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2919 Newspaper	Mohigan Arab Times	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2920 Newspaper	Ukrainian Gazette	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2921 Newspaper	Ukrainian Gazette	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2922 Newspaper	Nordamerikanische Wochen-Post	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2923 Newspaper	The National Herald	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2924 Newspaper	The National Herald	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2925 Newspaper	The Cincinnati Herald	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2926 Newspaper	Call and Post (Cincinnati)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2927 Outdoor	WNCN-TV	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2928 Outdoor	WNCN-TV	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2929 Radio	WNCN-FM	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2930 Radio	WNCN-FM	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2931 Newspaper	The Reporter Newspaper	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2932 Newspaper	The Reporter Newspaper	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2933 Newspaper	City News	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2934 Newspaper	City News	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2935 Newspaper	Call and Post (Columbus)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2936 Newspaper	Call and Post (Columbus)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2937 Newspaper	African Weblander	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2938 Newspaper	The Memory Communicator (Columbus Only)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2939 Newspaper	The Memory Communicator (Columbus Only)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2940 Newspaper	Pittsburgh Patria	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2941 Newspaper	El Latino	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2942 Newspaper	El Latino	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2943 Newspaper	El Sol de Cleveland	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2944 Newspaper	La Jorndel Columbus	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2945 Newspaper	La Jorndel Columbus	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2946 Newspaper	La Jorndel Columbus	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2947 Newspaper	La Prensa	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2948 Newspaper	La Prensa	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2949 Newspaper	CBS Outdoor	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2950 Outdoor	CBS Outdoor	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2951 Outdoor	WMLX-FM	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2952 Outdoor	WMLX-FM	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2953 Radio	WNCN-FM	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2954 Television	WKYC - Meats (Bus Interior Cards)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2955 Television	Blu Live Meats (Bus Interior Cards)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2956 Outdoor	Blu Live Meats (Bus Interior Cards)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2957 Outdoor	Blu Live Meats (Bus Interior Cards)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT
2958 Outdoor	Blu Live Meats (Bus Interior Cards)	Emerging	Ukrainian	NY Tri-State	NY/PA/CT

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Vendor Name	Audience	Language	Market	State
3097 Newspaper	Korean Daily News (Korea Daily Tribune)	Asian, Korean	Korean	Philadelphia	PA
3098 Outdoor	Call Marketing & Promotion Group (Outdoor, In Store)	Asian, Bangladeshi	English	Philadelphia	PA
3099 Newspaper	Latino News (Latino)	Hispanic	Spanish	Philadelphia	PA
3100 Newspaper	El Hispano	Hispanic	Spanish	Philadelphia	PA
3101 Newspaper	El Diario Latino	Hispanic	Spanish	Philadelphia	PA
3102 Newspaper	La Voz Hispana	Hispanic	Spanish	Philadelphia	PA
3103 Newspaper	El Mundo	Hispanic	Spanish	Philadelphia	PA
3104 Radio	WHOLAM/VESTAM	Hispanic	Spanish	Philadelphia	PA
3105 Radio	WPHEAM	Hispanic	Spanish	Philadelphia	PA
3106 Radio	WUPA	Hispanic	Spanish	Philadelphia	PA
3107 Radio	WUBAM	Hispanic	Spanish	Philadelphia	PA
3108 Television	Pasiones	Hispanic	Spanish	Philadelphia	PA
3109 Newspaper	El Mensajero	Hispanic	Spanish	Philadelphia	PA
3110 Newspaper	El Tiempo Hispano	Hispanic	Spanish	Philadelphia	PA
3111 Newspaper	Foy En Delaware	Hispanic	Spanish	Philadelphia	PA
3112 Newspaper	El Tiempo Hispano	Hispanic	Spanish	Philadelphia	PA
3113 Newspaper	El Mundo	Hispanic	Spanish	Philadelphia	PA
3114 Newspaper	Al Dia	Hispanic	Spanish	Philadelphia	PA
3115 Newspaper	La Voz	Hispanic	Spanish	Philadelphia	PA
3116 Newspaper	Poromuna Latin News	Hispanic	Spanish	Philadelphia	PA
3117 Newspaper	La Voz Latina Mensual	Hispanic	Spanish	Philadelphia	PA
3118 Newspaper	La Voz Latina Mensual	Hispanic	Spanish	Philadelphia	PA
3119 Newspaper	Erie Times-News	English	English	Wives Barre-Scranton	PA
3120 Newspaper	Harborside Post (Inser Card)	Diverse Mass	English	Harborside-Lucas-Lab York	PA
3121 Newspaper	Harborside Post (Inser Card)	Diverse Mass	English	Harborside-Lucas-Lab York	PA
3122 Outdoor	Blu Line Media (Blue Interior Cards)	Diverse Mass	English	Harborside-Lucas-Lab York	PA
3123 Outdoor	Blu Line Media (Blue Interior Cards)	Diverse Mass	English	Harborside-Lucas-Lab York	PA
3124 Outdoor	Blu Line Media (Blue Interior Cards)	Diverse Mass	English	Harborside-Lucas-Lab York	PA
3125 Outdoor	Blu Line Media (Blue Interior Cards)	Diverse Mass	English	Harborside-Lucas-Lab York	PA
3126 Outdoor	Blu Line Media (Blue Interior Cards)	Diverse Mass	English	Harborside-Lucas-Lab York	PA
3127 Newspaper	Johnston-McLean-SI College	English	English	Johnston-McLean-SI College	PA
3128 Newspaper	Johnston-McLean-SI College	English	English	Johnston-McLean-SI College	PA
3129 Radio	WQGL-FM	Diverse Mass	English	Philadelphia	PA
3130 Radio	WVPR-FM	Diverse Mass	English	Philadelphia	PA
3131 Radio	WVPR-FM	Diverse Mass	English	Philadelphia	PA
3132 Television	WCAU	Diverse Mass	English	Philadelphia	PA
3133 Television	WPVI	Diverse Mass	English	Philadelphia	PA
3134 Outdoor	CRE Outdoor	Diverse Mass	English	Philadelphia	PA
3135 Outdoor	CRE Outdoor	Diverse Mass	English	Philadelphia	PA
3136 Outdoor	CRE Outdoor	Diverse Mass	English	Philadelphia	PA
3137 Outdoor	Clear Channel	Diverse Mass	English	Philadelphia	PA
3138 Outdoor	Clear Channel	Diverse Mass	English	Philadelphia	PA
3139 Outdoor	Clear Channel	Diverse Mass	English	Philadelphia	PA
3140 Outdoor	Clear Channel	Diverse Mass	English	Philadelphia	PA
3141 Outdoor	Clear Channel	Diverse Mass	English	Philadelphia	PA
3142 Outdoor	Clear Channel	Diverse Mass	English	Philadelphia	PA
3143 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3144 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3145 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3146 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3147 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3148 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3149 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3150 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3151 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3152 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3153 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3154 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3155 Television	TELEMUNDO OF PR	Diverse Mass	Spanish	National	PA
3156 Radio	WJLA-TV	Diverse Mass	English	National	PA
3157 Radio	WJLA-TV	Diverse Mass	English	National	PA
3158 Radio	WJLA-TV	Diverse Mass	English	National	PA
3159 Radio	WJLA-TV	Diverse Mass	English	National	PA
3160 Radio	WJLA-TV	Diverse Mass	English	National	PA
3161 Radio	WJLA-TV	Diverse Mass	English	National	PA
3162 Radio	WJLA-TV	Diverse Mass	English	National	PA
3163 Radio	WJLA-TV	Diverse Mass	English	National	PA
3164 Radio	WJLA-TV	Diverse Mass	English	National	PA
3165 Radio	WJLA-TV	Diverse Mass	English	National	PA

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Medium	Vendor Name	Audience	Language	Market	State
3235 Outdoor	Lamar	AIAN	English	Myrtle Beach-Florence	SC
3236 Outdoor	Lamar	AIAN	English	Myrtle Beach-Florence	SC
3237 Outdoor	Lamar	AIAN	English	Myrtle Beach-Florence	SC
3238 Outdoor	Lamar	AIAN	English	Myrtle Beach-Florence	SC
3239 Outdoor	Lamar	AIAN	English	Myrtle Beach-Florence	SC
3240 Magazine	Russian Town Magazine	Emerging	Russian	South Carolina	SC
3241 Newspaper	Charleston Chronicle	Black: African American	English	Charleston, SC	SC
3242 Newspaper	Lamar, Inc.	Black: African American	English	Columbia, SC	SC
3243 Outdoor	WYFF-TV	Black: African American	English	Columbia, SC	SC
3245 Radio	WSDT-FM	Black: African American	English	Columbia, SC	SC
3246 Radio	WFMU-FM	Black: African American	English	Columbia, SC	SC
3247 Radio	WYFF-TV	Black: African American	English	Columbia, SC	SC
3248 Radio	WYFF-TV	Black: African American	English	Columbia, SC	SC
3249 Newspaper	South Carolina Black News	Black: African American	English	Columbia, SC	SC
3250 Newspaper	El Informante	Hispanic	Spanish	Charleston, SC	SC
3253 Newspaper	Viva Latina	Hispanic	Spanish	Charleston, SC	SC
3254 Newspaper	La Isla Magazine	Hispanic	Spanish	Charleston, SC	SC
3255 Newspaper	La Voz Independiente	Hispanic	Spanish	Charleston, SC	SC
3256 Newspaper	La Voz Independiente	Hispanic	Spanish	Charleston, SC	SC
3257 Newspaper	La Nueven Hispana (La Opinion Hispana)	Hispanic	Spanish	Charleston, SC	SC
3258 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	English	Columbia, SC	SC
3259 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	English	Columbia, SC	SC
3260 Outdoor	Gas Station TV	Diverse Mass	English	Columbia, SC	SC
3261 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	English	Columbia, SC	SC
3262 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	English	Columbia, SC	SC
3263 Outdoor	Gas Station TV	Diverse Mass	English	Columbia, SC	SC
3264 Outdoor	Bus Line Media (Bus Interior Carts)	Diverse Mass	English	Columbia, SC	SC
3265 Outdoor	Gas Station TV	Diverse Mass	English	Columbia, SC	SC
3266 Newspaper	The Midstate Tribune	AIAN	English	Rapid City	SD
3267 Newspaper	West River News	AIAN	English	Rapid City	SD
3268 Newspaper	Upper Lake Topic	AIAN	English	Rapid City	SD
3269 Newspaper	KUSA	AIAN	English	Rapid City	SD
3270 Television	KOTA	AIAN	English	Rapid City	SD
3271 Radio	KLU	AIAN	English	Rapid City	SD
3272 Radio	KLW	AIAN	English	Rapid City	SD
3273 Radio	KMFA	AIAN	English	Rapid City	SD
3274 Radio	STAR	AIAN	English	Rapid City	SD
3275 Radio	KLW	AIAN	English	Rapid City	SD
3276 Radio	KPLQ	AIAN	English	Rapid City	SD
3277 Radio	KMLQ	AIAN	English	Rapid City	SD
3278 Radio	KOLY	AIAN	English	Rapid City	SD
3279 Radio	KOLY	AIAN	English	Rapid City	SD
3280 Television	KSFY	AIAN	English	Rapid City	SD
3281 Television	KOLT	AIAN	English	Rapid City	SD
3282 Television	KOLT	AIAN	English	Rapid City	SD
3283 Outdoor	Lamar	AIAN	English	Rapid City	SD
3284 Outdoor	Lamar	AIAN	English	Rapid City	SD
3285 Outdoor	Lamar	AIAN	English	Rapid City	SD
3286 Outdoor	Lamar	AIAN	English	Rapid City	SD
3287 Outdoor	Lamar	AIAN	English	Rapid City	SD
3288 Outdoor	Lamar	AIAN	English	Rapid City	SD
3289 Outdoor	Lamar	AIAN	English	Rapid City	SD
3290 Magazine	Jordan International Magazine	Emerging	Russian	Stark Falls(Mitchell)	SD
3291 Outdoor	Clear Channel Outdoor	Black: African American	English	Stark Falls(Mitchell)	SD
3292 Television	WHEC-TV	Black: African American	English	Stark Falls(Mitchell)	SD
3293 Television	WHEC-TV	Black: African American	English	Stark Falls(Mitchell)	SD
3294 Television	WHEC-TV	Black: African American	English	Stark Falls(Mitchell)	SD
3295 Television	WMC-NEC	Black: African American	English	Stark Falls(Mitchell)	SD
3296 Television	WHEC-TV	Black: African American	English	Stark Falls(Mitchell)	SD
3297 Radio	WHRB-FM	Black: African American	English	Stark Falls(Mitchell)	SD
3298 Radio	KJMS-FM	Black: African American	English	Stark Falls(Mitchell)	SD
3299 Radio	WHRB-FM	Black: African American	English	Stark Falls(Mitchell)	SD
3300 Radio	WHRB-FM	Black: African American	English	Stark Falls(Mitchell)	SD
3301 Radio	KXHT-FM	Black: African American	English	Stark Falls(Mitchell)	SD
3302 Newspaper	Rolling Out Memphis	Black: African American	English	Stark Falls(Mitchell)	SD
3303 Newspaper	Memphis Silver Star News	Black: African American	English	Stark Falls(Mitchell)	SD

**MEDIA BUY SCHEMES
ALL AUDIENCES AND MEDIA TYPES/AWARENESS & MOTIVATION PHASES ONLY**

Media	Vendor Name	Audience	Language	Market	State
3373 Newspaper	Texas Capital News	Asian: Chinese	Traditional Chinese	Austin	TX
3374 Radio	Radio TNT	Asian: Vietnamese	Vietnamese	Austin	TX
3375 Newspaper	Newspaper	Asian: Korean	Korean	Dallas-Ft. Worth	TX
3376 Newspaper	Newspaper	Asian: Korean	Korean	Dallas-Ft. Worth	TX
3377 Newspaper	A-Chau The Bao Newspaper	Asian: Vietnamese	Vietnamese	Dallas-Ft. Worth	TX
3378 Newspaper	Bai Viet	Asian: Vietnamese	Vietnamese	Dallas-Ft. Worth	TX
3379 Newspaper	Nguyen Viet	Asian: Vietnamese	Vietnamese	Dallas-Ft. Worth	TX
3380 Newspaper	Saigon News Weekly/ Saigon-Houston Directory	Asian: Vietnamese	Vietnamese	Dallas-Ft. Worth	TX
3381 Newspaper	Vietnam Moi Weekly	Asian: Vietnamese	Vietnamese	Dallas-Ft. Worth	TX
3382 Radio	Radio Saigon	Asian: Vietnamese	Vietnamese	Dallas-Ft. Worth	TX
3383 Radio	Radio Saigon, Dallas KTVX AM 690	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3384 Newspaper	Dallas Chinese News	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3385 Newspaper	Dallas Chinese Times Asian Gazette	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3386 Newspaper	Asian Times	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3387 Newspaper	Irish (Japanese Community Newspaper)	Asian: Japanese	Japanese	Dallas-Ft. Worth	TX
3388 Outdoor	Call Marketing & Promotion Group (Outdoor, in Store)	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3389 Outdoor	Call Marketing & Promotion Group (Outdoor, in Store)	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3390 Outdoor	Carriales	Asian: Indian	Urdu	Dallas-Ft. Worth	TX
3392 Outdoor	Carriales	Asian: Bangladeshi	Bengali	Dallas-Ft. Worth	TX
3393 Outdoor	Carriales	Asian: Bangladeshi	Bengali	Dallas-Ft. Worth	TX
3394 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3395 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3396 Outdoor	Clear Channel Outdoor	Asian: Chinese	Traditional Chinese	Dallas-Ft. Worth	TX
3397 Outdoor	Carriales	Asian: Indian	Urdu	Dallas-Ft. Worth	TX
3398 Outdoor	Carriales	Asian: Indian	Urdu	Dallas-Ft. Worth	TX
3399 Outdoor	Carriales	Asian: Indian	Urdu	Dallas-Ft. Worth	TX
3400 Outdoor	Carriales	Asian: Indian	Urdu	Dallas-Ft. Worth	TX
3401 Television	VAN-TV Houston (LHF Ch. 52.1)	Asian: Chinese	Traditional Chinese	Houston	TX
3402 Television	ITV - KTBU 55.5 (24hr)	Asian: Chinese	Traditional Chinese	Houston	TX
3403 Television	ITV - KTBU 55.5 (24hr)	Asian: Chinese	Traditional Chinese	Houston	TX
3404 Magazine	The Gas Mag Magazine	Asian: Vietnamese	Vietnamese	Houston	TX
3405 Magazine	The Magazine	Asian: Vietnamese	Vietnamese	Houston	TX
3406 Newspaper	International Daily News-TX	Asian: Chinese	Traditional Chinese	Houston	TX
3407 Newspaper	World Journal - Texas	Asian: Chinese	Traditional Chinese	Houston	TX
3408 Newspaper	Korea Daily - Dallas/Houston	Asian: Korean	Korean	Houston	TX
3409 Newspaper	Korea Daily - Houston	Asian: Korean	Korean	Houston	TX
3410 Newspaper	News Korea, Texas	Asian: Korean	Korean	Houston	TX
3411 Newspaper	A-Chau The Bao Newspaper	Asian: Vietnamese	Vietnamese	Houston	TX
3412 Newspaper	A-Chau The Bao Newspaper	Asian: Vietnamese	Vietnamese	Houston	TX
3413 Newspaper	Nguyen Viet	Asian: Vietnamese	Vietnamese	Houston	TX
3414 Newspaper	Nguyen Viet	Asian: Vietnamese	Vietnamese	Houston	TX
3415 Newspaper	Saigon News Weekly/ Saigon-Houston Directory	Asian: Vietnamese	Vietnamese	Houston	TX
3416 Newspaper	Saigon Tin News	Asian: Vietnamese	Vietnamese	Houston	TX
3417 Newspaper	Saigon Tin News	Asian: Vietnamese	Vietnamese	Houston	TX
3418 Newspaper	Viet Bao - Houston	Asian: Vietnamese	Vietnamese	Houston	TX
3419 Newspaper	Viet Bao - Houston	Asian: Vietnamese	Vietnamese	Houston	TX
3420 Newspaper	Vietnam Moi Weekly	Asian: Vietnamese	Vietnamese	Houston	TX
3421 Radio	Chinese Info Net / KVZ 1320 AM	Asian: Chinese	Mandarin/ Cantonese	Houston	TX
3422 Radio	US Chinese Channel / KCRN(950 AM)	Asian: Chinese	Mandarin/ Cantonese	Houston	TX
3423 Radio	In Language Radio KGOX AM 1180	Asian: Vietnamese	Vietnamese	Houston	TX
3424 Radio	Radio Saigon Houston/ KREH 900 AM	Asian: Vietnamese	Vietnamese	Houston	TX
3425 Radio	Radio Saigon Houston/ KREH 900 AM	Asian: Vietnamese	Vietnamese	Houston	TX
3426 Radio	TNT Houston Radio FM SCA	Asian: Vietnamese	Vietnamese	Houston	TX
3427 Radio	KTEK AM 1110	Asian: Vietnamese	Vietnamese	Houston	TX
3428 Radio	KTEK AM 1110	Asian: Vietnamese	Vietnamese	Houston	TX
3429 Newspaper	Pakistan Chronicle	Asian: Pakistani	Urdu	Houston	TX
3430 Newspaper	Pakistan Journal	Asian: Pakistani	Urdu	Houston	TX
3431 Newspaper	Pakistan Journal	Asian: Pakistani	Urdu	Houston	TX
3432 Outdoor	CRS Outdoor	Asian: Pakistani	Urdu	Houston	TX
3433 Radio	VABI (Vietnam Hai Ngai) SCA FM 88.9	Asian: Vietnamese	Vietnamese	Texas	TX
3434 Radio	VABI (Vietnam Hai Ngai) SCA FM 88.9	Asian: Vietnamese	Vietnamese	Texas	TX
3435 Newspaper	Indo American News	Asian: Asian Indian	Hindi/English	Texas	TX
3436 Newspaper	Voice of Asia	Asian: Asian Indian	Hindi/English	Texas	TX
3437 Newspaper	Le Voz Hispana	Hispanic	Spanish	Amarillo	TX
3438 Newspaper	El Norte	Hispanic	Spanish	Amarillo	TX
3439 Newspaper	El Mensajero	Hispanic	Spanish	Amarillo	TX
3440 Newspaper	El Norte de Austin	Hispanic	Spanish	Austin	TX
3441 Newspaper	Ahorre Si	Hispanic	Spanish	Austin	TX

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)

Media	Vendor Name	Audience	Language	Market	State
3442 Newspaper	El Mundo	Hispanic	Spanish	Austin	TX
3443 Newspaper	Club Deportes	Hispanic	Spanish	Austin	TX
3444 Newspaper	Finance & Business	Hispanic	Spanish	Austin	TX
3445 Newspaper	La Prensa	Hispanic	Spanish	Austin	TX
3446 Radio	KJLPM	Hispanic	Spanish	Austin	TX
3447 Radio	KGFM	Hispanic	Spanish	Austin	TX
3448 Newspaper	South Texas Catholic - Hispanic Section	Hispanic	Spanish	Corpus Christi	TX
3449 Radio	KLBBM	Hispanic	Spanish	Corpus Christi	TX
3450 Radio	KLBBM	Hispanic	Spanish	Corpus Christi	TX
3451 Radio	KLBBM	Hispanic	Spanish	Corpus Christi	TX
3452 Radio	KLBBM	Hispanic	Spanish	Corpus Christi	TX
3453 Radio	KSABM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3454 Radio	KSABM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3455 Newspaper	La Segunda Dallas (Forward Omond Central Edition)	Hispanic	Spanish	Dallas-Ft. Worth	TX
3456 Newspaper	Panorama de Nuevos Horizontes	Hispanic	Spanish	Dallas-Ft. Worth	TX
3457 Newspaper	El Extra	Hispanic	Spanish	Dallas-Ft. Worth	TX
3458 Newspaper	El Diario News	Hispanic	Spanish	Dallas-Ft. Worth	TX
3459 Newspaper	El Lider USA	Hispanic	Spanish	Dallas-Ft. Worth	TX
3460 Newspaper	El Estrella en Casa	Hispanic	Spanish	Dallas-Ft. Worth	TX
3461 Newspaper	El Investigador	Hispanic	Spanish	Dallas-Ft. Worth	TX
3462 Newspaper	Noticiero News	Hispanic	Spanish	Dallas-Ft. Worth	TX
3463 Newspaper	El Catibole de Texas	Hispanic	Spanish	Dallas-Ft. Worth	TX
3464 Newspaper	El Investigador	Hispanic	Spanish	Dallas-Ft. Worth	TX
3465 Radio	KEOQFM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3466 Radio	KESSFM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3467 Radio	KFRTFM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3468 Radio	KLCCFM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3469 Radio	KMOPFM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3470 Radio	KMOPFM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3471 Radio	KMOPFM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3472 Radio	KZAPAM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3473 Radio	KZAPAM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3474 Radio	KZZARM	Hispanic	Spanish	Dallas-Ft. Worth	TX
3475 Television	KUNTV	Hispanic	Spanish	Dallas-Ft. Worth	TX
3476 Television	KUNTV	Hispanic	Spanish	Dallas-Ft. Worth	TX
3477 Television	KUNTV	Hispanic	Spanish	Dallas-Ft. Worth	TX
3478 Television	KUNTV	Hispanic	Spanish	Dallas-Ft. Worth	TX
3479 Television	KUNTV	Hispanic	Spanish	Dallas-Ft. Worth	TX
3480 Television	NTN 24	Hispanic	Spanish	Dallas-Ft. Worth	TX
3481 Television	Tv. Colombia	Hispanic	Spanish	Dallas-Ft. Worth	TX
3482 Television	Agencia	Hispanic	Spanish	Dallas-Ft. Worth	TX
3483 Television	Ad	Hispanic	Spanish	Dallas-Ft. Worth	TX
3484 Outdoor	CBS Outdoor Media	Hispanic	Spanish	Dallas-Ft. Worth	TX
3485 Outdoor	Clear Channel	Hispanic	Spanish	Dallas-Ft. Worth	TX
3486 Outdoor	Clear Channel	Hispanic	Spanish	Dallas-Ft. Worth	TX
3487 Outdoor	Brits Media Group	Hispanic	Spanish	Dallas-Ft. Worth	TX
3488 Outdoor	National Mobile Billboards	Hispanic	Spanish	Dallas-Ft. Worth	TX
3489 Outdoor	Sunrise	Hispanic	Spanish	Dallas-Ft. Worth	TX
3490 Outdoor	Sunrise	Hispanic	Spanish	Dallas-Ft. Worth	TX
3491 Radio	KBNAFM/QUELIAM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3492 Radio	KINTM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3493 Radio	KINTM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3494 Radio	XHF-FM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3495 Radio	XHF-FM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3496 Radio	XHF-FM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3497 Radio	XHF-FM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3498 Radio	XHF-FM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3499 Television	KAEPTV	Hispanic	Spanish	El Paso (Las Cruces)	TX
3500 Television	KAEPTV	Hispanic	Spanish	El Paso (Las Cruces)	TX
3501 Television	KTDTV	Hispanic	Spanish	El Paso (Las Cruces)	TX
3502 Television	KTNTV	Hispanic	Spanish	El Paso (Las Cruces)	TX
3503 Newspaper	El Nuevo Herald/Fuentes	Hispanic	Spanish	El Paso (Las Cruces)	TX
3504 Newspaper	El Nuevo Herald/Fuentes	Hispanic	Spanish	El Paso (Las Cruces)	TX
3505 Newspaper	El Nuevo Herald/Fuentes	Hispanic	Spanish	El Paso (Las Cruces)	TX
3506 Newspaper	El Extra	Hispanic	Spanish	El Paso (Las Cruces)	TX
3507 Newspaper	El Nuevo Herald/Fuentes	Hispanic	Spanish	El Paso (Las Cruces)	TX
3508 Radio	KEIOFM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3509 Radio	KGFTFM	Hispanic	Spanish	El Paso (Las Cruces)	TX
3510 Radio	KPSPFM	Hispanic	Spanish	El Paso (Las Cruces)	TX

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES(AWARENESS & MOTIVATION PHASES ONLY)

Media	Advertiser	Language	Market	State
3511 Radio	WVCFM	Spanish	Houston	TX
3512 Radio	XAVO-FM	Spanish	Houston	TX
3513 Radio	WVCFM	Spanish	Houston	TX
3514 Radio	XEGHMX-90	Spanish	Houston	TX
3515 Radio	XHRHMKES-97M	Spanish	Houston	TX
3516 Television	KMBTV	Spanish	Houston	TX
3517 Television	KTLMTV	Spanish	Houston	TX
3518 Television	KVFTV	Spanish	Houston	TX
3519 Television	KVFTV	Spanish	Houston	TX
3520 Television	Pasadena	Spanish	Houston	TX
3521 Television	Trineex	Spanish	Houston	TX
3522 Outdoor	Bible Media Group	Spanish	Houston	TX
3523 Outdoor	Radioactive Barbours	Spanish	Houston	TX
3525 Outdoor	Charities	Spanish	Houston	TX
3526 Outdoor	Lamar	Spanish	Houston	TX
3527 Outdoor	Colombia	Spanish	Houston	TX
3528 Newspaper	La Voz De Houston	Spanish	Houston	TX
3529 Newspaper	Rumbo (Houston/San Antonio)	Spanish	Houston	TX
3530 Newspaper	La Informacion	Spanish	Houston	TX
3531 Newspaper	La Sesion Houston (10 Zones)	Spanish	Houston	TX
3532 Newspaper	Simena	Spanish	Houston	TX
3533 Newspaper	La Prensa de Houston	Spanish	Houston	TX
3534 Newspaper	El Sol (formerly El Sol de Conroe)	Spanish	Houston	TX
3535 Newspaper	El Sol (formerly El Sol de Conroe)	Spanish	Houston	TX
3536 Radio	KAMPM	Spanish	Houston	TX
3537 Radio	KATM	Spanish	Houston	TX
3538 Radio	KATAM	Spanish	Houston	TX
3539 Radio	KLOLFM	Spanish	Houston	TX
3540 Radio	KTJRM	Spanish	Houston	TX
3541 Radio	KVJRM	Spanish	Houston	TX
3542 Radio	KOVJFM	Spanish	Houston	TX
3543 Radio	KGBUFM	Spanish	Houston	TX
3544 Radio	KVJRM	Spanish	Houston	TX
3545 Radio	KTAM/KLOLFM	Spanish	Houston	TX
3546 Television	KAZH-D2	Spanish	Houston	TX
3547 Television	KVJRM	Spanish	Houston	TX
3548 Television	KVJRM	Spanish	Houston	TX
3549 Television	KUWMTV	Spanish	Houston	TX
3550 Television	KOLTV	Spanish	Houston	TX
3551 Television	KOLTV	Spanish	Houston	TX
3552 Television	Ecovisa	Spanish	Houston	TX
3553 Television	RTN 24	Spanish	Houston	TX
3554 Television	TV Colombia	Spanish	Houston	TX
3555 Television	Pasadena	Spanish	Houston	TX
3556 Outdoor	Ad Mirable	Spanish	Houston	TX
3557 Outdoor	Clear Channel	Spanish	Houston	TX
3558 Outdoor	Clear Channel	Spanish	Houston	TX
3559 Outdoor	Bible Media Group	Spanish	Houston	TX
3560 Outdoor	National Mobile Billboards	Spanish	Houston	TX
3561 Outdoor	Charities	Spanish	Houston	TX
3562 Outdoor	Starline	Spanish	Houston	TX
3563 Newspaper	Tiempo De Laredo	Spanish	Laredo	TX
3564 Newspaper	El Monarca	Spanish	Laredo	TX
3565 Newspaper	El Monarca	Spanish	Laredo	TX
3566 Radio	KBDJFM-Li Lory	Spanish	Laredo	TX
3567 Radio	KJDFM	Spanish	Laredo	TX
3568 Radio	XKJDFM	Spanish	Laredo	TX
3569 Radio	XKJDFM	Spanish	Laredo	TX
3570 Radio	XKJDFM	Spanish	Laredo	TX
3571 Newspaper	West Texas Hispanic News	Spanish	Lubbock	TX
3572 Newspaper	The Hispanic	Spanish	Lubbock	TX
3573 Newspaper	The Hispano	Spanish	Lubbock	TX
3574 Newspaper	El Editor (Odessa)	Spanish	Lubbock	TX
3575 Newspaper	El Editor	Spanish	Lubbock	TX
3576 Newspaper	Concuch Hispano	Spanish	Odessa-Midland	TX
3577 Newspaper	El Gran	Spanish	San Antonio	TX
3578 Newspaper	News Gram	Spanish	San Antonio	TX
3579 Newspaper	Concuch	Spanish	San Antonio	TX

MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES/AWARENESS & MOTIVATION PHASES ONLY

Media	Vendor Name	Audience	Language	Market	State
3649	Television	Diverse Mass	English	Houston	TX
3650	Bus Line Media (Bus Interior Care)	Diverse Mass	English	Houston	TX
3651	Bus Line Media (Bus Interior Care)	Diverse Mass	English	Houston	TX
3652	Outdoor	Diverse Mass	English	Houston	TX
3653	Outdoor	Diverse Mass	English	Houston	TX
3654	Outdoor	Diverse Mass	English	Lubbock	TX
3655	Outdoor	Diverse Mass	English	Lubbock	TX
3656	Outdoor	Diverse Mass	English	Lubbock	TX
3657	Outdoor	Diverse Mass	English	Lubbock	TX
3658	Outdoor	Diverse Mass	English	Lubbock	TX
3659	Outdoor	Diverse Mass	English	Lubbock	TX
3660	Newspaper	Diverse Mass	English	Lubbock	TX
3661	Outdoor	Diverse Mass	English	Lubbock	TX
3662	Outdoor	Diverse Mass	English	Lubbock	TX
3663	Outdoor	Diverse Mass	English	Lubbock	TX
3664	Radio	Diverse Mass	English	Lubbock	TX
3665	Radio	Diverse Mass	English	Lubbock	TX
3666	Television	Diverse Mass	English	Lubbock	TX
3667	Outdoor	Diverse Mass	English	Lubbock	TX
3668	Outdoor	Diverse Mass	English	Lubbock	TX
3669	Outdoor	Diverse Mass	English	Lubbock	TX
3670	Outdoor	Diverse Mass	English	Lubbock	TX
3671	Outdoor	Diverse Mass	English	Lubbock	TX
3672	Outdoor	Diverse Mass	English	Lubbock	TX
3673	Outdoor	Diverse Mass	English	Lubbock	TX
3674	Television	Diverse Mass	English	Lubbock	TX
3675	Radio	Diverse Mass	English	Lubbock	TX
3676	Radio	Diverse Mass	English	Lubbock	TX
3677	Radio	Diverse Mass	English	Lubbock	TX
3678	Outdoor	Diverse Mass	English	Lubbock	TX
3679	Outdoor	Diverse Mass	English	Lubbock	TX
3680	Outdoor	Diverse Mass	English	Lubbock	TX
3681	Outdoor	Diverse Mass	English	Lubbock	TX
3682	Outdoor	Diverse Mass	English	Lubbock	TX
3683	Outdoor	Diverse Mass	English	Lubbock	TX
3684	Television	Diverse Mass	English	Lubbock	TX
3685	Newspaper	Diverse Mass	English	Lubbock	TX
3686	Newspaper	Diverse Mass	English	Lubbock	TX
3687	Newspaper	Diverse Mass	English	Lubbock	TX
3688	Newspaper	Diverse Mass	English	Lubbock	TX
3689	Newspaper	Diverse Mass	English	Lubbock	TX
3690	Newspaper	Diverse Mass	English	Lubbock	TX
3691	Radio	Diverse Mass	English	Lubbock	TX
3692	Radio	Diverse Mass	English	Lubbock	TX
3693	Radio	Diverse Mass	English	Lubbock	TX
3694	Radio	Diverse Mass	English	Lubbock	TX
3695	Radio	Diverse Mass	English	Lubbock	TX
3696	Radio	Diverse Mass	English	Lubbock	TX
3697	Radio	Diverse Mass	English	Lubbock	TX
3698	Radio	Diverse Mass	English	Lubbock	TX
3699	Television	Diverse Mass	English	Lubbock	TX
3700	Television	Diverse Mass	English	Lubbock	TX
3701	Magazine	Diverse Mass	English	Lubbock	TX
3702	Magazine	Diverse Mass	English	Lubbock	TX
3703	Magazine	Diverse Mass	English	Lubbock	TX
3704	Newspaper	Diverse Mass	English	Lubbock	TX
3705	Newspaper	Diverse Mass	English	Lubbock	TX
3706	Newspaper	Diverse Mass	English	Lubbock	TX
3707	Newspaper	Diverse Mass	English	Lubbock	TX
3708	Newspaper	Diverse Mass	English	Lubbock	TX
3709	Newspaper	Diverse Mass	English	Lubbock	TX
3710	Newspaper	Diverse Mass	English	Lubbock	TX
3711	Newspaper	Diverse Mass	English	Lubbock	TX
3712	Newspaper	Diverse Mass	English	Lubbock	TX
3713	Television	Diverse Mass	English	Lubbock	TX
3714	Television	Diverse Mass	English	Lubbock	TX
3715	Outdoor	Diverse Mass	English	Lubbock	TX
3716	Outdoor	Diverse Mass	English	Lubbock	TX
3717	INSCAR	Diverse Mass	English	Lubbock	TX

**MEDIA BUY SCHEDULES
ALL AUDIENCES AND MEDIA TYPES (AWARENESS & MOTIVATION PHASES ONLY)**

Medium	Vendor Name	Audience	Language	Market	State
3718 Outdoor	Blue Line Media (Bus Interior Circuits)	Diverse Mass	English	Seattle-Tacoma	WA
3719 Outdoor	Blue Line Media (Bus Interior Circuits)	Diverse Mass	English	Seattle-Tacoma	WA
3720 Television	KING	AIAN	English	Seattle-Tacoma	WA
3721 Television	KING	AIAN	English	Seattle-Tacoma	WA
3722 Radio	KJR	AIAN	English	Seattle-Tacoma	WA
3723 Radio	KJR	AIAN	English	Seattle-Tacoma	WA
3724 Radio	KJR	AIAN	English	Seattle-Tacoma	WA
3725 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3726 Television	KREM	AIAN	English	Spokane	WA
3727 Radio	KXV	AIAN	English	Spokane	WA
3728 Radio	KXV	AIAN	English	Spokane	WA
3729 Radio	KXZ	AIAN	English	Spokane	WA
3730 Radio	KXZ	AIAN	English	Spokane	WA
3731 Radio	KXZ	AIAN	English	Spokane	WA
3732 Newspaper	Yakima Nation Review	AIAN	English	Spokane	WA
3733 Newspaper	Yakima Nation Review	AIAN	English	Spokane	WA
3734 Newspaper	Yakima Nation Review	AIAN	English	Spokane	WA
3735 Outdoor	Lamar	AIAN	English	Spokane	WA
3736 Outdoor	Lamar	AIAN	English	Spokane	WA
3737 Outdoor	Lamar	AIAN	English	Spokane	WA
3738 Outdoor	Lamar	AIAN	English	Spokane	WA
3739 Outdoor	Lamar	AIAN	English	Spokane	WA
3740 Outdoor	Lamar	AIAN	English	Spokane	WA
3741 Outdoor	Lamar	AIAN	English	Spokane	WA
3742 Outdoor	Lamar	AIAN	English	Spokane	WA
3743 Outdoor	Lamar	AIAN	English	Spokane	WA
3744 Newspaper	Profiler News	AIAN	English	Spokane	WA
3745 Newspaper	Profiler News	AIAN	English	Spokane	WA
3746 Newspaper	White Eagle	AIAN	English	Spokane	WA
3747 Newspaper	White Eagle	AIAN	English	Spokane	WA
3748 Newspaper	White Eagle	AIAN	English	Spokane	WA
3749 Magazine	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3750 Newspaper	Seattle Medium	AIAN	English	Seattle-Tacoma	WA
3751 Television	ATV USA	AIAN	English	Seattle-Tacoma	WA
3752 Television	ATV USA	AIAN	English	Seattle-Tacoma	WA
3753 Television	ATV USA	AIAN	English	Seattle-Tacoma	WA
3754 Television	ATV USA	AIAN	English	Seattle-Tacoma	WA
3755 Television	ATV USA	AIAN	English	Seattle-Tacoma	WA
3756 Television	ATV USA	AIAN	English	Seattle-Tacoma	WA
3757 Television	ATV USA	AIAN	English	Seattle-Tacoma	WA
3758 Magazine	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3759 Magazine	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3760 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3761 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3762 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3763 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3764 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3765 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3766 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3767 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3768 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3769 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3770 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3771 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3772 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3773 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3774 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3775 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3776 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3777 Radio	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3778 Radio	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3779 Radio	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3780 Radio	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3781 Newspaper	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3782 Outdoor	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3783 Outdoor	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3784 Outdoor	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3785 Outdoor	Seattle Times	AIAN	English	Seattle-Tacoma	WA
3786 Outdoor	Seattle Times	AIAN	English	Seattle-Tacoma	WA

Mr. CLAY. Thank you very much, Mr. Tarakajian.
Mr. Garcia, you may proceed.

STATEMENT OF NELSON GARCIA

Mr. GARCIA. Thank you, Mr. Chairman and the committee, for inviting me.

As with all of the other ethnic and racial segments, the goal of the Hispanic audience plan was as follows: to improve mail response, to improve overall accuracy, to reduce the differential undercount, and to improve cooperation with enumerators.

To meet all of these goals required more than just hard-working media dollars in relevant environments. It required a fully integrated campaign and a coordination of multiple efforts by partner agencies that included paid media, partnerships, public relations, Census in schools, and earned media outreach.

The goal of paid media is to educate all Hispanic Americans in all 50 States, regardless of their residency status, as to the benefits of civic participation and to drive mass participation through the most relevant and influential forms of communication.

The plan used research from a wide variety of sources. Qualitative and quantitative learning came from focus groups. Demographic, psychographic, and life-style learning taken from two Census-sponsored research studies. The first was a base segmentation study of the Hispanic population, and the second was a mind-set study of Hispanics as it pertains to their perceptions of the Census.

From the first study, we were able to segment the Hispanic population to eight distinct target clusters. From the second study, we were able to understand media and messaging needs. This research was based and complemented with extensive use of authoritative secondary sources, which ranged from industry studies to the ACS to information from census.gov.

In the discovery process, it was determined that 42.5 percent of the Hispanic community fell into hard-to-count clusters known as Ethnic Enclaves I and II and Economically Disadvantaged II. Another key finding found that 20 percent of the Ethnic Enclave clusters were Hispanic. Therefore, these three clusters' media habits were further examined and led to our recommendation.

So our recommendation was first based on knowing that almost half the marketplace was hard to count and their media habits. We used syndicated research sponsored by the Census Bureau. These findings, plus the Census mail response rate, guided our development of a hybrid plan, one that put a greater emphasis on local media. Sixty percent of paid media investment will be spent on local, radio, newspaper, out of home, and really hyper local media, such as public transit, lunch trucks, retail post bills, wire transfer, check cashier locations, ethnic restaurant menus, and also prepaid calling cards. There is a lot of media which is media used by immigrant communities, Spanish-dominant communities, and recently arrived communities.

To reach the most recently arrived and linguistically isolated, the plan is weighed toward trusted in-language medium. We have 99 newspaper markets. We have 38 radio markets. We have 11 out-of-home markets and 18 local news markets.

A special effort was made to be in media consumed by migrant workers and rural Hispanics. In fact, a special purchase was made with the United Farm Workers Radio Network, one of the group's most influential and trusted news sources. Ninety-seven percent of all DMAs have paid Census Spanish TV advertising and PSAs from trusted personalities, since 80 percent of Univision, Telemundo, TeleFutura, and Tedesteca's programming is common to all markets.

In 18 local markets, an extra layer of support came by way of paid purchases on local news and local programings. These markets were selected based on the fact that they had critical mass, at least 100,000 people; the fact that at least 10 percent of the population was Hispanic; that their hard-to-count scores were above the national average; and that the mail return rate was below the national average.

We looked at an 8-year growth rate above the national average, and we also looked to hyper-growth markets in the Pacific Northwest, the Midwest, and the Southwest; and this resulted in a media plan that was very locally oriented.

It was the most democratic RFP process possible. We sent out RFPs to 1,053 individual media companies, which yielded close to 21,000 points of contact with the individual Hispanic media. We have placed \$25.4 million in media so far and have yielded \$7.5 million back in added value return where 30 percent were increased because of the generosity of our partners. And we involved America's top Hispanic talent, everyone from Maria Marin, Piolin, Cristina, Don Francisco, all of the key names, all of the people that matter and influence this community.

Thank you.

[The prepared statement of Mr. Garcia follows:]

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*Testimony
Of
Mr. Nelson Garcia
GlobalHue Latino*

*Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee
Wednesday, February 24, 2010
2154 Rayburn HOB
10:00 A.M.*

*"The 2010 Census Communications Contract:
The Media Plan in Hard To Count Areas"*

Media Buy to the Hispanic Audience

Overview and Background

As with all other ethnic and racial segments, the goals for the Hispanic Audience Plan were as follows:

- a) Increase mail response
- b) Improve overall accuracy and reduce the differential undercount
- c) Improve cooperation with enumerators

To meet all these goals required more than hard-working media dollars in relevant environments. It required a fully integrated campaign and a coordination of multiple efforts by partner agencies that included Paid Media, Partnerships, Public Relations including Earned Media, and Census in Schools.

The goal of Paid Media is to educate all Hispanic Americans in all 50 States and the District of Columbia (regardless of their residency status) as to the benefits of civic participation and to drive mass participation through the most relevant and influential forms of communication. (Note: a separate Campaign effort exists for Puerto Rico that is not covered here but is included in the overall Paid Media expenditures.)

Research Based

The plan used research from a wide variety of sources. Qualitative and quantitative learnings came from focus groups. Demographic, psychographic and lifestyle learnings taken from two Census-sponsored research studies: 1) a base segmentation study of the Hispanic population and 2) a study of the mindset of Hispanics as it pertains to civic participation via CBAMS (Census Barriers Attitudes Motivators Study). From the first study, we were able to segment the Hispanic population into eight distinct target clusters. From the second study, we were able to understand media and messaging needs. This research base was complemented with extensive use of authoritative secondary sources, which ranged from media industry usage studies to ACS 2006, as well as a wealth of information garnered from Census.gov.

In this discovery process it was determined that 42.5% of the Hispanic community fell into the HTC clusters of Ethnic Enclaves I & II and Economically Disadvantaged II. Another key finding was that 60% of Ethnic Enclaves were Hispanics. These 3 clusters' media habits were further examined which led to the recommendation of a multiple media mix.

Design of Plan

These research findings guided the development of a plan that placed a greater emphasis on local media. They will receive 60% of the paid media investment. While trusted sources within television, radio and newspaper will carry the message, non-traditional, grassroots media that is effective in penetrating HTC communities will also be utilized. Examples include:

- a) Messages on road signs, public transit and lunch trucks to incite action
- b) Advertising on retail post bills, in-wire transfer, check cashier locations, ethnic restaurant menus to spark conversations within communities
- c) Reminder messages via voice prompt on pre-paid calling cards as individuals call abroad

Markets that receive this extra level of funding needed to meet four of the following six criteria:

1. Top Metro with at least 100,000 Hispanic Households
2. Hispanic Household incidence above national average (11.1%)
3. HTC scores above national average of (31.9%)
4. Mail Return Rate below national average (67.3)
5. 8 year growth rate above national average (146 Index)
6. Hyper-growth Markets 25% above national average index

As the Hispanic audience is diverse and efforts need to be made to reach the recently arrived and linguistically isolated, the plan is weighed towards trusted local and in-language media (99 newspaper markets, 38 radio markets, 11 outdoor markets, and 18 local television markets).

A special effort was made to include media consumed by migrant workers and rural Hispanics. In fact, a special purchase was made with the United Farmer Worker's Radio network, one of this group's most trusted source of news and information.

The remaining 40% of the paid advertising budget was used to buy an efficient and broad-reaching national base of media support that will be seen throughout all local media markets. The rationale for this decision is:

1. National media is the most cost-efficient use of appropriated taxpayer dollars to encourage mass participation (97% reach via national television)
2. Positioning of Census advertising in prime programming is secured to supplement broadcast partnership programs
3. National media's broad reach allows Census to access HTC Hispanic communities that otherwise are underserved by in-language media. This is particularly critical to emerging HTC communities in hyper growth geographies of the Pacific Northwest, Midwest and the Southeast.

Execution of the Buy

The most democratic open call for submissions yielded 1,053 Request for Proposals, representing 21,000 media properties. The resulting media placement of \$25.4 million dollars yielded \$7.5 million in added value (a 30% return on investment) including PSAs from Hispanic-America's trusted-voices (for example, Maria Marin, Piolin, Charytin, Cristina, Don Francisco and additional key news anchors).

In summary, the Hispanic Audience ICC plan was designed based on Census-backed research and factored in Census 2000 HTC scoring and mail return rates. We took stakeholder recommendations into consideration to further refine our plan. To this, we applied GlobalHue Latino and d'expósito & partners' extensive Hispanic market resources and knowledge that is contemporary to the media marketplace and demographic realities of today's Hispanic 2010 marketing environment.

Hispanic Audience Paid Media Plan Specifics and Key Activities

The Hispanic Audience Media Plan was developed by a team of advertising experts at Global Hue Latino and d'expósito & partners, leading agencies in their field of work. The media buy totals \$25.5 million. Significant research went into the development of the plan and input was obtained from internal and external stakeholders.

Targets the diverse Hispanic community across the country. Consists of promotional and media materials in Spanish and English.

Allocates a \$25.5 million paid media buy as follows (figures below are estimates and in millions):

- TV (national and local) \$10.1
- Radio (national and local) \$5.1
- Magazines \$0.8
- Newspapers \$3.9
- Out-of-home (outdoor) \$2.2
- Digital \$0.8
- Non-response-follow-up \$2.6

The national advertising buys (covering every media market in the country) for the Hispanic audience will reach 95% + of this population. Furthermore, local, incremental media buys will provide additional exposure and impact in specific markets. Below is a list of local markets that will receive a local overlay and the incremental percentage of the Hispanic population covered:

- 18 local TV markets
- 38 local radio markets
- 11 out-of-home markets
- 99 local print markets

Additional Information for Reference

- Negotiated over \$7.5 million in added value from vendors
- Issued 1,053 Request for Proposals (RFP) that represented 21,000 outlets as one RFP may encompass more than one outlet
- Secured 140+ high profile talent to connect with a diverse mass audience.

The goal is twofold:

- Engage viewers with celebrities they consider a “trusted voice” in their community
- Deliver message co-branded with a program as a reinforcement of the commercial
- Examples of talent include:
 - UCI Networks is using their top talent to help deliver the Census message through vignettes. Examples of talent include Don Francisco (*Sabado Gigante and Don Francisco Presenta*), Cristina Saralegui (*Cristina*), Charytin Goyco (*Escandalo TV*), Fernando Fiore (*Republica Deportiva*)

- MTVTres is developing a 30-second PSA focusing on the simplicity of filling out US Census forms. Examples of talent include Eva Longoria-Parker (*Desperate Housewives*), George Lopez (*George Lopez Show*), Anna Ortiz (*Ugly Betty*), Paul Rodriguez (*Deported*), Mario Lopez (*ABDC*)
- Telemundo is also utilizing their top talent to help educate and motivate their audience. Examples of talent include Pedro Sevcec (*Univision Radio*), Maria Celeste Arraras (*Al Rojo Vivo*)
- Television and Radio PSAs will be developed on a local level using high profile talent to deliver the Census message. Examples of talent include Rafael Pineda, Piolin, Javier Salas, Damaris Diaz, Stephanie Bradford, Gloria Lynette Flores, Nayeli Escamilla, Jorge Ramos, Ulises Rayas, Herman Chavez

Television Stats

- 8,070+ spots airing in every local market
- Additional 14,491+ spots total airing across 18 HTC local markets

Radio Stats

- 1,199 (represents the combined number of units in 5 networks) spots clearing on 307 (# of stations that will carry 1 or more of the programs purchased) stations across the U.S. Totality of schedule will reach every local market.
- Additional 76,771 spots total clearing on 222 radio stations in the 38 local HTC markets

Print Stats

- A total of 77 ads (counting the actual insertions) across 25 national magazines such as dual audience lifestyle magazine *People en Español*,

women's service magazine *Latina*, empowerment publication *Latino Leaders* and Hispanic trucker magazine *Transporte Latino*

- A total of 3,998 ads that will run across 393 local daily and community newspapers in 99 markets

Outdoor Stats

- Total of 4,585 bulletins/posters that will be viewed daily by the Hispanic audience plan in 11 HTC local markets

Mr. CLAY. Thank you, Mr. Garcia.
Ms. Ennis, you are recognized for 5 minutes.

STATEMENT OF ROBBYN ENNIS

Ms. ENNIS. Mr. Chairman, Members of Congress and Team Census 2010, I would like to thank you for the opportunity to talk about the 2010 census Integrated Communications Campaign specifically as it relates to the paid media and the Black audience segment.

The three key objectives for the Integrated Communications Campaign for the Black audience are to increase mail response, improve accuracy and reduce the differential undercount, and, last, improve cooperation with enumerators. All of these goals were targeted to the Black audience segment, which is inclusive of African Americans, Caribbean Americans, Haitian Americans, and Black Africans. In order to assist in meeting these goals, an integrated paid media plan has been developed based on the media habits and behaviors of these particular audiences.

During our media planning process, as well as buying, we utilized proprietary research, third-party research as well as proprietary research, CBAMS and cluster data, to develop media plans. Utilizing Census and industry research, quantitative and qualitative data allowed us to develop the most efficient and effective media mix against the Black audience segment and specifically the hard-to-count audiences within the segment.

Part of unearthing the data included analysis of what clusters and categories the Black audience represented or skewed heaviest. We found that one-third of Black households fell into Economically Disadvantaged I and II, and they comprise nearly half of the households in each of those two clusters, 44 percent and 48 percent respectively.

The third hardest to count cluster was single unmatched mobiles, which were 11 percent of Blacks and 16 percent of Blacks within that particular cluster.

After reviewing the media consumption of these three clusters, special consideration was made to skew strategies and media efforts to those audiences which are typically unlikely to respond. The CBAMS research was utilized to provide additional media strategy enhancement, particularly with our hard-to-count segments.

One of the key takeaways from the research was that, although there was somewhat of an awareness of the Census, the belief that it will make a difference in our own communities is relatively low. In this case, GlobalHue's recommendation across all segments was to skew choices not only toward trusted targeted media but to hone in on trusted voices that the audience is familiar with, believes, and that will create awareness and more willingness to participate.

Some of the talent secured to reach hard-to-count audiences include but are not limited to R&B artist Monica, national syndicated radio host Steve Harvey, Michael Baisden, gospel artist Yolanda Adams, April Ryan, Marvin Sapp, Ludacris, Ce-Ce Winans, Rico DuPont, Joan Savoury, Dikembe Mutombo, and Terrence and Rocsi of 106 and Park.

Research guided all media choices down to the time tactical level of the specific media outlets that were used. What resulted was a plan that had a greater emphasis on local media. Fifty-five percent of the total allocated budget went to local media.

National media support provides the most efficient way to reach the masses of Black adults. Targeted efforts were also utilized and partners such as BET, TV One, Radio One, and AURN provided significant added value in the form of free PSAs, mentions, use of talent, media integrations, vignettes, and multiple no-charge spots. This coverage has been essential to the overall media plan.

Utilizing local media is a key strategy of the Black audience plan and is equally as important as national media. We utilized the following information to prioritize local markets: population size, historical response data, prevalence of hard-to-count households within the market, availability of media in each market, as well as local media studies and regional director and advisory committee feedback. A matrix was created and markets were prioritized, which resulted in a total of 31 markets where we would focus our local dollars and effort. We have since extended the market list based on the same criteria to support additional markets, now a total of 60 plus, with targeted Black media efforts.

Over 500 RFPs were distributed, representing 22,000 media properties. Two minority subcontractors were secured, Voices, Inc. and NNPA, to negotiate and place the local targeted media buys.

Once RFPs were distributed, proposals were reviewed based on the specific criteria and media selections were made. Some criteria included vehicles effectiveness in reaching the target audience, reach of the media vehicle, content environments that are conducive to the Census message, cost efficiency, minority ownership, and added value programs that would enhance the campaign's message.

Overall, this plan was designed to effectively and efficiently reach the Black audience segment and specifically deliver the hard to count. The messaging will reach 95 percent plus Blacks covering every market in the country.

[The prepared statement of Ms. Ennis follows:]

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*Testimony
Of
Robbyn Ennis
GlobalHue*

*Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee
Wednesday, February 24, 2010
2154 Rayburn HOB
10:00 A.M.*

*"The 2010 Census Communications Contract:
The Media Plan in Hard To Count Areas"*

Media Scheduling to the Black Audience

The three key objectives for the Integrated Communications Plan to the Black Audience are to increase mail response, improve accuracy and reduce the differential undercount and lastly, improve cooperation with enumerators. All of these goals must be specifically targeted to the Black audience segment which encompasses African Americans, Caribbean Americans, Haitian Americans and Black Africans (Americans). In order to meet these goals, an integrated paid media plan has been planned and developed based on the media habits and behaviors of the audiences we are responsible for covering.

In order to effectively reach our objectives, communication goals were set at high levels, 95%+ Reach and at least a 20+ frequency. The only way to achieve these

levels was to develop an effective and efficient media mix. The daily and weekly communication levels must be high enough to “peak”.

During the media planning process, we utilized proprietary research (CBAMS/Clusters), as well syndicated /3rd party research to begin to develop plans. Market and Media research utilized included (but not limited to): Simmons, MRI, Geoscape, Scarborough, SRDS Media Solutions, Nielsen Media Research, Arbitron, E-Telmar, IMS and Iconoculture. Utilizing these tools, in conjunction with the CBAMS/Cluster data (quantifiable and qualitative) allowed us to develop the most efficient and effective media mix against the Black audience segment.

Part of unearthing the data included an analysis of what clusters/categories the Black audience represented or skewed heaviest. We found that one-third of Black households fell into Economically Disadvantaged I and II and they comprise nearly half of all the households in each those two clusters (44% and 48% respectively). The third hardest to count cluster was Single Unattached Mobiles (11% of Blacks, 16% of Blacks within the cluster). After reviewing the media consumption of the three clusters, special consideration was made to skew strategies and media efforts to those audiences which are typically unlikely to respond. The CBAMS research was utilized to provide additional media strategy enhancement particularly with our hard to count segments. The key takeaway from the research was that although there was somewhat of an awareness of the Census, the belief that it will make a difference in their own communities is relatively low. In this case, our recommendation, which crosses all clusters is to skew choices not only towards trusted targeted media, but to hone in on “trusted voices” that the audience is familiar with and believe, creating awareness and more willingness to participate.

Research guided all media choices, down to the tactical level of the specific media outlets utilized. We looked at several options of media mix and specific media outlets that took into account factors such as cost, CPM, Reach/Circulation, influence, impact, ratings, engagement factor, etc.

Utilizing local media is a key strategy in the Black audience plan. We utilized the following information to prioritize local markets - Population size, historical response data, Prevalence of Hard-to-Count (HTC) households in market, availability of in-market media, Scarborough local media studies, as well as Regional Director and Advisory Committee feedback. A matrix was created based on priorities of the above criteria, gave them a value based on importance of each factor and narrowed the list to the top 31 Black Census 2010 media markets. We have since extended the market list (based on the same criteria) - to support additional markets (a total of 60) with targeted communication.

In the case of the Black audience, we focused efforts in targeted Black media (inclusive of Caribbean, Haitian, African, African American), this includes local TV (16 media markets), local Radio (31 markets), Out of Home (Billboards) (31markets) and newspaper (60 markets). Utilizing local radio and its home DJ's is a key strategy to reach our HTC audiences. They are serving as ambassadors to the Census and are providing tremendous added value to the overall buy by voicing PSA's, spreading the word on their programs, promoting Census at events and interviewing key Census representatives and/or partners to disseminate proper Census messaging.

National media support provides the most efficient way to reach the masses of Black Adults. Targeted efforts were utilized and partners such as BET, Radio One and AURN provided significant added value in the form of free PSA's,

mentions, use of talent, vignettes and multiple no-charge spots. This coverage is essential to the overall media plan.

Once RFPs were distributed, proposals were reviewed based on the specific criteria and media selections were made.

The criteria included a vehicle's effectiveness in reaching the target audience, content environments that were conducive to the Census message, cost efficiency, minority ownership and added value programs that would enhance the campaign message.

Over 500 RFPs were distributed, representing over 22,000 media properties. Two minority sub-contractors were secured, Voices, Inc. and NNPA, to negotiate and place the locally targeted media buys.

In summary, this plan was designed and created based on Census and Industry research, factoring in Census data such as HTC scoring and mail return rates, regional and key stakeholder (REAC) recommendations; that coupled with GlobalHue's extensive knowledge of the Black audience and black media marketplace produced the 2010 Census Black audience media plan.

Black Audience Paid Media Plan Specifics and Key Activities

The Black Audience Media Plan was developed by a team of advertising experts at Global Hue, a leading, African American-owned firm. The media buy totals approximately \$23 million. Significant research went into the development of the plan and input was obtained from internal and external stakeholders.

Targets the African American, African, Caribbean and Haitian audiences.

Consists of promotional and media materials in English and Haitian Creole.

Allocates a \$23 million paid media buy as follows (figures below are estimates and in millions):

TV (National and Local)	\$10.2
Radio (National and Local)	\$6.7
Digital	\$1.6
Magazine	\$0.8
Newspapers	\$2.5
Out-of-Home (outdoor)	\$1.2

Figures include projected media buys for the “non-response-follow-up” phase.

The national advertising buys (covering every media market in the country) for the Black audience will reach over 95% + of this population. Furthermore local media buys will provide an additional exposure and impact in specific markets.

Below is a list of additional market coverage:

- 16 local TV markets
- 31 local radio markets
- 31 out-of-home markets
- 60 local newspaper markets

Additional Information for Reference

- Negotiated over \$6.6 Million in added value from vendors
- Out of the 443 Media Outlets on the Black Audience Media plan, 254 are minority-owned media outlets (equates to 57.3% minority owned outlets).

- Issued 500+ Request for Proposals (RFP) that represented thousands of outlets as one RFP may encompass more than one outlet.
- Secured 20+ high profile talents to connect with the black audience. The goal is twofold:
 - Engage viewers with celebrities they consider a “trusted voice” in their community
 - Deliver message co-branded with a program as a reinforcement of the commercial
- Examples of talent include:
 - Terrance and Rosci, hosts of the #1 Music Video program on TV, 106 & Park
 - Popular R&B artist Monica has recorded 3x :30PSAs, one for awareness and one for motivation, and a showmercial to air throughout the life of the campaign.
 - Grammy award winning hip-hop artist Ludacris will be filming “webisodes” and visiting homes of the hard to count audience, as well as radio appearances and call in interviews – serving as an ambassador to the Census 2010 in HTC markets such as New Orleans, Washington DC, Houston and Atlanta. Although this is a locally executed promotion – it will air online on Ludacris’ website, on Facebook and on MySpace reaching the single unattached mobile (and particularly the Young Black Male).
 - Famed and loved comedian Steve Harvey will perform a 5 market road tour and live show featuring Census 2010, interviews, live reads and mentions and on-site participation. Steve has also filmed a :30 PSA to air live on BET throughout the campaign.

- The Gospel community has been represented as well with key PSA's done by popular, well-respected artists in the Gospel community, including, Marvin Sapp, Dottie Peoples and Byron Cage - this PSA aired on one of the highest rated Gospel Award programs - *The Stellar Awards*
- Ce-Ce Winans and Donald Lawrence have also agreed to do a PSA for the motivation time frame and it will air on Gospel Music Channel.
- Roland Martin will be airing a special :30 minute program on TV One that focuses on the Census 2010 and what it means to the Black community.
- Rico Dupont, Joan Savoury, David Annakie, Don Daly and Marlon Hill are all Caribbean DJ's and well known in the Caribbean community have all agreed to do PSA's at no charge to promote the 2010 Census on their radio programs in markets like Miami and New York.
- Dikembe Mutombo will be a special guest on the Africa Channel's free :30 Minute produced special to inform their viewers about the 2010 Census.
- Television Stats
 - 3,900+ spots airing in every local market
 - Additional 3,000+ spots total airing across 16 HTC local markets
- Radio Stats
 - 1,000 spots clearing on 300+ stations across the U.S. Totality of schedule will reach every local market.

- Additional 28,000 spots total clearing on 142 radio stations in the 31 local HTC markets this includes Caribbean, Haitian, African American and African Radio stations.
- Print Stats
 - A total of 20+ ads across 20 national magazines such as Ebony, Essence, Black Enterprise, Vibe, Upscale and Heart and Soul that will run in every local market
 - A total of 936 ads that will run across 156 local Black (includes Caribbean, Haitian, African American and African) community newspapers in 60 markets.
- Outdoor Stats
 - Total of 800+ bulletins/posters that will be viewed daily by the black audience in 31 HTC local markets

Mr. CLAY. Thank you so much for all of your testimony.

We will digress from the normal questioning order, and I will recognize Representative Waters to start us off.

Representative Waters, 5 minutes.

Ms. WATERS. Thank you very much.

There are a number of questions that I have, Mr. Chairman, but, first of all, let me ask, in dealing with the Black media, Black newspapers, and the references that you have made to public service announcements and basically free media, has there been some attempt to say to Black newspapers, for example, that we will spend X amount of dollars with you based on how much free space you give us? Has there been a demand to say you've got to run X number of items for us in order for you to get us to pay you for a certain amount of advertising? Did this or did this not happen?

Ms. ENNIS, do you want to respond to that?

Ms. ENNIS. I can definitely respond to that.

Per the written recommendation of the NNPA—

Mr. CLAY. I will have to ask the audience to not interfere with the testimony or the questioning. Please observe the decorum of the committee. If you are a witness, you will have an opportunity to respond. Thank you.

Ms. ENNIS. Let me start over.

Per the written recommendation of the NNPA, the papers were asked to volunteer to include or write any positive articles or editorial about the census 2010 as an added value submission. Any papers that did not want to take part in submitting or writing articles or submitting editorials were asked to provide another alternative of added value to our agency.

Because of the importance of the Census to each of our communities, we were told that would potentially be an easy task. We have received other added value requests from the papers that did not agree to that particular term, and we are completely fine with that.

Ms. WATERS. Was this asked of White papers? Were White papers asked for this added value as an exchange for getting paid advertisement?

Ms. ENNIS. The added value is not asked as an exchange for paid advertising.

Ms. WATERS. Was it asked of the White newspapers at all?

Mr. TARAKAJIAN. May I answer that?

Ms. WATERS. Sure. She gave us a specific answer to how this came about asking for free media, and I want to know what the connection is to paid media and how was it presented. And it was presented to Black newspapers, wherever the recommendation came from. Was it presented to any other newspapers, White newspapers, or just minority newspapers, Latino, Black, what have you?

Mr. TARAKAJIAN. The request for added value is a very standard way of operating.

Ms. WATERS. But I didn't ask about standard. I asked what did you do. I want to know what the Census did, what the Census project did. Of course, it may be a standard way of doing business, but I want to know what did Team Census 2010 do? Did you do this for all newspapers?

Mr. TARAKAJIAN. For the Census contract—

Ms. WATERS. Don't nuance it for me. You either did it or you didn't. Did you do it?

Mr. TARAKAJIAN. For the Census contract, we asked for additional added value for all of the media buys that we make. It is not a condition of running media. It is, as I said—

Ms. WATERS. Was this done in writing or was this a verbal request?

Mr. TARAKAJIAN. Under oath, I can't tell you 100 percent what was done in writing and what was done verbally.

Ms. WATERS. Under oath, you probably can't tell me whether it was done at all.

Mr. TARAKAJIAN. No, I can tell you that the request for added value—

Ms. WATERS. Who did the request and how was it done? Ask one of your people with you. Somebody must know.

Mr. TARAKAJIAN. When we do our media buys and specifically as it relates to newspapers, which is your question, we, like Ms. Ennis is talking about, work with a rep firm who would represent a variety of different newspapers. Many of the rep firms will recommend ideas for added value. Again, those are ideas that they put on the table. We seek them. We encourage them. But we do not make the requirement that somebody provide added value to literally qualify for a media buy.

Ms. WATERS. OK, we are going to dispense with this because I think you just told me what I wanted to know.

First of all, your reps are the ones who are the ones who are negotiating this added value, and you don't really know what they are saying. You don't have any way of knowing whether or not they are saying this is in exchange for paid media. You would hope that they are not doing that, but you don't know whether or not they are doing it because you are not doing it yourself. Your reps are doing it, correct?

Ms. ENNIS. If it is all right if I answer that question, what happens is we work directly with our subcontractors and reps. So we approve all paperwork.

Ms. WATERS. This is in writing? You have this request in writing, the added value?

Ms. ENNIS. Yes.

Ms. WATERS. Mr. Chairman, may I ask that it be submitted to your subcommittee, to you, so we can examine exactly what was placed in writing?

And, Mr. Chairman, will you have them indicate who all this request was made of? Was it made of only minority newspapers, all newspapers, minority radio stations, minority television stations, all radio stations, all television stations, etc? OK?

Mr. CLAY. You have heard the request, and I am sure you will submit it to this committee with all due speed.

[The information referred to follows:]

MAY 14 2010



The Honorable Maxine Waters
U.S. House of Representatives
Washington, DC 20515-0535

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

This letter is in response to the letter of April 21, 2010, from the Information Policy, Census, and National Archives Subcommittee requesting the clarification of the U.S. Census Bureau's communications efforts to promote the 2010 Census. In our response of May 9, we failed to submit these responses individually to each Member office as stipulated by the Chairman. Herewith are the responses to your specific questions, as identified by the Subcommittee, along with the original set of attachments some of which are referenced below. It is my hope that these responses further clarify the responses the Census Bureau delivered to the Subcommittee on March 9, 2010, in response to the February 24, 2010, hearing entitled, "The 2010 Census Communications Contract: The Media Plan in Hard to Count Areas."

Since we last supplied the Subcommittee with details on the advertising buys on March 9, much has happened, including the mailing of the forms, the end of the mailback phase, the shift of advertising messages from "Mail It Back" to "Cooperate with the Census Taker" and the start of Non-Response Follow-Up. In our previous report and testimony we told you we had created a media reserve fund of \$7.4 million for unforeseen contingencies and additional advertising in areas of low response. All of those funds were expended in various efforts to increase cooperation and boost mailback response.

At the end of March, Census Bureau management met and reviewed census tract-level data and ranked local media markets in terms of those showing the lowest rates of participation. We made the judgment that with savings from other census operations that had essentially been concluded, we had additional reserve funds available in the Decennial account which could be used to further increase targeted, national and local media buys to help boost participation. Through a series of decisions we added \$31.4 million to the media buys in the final two weeks of the mail-back phase and for some additional spending during Non-Response Follow-Up.

The combined actions to expend our \$7.4 million media reserve and to supplement the media buys with an additional \$31.4 million we believe helped the country achieve the 72 percent participation rate that matched the performance of the Census 2000. We are particularly pleased that our contractor and our census staff worked collaboratively using real time data - almost at the last minute to still be able to be in market- in an effort to deploy the additional spending in those markets and against those audiences showing evidence of lower participation rates.

I should stress that some of the data contained in this response was previously submitted to the Subcommittee. In other instances, we have updated the data or charts to reflect spending and events that have taken place since March 9 to provide you with the most current information in each instance. Budget documents reflect more recent data, where more detailed accounting reports may be current as of March 31, 2010.

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The Honorable Maxine Waters

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Question: Were majority newspapers required/suggested to provide editorial space prior to receiving ads?

Answer: All media vendors, regardless of their size or ownership or form of media, were asked to submit added value in their proposal submissions. During the media selection process for the ad campaign, a request for proposal (RFP) was issued to over 60,000 media vendors. Added value was one of the evaluation criteria in the RFP process in addition to price, effectiveness of vehicle in reaching the target audience and agreement to terms and condition. Requesting added value is considered standard industry practice. Added value consists of, but is not limited to, editorial mentions. Media vendors are asked to include their offer for added value during their price proposal submission. While added value is one factor in the evaluation process, it is by no means ever a mandate in exchange for business.

The Census Bureau provided an overview of the process for requesting added value from all of our contractors in Tab 5 of the March 9, 2010, correspondence to the Subcommittee.

Question: A flow chart of Census 2010 contractors and subcontractors of DraftFCB, indicating ownership, holding company, value of contract for each and whether there was an RFP process.

Answer: Please review Attachment 3 – a flow chart that provides the requested information.

The Census Bureau provided information regarding the description of the contracting process, list of subcontractors, the money obligated to date, and a description of their responsibilities' in Tab 2 of the March 9, 2010, correspondence to the Subcommittee.

Question: The specific amount of compensation that DraftFCB, solely, received from the budget.

Answer: To date, \$104.9 million has been obligated to DraftFCB under the communications contract. Please see the "Subcontracting Summary" tab in Attachment 3.

The Census Bureau previously provided information and a description of the contracting process, list of subcontractors, the funds obligated to date, and a description of their responsibilities in Tab 2 of the March 9, 2010, correspondence to the Subcommittee.

Question: Compensation that DraftFCB's contractors and/or subcontractors received from the budget.

The Honorable Maxine Waters

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Answer: To date, approximately \$196 million has been obligated to DraftFCB's subcontractors. The Census Bureau provided information regarding the description of the contracting process, list of subcontractors, the money obligated to date, and a description of their responsibilities' in Tab 2 of the March 9, 2010, correspondence to the Subcommittee.

Agency/Partner	Total Obligated
DraftFCB Puerto Rico	\$8.5 million
Allied Media	\$8.2 million
D'Exposito & Partners	\$26.0 million
G&G	\$12.1 million
GlobalHue	\$33 million
GlobalHue Latino	\$13.7 million
Initiative	\$818 thousand
IW Group	\$33.9 million
Jack Morton	\$27.3 million
Marcom Group	\$2.0 million
Pengood & Associates	\$31.7 million
Plum Agency	\$6.7 million
Scholastic	\$5.8 million
Weber Shandwick	\$16.2 million
Zona Design	\$188 thousand

Question: Value and nature of the contracts received individually by Weber Shandwick, Jack Morton, and IW Group.

Answer: DraftFCB brought on board a number of subcontractors to implement various components of the integrated communications campaign. The following information pertains to three specific subcontractors to DraftFCB:

- Weber Shandwick was hired to conduct public relations and earned media activities. To date, \$16.2 million has been obligated to Weber Shandwick to conduct this work.
- Jack Morton was hired to produce the road tour and special events. To date, \$27.3 million has been obligated to Jack Morton to conduct this work.
- The IW Group conducts all advertising and public relations activities for the Asian audience. To date, \$33.9 million has been obligated to the IW Group to conduct their work.

Please see the "Subcontracting Summary" tab in Attachment 3 for further details.

The Honorable Maxine Waters

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The Census Bureau provided information, a description of the contracting process, list of subcontractors, the money obligated to date, and a description of their responsibilities' in Tab 2 of the March 9, 2010, correspondence to the Subcommittee.

Question: Criteria and analysis utilized to select newspapers and magazines in hard to count communities.

Answer: The media vendor selection process for the 2010 Census advertising was thorough and transparent. For the campaign, standardized media evaluation criteria were used to select the more than 4,000 media vendors supporting the advertising campaign. The criteria were used to select all media across the Nation, including TV, radio, newspapers, magazines and outdoor and digital advertising in hard-to-count areas. Listed below are the criteria used for media selection:

- Ability of the media property to reach Census target audiences
- Effectiveness in delivering key scheduling objectives such as delivering either national coverage or reaching Hard to Count geographic areas
- Pricing efficiencies relative to other media properties
- Pricing discounts relative to the media vendors general rate card
- Pricing flexibility (by time or ethnic group)
- Appropriate editorial environment that meets 2010 Census guidelines
- Ability to provide meaningful added value including bonus media, PSA's, promotional items, content integration and/or even participation
- Recommendations from Census Regional Directors and Census Advisory committees supporting the media properties relevance
- Small business qualifications
- Strong consideration for companies with cross cultural capabilities
- Employs good business practices and is respectful of diversity in the workplace
- Proven financial stability; media vendor must be in business for 1+ years
- U.S. origin of business
- Delivery guarantees and/or ability to provide make-goods in flight

In addition, during the RFP process, all media vendors were required to agree to mandatory, and standardized, requirements in order to be considered for a media buy. The proposals were analyzed and evaluated based on how the media outlets responded to the requirements:

- 1) Ability to deliver strong programs within campaign timelines AND during key dates
- 2) Effectiveness in reaching the "hard to count" audience
- 3) Pricing - both efficiency and out of pocket costs will be weighted heavily
- 4) Strength of added-value

The Honorable Maxine Waters

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5) Timeliness & quality of RFP submission

Please see Attachments 4a and 4b for examples of RFPs.

In the March 9, 2010, correspondence to the Subcommittee, the Census Bureau provided an overview of the process for requesting added value from all of our contractors in Tab 5.

I hope that the above responses fully addressed your inquiries. Should you have additional questions, please do not hesitate to call Ms. Angela M. Manso in the Congressional Affairs Office at 301-763-6100.

Sincerely,

Handwritten signature of Robert M. Groves in black ink.

Robert M. Groves
Director

cc: The Honorable William Lacy Clay, Chairman
The Honorable Patrick McHenry, Ranking Member

Ms. WATERS. Thank you very much, Mr. Chairman. I yield back the balance of my time.

Mr. CLAY. I yield to Mr. Chaffetz.

Mr. CHAFFETZ. Thank you all for your testimony. I do have a series of questions.

Let me understand the macro number, the overall advertising budget is—what is the number for the advertising budget?

Mr. TARAKAJIAN. For paid media, \$130 million.

Mr. CHAFFETZ. Diving into the specifics of how that is divvied up, my understanding, based on something that I pulled off the Web site, is that TV is roughly 52 percent of that budget. I'm looking at this document that I have pulled off here, draft, and it has these little pie charts, understanding of the types of media that was run.

Mr. TARAKAJIAN. Right.

Mr. CHAFFETZ. As a general number—I'm not going to hold you to the exact percentage—but roughly half is television?

Mr. TARAKAJIAN. That's correct.

Mr. CHAFFETZ. Are you happy with what has happened on television? I mean, most of the articles that I saw pans what happened on the Super Bowl ad. Are you happy with that and the Olympic buy? My understanding is that for the Super Bowl, you spent \$2.5 million buying that ad time, and Olympics is \$5.1 million. Does that sound accurate in terms of the dollars spent?

Mr. TARAKAJIAN. The Super Bowl number of \$2.5 million is accurate. I don't have the Olympics number in front of me, but that sounds about accurate.

Mr. CHAFFETZ. Are you happy with the ad?

Mr. TARAKAJIAN. We are happy with the fact that we projected an audience that would come out of the Super Bowl ad, the Super Bowl advertising participation.

As I think you are aware, this was the most watched Super Bowl ever. Those estimates were exceeded. We have now awareness of the advertising that is, as I said in my testimony earlier, that is extremely high for where we are at this stage of the campaign. It is not just awareness, but the favorability, the willingness to participate and intent to participate is also very high.

So we put the two things together, and our view is that awareness and a favorable attitude toward the Census and high intent to participate means that we are setting ourselves up to achieve a strong motivation period.

Mr. CHAFFETZ. Who owns DRAFTFCB?

Mr. TARAKAJIAN. The interpublic group of companies.

Mr. CHAFFETZ. How do you do the actual media buying? Who is doing the media buying and what percentage are they taking off to actually execute the media buy?

Mr. TARAKAJIAN. The specific media buy that you are talking about, which is for the diverse mass audience, was done by a company called Pengood, who is a subcontractor that we brought on board who is a small, disadvantaged business that did the buying on our behalf.

Mr. CHAFFETZ. What percentage did they take of the media buy? You make a million dollar media buy. What percentage do they take?

Mr. TARAKAJIAN. In this contract, there is no pass through on media. So there is no percentage.

Mr. CHAFFETZ. You just paid a flat fee?

Mr. TARAKAJIAN. There is a labor fee connected with all of the labor buys, but there is not a percentage on the media buy.

Mr. CHAFFETZ. Moving forward, I would appreciate understanding the details of that.

Specifically, I would like to understand the online campaign. One of the more effective ways to communicate with the public is the online communication. My understanding from what we were able to pull off the Web site is that roughly 7 percent of your budget was to be allocated in terms by media type online.

[The information referred to follows:]

**Summary of the 2010 Address Canvassing Cost Analysis
Based on Preliminary Data as of July 23, 2009
(\$ in thousands)**

	Initial Plan	Revised Plan	Estimated Costs
Stateside	\$351,000	\$392,000	\$436,000
Puerto Rico	\$ 5,000	\$ 5,000	\$ 8,000
Total	\$356,000	\$397,000	\$444,000
Accounting for Deficit:			
Increased Initial Workload		\$41,000	\$41,000
Underestimated QC Workload			\$34,000
Fingerprinting (funded separately)			\$ 6,000
Training Additional Staff			\$ 7,000
Total		\$41,000	\$88,000
Financing the Operation:			
Original Budget	\$356,000	\$356,000	\$356,000
Contingency 1/		\$ 41,000	\$ 41,000
Fingerprinting Budget			\$ 7,000
Large Block Savings			\$ 4,000
Savings from Other Activities			\$ 36,000
Total	\$356,000	\$397,000	\$444,000

In early March, the Census Bureau notified OMB of a potential \$41million expected increase to the cost of Address Canvassing. On March 17, OMB approved \$20.5 million for Address Canvassing. The remaining \$20.5 million was approved by OMB on June 17.

- This is the first time the Census Bureau conducted a *nationwide* Address Canvassing operation.
- The Local Update of Census Addresses (LUCA) participation resulted in a significant increase to the initial Address Canvassing workload.
- This was the Census Bureau's first experience at conducting an automated operation of this nature and scale with a constrained end date.
- The state of the economy resulted in lower attrition rates than assumed.

Mr. TARAKAJIAN. In the mass—diverse mass portion of the media plan, it is roughly 10 percent of it, or \$6 million is being spent online.

For some of the other audiences—

Mr. CHAFFETZ. How is that going so far?

Mr. TARAKAJIAN. To the best of my knowledge, it is going very well so far.

Mr. CHAFFETZ. Well, my understanding, looking at the numbers here, if you go to Facebook, look how many followers they have. There are roughly 8,500. You go to YouTube, 64 uploads. Most views per video is less than 8,000. On Twitter, you have about 2,400 followers.

Now these are some of the biggest, most mainstream pieces of media that are out there in terms of online. Facebook, YouTube, and Twitter have pretty much become household names. All told, you are getting a few thousand type of hits in response. How can you spend millions and have 2,400 people on Twitter? I don't spend anything, and I have 8,000 to 9,000 people on Twitter, for goodness sake. How do you justify millions of dollars going out the door and so few people participating in the program?

Mr. TARAKAJIAN. First of all, what you are talking about and what I am talking about in terms of the online media buy are two different things. The 10 percent of the mass communications base plan online media buy are all of the paid media banner ads that are part of this campaign. Those are separate and apart from what you're talking about, which are seeding commercials online and social media and so forth, which is a totally different piece of this.

Mr. CHAFFETZ. Mr. Chairman, I know my time is up. I do have other questions for other panelists. I know we will have to do a couple of rounds here.

It talks in the plan about the need to have a viral component and to get this out there en masse. I see it as a complete and utter failure, but I would like to learn more information.

Mr. CLAY. Mr. Chaffetz, would you have any requests for documentation?

Mr. CHAFFETZ. Yes. Again, if there are more details about what you are trying to execute, how you are trying to execute, and where you think you are seeing success, it is a mystery to me. I am sincerely wanting to understand it. If you think my numbers are wrong or there is a big component that we are not seeing, share it with me, please, sooner rather than later.

Mr. CLAY. Thank you.

Mr. Cuellar, you are recognized for 5 minutes.

Mr. CUELLAR. Mr. Chairman, sorry, I was doing some addition.

First of all, Dr. Groves, it is good seeing you again. Thank you very much for going down to Laredo and visiting the colonias, the hard to get, hard-to-count places. Thank you very much.

For the other folks, I want to ask you a little bit about the budget. I have a contract budget that you all had prepared back in March 26, 2009. Now I am looking at a revised budget of February 4, 2010. I want to look at a couple of numbers.

The total media buy at that time back in March of last year was \$145 million, and now it has been reduced to \$133 million. When you look at the local buys, at that time I believe you had \$82 mil-

lion, and now it has been reduced to \$56 million. When you look at the Hispanic buys back at that time, you had \$27 million plus for Hispanic buys, and now it is reduced down to \$25.4 million. When you look at the African Americans, the Black, at that time you had \$24.5 million. Now it is \$22.9 million. So you have another reduction.

When you look at production—and this is part of the paid media total budget—media production went from production, which includes talent, dubbing, and GPO—I guess Government Printing Office—that one went up on production from \$28 million to \$36.6 million. So production went up. When you look at production, labor, and other—and other includes travel, research, and management reserve, and I will talk about that—when you add all of those up, I get about \$118 million for production, labor, and other. And then total advertising is about \$133 million.

So you almost have—the money that we are spending for advertising, it is almost what we are spending for production and costs and all that, almost matches what we are spending for media. Why are we spending so much money on production, on labor, on talent? If you can't get somebody to volunteer for talent, I think we have a problem.

It is the same question that was asked by my colleague on Twitter. You are spending millions of dollars on all this. I just don't understand. Why are we spending so much on production and labor?

Mr. TARAKAJIAN. You have to look at this in terms of the total budget of this campaign, all the activities support. Because the paid media part of this campaign at \$133 million is one piece of it, but it is not the whole piece. There is the Census in Schools program, and there is labor connected with that and production connected with that. There is all of the partnership materials that have been produced.

Mr. CUELLAR. OK, let's go back on talent. How much money did you pay for talent?

Mr. TARAKAJIAN. I don't have a total.

Mr. CUELLAR. \$5 million? \$10 million? \$20 million? I assume you got an actor. How much did we pay for talent or dubbing? Dubbing means you reproduce. You get a copy and you reproduce that. How much did you spend for talent, dubbing, and shipping?

Mr. TARAKAJIAN. I would have to get back to you on exactly what those figures are for each one.

[The information referred to follows:]



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

MAY 14 2010

The Honorable Henry Cuellar
 Subcommittee on Information Policy, Census
 and National Archives
 Committee on Oversight and Government Reform
 U.S. House of Representatives
 Washington, DC 20515-6143

Dear Representative Cuellar:

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The Honorable Henry Cuellar

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events that have taken place since March 9 to provide you with the most current information in each instance. Budget documents reflect more recent data, where more detailed accounting reports may be current as of March 31, 2010.

Question: How much of the overall communications campaign budget was spent on talent? Please itemize expenditures.

Answer: The Census Bureau has itemized \$4.8 million for talent residuals which are payments made to talent appearing in advertisements. Of that amount, \$2.8 million was spent for creative purposes and an addition \$2 million was spent on media, creative, and research goals from the American Recovery and Reinvestment Act of 2009. A residual is a payment made for subsequent showings and screenings of a commercial for periods beyond the initial 13 weeks covered by the initial session fee. Talent residuals are paid only to actors who are members of the Screen Actors Guild. It should be noted that the costs of talent residuals do not include the session fees and initial 13-week period that talent receive for performing in a commercial. Such costs are calculated as part of the production budget.

In a March 9, 2010, correspondence to the Subcommittee, the Census Bureau provided the costs associated with the production, labor, and related activities for the campaign (Tab 3).

Question: Itemized budget spent on production, labor, and travel.

Answer: Please see Attachment 10 which provides the breakdown for the Integrated Communications Campaign Contract Budget Itemization. The production of 2010 Census paid media campaign was planned at \$32.3 million.

The labor cost for the entire 2010 Census Integrated Communications Campaign is \$109.1 million. Of that amount thirty-one percent has been allocated for human activities needed to design and create the plans, the messaging and execution of the media buys, and the production of the materials for all the integrated communication activities. They include: Census in School, Road Tour, Partnership Support, earned and paid media.

The travel budget for the 2010 Census communications campaign is \$2.2 million. Please review Attachment 10 for additional information.

In a March 9, 2010, correspondence to the Subcommittee, the Census Bureau provided the costs associated with the production, labor, and related activities for the campaign (Tab 3).

The Honorable Henry Cuellar

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Question: Itemized budget and amount spent on talent and dubbing.

Answer: The Census Bureau has a budgeted \$4.8 million for talent residuals which are payments made to talent appearing in advertisements. A talent residual is a payment made for subsequent showings and screenings of a commercial for periods beyond the initial 13 weeks covered by the initial session fee.

The Census Bureau has spent \$661,157 for dubbing and shipping costs associated with the duplication and distribution of ready-to-air products. The dubbing and shipping of 2010 Census materials reach out to 900 radio stations and over 400 television stations. Each station and network requires its own copy (or dub) of every commercial that will air on that station or network.

In a March 9, 2010, correspondence to the Subcommittee, the Census Bureau provided the costs associated with the production, labor, and related activities for the campaign (Tab 3).

Question: Specific reason why the total media buy was reduced, and the production budget increased.

Answer: In the summer of 2009, the new Census Bureau leadership recognized that there were not enough funds allocated for rapid response efforts to be utilized during the implementation of the paid advertising campaign. Subsequently, a \$4 million media buy contingency was created to address unforeseen circumstances, bringing the total media reserves to \$7.4 million at the start of Mail Out- Mail Back.

At this point in time, additional funding was provided for rapid response activities plus the contingency funding was expanded. As a result, there has been a significant increase in the media buy across all audiences to approximately \$171 million in comparison to \$133 million at the start of the ad campaign.

The production budget increased largely due to the inclusion of additional languages added to the advertising campaign as a result of the American Recovery and Reinvestment Act. As a result of these added languages, production costs increased in order to produce advertising in those languages.

The Honorable Henry Cuellar

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I hope that the above responses fully addressed your inquiries. Should you have additional questions, please do not hesitate to call Ms. Angela M. Manso in the Congressional Affairs Office at 301-763-6100.

Sincerely,

A handwritten signature in black ink that reads "Robert M. Groves". The signature is written in a cursive, slightly slanted style.

Robert M. Groves
Director

cc: The Honorable William Lacy Clay, Chairman
The Honorable Patrick McHenry, Ranking Member

2010 Census - Integrated Communications Campaign
 Contract Itemization
 4/29/2010

Task Order	Labor	Paid Media Production	Travel	Talent	Dubbing
No. 1 (2010 Comm Campaign Plan)	6,180,782	-	-	-	-
No. 2 (Travel)	-	-	1,885,316	-	-
No. 3 (Interim Materials)	109,162	-	-	-	-
No. 4 (Recruitment Advertising)	3,425,821	-	-	-	-
No. 5 (Program Management - FY 08)	1,145,430	-	-	-	-
No. 6 (Program Support)	793,706	-	-	-	-
No. 7 (Research)	2,099,041	-	-	-	-
No. 8 (Support to Partnerships Program)	6,118,078	-	-	-	-
No. 9 (Census In School)	4,405,560	-	-	-	-
No. 10 (Partnership w/ Nat. Companies)	522,965	-	77,035	-	-
No. 11 (Program Management FY 09 - 11)	21,828,247	-	-	-	-
No. 12 (Public Relations)	10,500,814	-	-	-	-
No. 13 (Creative)	15,554,141	17,186,808	-	2,808,037	171,157
No. 14 (Media)	8,695,978	-	-	-	-
No. 15 (Administrative Support)	588,078	-	-	-	-
No. 16 (GPO Printing)	-	700,000	-	-	-
No. 17 (Rapid Response - Base)	658,320	516,885	-	-	-
No. 19 (Digital / Interactive)	1,766,530	-	-	-	-
No. 20 (Program Management - ARRA)	6,659,874	-	226,440	-	-
No. 21 (Census In School - ARRA)	1,377,109	-	-	-	-
No. 22 (Road Tour - ARRA)	8,360,438	-	-	-	-
No. 23 (Media, Creative, Research - ARRA)	7,759,917	13,816,165	-	2,000,000	500,000
No. 24 (Partnerships Support - ARRA)	461,232	-	-	-	-
No. 25 (Rapid Response - ARRA)	127,905	105,213	-	-	-
Totals	\$ 109,139,127	\$ 32,325,071	\$ 2,188,791	\$ 4,808,037	\$ 671,157

Mr. CUELLAR. You have all of those folks behind you. I am sure somebody knows how much money was spent on talent, dubbing, and shipping.

What I am trying to say, Dr. Groves, as I mentioned the last time we met with the chairman, why can't we use some of that money and put it on the local buys? I have mentioned I have four out of the top 50 counties that are hard to count. Why can't we use some of that and spend it on some of the advertising for hard-to-count areas? Why reduce the Black purchases and why reduce the Hispanic purchases? And I'm sure if I go down on the other ones we probably would have reductions, but why increase production which includes talent and dubbing?

Mr. TARAKAJIAN. Your question is a fair question. Every time a commercial runs, there is a talent usage fee in connection to that commercial. And so, therefore, that is one of the reasons why.

Mr. CUELLAR. What percentage is it? In other words, when I do a campaign and I run something, it is usually 15 percent unless you work out a better deal and it is less than 15, and we can do that. Did we negotiate this to get a better deal instead of paying millions of dollars on copying and talent?

Mr. TARAKAJIAN. It all depends on the commercial, and it depends on the number of on-camera talents who are in the commercial.

Mr. CUELLAR. Give me some of your talent who you spend \$36 million on, part of that.

Mr. TARAKAJIAN. For example, there is a commercial for Diverse Mass that ran on the Olympics called Frank that has a number of different on-camera talents in that commercial.

There is a commercial that my colleague at GlobalHue has called Silent Chant which is about to begin running that also has multiple on-camera talents in that commercial.

And people you know get a fee to perform, and that's all unionized.

Mr. CUELLAR. So they get a fee.

And I'm sorry, Mr. Chairman. My time is over. But if you can give me a courtesy just to finish my thought.

So you're saying that you pay somebody a talent fee, and that every time they run, they get a royalty, if I can use that term.

Mr. TARAKAJIAN. Yes.

Mr. CUELLAR. Wow.

Mr. TARAKAJIAN. That is the way the union is set up, and that is the way—

Mr. CUELLAR. Couldn't you use some, excuse my language, ordinary folks, you know, folks to do some of the commercials that can reach out to them, and I see some shaking their heads, for example, local buys? If you go and talk to somebody in south Texas, they probably trust somebody who has been on their TV channel for 10 or 15 years than have somebody that you're paying a fee and a commercial on that.

And again, I know my time is over but my thing is, Mr. Chairman, I want to maximize the dollars here. And if we can squeeze that. It might be too late already. But I mean, I was hoping we would spend a little bit more money, and we've talked about this.

What is the reserve management left over, Dr. Groves?

Dr. GROVES. The shavings of the amounts that you went through group by group assembled about \$7.5 million, \$8 million.

Mr. CUELLAR. So that hasn't been reduced. So it's still about \$7.5 million.

Dr. GROVES. Yes.

Mr. CUELLAR. Thank you, Mr. Chairman. Thank you, Dr. Groves.

Mr. CLAY. Thank you, Mr. Cuellar.

And I now recognize the gentlewoman from Texas who has also joined us. Welcome to the subcommittee.

Ms. JACKSON LEE. Mr. Chairman, let me thank you for your courtesies. For you to have this hearing at this hour connotes, equals, confirms the crucialness of where we are and the posture that we find ourselves in. My name tag is not here, so he's indicated that I am from Texas and also from Harris County.

Let me have the backdrop of my colleague, Congressman Cuellar, in terms of his inquiry of the cost, but let me offer this on the record. My district, which lies in Harris County, is a county, Harris County, ranked fourth of the 50 U.S. counties with the highest number of people living in hard-to-count areas. In fact, 80.5 percent of the population in Harris County live in hard-to-count areas. Even more astonishing, Harris County, TX, is one of eight counties estimated to lose over \$100 million each in Federal funds from undercounting the 2000 census. The undercount of 2000 caused Harris County, TX, to lose a total, including State funds, of \$234 million.

Now, we juxtapose that against of course the labor cost and production cost on taxpayers dollars for trying to count people, and I'm not sure what the impact would have. In addition, as it may have occurred in a number of other communities, at the early point of the Census coming out there was a big uproar over the utilization of the word Negro. A simple courtesy, which I may have missed, to Members of Congress that this was going to occur, since we had not seen the early document might have been helpful, but I had to encounter rallies and town hall meetings on the insult of the word Negro.

I've obviously come to believe that the count is of crucial importance, and we work with our county and work with individuals in the county and work with those who might have been offended from the African American community to try to overcome the utilization of that word, which I have reason to believe, there are many very competent reasons for that word.

I lay all that forward to raise these questions, and I'll try to be as quick as I can.

Dr. Groves, as you well know, I had a conversation with you and I would like to invite you as you go into the valley to come to Houston as soon as possible, and I would like that to be within the next 10 days or so, and I would like to look at your schedule. And I say that because you're talking about a city that has a potential of a great loss but also the potential to count down or count up to the third largest city in the Nation. That's a big vote for America.

And I would venture to say that this may be the poster child for disorganization, not lack of good will people, but disorganization. You have a circumstance where people have been enrolled and allegedly signed up and no word coming back on any status that they

have. Second, you have the representation by those who are there saying, we cannot get individuals from the minority community, how can you help us, and then not seeking the help. Not going into the mass numbers of churches who will open their doors, and they can actually put their sites of sign-up right in the place of the doors there in the physical plan of the church building or another building that's a 501(c)(3). Many of these buildings, churches have community centers and others that are 501(c)(3). So that's the first thing. Let me go directly to this question.

Let me try to find out, Dr. Groves, you're newly appointed and let me congratulate you, but let me try to find out, when were these contracts let for Draft CBC, DraftFCB and GlobalHue? When were these contracts rendered?

Mr. TARAKAJIAN. Yes. The contracts were awarded in September 2007.

Ms. JACKSON LEE. So they were awarded under the last administration, which is unfortunate.

Mr. TARAKAJIAN. That's correct.

Ms. JACKSON LEE. And then the GlobalHue is, what? Is that a subcontractor?

Mr. TARAKAJIAN. GlobalHue is a subcontractor to DraftFCB.

Ms. JACKSON LEE. Is that the only subcontractor?

Mr. TARAKAJIAN. No, there are other subcontractors who are part of the contract. The IW Group, GlobalHue Latino, D'Esposito Partners, to name a few. Most of them are multicultural agencies specializing in—

Ms. JACKSON LEE. And how were they chosen?

Mr. TARAKAJIAN. They were chosen by DraftFCB prior to award and reviewed by the Census in making that award.

Ms. JACKSON LEE. Will the chairman indulge me? My red light went on. I'm just trying to follow a line of questioning.

Mr. CLAY. Sure. You can finish up, Ms. Jackson Lee.

Ms. JACKSON LEE. Let me, first of all, make the official request.

Dr. Groves, can I have a confirmation that you'll work with your schedule?

Dr. GROVES. I would be happy to be with you in Houston as soon as I can.

Ms. JACKSON LEE. Thank you.

And I know that we will work through that.

Mr. Tarakajian, is it?

Mr. TARAKAJIAN. Tarakajian.

Ms. JACKSON LEE. Excuse me, I'm sorry, Tarakajian, excuse me. Let me make the request for the whole list of subcontractors that you have. And I understand that was through the private sector. So you were selected, and then you selected GlobalHue?

Mr. TARAKAJIAN. Actually what happened is we selected a team that we went through the pitch process with, with all the various stages.

Ms. JACKSON LEE. So you went in, and then you got selected.

Mr. TARAKAJIAN. Correct.

Ms. JACKSON LEE. Were there others that came on board after the fact?

Mr. TARAKAJIAN. There's a core group of subcontractors who have been with us from the very beginning.

Ms. JACKSON LEE. Right. That's the team.

Mr. TARAKAJIAN. And then there are other subcontractors who, for example, when I talked about Pengood a little while ago as the media buyer, there were other awards of subcontractors that were made along the way for various purposes.

Ms. JACKSON LEE. Well, maybe there will be a second round. Let me just ask for the full complement of contractors, subcontractors and subcontractors and by region please. I assume their address will tell me by region.

[The information referred to follows:]



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

MAY 14 2010

The Honorable Sheila Jackson Lee
 U.S. House of Representatives
 Washington, DC 20515-4318

This letter is in response to the April 21, 2010, letter from the Information Policy, Census, and National Archives Subcommittee requesting the clarification of the U.S. Census Bureau's communications efforts to promote the 2010 Census. In our response of May 9, we failed to submit these responses individually to each Member office as stipulated by the Chairman. Herewith are the responses to your specific questions, as identified by the Subcommittee, along with the original set of attachments some of which are referenced below. It is my hope that these responses further clarify the responses the Census Bureau delivered to the Subcommittee on March 9, 2010, in response to the February 24, 2010, hearing entitled, "The 2010 Census Communications Contract: The Media Plan in Hard to Count Areas."

Since we last supplied the Subcommittee with details on the advertising buys on March 9, much has happened, including the mailing of the forms, the end of the mailback phase, the shift of advertising messages from "Mail It Back" to "Cooperate with the Census Taker" and the start of Non-Response Follow-Up. In our previous report and testimony we told you we had created a media reserve fund of \$7.4 million for unforeseen contingencies and additional advertising in areas of low response. All of those funds were expended in various efforts to increase cooperation and boost mailback response.

At the end of March, Census Bureau management met and reviewed census tract-level data and ranked local media markets in terms of those showing the lowest rates of participation. We made the judgment that with savings from other census operations that had essentially been concluded, we had additional reserve funds available in the Decennial account which could be used to further increase targeted, national and local media buys to help boost participation. Through a series of decisions we added \$31.4 million to the media buys in the final two weeks of the mail-back phase and for some additional spending during Non-Response Follow-Up.

The combined actions to expend our \$7.4 million media reserve and to supplement the media buys with an additional \$31.4 million we believe helped the country achieve the 72 percent participation rate that matched the performance of the Census 2000. We are particularly pleased that our contractor and our census staff worked collaboratively using real time data - almost at the last minute to still be able to be in market- in an effort to deploy the additional spending in those markets and against those audiences showing evidence of lower participation rates.

I should stress that some of the data contained in this response was previously submitted to the Subcommittee. In other instances, we have updated the data or charts to reflect spending and events that have taken place since March 9 to provide you with the most current information in each instance. Budget documents reflect more recent data, where more detailed accounting reports may be current as of March 31, 2010.

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 Helping You Make Informed Decisions

www.census.gov

The Honorable Sheila Jackson Lee

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Question: An accounting and itemizing of the entire budget utilized during the communications phase.

Answer: Please review Attachment 5 which itemized the budget during the communications phase.

Question: The complement of contractors and subcontractors by region.

Answer: Please view Attachment 6 which is a compilation of the "Partner Agencies and Region Location." It provides a comprehensive list of all DraftFCB's partner agencies, their addresses and in which Census Bureau regions they reside.

Question: A listing of all radio and print media utilized through GlobalHue and GlobalHue Latino.

Answer: Please view Attachment 7 which is the list of media buys purchased by GlobalHue. It includes a complete list of all radio and print media purchased for the Black audience across the United States, both at the local and national level.

Please view Attachment 8 which is a list of media buys purchased by GlobalHue Latino. It includes a list of all the radio and print media purchased for the Hispanic audience at the national level only.

The complete media buy schedule can be viewed at http://2010.census.gov/partners/pdf/media_buy_sched.pdf and has been available on our website since January. It should be noted that this file does not contain media buys for rapid response efforts after March 20, 2010, nor does it include NRFU media buys. A revised media buy schedule will be available at the end of May when media buys are completed, and reconciled with all vendors.

Question: Specific locations and names of media outlets and amounts of individual contracts reflected in Ms. Ennis' testimony, where she specified the following expenditures:

Amount	Media Type
\$6 million	national television
\$4.2 million	local television
\$2.8 million	national radio
\$3.9 million	local radio
\$1.6 million	online, digital
\$800,000	magazines
\$2.5 million	local newspapers
\$1.2 million	out of home

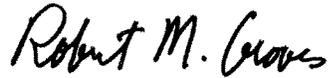
The Honorable Sheila Jackson Lee

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Answer: Please see Attachment 9, which consists of the entire media buy schedule for the Black audience as of March 19, 2010.

I hope that the above responses fully addressed your inquiries. Should you have additional questions, please do not hesitate to call Ms. Angela M. Manso in the Congressional Affairs Office at 301-763-6100.

Sincerely,

A handwritten signature in black ink that reads "Robert M. Groves". The signature is written in a cursive style with a large, prominent "R" at the beginning.

Robert M. Groves
Director

cc: The Honorable William Lacy Clay, Chairman
The Honorable Patrick McHenry, Ranking Member

4/27/2010

**2010 Census Integrated Communications Campaign
Partner Agency Location List by Census Bureau Region**

<u>Partner Agency</u>	<u>Regional Office</u>	<u>Address</u>
DraftFCB Puerto Rico	Boston	Metro Office Park Street #1 Building #8 Suite 201 Guaynabo, PR 00968
Allied Media	Charlotte	5252 Cherokee Avenue Suite 200 Alexandria, VA 22312
MarCom Group	Charlotte	10201 Main Street Suite 300 Fairfax, VA 22030
Maya Group	Chicago	595 Elm Place Suite 208 Highland Park, IL 60035
G & G Advertising	Denver	811 Silver SW Albuquerque, New Mexico 87102
G & G Advertising	Denver	2804 3 rd Avenue N Billings, MT 59101
Global Hue	Detroit	4800 Town Center Suite 1600 Southfield, MI 48075
Weber Shandwick	Kansas City	8000 Norman Center Drive Suite 400 Minneapolis, MN 55437
IW Group	Los Angeles	8687 Melrose Avenue., G540 West Hollywood, CA 90069
A-Language Bank	New York	159 W 25 th Street 6th Floor New York, NY 10001
Global Hue Latino	New York	123 Williams Street Suite 1700 New York, NY 10038
d'expósito & Partners	New York	875 Avenue 25 th Floor New York, NY 10001

4/27/2010

**2010 Census Integrated Communications Campaign
Partner Agency Location List by Census Bureau Region**

<u>Partner Agency</u>	<u>Regional Office</u>	<u>Address</u>
IW Group	New York	622 Third Ave. 3 rd Floor New York, NY 10017
Initiative Media Worldwide	New York	One Dog Hammarskjold Plaza New York, NY 10017
Jack Morton	New York	498 Seventh Avenue 7 th Floor New York, NY 10018
PLUM Agency	New York	594 Broadway Suite 407 New York, NY 10012
Scholastic, Inc	New York	557 Broadway New York, NY 10012
Zona Design	New York	350 Fifth Avenue Suite 321 New York, NY 10118
IW Group	Seattle	33 New Montgomery Suite 990 San Francisco, CA 94105

4/27/2010

**2010 Census Integrated Communications Campaign
Partner Agency Location List by Census Bureau Region**

Ms. JACKSON LEE. Then let me also put on the record that you all are very hard to reach, and no response comes back. I'm not going to say that I tried to reach out to GlobalHue, Mr. Garcia, Ms. Ennis, because I think I got frustrated early on.

But the selection process that you use for minority buys is unacceptable. And I understand that the first amount of money was \$2.5 million, is that correct? I'm sorry for the Black print media, \$2.5 million? Or was it for a total of media, Hispanic and African American, Ms. Ennis?

Ms. ENNIS. Are you asking what the total budget is now?

Ms. JACKSON LEE. No. What was it before?

Ms. ENNIS. It was \$1.7 million.

Ms. JACKSON LEE. It was \$1.7. What is it now?

Ms. ENNIS. And it's \$2.5 million now.

Ms. JACKSON LEE. So that's unacceptable as well.

Mr. CLAY. Representative, we will have a second round. I'll allow you to do that.

Ms. JACKSON LEE. All right. And I will finish on this. I want to put on the record the Houston Sun that was a missing element when all the other papers came out, and then I will yield back, Mr. Chairman.

[The prepared statement of Hon. Sheila Jackson Lee follows:]

SHEILA JACKSON LEE
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 HOUSTON, TX 77002
 (713) 655-4059

ACRES HOME OFFICE:
 6719 WEST MONTGOMERY, SUITE 204
 HOUSTON, TX 77019
 (713) 931-4882

HEIGHTS OFFICE:
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Congress of the United States
House of Representatives
 Washington, DC 20515

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TRANSPORTATION SECURITY AND INFRASTRUCTURE PROTECTION

BORDER, MARITIME, AND GLOBAL COUNTERTERRORISM

FOREIGN AFFAIRS

SUBCOMMITTEES

AFRICA AND GLOBAL HEALTH

MIDDLE EAST AND SOUTH ASIA

TECHNOLOGY, MULTIMULTIPLICATION, AND TRADE

SENATOR VOTER

DEMOCRATIC CAUCUS

CONGRESSWOMAN SHEILA JACKSON LEE,
OF TEXAS

STATEMENT before the

COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM
REFORM SUBCOMMITTEE ON INFORMATION, POLICY, CENSUS, AND THE NATIONAL ARCHIVES
HEARING ON

“THE 2010 CENSUS COMMUNICATION CONTRACT: THE MEDIA PLAN IN HARD TO COUNT AREAS


 February 24, 2010

Thank you, Mr. Chairman for holding this hearing today. Let me also thank the Ranking Member. I would also like to welcome and thank the distinguished panel of witnesses who have joined us here today to discuss solutions to the very serious problem of census

undercounting and the resulting substantial consequences from it suffered by states, counties, cities, and individual Americans across this nation: Dr. Robert Groves; Mr. Nelson Garcia; Mr. Tarkajian; Ms. Robbyn Ennis; Ms. Karen Narasaki; Mr. Marc Morial; Ms. Helen Hatab Samhan; Mr. Marcelo Gate-Tapia; Ms. Sandy Close; Mr. Hulbert James; Mr. James L. Winston; Mr. Danny Bakewell; and ms. Linda Smith.

Mr. Chairman, this Committee is here today to examine the 2010 Census Integrated Communication Campaign in Hard to Count ("HTC) areas, as the Bureau prepares for the 2010 decennial census. This hearing is important because it will assess the ethnic print and broadcast media's role in preventing an undercount. I look forward to hearing testimony about the media plans for impacting traditional HTC populations in the various communities including, but not limited to African-Americans, Latino, Asian, Arab. Native American and Carribbean.

According to the PriceWaterHouse report on the 2000 Census, the Census Bureau has estimated that the Census 2000 undercounted the actual U.S. population by a net of over three million individuals. Representing an undercount rate of 1.18 percent.

I am particularly concerned about correcting undercounting problems because Harris County, Texas, which is situated in my district, ranked fourth of the fifty U.S. counties with the highest number of people living in hard-to-count areas. In fact, 80.5 percent of the population in Harris County live in hard-to-count areas. Even more astonishing, Harris County, Texas is one of eight counties estimated to lose over \$100 million each in federal funds from undercounting in the 2000 Census, according to the aforementioned PriceWaterhouse report. According to the report, the net funding effect, which includes federal and state funding, of the Census 2000 undercount on Harris County, Texas was \$234 million .

In an effort to increase the likelihood of an accurate count in 2010, the Census Bureau developed a far reaching Communications Plan. This plan includes partnerships with government, private sector, social service, and other organizations; paid advertising and Census in Schools. In order to spread the 2010 Census message as broadly as possible and reach the traditionally hard to count populations via advertising, the prime contractor, DraftFCB and their partner agencies have developed a Paid Media Plan (“The Plan”).

The Plan, which incorporates the work of eight partner media agencies, will encompass multiple languages, and reach into every market across the U.S. and Puerto Rico. The Plan also encompasses all media types and is skewed towards those who are less likely to respond. The Plan will allow for paid media for television, radio, outdoor billboards, transit and print media. Thanks to \$1 billion provided for the Census effort in the American Recovery and Reinvestment Act of 2009 this Congress passed last year, there is a much greater chance to get a more count of the U.S. population.

I look forward to the testimony of our witnesses and hope to gain insight as to how we can ensure we use the best approaches at our disposal to count and reach the population in this country.

Thank you, Mr. Chairman. I yield back the remainder of my time

Mr. CLAY. Thank you so much, and you will get a second round.

Let me say that I'm very concerned about reports that I have received from local elected officials who have conveyed to me that they are not hearing the confidentiality message in the paid media campaign. In other words, certain constituent groups are concerned about information that they give to the Census on these forms on the questionnaire.

In terms of special outreach to these groups, I see the Census advertising has failed to adequately address these concerns about confidentiality among hard-to-count groups. Will you take steps to correct this problem, and could supplemental media be created to specifically close this confidentiality gap? I'll let anyone try to answer that.

Mr. TARAKAJIAN. That is probably best answered by a number of us because it varies by audience, quite honestly. The simple answer to your question, though, is that there are different creative messaging executions that we have that, to varying degrees, have the confidentiality message in it. And it varies by audience where, for example, we found that among the Hispanic audience it's a very important issue; a less important issue across the diverse mass audience. And the messaging that we have reflects that difference depending upon the specific audience.

Mr. CLAY. Well, but that may be where you might not have all of the information you need about those audiences because I'm hearing it in my district, and I'm hearing it from a predominantly African American audience over maybe legal concerns, maybe the number of people who live in a certain house that's contrary to codes, to building codes and occupation codes. I mean, so as these things crop up, hopefully, you will have some type of strategy that effectively addresses it.

Yes, Dr. Groves.

Dr. GROVES. We're tracking through sample surveys daily multiple methods of tracking the knowledge of the public about these various components. Confidentiality is one. Another is, do people know that this is a 10-minute questionnaire, and do they know, do they link the Census to the return of taxpayer money, the \$400 billion a year? We're tracking this by subgroup. And when we're seeing groups reacting to a particular message inadequately, then there's a chance to intervene.

So let me give you an example of this. To our surprise, to my surprise anyway, the message that's getting out least well right now is that this is a short questionnaire and it only takes 10 minutes. And we have to do something about that because that's a very good story. So we're trying to measure it and then react to it as much as we can.

Mr. CLAY. As far as tracking, how will the Census Bureau know if the Integrated Communications Campaign increased the mail response rate? And to what extent will the Bureau calculate the return on its investment in advertising?

Dr. GROVES. I love this question because, in my ideal world, we wouldn't advertise because everyone would know the Census is coming. And so it was a question on my mind when I entered this position. There is for the first time an experiment, an examination of this built into the Census advertising where there are a set of

media markets where the advertising levels are going to be systematically varied and will study the impact of that variability. So I think, for the first time, at the end of this, we'll have better data for every dollar we spend on advertising what was the impact on change between 2000 and 2010.

Mr. CLAY. How will the Bureau use the realtime information it is collecting, such as Gallup data and early mail response data, to respond to challenges, such as unexpected regional disparities in mail response rates? And what are the targeted response rates that trigger new advertising spending in geographic areas?

Dr. GROVES. This is something that I hope everyone watches. So starting about the third week of March, the proportion of houses that are returning the questionnaire will be published daily at a track level. You'll be able to go to our Web site, type in your zip code and see how your zip code is doing, how tracks in your zip code are doing. If you want to compare St. Louis to Kansas City on the return rate, you'll be able to do this.

We hope that local officials and our partners throughout the country are watching this in addition to us, and we are proposing to intervene both with the money we've held back on advertising for those areas that are doing less well than we anticipated despite everything we did. We're studying this process. We have a team of people trying to predict what's going to happen, and we're forecasting it and will do interventions both on paid media, and then also we'll get the word out to our partners to help us in this area, this neighborhood isn't doing as well as we—this is going to be a first time for this. It will be very interesting. I'm very hopeful about it.

Mr. CLAY. I'm very curious about it, so thank you for that response.

Mr. Chaffetz, you're recognized.

Mr. CHAFFETZ. Thank you.

I want to followup, Director Groves, on something you talked about. One of the concerns that you just mentioned in your testimony was the idea that we are requiring the short form as opposed to a long form. I think one of the reasons that we have that concern so rampant in the marketplace is that these American community surveys are being sent out which are very comprehensive. Don't you think this adds to the confusion? I mean, at the same time we're running Super Bowl ads and doing those types of things, people are getting these in the mail. Why—and then you expect somebody, you know, the following month or two to go back and fill out another form. Why are we doing this at the same time?

Dr. GROVES. The American Community Survey was passed by Congress as a way to separate the long form from the short form. So, in essence, the content of that questionnaire you just held up is quite similar to the original long form. Every question in that questionnaire—

Mr. CHAFFETZ. And on the envelope it says "U.S. Census Bureau."

Dr. GROVES [continuing]. Is specified by some law passed by Congress that there must be information on that item in order to implement a program that Congress has passed, so that's the reason for that questionnaire.

The confusion you speak to is something I worry about. I was concerned about that when I entered office. We have alerted the folks who are falling in the sample of the American Community Survey about the fact that this is not the decennial census and they will get another Census form. We're watching right now the response rates on the American Community Survey to see if there is confusion among—if they're performing differently.

Mr. CHAFFETZ. Our time is short. I think naturally given that these forms are arriving so similar in their time is terribly confusing. I had a town hall meeting just in the last 2 weeks. A person came up and handed this, didn't understand. And again, for another discussion, I think it's a very invasive questionnaire. I mean, one of the questions on the questionnaire is literally, "does this person have difficulty dressing or bathing?" And I got to tell you, I—again, separate hearing, Mr. Chairman, but I think we need to go back and better understand the need of this. It's 11 pages for the first person just to get through. It says it's coming from the Census Bureau at the same time we're trying to get people to fill out the other forms.

And the other thing is we talk about groups that are difficult to get to. One of the questions right here at the beginning after you kind of get past your pages of housing is, literally, the third question asked them if they are a citizen. And so we have people that are afraid of filling out these forms because you're going to be asked detailed questions; is this person a citizen of the United States?

I think this is terribly confusing in terms of its timing and what-not, and we will have to continue to go back. I don't understand what constitutional role this plays or the authority that it meets, but I understand that there are laws on the books, and we'll have to address those.

My understanding is that the Bureau has overspent its \$356 million address canvassing budget by \$88 million, roughly a 25 percent cost overrun. What is your best projection today as to where you're going to be in terms of your overall budget, given everything else that's going on?

Dr. GROVES. I testified on that overrun twice in front of this committee, as you may recall, Congressman.

Mr. CHAFFETZ. Just hoping for an update, just a quick sentence or two.

Dr. GROVES. I am optimistic, based on the rebudgeting of the operations going forward that we just completed and that we have sufficient money for the 2010 census, all the further operations. Every operation we've done since that event has been on time and either on budget or under budget.

Mr. CHAFFETZ. The Washington Post, it was cited in the Washington Post, the GAO warned that, in a Senate subcommittee hearing recently, that the Bureau's computer software that handles personnel and payroll systems as well as processes the proper paper questionnaires, "has not yet demonstrated an ability to function at the necessary capacity later this year." Can you give us the most recent update on that?

Dr. GROVES. That is a true statement. When I testified in front of this committee last time, I noted that this was the highest-risk

software development that we were involved in. It continues to be a high-risk development. We have—I brought in a team that’s an external and independent assessment group, and we are literally meeting daily on this issue right now.

Mr. CHAFFETZ. When you say “risk,” can you give us some—you say “high risk.” I mean, how worried should we be about this?

Dr. GROVES. If I could finish, I could address your concerns I think. The software is being released in three components.

The first component is released and is in production. The production performance of it is less than desirable but adequate for the operations. We’re ramping up operations, so right now, we’re having low-level operations. It’s fitting production needs now.

The second release just occurred last Friday. It will start production—well, it started production the last few days.

The big production component will be released at the end of March for the nonresponse followup stage. That’s what we’re really focusing on. We have a team together that is making the kind of tradeoff decisions you need to make in a large software development with a fixed deadline. And that is, some of the functions that were desired for computer assistance will be, will have workarounds that will be manual in nature.

When I do my visits around the country to our regional offices it gives me some comfort that they’re ready to do those in a manual mode because all past Censuses did those manually, that was a step up and will pull off those things. So we’re focusing on the identification of the core functions that allow us to do a successful Census. That’s where we are right now.

Mr. CHAFFETZ. Thank you.

Thank you, Mr. Chairman.

Mr. CLAY. Thank you Mr. Chaffetz.

And now we will recognize Ms. Waters for a second round.

Ms. WATERS. Thank you very much, Mr. Chairman, for the opportunity to do this second round. I need to understand the organization of the media companies that are involved in this campaign. Now, you are DraftFCB, is that right?

Mr. TARAKAJIAN. That’s correct.

Ms. WATERS. OK. And you are the media company that’s coordinating all of the media buys and production, etc?

Mr. TARAKAJIAN. We are the prime contractor, meaning that we have some specific responsibilities that are ours which are overall coordination of the campaign elements. And then we have a whole host of subcontractors who work for us who bring certain expertise to the table, such as expertise on the Black audience or expertise in the Hispanic audience.

Ms. WATERS. That’s OK. You don’t have to tell me what they do. I just want the structure. You’re the prime contractor.

Mr. TARAKAJIAN. Yes.

Ms. WATERS. How many subcontractors do you have?

Mr. TARAKAJIAN. There are, in addition to us, there are, I believe it’s 12 additional subcontractors.

Ms. WATERS. Twelve additional subcontractors now?

Mr. TARAKAJIAN. Yes.

Ms. WATERS. Were these subcontractors hired through an RFP process?

Mr. TARAKAJIAN. These subcontractors were hired originally as part of our team process for pitching the Census.

Ms. WATERS. Just tell me, were they RFP, or were they just selected or appointed or however?

Mr. TARAKAJIAN. Well, we went through an RFP process.

Ms. WATERS. So you selected these 12 additional contractors through an RFP process, is that correct?

Mr. TARAKAJIAN. The RFP process that we went through was with the Census to get the contract, if that's what you mean by an RFP process.

Ms. WATERS. No. Let me tell you what I mean. You hired 12 additional contractors, is that right?

Mr. TARAKAJIAN. We brought—we had a team of subcontractors who have worked with us from the beginning. And they were all part of the original contract and RFP process that we went through with the Census Bureau.

Ms. WATERS. You have 12 contractors?

Mr. TARAKAJIAN. Correct.

Ms. WATERS. How were they hired? How did you get these 12 contractors? You said some were with you from the beginning. I don't know what that means.

Mr. TARAKAJIAN. OK. There are two processes that were at work here. We selected partners to work with us as subcontractors.

Ms. WATERS. How many partners did you select as subcontractors that did not go through an RFP process?

Mr. TARAKAJIAN. There were no subcontractors that we selected that were not part of an RFP process.

Ms. WATERS. OK. So, in the beginning, you selected contractors; that's what you said.

Mr. TARAKAJIAN. That's correct.

Ms. WATERS. How did you select them? What process did you use?

Mr. TARAKAJIAN. And we all together went through an RFP process to be awarded this contract.

Ms. WATERS. So the 12—so, in the beginning, the contractors that you selected went through an RFP process.

Mr. TARAKAJIAN. That's correct.

Ms. WATERS. Why couldn't you just say that? RFP process, OK.

Mr. TARAKAJIAN. Because I'm trying to make the distinction between what—

Ms. WATERS. How many were selected through the RFP process in what you call the beginning?

Mr. TARAKAJIAN. They were all part of the RFP process that we went through, along with our subcontractors.

Ms. WATERS. All 12?

Mr. TARAKAJIAN. Yes, along with our subcontractors.

Ms. WATERS. OK. Are these independent contractors, or are these contractors subcontractors to you or the company that you subcontract to?

Mr. TARAKAJIAN. No, they are subcontractors to us.

Ms. WATERS. To you.

Mr. TARAKAJIAN. Correct.

Ms. WATERS. So these are not independent contractors; these are people who work for you.

Mr. TARAKAJIAN. Yes.

Ms. WATERS. So you did an RFP process for people who work for you.

Mr. TARAKAJIAN. We did an—we were, along with all of those subcontractors that I'm just talking about, part of the RFP process that we went through with the Census Bureau in selecting us and also selecting those subcontractors.

Ms. WATERS. So, basically, your company controls all the subcontractors because they worked for you anyway?

Mr. TARAKAJIAN. Well, there are now subcontracts that our subcontractors have for media buying and other activities.

Ms. WATERS. We'll get to that. But let's make sure we understand that, in the beginning, as you referred to it—

Mr. TARAKAJIAN. Correct.

Ms. WATERS [continuing]. You selected 12 contractors, all of whom were subcontractors to you already.

Mr. TARAKAJIAN. Well, they weren't already subcontractors.

Ms. WATERS. Well, how did they get to be—they are your people subcontractors.

Mr. TARAKAJIAN. Well, when you say that they are our people—

Ms. WATERS. Well, you said in the beginning—

Mr. TARAKAJIAN [continuing]. They are not necessarily part of our company. Some of them are; some of them are not.

Ms. WATERS. I don't care how they are hired by you. The question becomes are these subcontractors a part of your company, whether they're part time, full time, hired in the beginning or later on, these are your subcontractors in your company, right?

Mr. TARAKAJIAN. GlobalHue is not part of our company. Allied Media, who is a subcontractor, is not part of our company.

Ms. WATERS. How many are part of your company, 12, right?

Mr. TARAKAJIAN. No.

Ms. WATERS. How many of the 12?

Mr. TARAKAJIAN. I will tell you who is part of our company.

Ms. WATERS. Just tell me how many of the 12.

Mr. TARAKAJIAN. Weber Shandwick is one.

Ms. WATERS. You don't have to name them. I just want to know how many.

Mr. TARAKAJIAN. Well, I'm trying to go through in my head how many are part of our company and how many are not.

Ms. WATERS. We only have so many minutes. How many? Can you guess? Somebody tell him.

Mr. TARAKAJIAN. I believe there are two; Weber Shandwick and Jack Morton—I'm sorry, three. The IW Group is also part of our Interpublic Group of Companies.

Ms. WATERS. So 3 of the 12 are your own subcontractors that were hired through some RFP process.

Mr. TARAKAJIAN. They are owned by the same holding company as we are.

Ms. WATERS. Oh, well, what's the holding company?

Mr. TARAKAJIAN. Interpublic Group of Companies.

Ms. WATERS. So you are owned by whom?

Mr. TARAKAJIAN. A company called the Interpublic Group of Companies.

Ms. WATERS. Interpublic Group of Companies. So they own you and the subcontractors?

Mr. TARAKAJIAN. They own us and the three subcontractors that I mentioned. They do not own the other subcontractors.

Ms. WATERS. Three of the 12, is that right?

Mr. TARAKAJIAN. Excuse me.

Ms. WATERS. Three of the 12.

Mr. TARAKAJIAN. I believe it's three of the 12, yes.

Ms. WATERS. OK. Now, tell me about GlobalHue? You have GlobalHue Black and GlobalHue Latino or something like that.

Mr. TARAKAJIAN. That's correct.

Ms. WATERS. Is that one company, or is that two companies?

Mr. TARAKAJIAN. GlobalHue African American and GlobalHue Latino is one company with two separate operations; one targeted to the Black audience, and the other targeted to—

Ms. WATERS. You don't need to tell me all that. Who owns GlobalHue?

Ms. ENNIS. Don Coleman.

Ms. WATERS. So he owns—

Ms. ENNIS. GlobalHue and GlobalHue Latino.

Ms. WATERS. But he's not owned by—

Ms. ENNIS. He's not owned by Interpublic, no.

Ms. WATERS. OK. Did he have to go through an RFP process, or was he appointed or selected to do the media buys for the Black and Latino audiences? Did he go through an RFP process?

Ms. ENNIS. He went through the RFP process with DraftFCB.

Ms. WATERS. With whom?

Ms. ENNIS. DraftFCB.

Ms. WATERS. So you selected all of the other nine through an RFP process, is that what you did?

Mr. TARAKAJIAN. We selected all of the other subcontractors to be part of our team. Together, we went through this RFP process with the Census Bureau to be awarded the contract in 2007.

Ms. WATERS. Thank you.

I'm not interested in how many people were involved in the RFP process. I just wanted to know, was there an RFP process. I'm trying to understand who owns what and how they were selected.

Mr. TARAKAJIAN. I'm trying to help you understand it.

Ms. WATERS. OK. If you would just answer the question and not editorialize, you would help me out, OK. So I think we're at this point.

Now, can you tell me how much each—the first three that are owned by your company, how much are they contracted for? How much, what is the value of each of those contracts?

Mr. TARAKAJIAN. Well, first of all, I don't have that information at my fingertips in terms of how much.

Ms. WATERS. Well, how much is your contract? What is the value of your contract?

Mr. TARAKAJIAN. The total value of the contract is—

Ms. WATERS. Of yours, just yours.

Mr. TARAKAJIAN. Well, the total value of the contract is \$340 million.

Ms. WATERS. So \$340 million. Who gets paid out of that \$340 million?

Mr. TARAKAJIAN. All of the subcontractors, ourselves, all of the media that's purchased, all of the production that's done, literally every activity.

Ms. WATERS. So you have a \$340 million contract; three of the subcontractors are your people that work in the company that you work for.

Mr. TARAKAJIAN. Correct.

Ms. WATERS. You don't know how much they are paid, each of them? You don't know what those contracts are worth.

Mr. TARAKAJIAN. I do. I don't have that information at my fingertips with me.

Ms. WATERS. Do you know how much the other nine contracts are worth?

Mr. TARAKAJIAN. Again, they are not contracts where somebody was awarded a specific amount to do the work.

Ms. WATERS. It's an open-ended contract.

Mr. TARAKAJIAN. It is a contract where we have come together to work on the \$340 million contract and mutually, collaboratively come up with how we are going to divide those roles and responsibilities.

Ms. WATERS. I only want to know what you paid these people. I don't care how collaborative you are. I want to know, how much does each one of them make? Are you telling me it's an open-ended contract; you don't have an exact number that you contracted for; is that what you're telling me?

Mr. TARAKAJIAN. No. I can provide that information for you. I don't have it at my fingertips right now.

Ms. WATERS. Mr. Chairman, I would like to request that information be provided. As a matter of fact, if you're going to have any more hearings, I would like to see a flow chart of how these companies are connected, how much money they are contracted for and whether or not there was an RFP process in this collaborative effort that is being described to us.

Thank you, and I yield back the balance of my time.

[The information referred to follows:]

Census 2010
DraftFCB Subcontractor Obligations to Date

Agency/Partner	Labor		Non-Media		Media		Total	
	Total	Subcontracting	Total	Subcontracting	Total	Subcontracting	Total	Obligated
DraftFCB (Labor & Non-Partner Commitments)	\$107,120,305.47	\$30,259,681.31	\$133,899,598.73	\$274,159,280.04	\$331,279,585.51	\$74,197,294.37	\$104,948,686.92	
DRAFTFCB PUERTO RICO (Interpublic Group)	\$3,982,114.59	\$1,784,525.00	\$2,703,600.00	\$4,488,125.00	\$8,470,239.59			
Allied Media	\$4,042,498.07	\$1,607,722.99	\$2,600,000.00	\$4,207,722.99	\$8,250,221.06			
D'Exposito & Partners	\$5,720,772.91	\$1,828,974.00	\$18,400,000.00	\$20,228,974.00	\$25,949,746.91			
G&G	\$5,113,507.17	\$2,143,622.38	\$4,902,000.00	\$7,045,622.38	\$12,159,129.55			
Global Hue	\$7,054,745.72	\$3,983,819.00	\$21,953,165.00	\$25,936,984.00	\$32,991,729.72			
Global Hue Latino	\$6,344,294.99	\$2,771,862.00	\$4,609,885.00	\$7,381,747.00	\$13,726,041.99			
INITIATIVE (Interpublic Group)	\$818,352.00	\$0.00	\$0.00	\$0.00	\$818,352.00			
IW Group	\$9,512,908.13	\$8,885,202.00	\$15,530,397.00	\$24,415,599.00	\$33,928,507.13			
JACK MORTON (Interpublic Group)	\$6,494,451.63	\$20,868,008.22	\$0.00	\$20,868,008.22	\$27,362,459.85			
Marcom Group	\$1,676,949.00	\$327,830.68	\$0.00	\$327,830.68	\$2,004,779.68			
PennGood & Associates	\$275,987.00	\$0.00	\$31,499,691.40	\$31,499,691.40	\$31,775,678.40			
Plum Agency	\$4,243,649.84	\$2,346,962.00	\$100,000.00	\$2,446,962.00	\$6,690,611.84			
Scholastic	\$5,544,685.77	\$244,319.00	\$0.00	\$244,319.00	\$5,789,004.77			
WEBER SHANDWCK (Interpublic Group)	\$15,355,534.42	\$870,400.00	\$0.00	\$870,400.00	\$16,225,934.42			
Zona Design	\$188,461.68	\$0.00	\$0.00	\$0.00	\$188,461.68			
Total Subcontracting	\$76,368,912.92	\$90,259,681.31	\$133,899,598.73	\$224,159,280.04	\$300,528,132.86			

2010 Census

**Hispanic Targeted Newspaper
Request for Proposal**

Issue Date: July 30, 2009

Return Deadline Date: August 21, 2009



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Agenda

Section I

- Introduction
- Proposal Request
- Evaluation Criteria
- RFP Requirements
 - Six requirements each media vendor must adhere to in order to be considered to receive business
- Filling out the RFP
- Instructions for Questions & Submission

Section II

- Background on the U.S. Census
- Total Campaign Overview
- Our Goals by Phase
- Our Target & Scope

Section I
Proposal Request
+
Instructions for Submission

Introduction

- This is an invitation to participate in a competitive RFP process for the upcoming 2010 U.S. Census Campaign
- As the Census is a government outreach program we are asking media vendors to embrace this as a cause campaign
- We are seeking to do a multi-media buy which will give us the best pricing, placement and adequate lead times for execution
- This RFP is specifically designed to reach the Hispanic audience, primarily in Spanish-language

Proposal Request – What we are looking for

- At this stage, we are looking for the most innovative ideas that best align the Census cause-message with your media properties to increase the likelihood that US Hispanics will fill-out and mail back the Census form
 - Content ideas that communicate the benefits of filling out the Census
 - Tap into a columnists that may have a following within your distribution area
- Programs that will align with BIG events during the pivotal time frame (January-April 2010) and can be integrated across your media properties
 - Any program/event you may feel that is helpful and relevant to US Census 2010 prior to start date that can be integrated in the form of added value
- Highly efficient turnkey programs with significant media value
- Please submit your most aggressive cost proposal in the initial submission

Desired Timing

- Please provide your program to cover the timeframe below:

Census 2010 Newspaper Schedule																
January-10			February-10			March-10			April-10							
28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19
Awareness/Education Phase																
Motivation Phase																



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Contact Innovation - Newspaper

Please refer to the Target slide in Section II as a filter for program selection

Parameters

- Priority Positioning – Covers, upfront main news, right hand page preferred
- Various creative unit sizes: full page and ½ page

Requested Program Elements

- Content Integration – Census message is intertwined within editorial storyline that gets across benefits of filling out the form
 - Ensure content is in line with Census 2010 tone and manner
- Co-branded editorial sections

Limitations

- Census cannot participate in any Contests or Sweepstakes

Added Value- Newspaper

In addition to submitting aggressive/discounted rates, please provide an added value proposal. Priorities below:

- Note- added value may begin during 4th quarter, 2009 (prior to January 18 start) to begin the education process against the Hispanic audience
- Bonus pages
- Waive all color fees
- Strip ads or "post-it" reminders on front cover or on country specific news section
- Weekly editorial Census 2010 coverage
- Participation in community events
- Wrap publication with Census 2010 message on drop date, April 1 or street news box
- Weeklies & bi-weeklies can wrap pubs next issue date after April 1st
- Re-print questionnaire in key section(s)
- Provide tips on filling out the Census form
- Online extension
 - Creative production / development (should digital components require extensive production)
- Waive additional fees for color production, premium placements, bleed charges
- Integrate Census 2010 theme in crossword puzzle (if puzzle are published)

Please provide the added value you are offering within the accompanied Excel spreadsheet

RFP Evaluation Criteria

- All proposals will be evaluated based on the following criteria. Agreement on all (7) RFP Requirements outlined is mandatory for buy consideration
 1. Ability to deliver strong programs within campaign timelines AND during key dates (i.e. March 15th – March 17th)
 2. Effectiveness in reaching a Hispanic audience with emphasis on the “hard to count” (see section II for definition on “hard to count”)
 3. Pricing - both efficiency (Audience CPM) and out of pocket costs will be weighted heavily
 4. Strength of added-value
 5. Timeliness & quality of RFP submission
 6. Ability to provide proof of circulation if not audited by a third party service
 - Official Postal Service Statement
 - Printing Company Receipt
 7. Newspaper to have been in business and published for at least one year

**(6) Requirements each media company must abide by
in order to be awarded business**

1) Content Placement Guidelines

- The following identifies restricted environments for all Census paid media and value added opportunities:
 - Excessive sex or violence
 - Anti-U.S. government sentiments or supporting any violent acts toward the government or the American people, including but not limited to terrorism
 - Questionable moral or ethical values, particularly dealing with bigotry or prejudice
 - Denigration of any cultural group or faith-based communities (imams, ministers, nuns, priests, rabbis, etc.)
 - Controversial formats

2) Makegood Policy

- In the event that an ad does not run in space previously ordered or an ad ran in violation of agreed upon terms (i.e. Placement Criteria), Buying Agency will require a make-good based on the following terms:
 - Make-good unit must be of equal or greater dollar value
 - Make-good unit must run within flight-date and prior to end of campaign
 - If a make-good unit is outside of the above terms, a cash credit will be required.

3) Proof of Performance

- A Proof of Performance (i.e. tearsheets, affidavits) must accompany an invoice issued to Buying Agency

4) Terms of Payment

- Buying Agency will not be able to make any partial or pre-payments. Payments will be made (30) days after receipt of a valid invoice and proof of performance.
 - Valid invoices match exactly to what was contracted within the d expósito & partners purchase insertion order. Invoices that are discrepant will take longer to process and will result in delayed payment

5) Flow Down Provisions

- Media vendor must comply with the applicable Federal Acquisition Regulations (FAR) Flow Down Provisions as contained in the d expósito & partners contract
- Below is the link to access the full set of FAR clauses however clauses specific to the buying agency can be provided upon request
 - www.arnet.gov/far/

6) U.S. Taxpayer ID

- Media vendor must have a U.S. Taxpayer ID Number

Filling out the RFP – It's an Excel Template!

1. Please fill out the Excel forms that accompany this RFP
2. Please stay within the format – do NOT alter
3. Please itemize costs for all elements within the total program cost. We will not be able to properly evaluate submissions that do not itemize costs.
4. Please return only the Excel form provided and NOT this Powerpoint document

Instructions for Questions & Submission

The following instructions must be followed by all vendors:

1. Questions
 - Please email questions to censushispanicprint@dex-p.com
 - Subject header must state "(YourCompanyName) Questions" in the subject line
 - **Deadline for questions is COB, Friday, August 7**
2. Submissions
 - Please email RFPs to censushispanicprint@dex-p.com
 - Subject header must state "(YourCompanyName) RFP" in the subject line
 - **Deadline for submissions is COB, Friday, August 21**

Section II
Census Background Information
+ Requirements to do Business



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Background on the U.S. Census

- The next Census will occur in 2010. This once-a-decade snapshot is crucial to the planning needs of our country and it is vital that all residents participate
- Responding to the Census is required by law and all answers are confidential and protected from disclosure by Federal law
- The Census will count everyone living in the 50 States, the District of Columbia, Puerto Rico and the U.S. Territories
 - Emphasis will be placed upon those who are considered "hard to count"
- Census helps determine the distribution of over \$400 billion annually for services like education, transportation and healthcare. Census information also determines the congressional districting
- The 2010 Census will be "short form-only." In March, every household will receive a form that asks just 10 a few questions, such as number of people in household, race/ethnicity and age
 - Announcement Letter: March 8th – March 10th
 - Initial mail out: March 15th – 17th
 - Replacement Questionnaire mailed: April 1st - April 10th
 - Reminder Postcard mailed: April 22nd - April 24th
 - In-home follow up to non-responders: May 1st - July 10th

Total Campaign Overview

Campaign Elements

- Paid Media
- Partnerships
- Public Relations
- Census in Schools
- Earned Media Outreach (PSAs)

Paid Media

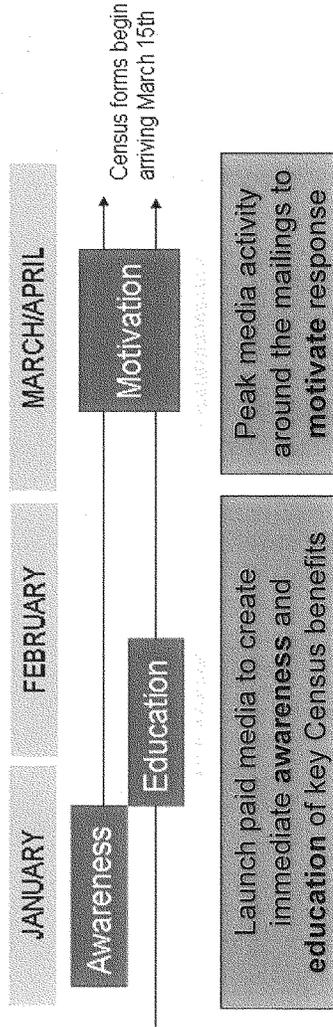
- January Launch
- Multiple Languages
- Multi-Media Plans
Television, Print, Radio, Interactive, Out of Home

Key Phases

- January-February
Awareness/Education
- March-April
Incite behavior and motivate response

Our Goals by Phase

The overarching goal is to drive mail response of the 2010 Census



What do we Mean by Awareness, Education & Motivation?

- **Awareness & Education:**
 - Census form will arrive in mid-March
 - Form consists of 10 simple questions
 - Tangible benefits of filling out the Census form
 - Affects community funding:
 - e.g. for neighborhood improvements, public health, education, transportation, etc.
 - Addresses community needs:
 - e.g. where to provide services for the elderly, build new road & schools, locate job training centers, etc.
- **Motivation:**
 - Increase likelihood to respond

Our Target – Everyone Counts!

- Our overall goal is to reach everyone (18+) regardless of age, gender, ethnicity, etc. but focus more on younger and diverse audiences as well as the “Hard-to-Count” populations
- This “Hard to Count” US Hispanic group is more likely to:
 - Live in the US for less than 10 years, and therefore never exposed to a Census count
 - Spanish dependent and less acculturated
 - Primarily consume Spanish-language media
 - Live in an urban areas; apartment dwellers
 - Have a lower HHI
 - Take public transportation
- Media Buying Target: Hispanic adults 18-49

This Request for Proposal is for the 2010 Census Campaign

PLEASE NOTE THAT THIS IS PAGE 1. CLICK ON NEXT TABs TO FILL-OUT PAGES 2 & 3

Directions:

- 1) Please fill in YELLOW BOXES only
- 2) Please RENAME this file to include the NAME OF YOUR COMPANY (i.e. Radio Central In.c)
- 3) Do NOT ALTER the format
- 4) Include ALL associated costs; be sure to include your most aggressive rates the first time
- 5) Submission DUE DATE is Friday, August 21, 2009
- 6) Only EMAIL this EXCEL File to censushispanicprint@dex-p.com

Name of Publication

Vendor Name

Vendor Address

Sales Representative

Phone
Email
Fax

Administrative Assistant

Phone
Email
Fax

Billing Point of Contact

Phone
Email
Fax

Mr. CUELLAR [presiding]. Thank you. And I thank the gentleman from California.

For the record, sir, 10 days from now, submit to the committee the information that Ms. Waters requested.

Ms. WATERS. Excuse me, if I can, thank you. There was one part of the question that was not answered. While the gentleman may not know how much the other subcontracts are worth, I asked him how much was his worth, and that was not answered. He gave me the big answer of \$340 million. So let me, if I may, inquire of that.

Mr. CUELLAR. Yeah, why don't we do this.

Sir, again, for the record, submit to the committee in writing within 10 days from today the information that she requested specifically on the \$340 million contract. If you can break that down as to what your company and the subcontractors make.

Ms. WATERS. He doesn't know how much he makes now.

Mr. CUELLAR. Well, apparently, he doesn't, right; is that correct?

Ms. WATERS. You don't know how much your contract is worth?

Mr. TARAKAJIAN. Our contract is worth \$340 million. That is the value of the contract.

Ms. WATERS. But you told me everybody gets paid out of that contract.

Mr. TARAKAJIAN. That's correct.

Ms. WATERS. How much do you get paid out of the \$340 million for your company?

Mr. TARAKAJIAN. Again, I would have to go and collect that information.

Mr. CUELLAR. Why don't we go ahead and provide that information to the committee within 10 working days from today, sir.

Mr. TARAKAJIAN. Will do.

Mr. CUELLAR. And also the information I requested on the production, labor, breakdown on the tallying, the dubbing, the shipping and all that, if I can have the breakdown, again, to be submitted to the committee within 10 working days.

[The information referred to follows:]

**Census 2010
DraftFCB Subcontractor Obligations to Date**

Agency/Partner	Labor		Non-Media		Media		Total		Total Obligated
	Total	Subcontracting	Total	Subcontracting	Total	Subcontracting	Total	Subcontracting	
DraftFCB (Labor & Non-Partner Commitments)	\$107,120,305.47	\$90,259,681.31	\$133,899,598.73	\$224,159,280.04	\$331,279,585.51	\$74,197,294.37	\$104,948,686.92	\$8,470,239.59	\$8,250,221.06
DRAFTFCB PUERTO RICO (Interpublic Group)	\$3,982,114.59	\$1,784,525.00	\$2,703,600.00	\$4,488,125.00	\$4,488,125.00	\$4,488,125.00	\$4,488,125.00	\$4,488,125.00	\$4,488,125.00
Allied Media	\$4,042,498.07	\$1,607,772.99	\$2,600,000.00	\$4,207,772.99	\$4,207,772.99	\$4,207,772.99	\$4,207,772.99	\$4,207,772.99	\$4,207,772.99
D'Exposito & Partners	\$5,720,772.91	\$1,828,974.00	\$18,400,000.00	\$20,228,974.00	\$20,228,974.00	\$20,228,974.00	\$20,228,974.00	\$20,228,974.00	\$20,228,974.00
G&G	\$5,113,507.17	\$2,143,622.38	\$4,902,000.00	\$7,045,622.38	\$7,045,622.38	\$7,045,622.38	\$7,045,622.38	\$7,045,622.38	\$7,045,622.38
Global Hue	\$7,054,745.72	\$3,983,819.00	\$21,953,165.00	\$25,936,984.00	\$25,936,984.00	\$25,936,984.00	\$25,936,984.00	\$25,936,984.00	\$25,936,984.00
Global Hue Latino	\$6,344,294.99	\$2,771,862.00	\$4,609,885.00	\$7,381,747.00	\$7,381,747.00	\$7,381,747.00	\$7,381,747.00	\$7,381,747.00	\$7,381,747.00
INITIATIVE (Interpublic Group)	\$818,352.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
IW Group	\$9,512,908.13	\$8,885,202.00	\$15,530,397.00	\$24,415,599.00	\$24,415,599.00	\$24,415,599.00	\$24,415,599.00	\$24,415,599.00	\$24,415,599.00
JACK MORTON (Interpublic Group)	\$6,494,451.63	\$20,868,008.22	\$0.00	\$20,868,008.22	\$20,868,008.22	\$20,868,008.22	\$20,868,008.22	\$20,868,008.22	\$20,868,008.22
Marcum Group	\$1,676,949.00	\$327,830.68	\$0.00	\$327,830.68	\$327,830.68	\$327,830.68	\$327,830.68	\$327,830.68	\$327,830.68
PennGood & Associates	\$275,987.00	\$0.00	\$31,499,691.40	\$31,499,691.40	\$31,499,691.40	\$31,499,691.40	\$31,499,691.40	\$31,499,691.40	\$31,499,691.40
Plum Agency	\$4,243,649.84	\$2,346,962.00	\$100,000.00	\$2,446,962.00	\$2,446,962.00	\$2,446,962.00	\$2,446,962.00	\$2,446,962.00	\$2,446,962.00
Scholastic	\$5,544,685.77	\$244,319.00	\$0.00	\$244,319.00	\$244,319.00	\$244,319.00	\$244,319.00	\$244,319.00	\$244,319.00
WEBER SHANDWICK (Interpublic Group)	\$15,355,534.42	\$870,400.00	\$0.00	\$870,400.00	\$870,400.00	\$870,400.00	\$870,400.00	\$870,400.00	\$870,400.00
Zona Design	\$188,461.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Subcontracting	\$76,368,912.92	\$90,259,681.31	\$133,899,598.73	\$224,159,280.04	\$331,279,585.51	\$74,197,294.37	\$104,948,686.92	\$8,470,239.59	\$8,250,221.06

Mr. CUELLAR. At this time, I'll recognize the gentlewoman from Texas, Ms. Jackson Lee, if you have any further questions. You're recognized for 5 minutes.

Ms. JACKSON LEE. Thank you very much.

Dr. Groves, I want to pointedly speak to you because you represent the administration, and really say to you that we do want to be your partner. We know that this is a collective challenge and responsibility in this instance for at least two branches of government, the executive and the Congress.

I want to, first of all, thank the chairman for this hearing and just hope that you will leave here knowing that we are in fact partners. As I ask my questions, and I'm asking them because I am on the ground in our respective districts, and I see either the confusion that I've acknowledged and/or the angst and anguish. For example, you've indicated, and you might want to answer this, you say if you had been in place, you would not have used I guess print media or advertising. And I would be interested, I want to go quickly, so I want to hear that question.

But what I also wanted to say to you is that, culturally speaking, and I don't pretend to be the expert, but living amongst very diverse cultures, there are some print newspapers, for example, that are in essence the Bible in certain communities. Whether it's Asian, whether it's in its in their own language, many language-directed newspapers, whether it's Latino, whether it's immigrant, vast immigrant, whether it is subsets of the African American population, that means African, Haitian and others, these newspapers are valuable. And so when I made the comment about, I was not being short the Arab American community. I was not being light in my assessment of \$1.7 million and then moving it to \$2.5 million, as if I was going to tumble over and feel so overwhelmed by the increase.

And let me tell you what my concern is. You know, you wonder—I enjoyed the Super Bowl. I went to about four or five Super Bowl parties, and I enjoyed the diversity of the folk that I saw. Unfortunately, I might have been like a lot of Americans. Maybe some people were sitting down. But I can tell you this. In the homes that I went in, people were so busy slapping five and having a good time, I'm not sure what advertisements they might have seen. And so, even though you might have had a great audience, I can't take a poll. I'm sure there was a judgment made on that point, but I'm not sure whether anybody came away and said, "do you know what, besides the Saints going marching in, do you know that the Census is here?"

Dr. Groves, I'm not sure that occurred. But I will tell you that newspaper ads and electronic media in specific audiences, minority radio, make a difference on drive time. Somebody picking up a newspaper at a church or at a store, they take those papers home. They open them. They may not be reading everything, but if they get a front page slot or they see an ad, they will move forward on that because it's a piece of paper that they're holding onto.

Let me just hear you very quickly. What did you say about print advertising? I wasn't sure whether you were saying you were for it or you would have done something different.

Dr. GROVES. What I tried to convey, first of all, I'm not an advertiser.

Ms. JACKSON LEE. And I understand. This is just your preference. We've already gone over that.

Dr. GROVES. I've learned a lot over the past few months.

But what was done, I'm sure, because I've seen the approach, was to examine for the hard-to-count groups their media consumption by type of media.

Ms. JACKSON LEE. Right.

Dr. GROVES. That led to the targeting.

And so if you go across these different hard-to-count groups, the role of radio in the community varies across the groups. The role of print varies and so on. So that guided the national buys.

In the last few months, I've been traveling all over the place. I've talked to local folks. I was in Minneapolis last, gee, just a few days ago, with local newspapers talking about exactly what you're talking about, but this was the Somali community in Minneapolis.

Ms. JACKSON LEE. Right. I know them well.

Dr. GROVES. I get this point, and when I go back and look at the national plan, I see the difficulty we have communicating the fact that we have to have certain thresholds; we have to go off of audience figures for the outlooks that we're using. That's the——

Ms. JACKSON LEE. So you're buying into it now. You would have had a different approach, but you understand what we're saying.

Dr. GROVES. I understand. And we tried—when I asked how we did this, we tried to get input from our regional offices, and they did indeed enrich the media outlet list that was part of the——

Ms. JACKSON LEE. Let me, because my time is going.

Dr. GROVES. Sorry.

[The information referred to follows:]

MAR 09 2010



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

The Honorable William Lacy Clay
 Chairman
 Subcommittee on Information Policy, Census,
 and National Archives
 Committee on Oversight and Government Reform
 Washington, DC 20515-6143

Dear Mr. Chairman:

During last week's hearing, members of Congress expressed special interest in the newspaper buys for the Black audience. In order to ensure that members are fully informed regarding this media buy, the U.S. Census Bureau has compiled a series of documents detailing what has taken place to date.

One year ago, the communications subcontractor GlobalHue, a leading Black-owned advertising agency, recommended that the Black audience newspaper buy be \$1.1 million. Due to refinements by GlobalHue to the Black audience paid media plan and additional funding from the American Recovery and Reinvestment Act, the Black newspaper buy has increased to \$2.5 million. Of the \$23 million total Black audience paid media plan, Black newspapers are receiving 11 percent of the ad dollars for this audience. At this time, 173 African American, African, Caribbean, and Haitian newspapers in 64 markets across the country are being engaged in the buy. (See Exhibit 1.)

While GlobalHue leads the advertising effort for the Black audience, they have subcontracted the actual media buying services. In 2009, following a competitive selection process, two organizations were selected to conduct media buys for the Black audience. The first one was Voices, Inc., a Black woman-owned small business based in Los Angeles, California, that is responsible for broadcast media purchases. The second organization managing the Black newspaper buy is the National Newspaper Publishers Association (NNPA), headed by Mr. Danny Bakewell, publisher of the Los Angeles Sentinel. The NNPA was selected as a media buyer because of their extensive expertise about the Black newspaper business. The NNPA's fee is approximately \$195,000, and Mr. Bakewell is one of two NNPA contractors actually conducting the work on behalf of the Census Bureau. (See Exhibit 2.)

In close consultation with GlobalHue, the media buyers conducted negotiations with media properties for ad placements. The media buyers also made recommendations to GlobalHue on what the terms of the agreements with the media vendors should be. One of the items in the negotiations was the added value the media vendors would offer the Government. All of the more than 3,800 media vendors participating in the 2010 Census advertising are asked to provide added value. This is standard industry practice and very important due to the need to inform the public about the 2010 Census. With regards to added value from Black newspapers, NNPA recommended that participating newspapers promise "to run, during the paid advertising campaign, at least 6 news articles and 2 editorials stressing the importance of completing the 2010 Census." (See Exhibit 3.) This language was included in the insertion order, the document stipulating the requirements of the media buy. (See Exhibit 4.)

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The Honorable William Lacy Clay

2

These requirements led to concerns in the Black newspaper community and to exchanges of letters by Mr. Bakewell and Mr. Don Coleman, president of GlobalHue. (See Exhibit 5.) Subsequently, the Census Bureau requested GlobalHue to amend the requirements. As a result, new insertion orders were submitted with the new language. (See Exhibit 6.)

The Black audience is reached not only through Black newspapers, but also by other media as well, including TV, radio, magazines, outdoor advertising, and online. Research indicates that the Black audience consumes media in the following ways:

- 50 percent by viewing TV
- 30 percent by listening to radio
- 8 percent on the Internet
- 6 percent by reading magazines
- 6 percent by reading newspapers

Source: 2008 U.S. Diversity Markets Report: Synovate

You will note that 80 percent of media consumption takes place through broadcast media. As mentioned previously, we are spending 11 percent of ad dollars for the Black audience when this audience spends only six percent of their time reading newspapers. (See Exhibit 7 for the complete media buy schedule for the Black audience.)

The 2010 Census Integrated Communications Campaign has been the most thorough and researched communications effort ever undertaken by the Census Bureau. The process to get us to where we are today is the result of years of work. Activities associated with the development of the communications campaign have been collaborative and transparent, not only with our internal and external stakeholders, but also with our contractors. We are confident that paid advertising along with our robust partnership program and the other elements of the campaign will help us in our goal to ensure everyone in the Black community is counted in the 2010 Census.

Sincerely,



Robert M. Groves
Director

cc:
The Honorable Patrick McHenry
Ranking Member, Subcommittee on Information Policy,
Census, and National Archives
Committee on Oversight and Government Reform
U.S. House of Representatives
Washington, DC 20515-6143

Ms. JACKSON LEE. But let me get on record with you, Director Groves, \$2.5 million is not enough for print media. I haven't gotten the electronic media, and I'm going to do a series of questions. I want to leave you now, because you have indicated that you will reach out to me on the organization and the enrollment and no response and a lot of other issues that we need to talk about on the record.

I want to get that on the record acknowledging how important these people are.

Can I just make these questions, Mr. Tarakajian, on the record, Mr. Chairman, I need to get, as I indicated, a list of all the contractors, and Congresswoman Waters may have asked that. But to Mr. Garcia and Ms. Ennis, I need all of the—you're doing radio and print?

Ms. ENNIS. Yes.

Ms. JACKSON LEE. Are you producing ads as well?

Ms. ENNIS. GlobalHue and GlobalHue Latino are producing ads as well.

Ms. JACKSON LEE. So you're getting persons to act. Are you doing television?

Ms. ENNIS. TV, radio.

Ms. JACKSON LEE. OK. What's the buy for television?

Ms. ENNIS. I'm not sure what your question is.

Ms. JACKSON LEE. How much are you spending on TV that's directed to the minority community?

Ms. ENNIS. Local TV or national or both?

Ms. JACKSON LEE. Both.

Ms. ENNIS. OK, can I take 1 second?

Ms. JACKSON LEE. OK. Then let me—Mr. Garcia is answering the same thing. This is combined.

The second thing is, I need from you the list of all print that you're utilizing.

And let me be on the record that I have no ownership in the Houston Sun. I'm using it as an example, and I'm not precluding anyone else. I would like to get a list of all of the newspapers. The only reason I use them as an example is my understanding is that they were part of the conversation and dialog by several groups, and there may be others in Atlanta or others somewhere else, and they were left out.

Ms. ENNIS. Houston Sun is on our media buy.

Ms. JACKSON LEE. We don't have that information, but if you would give me the whole list. And that is all the papers.

And then if you have an immigrant population paper list, I would appreciate it.

Ms. ENNIS. Yes, we do.

Ms. WATERS. Will the gentlelady yield?

Ms. JACKSON LEE. I would be happy to yield.

Ms. WATERS. While you're making that request, would you also request, I guess, what would be termed as the coverage that particular newspaper has? Because as I've been looking at some of this information, it seems so disproportionate. There are some newspapers that, or magazines, that they give extraordinary amounts to, and ones who have more coverage get less amounts. And I want

to see how they make these decisions. So if you would include that in your request, I would appreciate it.

Ms. JACKSON LEE. I think the gentlelady is correct. The analysis of how you made the decisions and how you make decisions as to the amount of advertising in the particular media magazines versus others.

I hear the gavel, and I'm just—was this submitted in the record, this is the American survey.

Mr. CUELLAR. Without objection.

[The information referred to follows:]

Black Audience Media Buy Schedule: Ppm and Ratio (as of 1-14-2010)

4/20/2010

Market	Station	Day	Time	Length	Spots/Week	Rate	Product	Language	Market
301 Radio	WVBT-FM						Black African American	English	Chicago
302 Radio	WVBT-FM						Black African American	English	Chicago
303 Radio	WVBT-FM						Black African American	English	Chicago
304 Radio	WVBT-FM						Black African American	English	Chicago
305 News	The Inside Sun						Black African American	English	Chicago-Daly City, San-Mean
306 News	The Inside Sun						Black African American	English	Chicago-Daly City, San-Mean
307 News	The Inside Sun						Black African American	English	Chicago-Daly City, San-Mean
308 News	The Inside Sun						Black African American	English	Chicago-Daly City, San-Mean
309 News	The Inside Sun						Black African American	English	Chicago-Daly City, San-Mean
310 News	The Inside Sun						Black African American	English	Chicago-Daly City, San-Mean
311 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
312 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
313 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
314 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
315 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
316 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
317 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
318 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
319 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
320 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
321 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
322 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
323 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
324 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
325 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
326 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
327 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
328 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
329 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
330 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
331 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean
332 Radio	WVBT-FM						Black African American	English	Chicago-Daly City, San-Mean

ICC - Hispanic Advertis Media Buy Schedule Rate Proof (as of 3/18/2018)

Advertiser	Product	Start	End	Day	Time	Length	Spots/Week	Rate	Station	City	State
1	News/Reporter	1	1	News/Reporter	1	1	1	1	1	1	1
2	News/Reporter	2	2	News/Reporter	2	2	2	2	2	2	2
3	News/Reporter	3	3	News/Reporter	3	3	3	3	3	3	3
4	News/Reporter	4	4	News/Reporter	4	4	4	4	4	4	4
5	News/Reporter	5	5	News/Reporter	5	5	5	5	5	5	5
6	News/Reporter	6	6	News/Reporter	6	6	6	6	6	6	6
7	News/Reporter	7	7	News/Reporter	7	7	7	7	7	7	7
8	News/Reporter	8	8	News/Reporter	8	8	8	8	8	8	8
9	News/Reporter	9	9	News/Reporter	9	9	9	9	9	9	9
10	News/Reporter	10	10	News/Reporter	10	10	10	10	10	10	10
11	News/Reporter	11	11	News/Reporter	11	11	11	11	11	11	11
12	News/Reporter	12	12	News/Reporter	12	12	12	12	12	12	12
13	News/Reporter	13	13	News/Reporter	13	13	13	13	13	13	13
14	News/Reporter	14	14	News/Reporter	14	14	14	14	14	14	14
15	News/Reporter	15	15	News/Reporter	15	15	15	15	15	15	15
16	News/Reporter	16	16	News/Reporter	16	16	16	16	16	16	16
17	News/Reporter	17	17	News/Reporter	17	17	17	17	17	17	17
18	News/Reporter	18	18	News/Reporter	18	18	18	18	18	18	18
19	News/Reporter	19	19	News/Reporter	19	19	19	19	19	19	19
20	News/Reporter	20	20	News/Reporter	20	20	20	20	20	20	20
21	News/Reporter	21	21	News/Reporter	21	21	21	21	21	21	21
22	News/Reporter	22	22	News/Reporter	22	22	22	22	22	22	22
23	News/Reporter	23	23	News/Reporter	23	23	23	23	23	23	23
24	News/Reporter	24	24	News/Reporter	24	24	24	24	24	24	24
25	News/Reporter	25	25	News/Reporter	25	25	25	25	25	25	25
26	News/Reporter	26	26	News/Reporter	26	26	26	26	26	26	26
27	News/Reporter	27	27	News/Reporter	27	27	27	27	27	27	27
28	News/Reporter	28	28	News/Reporter	28	28	28	28	28	28	28
29	News/Reporter	29	29	News/Reporter	29	29	29	29	29	29	29
30	News/Reporter	30	30	News/Reporter	30	30	30	30	30	30	30
31	News/Reporter	31	31	News/Reporter	31	31	31	31	31	31	31
32	News/Reporter	32	32	News/Reporter	32	32	32	32	32	32	32
33	News/Reporter	33	33	News/Reporter	33	33	33	33	33	33	33
34	News/Reporter	34	34	News/Reporter	34	34	34	34	34	34	34
35	News/Reporter	35	35	News/Reporter	35	35	35	35	35	35	35
36	News/Reporter	36	36	News/Reporter	36	36	36	36	36	36	36
37	News/Reporter	37	37	News/Reporter	37	37	37	37	37	37	37
38	News/Reporter	38	38	News/Reporter	38	38	38	38	38	38	38
39	News/Reporter	39	39	News/Reporter	39	39	39	39	39	39	39
40	News/Reporter	40	40	News/Reporter	40	40	40	40	40	40	40
41	News/Reporter	41	41	News/Reporter	41	41	41	41	41	41	41
42	News/Reporter	42	42	News/Reporter	42	42	42	42	42	42	42
43	News/Reporter	43	43	News/Reporter	43	43	43	43	43	43	43
44	News/Reporter	44	44	News/Reporter	44	44	44	44	44	44	44
45	News/Reporter	45	45	News/Reporter	45	45	45	45	45	45	45
46	News/Reporter	46	46	News/Reporter	46	46	46	46	46	46	46
47	News/Reporter	47	47	News/Reporter	47	47	47	47	47	47	47
48	News/Reporter	48	48	News/Reporter	48	48	48	48	48	48	48
49	News/Reporter	49	49	News/Reporter	49	49	49	49	49	49	49
50	News/Reporter	50	50	News/Reporter	50	50	50	50	50	50	50
51	News/Reporter	51	51	News/Reporter	51	51	51	51	51	51	51
52	News/Reporter	52	52	News/Reporter	52	52	52	52	52	52	52
53	News/Reporter	53	53	News/Reporter	53	53	53	53	53	53	53
54	News/Reporter	54	54	News/Reporter	54	54	54	54	54	54	54
55	News/Reporter	55	55	News/Reporter	55	55	55	55	55	55	55
56	News/Reporter	56	56	News/Reporter	56	56	56	56	56	56	56
57	News/Reporter	57	57	News/Reporter	57	57	57	57	57	57	57
58	News/Reporter	58	58	News/Reporter	58	58	58	58	58	58	58
59	News/Reporter	59	59	News/Reporter	59	59	59	59	59	59	59
60	News/Reporter	60	60	News/Reporter	60	60	60	60	60	60	60
61	News/Reporter	61	61	News/Reporter	61	61	61	61	61	61	61
62	News/Reporter	62	62	News/Reporter	62	62	62	62	62	62	62
63	News/Reporter	63	63	News/Reporter	63	63	63	63	63	63	63
64	News/Reporter	64	64	News/Reporter	64	64	64	64	64	64	64
65	News/Reporter	65	65	News/Reporter	65	65	65	65	65	65	65
66	News/Reporter	66	66	News/Reporter	66	66	66	66	66	66	66
67	News/Reporter	67	67	News/Reporter	67	67	67	67	67	67	67
68	News/Reporter	68	68	News/Reporter	68	68	68	68	68	68	68
69	News/Reporter	69	69	News/Reporter	69	69	69	69	69	69	69
70	News/Reporter	70	70	News/Reporter	70	70	70	70	70	70	70
71	News/Reporter	71	71	News/Reporter	71	71	71	71	71	71	71
72	News/Reporter	72	72	News/Reporter	72	72	72	72	72	72	72
73	News/Reporter	73	73	News/Reporter	73	73	73	73	73	73	73
74	News/Reporter	74	74	News/Reporter	74	74	74	74	74	74	74
75	News/Reporter	75	75	News/Reporter	75	75	75	75	75	75	75
76	News/Reporter	76	76	News/Reporter	76	76	76	76	76	76	76
77	News/Reporter	77	77	News/Reporter	77	77	77	77	77	77	77
78	News/Reporter	78	78	News/Reporter	78	78	78	78	78	78	78
79	News/Reporter	79	79	News/Reporter	79	79	79	79	79	79	79
80	News/Reporter	80	80	News/Reporter	80	80	80	80	80	80	80
81	News/Reporter	81	81	News/Reporter	81	81	81	81	81	81	81
82	News/Reporter	82	82	News/Reporter	82	82	82	82	82	82	82
83	News/Reporter	83	83	News/Reporter	83	83	83	83	83	83	83
84	News/Reporter	84	84	News/Reporter	84	84	84	84	84	84	84
85	News/Reporter	85	85	News/Reporter	85	85	85	85	85	85	85

Medium	Station/Name	Advertiser	Language	Market	State
87	Newsradio	La Prensa	Spanish	Los Angeles	CA
88	Newsradio	La Prensa	Spanish	Los Angeles	CA
89	Newsradio	Amoradas / Familia L&A Combo	Spanish	Los Angeles	CA
90	Newsradio	Mi Signo / Formerly Frontera de la Nación (Ventura County)	Spanish	Los Angeles	CA
91	Newsradio	La Prensa	Spanish	Los Angeles	CA
92	Newsradio	El Paso Group Publications (1 publications)	Spanish	Los Angeles	CA
93	Newsradio	La Ciudad	Spanish	Los Angeles	CA
94	Newsradio	La Noche	Spanish	Los Angeles	CA
95	Newsradio	La Noche	Spanish	Los Angeles	CA
96	Newsradio	Centeno Magazine	Spanish	Los Angeles	CA
97	Radio	WABC-TV/ABC/KBHP-FM	Spanish	Los Angeles	CA
98	Radio	KEELM	Spanish	Los Angeles	CA
99	Radio	KOOL-FM	Spanish	Los Angeles	CA
100	Radio	KLAV-FM	Spanish	Los Angeles	CA
101	Radio	KLAV-FM	Spanish	Los Angeles	CA
102	Radio	KLAV-FM	Spanish	Los Angeles	CA
103	Radio	KLAV-FM	Spanish	Los Angeles	CA
104	Radio	KLAV-FM	Spanish	Los Angeles	CA
105	Radio	KLAV-FM	Spanish	Los Angeles	CA
106	Radio	KLAV-FM	Spanish	Los Angeles	CA
107	Radio	KLAV-FM	Spanish	Los Angeles	CA
108	Radio	KLAV-FM	Spanish	Los Angeles	CA
109	Radio	KLAV-FM	Spanish	Los Angeles	CA
110	Radio	KLAV-FM	Spanish	Los Angeles	CA
111	Radio	KLAV-FM	Spanish	Los Angeles	CA
112	Radio	KLAV-FM	Spanish	Los Angeles	CA
113	Radio	KLAV-FM	Spanish	Los Angeles	CA
114	Radio	KLAV-FM	Spanish	Los Angeles	CA
115	Radio	KLAV-FM	Spanish	Los Angeles	CA
116	Radio	KLAV-FM	Spanish	Los Angeles	CA
117	Radio	KLAV-FM	Spanish	Los Angeles	CA
118	Radio	KLAV-FM	Spanish	Los Angeles	CA
119	Radio	KLAV-FM	Spanish	Los Angeles	CA
120	Radio	KLAV-FM	Spanish	Los Angeles	CA
121	Radio	KLAV-FM	Spanish	Los Angeles	CA
122	Radio	KLAV-FM	Spanish	Los Angeles	CA
123	Radio	KLAV-FM	Spanish	Los Angeles	CA
124	Radio	KLAV-FM	Spanish	Los Angeles	CA
125	Radio	KLAV-FM	Spanish	Los Angeles	CA
126	Radio	KLAV-FM	Spanish	Los Angeles	CA
127	Radio	KLAV-FM	Spanish	Los Angeles	CA
128	Radio	KLAV-FM	Spanish	Los Angeles	CA
129	Radio	KLAV-FM	Spanish	Los Angeles	CA
130	Radio	KLAV-FM	Spanish	Los Angeles	CA
131	Radio	KLAV-FM	Spanish	Los Angeles	CA
132	Radio	KLAV-FM	Spanish	Los Angeles	CA
133	Radio	KLAV-FM	Spanish	Los Angeles	CA
134	Radio	KLAV-FM	Spanish	Los Angeles	CA
135	Radio	KLAV-FM	Spanish	Los Angeles	CA
136	Radio	KLAV-FM	Spanish	Los Angeles	CA
137	Radio	KLAV-FM	Spanish	Los Angeles	CA
138	Radio	KLAV-FM	Spanish	Los Angeles	CA
139	Radio	KLAV-FM	Spanish	Los Angeles	CA
140	Radio	KLAV-FM	Spanish	Los Angeles	CA
141	Radio	KLAV-FM	Spanish	Los Angeles	CA
142	Radio	KLAV-FM	Spanish	Los Angeles	CA
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144	Radio	KLAV-FM	Spanish	Los Angeles	CA
145	Radio	KLAV-FM	Spanish	Los Angeles	CA
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164	Radio	KLAV-FM	Spanish	Los Angeles	CA
165	Radio	KLAV-FM	Spanish	Los Angeles	CA
166	Radio	KLAV-FM	Spanish	Los Angeles	CA
167	Radio	KLAV-FM	Spanish	Los Angeles	CA
168	Radio	KLAV-FM	Spanish	Los Angeles	CA
169	Radio	KLAV-FM	Spanish	Los Angeles	CA
170	Radio	KLAV-FM	Spanish	Los Angeles	CA
171	Radio	KLAV-FM	Spanish	Los Angeles	CA
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174	Radio	KLAV-FM	Spanish	Los Angeles	CA
175	Radio	KLAV-FM	Spanish	Los Angeles	CA
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178	Radio	KLAV-FM	Spanish	Los Angeles	CA
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180	Radio	KLAV-FM	Spanish	Los Angeles	CA
181	Radio	KLAV-FM	Spanish	Los Angeles	CA
182	Radio	KLAV-FM	Spanish	Los Angeles	CA
183	Radio	KLAV-FM	Spanish	Los Angeles	CA
184	Radio	KLAV-FM	Spanish	Los Angeles	CA
185	Radio	KLAV-FM	Spanish	Los Angeles	CA
186	Radio	KLAV-FM	Spanish	Los Angeles	CA
187	Radio	KLAV-FM	Spanish	Los Angeles	CA
188	Radio	KLAV-FM	Spanish	Los Angeles	CA
189	Radio	KLAV-FM	Spanish	Los Angeles	CA
190	Radio	KLAV-FM	Spanish	Los Angeles	CA
191	Radio	KLAV-FM	Spanish	Los Angeles	CA
192	Radio	KLAV-FM	Spanish	Los Angeles	CA
193	Radio	KLAV-FM	Spanish	Los Angeles	CA
194	Radio	KLAV-FM	Spanish	Los Angeles	CA
195	Radio	KLAV-FM	Spanish	Los Angeles	CA
196	Radio	KLAV-FM	Spanish	Los Angeles	CA
197	Radio	KLAV-FM	Spanish	Los Angeles	CA
198	Radio	KLAV-FM	Spanish	Los Angeles	CA
199	Radio	KLAV-FM	Spanish	Los Angeles	CA
200	Radio	KLAV-FM	Spanish	Los Angeles	CA

Media	Vendor/Zone	Audience	Language	Market	State
862 Newsprint	KLTV.com	Hispanic	Spanish	San Antonio	TX
863 Newsprint	KLTV.com	Hispanic	Spanish	San Antonio	TX
864 Radio	KDUTM	Hispanic	Spanish	San Antonio	TX
865 Newsprint	KLTV.com	Hispanic	Spanish	San Antonio	TX
866 Newsprint	Lat Times/LA	Hispanic	Spanish	San Antonio	TX
867 Newsprint	El Eco De Virginia	Hispanic	Spanish	San Antonio	TX
868 Newsprint	Tidewater Hispanics	Hispanic	Spanish	San Antonio	TX
869 Newsprint	El Eco De Virginia	Hispanic	Spanish	San Antonio	TX
870 Newsprint	Sixt Day	Hispanic	Spanish	San Antonio	TX
871 Newsprint	Tu Decida	Hispanic	Spanish	San Antonio	TX
872 Newsprint	La Raza del Norte	Hispanic	Spanish	San Antonio	TX
873 Newsprint	La Raza del Norte	Hispanic	Spanish	San Antonio	TX
874 Newsprint	La Raza del Norte	Hispanic	Spanish	San Antonio	TX
875 Radio	KLESZ	Hispanic	Spanish	San Antonio	TX
876 Radio	KTVU/ABC/7PM	Hispanic	Spanish	San Antonio	TX
877 Radio	KLESZ	Hispanic	Spanish	San Antonio	TX
878 Radio	KLESZ	Hispanic	Spanish	San Antonio	TX
879 Radio	KLESZ	Hispanic	Spanish	San Antonio	TX
880 Radio	KLESZ	Hispanic	Spanish	San Antonio	TX
881 Radio	KLESZ	Hispanic	Spanish	San Antonio	TX
882 Radio	KZTEP	Hispanic	Spanish	San Antonio	TX
883 Radio	KZTEP	Hispanic	Spanish	San Antonio	TX
884 Newsprint	La Voz Hispanica Newspaper	Hispanic	Spanish	San Antonio	TX
885 Newsprint	Voz Latina	Hispanic	Spanish	San Antonio	TX
886 Newsprint	El Compadre	Hispanic	Spanish	San Antonio	TX
887 Newsprint	El Compadre	Hispanic	Spanish	San Antonio	TX
888 Newsprint	El Compadre	Hispanic	Spanish	San Antonio	TX
889 Newsprint	Voz de la Frontera	Hispanic	Spanish	San Antonio	TX

Market	Market Name	Advertiser	Language	Market	Class
139	Metromedia	Atlanta Intimacy Local Cable	English	Atlanta	GA
140	Newspaper	Caribbean Sun News Magazine	English	Atlanta	GA
141	Newspaper	The Atlanta Inquirer	English	Atlanta	GA
142	Newspaper	Atlanta Star Weekly	English	Atlanta	GA
143	Newspaper	Rolling Star Atlanta	English	Atlanta	GA
144	Newspaper	Atlanta Star Weekly	English	Atlanta	GA
145	Newspaper	The Champion	English	Atlanta	GA
146	Newspaper	USCC American Ground	English	Atlanta	GA
147	Newspaper	WACH-TV	English	Atlanta	GA
148	Newspaper	WACH-TV	English	Atlanta	GA
149	Radio	WAFB-FM	English/Creole	Atlanta	GA
150	Radio	WAFB-FM	English	Atlanta	GA
151	Radio	WAFB-FM	English	Atlanta	GA
152	Radio	WAFB-FM	English	Atlanta	GA
153	Radio	WAFB-FM	English	Atlanta	GA
154	Radio	WAFB-FM	English	Atlanta	GA
155	Radio	WAFB-FM	English	Atlanta	GA
156	Radio	WAFB-FM	English	Atlanta	GA
157	Radio	WAFB-FM	English	Atlanta	GA
158	Radio	WAFB-FM	English	Atlanta	GA
159	Radio	WAFB-FM	English	Atlanta	GA
160	Newspaper	The Atlanta Courier	English	Atlanta	GA
161	Radio	WAFB-FM	English	Atlanta	GA
162	Radio	WAFB-FM	English	Atlanta	GA
163	Radio	WAFB-FM	English	Atlanta	GA
164	Radio	WAFB-FM	English	Atlanta	GA
165	Radio	WAFB-FM	English	Atlanta	GA
166	Newspaper	Columbus Times	English	Atlanta	GA
167	Newspaper	Atlanta Journal-Constitution	English	Atlanta	GA
168	Outdoor	Levar, Inc.	English	Atlanta	GA
169	Outdoor	Levar, Inc.	English	Atlanta	GA
170	Radio	WAFB-FM	English	Atlanta	GA
171	Radio	WAFB-FM	English	Atlanta	GA
172	Radio	WAFB-FM	English	Atlanta	GA
173	Radio	WAFB-FM	English	Atlanta	GA
174	Radio	WAFB-FM	English	Atlanta	GA
175	Newspaper	The Savannah Tribune	English	Atlanta	GA
176	Newspaper	Savannah Herald	English	Atlanta	GA
177	Radio	WAFB-FM	English	Atlanta	GA
178	Radio	WAFB-FM	English	Atlanta	GA
179	Radio	WAFB-FM	English	Atlanta	GA
180	Radio	WAFB-FM	English	Atlanta	GA
181	Radio	WAFB-FM	English	Atlanta	GA
182	Radio	WAFB-FM	English	Atlanta	GA
183	Outdoor	Chic Channel Outdoor	English	Atlanta	GA
184	Outdoor	Main Media USA	English	Atlanta	GA
185	Outdoor	WACH-TV	English	Atlanta	GA
186	Television	WACH-TV	English	Atlanta	GA
187	Television	WACH-TV	English	Atlanta	GA
188	Television	WACH-TV	English	Atlanta	GA
189	Television	WACH-TV	English	Atlanta	GA
190	Television	WACH-TV	English	Atlanta	GA
191	Newspaper	WACH-TV	English	Atlanta	GA
192	Newspaper	Chicago Defender	English	Chicago	IL
193	Newspaper	Chicago Defender	English	Chicago	IL
194	Newspaper	Chicago Defender	English	Chicago	IL
195	Newspaper	Chicago Defender	English	Chicago	IL
196	Newspaper	Chicago Defender	English	Chicago	IL
197	Newspaper	Chicago Defender	English	Chicago	IL
198	Newspaper	Chicago Defender	English	Chicago	IL
199	Newspaper	Chicago Defender	English	Chicago	IL
200	Radio	WVON-FM	English	Chicago	IL
201	Radio	WVON-FM	English	Chicago	IL
202	Radio	WVON-FM	English	Chicago	IL
203	Radio	WVON-FM	English	Chicago	IL
204	Radio	WVON-FM	English	Chicago	IL
205	Radio	WVON-FM	English	Chicago	IL
206	Radio	WVON-FM	English	Chicago	IL
207	Newspaper	Indianapolis Recorder	English	Indianapolis	IN

COMMUNICATIONS CONTRACT PLANNING BUDGET
Census 2000 and 2010 Census

Revised 04/30/10 v5

Budget figures are compiled as of 4/28/10 and are subject to changes as media buys are completed and all media purchases are reconciled in the final accounting.

Program Component	Census 2000 Contract Cost (Actual)	**Census 2000 Contract Cost Inflated to 2010	2010 Census Estimated Lifecycle Allocation (Base and ARRA)	*Index vs. 2000	2010 Rapid Response Activities (Base and ARRA)†	TOTAL ESTIMATED LIFECYCLE BUDGET ††	*Index vs. 2000
Paid Media - Total Budget	\$ 176,799,824	\$ 240,593,921	\$ 261,841,345	148	\$ 34,621,476	\$ 296,462,821	168
Production (includes Talent, Dubbing & Shipping, GPO)	***N/A	***N/A	\$ 37,182,167	N/A	\$ 1,115,213	\$ 38,297,380	N/A
Labor (includes Program Mgt, Program Support, etc.)	\$ 57,781,824	\$ 69,216,727	\$ 65,350,852	113	\$ 898,408	\$ 66,249,260	115
Other****	\$ 9,000,000	\$ 10,970,950	\$ 20,859,873	232	\$ 21,100	\$ 20,880,973	232
Total Advertising Buy	\$ 110,018,000	\$ 160,406,244	\$ 138,448,545	126	\$ 32,586,755	\$ 171,035,208	155
National Buys (All audiences)	\$ 57,916,000	\$ 84,441,523	\$ 79,575,916	137	\$ 11,398,090	\$ 90,974,006	157
Local Buys (Mostly directed to HTC population)	\$ 52,102,000	\$ 75,964,716	\$ 58,872,537	113	\$ 21,188,665	\$ 80,061,202	154
Diverse Mass*****	\$ 57,916,000	\$ 84,441,523	\$ 64,914,209	112	\$ 17,112,945	\$ 82,027,194	142
Ethnic/Language Audience	\$ 52,102,000	\$ 75,964,716	\$ 73,534,244	141	\$ 15,473,810	\$ 89,008,054	171
Hispanic	\$ 18,866,000	\$ 27,535,788	\$ 25,618,100	136	\$ 7,408,089	\$ 33,026,189	175
Black (including African and Caribbean)	\$ 17,021,000	\$ 24,816,618	\$ 23,504,300	138	\$ 6,521,493	\$ 30,025,793	176
Asian	\$ 10,016,000	\$ 14,603,328	\$ 14,003,600	140	\$ 981,563	\$ 14,985,163	149
Native Hawaiian & Pacific Islanders	\$ 147,000	\$ 214,326	\$ 1,100,000	748	\$ 70,000	\$ 1,170,000	796
American Indian/Alaska Native	\$ 2,804,000	\$ 4,088,232	\$ 3,785,400	135	\$ 341,805	\$ 4,127,205	147
Emerging Audiences	\$ 1,508,000	\$ 2,198,664	\$ 2,157,800	143	\$ 48,737	\$ 2,206,537	146
Puerto Rico	\$ 1,299,000	\$ 1,892,584	\$ 2,400,000	185	\$ 75,000	\$ 2,475,000	191
Island Areas	\$ 422,000	\$ 615,276	\$ -	N/A	\$ -	\$ -	N/A
New Legacy languages	N/A	N/A	\$ 985,044	N/A	\$ 47,122	\$ 1,012,166	N/A
Partnerships Total*****	N/A	N/A	\$ 27,812,817	N/A	\$ -	\$ 27,812,817	N/A
Public Relations/Events/Road Tour Total	\$ 10,800,000	\$ 13,165,140	\$ 27,992,384	259	\$ -	\$ 27,992,384	259
Census In Schools Total	\$ 17,251,281	\$ 24,989,386	\$ 14,527,361	84	\$ -	\$ 14,527,361	84
TOTAL*****	\$ 204,851,105	\$ 278,748,447	\$ 332,163,907	162	\$ 34,621,476	\$ 366,785,383	179

*Comparison between Census 2000 Contract Cost (Actual) to 2010 Census Estimated Lifecycle Allocation and Total Estimated Lifecycle Budget.

**The inflation rate for paid media varies from year to year. This represents an average of the last 10 years.

***Production numbers for the Census 2000 were embedded in the Labor line item.

****Other: Travel, Research, ODCs, Web site, Media Buying, Campaign Plan, Intern Materials and Recruitment.

*****In Census 2000, the national buy was equivalent to the "Diverse Mass" audience of 2010.

*****Partnerships includes Partnerships Support and Partnership w/ National Entities.

*****There is an additional \$10.9 million that was added to the contract to support field operational needs for a contract total estimate near \$340 million.

† The Rapid Response projects are still being reconciled at this time, which may change the allocations in this column.

†† Budget figures are compiled as of 4/28/10 and are subject to changes as media buys are completed and all media purchases are reconciled in the final accounting.



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

Please complete this form and return it as soon as possible after receiving it in the mail.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.



If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5625**. Usted también puede pedir un cuestionario en español o completar su entrevista por teléfono con un entrevistador que habla español.

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

USCENSUSBUREAU

Start Here

➔ **Please print today's date.**
(Month) Day Year

➔ **Please print the name and telephone number of the person who is filling out this form.** We may contact you if there is a question.

Last Name

First Name

MI

Area Code + Number

-

- ➔ **How many people are living or staying at this address?**
- **INCLUDE** everyone who is living or staying here for more than 2 months.
 - **INCLUDE** yourself if you are living here for more than 2 months.
 - **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
 - **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

➔ **Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.**

FORM ACS-1(INFO)(2010)KFI
09/14/2009

OMB No. 0607-0810



Person 1	Person 2																								
<p>(Person 1 is the person living or staying here in whose name this house or apartment is owned, being bought, or rented. If there is no such person, start with the name of any adult living or staying here.)</p>	<p>1 What is Person 2's name? Last Name (Please print) _____ First Name _____ MI _____</p>																								
<p>1 What is Person 1's name? Last Name (Please print) _____ First Name _____ MI _____</p>	<p>2 How is this person related to Person 1? Mark (X) ONE box.</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Husband or wife</td> <td><input type="checkbox"/> Son-in-law or daughter-in-law</td> </tr> <tr> <td><input type="checkbox"/> Biological son or daughter</td> <td><input type="checkbox"/> Other relative</td> </tr> <tr> <td><input type="checkbox"/> Adopted son or daughter</td> <td><input type="checkbox"/> Roomer or boarder</td> </tr> <tr> <td><input type="checkbox"/> Stepson or stepdaughter</td> <td><input type="checkbox"/> Housemate or roommate</td> </tr> <tr> <td><input type="checkbox"/> Brother or sister</td> <td><input type="checkbox"/> Unmarried partner</td> </tr> <tr> <td><input type="checkbox"/> Father or mother</td> <td><input type="checkbox"/> Foster child</td> </tr> <tr> <td><input type="checkbox"/> Grandchild</td> <td><input type="checkbox"/> Other nonrelative</td> </tr> <tr> <td><input type="checkbox"/> Parent-in-law</td> <td></td> </tr> </table>	<input type="checkbox"/> Husband or wife	<input type="checkbox"/> Son-in-law or daughter-in-law	<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative	<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roomer or boarder	<input type="checkbox"/> Stepson or stepdaughter	<input type="checkbox"/> Housemate or roommate	<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Unmarried partner	<input type="checkbox"/> Father or mother	<input type="checkbox"/> Foster child	<input type="checkbox"/> Grandchild	<input type="checkbox"/> Other nonrelative	<input type="checkbox"/> Parent-in-law									
<input type="checkbox"/> Husband or wife	<input type="checkbox"/> Son-in-law or daughter-in-law																								
<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative																								
<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roomer or boarder																								
<input type="checkbox"/> Stepson or stepdaughter	<input type="checkbox"/> Housemate or roommate																								
<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Unmarried partner																								
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Person 5

1 What is Person 5's name?
Last Name (Please print) _____ First Name _____ MI _____

2 How is this person related to Person 1? Mark (X) ONE box.

<input type="checkbox"/> Husband or wife	<input type="checkbox"/> Son-in-law or daughter-in-law
<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative
<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roomer or boarder
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<input type="checkbox"/> Father or mother	<input type="checkbox"/> Foster child
<input type="checkbox"/> Grandchild	<input type="checkbox"/> Other nonrelative
<input type="checkbox"/> Parent-in-law	

3 What is Person 5's sex? Mark (X) ONE box.
 Male Female

4 What is Person 5's age and what is Person 5's date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.

Age (in years) _____ Month _____ Day _____ Year of birth _____

→ **NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this survey, Hispanic origins are not races.**

5 Is Person 5 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↴

6 What is Person 5's race? Mark (X) one or more boxes.

White

Black, African Am., or Negro

American Indian or Alaska Native — Print name of enrolled or principal tribe ↴

Asian Indian Japanese Native Hawaiian

Chinese Korean Guamanian or Chamorro

Filipino Vietnamese Samoan

Other Asian — Print race, for example, Hmong

Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

Some other race — Print race. ↴

→ **If there are more than five people living or staying here, print their names in the spaces for Person 6 through Person 12. We may call you for more information about them. ↴**

Person 6
Last Name (Please print) _____ First Name _____ MI _____
Sex Male Female Age (in years) _____

Person 7
Last Name (Please print) _____ First Name _____ MI _____
Sex Male Female Age (in years) _____

Person 8
Last Name (Please print) _____ First Name _____ MI _____
Sex Male Female Age (in years) _____

Person 9
Last Name (Please print) _____ First Name _____ MI _____
Sex Male Female Age (in years) _____

Person 10
Last Name (Please print) _____ First Name _____ MI _____
Sex Male Female Age (in years) _____

Person 11
Last Name (Please print) _____ First Name _____ MI _____
Sex Male Female Age (in years) _____

Person 12
Last Name (Please print) _____ First Name _____ MI _____
Sex Male Female Age (in years) _____



Housing

➔ Please answer the following questions about the house, apartment, or mobile home at the address on the mailing label.

- 1 Which best describes this building?**
Include all apartments, flats, etc., even if vacant.
- A mobile home
 - A one-family house detached from any other house
 - A one-family house attached to one or more houses
 - A building with 2 apartments
 - A building with 3 or 4 apartments
 - A building with 5 to 9 apartments
 - A building with 10 to 19 apartments
 - A building with 20 to 49 apartments
 - A building with 50 or more apartments
 - Boat, RV, van, etc.

- 2 About when was this building first built?**
- 2000 or later - *Specify year*
-
- 1990 to 1999
 - 1980 to 1989
 - 1970 to 1979
 - 1960 to 1969
 - 1950 to 1959
 - 1940 to 1949
 - 1939 or earlier

- 3 When did PERSON 1 (listed on page 2) move into this house, apartment, or mobile home?**
- Month Year
-

A Answer questions 4 - 6 if this is a HOUSE OR A MOBILE HOME; otherwise, SKIP to question 7a.

- 4 How many acres is this house or mobile home on?**
- Less than 1 acre → SKIP to question 6
 - 1 to 9.9 acres
 - 10 or more acres

- 5 IN THE PAST 12 MONTHS, what were the actual sales of all agricultural products from this property?**
- None
 - \$1 to \$999
 - \$1,000 to \$2,499
 - \$2,500 to \$4,999
 - \$5,000 to \$9,999
 - \$10,000 or more

- 6 Is there a business (such as a store or barber shop) or a medical office on this property?**
- Yes
 - No

- 7 a. How many separate rooms are in this house, apartment, or mobile home?**
Rooms must be separated by built-in archways or walls that extend out at least 6 inches and go from floor to ceiling.
- INCLUDE bedrooms, kitchens, etc.
 - EXCLUDE bathrooms, porches, balconies, toyers, halls, or unfinished basements.

Number of rooms

- b. How many of these rooms are bedrooms?**
Count as bedrooms those rooms you would list if this house, apartment, or mobile home were for sale or rent. If this is an efficiency/studio apartment, print "0".

Number of bedrooms

- 8 Does this house, apartment, or mobile home have -**
- | | Yes | No |
|--|--------------------------|--------------------------|
| a. hot and cold running water? | <input type="checkbox"/> | <input type="checkbox"/> |
| b. a flush toilet? | <input type="checkbox"/> | <input type="checkbox"/> |
| c. a bathtub or shower? | <input type="checkbox"/> | <input type="checkbox"/> |
| d. a sink with a faucet? | <input type="checkbox"/> | <input type="checkbox"/> |
| e. a stove or range? | <input type="checkbox"/> | <input type="checkbox"/> |
| f. a refrigerator? | <input type="checkbox"/> | <input type="checkbox"/> |
| g. telephone service from which you can both make and receive calls? <i>Include cell phones.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

- 9 How many automobiles, vans, and trucks of one-ton capacity or less are kept at home for use by members of this household?**
- None
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6 or more

- 10 Which FUEL is used MOST for heating this house, apartment, or mobile home?**
- Gas: from underground pipes serving the neighborhood
 - Gas: bottled, tank, or LP
 - Electricity
 - Fuel oil, kerosene, etc.
 - Coal or coke
 - Wood
 - Solar energy
 - Other fuel
 - No fuel used



Housing (continued)

11 a. LAST MONTH, what was the cost of electricity for this house, apartment, or mobile home?

Last month's cost - Dollars

OR

- Included in rent or condominium fee
 No charge or electricity not used

b. LAST MONTH, what was the cost of gas for this house, apartment, or mobile home?

Last month's cost - Dollars

OR

- Included in rent or condominium fee
 Included in electricity payment entered above
 No charge or gas not used

c. IN THE PAST 12 MONTHS, what was the cost of water and sewer for this house, apartment, or mobile home? If you have lived here less than 12 months, estimate the cost.

Past 12 months' cost - Dollars

OR

- Included in rent or condominium fee
 No charge

d. IN THE PAST 12 MONTHS, what was the cost of oil, coal, kerosene, wood, etc., for this house, apartment, or mobile home? If you have lived here less than 12 months, estimate the cost.

Past 12 months' cost - Dollars

OR

- Included in rent or condominium fee
 No charge or these fuels not used

12 IN THE PAST 12 MONTHS, did anyone in this household receive Food Stamps or a Food Stamp benefit card? Include government benefits from the Supplemental Nutrition Assistance Program (SNAP). Do NOT include WIC or the National School Lunch Program.

- Yes
 No

13 Is this house, apartment, or mobile home part of a condominium?

- Yes -> **What is the monthly condominium fee?** For renters, answer only if you pay the condominium fee in addition to your rent; otherwise, mark the "None" box.

Monthly amount - Dollars

OR

- None
 No

14 Is this house, apartment, or mobile home -

- Mark (X) ONE box.
 Owned by you or someone in this household with a mortgage or loan? include home equity loans.
 Owned by you or someone in this household free and clear (without a mortgage or loan)?
 Rented?
 Occupied without payment of rent? -> SKIP to C

B Answer questions 15a and b if this house, apartment, or mobile home is RENTED. Otherwise, SKIP to question 16.

15 a. What is the monthly rent for this house, apartment, or mobile home?

Monthly amount - Dollars

b. Does the monthly rent include any meals?

- Yes
 No

C Answer questions 16 - 20 if you or someone else in this household OWNS or IS BUYING this house, apartment, or mobile home. Otherwise, SKIP to E on the next page.

16 About how much do you think this house and lot, apartment, or mobile home (and lot, if owned) would sell for if it were for sale?

Amount - Dollars

17 What are the annual real estate taxes on THIS property?

Annual amount - Dollars

OR

- None

18 What is the annual payment for fire, hazard, and flood insurance on THIS property?

Annual amount - Dollars

OR

- None



Housing (continued)

- 19 a. Do you or any member of this household have a mortgage, deed of trust, contract to purchase, or similar debt on THIS property?**
- Yes, mortgage, deed of trust, or similar debt
 - Yes, contract to purchase
 - No → SKIP to question 20a

b. How much is the regular monthly mortgage payment on THIS property?
 Include payment only on FIRST mortgage or contract to purchase.

Monthly amount - Dollars

OR

- No regular payment required → SKIP to question 20a

- c. Does the regular monthly mortgage payment include payments for real estate taxes on THIS property?**
- Yes, taxes included in mortgage payment
 - No, taxes paid separately or taxes not required

- d. Does the regular monthly mortgage payment include payments for fire, hazard, or flood insurance on THIS property?**
- Yes, insurance included in mortgage payment
 - No, insurance paid separately or no insurance

- 20 a. Do you or any member of this household have a second mortgage or a home equity loan on THIS property?**
- Yes, home equity loan
 - Yes, second mortgage
 - Yes, second mortgage and home equity loan
 - No → SKIP to D

b. How much is the regular monthly payment on all second or junior mortgages and all home equity loans on THIS property?

Monthly amount - Dollars

OR

- No regular payment required

D Answer question 21 if this is a MOBILE HOME. Otherwise, SKIP to E.

21 What are the total annual costs for personal property taxes, site rent, registration fees, and license fees on THIS mobile home and its site?
 Exclude real estate taxes.

Annual costs - Dollars

E Answer questions about PERSON 1 on the next page if you listed at least one person on page 2. Otherwise, SKIP to page 26 for the mailing instructions.



Person 1

6 Please copy the name of Person 1 from page 2, then continue answering questions below.

Last Name _____

First Name _____ MI _____

7 Where was this person born?

In the United States - Print name of state. _____

Outside the United States - Print name of foreign country, or Puerto Rico, Guam, etc. _____

8 Is this person a citizen of the United States?

Yes, born in the United States → SKIP to 10a

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization - Print year of naturalization _____

No, not a U.S. citizen

9 When did this person come to live in the United States? Print numbers in boxes.

Year _____

10 a. At any time IN THE LAST 3 MONTHS, has this person attended school or college? Include only nursery or preschool, kindergarten, elementary school, home school, and schooling which leads to a high school diploma or a college degree.

No, has not attended in the last 3 months → SKIP to question 11

Yes, public school, public college

Yes, private school, private college, home school

b. What grade or level was this person attending? Mark (X) ONE box.

Nursery school, preschool

Kindergarten

Grade 1 through 12 - Specify grade 1 - 12 _____

College undergraduate years (freshman to senior)

Graduate or professional school beyond a bachelor's degree (for example: MA or PhD program, or medical or law school)

11 What is the highest degree or level of school this person has COMPLETED? Mark (X) ONE box. If currently enrolled, mark the previous grade or highest degree received.

NO SCHOOLING COMPLETED

No schooling completed

NURSERY OR PRESCHOOL THROUGH GRADE 12

Nursery school

Kindergarten

Grade 1 through 11 - Specify grade 1 - 11 _____

12th grade - NO DIPLOMA

HIGH SCHOOL GRADUATE

Regular high school diploma

GED or alternative credential

COLLEGE OR SOME COLLEGE

Some college credit, but less than 1 year of college credit

1 or more years of college credit, no degree

Associate's degree (for example: AA, AS)

Bachelor's degree (for example: BA, BS)

AFTER BACHELOR'S DEGREE

Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA)

Professional degree beyond a bachelor's degree (for example: MD, DDS, DVM, LLB, JD)

Doctorate degree (for example: PhD, EdD)

12 Answer question 12 if this person has a bachelor's degree or higher. Otherwise, SKIP to question 13.

This question focuses on this person's BACHELOR'S DEGREE. Please print below the specific major(s) of any BACHELOR'S DEGREES this person has received. (For example: chemical engineering, elementary teacher education, organizational psychology)

13 What is this person's ancestry or ethnic origin?

(For example: Italian, Jamaican, African Am., Cambodian, Cape Verdean, Norwegian, Dominican, French Canadian, Haitian, Korean, Lebanese, Polish, Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)

14 a. Does this person speak a language other than English at home?

Yes

No → SKIP to question 15a

b. What is this language? _____

(For example: Korean, Italian, Spanish, Vietnamese)

c. How well does this person speak English?

Very well

Well

Not well

Not at all

15 a. Did this person live in this house or apartment 1 year ago?

Person is under 1 year old → SKIP to question 16

Yes, this house → SKIP to question 16

No, outside the United States and Puerto Rico - Print name of foreign country, or U.S. Virgin Islands, Guam, etc., below, then SKIP to question 16

No, different house in the United States or Puerto Rico

b. Where did this person live 1 year ago?

Address (Number and street name) _____

Name of city, town, or post office _____

Name of U.S. county or municipio in Puerto Rico _____

Name of U.S. state or Puerto Rico _____ ZIP Code _____



Person 1 (continued)

16 Is this person CURRENTLY covered by any of the following types of health insurance or health coverage plans? Mark "Yes" or "No" for EACH type of coverage in items a - h.

- a. Insurance through a current or former employer or union (of this person or another family member)
b. Insurance purchased directly from an insurance company (by this person or another family member)
c. Medicare, for people 65 and older, or people with certain disabilities
d. Medicaid, Medical Assistance, or any kind of government assistance plan for those with low incomes or a disability
e. TRICARE or other military health care
f. VA (including those who have ever used or enrolled for VA health care)
g. Indian Health Service
h. Any other type of health insurance or health coverage plan - Specify

17 a. Is this person deaf or does he/she have serious difficulty hearing?

- Yes
No

b. Is this person blind or does he/she have serious difficulty seeing even when wearing glasses?

- Yes
No

Answer question 18a - c if this person is 5 years old or over. Otherwise, SKIP to the questions for Person 2 on page 12.

18 a. Because of a physical, mental, or emotional condition, does this person have serious difficulty concentrating, remembering, or making decisions?

- Yes
No

b. Does this person have serious difficulty walking or climbing stairs?

- Yes
No

c. Does this person have difficulty dressing or bathing?

- Yes
No

Answer question 19 if this person is 15 years old or over. Otherwise, SKIP to the questions for Person 2 on page 12.

19 Because of a physical, mental, or emotional condition, does this person have difficulty doing errands alone such as visiting a doctor's office or shopping?

- Yes
No

20 What is this person's marital status?

- Now married
Widowed
Divorced
Separated
Never married -> SKIP to 21

21 In the PAST 12 MONTHS did this person get married?

- Yes No
a. Married?
b. Widowed?
c. Divorced?

22 How many times has this person been married?

- Once
Two times
Three or more times

23 In what year did this person last get married?

Year

Answer question 24 if this person is female and 15 - 50 years old. Otherwise, SKIP to question 25a.

24 Has this person given birth to any children in the past 12 months?

- Yes
No

25 a. Does this person have any of his/her own grandchildren under the age of 18 living in this house or apartment?

- Yes
No -> SKIP to question 26

b. Is this grandparent currently responsible for most of the basic needs of any grandchild(ren) under the age of 18 who live(s) in this house or apartment?

- Yes
No -> SKIP to question 26

c. How long has this grandparent been responsible for the(s) grandchild(ren)? If the grandparent is financially responsible for more than one grandchild, answer the question for the grandchild for whom the grandparent has been responsible for the longest period of time.

- Less than 6 months
6 to 11 months
1 or 2 years
3 or 4 years
5 or more years

26 Has this person ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard? Active duty does not include training for the Reserves or National Guard, but DOES include activation, for example, for the Persian Gulf War.

- Yes, now on active duty
Yes, on active duty during the last 12 months, but not now
Yes, on active duty in the past, but not during the last 12 months
No, training for Reserves or National Guard only -> SKIP to question 26a
No, never served in the military -> SKIP to question 26a

27 When did this person serve on active duty in the U.S. Armed Forces? Mark (X) a box for EACH period in which this person served, even if just for part of the period.

- September 2001 or later
August 1990 to August 2001 (including Persian Gulf War)
September 1980 to July 1990
May 1975 to August 1980
Vietnam era (August 1964 to April 1975)
March 1961 to July 1964
February 1955 to February 1961
Korean War (July 1950 to January 1955)
January 1947 to June 1950
World War II (December 1941 to December 1946)
November 1941 or earlier

28 a. Does this person have a VA service-connected disability rating?

- Yes (such as 0%, 10%, 20%, ..., 100%)
No -> SKIP to question 29a

b. What is this person's service-connected disability rating?

- 0 percent
10 or 20 percent
30 or 40 percent
50 or 60 percent
70 percent or higher



Person 1 (continued)

29 a. **LAST WEEK, did this person work for pay at a job (or business)?**
 Yes → SKIP to question 30
 No - Did not work (or retired)

b. **LAST WEEK, did this person do ANY work for pay, even for as little as one hour?**
 Yes
 No → SKIP to question 35a

30 **At what location did this person work LAST WEEK?** *If this person worked at more than one location, print where he or she worked most last week.*
 a. **Address (Number and street name)**

If the exact address is not known, give a description of the location such as the building name or the nearest street or intersection.
 b. **Name of city, town, or post office**

 c. **Is the work location inside the limits of that city or town?**
 Yes
 No, outside the city/town limits
 d. **Name of county**

 e. **Name of U.S. state or foreign country**

 f. **ZIP Code**

31 **How did this person usually get to work LAST WEEK?** *If this person usually used more than one method of transportation during the trip, mark (X) the box of the one used for most of the distance.*
 Car, truck, or van
 Motorcycle
 Bus or trolley bus
 Bicycle
 Streetcar or trolley car
 Walked
 Subway or elevated
 Worked at home → SKIP to question 39a
 Railroad
 Ferryboat
 Other method
 Taxicab

J *Answer question 32 if you marked "Car, truck, or van" in question 31. Otherwise, SKIP to question 33.*
32 **How many people, including this person, usually rode to work in the car, truck, or van LAST WEEK?**
 Person(s)

33 **What time did this person usually leave home to go to work LAST WEEK?**
 Hour _____ Minute _____ a.m. p.m.

34 **How many minutes did it usually take this person to get from home to work LAST WEEK?**
 Minutes

K *Answer questions 35 - 38 if this person did NOT work last week. Otherwise, SKIP to question 39a.*
35 a. **LAST WEEK, was this person on layoff from a job?**
 Yes → SKIP to question 35c
 No
 b. **LAST WEEK, was this person TEMPORARILY absent from a job or business?**
 Yes, on vacation, temporary illness, maternity leave, other family/personal reasons, bad weather, etc. → SKIP to question 38
 No → SKIP to question 36
 c. **Has this person been informed that he or she will be recalled to work within the next 6 months OR been given a date to return to work?**
 Yes → SKIP to question 37
 No

36 **During the LAST 4 WEEKS, has this person been ACTIVELY looking for work?**
 Yes
 No → SKIP to question 38

37 **LAST WEEK, could this person have started a job if offered one, or returned to work if recalled?**
 Yes, could have gone to work
 No, because of own temporary illness
 No, because of all other reasons (in school, etc.)

38 **When did this person last work, even for a few days?**
 Within the past 12 months
 1 to 5 years ago → SKIP to L
 Over 5 years ago or never worked → SKIP to question 47

39 a. **During the PAST 12 MONTHS (52 weeks), did this person work 50 or more weeks? Count paid time off as work.**
 Yes → SKIP to question 40
 No
 b. **How many weeks DID this person work, even for a few hours, including paid vacation, paid sick leave, and military service?**
 50 to 52 weeks
 48 to 49 weeks
 40 to 47 weeks
 27 to 39 weeks
 14 to 26 weeks
 13 weeks or less

40 **During the PAST 12 MONTHS, in the WEEKS WORKED, how many hours did this person usually work each WEEK?**
 Usual hours worked each WEEK



Person 1 (continued)

Answer questions 41 - 46 if this person worked in the past 5 years. Otherwise, SKIP to question 47.

41 - 46 CURRENT OR MOST RECENT JOB ACTIVITY. Describe clearly this person's chief job activity or business last week. If this person had more than one job, describe the one at which this person worked the most hours. If this person had no job or business last week, give information for his/her last job or business.

41 Was this person - Mark (X) ONE box.

- an employee of a PRIVATE FOR-PROFIT company or business, or of an individual, for wages, salary, or commissions?
an employee of a PRIVATE NOT-FOR-PROFIT, tax-exempt, or charitable organization?
a local GOVERNMENT employee (city, county, etc.)?
a state GOVERNMENT employee?
a Federal GOVERNMENT employee?
SELF-EMPLOYED in own NOT INCORPORATED business, professional practice, or farm?
SELF-EMPLOYED in own INCORPORATED business, professional practice, or farm?
working WITHOUT PAY in family business or farm?

42 For whom did this person work?

If now on active duty in the Armed Forces, mark (X) this box and print the branch of the Armed Forces. Name of company, business, or other employer

43 What kind of business or industry was this? Describe the activity at the location where employed. (For example: hospital, newspaper publishing, mail order house, auto engine manufacturing, bank)

44 Is this mainly - Mark (X) ONE box.

- manufacturing?
wholesale trade?
retail trade?
other (agriculture, construction, service, government, etc.)?

45 What kind of work was this person doing? (For example: registered nurse, personnel manager, supervisor of order department, secretary, accountant)

46 What were this person's most important activities or duties? (For example: patient care, directing hiring policies, supervising order clerks, typing and filing, reconciling financial records)

INCOME IN THE PAST 12 MONTHS

Mark (X) the "Yes" box for each type of income this person received, and give your best estimate of the TOTAL AMOUNT during the PAST 12 MONTHS. (NOTE: The "past 12 months" is the period from today's date one year ago up through today.)

Mark (X) the "No" box to show types of income NOT received. If net income was a loss, mark the "Loss" box to the right of the dollar amount.

For income received jointly, report the appropriate share for each person - or, if that's not possible, report the whole amount for only one person and mark the "No" box for the other person.

a. Wages, salary, commissions, bonuses, or tips from all jobs. Report amount before deductions for taxes, bonds, dues, or other items.

Yes/No boxes and TOTAL AMOUNT for past 12 months

b. Self-employment income from own nonfarm businesses or farm businesses, including proprietorships and partnerships. Report NET income after business expenses.

Yes/No boxes and TOTAL AMOUNT for past 12 months

c. Interest, dividends, net rental income, royalty income, or income from estates and trusts. Report even small amounts credited to an account.

Yes/No boxes and TOTAL AMOUNT for past 12 months

d. Social Security or Railroad Retirement.

Yes/No boxes and TOTAL AMOUNT for past 12 months

e. Supplemental Security Income (SSI).

Yes/No boxes and TOTAL AMOUNT for past 12 months

f. Any public assistance or welfare payments from the state or local welfare office.

Yes/No boxes and TOTAL AMOUNT for past 12 months

g. Retirement, survivor, or disability pensions. Do NOT include Social Security.

Yes/No boxes and TOTAL AMOUNT for past 12 months

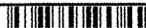
h. Any other sources of income received regularly such as Veterans' (VA) payments, unemployment compensation, child support or alimony. Do NOT include lump sum payments such as money from an inheritance or the sale of a home.

Yes/No boxes and TOTAL AMOUNT for past 12 months

47 What was this person's total income during the PAST 12 MONTHS? Add entries in questions 47a to 47h; subtract any losses. If net income was a loss, enter the amount and mark (X) the "Loss" box next to the dollar amount.

None OR boxes and TOTAL AMOUNT for past 12 months

Continue with the questions for Person 2 on the next page. If only 1 person is listed on page 2, SKIP to page 28 for mailing instructions.

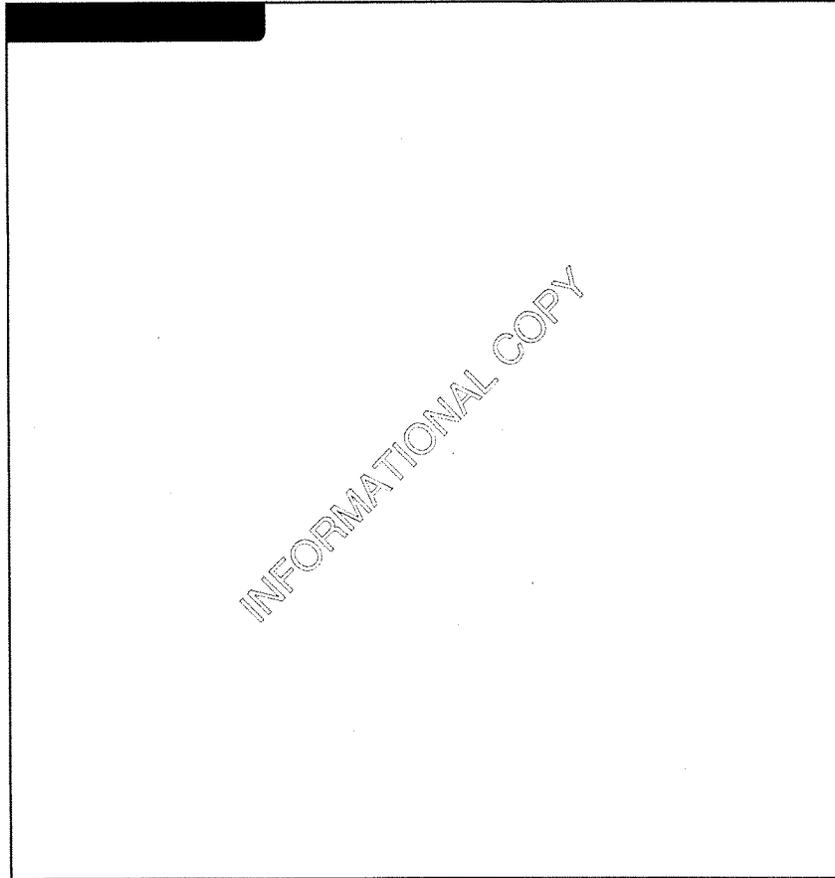


Person 2

The balance of the questionnaire has questions for Person 2, Person 3, Person 4, and Person 5. The questions are the same as the questions for Person 1.

INFORMATIONAL COPY





Mailing Instructions

➔ **Please make sure you have...**

- listed all names and answered the questions on pages 2, 3, and 4
- answered all Housing questions
- answered all Person questions for each person.

➔ **Then...**

- put the completed questionnaire into the postage-paid return envelope. If the envelope has been misplaced, please mail the questionnaire to:

**U.S. Census Bureau
P.O. Box 5240
Jeffersonville, IN 47199-5240**

- make sure the barcode above your address shows in the window of the return envelope.

Thank you for participating in the American Community Survey.

INFORMATIONAL COPY

For Census Bureau Use

POP <input type="checkbox"/>	EDIT <input type="checkbox"/>	PHONE <input type="checkbox"/>	JIC1 <input type="checkbox"/>	JIC2 <input type="checkbox"/>
EDIT CLERK <input type="checkbox"/>	TELEPHONE CLERK <input type="checkbox"/>		JIC3 <input type="checkbox"/>	JIC4 <input type="checkbox"/>

The Census Bureau estimates that, for the average household, this form will take 38 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0810, U.S. Census Bureau, 4600 Silver Hill Road, NSD - 3K138, Washington, D.C. 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0810" as the subject. Please DO NOT RETURN your questionnaire to this address. Use the enclosed pre-addressed envelope to return your completed questionnaire.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the bottom right on the front cover of this form.

Form ACS-1(INF042010)KFI (05-14-2009)





U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

Please complete this form and return it as soon as possible after receiving it in the mail.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.



If you need help or have questions about completing this form, please call **1-800-354-7271**. The telephone call is free.

Telephone Device for the Deaf (TDD): Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5625**.

Usted también puede pedir un cuestionario en español o completar su entrevista por teléfono con un entrevistador que habla español.

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

USCENSUSBUREAU

Start Here

➔ **Please print today's date.**

(Month) Day Year

➔ **Please print the name and telephone number of the person who is filling out this form.** We may contact you if there is a question.

Last Name

First Name MI

Area Code + Number -

- ➔ **How many people are living or staying at this address?**
- **INCLUDE** everyone who is living or staying here for more than 2 months.
 - **INCLUDE** yourself if you are living here for more than 2 months.
 - **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
 - **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

➔ **Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.**

FORM ACS-1(INFO)(2010)KFI
(09-14-2009)

OMB No. 0607-0810



Person 1	Person 2																
<p>(Person 1 is the person living or staying here in whose name this house or apartment is owned, being bought, or rented. If there is no such person, start with the name of any adult living or staying here.)</p>	<p>1 What is Person 2's name? Last Name (Please print) _____ First Name _____ MI _____</p>																
<p>1 What is Person 1's name? Last Name (Please print) _____ First Name _____ MI _____</p>	<p>2 How is this person related to Person 1? Mark (X) ONE box.</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Husband or wife</td> <td><input type="checkbox"/> Son-in-law or daughter-in-law</td> </tr> <tr> <td><input type="checkbox"/> Biological son or daughter</td> <td><input type="checkbox"/> Other relative</td> </tr> <tr> <td><input type="checkbox"/> Adopted son or daughter</td> <td><input type="checkbox"/> Roomer or boarder</td> </tr> <tr> <td><input type="checkbox"/> Steppson or stepdaughter</td> <td><input type="checkbox"/> Housemate or roommate</td> </tr> <tr> <td><input type="checkbox"/> Brother or sister</td> <td><input type="checkbox"/> Unmarried partner</td> </tr> <tr> <td><input type="checkbox"/> Father or mother</td> <td><input type="checkbox"/> Foster child</td> </tr> <tr> <td><input type="checkbox"/> Grandchild</td> <td><input type="checkbox"/> Other nonrelative</td> </tr> <tr> <td><input type="checkbox"/> Parent-in-law</td> <td></td> </tr> </table>	<input type="checkbox"/> Husband or wife	<input type="checkbox"/> Son-in-law or daughter-in-law	<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative	<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roomer or boarder	<input type="checkbox"/> Steppson or stepdaughter	<input type="checkbox"/> Housemate or roommate	<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Unmarried partner	<input type="checkbox"/> Father or mother	<input type="checkbox"/> Foster child	<input type="checkbox"/> Grandchild	<input type="checkbox"/> Other nonrelative	<input type="checkbox"/> Parent-in-law	
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<input type="checkbox"/> Parent-in-law																	
<p>2 How is this person related to Person 1? <input checked="" type="checkbox"/> Person 1</p>	<p>3 What is Person 2's sex? Mark (X) ONE box. <input type="checkbox"/> Male <input type="checkbox"/> Female</p>																
<p>3 What is Person 1's sex? Mark (X) ONE box. <input type="checkbox"/> Male <input type="checkbox"/> Female</p>	<p>4 What is Person 2's age and what is Person 2's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes. Age (in years) Month Day Year of birth [] [] [] []</p>																
<p>4 What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes. Age (in years) Month Day Year of birth [] [] [] []</p>	<p>5 Is Person 2 of Hispanic, Latino, or Spanish origin? <input type="checkbox"/> No, not of Hispanic, Latino, or Spanish origin <input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano <input type="checkbox"/> Yes, Puerto Rican <input type="checkbox"/> Yes, Cuban <input type="checkbox"/> Yes, another Hispanic, Latino, or Spanish origin - Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadorian, Spaniard, and so on. _____</p>																
<p>5 Is Person 1 of Hispanic, Latino, or Spanish origin? <input type="checkbox"/> No, not of Hispanic, Latino, or Spanish origin <input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano <input type="checkbox"/> Yes, Puerto Rican <input type="checkbox"/> Yes, Cuban <input type="checkbox"/> Yes, another Hispanic, Latino, or Spanish origin - Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadorian, Spaniard, and so on. _____</p>	<p>6 What is Person 2's race? Mark (X) one or more boxes.</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> White</td> <td><input type="checkbox"/> Black, African Am., or Negro</td> <td><input type="checkbox"/> American Indian or Alaska Native - Print name of enrolled or principal tribe _____</td> </tr> <tr> <td><input type="checkbox"/> Asian Indian</td> <td><input type="checkbox"/> Japanese</td> <td><input type="checkbox"/> Native Hawaiian</td> </tr> <tr> <td><input type="checkbox"/> Chinese</td> <td><input type="checkbox"/> Korean</td> <td><input type="checkbox"/> Guamanian or Chamorro</td> </tr> <tr> <td><input type="checkbox"/> Filipino</td> <td><input type="checkbox"/> Vietnamese</td> <td><input type="checkbox"/> Samoan</td> </tr> <tr> <td><input type="checkbox"/> Other Asian - Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. _____</td> <td><input type="checkbox"/> Other Pacific Islander - Print race, for example, Fijian, Tongan, and so on. _____</td> <td></td> </tr> </table> <p><input type="checkbox"/> Some other race - Print race. _____</p>	<input type="checkbox"/> White	<input type="checkbox"/> Black, African Am., or Negro	<input type="checkbox"/> American Indian or Alaska Native - Print name of enrolled or principal tribe _____	<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Native Hawaiian	<input type="checkbox"/> Chinese	<input type="checkbox"/> Korean	<input type="checkbox"/> Guamanian or Chamorro	<input type="checkbox"/> Filipino	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Samoan	<input type="checkbox"/> Other Asian - Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. _____	<input type="checkbox"/> Other Pacific Islander - Print race, for example, Fijian, Tongan, and so on. _____		
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Person 5		Person 6																	
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Housing

➔ Please answer the following questions about the house, apartment, or mobile home at the address on the mailing label.

- 1 Which best describes this building?**
Include all apartments, flats, etc., even if vacant.
- A mobile home
 - A one-family house detached from any other house
 - A one-family house attached to one or more houses
 - A building with 2 apartments
 - A building with 3 or 4 apartments
 - A building with 5 to 9 apartments
 - A building with 10 to 19 apartments
 - A building with 20 to 49 apartments
 - A building with 50 or more apartments
 - Boat, RV, van, etc.

- 2 About when was this building first built?**
- 2000 or later - *Specify year* →
- 1990 to 1999
 - 1980 to 1989
 - 1970 to 1979
 - 1960 to 1969
 - 1950 to 1959
 - 1940 to 1949
 - 1939 or earlier

- 3 When did PERSON 1 (listed on page 2) move into this house, apartment, or mobile home?**
- Month Year

A Answer questions 4 - 6 if this is a HOUSE OR A MOBILE HOME; otherwise, SKIP to question 7a.

- 4 How many acres is this house or mobile home on?**
- Less than 1 acre → SKIP to question 6
 - 1 to 9.9 acres
 - 10 or more acres

- 5 IN THE PAST 12 MONTHS, what were the actual sales of all agricultural products from this property?**
- None
 - \$1 to \$999
 - \$1,000 to \$2,499
 - \$2,500 to \$4,999
 - \$5,000 to \$9,999
 - \$10,000 or more

- 6 Is there a business (such as a store or barber shop) or a medical office on this property?**
- Yes
 - No

- 7 a. How many separate rooms are in this house, apartment, or mobile home?**
Rooms must be separated by built-in archways or walls that extend out at least 6 inches and go from floor to ceiling.
- INCLUDE bedrooms, kitchens, etc.
 - EXCLUDE bathrooms, porches, balconies, foyers, halls, or unfinished basements.

Number of rooms

- b. How many of these rooms are bedrooms?**
Count as bedrooms those rooms you would list if this house, apartment, or mobile home were for sale or rent. If this is an efficiency/studio apartment, print "0".

Number of bedrooms

- 8 Does this house, apartment, or mobile home have -**
- | | Yes | No |
|--|--------------------------|--------------------------|
| a. hot and cold running water? | <input type="checkbox"/> | <input type="checkbox"/> |
| b. a flush toilet? | <input type="checkbox"/> | <input type="checkbox"/> |
| c. a bathtub or shower? | <input type="checkbox"/> | <input type="checkbox"/> |
| d. a sink with a faucet? | <input type="checkbox"/> | <input type="checkbox"/> |
| e. a stove or range? | <input type="checkbox"/> | <input type="checkbox"/> |
| f. a refrigerator? | <input type="checkbox"/> | <input type="checkbox"/> |
| g. telephone service from which you can both make and receive calls? <i>Include cell phones.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

- 9 How many automobiles, vans, and trucks of one-ton capacity or less are kept at home for use by members of this household?**
- None
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6 or more

- 10 Which FUEL is used MOST for heating this house, apartment, or mobile home?**
- Gas: from underground pipes serving the neighborhood
 - Gas: bottled, tank, or LP
 - Electricity
 - Fuel oil, kerosene, etc.
 - Coal or coke
 - Wood
 - Solar energy
 - Other fuel
 - No fuel used



Housing (continued)

11 a. LAST MONTH, what was the cost of electricity for this house, apartment, or mobile home?

Last month's cost - Dollars

OR

- Included in rent or condominium fee
 No charge or electricity not used

b. LAST MONTH, what was the cost of gas for this house, apartment, or mobile home?

Last month's cost - Dollars

OR

- Included in rent or condominium fee
 Included in electricity payment entered above
 No charge or gas not used

c. IN THE PAST 12 MONTHS, what was the cost of water and sewer for this house, apartment, or mobile home? If you have lived here less than 12 months, estimate the cost.

Past 12 months' cost - Dollars

OR

- Included in rent or condominium fee
 No charge

d. IN THE PAST 12 MONTHS, what was the cost of oil, coal, kerosene, wood, etc., for this house, apartment, or mobile home? If you have lived here less than 12 months, estimate the cost.

Past 12 months' cost - Dollars

OR

- Included in rent or condominium fee
 No charge or these fuels not used

12 IN THE PAST 12 MONTHS, did anyone in this household receive Food Stamps or a Food Stamp benefit card? Include government benefits from the Supplemental Nutrition Assistance Program (SNAP). Do NOT include WIC or the National School Lunch Program.

- Yes
 No

13 Is this house, apartment, or mobile home part of a condominium?

- Yes → **What is the monthly condominium fee?** For renters, answer only if you pay the condominium fee in addition to your rent; otherwise, mark the "None" box.

Monthly amount - Dollars

OR

- None
 No

14 Is this house, apartment, or mobile home - Mark (X) ONE box.

- Owned by you or someone in this household with a mortgage or loan; include home equity loans.
 Owned by you or someone in this household free and clear (without a mortgage or loan)?
 Rented?
 Occupied without payment of rent? → SKIP to C

B Answer questions 15a and b if this house, apartment, or mobile home is RENTED. Otherwise, SKIP to question 16.

15 a. What is the monthly rent for this house, apartment, or mobile home?

Monthly amount - Dollars

b. Does the monthly rent include any meals?

- Yes
 No

C Answer questions 16 - 20 if you or someone else in this household OWNS or IS BUYING this house, apartment, or mobile home. Otherwise, SKIP to E on the next page.

16 About how much do you think this house and lot, apartment, or mobile home (and lot, if owned) would sell for if it were for sale?

Amount - Dollars

17 What are the annual real estate taxes on THIS property?

Annual amount - Dollars

OR

- None

18 What is the annual payment for fire, hazard, and flood insurance on THIS property?

Annual amount - Dollars

OR

- None



Housing (continued)

- 19 a. Do you or any member of this household have a mortgage, deed of trust, contract to purchase, or similar debt on THIS property?**
- Yes, mortgage, deed of trust, or similar debt
 - Yes, contract to purchase
 - No → SKIP to question 20a

b. How much is the regular monthly mortgage payment on THIS property?
 Include payment only on FIRST mortgage or contract to purchase.

Monthly amount - Dollars

OR

- No regular payment required → SKIP to question 20a

- c. Does the regular monthly mortgage payment include payments for real estate taxes on THIS property?**
- Yes, taxes included in mortgage payment
 - No, taxes paid separately or taxes not required

- d. Does the regular monthly mortgage payment include payments for fire, hazard, or flood insurance on THIS property?**
- Yes, insurance included in mortgage payment
 - No, insurance paid separately or no insurance

- 20 a. Do you or any member of this household have a second mortgage or a home equity loan on THIS property?**
- Yes, home equity loan
 - Yes, second mortgage
 - Yes, second mortgage and home equity loan
 - No → SKIP to D

b. How much is the regular monthly payment on all second or junior mortgages and all home equity loans on THIS property?

Monthly amount - Dollars

OR

- No regular payment required

D Answer question 21 if this is a MOBILE HOME. Otherwise, SKIP to E.

- 21 What are the total annual costs for personal property taxes, site rent, registration fees, and license fees on THIS mobile home and its site?**
 Exclude real estate taxes.

Annual costs - Dollars

E Answer questions about PERSON 1 on the next page if you listed at least one person on page 2. Otherwise, SKIP to page 28 for the mailing instructions.



Person 1

➔ Please copy the name of Person 1 from page 2, then continue answering questions below.

Last Name _____

First Name _____ MI _____

7 Where was this person born?

In the United States – Print name of state. _____

Outside the United States – Print name of foreign country, or Puerto Rico, Guam, etc. _____

8 Is this person a citizen of the United States?

Yes, born in the United States → SKIP to 10a

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization – Print year of naturalization _____

No, not a U.S. citizen

9 When did this person come to live in the United States? Print numbers in boxes.

Year _____

10 a. At any time in the LAST 3 MONTHS, has this person attended school or college? include only nursery or preschool, kindergarten, elementary school, home school, and schooling which leads to a high school diploma or a college degree.

No, has not attended in the last 3 months → SKIP to question 11

Yes, public school, public college

Yes, private school, private college, home school

b. What grade or level was this person attending? Mark (X) ONE box.

Nursery school, preschool

Kindergarten

Grade 1 through 12 – Specify grade 1 – 12 _____

College undergraduate years (freshman to senior)

Graduate or professional school beyond a bachelor's degree (for example: MA or PhD program, or medical or law school)

11 What is the highest degree or level of school this person has COMPLETED? Mark (X) ONE box. If currently enrolled, mark the previous grade or highest degree received.

NO SCHOOLING COMPLETED

No schooling completed

NURSERY OR PRESCHOOL THROUGH GRADE 12

Nursery school

Kindergarten

Grade 1 through 11 – Specify grade 1 – 11 _____

12th grade – NO DIPLOMA

HIGH SCHOOL GRADUATE

Regular high school diploma

GED or alternative credential

COLLEGE OR SOME COLLEGE

Some college credit, but less than 1 year of college credit

1 or more years of college credit, no degree

Associate's degree (for example: AA, AS)

Bachelor's degree (for example: BA, BS)

AFTER BACHELOR'S DEGREE

Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA)

Professional degree beyond a bachelor's degree (for example: MD, DDS, DVM, LLB, JD)

Doctorate degree (for example: PhD, EdD)

12 This question focuses on this person's BACHELOR'S DEGREE. Please print below the specific major(s) of any BACHELOR'S DEGREES this person has received. (For example: chemical engineering, elementary teacher education, organizational psychology)

Answer question 12 if this person has a bachelor's degree or higher. Otherwise, SKIP to question 13.

13 What is this person's ancestry or ethnic origin?

(For example: Italian, Jamaican, African Am., Cambodian, Cape Verdean, Norwegian, Dominican, French Canadian, Haitian, Korean, Lebanese, Polish, Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)

14 a. Does this person speak a language other than English at home?

Yes

No → SKIP to question 15a

b. What is this language? _____

(For example: Korean, Italian, Spanish, Vietnamese)

c. How well does this person speak English?

Very well

Well

Not well

Not at all

15 a. Did this person live in this house or apartment 1 year ago?

Person is under 1 year old → SKIP to question 16

Yes, this house → SKIP to question 16

No, outside the United States and Puerto Rico – Print name of foreign country, or U.S. Virgin Islands, Guam, etc., below, then SKIP to question 16 _____

No, different house in the United States or Puerto Rico

b. Where did this person live 1 year ago?

Address (Number and street name) _____

Name of city, town, or post office _____

Name of U.S. county or municipio in Puerto Rico _____

Name of U.S. state or Puerto Rico _____ ZIP Code _____



Person 1 (continued)

16 Is this person CURRENTLY covered by any of the following types of health insurance or health coverage plans? Mark "Yes" or "No" for EACH type of coverage in items a - h.

- a. Insurance through a current or former employer or union... b. Insurance purchased directly from an insurance company... c. Medicare... d. Medicaid, Medical Assistance... e. TRICARE... f. VA... g. Indian Health Service... h. Any other type of health insurance...

17 a. Is this person deaf or does he/she have serious difficulty hearing?

- Yes No

b. Is this person blind or does he/she have serious difficulty seeing even when wearing glasses?

- Yes No

G Answer question 18a - c if this person is 5 years old or over. Otherwise, SKIP to the questions for Person 2 on page 12.

18 a. Because of a physical, mental, or emotional condition, does this person have serious difficulty concentrating, remembering, or making decisions?

- Yes No

b. Does this person have serious difficulty walking or climbing stairs?

- Yes No

c. Does this person have difficulty dressing or bathing?

- Yes No

H Answer question 19 if this person is 15 years old or over. Otherwise, SKIP to the questions for Person 2 on page 12.

19 Because of a physical, mental, or emotional condition, does this person have difficulty doing errands alone such as visiting a doctor's office or shopping?

- Yes No

20 What is this person's marital status?

- Now married Widowed Divorced Separated Never married -> SKIP to I

21 In the PAST 12 MONTHS did this person get married?

- Yes No

a. Married? b. Widowed? c. Divorced?

22 How many times has this person been married?

- Once Two times Three or more times

23 In what year did this person last get married?

Year

I Answer question 24 if this person is female and 15 - 50 years old. Otherwise, SKIP to question 25a.

24 Has this person given birth to any children in the past 12 months?

- Yes No

25 a. Does this person have any of his/her own grandchildren under the age of 18 living in this house or apartment?

- Yes No -> SKIP to question 26

b. Is this grandparent currently responsible for most of the basic needs of any grandchildren under the age of 18 who live(s) in this house or apartment?

- Yes No -> SKIP to question 26

c. How long has this grandparent been responsible for the(ise) grandchild(ren)? If the grandparent is financially responsible for more than one grandchild, answer the question for the grandchild for whom the grandparent has been responsible for the longest period of time.

- Less than 6 months 6 to 11 months 1 or 2 years 3 or 4 years 5 or more years

26 Has this person ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard? Active duty does not include training for the Reserves or National Guard, but DOES include activation, for example, for the Persian Gulf War.

- Yes, now on active duty Yes, on active duty during the last 12 months, but not now Yes, on active duty in the past, but not during the last 12 months No, training for Reserves or National Guard only -> SKIP to question 26a No, never served in the military -> SKIP to question 26a

27 When did this person serve on active duty in the U.S. Armed Forces? Mark (X) a box for EACH period in which this person served, even if just for part of the period.

- September 2001 or later August 1990 to August 2001 (including Persian Gulf War) September 1980 to July 1990 May 1975 to August 1980 Vietnam era (August 1964 to April 1975) March 1961 to July 1964 February 1955 to February 1961 Korean War (July 1950 to January 1955) January 1947 to June 1950 World War II (December 1941 to December 1946) November 1941 or earlier

28 a. Does this person have a VA service-connected disability rating?

- Yes (such as 0%, 10%, 20%, ... , 100%) No -> SKIP to question 29a

b. What is this person's service-connected disability rating?

- 0 percent 10 or 20 percent 30 or 40 percent 50 or 60 percent 70 percent or higher



Person 1 (continued)

29 a. **LAST WEEK, did this person work for pay at a job (or business)?**
 Yes → SKIP to question 30
 No - Did not work (or retired)

b. **LAST WEEK, did this person do ANY work for pay, even for as little as one hour?**
 Yes
 No → SKIP to question 35a

30 **At what location did this person work LAST WEEK?** *If this person worked at more than one location, print where he or she worked most last week.*

a. **Address (Number and street name)**

If the exact address is not known, give a description of the location such as the building name or the nearest street or intersection.

b. **Name of city, town, or post office**

c. **Is the work location inside the limits of that city or town?**
 Yes
 No, outside the city/town limits

d. **Name of county**

e. **Name of U.S. state or foreign country**

f. **ZIP Code**

31 **How did this person usually get to work LAST WEEK?** *If this person usually used more than one method of transportation during the trip, mark (X) the box of the one used for most of the distance.*

<input type="checkbox"/> Car, truck, or van	<input type="checkbox"/> Motorcycle
<input type="checkbox"/> Bus or trolley bus	<input type="checkbox"/> Bicycle
<input type="checkbox"/> Streetcar or trolley car	<input type="checkbox"/> Walked
<input type="checkbox"/> Subway or elevated	<input type="checkbox"/> Worked at home → SKIP to question 33a
<input type="checkbox"/> Railroad	<input type="checkbox"/> Ferryboat
<input type="checkbox"/> Taxicab	<input type="checkbox"/> Other method

J *Answer question 32 if you marked "Car, truck, or van" in question 31. Otherwise, SKIP to question 33.*

32 **How many people, including this person, usually rode to work in the car, truck, or van LAST WEEK?**
 Person(s)

33 **What time did this person usually leave home to go to work LAST WEEK?**

Hour	Minute	<input type="checkbox"/> a.m.
_____	_____	<input type="checkbox"/> p.m.

34 **How many minutes did it usually take this person to get from home to work LAST WEEK?**
 Minutes

K *Answer questions 35 - 36 if this person did NOT work last week. Otherwise, SKIP to question 38a.*

35 a. **LAST WEEK, was this person on layoff from a job?**
 Yes → SKIP to question 35c
 No

b. **LAST WEEK, was this person TEMPORARILY absent from a job or business?**
 Yes, on vacation, temporary illness, maternity leave, other family/personal reasons, bad weather, etc. → SKIP to question 38
 No → SKIP to question 36

c. **Has this person been informed that he or she will be recalled to work within the next 6 months OR been given a date to return to work?**
 Yes → SKIP to question 37
 No

36 **During the LAST 4 WEEKS, has this person been ACTIVELY looking for work?**
 Yes
 No → SKIP to question 38

37 **LAST WEEK, could this person have started a job if offered one, or returned to work if recalled?**
 Yes, could have gone to work
 No, because of own temporary illness
 No, because of all other reasons (in school, etc.)

38 **When did this person last work, even for a few days?**
 Within the past 12 months
 1 to 5 years ago → SKIP to L
 Over 5 years ago or never worked → SKIP to question 47

39 a. **During the PAST 12 MONTHS (52 weeks), did this person work 50 or more weeks? Count paid time off as work.**
 Yes → SKIP to question 40
 No

b. **How many weeks DID this person work, even for a few hours, including paid vacation, paid sick leave, and military service?**
 50 to 52 weeks
 48 to 49 weeks
 40 to 47 weeks
 27 to 39 weeks
 14 to 26 weeks
 13 weeks or less

40 **During the PAST 12 MONTHS, in the WEEKS WORKED, how many hours did this person usually work each WEEK?**
 Usual hours worked each WEEK

Person 1 (continued)

L Answer questions 41 - 46 if this person worked in the past 5 years. Otherwise, SKIP to question 47.

41 - 46 CURRENT OR MOST RECENT JOB ACTIVITY. Describe clearly this person's chief job activity or business last week. If this person had more than one job, describe the one at which this person worked the most hours. If this person had no job or business last week, give information for his/her last job or business.

41 Was this person - Mark (X) ONE box.

- an employee of a PRIVATE FOR-PROFIT company or business, or of an individual, for wages, salary, or commissions?
an employee of a PRIVATE NOT-FOR-PROFIT, tax-exempt, or charitable organization?
a local GOVERNMENT employee (city, county, etc.)?
a state GOVERNMENT employee?
a Federal GOVERNMENT employee?
SELF-EMPLOYED in own NOT INCORPORATED business, professional practice, or farm?
SELF-EMPLOYED in own INCORPORATED business, professional practice, or farm?
working WITHOUT PAY in family business or farm?

42 For whom did this person work?

If now on active duty in the Armed Forces, mark (X) this box and print the branch of the Armed Forces. Name of company, business, or other employer

43 What kind of business or industry was this? Describe the activity at the location where employed. (For example: hospital, newspaper publishing, mail order house, auto engine manufacturing, bank)

44 Is this mainly - Mark (X) ONE box.

- manufacturing?
wholesale trade?
retail trade?
other (agriculture, construction, service, government, etc.)?

45 What kind of work was this person doing? (For example: registered nurse, personnel manager, supervisor of order department, secretary, accountant)

46 What were this person's most important activities or duties? (For example: patient care, directing hiring policies, supervising order clerks, typing and filing, reconciling financial records)

47 INCOME IN THE PAST 12 MONTHS

Mark (X) the "Yes" box for each type of income this person received, and give your best estimate of the TOTAL AMOUNT during the PAST 12 MONTHS. (NOTE: The "past 12 months" is the period from today's date one year ago up through today.)

Mark (X) the "No" box to show types of income NOT received.

If net income was a loss, mark the "Loss" box to the right of the dollar amount.

For income received jointly, report the appropriate share for each person - or, if that is not possible, report the whole amount for one person and mark the "No" box for the other person.

a. Wages, salary, commissions, bonuses, or tips from all jobs. Report amount before deductions for taxes, bonds, dues, or other items.

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months.

b. Self-employment income from own nonfarm businesses or farm businesses, including proprietorships and partnerships. Report NET income after business expenses.

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months, with a Loss box.

c. Interest, dividends, net rental income, royalty income, or income from estates and trusts. Report even small amounts credited to an account.

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months, with a Loss box.

d. Social Security or Railroad Retirement.

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months.

e. Supplemental Security Income (SSI).

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months.

f. Any public assistance or welfare payments from the state or local welfare office.

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months.

g. Retirement, survivor, or disability pensions. Do NOT include Social Security.

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months.

h. Any other sources of income received regularly such as Veterans' (VA) payments, unemployment compensation, child support or alimony. Do NOT include lump sum payments such as money from an inheritance or the sale of a home.

Form with Yes/No boxes and a line for TOTAL AMOUNT for past 12 months.

48 What was this person's total income during the PAST 12 MONTHS? Add entries in questions 47a to 47h; subtract any losses. If net income was a loss, enter the amount and mark (X) the "Loss" box next to the dollar amount.

Form with None OR boxes and a line for TOTAL AMOUNT for past 12 months, with a Loss box.

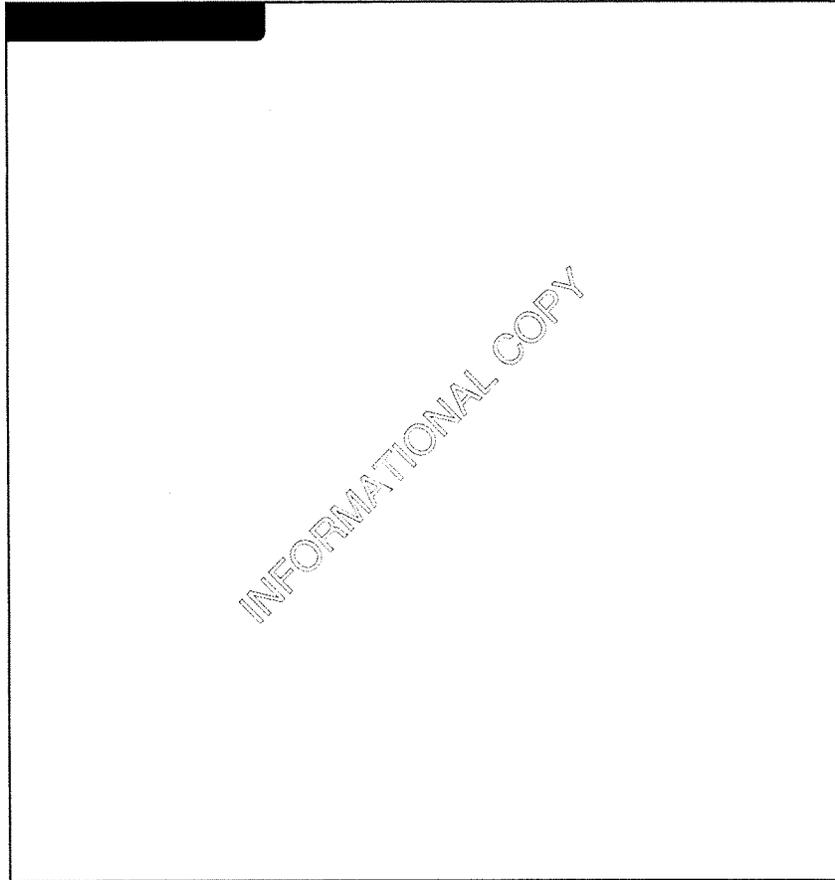
Continue with the questions for Person 2 on the next page. If only 1 person is listed on page 2, SKIP to page 28 for mailing instructions.



Person 2

The balance of the questionnaire has questions for Person 2, Person 3, Person 4, and Person 5. The questions are the same as the questions for Person 1.

INFORMATIONAL COPY



Mailing Instructions

➔ **Please make sure you have...**

- listed all names and answered the questions on pages 2, 3, and 4
- answered all Housing questions
- answered all Person questions for each person.

➔ **Then...**

- put the completed questionnaire into the postage-paid return envelope. If the envelope has been misplaced, please mail the questionnaire to:

**U.S. Census Bureau
P.O. Box 5240
Jeffersonville, IN 47199-5240**

- make sure the barcode above your address shows in the window of the return envelope.

Thank you for participating in the American Community Survey.

INFORMATIONAL COPY

For Census Bureau Use

POP <input type="checkbox"/>	EDIT <input type="checkbox"/>	PHONE <input type="checkbox"/>	JIC1 <input type="checkbox"/>	JIC2 <input type="checkbox"/>
EDIT CLERK <input type="checkbox"/>	TELEPHONE CLERK <input type="checkbox"/>		JIC3 <input type="checkbox"/>	JIC4 <input type="checkbox"/>

The Census Bureau estimates that, for the average household, this form will take 28 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0810, U.S. Census Bureau, 4800 Silver Hill Road, AMSD - 3K138, Washington, D.C. 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0810" as the subject. Please DO NOT RETURN your questionnaire to this address. Use the enclosed bread-addressed envelope to return your completed questionnaire.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the bottom right on the front cover of this form.

Form ACS-1(INFO)(2010)KF1 (05-14-2009)



Ms. JACKSON LEE. I would like to submit this in the record. I guess we're not having another round.

But Director Groves, I think this is your document, this is the American survey?

Dr. GROVES. The American Community Survey, yes.

Ms. JACKSON LEE. I will say to you that this is posing a lot of confusion, and maybe we will get an answer on how we decipher that and get people to know it's 10 minutes and 10 questions. And I know my colleague raised the same point. And how we separate this out. Why couldn't this be sent 2011 and get this information or December 2010 to get this information? So I yield back.

And I thank the chairman.

Mr. CUELLAR. Thank you very much.

One question, before I pass it on to the ranking member, the company D'Esposito, is that one of them also that's owned by you?

Mr. TARAKAJIAN. Yes. D' Esposito is a company that is one of our core subcontractors, but we hired them after.

Mr. CUELLAR. Is that part of the three, or is that No. 4?

Mr. TARAKAJIAN. No, they are not owned by the Interpublic Group. They are an independent company.

Mr. CUELLAR. OK. And I want to correct myself on something. In Homeland, I usually give 10 days, but I understand this committee, it's 5 days. So I will correct myself and ask that the information be submitted 5 days, 5 working days from today.

At this time, I'll recognize the ranking member.

Mr. CHAFFETZ. Thank you. Thank you, Mr. Chairman.

Before I was talking about the American Community Survey and some of the concerns about the timing, the questions and whatnot. Let me also say publicly that the Republican National Committee, I'm a Republican, sent out a so-called census across the country. I think that was wrong. I don't think we should necessarily mandate or put in statute that you shouldn't use the word "census." But I think it was deceiving at best. And I wish my party had not done that.

I would encourage others to not try to piggyback and take advantage of the word "census" at a time that we're trying to encourage participation. And I think it was used as an enticement to open an envelope, and I wish they hadn't have done it.

But I want to be fair on both sides and stand on principle, and so I want to say that.

I have been somewhat frustrated, Director Groves, as you know, about the question of hiring criminals to conduct the enumeration parts of the Census. I would like to ask again, how many criminals are we hiring to do the enumeration, and what crimes do you think are acceptable to be hired to become an enumerator?

Dr. GROVES. I could—I briefed the chairman and the Ranking Member McHenry on the changes in both the fingerprinting and the adjudication process. And I think we were close to having a meeting, but the snowfall did us in, of all the Members. I would be happy to do that again. If you would like I could read through all of the crime types that throw out an applicant immediately from consideration.

Mr. CHAFFETZ. I guess for the benefit of the full committee, I would like your commitment and understand the timing of when

you're going to provide that information. I think those are two critical pieces of information. I think Congress is entitled to see that information.

Dr. GROVES. I'm happy to do that right now if you would like Congressman.

Mr. CHAFFETZ. And in the essence of time, I want to be careful of my colleagues, if you can submit it right now that would be great. I will look at it and read through it tomorrow. I understand there's going to be a lengthy list of maybe what's not acceptable, but I also want to see what's acceptable. And I would like to know how many people we are hiring that fall into this category.

So, again, if I have your commitment that you have this information, that you will provide it. We'll try this again. The hour is late, and we're coming up on 9 here. Do I have your assurance that you are going to provide that information?

Dr. GROVES. Sure.

[The information referred to follows:]

ADJUDICATION PROCESS

Background information on prospective Census employees is reviewed at headquarters by a staff of federal employees thoroughly trained in conducting suitability evaluations. They have considerable experience reading and interpreting FBI rapsheets. The staff is supplemented by contractors who are former law enforcement professionals, lawyers and paralegals, and former FBI and Secret Service professionals. They all thoroughly understand the suitability evaluation process. In addition to required familiarity with Office of Personnel Management Suitability Standards, all adjudicators are given extensive adjudication and system training, and they are required to complete FBI training on criminal history record.

Adjudicatory evaluations fall into the following 4 categories:

1) Automatic Disqualifiers – Not Hired Under Any Circumstances

FELONY CONVICTIONS FOR THE FOLLOWING CRIMES:

Sexual Offenses	Murder	Child Abuse
Arson	Aggravated Assault	Robbery
Embezzlement	Forgery	Grand Larceny

Anyone convicted of the above crimes will not be hired under any circumstances.

Submitted for the record by
 Robert M. Graves

"The 2010 Census Communication
 Contracts: The Media Plan in Hard to
 Count Areas"

02-24-10
 Information Policy, Census, and National Archives
 Subcommittee

USCENSUSBUREAU

United States
**Census
 2010**

2) Disqualifiers – Subject to Review, but Rarely Hired

FELONY CONVICTIONS FOR THE FOLLOWING CRIMES:

Burglary	Theft	Fraud
Money Laundering	Battery	Assault and Battery
Breaking and Entering	Threat or Assault Upon a Public Official	Crimes Against the Government
Vandalism	Illegal Manufacture or Distribution of Controlled Substances	Statutory Rape
Possession of Prohibited Weapon	Possession of Illegal Ammunition	Possession of Loaded Firearm or Explosives
Possession of Firearm by a Felon	Carrying Concealed Weapon or Firearm	Possession of Unregistered Firearm
Carrying a Deadly Weapon	Brandishing Firearm	Unlawful Discharge of Weapons

A felony conviction on any of the above arrests (or proof that the person engaged in the conduct even if the outcome ultimately was dismissed) will disqualify the applicant. The only exception, and this is very rare, is when the applicant can provide information that shows extenuating circumstances indicating the applicant will not pose a risk to public safety or data integrity. Decisions in these cases must be reviewed and concurred upon by two sets of adjudicators.

3) All Other Felonies Occurring Within the Last 10 Years

Any other felony arrest that occurred within the last 10 years resulting in either a conviction or proof that the person engaged in such conduct will be closely reviewed. Adjudicators will consider extenuating circumstances (e.g. age of offender, nature of offense, recidivism) before disqualifying the applicant. The offenses are not automatically considered disqualifying if they happened more than 10 years ago.

4) Misdemeanor Convictions

Convictions for single misdemeanor conviction during the past 3 years will be closely reviewed for aggravating or extenuating circumstances (e.g. age of offender, recidivism) before it will be determined unfavorable.

Mr. CHAFFETZ. OK. I appreciate it, because my time is real short, one last thing, I would appreciate your explanation on, what is this category called "Census in schools?" How much are we spending there, and what does that really do? I mean, if you're a 12-year-old kid, you're not going to be able to fill out the Census. And I guess you want to encourage mom to do it, but what is this program? And why are we spending so much? And how much are we spending on it, and why are we spending so much on it?

Dr. GROVES. We're spending about \$13 million on it. And let me tell you the program to answer your question. This is a program that has exercises for K-through-12 kids, year appropriate. The focus of the exercise is to teach the constitutional basis of the Census in those grades that can consume that. In grades that are lower, it talks about what a Census is, the fact that this country, since 1790, has done this. And they do exercises; accounting, map reading. There's a bit of civics, a bit of arithmetic, a bit of geography that's done.

What we found I think and what other countries have found repeatedly is that, for new immigrant families, the children are the first to learn the language of the new country. And to the extent they understand the message and they look forward to participating in their Census, their first Census for many of them, that aids the participation rate of others. I've gone to several schools around the country. We have enlisted the help of Sesame Street characters to help get this message out, so the Count and Rosita sometimes come with me. The kids get it.

Mr. CHAFFETZ. Maybe next time you could bring them along.

Dr. GROVES. I have quizzed kids about things that my adult friends don't know. The lessons are working. They know why we do a Census. They know—some of them know that Thomas Jefferson was the first Director of the census. They get it. So I think this is an area that we should all be proud that we're teaching these young Americans about how this country works and how the census fits into it.

Mr. CHAFFETZ. It sounds like an admirable goal. You know, I question \$13 million, and how did it work. And, obviously, I think, Mr. Chairman, it's \$13 million. How is that money passed out?

Dr. GROVES. This is actually done through schools. So with an alliance from scholastic.com, teachers can go to the Web site and download the materials. This seems to be working. And then we send out maps and other materials directly to the schools.

Mr. CHAFFETZ. If we could learn the details of how that is administered and how that money gets put out.

Dr. GROVES. Sure.

Mr. CHAFFETZ. On the one hand, it sounds like a very large number. When you think about the tens of millions of kids we have out there and all the schools—

Dr. GROVES. And do you know what's fun? To go to a school in your district and watch them do this exercise.

Mr. CHAFFETZ. If we could learn more about how that money is administered and who has that contract. That's sort of similar to what we were talking about before. We would appreciate it.

Thank you, Mr. Chairman.

Mr. CUELLAR. And Director Groves, again, within 5 days, if you can submit that information from today. Director Groves.

We're about to close, but let me say, you and I have spoken about the question that the ranking member asked, and of course, you're going to do everything to make sure that the American public is protected; is that correct?

Dr. GROVES. Absolutely. I've testified and I've given speeches that the safety of both the American public and our enumerators are key to the success of the Census. This has to be both true in fact and true in perception. I care deeply about this. We're doing everything we can to make sure that occurs.

[The information referred to follows:]

MAY 14 2010



The Honorable Jason Chaffetz
 Subcommittee on Information Policy, Census
 and National Archives
 Committee on Oversight and Government Reform
 U.S. House of Representatives
 Washington, DC 20515-6143

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

Dear Representative Chaffetz:

This letter is in response to the April 21, 2010, letter from the Information Policy, Census, and National Archives Subcommittee requesting the clarification of the U.S. Census Bureau's communications efforts to promote the 2010 Census. In our response of May 9, we failed to submit these responses individually to each Member office as stipulated by the Chairman. Herewith are the responses to your specific questions, as identified by the Subcommittee, along with the original set of attachments some of which are referenced below. It is my hope that these responses further clarify the responses the Census Bureau delivered to the Subcommittee on March 9, 2010, in response to the February 24, 2010, hearing entitled, "The 2010 Census Communications Contract: The Media Plan in Hard to Count Areas."

Since we last supplied the Subcommittee with details on the advertising buys on March 9, much has happened, including the mailing of the forms, the end of the mailback phase, the shift of advertising messages from "Mail It Back" to "Cooperate with the Census Taker" and the start of Non-Response Follow-Up. In our previous report and testimony we told you we had created a media reserve fund of \$7.4 million for unforeseen contingencies and additional advertising in areas of low response. All of those funds were expended in various efforts to increase cooperation and boost mailback response.

At the end of March, Census Bureau management met and reviewed census tract-level data and ranked local media markets in terms of those showing the lowest rates of participation. We made the judgment that with savings from other census operations that had essentially been concluded, we had additional reserve funds available in the Decennial account which could be used to further increase targeted, national and local media buys to help boost participation. Through a series of decisions we added \$31.4 million to the media buys in the final two weeks of the mail-back phase and for some additional spending during Non-Response Follow-Up.

The combined actions to expend our \$7.4 million media reserve and to supplement the media buys with an additional \$31.4 million we believe helped the country achieve the 72 percent participation rate that matched the performance of the Census 2000. We are particularly pleased that our contractor and our census staff worked collaboratively using real time data - almost at the last minute to still be able to be in market- in an effort to deploy the additional spending in those markets and against those audiences showing evidence of lower participation rates.

I should stress that some of the data contained in this response was previously submitted to the Subcommittee. In other instances, we have updated the data or charts to reflect spending and events that have taken place since March 9 to provide you with the most current information in

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The Honorable Jason Chaffetz

2

each instance. Budget documents reflect more recent data, where more detailed accounting reports may be current as of March 31, 2010.

Question: A full accounting and itemization of the \$13 million spent for "Census in School."

Answer: Please review Attachment 11 which is an accounting and itemization of the \$13 million spent for the Census-in-Schools campaign. The Census-in-School attachment shows the spending of funds by area (Stateside, Puerto Rico, American Samoan, Guam, Northern Marianas and the U.S. Virgin Islands) and their deliverables for Census-in-Schools program components. In addition, the attachment provides an account of materials developed in support of the Census Road Tour. The budget is broken down by the initial amount of \$4.3 million that was allocated to the Census-in-Schools program during early planning stages. An additional \$4.3million was given (still under the base amount) once *Scholastics* was contracted to develop and expand the Census-in-Schools program. Furthermore, the Field Division of the Census Bureau provided \$10 million from their surplus funds to help in the development of more printed Census-in-Schools materials and promotional items. The American Recovery and Reinvestment Act of 2009 provided to the Census Bureau an additional \$3 million to the Census-in-Schools budget for various activities. Altogether, the funds brought the overall Census-in-Schools budget to \$13.2 million.

Question: Names of interpublic group of companies that own DraftFCB.

Answer: Interpublic Group is the name of the company which owns DraftFCB, as well as several other media companies.

Question: The labor fee associated with Census ad buys.

Answer: The Census Bureau disbursed \$109.1 million in labor cost for the entire 2010 Census Integrated Communications Campaign. Of that amount, thirty-one percent has been allocated for human activities needed to design and create the plans, the messaging and execution of the media buys, and the production of the materials for all the integrated communication activities. They include: Census in School, Road Tour, Partnership Support, Earned and paid Media.

In the March 9, 2010, correspondence to the Subcommittee, the Census Bureau provided the costs associated with the production, labor, and related activities for the campaign (Tab 3).

Question: Itemized budget of the \$6 million diverse mass media online campaign.

Answer: The costs for the digital component of the paid media campaign include production at \$1.5 million and media production at \$7.9 million. Unfortunately,

The Honorable Jason Chaffetz

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the Census Bureau is not able to provide at this time a separate labor cost of digital work because there were personnel working on digital and non-digital components of the campaign. The reason for this cross work was to ensure campaign integration and to maximize cost efficiencies.

In a March 9, 2010, correspondence to the Subcommittee, the Census Bureau provided an overview of digital strategy and effectiveness to date (Tab 8).

Question: Listing of crimes that are an impediment to Census hiring.

Answer: The Census Bureau considers the criminal history of our applicants through the name check and fingerprinting reviews we conduct; however, we have not found these reviews to be an impediment to our ability to hire qualified applicants from the communities in which we require enumerators. Our hiring efforts have received tremendous support nationally, and we expect to be able to meet our hiring goals.

Question: Amount of labor fee collected by subcontractor Pengood.

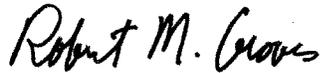
Answer: To date, the amount obligated to Pengood for labor is \$275,987.

Question: Total itemization of budget directed to address canvassing.

Answer: Please see Attachment 12 – “Address Canvassing Budget.”

I hope that the above responses fully addressed your inquiries. Should you have additional questions, please do not hesitate to call Ms. Angela M. Manso in the Congressional Affairs Office at 301-763-6100.

Sincerely,



Robert M. Groves
Director

cc: The Honorable William Lacy Clay, Chairman
The Honorable Patrick McHenry, Ranking Member

FG Tab #1 - Census in Schools Product Matrix
Last Updated : April 23, 2010

Area	Deliverable	\$4.3M Budget (Original)	\$8.3M Budget (Additional \$4M) - Base Plan	\$10M Budget (Additional \$1.7M FLD Funds) - Base Plus	\$13.2M Budget (Additional \$3M) - ARRA Plan	Language
	Pre-K Program Everybody Counts! Story Board Book (14.7x8" X 18") - Minor Edits to existing book Everybody Counts! Small Coloring Book (7.1.2 X 9") - Minor Edits to existing book	N/A	N/A	N/A	Online only	English/Spanish
	K-8 Program Principal Annoucement Letters	20K (HTC) Schools	90K (all) schools	90K (all) schools	90K (all) schools	English
	Principal Kit (3X4 double-sided maps, Brochures, Mini-Teaching Guides)	20K (HTC) Schools	90K (all) schools	90K (all) schools	90K (all) schools	English
	CIS Promotional Brochure (3 brochures)	20K (HTC) Schools	90K (all) schools	90K (all) schools	90K (all) schools	English
	Teaching Guide (16 lessons)	Online only	Online only	Online only	Online only	English
	Parent Take Home In Language Parent Take Home	20K HTC Schools (9M kids)	90K All Schools (27M kids)	90K All Schools (27M kids)	90K All Schools (39M kids)	English/Spanish
	English Language Learners (kit includes double-sided letter & 10 teaching guides)	N/A	N/A	N/A	Online only	25 Languages
	Diversity Program Diversity Kit (10 maps & Letter)	N/A	N/A	N/A	55K (all) schools	English
	Teachers Guide (3 lessons) Materials in Support of Road Tour	N/A	N/A	N/A	85K (Grades 5-8) Online only	English English

Area	Deliverable	\$4.3M Budget (Original)	\$8.3M Budget (Additional \$4M) - Base Plan	\$10M Budget (Additional \$1.7M FLD Funds) - Base Plus	\$13.2M Budget (Additional \$3M) - ARRA Plan	Language
Stateside (50 States & DC)	Younger Kids Activity Sheet (double-sided, 8 1/2 X 11")	N/A	N/A	N/A	Online only	English/Spanish
	Older Kids Activity Sheet (double-sided, 8 1/2 X 11")	N/A	N/A	N/A	Online only	English/Spanish
	9-12 Program Social Studies Kit (3X4 single-sided map, brochures, mini-teaching guides)	N/A	35K (all) schools	35K (all) schools	35K (all) schools	English
	HS Faculty Brochure (3 brochures)	N/A	35K (all) schools	35K (all) schools	35K (all) schools	English
	Teaching Guide (12 lessons)	N/A	Online only	Online only	Online only	English
	Superintendent Program (Districts)					
	Announcement Letter	N/A	15K (all) districts	15K (all) districts	15K (all) districts	English
	Courtesy kit (same as principal kit)	N/A	15K (all) districts	15K (all) districts	15K (all) districts	English
	Adults					
	English as a Second Language	N/A	N/A	35K (all) Programs plus additional 80K kits	35K (all) Programs plus additional 80K kits	English
K-8 Program						

Area	Deliverable	\$4.3M Budget (Original)	\$8.3M Budget (Additional \$4M) - Base Plan	\$10M Budget (Additional \$1.7M FLD Funds) - Base Plus	\$13.2M Budget (Additional \$3M) - ARRA Plan	Language
Puerto Rico	Principal Kit (2X3 single-sided map, brochures, mini-teaching guides) Teaching Guide (8 lessons)	1,080 (all) schools + 100 additional kits Online only	1,080 (all) schools + 100 additional kits Online only	1,080 (all) schools + 100 additional kits Online only	1,080 (all) schools + 100 additional kits Online only	PR Spanish PR Spanish
	Parent Take Home Principal/Superintendent Letter (from Ssc of Ed)	1,080	1,080 (all) schools (10 copies/School)	1,080 (all) schools (10 copies/School)	1,080 (all) schools (10 copies/School)	PR Spanish
	9-12 Program	1,080	1,080	1,080	1,080	PR Spanish
	Teaching Kit (10 3X4 single-sided maps, one brochure, 10 teaching guides)	N/A	N/A	N/A	850 (all) schools	PR Spanish
	Principal Brochure	N/A	N/A	N/A	850 (all) schools	PR Spanish
	Announcement Letter Teaching Guides	N/A	N/A	N/A	950 (all) schools	PR Spanish
Island Areas	K-8 Program					
	Principal Kit (2X3 map for each island, brochures, mini-teaching guides) Teaching Guide (8 lessons)	2K (all) schools + 500 additional kits Online only	2K (all) schools + 500 additional kits Online only	2K (all) schools + 500 additional kits Online only	2K (all) schools + 500 additional kits Online only	English English
	Parent Take Home (English for Guam, NMI, AS ; Spanish for VI)	2K (all) schools (10 copies/School)	English (Spanish for VI)			
	9-12 Program					
	Social Studies Kit (3X4 single-sided map, brochures, mini-teaching guides)	N/A	N/A	N/A	N/A	N/A
	HS Faculty Brochure (3 brochures) Teaching Guide (12 lessons)	N/A	N/A	N/A	N/A	N/A

Area	Deliverable	\$4.3M Budget (Original)	\$8.3M Budget (Additional \$4M) - Base Plan	\$10M Budget (Additional \$1.7M FLD Funds) - Base Plus	\$13.2M Budget (Additional \$3M) - ARRA Plan	Language
K-8 US, Puerto Rico and Island Areas	Designate Your Own Census Week with 5 mini-lessons (Jan thru March 2010)	Online only	Online only	90K (all) schools	99K (all) schools	English/Spanish
	Regional Offices Printing					
	Stateside K-8 Teaching Guides (Modified Lessons) - Includes 2 lessons from each grade band, with 8 lessons total, table of contents, the scope and sequence for K-4 and 5-8, introduction pages, a Census Fact Sheet, and a listing of additional resources.	N/A	N/A	N/A	100,000 copies	English
Stateside 9-12 Teaching Guides (Modified Lessons) - Includes 5 lessons total, introduction page, Why Teach the Census pages, a table of contents, scope and sequence, and an additional resources page.	N/A	N/A	N/A	100,000 copies	English	

Notes
 Quantity of materials indicated above except where it states "online only".
 Scholastic.com and Census.gov/schools will house all digital products

Mr. CUELLAR. And I know you well, so I appreciate your time. Director Groves—one more? One more question, and then we're going to move to the next panel.

Ms. JACKSON LEE. A record clarification if I could.

And, Dr. Groves, you didn't answer my question on the American survey, the timing. Is that now, or is it later?

Dr. GROVES. Since the early 2000's, continuously we've been doing that survey. Every month, a small sample of households get that, and it just keeps going forever.

Ms. JACKSON LEE. You might think with your top leadership how we can help people discern the two, particularly in the unaccounted area.

Mr. Chairman, just a record clarification. Ms. Ennis, are you going to submit what I asked you to submit in writing, or do you have a number right here?

I asked a question, Mr. Chairman, and she was looking through her papers.

Ms. ENNIS. I can give you the numbers right now and in writing if you would like, if we have time.

Ms. JACKSON LEE. Mr. Chairman, I don't know if—how do you want it, Mr. Chairman?

Mr. CUELLAR. If we can do this quickly, because I do want to move into the second panel.

Ms. JACKSON LEE. If you can just say it quickly.

Ms. ENNIS. I'm just going to read them off.

It's \$6 million in national television; \$4.2 million in local television; \$2.8 million in national radio; \$3.9 million in local radio; \$1.6 million online, that's digital marketing; \$800,000 in magazine; \$2.5 million in local newspapers; and \$1.2 million in out of home.

Ms. JACKSON LEE. We're writing it down, and you can put that in writing.

And I'll just close on this point so that I will not be reflected negatively in the record. I'm not asking about one newspaper. I used them as an example of individuals who were left out. And Mr. Bakewell is here, and he knows that I'm looking at the vast number of newspapers, not only in Houston but elsewhere, and I think that number is not high enough.

And last, my good friend from Utah, I would like to clarify the word "criminals," because I have the greatest respect for the Census, and I know that it's a different term from criminals. These are individuals who you're not barring, who happen to be ex-felons or maybe ex-felons or may have had and are through the process and are employable.

So I know that they may have had a record, to my distinguished gentleman.

And I know that you're going to give him a report, Dr. Groves, about what the criteria is, but I wouldn't want to frighten the public about criminals. I believe it is different from that. It is people who are eligible to work who may have had a prior encounter with the law, and you vetted them and making sure they're able to work. But I know you'll give us a final report on that.

And I yield back to the chairman.

Mr. CUELLAR. Thank you.

Thank you very much to the witnesses.

Dr. Groves, Mr. Tarakajian, Mr. Garcia and Ms. Ennis, we want to thank you very much.

Again, this was a long day. As you can see we started out with Toyota, and still got one last panel, I believe, or two more. All right. So, again, I want to thank you.

To all of you all, thank you very much. We'll move on to the second panel at this time. Thank you very much. Good night.

Before we get started, I believe the U.S. Census Director's staff turned in a document to the ranking member, and you want to make a motion.

Mr. CHAFFETZ. I just ask unanimous consent to submit it into the record.

Mr. CUELLAR. Without objection.

All right. We now move to our second panel.

Our first witness is Ms. Karen Narasaki, the executive director of the Asian American Justice Center, one of the Nation's leading voices that advocates for the rights and interests of Asian Americans.

The second witness is Mr. Arturo Vargas, the executive director of the National Association of Latino Elected Officials [NALEO], the national organization of Latino policymakers and their supporters.

The next one will be Ms. Helen Hatab Samhan, the executive director of the Arab American Institute Foundation.

Thank you again for being here.

And then we have the final panelist is Ms. Linda Smith, executive director of the National Association of American Child Care Resource and Referral Agencies.

I want to thank all of you all for appearing before this subcommittee.

As you know, it is a policy of the Oversight and Government Reform Committee to swear in all the witnesses before they testify. And I would like to ask each of the witnesses to please stand and raise your right hands.

[Witnesses sworn.]

Mr. CUELLAR. Let the record reflect that the witnesses answered in the affirmative.

Each of you all will have 5 minutes to make an opening statement. Your complete written testimony will be included in the hearing record. The yellow light will indicate that it is time to sum up. The red light indicates that your time has expired.

And Members, we are going to stick to the 5 minutes. We're just going to go one round for the courtesy of the witnesses. And of course, I think we have another panel afterwards. It is 9:06, so we're just going to go with—we'll be very strict on the time and just go with one line.

So, at this time, Ms. Narasaki, I would ask you to proceed with your testimony.

STATEMENTS OF KAREN NARASAKI, EXECUTIVE DIRECTOR, ASIAN AMERICAN JUSTICE CENTER; ARTURO VARGAS, EXECUTIVE DIRECTOR, NATIONAL ASSOCIATION OF LATINO ELECTED OFFICIALS; HELEN HATAB SAMHAN, EXECUTIVE DIRECTOR, ARAB AMERICAN INSTITUTE FOUNDATION; AND LINDA SMITH, EXECUTIVE DIRECTOR, NATIONAL ASSOCIATION OF AMERICAN CHILD CARE RESOURCE AND REFERRAL AGENCIES

STATEMENT OF KAREN NARASAKI

Mr. NARASAKI. Thank you, Mr. Chairman. We appreciate the invitation to the Asian American Justice Center to testify on this very critical issue.

My name is Karen Narasaki, and I'm president of the Asian American Justice Center. We are a member of the Census Bureau's Advisory Committee for the 2010 census. And as we did in 2000, AJC is leading a national Census outreach campaign for Asian Americans and Pacific Islanders.

We are working with partners such as our affiliates in LA, the Asian Pacific American Legal Center of Southern California; and in Chicago, the Asian American Institute in Illinois; and one of our key partners in New York, the Asian American Federation. We have directly funded in a coordinating effort by 29 local community-based organizations in 21 States. And they include the Legal Center in LA, which is subgranting a statewide campaign, as well as three groups in Houston; OCA, BPSOS and one of the South Asian organizations.

We have also developed educational PSAs, brochures and other translated materials and have created a Web site that serves as a national clearinghouse for census 2010 materials created for Asian Americans and Pacific Islanders in various languages. And it's part of our campaign, "Fill in Your Future," and you can find it at fillinyourfuture.org.

We are also partnering with national civil rights organizations such as the Leadership Conference on Civil Rights, the National Conference of American Indians, the NAACP and the NALEO. Mr. Vargas will be testifying after me.

As you know, Asian Americans have historically been undercounted. And because the community is two-thirds foreign born and comprised of more than several dozen distinct ethnic groups and a multitude of cultures, speaking many different languages varying generationally, many challenges exist in counting this population.

We are pleased that the Census Bureau has listened to our recommendations from the 2000 census effort in building their 2010 Census Integrated Communications Campaign. Ethnic media is a very important tool in communicating to our community. In fact, three in four Asian Americans are reached through ethnic media.

The Asian American media plan is significantly more inclusive than in 2000, with more languages covered and over 750 media outlets engaged. Media buys are being made nationally and in 53 additional local markets, covering 13 Asian languages and 17 Asian ethnic groups.

And most importantly, this campaign does not have a one-size-fits-all generic Asian campaign, but it is one that is culturally sensitive for each targeted ethnic group.

However, while there is improvement, there are still significant gaps. Too many restrictions on the access to the agencies working on the media campaign by community partners working with the Bureau have created frustration for a lot of our partners and has, unfortunately, bred some suspicion and animosity that we think could be prevented. This has led to negative media coverage in some ethnic newspapers of census 2010 at a time when the Bureau needs to be building trust in our communities.

The national budgets allocated for communities do not appear to be enough to cover several of the smaller but growing and harder-to-count Asian communities, such as the Indonesians, the Sri Lankans, Burmese, and isolated communities, such as the Montagnards Vietnamese.

In addition, there's no Pacific Islander media campaign for the mainland; it is only focused on the island. Many Pacific Islanders actually reside on the Continental United States, and we run a high risk of missing them during the 2010 census.

Finally, key opinion leaders often read the English language Asian media, and despite the increase in English language Asian media outlets, no resources seem to have been allocated at all to these media organizations.

Of great concern also is the regional office issues. There's a lack of coordination between the national and regional local outreach and public relations efforts. The Bureau needs to ensure better coordination. It is important for them to work with their regional offices also to make sure that they are recruiting, hiring and training the employees with the best language and cultural skills needed to secure an accurate count.

Another concern is the need for adequate hiring and training. Unfortunately, the AAPI partnership specialists qualities vary significantly across the regions, and not enough specialists have been hired to cover various communities. So, for example, in Chicago, our affiliate there had to fight to get even one Asian-specific partnership specialist hired, despite the growth in the population. To date, the regional office has only recruited one Chinese-speaking partnership specialist, despite the huge diversity of the immigrant community in Chicago.

We also believe that the Census Bureau needs to act quickly to identify its Questionnaire Assistance Centers and Be Counted Sites. In 2000, they did it only a week before census day. And they must do a better job coordinating the advertising of where these sites are going to be, including the organizations' leading community based outreach efforts.

Finally, the Census Bureau needs to make much more of a priority to ensure that deceptive mailings and Internet scams that pretend to represent the Census Bureau and census 2010 are not used to mislead, misinform, or otherwise swindle these particularly vulnerable communities.

In conclusion, I look very much forward to answering any questions you may have. Thank you very much.

[The prepared statement of Ms. Narasaki follows:]



ADVANCING EQUALITY

**Statement of
Karen K. Narasaki
President and Executive Director, Asian American Justice Center**

**Before the
Subcommittee on Information Policy, Census, and National Archives
Committee on Oversight and Government Reform
United States House of Representatives**

**The 2010 Census Communications Contract: The Media Plan in Hard to Count Areas
February 24, 2010**

Introductory Statement

In 1990, the U.S. Census Bureau conducted its decennial count of individuals residing in the United States. The count disproportionately missed ethnic minorities, children, and immigrants. Asian Americans were among the disproportionately undercounted due to obstacles including cultural and linguistic barriers. For Census 2000, with the hard work of the Census Bureau on outreach initiatives in collaboration with the national community education outreach projects by many community based organizations, as well as a first-ever paid media campaign, the Census Bureau was able to improve its count of the U.S. population. However, the undercount persisted for many of the same communities.

As the 2010 Census fast approaches, it is clear that the undercount is again an issue that must be addressed, with even more challenges facing the Census Bureau. The Census Bureau is hoping to address many of these challenges through its Integrated Communications Campaign, which it has implemented based on lessons learned from the first ever paid media campaign for the 2000 Census. While we commend the Census Bureau for moving forward and learning from past successes and failures, a review of the communications campaign shows areas where improvements can be made to achieve an even more accurate count of our population. This written testimony will discuss the history of the "Hard to Count" (HTC) Asian communities, the ramifications of undercounting this population, barriers that exist for HTC Asian communities and the importance of media as a tool in communicating with the HTC Asian communities. I will also provide an assessment of the 2010 Census Integrated Communications Campaign, and its potential for reducing on the Asian undercount, and provide suggestions about additional methods that should be utilized to ensure the Census message is disseminated throughout the Asian constituencies.

Organizational Background

The Asian American Justice Center (AAJC) is a national non-profit, non-partisan organization that works to advance the human and civil rights of Asian Americans through advocacy, public policy, public education, and litigation.

AAJC has three affiliates: The Asian American Institute (AAI) in Chicago; the Asian Law Caucus (ALC) in San Francisco; and the Asian Pacific American Legal Center (APALC) in Los Angeles, all of which have been engaged in working with their communities to ensure an accurate count during past decennial census. APALC is a Census Information Center and established a Demographic Research Unit to make Census 2000, and other relevant research, more accessible to the growing Asian American and Pacific Islander community and the organizations that serve it. APALC also led the California statewide collaborative effort on census outreach and education in 2000. AAJC also has over 100 Community Partners serving their communities in 24 states and the District of Columbia.

Together with our Affiliates and our Community Partners, AAJC has been extensively involved in working to eliminate the problems that have historically resulted in undercounting and underreporting of Asian Americans in federal data collection and analysis efforts, and in particular the decennial census count. AAJC conducted an extremely successful national Census 2000 outreach and educational project focused on the Asian American community. Through this project, AAJC and its Affiliates distributed over 750,000 linguistically and culturally appropriate community education materials and hosted or participated in over 865 community education activities, including panel discussions, presentations and press conferences.

Since the 2000 Census, AAJC has not paused in its efforts to ensure accurate and appropriate federal data collection and reporting on Asian Americans. AAJC has been a member of the Decennial Census Advisory Committee since 2000. In 2005, AAJC became a member of the reconstituted and downsized 2010 Census Advisory Committee. In its advisory role, AAJC is able to assist the Census Bureau in understanding what research and programs would help the Bureau to effectively address the cultural differences and intricacies in various hard-to-reach communities, particularly in Asian American communities, in order to get the most accurate count possible.

Additionally, AAJC currently co-chairs the Leadership Conference on Civil and Human Rights' (Leadership Conference) Census Task Force. The Leadership Conference is the nation's oldest, largest, and most diverse civil and human rights coalition, with nearly 200 member organizations working to build an America as good as its ideals. In its leadership capacity on Leadership Conference's Census Task Force, AAJC has kept Leadership Conference's members informed of important census policy issues and has facilitated conversation among the groups to build consensus recommendations for various census policy and outreach issues.

Finally, AAJC is currently engaged in education and outreach efforts around Census 2010. As a member of the Leadership Conference's Census Collaborative, AAJC is partnering with organizations such as the Leadership Conference Education Fund, the National Association of Latino Elected Officials, the National Congress of American Indians and the NAACP to develop and implement a comprehensive national census project.

AAJC is also leading efforts for the Asian American and Pacific Islander community through its recently established nationwide "Fill in Our Future" campaign, along with four other regional and local organizations, to encourage our communities' participation in the 2010 Census through a national network of community-based organizations. Through the Fill In Our Future campaign, AAJC is re-granting significant funding to twenty-nine local community-based organizations in twenty-one states¹ to ensure that outreach and educational efforts are conducted at all levels to maximize the number of Asian Americans we can reach through materials dissemination, workshops, and trainings and with technical assistance. AAJC has already created the National AAPI Census Advisory Council to help ensure optimal coordination of census efforts by Asian American, Pacific Islander and Native Hawaiian communities around the country through the funding of eleven National Council of Asian Pacific Americans (NCAPA) groups already engaged in educating and outreaching to constituents through their own local affiliates/chapters and extensive networks. The National AAPI Census Advisory Council members will provide their networks with resources available through the Fill In Our Future campaign and serve as members of AAJC's Speakers Bureau. To assist local and national partners, AAJC, through the Fill In Our Future Campaign, has developed a resource center Web site (www.fillinourfuture.org) that serves as a clearinghouse for Census 2010 materials, particularly translated materials, created for Asian American and Pacific Islander communities. The Web site also houses Public Service Announcements created across the country and in various languages, including four created by AAJC. The purpose of the clearinghouse is to organize all the information into a single central location so that communities across the country can readily access, download and use the information for educational outreach on the census, and to reduce duplication of efforts. Not only has AAJC been collecting materials created by the Census Bureau and other organizations across the county, AAJC, through the Fill In Our Future campaign, has developed materials and giveaways for our partners, including pens, magnets, mint tins, antibacterial sprays, shirts, bags, and most importantly, translated posters and brochures that provide the nuts and bolts information on how to participate in Census 2010.

AAJC is pleased to provide comments on the 2010 Census communications campaign. AAJC would like to request that this written statement be formally entered into the hearing record.

History of undercount of the HTC Asian communities

Since 1940, the Census Bureau has attempted to measure its ability to accurately count the people in America, first through Demographic Analysis and more recently with a separate coverage measurement survey. Duplicate responses lead to overcounts, while omissions, or missed persons, lead to undercount.² Subtracting overcounts from undercounts results in a net

¹ States include: Arizona, California, Colorado, District of Columbia, Florida, Georgia, Hawaii, Illinois, Louisiana, Massachusetts, Michigan, Minnesota, Nebraska, New York, Nevada, North Carolina, Ohio, Oregon, Texas, Washington and Wisconsin.

² There are two ways to miss a person, thereby attributing to the undercount. First, the Census Bureau could miss a whole housing unit because they do not have the address or they have an incorrect address. Thus, none of the people at the housing unit will be counted. The second way to miss people is for the Census Bureau to fail to capture other people who are within a responding household. These people can be missed for a variety of reasons, including fear of government and outsiders, limited knowledge of English, mobile people and households, and irregular household members such as households with two or more separate families residing there.

undercount or overcount for each census. It is important for the Census Bureau to check its ability to achieve an accurate count through a coverage evaluation program.

For each decennial census from 1940 to 1980, the national net undercount went down, as did the net undercount for specific population subgroups. However, since 1940, there has always existed a differential undercount – that is, non-Hispanic whites had lower undercount rates than people of color, or, stated another way, people of color were missed by the census more often than non-Hispanic whites. The differential undercount was also reduced each decennial census since 1940, until the 1990 census.

The 1990 Census was a watershed moment for the Census Bureau. It was the first census that was less accurate than the one previous since the Bureau began scientific measurements of coverage. The differential undercounts were the highest the Census Bureau had ever recorded. We also learned from 1990 that it was not only African Americans who suffered significant differential undercounts but also Latino Americans and Asian Americans.³ American Indians on reservations had the highest undercount of any groups in the 1990 census, with an undercount rate over 12 percent.⁴ The undercount of children was generally disproportionate. Children made up a quarter of the overall population in 1990, but accounted for slightly more than half of all persons missed by the census.⁵ The undercount of children of color was even more disproportionate. For example, the undercount for African American children was twice as high as that for non-Hispanic white children.⁶

In 2000, the Census Bureau worked to improve the accuracy of the count. Unfortunately, it was unclear how well the Census Bureau was able to count people. Despite the fact that the final coverage measurement, the Accuracy and Coverage Evaluation (Revision II) (“A.C.E. Revision II”), results showed a net national overcount of about one-half a percent and a slight overcount of the Asian American population (of 0.75 percent),⁸ the Census Bureau itself did not have confidence in its measures of census accuracy in 2000, especially for smaller population groups such as Asian Americans, due in part to its own concerns about its methodology for measuring the accuracy of that count. The Census Bureau cited “troubling anomalies and unexplained results” in its decision not to use the results of its accuracy-check survey to adjust the final census numbers. An expert National Academy of Sciences panel concluded that while undercounts among traditionally hard-to-count communities such as minority groups were likely

³ The 1990 census provided the first measurements on the undercounts for Latino Americans, Asian Americans, American Indians and Alaska Natives. In the previous decennial censuses, the only coverage measurements made were for “black” and “non-black.”

⁴ Howard Hogan And Gregg Robinson, *What The Census Bureau's Coverage Evaluation Programs Tell Us About Differential Undercount*, U.S. Census Bureau Population Division for the 1993 Research Conference on Undercounted Ethnic Populations (1993),

<http://www.census.gov/population/www/documentation/1993/conference.html>.

⁵ Barry Edmonston, *The Undercount in the 2000 Census*, http://www.prb.org/pdf/undercount_paper.pdf.

⁶ *Id.*

⁷ Technical Assessment of A.C.E. Revision II (2003), <http://www.census.gov/dmd/www/pdf/ACETechAssess.pdf>.

⁸ Committee on National Statistics, National Research Council, National Academy of Sciences, *The 2000 Census: Counting Under Adversity* 240-241, 253 (2004) (The A.C.E. Revision II estimated 33.1 million mistakes of all types, including 17.2 million erroneous overcounts (which primarily includes duplications and people counted in the wrong place) and 15.9 million undercounts (e.g. people missed). The report says there were a minimum of 9.8 million duplications).

lower in the 2000 Census than in previous censuses, they also concluded that there continued to be a differential undercount of racial minorities in the 2000 Census. The panel further noted that the seeming overcount of Asian Americans could be attributed, in part, to a relatively high rate of duplication of Asian Americans counted both at home and at their college dorms, which could “offset” an undercount of Asian Americans in communities that are more difficult to count due to lower income, language and other barriers.

Some Asian American subgroups strongly believe there was an undercount of their communities in 2000. This was particularly true for Southeast Asian communities. For example, many community leaders in Long Beach, California believed that the Cambodian population was undercounted in the 2000 Census. As evidence, they cite the fact that local school enrollment data were considerably at odds with the 2000 census data. During that year, school enrollment data showed a population of Cambodian children that was nearly as large as the entire Cambodian population counted by the Census Bureau, while the 2000 census data showed that the Cambodian school-age population accounted for much less than 50 percent of all Cambodians in California. It is clear that the Census Bureau missed a significant number of Cambodian children in the 2000 Census, and it is equally likely that the census missed adult Cambodians in California.

Ramifications of undercounting the HTC Asian communities

The importance of census data to all Americans, and specifically for HTC Asian communities cannot be overstated; census data are critical for our society to function, as it is used for many purposes by many entities. For example, information about age, Hispanic/Latino ethnicity and race are used by the Department of Justice to combat discrimination; by the Department of Health and Human Services to support research on service delivery for children, minorities, and the elderly; and by the Department of Education to conduct studies, evaluations, and assessments of children of different racial and ethnic backgrounds. This information is also used to reapportion political representation and in the redistricting process at all levels. Many federal and state programs use census data to distribute funds for community development. In fact, census data is used by federal agencies to allocate over \$400 billion in federal funds each year for hospitals, job training centers, schools, senior centers, bridges, tunnels and other-public works projects, emergency services and other vital services. Thus, when our HTC Asian communities are undercounted, they do not get the resources and services they deserve and need and do not get the same political voice as those who are counted more accurately.

Additionally, because the census is the richest source of data on Asian American communities, especially for sub-ethnic communities (such as Chinese, Asian Indian and Hmong), undercounts in these communities are particularly detrimental. In many data sets or surveys developed by private, academic and other governmental entities, Asian Americans often find themselves woefully underrepresented. Many data sets or surveys simply lump Asian Americans into the “Other” categories, thereby making it impossible to determine what the landscape looks like for Asian Americans on that particular topic, whether it is health care, educational drop-out rates, or some other important social or political issue. Other times, Asian Americans are able to find aggregated data for the entire Asian American community but those data may not be particularly useful. Because the Asian American community is diverse, comprised of several dozen distinct ethnic groups and a multitude of cultures speaking many

different languages, all of whom have different experiences in the U.S., aggregated data may simply mask problems and concerns for particular sub-ethnic groups who are disaggregated in that data set. For example, Asian Americans as a whole are often seen as wealthy and well educated, but disaggregated data for subgroups reveals a wide array of incomes, poverty rates, and levels of educational attainment — from those doing very well to those struggling on multiple fronts. The Census Bureau is one of the few entities that collects and reports data at the disaggregated level for Asian American sub-ethnic groups. Therefore, an inaccurate count of Asian Americans means that communities will not be able to track the well-being of children, families, and the elderly; determine where to locate new highways, schools, and hospitals; show a large corporation that a town has the workforce the company needs; evaluate programs such as welfare and workforce diversification; and monitor and publicize the results of programs, particularly as it all relates to different ethnic subgroups.

Barriers to census participation for HTC Asian communities

The Asian American population in the United States is larger than it has ever been in our nation's history. From 1990 to 2004, the Asian American population doubled in size, growing from seven million to 14 million. Of this rapidly growing segment of the population, about two-thirds are foreign-born, and more than a third of the Asian American population, nearly four million people, is considered limited English proficient (LEP). This combination of factors indicates that a significant sector of the population is at a substantial disadvantage — both linguistically and culturally — when it comes to participation in the census.

The Census Bureau's Asian American focus groups showed that many Asian Americans lacked awareness about the census and had not heard of the Census Bureau.⁹ Indeed, many Asian Americans find the idea of the census not only confusing, but invasive and potentially threatening. Asian Americans — especially those who have recently emigrated from countries with oppressive governments — believe that the census is linked to the Immigration and Customs Enforcement (ICE) or the Internal Revenue Service (IRS). The Census Bureau's Asian American focus groups also noted a lack of understanding about the purpose of the census and how the data is used. They also did not recognize any direct benefit to participating in the census to themselves and/or to the Asian American community. Lastly, respondents noted that English-language proficiency issues and the lack of availability of in-language materials functioned as barriers to census participation by Asian Americans.

Even more challenges exist to an accurate count of Asian Americans in the 2010 Census than in previous census counts, increasing the risk of a significant undercount. With continued high immigration, the diversity of the Asian American group has increased and has made them harder to reach through any one medium. The ethnic, religious, language and generational make up of the group has significantly changed since 2000. The Asian American community has grown 26 percent since 2000, with even higher growth rates in regions of the country that do not

⁹ U.S. Census Bureau, *Ethnic and Racial Sub-Population Focus Group Research* (2007), <http://www.census.gov/procur/www/2010communications/final%20report%20-%20asian%20&%20arab-american.pdf> (The report provides detailed findings from focus groups on the following populations: Korean, Vietnamese, Cambodian, Filipino, Laotian, Chinese, Arab, Multi-Racial and Caucasian).

have extensive community infrastructure to assist the Census Bureau. There are generally high levels of mobility among some segments of the Asian American population. Also recent natural disasters and the economic crisis have displaced many people from their homes and have created a more complex, often multi-family household for many people. Asian immigrants are increasingly reluctant to voluntarily provide personal information to the government in an age of identity theft and in the wake of immigration raids and other dragnets that post-9/11 policies have created, including the use of housing enforcement to identify those who are undocumented.

Importance of media as a tool in communicating with the HTC Asian communities

Media is an important tool in communicating with the HTC Asian communities. In particular, utilizing ethnic media¹⁰ is the most effective way to reach a substantial part of Asian communities. In fact, almost 3 in 4 Asian Americans are reached by ethnic media, with 57 percent reached by ethnic television and 43 percent by ethnic newspapers.¹¹ Additionally, 1 in 4 Asian Americans are reached by ethnic radio. Different Asian ethnic communities respond to ethnic media differently, including which medium is utilized (*see table below*).¹²

	Reach of Ethnic Media	Reach of Ethnic Television	Reach of Ethnic Newspaper	Reach of Ethnic Radio
Chinese	59%	70%	70%	31%
Koreans	61%	54%	64%	27%
Vietnamese	83%	57%	39%	34%
Filipinos	84%	60%	29%	11%
Asian Indians	85%	45%	15%	19%

The reach of Asian ethnic television has increased substantially since 2005, with television programming targeting Chinese, Vietnamese, Koreans and Filipinos increasing its reach to the Asian American adult population by 30 percent.¹³ Ethnic radio is also particularly strong in the Chinese, Korean and Vietnamese communities, especially for reaching first-generation immigrants.¹⁴ Newspapers continue to be a strong medium for reaching Asian American populations, with their popularity increasing in many communities, such as the Chinese and Korean newspapers that now reach 70 percent and 64 percent respectively of their adult populations in the United States. Newspapers like Sing Tao, the World Journal, Korea Daily and Korea Times have substantially increased their circulation since 2005. The reach of

¹⁰ See New America Media, *National Study on the Penetration of Ethnic Media in America* (2009), http://media.namx.org/polls/2009/06/National_Study_of_the_Penetration_of_Ethnic_Media_June_5_2009_Presentation.pdf (Media directed toward a specific ethnic group and often written or broadcast in a language native to the group (e.g., Chinese-language newspapers or Asian television stations)).

¹¹ *Id.* At 11, 19 (73 percent of Asian Americans are reached by ethnic media).

¹² New America Media, *supra* note 10.

¹³ New America Media, *Executive Summary of a National Study on the Penetration of Ethnic Media in America* (2009), http://media.namx.org/polls/2009/06/Penetration_of_Ethnic_Media_Executive_Summary.pdf.

¹⁴ Project for Excellence in Journalism, *The State of the News Media 2008, An Annual Report on American Journalism* (2008), http://www.stateofthemedial.org/2008/narrative_ethnicalternative_audience.php?cat=2&media=11.

weekly and monthly publications that focus on the Filipino and Asian Indian populations has also experienced an increase.¹⁵

New online media holds the biggest potential for reaching Asian Americans. According to several studies, Asian Americans make up the largest online audience of any ethnic group in the country and are the heaviest and most experienced users, with 75 percent having gone online at one time or another, mostly for news, entertainment and services.¹⁶ Some have placed the number of Asian Americans online at 11 million in 2007, and projects that number will grow to 14 million in four years.¹⁷ The current reach of ethnic Web sites is 35 percent of the adult population, with more than half of all Chinese adults and about one-third of all Korean and Vietnamese adults report visiting sites in their native languages.¹⁸ Although online media has the potential to reach many Asian Americans, it is important to note that many Asian Americans, particularly those in HTC communities, are not internet proficient nor have access to computers.

Challenges facing Census 2010 Media Campaign for the HTC Asian American population

The HTC Asian American population is comprised of more than several dozen distinct ethnic groups and a multitude of cultures speaking many different languages. Moreover, Asian Americans vary generationally, spanning from recently arrived immigrants to those with roots in the community for more than one hundred years. Any communications or marketing plan must be multi-faceted to address the needs of the various ethnic groups, various languages, and various generations. Each individual Asian American sub-ethnic group has intrinsic characteristics that require customization in messaging, treatment and media vehicles based on particular nuances. In addition, there are multiple factors that pose additional challenges for reaching the especially HTC Asian American communities.

A. Geographic Location – A majority of Asian Americans are concentrated in metropolitan areas, which make it easy for marketers to reach them. However, there are Asian-American segments located in remote rural and urban areas that are not known to be Asian-dominant. In addition, migrant communities often have cluster presence as opposed to a significant mass composition.

B. Limited Media Availability – Overall, the Asian American community is teeming with media outlets. There has been a 300 percent surge in the number of Asian American media outlets from 1990 to 2007, with over 600 communication channels.¹⁹ However, there are limited media vehicles available for some Southeast Asian segments comprised mostly of migrants. This is partly because of high illiteracy levels amongst Hmong, Laotian and Mien communities.

C. Language Barrier – There are more than 800 spoken Asian languages and dialects. Seventy-five percent of Asians speak a language other than English at home, creating quite a

¹⁵ New America Media, *supra* note 13.

¹⁶ Project for Excellence in Journalism, *supra* note 14.

¹⁷ *Id.*

¹⁸ New America Media, *supra* note 13.

¹⁹ Project for Excellence in Journalism, *supra* note 14.

challenge in information dissemination efforts.²⁰ In addition, older generation immigrants have a different adaptation rate when it comes to speaking/understanding the English language.

D. Linguistic Isolation – Urban and rural isolation insulates communities and there can be little to no incentive to speak English or learn English. This isolation is especially true with elderly and older-adult consumers.

E. Literacy – A significant amount of migrant Asian American populations are categorized as oral or "preliterate" people (those who lack an alphabet and knowledge of basic literacy processes). For example, a majority of the Hmong community did not read and write as late as the 1950s, and many had never seen books or even held pencils. It has also been reported that in some provinces of Laos in the 1970s, the rate of Hmong who did not read or write was as high as 99 percent, while a 1986 study of Hmong refugee families in the U.S. indicated that 80 percent of those surveyed could not read or write Lao, and 70 percent could not read Hmong.²¹

F. Nomadic Rural Populations – Migrant farm worker communities have seasonal jobs and travel constantly. As such, it is challenging to locate these groups as they often reside in temporary camps.

G. Economically Disadvantaged – Low-income individuals, characterized by not having access to a home, telephone and/or transportation, pose significant challenges to information acquisition.

Assessment of the 2010 Census Integrated Communications Campaign and its potential impact on the Asian undercount.

The 2010 Census Integrated Communications Campaign has a fairly extensive campaign focused on the Asian American community, with media buys being made nationally and in 53 additional local markets. (*See Appendix A*). Additionally, the media campaign is being conducted in various Asian languages. (*See Appendix B*). The 2010 Census Integrated Communications Campaign is focused more on the HTC communities overall than the diverse mass community. In 2000, over 50 percent of the budget was spent on the Diverse Mass campaign while less than 50 percent (45%) is being spent for 2010. The Asian share of the budget is slight larger than in 2000, from 9.1% to 10.2%, and an increase in actual dollars from \$10 million to \$13.5 million.²² However, this increase in budget is somewhat deceiving because the 2010 census dollars have to stretch across more communities and more languages than the 2000 census dollars. In 2000, the paid media campaign covered 11 Asian subgroups and languages: Chinese, Korean, Vietnamese, Filipino, Asian Indian, Japanese, Cambodian, Thai, Hmong, Laotian, and Mandarin.²³ For 2010, the paid media campaign covers 6 additional Asian subgroup communities, for a total of 17 subgroups and 13 languages: Bengali, Cantonese,

²⁰ Asian American Health Initiative, <http://www.aahiinfo.org/english/asianAmericans.php#profiles> (last visited Feb. 17, 2010).

²¹ The Hmong: An Introduction to Their History and Culture, <http://www.cal.org/CO/hmong/hlit.html> (last visited Feb. 17, 2010).

²² U.S. Census Bureau, Advertising Budget Census 2000 and 2010 Census, http://2010.census.gov/news/pdf/advertising_budget.pdf.

²³ U.S. Census Monitoring Bd, Report to Congress 19 (1999).

Gujarati, Hindi/Hinglish, Hmong, Japanese, Khmer, Korean, Lao, Mandarin, Punjabi, Taglish, Tamil, Telugu, Thai, Urdu, and Vietnamese. Additionally, there is a substantial increase in new media outlets being utilized in 2010 that were not used in the 2000 Census.²⁴ Media outlets being used in 2010 include newspaper, magazine, outdoor ads, television, radio, and digital media.

Additionally, the Asian American media campaign is significantly more inclusive than in 2000. Not only are more languages covered, over 750 media outlets are being engaged in this effort. Equally important is that the 2010 Census campaign is being customized so that the advertising campaign is culturally sensitive for each targeted Asian ethnic subgroup, rather than a "one size fits all" generic Asian campaign. This helps to ensure that the HTC members of specific community groups are encouraged to participate in the census, rather than discouraged because of a lack of culturally sensitive media pieces. HTC Asian American communities are also more likely to be reached in 2010 than in 2000 because of the multiple mediums used to target an Asian ethnic subgroup (rather than the limited media types in 2000). Finally, there is an independent confidentiality campaign specifically designed for key Asian groups that deal specifically with confidentiality concerns for the 2010 Census that did not exist in 2000. As noted in the Census Bureau's own focus groups, confidentiality was a major concern for respondents, as well as language barriers – both of which are addressed by this media campaign.

Gaps in media plan for Asian Americans

While the Asian American media plan is an improvement from the 2000 campaign, there is still room for improvement. The following are some concerns that AAJC has with the campaign:

- The Asian American community has grown significantly over the past decade, not only in numbers but in diversity of ethnic groups. With a massive increase in Asian American-focused media organizations today than there were in 2000, there is clearly a need for in-language and in-culture media vehicles that appeal to Asian and Asian/Pacific Islander Americans living in the U.S. and the island areas. Despite this significant increase in media, national budgets allocated for Asian and Pacific Islander Americans seemingly was not enough to cover several smaller, but growing AAPI communities, including Indonesians, Malaysians, Burmese, Sri Lankans, and Tibetans.
- It seems that there is no Pacific Islander media campaign for the mainland but rather one simply focused on the islands. This means that many Pacific Islanders residing on the continental U.S. will not be reached by the existing campaign and run a high risk of being missed during the 2010 census.
- Key opinion leaders often read the English-language media, such as Asian Week (online), Asian Fortune and others. These media play a critical role in educating and informing the "grasstops" about what is happening in Washington, D.C. Despite the increase in English-language Asian media, no resources seem to be allocated to support these media organizations.

²⁴ See Appendix B.

- Particularly in these tough economic times, states and local governments are having a difficult time dealing with the large number of isolated communities that have distinct language/dialect needs such as the Montagnards, Chams, Iu Mien, and larger communities with language needs such as the Bengali, Punjabi, Gujarati, Tamil, Nepali, Bhutanese and Sinhalese speaking populations from India, Bangladesh, Nepal, Bhutan and Sri Lanka. Few, if any, dollars were seemingly provided for the development of ads or PSAs for these harder to reach communities.
- We have heard that community partners working with the U.S. Census Bureau would like to have greater access to the agencies working on the national and regional media campaigns for the 2010 Census. Since the community partners are committed to support the work of the U.S. Census Bureau and its contractors, a level of trust and transparency is needed in order to ensure that there is a full and accurate count of all communities. Placing too many restrictions on this access has created frustration for all parties and has bred suspicion and animosity that could be prevented. This has unfortunately led to negative media coverage of Census 2010 at a time when we should be encouraging all Americans to fill in their census forms and send them back.
- Finally, we appreciate that the Census Bureau and the Communications Contractor team conducted significant focus group testing, particularly for Asian American communities and doing so in the participants' language. On one hand, we welcome even more focus group testing, particularly for additional HTC Asian American groups. However, we have concerns about whether the focus group testing self-selects participants that do not necessarily represent those hardest to count in our communities. We believe that other methods should also be explored to determine attitudes and barriers to census participation, as well as an evaluation as to how well focus group testing reaches those hardest to count (and/or what can be done to make sure that it does).

Any additional methods that should be utilized to ensure the Census message is disseminated throughout the Asian communities.

AAJC would like to commend the Census Bureau for taking steps to address our concerns about reaching Asian Americans who are not fluent in English through their Advance Letter. Initially, the Census Bureau planned to print advance letters notifying residents of the upcoming Census in English only. This was a departure from 2000 when the Bureau included messages in other languages, allowing people to request a Census questionnaire printed in another language. Census partners, particularly those working in immigrant communities, credited the multi-lingual advance letter with increasing Census participation among members of hard-to-count communities. After AAJC and other organizations raised the issue of an English-only advance letter, Director Robert Groves decided to include "in-language" messages in the advance letter, which will be mailed to all households announcing the 2010 Census. The in-language messages will direct recipients to the Census Bureau's Web site, which provides in-language materials, as recommended by the Census Bureau's 2010 Census Advisory Committee's Advance Letter Working Group, led by AAJC.

Not only did the Census Bureau expand their language assistance program by including in-language information on their Advance Letter, they also committed to a four-pronged targeted outreach in local neighborhoods with high concentrations of households that speak Chinese, Vietnamese, Korean and Russian (translated census form languages) through a postcard mailing, expanded partnership efforts, and targeted mailings of language assistance guides through paid in-language media vehicles.

In another move to help ensure that limited English proficient Asian Americans are not discouraged from participating in the 2010 Census, Director Groves swiftly decided to address concerns raised by AAJC and our local partners regarding the troublesome Vietnamese translation of the words “census” and “enumerator” in the Bureau’s literature and forms. In response, the Census Bureau immediately replaced all inappropriate translations from its Web sites.²⁵ Director Groves also proactively agreed to update the language reference dictionary, which provides translations for commonly used census terms, even though the poor translation of the word “enumerator” did not originate from the Census Bureau, but rather from non-governmental organizations in the field. Because both governmental and non-governmental organizations use the dictionary, we believe that it is one of the most effective ways to ensure culturally appropriate translations for terms related to Census 2010 and future census counts. It is important that the Census Bureau continues to engage community leaders in the planning for Census 2020, which will help to ensure that translation and other culturally sensitive issues are resolved upfront and not when it is too late to make all the necessary changes.

For Census 2010, it is important for the Census Bureau to work with its regional offices to ensure that they are fully able to identify, recruit and hire the best Census employees with the language and cultural skills needed to secure a full and accurate count of all AAPIs living in the U.S. It is important that the census takers recruited and hired are “indigenous” to the communities where they will be working because these workers can bring knowledge of the local language, neighborhood and culture to the field. The Census Bureau should also constantly strive to achieve a more diverse full time workforce both at Headquarters and in the regions. We believe that the Census Bureau must implement a hiring policy that recognizes the importance of having experts on various hard-to-count communities, including the Asian American, Pacific Islander and other minority communities, throughout the Bureau’s operations, so that all efforts by the Census Bureau are culturally appropriate. Otherwise, the Census Bureau runs the risk of offending out of ignorance. For example, regions publicized job opportunities for individuals with bilingual or multilingual skills in: English and Asian. “Asian” isn’t a language.

Another concern is how well the regional offices are addressing the needs of Asian communities through their partner specialists and their public relations and outreach efforts. Partnership specialists play a crucial role as a liaison between the Census Bureau and local community organizations, the trusted voices, to ultimately reach those who are hard-to-count. Partnership specialists work proactively to find trusted voices and messengers in HTC communities, such as organizations that provide services in the HTC communities, businesses, churches and other religious establishments, or any other place frequented by HTC individuals

²⁵ Unfortunately, with fewer than three months left before April 1, Census Day, the Bureau determined that it could not reprint the Vietnamese Census 2010 questionnaire or language assistance guides, which have already been printed and delivered.

on a regular basis. Well-trained partnership specialists are culturally sensitive to the communities they serve and can help connect the trusted voices. Partnership specialists are also crucial in helping to distribute Census Bureau created materials, particularly translated materials, to community organizations who can ensure that they reach the hardest to count in the places where they can be found. Unfortunately, similar to what we saw in 2000, the quality of partnership specialists varied significantly across regions and not enough specialists have been hired to cover the various communities in certain regions. For example, in Chicago, there was no partnership specialist hired for any Asian American community as of December 9, 2009, despite the fact that the Chicago regional office had two Asian partnership specialists for the 2000 Census and has grown significantly this past decade.²⁶ By the time the Chicago regional office decided to hire a partnership specialist for the Chinese American community with Chinese language skills in late December, local leaders requested that the regional office hire someone who could work with all the various Asian American communities in the Chicago area. With over 50 Asian American community organizations, associations and religious institutions promoting and educating people about the census, they requested a partnership specialist that could work with all of them and support them in the work they are already doing, rather than someone who could do grassroots level work in only one language. Unfortunately, the regional office did not hire a partnership specialist that could work with all groups and thus have left many Asian American communities without a partnership specialist to assist it, including the nation's third largest Korean-American population. We have also heard other stories from the field regarding the competency and breadth of community knowledge of other partnership specialists. This is not to say that there are not highly qualified and effective partnership specialists across the many regions, but rather that there is inconsistency from office to office. We believe that this leads to the conclusion that there is a need for more training of partnership specialists and community input regarding what is needed locally.

Of equal concern is the lack of coordination between the national and the regional/local outreach and public relations efforts. This concern is one of the driving forces behind AAJC's Fill In Our Future resource center Web site. We believed that a clearinghouse was needed as a way to try and fill in the gaps left by the lack of coordination (and the lack of partnership specialists in some areas) and to help local organizations with materials, particularly those translated into various Asian and Pacific Islander languages. What would be helpful at this time would be for the Census Bureau to provide AAJC with a listing of all the partnership specialists and coordinators as they are selected so that we can provide that information on our resource center Web site and assist in connecting local efforts to the partnership specialists. Also, if provided by the Census Bureau and the regions, we could publicize listings of job opportunities through the Web site and our many partners. Since some regions have done a better job than others in filling their positions, AAJC and its partner organizations could assist in getting the word out and help find candidates.

²⁶ Similarly, in Virginia, in response to groups' request citing a need for census specialists for their Korean and Vietnamese communities, the agency hired someone who spoke Chinese. Other communities where specialists were not hired but where there is a need are: the Bangladeshi community in Detroit and the south Asian and Cambodian groups in Philadelphia and Rhode Island. See Hope Yen, *Gaps emerging in US census outreach to immigrants*, THE ASSOCIATED PRESS, Feb. 1, 2010, http://news.yahoo.com/s/ap/20100201/ap_on_go_ot/us_census_immigrants.

Another area of concern where AAJC could also be of assistance is making sure that the Census Bureau identifies its Questionnaire Assistance Centers and Be Counted Sites earlier than in 2000, and that it does a better job advertising their locations. If the Census Bureau could provide the information to AAJC, we could ensure that the information is provided on our resource center Web site, which provides information by state and in-language.

Finally, steps must be taken to ensure that deceptive mailings and Internet scams that pretend to represent the Census Bureau and Census 2010 are not used to mislead, misinform and/or swindle Americans. The Census Bureau and many of the community-based organizations conducting Census 2010 education and outreach efforts have warned respondents that the census is not being conducted via the internet or email and have provided instructions of what to do if they believe there is a Web site or email that is fraudulently trying to obtain personal information. Additionally, there have been reports about deceptive mailings that have been sent utilizing the Census 2010 image to confuse recipients of the mailing. For example, it has been recently reported in the media that a fundraising mailer has been mailed from Republican National Committee Chairman Michael Steele that comes in the form of a "survey" that calls itself the "Congressional District Census" with an envelope starkly printed with the words, "DO NOT DESTROY OFFICIAL DOCUMENT" and describes itself, on the outside of the envelope, as a "census document." Officials from both parties criticized this mailing saying that it could be confused with official correspondence regarding this year's Census, which in turn could confuse many Americans, particularly those who are hardest to count and result in discouraging their participation.²⁷ Any attempts to fraudulently or deceptively use the Census 2010 to personal interest or advantage should be investigated and handled as a serious transgression.

Conclusion

On behalf of AAJC, I want to thank the Committee for the opportunity to provide a written statement on the 2010 Census Integrated Communications Campaign. While the Census Bureau has taken important steps to improve its media plan for 2010, including a more inclusive media campaign, there are still areas where improvements could be made that would facilitate a more accurate count in 2010 and ensure full participation by the American public.

²⁷ Ben Smith, *Maloney, Clay, McHenry criticize RNC 'census' mailer*, POLITICO, Jan. 25, 2010, http://www.politico.com/blogs/bensmith/0110/Maloney_Clay_McHenry_criticize_RNC_census_mailer.html.

*Statement of Karen K. Narasaki, President and Executive Director, Asian American Justice Center
 Subcommittee on Information Policy, Census, and National Archives
 Committee on Oversight and Government Reform
 United States House of Representatives
 The 2010 Census Communications Contract: The Media Plan in Hard to Count Areas
 February 24, 2010*

Appendix A - Media Buys by Markets

- National
- Alaska
- Arizona
- Phoenix (Prescott)
- California
- Fresno-Visalia
- Los Angeles
- Sacramento-Stockton-Modesto
- San Diego
- San Francisco-Oak-San Jose
- Colorado
- Denver
- Washington, DC (Hagerstown)
- Delaware
- Florida
- Jacksonville
- Atlanta
- Georgia
- Hawaii
- Honolulu
- Chicago
- Indiana
- Kansas City
- Boston (Manchester)
- Maryland
- Michigan
- Minneapolis-St. Paul
- Minnesota
- Missouri
- St. Louis
- Charlotte
- North Carolina
- New Jersey
- New Mexico
- Las Vegas
- New York
- NY Tri-State
- Ohio
- Oklahoma
- Oregon
- Portland, OR
- Pennsylvania
- Philadelphia
- Pittsburgh
- Austin
- Dallas-Ft. Worth
- Houston
- Texas
- Utah
- Virginia
- Richmond-Petersburg
- Seattle-Tacoma
- Milwaukee
- Wisconsin

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Appendix B - Media Buys by Markets

Language – media buys total	Markets of media buys	Mediums of media buys
Bengali – 22	Chicago, Dallas-Ft. Worth, Los Angeles, National, New Jersey, New York, Philadelphia, Washington, DC (Hagerstown)	Radio, Outdoor, Newspaper
Cantonese – 8	Los Angeles, National, New York, San Francisco-Oak-San Jose, Seattle-Tacoma, Hawaii, Honolulu,	Radio, Television
English – 42		
<i>For NHPI – 37</i>	Hawaii, Honolulu, Los Angeles, Sacramento-Stockton-Modesto, San Francisco-Oak-San Jose	Magazine, Outdoor, Newspaper, Television, Radio
<i>For Pakistani – 4</i>	Maryland, National, Virginia, Washington, DC (Hagerstown)	Newspaper, Magazine
<i>For Asian Indian – 1</i>	National	Newspaper
Gujarati/English – 2	National	Newspaper
Hindi/Hinglish/English – 52	Chicago, Los Angeles, National, New Jersey, New York, Pennsylvania, Sacramento-Stockton-Modesto, San Francisco-Oak-San Jose	Outdoor, Television, Digital
Hindi/Hinglish – 59	Atlanta, Boston (Manchester), California, Chicago, Dallas-Ft. Worth, Florida, Houston, Los Angeles, Maryland, National, New Jersey, New York, NY Tri-State (NY, NJ, CT), Ohio, Pittsburg, San Francisco-Oak-San Jose, Seattle-Tacoma, Texas, Virginia, Washington, DC (Hagerstown)	Newspaper, Radio, Magazine
Hmong – 22	California, Fresno-Visalia, Los Angeles, Milwaukee, Minneapolis-St. Paul, Minnesota, Sacramento-Stockton-Modesto, San Francisco-Oak-San Jose, Wisconsin	Radio, Outdoor, Newspaper

Language – media buys total	Markets of media buys	Mediums of media buys
Japanese – 80	Alaska, California, Chicago, Dallas-Ft. Worth, Fresno-Visalia, Hawaii, Las Vegas, Los Angeles, National, New York, NY Tri-State (NY, NJ, CT), Oregon, Phoenix (Prescott), Portland, San Diego, San Francisco-Oak-San Jose, Seattle-Tacoma	Newspaper, Radio, Outdoor, Magazine, Television, Digital
Khmer – 21	Boston (Manchester), Fresno-Visalia, Los Angeles, Minnesota, National, San Francisco-Oak-San Jose, Seattle-Tacoma	Newspaper, Outdoor, Radio, Television
Korean – 166	Arizona, Atlanta, Boston (Manchester), Chicago, Dallas-Ft. Worth, Denver, Hawaii, Honolulu, Houston, Jacksonville, Las Vegas, Los Angeles, Maryland, National, New Jersey, New York, Philadelphia, Phoenix (Prescott), Richmond-Petersburg, San Diego, San Francisco-Oak-San Jose, Seattle-Tacoma, Utah, Virginia, Washington, DC (Hagerstown),	Newspaper, Radio, Television, Outdoor, Magazine, Digital
Lao – 22	California, Dallas-Ft. Worth, Fresno-Visalia, Hawaii, Los Angeles, Minnesota, National, Portland, Sacramento-Stockton-Modesto, San Diego, San Francisco-Oak-San Jose, Seattle-Tacoma	Radio, Outdoor, Newspaper
Mandarin – 34	Boston (Manchester), Chicago, Honolulu, Houston, Los Angeles, National, New York, San Francisco-Oak-San Jose, Seattle-Tacoma, Washington, DC (Hagerstown)	Television, Radio
Mandarin/Cantonese – 15	Honolulu, Houston, Los Angeles, New York, Sacramento-Stockton-Modesto, San Francisco-Oak-San Jose, Seattle-Tacoma	Radio, Television
Punjabi/English – 2	National	Newspaper
Simplified Chinese – 7	Los Angeles, National, NY Tri-State (NJ, NY, CT), San Francisco-Oak-San Jose, Seattle-Tacoma	Newspaper, Digital
Taglish – 75	Boston (Manchester), Chicago, Florida, Hawaii, Honolulu, Las Vegas, Los Angeles, National, New Jersey, New York, Pennsylvania, Sacramento-Stockton-Modesto, San Diego, San Francisco-Oak-San Jose, Seattle-Tacoma	Newspaper, Magazine, Outdoor, Radio, Television, Digital

Language – media buys total	Markets of media buys	Mediums of media buys
Tamil/English – 2	California	Newspaper
Telugu/English – 1	National	Newspaper
Thai – 23	Chicago, Hawaii, Las Vegas, Los Angeles, National, New Jersey, New York, Sacramento-Stockton-Modesto, San Francisco-Oak-San Jose, Washington, DC (Hagerstown)	Outdoor, Newspaper
Traditional Chinese – 130	Arizona, Atlanta, Austin, Boston (Manchester), Chicago, Colorado, Dallas- Ft. Worth, Florida, Georgia, Hawaii, Honolulu, Houston, Indiana, Kansas City, Los Vegas, Los Angeles, Minnesota, National, New Jersey, New York, NY Tri-State (NJ, NY, CT), Oklahoma, Pennsylvania, Portland, San Diego, San Francisco-Oak-San Jose, Seattle-Tacoma, St. Louis, Washington, DC (Hagerstown)	Outdoor, Newspaper, Magazine, Digital
Urdu – 37	Chicago, Dallas-Ft. Worth, Houston, Los Angeles, National, New Jersey, New York, NY Tri-State (NJ, NY, CT), San Francisco-Oak-San Jose, Washington, DC (Hagerstown)	Magazine, Newspaper, Outdoor, Radio
Vietnamese – 192	Atlanta, Austin, Boston (Manchester), California, Charlotte, Colorado, Dallas- Ft. Worth, Delaware, Denver, Florida, Fresno-Visalia, Georgia, Houston, Kansas City, Los Angeles, Maryland, Michigan, Missouri, National, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Phoenix(Prescott), Sacramento-Stockton-Modesto, San Diego, San Francisco-Oak-San Jose, Seattle-Tacoma, Texas, Utah, Virginia, Washington, DC (Hagerstown)	Magazine, Radio, Newspaper, Outdoor, Television



ADVANCING EQUALITY

Oral Testimony of
 Karen K. Narasaki
 President and Executive Director, Asian American Justice Center

Before the
 Subcommittee on Information Policy, Census, and National Archives
 Committee on Oversight and Government Reform
 United States House of Representatives

The 2010 Census Communications Contract: The Media Plan in Hard to Count Areas
 February 24, 2010

Mr. Chairman, thank you for inviting the Asian American Justice Center to testify on this critically important issue.

Census Outreach Campaigns

AAJC is a member of the Census Bureau's Advisory Committee on the 2010 census. As we did in 2000, AAJC is leading a national census outreach campaign for Asian Americans and Pacific Islanders (AAPIs).

Working with partners such as our affiliates, the Asian Pacific American Legal Center in California and the Asian American Institute in Illinois, as well as our community partner in New York, the Asian American Federation, we have created the "Fill in Our Future" campaign. We have directly funded and are coordinating efforts by 29 local CBOs in 21 states and 11 national AAPI organizations. Our partners are in turn similarly funding and coordinating additional local groups in their regions.

AAJC has also developed educational PSAs, posters, brochures and other translated materials and has created a website that serves as a national clearinghouse for Census 2010 materials created for AAPIs in English and in various languages.

AAJC is also partnering with national civil rights organizations such as the Leadership Conference Education Fund, NALEO, NCAI and the NAACP on a comprehensive national census project that brings together minority communities.

Hard-to-Count (HTC) Asian American populations

Asian Americans have historically been undercounted, resulting in their communities missing out on their fair share of government funding, services, and political engagement.

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AFFILIATES: Asian Pacific American Legal Center in Los Angeles • Asian Law Caucus in San Francisco • Asian American Institute in Chicago

Because the Asian American population is two-thirds foreign born and comprised of more than several dozen distinct ethnic groups and a multitude of cultures speaking many different languages, varying generationally, many challenges exist in reaching the HTC Asian American population through the Census 2010 Media Campaign.

Assessment of the 2010 Census Integrated Communications Campaign and its potential impact on the Asian undercount.

We are pleased that the Census Bureau listened to our recommendations from the 2000 census effort.

Ethnic media is an important tool in communicating with the HTC Asian populations. In fact, almost 3 in 4 Asian Americans are reached by ethnic media.

The Asian American media component of the 2010 Census Integrated Communications Campaign is significantly more inclusive than in 2000, with more languages covered and over 750 media outlets being engaged. Media buys are being made nationally and in 53 additional local markets. The paid media campaign is covering 13 Asian languages for 17 Asian subgroup communities.¹

Importantly, there is no “one size fits all” generic Asian campaign but rather one that is culturally sensitive for each targeted Asian ethnic group.

Gaps in media campaign

While the Asian American media plan is an improvement from 2000, there are still gaps.

- Too many restrictions on the access to the agencies working on the media campaign by community partners working with the Census Bureau have created frustration for all parties and have bred suspicion and animosity that could be prevented. This has led to negative media coverage of Census 2010 at a time when the Bureau needs to be building trust.
- The national budgets allocated for AAPIs does not appear to be enough to cover several smaller, but growing AAPI communities, such as Indonesians, Sri Lankans, and isolated communities such as the Montagnards.
- There is no Pacific Islander media campaign for the mainland but rather only one focused on the islands. Many Pacific Islanders residing on the continental U.S. run a high risk of being missed during the 2010 census.
- Key opinion leaders often read the English-language media. Despite the increase in English-language Asian media, no resources seem to be allocated to support these media organizations.

¹ Bengali, Cantonese, Gujarati, Hindi/Hinglish, Hmong, Japanese, Khmer, Korean, Lao, Mandarin, Punjabi, Taglish, Tamil, Telugu, Thai, Urdu, and Vietnamese

*Additional methods that should be utilized/concerns to be addressed*Regional Offices

Of great concern is the lack of coordination between national and the regional/local outreach and public relations efforts. The Bureau should ensure better coordination. If the Census Bureau provides us with a listing of all the partnership specialists and a listing of job opportunities, we will post to our website.

It is important for the Census Bureau to work with their regional offices to ensure that they are recruiting, hiring, and training employees with the best language and cultural skills needed to secure an accurate count of all AAPIs. For example, regions publicized job opportunities for individuals with bilingual skills in: English and Asian. "Asian" isn't a language.

Another concern is the need for adequate hiring and training of AAPI partner specialists. Unfortunately, similar to 2000, the AAPI partnership specialists' quality varies significantly across regions and not enough specialists have been hired to cover the various communities in some regions.

For example, in Chicago, our affiliate had to fight to get one Asian-specific partnership specialist hired despite the significant population. To date, the regional office has only recruited for a Chinese-speaking partnership specialist, despite the diversity of the immigrant Asian community in the region.

Questionnaire Assistance Centers & Be Counted Sites

The Census Bureau must identify its Questionnaire Assistance Centers and Be Counted Sites much earlier than in 2000 and must do a better job advertising where they are, including to organizations leading community based outreach such as AAJC.

Deceptive Mailings and Internet Scams

Finally, the Census Bureau must make it a priority to ensure that deceptive mailings and Internet scams that pretend to represent the Census Bureau and Census 2010 are not used to mislead, misinform and/or swindle particularly vulnerable communities.

Conclusion

In conclusion, I look forward to answering any questions you may have.

Mr. CUELLAR. Thank you very much for your testimony.

At this time, the Chair recognizes Mr. Vargas to proceed with his opening statement.

STATEMENT OF ARTURO VARGAS

Mr. VARGAS. Thank you Mr. Chairman, Representative Jackson Lee, my fellow Angeleno, Representative Waters. Thank you for the opportunity to appear before you tonight to discuss this topic.

First, we applaud the Census Bureau for recognizing the importance of using Spanish language media and commend the breadth of the paid media strategy, the investments in creating and developing messages based on research and in consultation with key stakeholders. However, we have identified significant weaknesses in the Bureau's Latino communications plan.

First, the Bureau's 2010 investment to reach Latinos does not keep pace with inflation nor with population growth. In 2000, the Bureau spent \$18.9 million on Latino outreach, compared to \$25.5 in 2010. Had the Bureau merely accounted for inflation, the 2010 budget would have been \$23.4 million. Accounting for more than half of the total U.S. population growth, the Latino population has increased by 33 percent since 2000. Had the Bureau increased its spending to account for both inflation and population growth, the 2010 Latino allocation would have been at least \$31 million.

Second, the Bureau's Latino strategy relies almost exclusively on Spanish-language media and ignores the English-dominant Latino population. While Spanish language media are very effective in reaching Latinos who consume those media, many Latinos rely primarily on English language media. The Bureau investment in English language media is virtually nonexistent. We are deeply concerned that English-dominant Latinos, many of whom live in hard-to-count communities, will not be reached effectively.

Third, our media partners have informed us that the Bureau's investment is not enough for effective market penetration in many regions of the country. This is particularly a problem in nontraditional Latino population centers such as the Deep South, the Mid-Atlantic, and the Midwest.

A fourth weakness is the method by which the Bureau used to decide local media buys which allow for deeper market penetration and better message targeting. The Bureau developed six criteria to develop local Spanish language media buys. Those markets meeting at least four of the six criteria were selected.

Now we commend the Census Bureau for including hard-to-count scores and mail return rates in the criteria. However, we do have concerns with the methodology by which these criteria are formulated.

Where the Latino population is concentrated in hard-to-count areas, the use of market-wide HTC averages mask the presence of areas with low HTC scores. This measurement fails to accurately capture the hard-to-count score for many Latinos in a particular market.

Similarly, the criterion which uses the average 2000 census form mail return rate [MRR], for a local market provides a skewed measure of the return rate among Latinos.

We analyzed nine media markets that did not receive local television media purchases by isolating specific tracks of significant Latino populations and determined their average HTC score and MRR. We also examined the Latino percentage within tracks and HTC scores of the national average or mail response rates below the national average. This analysis presents a very different picture of the need for spot buys.

Our analysis suggests that the Bureau did not make local spot buys in areas where its averaging methodology masks the presence of hard-to-count Latinos. Similarly, several markets with above average response rates have Latino tracks where the rate is significantly lower than the national average. These markets include Boston, Austin, and Hartford–New Haven.

The Bureau's HTC and mail response criteria are compounded by population size criteria. This disproportionately affects markets with emerging Latino populations and communities which are relatively small. For example, the Laredo market is by all measures a hard-to-count Latino market, but it does not meet the 100,000 Latino household threshold criterion. Similarly, the Atlanta market has over 158,000 households, many of them in hard-to-count Census tracks, yet fails to meet the criterion of Latino households comprising at least 11 percent of all households in a particular market. Both of these markets were shut out of local media buys.

So, therefore, based on our analysis we offer the following policy recommendations: One, the Census Bureau must make a reasonable investment in paid advertising to reach English-dominant Latinos, and it must significantly increase its spending on Spanish-language media.

Two, the Census Bureau must be more transparent with respect to criteria for targeting local buys. We believe the Bureau was overly vague with stakeholders about a strategy, making it difficult to provide any guidance. We urge the Bureau to do better in its media buys during nonresponse followup.

Third, the Census Bureau should report to Congress and stakeholders strategies to reach Latinos in local markets that are difficult to count and do not receive local media buys.

Fourth, the Census Bureau should carefully examine the inadequacies in existing Spanish-language local media buy criteria and make improvements when implementing nonresponse followup.

Finally, there are two unrelated matters that warrant this subcommittee's attention. We recommend Congress curtail third-party efforts that exploit the Census. We also urge the Bureau to develop a paid media strategy to inform the public about what data are and are not collected in the Census and how to identify authentic enumerators. There are recent press reports that fake Census takers are defrauding families who believe they are cooperating with the Bureau. These acts are repugnant, undermine the Census, and they must be stopped.

Thank you again for this opportunity to share our views on the 2010 census media plan on hard-to-count communities. We look forward to working with the Congress in partnership with the Bureau in ensuring a full Census count in 2010.

[The prepared statement of Mr. Vargas follows:]



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Executive Director
 Arturo Vargas

Testimony
Of
Arturo Vargas
Executive Director
National Association of Latino Elected and
Appointed Officials (NALEO) Educational Fund
Information Policy, Census, and
National Archives Subcommittee
Oversight and Government Reform Committee
2154 Rayburn House Office Building
Wednesday, February 24, 2010
2:00 p.m.

**“The 2010 Census Communication Contract:
 The Media Plan in Hard to Count Areas.”**

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Chairman Clay, Ranking member Representative McHenry and members of the Subcommittee: I am Arturo Vargas, Executive Director of the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund. Thank you for the invitation to appear before you today on behalf of the NALEO Educational Fund to discuss the 2010 Census media plan in hard to count areas.¹

The NALEO Educational Fund is a non-profit, non-partisan organization that facilitates full Latino participation in the American political process, from citizenship to public service. Our constituency includes the more than 6,000 Latino elected and appointed officials nationwide. We are one of the nation's leading organizations in the area of Census policy development and public education, and we are deeply committed to ensuring that the Census Bureau provides our nation with the most accurate count of its population.

The NALEO Educational Fund was actively involved in outreach to the Latino community for the decennial enumerations in 1990 and 2000. In 2007, we launched the "*ya es hora*" (It's Time) campaign, a comprehensive, multi-year effort to integrate Latinos into American civic life. When we launched the campaign, our Spanish-language media partners included Univision Communications Inc., Entravision Communications Corporation, and ImpreMedia, and our national partners were the National Council of La Raza, the Service Employees International Union on citizenship promotion and Mi Familia Vota Educational Fund on voter engagement. The *ya es hora* network also includes the collaborative efforts of more than 400 local partners, including community and civic organizations, private businesses, and government agencies. The first two phases of this effort involved mobilizing eligible Latino legal permanent residents to apply for U.S. citizenship, and then mobilizing Latino U.S. citizens to vote.

We have now launched the third phase of the *ya es hora* campaign, *¡HAGASE CONTAR!* (Make Yourself Count!), which focuses on promoting the importance of the Census, educating individuals about filling out their Census forms and encouraging households to mail back their responses once they complete their forms. This campaign is working to inform and motivate the

¹"Hard to count" is a term developed by the Census Bureau to characterize geographic areas with populations that are the most difficult to enumerate in the decennial Census. The Bureau has developed a scoring system to determine "hard to count" areas, based on several relevant demographic characteristics.

nearly 50 million U.S. Latinos to fully participate in the 2010 Census. The national organizations and Spanish-language media leaders for this effort are the same as those for the previous two phases of the *ya es hora* campaign. Currently, there are also nearly 140 other national and local partners for *¡HAGASE CONTAR!*, and we anticipate that number increasing as the campaign proceeds. Core components of the campaign's outreach strategy already in place include mobilization of local leaders to spread the message of Census participation, a national and local media campaign to inform and encourage the Latino community to participate, a comprehensive bilingual website and toll-free hotline for information on the Census, the launch of local census information centers, and community events to assist Latinos with the Census. We have also distributed more than 30,000 motivational posters targeted to the Latino community across the nation so far, and engaged hundreds of community leaders through "train the trainer" workshops and other briefings.

In addition, since 2000, we have served on the Secretary of Commerce's 2010 Census Advisory Committee, or its predecessor, the Decennial Census Advisory Committee, and we have participated in the Committee's discussions surrounding the planning for the 2010 enumeration. We also served on the Joint Advisory Advertising Review Panel (JAARP), which the Census Bureau created to review its advertising and communications efforts. In addition, through our strong relationship with our Latino leadership constituency, we have also become very familiar with the types of challenges that public officials face as a result of the undercount of the Latino population.

Mr. Chairman, we need the 2010 Census to produce the most accurate count of our nation's population as possible. Census data are the fundamental building blocks of our representative democracy; Census data are the basis for reapportionment and redistricting. Policymakers at all levels of government also rely on Census data to make important decisions that affect the lives of all Americans. These data help make such determinations as the number of teachers that are needed in classrooms, the best places to build roads and highways, and the best way to provide health and public safety services to our neighborhoods and communities. The accuracy of Census data is also critical for the effective allocation of government funding for schools, hospitals and other vital social programs. In addition, Census data are used to monitor

compliance with civil rights laws and to document incidents of illegal discrimination based on race or gender. The first immediate use of the 2010 Census data for this purpose will be determining whether the 2011 redistricting of Congressional, state legislative and other single-member electoral districts comply with the Voting Rights Act of 1965.

To secure an accurate count of our nation's population, it is imperative to have an accurate count of the estimated 46.9 million Latinos who are now the nation's second-largest and fastest-growing population. An undercount of such a large segment of the U.S. population means a failed Census. An accurate count of the Latino community is necessary if we are to make sound policies for the economic, social and political well-being of the entire country.

We believe that there is strong consensus among the Bureau, its contractors, and stakeholders who work closely with the Latino population that an effective Spanish-language media plan is critical to achieving a full count of our nation's Latinos. We also acknowledge that the Bureau has taken several positive steps to develop and implement such a plan, including investing a significant amount of resources in paid Spanish-language media advertising. However, after careful analysis, we believe that there are weaknesses in several aspects of the Bureau's plan for its Spanish-language media buys. In order to ensure the success of the Bureau's overall media plan and its targeting strategy, each of its components must reinforce each other. If there are inadequacies in any individual components, other components must be able to compensate for them. We are deeply concerned that the weaknesses we have identified will in fact have the combined effect of significantly impairing the Bureau's ability to secure the full participation of the Latino population in the 2010 enumeration.

In our testimony, we will first address the need for both an effective Spanish-language and English-language media plan to reach Latinos during Census 2010. We will then discuss our concerns about the inadequacy of the Bureau's overall investment in paid Spanish-language media advertising. We will also examine the key role played by both national and local Spanish-language media buys in reaching the Latino community, and we will highlight several problems with the methodology used by the Bureau to determine the markets for its local Spanish-language media buys. Finally, we will present our policy recommendations on improvements for

the Bureau's Spanish-language media advertising plan that will help ensure a complete and accurate count of the Latino community in Census 2010.

I. The Need for Effective Media Outreach to Latinos in Census 2010

In order to ensure a full count of the Latino population, it is critical that the Census Bureau implement both an effective Spanish-language and English-language media outreach campaign to Latino residents throughout the nation. Broadcast and print media serve as extremely effective vehicles for reaching the Latino community. Latinos obtain a significant amount of information from media in general – they spend more time watching television, listening to the radio, and reading newspapers than non-Latinos.² From 1996 to 2003, Latinos spent an average of 28.9 hours watching television per week, 19 hours listening to the radio, and 3.2 hours reading newspapers. In contrast, non-Latinos spent an average of 17 hours watching television per week, 13 hours listening to radio, and 2.6 hours reading newspapers.

Figure 1
Average Number of Hours on Media Consumption

Medium	Latino	Non-Latino
Television	28.9	17.0
Radio	19.0	13.0
Magazine	3.3	4.3
Newspaper	3.2	2.6

Reaching Latinos through Spanish-language media is a particularly important component of an overall Census 2010 communications campaign because of the language preferences of many U.S. Latinos. According to 2008 American Community Survey data, about 31.6 million Latinos – or 76% of Latinos age five and older – speak Spanish at home. Of those Latinos, about one-half (49%) are not yet fully proficient in English. In many regions of the country, particularly those with significant Latino newcomer populations, the percentage of “Spanish-dominant” Latinos is far higher.

²Market Segment Research & Consulting, Inc., *The MSR&C Ethnic Market Report 1996 to 2003*.

Spanish-language media is a valuable and trusted source of information in the Latino community. Not only has it seen continued growth when English-language media outlets have faced declining consumption, but in many places, it has surpassed English-language media in popularity. On a national level, among Latino adults age 18-49, Spanish-language television has seen a rapidly growing audience regardless of the audience's Spanish or English language preference. According to data from Nielsen Media Research, in 1996, 6.7 million Spanish-dominant Latinos, and 2.8 million English-dominant Latinos watched Spanish-language television. Ten years later, 9.9 million Spanish-dominant Latinos and 4 million English-dominant Latinos were watching Spanish-language television.³

The same trend has occurred in some local regions of the nation. According to Nielsen Media Research, in 1995, New York City Latinos primarily watched English-language television (62%) over Spanish-language stations (38%). In contrast, in 2008, viewers favored the Spanish-language stations 71% to 29%.⁴

Latinos are also consuming larger quantities of Spanish-language print and radio media. According to the Latino Print Network, since 1970, the combined circulation of Spanish-language daily newspapers has grown from 140,000 to over 1.7 million in 2002.⁵

More critically, research shows that Spanish-language media is a particularly effective tool in engaging Latinos and mobilizing them for civic action. For example, empirical analysis presented in a 2006 paper from the National Bureau of Economic Research found that in markets where local Spanish-language news became available, Latino voter turnout increased up to 10 percentage points.⁶ Preliminary research suggests that Spanish-language media has had a similar impact on the rise in Latino naturalizations in 2007. The first phase of the *ya es hora* campaign, *ya es hora ¡Ciudadanía!*, involved a significant public-service push by the coalition's

³ Nielsen Media Research Universe Estimates, Percentage of Hispanic Adults (18-49) in TV Households where Spanish is Spoken. Prior to 2003 based on 18+

⁴ Bauder, David. *Rapid Growth for Spanish-Speaking News*. Associated Press. August 4, 2008.

⁵ Nealy, Michelle J. *Spanish-language Media Market in Growth Phase*. Diverse – Issues in Higher Education. July 24, 2008.

⁶ Obcholzner-Gee, Felix; Waldfogel, Joel. *Media Markets and Localism: Does Local News En Español Boost Hispanic Voter Turnout?* National Bureau of Economic Research Working Paper Series. June, 2006.

Spanish-language media partners – including public service announcements and earned media – on the importance and opportunities of U.S. citizenship. The campaign contributed to the near-record number of naturalization applications in Fiscal Year 2007, and a marked increase in the Latino share of total naturalizations. Between 2003 and 2006, there were only five metropolitan areas where Latinos constituted the majority of those who naturalized – post 2006, after the launch of the *ya es hora* campaign, there were eleven metropolitan areas where Latinos constituted a majority of successful naturalizations.⁷

While Spanish-language media is an effective vehicle for reaching a significant portion of the Latino community, there are also many Latinos who rely primarily on English-language media for information. For example, according to 2008 American Community Survey data, about 9.1 million Latinos speak only English at home, or about 23% of the Latino population age 5 and older. We believe that the Bureau should be investing in paid advertising that specifically targets English-dominant Latinos, because they have demographic characteristics that are different from those of Spanish-dominant Latinos or non-Latinos. However, we understand that the Bureau is investing an insignificant amount of resources in its paid advertising plan for media buys targeted at English-dominant Latinos – three television stations and six magazines, according to the Bureau’s media buy schedule as of January 14, 2010 – and we are deeply concerned that the Bureau will not engage English-dominant Latinos and secure their participation in the 2010 enumeration.

II. The Census Bureau’s Overall Investment in Paid Spanish-Language Media

The Bureau has taken many positive steps to recognize the importance of paid Spanish-language media in its communications plans, and we commend it for these efforts. For example, the Bureau and its Spanish-language media consultants – Global Hue Latino Inc. and D’Exposito and Partners LLC – should be commended for their planning for the 2010 paid media strategy. Bolstered by messaging research and innovative means for reaching the Latino community, the plan acknowledges some of the unique characteristics of the Latino community that contribute to historically lower Census participation rates, which create the need for unique outreach

⁷ Ramirez, Ricardo. Working Paper. University of Southern California, December 2009.

strategies. We commend the Bureau in the breadth of its paid media strategy, and the significant time it invested into creating it.

However, while the Bureau has made a significant investment in Spanish-language paid media for 2010, the investment has not kept pace with inflation and the growth of the Spanish-speaking Latino population during the last decade. In 2000, the Census Bureau spent a total of \$110 million on paid media, of which \$18.9 million was spent on Latino outreach – 17.2% of the total expenditure. For the 2010 Census, the official budget as of January 14, 2010 has increased to \$140 million overall, with \$25.5 million allocated to Latino outreach, which is 18.2% of the total. If the Bureau had merely increased its 2000 Census spending for paid media Latino outreach to account for inflation, the Bureau would have allocated \$23.4 million for its Census 2010 spending. However, the number of Latinos who speak Spanish at home (an approximate indicator of likelihood for Spanish-language media consumption) grew from 24.6 million in 2000 to 31.6 million in 2008, an increase of 28%. Thus, had the Bureau increased its spending from 2000 to account for both inflation, and the growth of the Spanish-speaking population, the Bureau would have allocated at a minimum \$30.0 million for Census 2010 paid advertising, which is about \$5 million more than the actual amount allocated.

We are particularly concerned about the relatively small size of the Bureau's investment in Spanish-language media because several of our media partners have informed us that it is inadequate to effectively reach all of the nation's Latino residents. There is not enough funding available to permit outlets to air Census 2010 advertising frequently enough to ensure optimal market penetration in many regions of the country. This is a particularly critical problem for the areas which are not the traditional centers of Latino population concentration, such as regions in the Deep South, Mid-Atlantic, and Midwest. In many of these "emerging" Latino communities, only Spanish-language national network outlets will broadcast Census advertising, so it is critical that those outlets can air the advertising throughout their programming rotation with enough frequency to effectively reach the Latinos in their market. Emerging Latino communities tend to lack the social and civic infrastructure that exists in traditional Latino population centers, such as Latino community-based organizations, advocacy groups and civic leadership. Thus, these emerging communities are not likely to have many Latino Census Partners, and Latinos in these

communities will need to rely primarily on Spanish-language media to obtain Census information. A robust investment in paid Spanish-language advertising for Census 2010 is crucial to ensure an accurate count of the Latino population in these areas.

III. The Roles of National and Local Media Buys

The Bureau's national media buy strategy is reaching a significant share of the Latino population with 2010 Census messaging, through television, radio, newspapers and magazines. Under the Bureau's strategy, only 34 of the 210 standard media markets nationwide are not covered by a national Spanish-language television buy, because there are no major network Spanish-language television affiliates in those markets.

Figure 2
Ten Largest Latino Media Markets without National Spanish-Language Media Affiliate

Market	Rank	
	Hispanic	Overall
Mobile-Pensacola (Ft Walt)	100	60
Pittsburgh	109	23
Myrtle Beach-Florence	120	104
Dayton	132	64
Sherman-Ada	134	161
Lafayette, IN	146	189
Portland-Auburn	148	77
Harrisonburg	150	178
Tri-Cities, TN-VA	154	92
Biloxi-Gulfport	159	163

Of the above markets, two are covered under the Census Bureau's national network radio buys (Myrtle Beach – Florence and Sherman – Ada), and two are covered by newspaper buys (Pittsburgh and Harrisonburg).

Beyond the national media buy strategy – through which all markets with an affiliate of a national Spanish-language television network or radio station will air in-language advertisements – the

Bureau and its media consultants also arranged for additional local (or “spot”) advertisements in broadcast media. These spot advertisements are complemented by other inherently local media including newspapers and “out-of-household” (OOH) media (such as billboards). Such local television, radio, and print buys allow for better message targeting; a critical factor given the heterogeneity of the Latino population and cultural differences from region to region. In addition, local media buys for television and radio can in cases provide significantly deeper market penetration because media outlets will air both the advertising placed by the national network as well as the local advertising. The Census Bureau has also asked media outlets to provide “added-value” to their paid advertising by conducting in-kind promotion. Thus, the investment of paid advertising in local media outlets may result in greater in-kind promotion in a given market.

In the Bureau’s initial media plan, the Bureau and its media consultants appear to acknowledge that local media purchases have an additional value over national buys, and the plan allocates a significant share of funding to local media purchases - 53% national compared to 47% local.⁸ In terms of actual dollars spent for Latino media in all formats, according to data available to the NALEO Educational Fund, the national versus local split is in fact in favor of the local – 65% local to 35% national (or approximately \$14.8 million to \$8.1 million).

IV. Inadequacies in Local Television Allocation Criteria

All of the documentation for the Census Bureau’s paid media plan places significant attention and emphasis on the importance of targeting areas with populations that are hardest to count, particularly in regards to the allocation of local media buys:

- According to the 2010 Census Integrated Communications Campaign Plan, “...TV purchases will always be focused on delivering the HTC (hard to count) target in program selection.”
- “Budget allocations across the entire Paid Media Plan were completed based on hard-to-count scores, with harder-to-count audiences receiving a larger allocation relative to population size.”⁹

⁸ 2010 Census Paid Media Plan, 1-12-10

⁹ *Ibid.*

The Bureau assesses the extent to which an area is HTC by assigning it an HTC score. The Bureau uses that score in one of the six criteria it developed to help determine which markets would receive additional local Spanish-language television spots. Those markets meeting at least four of the following six criteria would be selected:

1. The media market includes at least 100,000 Hispanic Households.
2. Hispanic Households comprise 11.1 % or more of the total households in the media market.
3. The market's average HTC score was above the national average of 32.9.
4. The market's average 2000 Census Mail Return Rate (MRR) is below the national average of 67.3%.
5. The market's Hispanic eight-year growth rate is above the national average of 146%.
6. The "hyper-growth" rate of the market is 25% or above.

An independent analysis by the NALEO Educational Fund as to which media markets should receive local Spanish-language television buys confirms that the actual local Spanish-language television media buys of the Bureau meet at least four out of six of the foregoing criteria. We commend the Census Bureau and its media partners for including the HTC score in one of the criteria, given the effectiveness of that HTC score in determining the risk of not being counted. However, we have concerns with the methodology by which two of these criteria are formulated, including the criterion which uses the HTC score. Specifically, the Bureau averages certain data at the market level without first isolating the Latino population within the relevant markets. In markets where the Latino population is concentrated in the most HTC areas, the use of an average allows the presence of lower HTC areas (which may not be the home to many Latinos) to mask the presence of Latinos who share HTC characteristics. Thus, the "easier to count" areas in a market may bring up the overall HTC average of the market. By finding the mean HTC score for an entire market without first accounting for those areas in a market heavily populated by non-Latinos, this measurement fails to accurately capture the HTC score as it pertains to the Latino community in that market. Thus, the average may become a misleading indicator of the need for Spanish-language local media buys in the area.

Similarly, the Bureau's fourth criterion, which uses the average 2000 Census form mail return rate (MRR) for a whole market, provides a skewed measure of the return rate among Latinos. Again, by using the average for an entire market, the fourth criteria may mask the prevalence of a low MRR among Latino residents. Ideally, the Bureau would have provided its media consultants with mail response rate figures for Latinos only, as long as Latino population size in a given tract were not so small so as to impinge on privacy issues.

The NALEO Educational Fund conducted an analysis of several major media markets that did not receive local television media purchases, based on the Bureau's criteria. In our analysis, we revised the Bureau's methodology by making some simple alterations to their criteria. For example, we analyzed markets by isolating specific tracts with significant Latino populations, and determined both the average HTC score and MRR for those tracts. In addition, we examined the percentage of Latinos within tracts with HTC scores above the national average or MRR's below the national average. This analysis presents a very different picture of the potential need for local Spanish-language television buys in those markets.

Our analysis uses publicly available data to examine nine media markets with significant Latino populations (more than 100,000 Latino households – one of the six local television buy criteria) that did not receive local Spanish-language television buys. By calculating the average HTC score and average MRR for tracts within those markets in which Latinos comprise 60% or more of the total population, we found that all of those markets have an average HTC score of at least 45, which is 12.1 points higher than the national average threshold used by the Bureau. In the case of Boston, the average HTC score of those tracts reached 94. Additionally, under our Latino tract analysis, five of those nine markets also have an average MRR less than the 67.3% national average.

Figure 3
Census Tracts in which Latinos Comprise 60% or more of Total Population,
by Media Market

Market	Hispanic Household Share of Market	Total Hispanic Households	Average HTC Score (Market-wide)	Average HTC Score (in isolated tracts)	Average MRR (in isolated tracts)
Denver	15.1%	229,960	26.9	69.1	67.6
Orlando-Daytona Beach-Melbourne	13.7%	201,400	31.2	45.0	76.7
Tampa-St. Petersburg (Sarasota)	10.3%	188,090	33.3	54.0	70.9
Philadelphia	6.2%	183,390	25.6	93.1	60.3
Atlanta	6.7%	158,540	32.8	84.0	50.8
Austin	22.7%	151,690	36.2	69.3	59.4
Boston (Manchester)	5.3%	128,310	26.4	94.1	56.7
Tucson (Sierra Vista)	26.5%	120,880	39.1	62.7	68.1
Corpus Christi	52.7%	103,910	50.2	63.6	65.8

Thus, our analysis suggests that the Bureau did not make local Spanish-language media buys in areas where its averaging methodology may mask the presence of tracts with significant numbers of Latino residents which share the demographic and housing characteristics of high HTC areas. The Bureau's market-wide averaging methodology may also fail to provide an accurate portrait of the relatively low MRR's of Latinos in those markets.

Although our revised methodology may more accurately capture the HTC score and MRR for Latinos specifically in a given market, it does not account for population distribution – in markets where the Latino population is more widely distributed among various tracts, it is difficult to measure average HTC scores and MRRs for Latinos exclusively. Thus, in an effort to more accurately account for Latino population distribution, we also assessed each market by measuring the percentage of Latinos who live in census tracts with an HTC score above 32.9 or a MRR below 67.3%. With respect to our HTC score analysis, in some markets, we found that despite low average HTC scores, a significant share of Latinos live in tracts with an HTC score above the national average of 32.9. For example, although the average HTC score for the Boston market is a low 26.4, more than three out of four Latinos in that market (76%) live in tracts with an HTC score above 32.9.

Figure 4
Media Markets without Local Television Media Buys, and Share of Latinos Living in Census Tracts with HTC Score Above 32.9

Market	Average HTC Score for Market Overall	Share of Latinos in Tracts w/above average HTC (32.9)
Yuma-El Centro	61.1	94%
Laredo	70.1	89%
Monterey-Salinas	39.3	89%
Bakersfield	49.5	87%
Lubbock	44.6	85%
Odessa-Midland	48.2	84%
Corpus Christi	50.2	84%
Springfield-Holyoke	32.6	81%
Tucson (Sierra Vista)	39.1	78%
Boston (Manchester)	26.4	76%

Similarly, several markets enjoy an above-average MRR, yet the majority of Latinos in those markets live in tracts where the MRR is lower than the national average of 67.3%. These markets include Boston, Austin, and Hartford- New Haven, where more than half of all Latinos live in with an MRR below the national MRR average of 67.3%.

Figure 5
Media Markets without Local Television Media Buys, and Share of Latinos Living in Census Tracts with MRR Below 67.3%

Market	Average MRR for Market Overall	Share of Latinos in below average MRR Tracts
Laredo	64.6	75%
Boston (Manchester)	74.7	61%
Austin	72.0	58%
Hartford & New Haven	76.2	52%
Yuma-El Centro	68.4	48%
Philadelphia	76.5	46%
Corpus Christi	69.6	46%
Springfield-Holyoke	77.1	37%
Tucson (Sierra Vista)	76.5	32%
Lubbock	72.5	31%

Our revised methodologies may not paint a complete portrait of the need for increased local Spanish-language media in a given market – in some cases, the foregoing markets do not meet household or population thresholds to meet the other criteria for local media buys. However, we believe our methodologies more accurately capture the disparities between Latinos and non-Latinos in a given market with respect to the actual challenges of enumerating those populations.

The inaccuracy of the HTC and MRR criteria used by the Census Bureau in determining need for additional media investment are also compounded by the population size criteria (100,000 Latino Household threshold and 11.1% Latino Household Share of market Households). This may disproportionately affect those markets with emerging Latino communities or communities which are relatively small. These markets cover areas in the South, Mid-Atlantic, and Midwest, and the Mexico-border region, which are some of the most critical communities to a successful and accurate 2010 Census. For example, the Laredo market – which covers several communities in the Rio Grande Valley of Texas – is by all measures a hard-to-count Latino market, yet does not meet the criterion for the number of Latino households (63,190 according to the 2000 Census). Similarly, the Atlanta market – one of fastest growing Latino communities in the nation – has a large share of Latinos living in hard-to-count Census tracts and over 158,000 Latino households, yet fails to meet the criterion of Latino households comprising 11.1% or more of all households (6.7%).

While it is difficult to definitively ascertain whether one individual weakness in the Bureau's criteria for targeting local Spanish-language media buys will in and of itself significantly impair the overall effectiveness of the Bureau's targeting, we are deeply concerned that the combined effect of all of the weaknesses will jeopardize the ability of the Bureau's local media buys to secure optimal participation of Latinos in the 2010 Census. We also believe that the inadequate level of the Bureau's overall investment in the Spanish-language media buys will exacerbate the combined detrimental effect of the weaknesses in its targeting criteria. Because of these weaknesses and inadequacies, the Bureau's paid media plan falls short of what is required to address the challenge of reaching and accurately counting the nation's Latino population.

V. The Dissemination of Inaccurate or Misleading Information about the 2010 Enumeration

While we understand that the focus of the Subcommittee's hearing is the Census Bureau's 2010 media plan, we would like to take this opportunity to raise a pressing concern about the dissemination of inaccurate or misleading information that could seriously affect the public's participation in the 2010 enumeration. For example, there are several misleading e-mails circulating through the Internet that claim that individuals posing as Census workers are attempting to obtain personal information over the telephone, by e-mail or in person.¹⁰ One version of this e-mail claims to be providing advice from the Better Business Bureau (BBB) about how individuals can avoid identity theft when dealing with Census inquiries, but the BBB has disavowed the e-mail, and is providing accurate information about the enumeration on its website.¹¹ These e-mails contain inaccuracies that could raise unwarranted fears in the public about completing the Census questionnaire or providing information to Census workers.

In addition, some organizations are circulating mailers purporting to be "Census" questionnaires or materials, for fund-raising purposes, or to illegally obtain credit card information and donations. According to the *Daily Herald*, a newspaper serving the Chicago suburban area, some senior citizens in Congressman Bill Foster's (D-IL) district have received what appears to be a scam mailer from a fictitious advocacy group that solicits credit card information and donations while falsely appearing to be authored by the U.S. Census Bureau. The mailer starts with a header identifying the letter as being sent by the "National Census of Senior Citizens" and the "Council for Retirement Security."¹² The Republican National Committee (RNC) has also circulated a fund-raising mailer that solicits the opinions of GOP voters in the form of materials that appear to mimic some aspects of the Census questionnaire mailing. The letter is labeled "2010 Congressional District Census," and the mailer comes in a plain white envelope marked "Do Not Destroy, Official Document."¹³ On February 10, the *Washington Post* reported that the National Republican Congressional Committee sent a mailer with a fundraising solicitation with

¹⁰ See for example, <http://www.snopes.com/fraud/identity/census.asp>, and <http://www.snopes.com/inboxer/scams/census.asp>.

¹¹ <http://www.bbb.org/us/article/phony-bbb-e-mail-spreads-fiction-about-2010-census;-get-the-facts-14542>.

¹² <http://www.dailyherald.com/story/?id=291816>.

¹³ <http://www.msnbc.msn.com/id/35067802/>.

the word “Census” featured prominently throughout the document. The mailer included a “Census Document” which solicits opinions about public issues.¹⁴

We understand that the Chair of this Subcommittee, and U.S. Rep. Carolyn Maloney (D-NY) contacted the Postmaster General of the United States and requested an investigation to determine whether the RNC mailing violates federal prohibitions against donation solicitations that purport to be official government mailings. We also understand that the Postmaster General determined the mailer does not violate these prohibitions, because the mailer does not clearly reference any official U.S. government agency, and because it clearly indicates it was commissioned by the Republican Party.¹⁵ Notwithstanding this determination, we believe that such mailings confuse and mislead members of the public, and could make them distrust the real Census questionnaire when it arrives next month. Media reports indicate that political leaders from both sides of the aisle share these concerns, including the Ranking Member of this Subcommittee.¹⁶ We strongly condemn the use of confusing mailers that appear to mimic officials U.S. Census materials to solicit information or funds from the public, particularly when the Census enumeration is underway. We also understand that at least one Regional Census Center – in Denver – has disseminated flyers informing residents that the Senior Citizens and RNC mailers are not official Census documents, and providing accurate information to combat “Census scams.” We urge the Census Bureau to vigorously combat the circulation of misleading mailers and inaccurate information nationwide and throughout the regions where these materials are circulated.

VI. Policy Recommendations

Based on our research and analysis of the needs of the Latino community and the Census Bureau’s Spanish-language paid advertising media plan, we offer the following policy recommendations:

A. The Census Bureau must make some investment in Census 2010 paid advertising to reach English-dominant Latinos, and it must significantly increase its spending for Spanish-language paid advertising. As noted earlier, the Bureau has made virtually no investment for paid

¹⁴ Ed O’Keefe, “Republicans Mail Another ‘Census’ Form,” *Washington Post*, February 10, 2010, http://voices.washingtonpost.com/federal-eye/2010/02/republicans_mail_another_census.html#more.

¹⁵ <http://www.politico.com/news/stories/0110/31956.html#ixzz0deDD2WM5>.

¹⁶ <http://www.politico.com/news/stories/0110/31956.html#ixzz0deDD2WM5>.

advertising to reach English-dominant Latinos. With respect to Spanish-language advertising, the \$25.5 million allocated by the Bureau for this purpose does not adequately take into account both inflation and the growth of the Spanish-speaking Latino population since 2000. Moreover, the Bureau's Spanish-language advertising investment is not large enough to ensure that there will be sufficient market penetration for the Latino population, particularly for Latinos in emerging communities. Given the importance of both targeted English-language and Spanish-language media outreach for ensuring an accurate Latino count, the inadequacy of the Bureau's spending could jeopardize the overall effectiveness of its communications plan.

B. The Census Bureau must provide greater transparency with respect to the criteria it uses for targeting local Spanish-language media buys and improve its communication with stakeholders regarding the criteria. We believe that the Bureau provided overly-vague information to stakeholders about its strategy for targeting local media buys during the course of its development and implementation of its communications plan, and that such information made it difficult for stakeholders to clearly understand the criteria used by the Bureau. The Bureau's stakeholders include many organizations that are very familiar with the needs of the Latino community, and the Bureau's lack of clarity prevented those stakeholders from providing the Bureau with effective guidance on the targeting of local media buys.

The Bureau's local Spanish-language media buys are in place for its outreach to encourage residents to mail back their Census questionnaires. However, we understand that the Bureau will be making its media buys for its Non-Response Follow-Up (NRFU) plan in April (the NRFU plan will alert the public of the activities of enumerators who follow-up with households which have not mailed back their questionnaires). We urge the Bureau to provide greater transparency and clarity to stakeholders about its criteria for local media buys and targeting in its NRFU plan.

C. The Census Bureau should report to Congress and stakeholders the details of the outreach plan they will implement in the local markets that are difficult to count, but did not receive local television buys. As noted earlier, several of these markets include emerging Latino populations that have seen rapid growth since the previous decennial census, dramatically low Census form return rates, and high HTC scores. These markets require additional attention beyond the

standard elements that are being provided by the Partnership Program and other elements of the Bureau's outreach program. Thus, we recommend that the Bureau develop, implement and report about its plans unique to these markets that details the outreach efforts that will be employed to compensate for the lack of a local "spot" media buys and will ensure that these emerging populations will have as much awareness of the Census as those who reside in markets that are receiving national and local media buys.

D. The Census Bureau should carefully examine the inadequacies in its existing Spanish-language local media buy criteria and make improvements to ensure effective targeting when implementing its NRFU plan. As noted above, we believe that there are weaknesses in the methodology used by the Bureau to determine its allocation of local Spanish-language media buys, and that those combined weaknesses could contribute to faulty targeting which will fail to secure optimal Latino participation in the Census 2010 enumeration. The Bureau's NRFU follow-up plan acknowledges the value of local media buys as part of the overall strategy for providing effective support for the NRFU activities of enumerators. However, we are deeply concerned that the combined weaknesses in the Bureau's existing criteria for local Spanish-language media buys could jeopardize the Bureau's NRFU plan. Thus, the Bureau should remedy those weaknesses by appropriately adjusting the methodologies used in those criteria, particularly with respect to the HTC score and the MRR thresholds. In addition, given the critical need to count Latinos in emerging communities or areas without relatively high Latino populations, we recommend that the Bureau place a higher priority on the HTC score and MRR, and a lower priority on the population size criteria when determining its local media buys. This prioritization should replace the Bureau's current methodology, which simply requires that a market meet four of the six criteria. In our testimony, we have offered some recommendations on simple alterations that could be used to improve those methodologies, and we urge the Bureau to consider them seriously when developing its NRFU local Spanish-language media buy criteria.

The NALEO Educational Fund remains committed to being an active and thoughtful partner to this Subcommittee, Congress, the White House and the Census Bureau, in ensuring the success of the 2010 Census, so that our nation can rely on the most accurate data possible. I thank the Chairman, the Ranking Member, and the Subcommittee once again for providing us with the opportunity to share our views today on the 2010 Census media plan in hard to count areas.



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Oral Remarks as Prepared

by

**Arturo Vargas, Executive Director
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before

**the United States House of Representatives Oversight and
Government Reform Committee
Subcommittee on Information Policy, Census, and
National Archives
On the 2010 Census Media Plan in Hard to Count Areas**

**Washington, DC
February 24, 2010**

Chairman Clay, Ranking Member McHenry, members of the Subcommittee: Thank you for the invitation to appear before you today to discuss this topic.

For the Census to succeed, we must have an accurate count of the 47 million Latinos who are the nation's second-largest and fastest-growing population. An undercount of this population will mean a failed Census.

We applaud the Bureau for recognizing the importance of Spanish-language media and commend the breadth of the paid media strategy, the investments in creating it and for developing messages based on research and in consultation with key stakeholders. However, we have identified significant weaknesses in the Bureau's Latino Communications plan.

First, the Bureau's 2010 investment to reach Latinos does not keep pace with inflation or with population growth. In 2000, the Bureau spent \$18.9 million on Latino outreach compared to \$25.5 million in 2010. Had the Bureau merely accounted for inflation, the 2010 budget would have been \$23.4 million.

Accounting for more than half of the total U.S. population growth, the Latino population has increased by 33% since 2000. The number of Latinos who speak Spanish at home grew 28%, to 31.6 million. Had the Bureau increased its spending to account for inflation and population growth, the 2010 Latino outreach allocation would have been at least \$31 million.

Second, the Bureau's Latino strategy relies almost exclusively on Spanish-language media and ignores the English-dominant Latino population. While Spanish-language media are very effective in reaching Latinos who consume those media, many Latinos rely primarily on English-language media. About 9.1 million Latinos speak only English at home, about 23% of the Latino population age 5 and older. The Bureau investment in English-language media is virtually nonexistent. We are deeply concerned that English-dominant Latinos, many of whom live in Hard-to-Count communities, will not be reached effectively.

Third, our media partners have informed us that the Bureau's investment is not enough for effective market penetration in many regions of the country. This is particularly a problem in non-traditional Latino population centers such as the Deep South, Mid-Atlantic, and Midwest. In many of these "emerging" Latino communities, only national network outlets will air Census ads, so it is critical that those outlets air the ads with the frequency needed to motivate Latinos to participate. Emerging Latino communities tend to lack the social and civic infrastructure that exists in traditional Latino population centers and are not likely to have many Latino Census Partners. Thus, these communities will rely primarily on Spanish-language media to obtain Census information.

A fourth weakness is the methodology by the Bureau used to decide local media buys which allow for deeper market penetration and better message targeting

The Bureau developed six criteria to determine local Spanish-language media buys. Those markets meeting at least four of the following six criteria were selected:

1. The media market has at least 100,000 Hispanic Households.
2. Hispanic Households comprise 11.1 % or more of all households.
3. The market's average HTC score was above the national average of 32.9.
4. The market's average 2000 Census Mail Return Rate (MRR) is below the national average of 67.3%.
5. The market's Hispanic eight-year growth rate is above the national average of 146%, and
6. The "hyper-growth" rate of the market is 25% or above.

We commend the Bureau for including the HTC score and mail return rate in the criteria. However, we have concerns with the methodology by which these criteria are formulated. Where the Latino population is concentrated in hard-to-count areas, the use of the market-wide HTC average masks the presence of areas with lower HTC scores. This measurement fails to accurately capture the HTC score for many Latino communities in a particular market.

Similarly, the criterion which uses the average 2000 Census form mail return rate (MRR) for a whole market provides a skewed measure of the return rate among Latinos.

We analyzed nine media markets that did not receive local television media purchases by isolating specific tracts with significant Latino populations, and determined their average HTC score and MRR. We also examined the Latino percentage within tracts with HTC scores above the national average or MRR's below the national average. This analysis presents a very different picture of the need for spot buys in those markets.

By calculating the average HTC score and average MRR for tracts within these nine media markets in which Latinos comprise 60% or more of the total population, we found that all of those markets have an average HTC score at least 12.1 points higher than the Bureau's threshold. In Boston, the average HTC score of Latino tracts reached 94, and five of the nine markets also have an average MRR less than the national average.

Our analysis suggests that the Bureau did not make local spot buys in areas where its averaging methodology masks the presence of hard-to-count Latino. Similarly, several markets with above-average MRR have Latino tracts where the rate is lower than the national average. These markets include Boston, Austin, and Hartford-New Haven.

The Bureau's HTC and MRR criteria are compounded by the population size criteria. This disproportionately affects markets with emerging Latino communities and communities which are relatively small. For example, the Laredo market by all measures is a hard-to-count Latino market, but it does not meet the 100,000 Latino household criterion. Similarly, the Atlanta market has over 158,000 Latino households, many in hard-to-count Census tracts, yet fails to meet the criterion of Latino households comprising 11.1% or more of all households. Both were shut out of local media buys. Based on our research and analysis, we offer the following policy recommendations:

The Census Bureau must make a reasonable investment in paid advertising to reach English-dominant Latinos, and it must significantly increase its spending on Spanish-language media.

The Census Bureau must be more transparent with respect to criteria for targeting local media buys. We believe the Bureau was overly-vague with stakeholders about its strategy, making it difficult to provide any guidance. We urge the Bureau to do better in its media buys and targeting during NRFU.

The Census Bureau should report to Congress and stakeholders the strategies to reach Latinos in local markets that are difficult to count and did not receive local buys.

The Census Bureau should carefully examine the inadequacies in its existing Spanish-language local media buy criteria and make improvements when implementing its NRFU plan. We recommend that the Bureau place a higher priority on the HTC score and MRR, and a lower priority on the population size criteria when determining its local media buys.

Finally, there are two unrelated matters that warrant this Subcommittee's attention. We recommend that Congress curtail third party direct mail efforts that exploit the Census. We also urge the Bureau to develop a paid media strategy to inform the public about what data are and are not collected in the Census and how to identify authentic enumerators. There are recent media reports that fake census takers are defrauding families who believe they are cooperating with the Bureau. These acts are repugnant, undermine the Census, and must be stopped.

Thank you again for this opportunity to share our views on the 2010 Census media plan in hard to count areas.

Mr. CUELLAR. Thank you, Mr. Vargas.
Ms. Samhan, if you can proceed with your testimony.

STATEMENT OF HELEN HATAB SAMHAN

Ms. SAMHAN. Thank you for this opportunity to share the perspectives of Arab Americans as you explore the issues that will affect communities who will be hard to count in 2010.

By way of background, the Arab American Institute has over two decades of experience in working with the Census Bureau on ways to improve data collection and also questionnaire relevance to ethnic Americans and particularly to Arab Americans.

It's no surprise I don't think to anyone that in the wake of September 11th prejudice and fear about Arabs emerged in American popular and political culture and were also manifested in national security policies, which were often based on profiling large segments of the Arab and Muslim populations based solely on their national origin or religious affiliation. This political and security environment and climate play a significant role in how Arab Americans will view the 2010 census.

The hard-to-count community in my view fall into three categories: The traditionally hard to count. Those are immigrant families who have limited English proficiency, are not familiar as much with American processes, and might have come from countries where the government is not exactly a friend.

The second category is the post-9/11 hard to count. And those are people who were willing to cooperate and support the Census in the last time around, but now, because of racial profiling in the wake of 9/11, are now more suspicious and less likely to appreciate the protections that are afforded by the Census Bureau.

The third area is what we call identity hard to count, and this relates to the race categories as defined by the Office of Management and Budget and which are reflected on the 2010 census form. The undifferentiated White and Black race categories that do not allow for subgroup identification have caused confusion, alienation, and even anger within segments of the American population with origins in the Middle East and North Africa.

Many first- and second-generation Arab Americans do not understand the race distinctions that are codified by the OMB categories and have lived through experiences both before and after 9/11 where they don't feel treated like the White majority population and therefore they don't relate to the race categories.

The great attention to pluralism and ethnic and racial diversity in American civic discourse has further added to this disconnect between race classification and our active participation in the promotion of racial justice, tolerance, the defense of civil liberties, and the support for national security policies that do not punish or resort to racial profiling.

Given this context and the fact that ancestry data are no longer collected in the decennial census operation, activists and advocates have the dilemma of encouraging participation in a survey which does not appear to recognize who Arab Americans are. While advertising alone will not reverse all of these challenges, we recognize and appreciate the serious effort that was made by the Bureau to

reach Arab Americans and convince them of the safety and value of the Census participation.

The early decision to include in the paid advertising campaign emerging language communities like Arabic beyond the recognized race and minority groups was a positive step, even though the percentage of the overall budget was understandably small. The Census Bureau listened to the need to address concerns about privacy and confidentiality in the early phases of Census planning and conducted focus groups to study opinions and attitudes of Arab Americans toward the Census.

Our participation in the advisory process permitted a dynamic interaction in the planning of the 2010 census communications strategy, a process that sought advice and feedback from the early stages of conceptualization and review of message and creative design.

Efforts to reach the Arab American community extend well beyond the paid advertising campaign. A number of regional Census offices, notably Detroit, Philadelphia, New York, and Los Angeles, dedicated partnership resources to reach Arab communities in their areas. Detroit, in particular, led the way by arranging for translation of outreach materials into Arabic as early as last summer and by assigning a team of up to six partnership specialists to work with the Middle East community.

Finally, in our capacity as a national partner, we are launching a “trusted voices” PSA campaign in Arabic language media. The same agency that was hired by the Census Bureau for paid media ads offered to design and produce these ads on a pro bono basis.

Our overall evaluation of the 2010 Census Integrated Communications Campaign is that it represents significant improvement over previous Census efforts. We understand that adequate resources and time are perennial challenges to any Census operation, and there’s never enough of either to assure a perfect process. We also understand that multiple and sometimes competing interests of diverse advisory bodies make the consultative process complex, demand extraordinary patience, and result in decisions that are bound to disappoint some stakeholders.

We are stakeholders, however, and are committed to work with the Bureau not only in the final weeks of the 2010 census but in the months and years that follow the decennial operation. Our interests going forward include studying the extent to which some other race is used by respondents of Arab origin and the results of the experimental panels to test alternative ways to measure race and ethnicity, and we look forward to new research into adding a question on ancestry in the next census in 2020.

[The prepared statement of Ms. Samhan follows:]

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Written Testimony

MS. HELEN HATAB SAMHAN
EXECUTIVE DIRECTOR
ARAB AMERICAN INSTITUTE FOUNDATION

The 2010 Census Communications Contract:
The Media Plan in Hard To Count Areas

United States House of Representatives
House Committee on Oversight and Government Reform
Subcommittee on Information Policy, Census, and National Archives

Washington, D.C.
Wednesday, February 24, 2010

Thank you for the opportunity to share the perspective of Arab Americans as you explore the issues affecting communities that will be hard to count in the 2010 Census. I will direct my testimony in four segments: (1) a brief background on my community's involvement with the U.S. Census; (2) the factors that may shape Arab American participation in the upcoming Census; (3) our observations of the communications campaign undertaken by the U.S. Census Bureau, particularly the paid media strategy; and (4) our recommendations for the next decennial Census in 2020.

Background on Arab Americans and the U.S. Census

Arab American advocates began a relationship with the U.S. Census Bureau in the decade following the 1980 Census, primarily to explore ways to improve definitions for and data collection on Arabs and other ancestry populations in the U.S. When a review of the questionnaire content for the 1990 decennial brought into question the need for a category on ancestry or ethnic origin, we joined with other ethnic advocates to demonstrate the value of ethnic data. Once that hurdle was overcome, my organization, the Arab American Institute, undertook a national campaign to educate and motivate our community to participate in the 1990 Census through bilingual posters, mailings and public service announcements in the Arabic language media. During this time, AAI also worked with the Bureau to formulate a category to report Arab ancestries in the aggregate, since most sub groups fell below the reporting thresholds and were invisible for public review.

It was following the 1990 Census that we stepped up engagement around Census data collection and categories. When the Congress and Administration held hearings in 1993 to review OMB categories on race and ethnic classification, AAI testified that current federal definitions (whereby persons from the Middle East and North Africa [MENA] are classified in an undifferentiated White race category along with the majority European-origin populations) were inadequate at best and confusing to the growing number of immigrants from that region. At that time, we proposed an ethnic category that would, like Hispanic Origin, complement race data and allow for more specific data analysis of the growing populations from the MENA region.

By the mid 1990s, we were obliged to shift our focus from new ethnic categories to saving the one already available. When a federal agency review of questions to be considered for the 2000 Census put in jeopardy the inclusion of the ancestry question on the census long, or sample, form, AAI worked with advocates from the Italian, Polish, German, Hungarian, Greek, Armenian and other ethnic communities to form a national Working Group on Ancestry in the U.S. Census to defend the need for and value of ancestry data collection. Our working group received considerable attention and support from the staff at the Bureau who briefed our members regularly on the status of the questionnaire content and our options within the federal review process. Our working group met with congressional members and worked with Rep. Connie Morella (R-MD) in 1997 to introduce H. Con. Res. 38 that supported keeping the ancestry question. Finally, the federal review concluded that legal decisions have been linked to civil rights violations against White subgroups (like Arabs and Jews), thereby supporting the federal mandate for data on ancestry. The result of this decision was a robust outreach effort by many ethnic communities to encourage participation in the 2000 Census.

In this lead up to the 2000 Census there were a number of formal collaborations between Arab Americans and the Bureau. In 1994 Commerce Secretary Ron Brown supported including an Arab American representative on the Decennial Census Advisory Committee. Presence on the CAC allowed our community to advocate for Arabic-language media buys, and by 1999 AAI signed on as an official national partner for Census 2000 and developed another bilingual outreach campaign. That partnership and the support of the Detroit Regional Office staff opened doors to funding for promotional materials in Arabic that were distributed through community based organizations located in areas with high immigrant populations. Local Census Offices were located in Dearborn, Brooklyn, and other areas with large concentrations of Arab immigrants, resulting in markedly better response rates than the previous decennial.

When the Census Bureau expanded its Census Information Center (CIC) program in the immediate aftermath of the 2000 Census, AAI was selected as a CIC to provide data products and analysis on the Arab ancestry population. A decision to produce a report on

Americans of Arab ancestry was made in the summer of 2001, just months before the national tragedy that would throw a spotlight on Arab and Muslim Americans and create an unprecedented demand on information about these populations—data that would help counter the backlash, educate school children, and in general inform the public about the role Americans of Arab origin have played in building the nation for over a century.

The attention paid to Arab Americans in the wake of September 11 allowed for many “teaching moments” to contrast the prejudice and fear that emerged in both popular and political culture, but it also manifested itself in a damaging way when national security policies were implemented that were often based on racial profiling and other ineffective programs that targeted large segments of the Arab and Muslim populations based solely on national origin or religious affiliation. Over the past decade, the visibility and vulnerability of Americans with Arab or Muslim heritage has created an existential tension: advocates must work hard to challenge aspects of counter terrorism policies that are ineffective and harm innocent Americans, and at the same time cooperate with outreach efforts to recruit Arab and Muslim Americans to share language skills, cultural competency and other expertise so much in demand for our country’s intelligence, diplomatic and military endeavors.

Hard to Count Arab American Communities

This political and security climate plays a significant role in how Arab Americans view the 2010 Census. I would like to outline three segments of the Arab American community who will fall into the HTC category for Census participation:

1. Traditionally HTC: Like in other immigrant communities, Arab immigrant families with less experience in the U.S. and lower English proficiency fall within the traditional HTC parameters; many immigrants left countries where the government does not play a positive role in their lives, and they are therefore suspicious of interaction with government officials or requests.

2. Post 9/11 HTC: During the last Census, we were able to heighten awareness and appreciation of the Census in our ethnic community and with the help of promotional materials and community partnerships were able to see an increase in response rates in areas with high concentrations of Arab Americans. Since the tragedy of 9/11, many Arab Americans who were not previously mistrustful of the government were now offended by federal government policies that inserted racial profiling as a counter-terrorism tool in law enforcement, intelligence gathering and immigration procedures. The exposure in 2004 that staff of the Department of Homeland Security requested data sets on county-level concentrations of Arab Americans from the U.S. Census Bureau further projected an image to the general Arab American public that federal agencies were colluding to target us, regardless of the reality that the DHS data requests were publicly available on the Census website. Arab Americans who were willing and cooperative census respondents prior to the onset of racial profiling policies are now suspicious and less likely to appreciate the special protections afforded the answers they provide in the U.S. Census.

3. Identity HTC: The third factor that affects Arab American participation in the Census relates to the race categories as defined by the OMB and which are reflected on the 2010 Census. The undifferentiated White and Black race categories--unlike Asian, Native American/Alaska Natives, and Hispanic Origin, which encourage subgroup identification--have caused confusion, alienation and even anger within segments of the American population with origins in the MENA region. Many immigrants and second generation Arab Americans do not understand the race distinctions codified by the OMB and have lived through experiences, both before and after 9/11, where they do not feel treated like the White majority population, and therefore do not relate to that racial classification. The great attention to pluralism and ethnic/racial diversity in American civic discourse has further added to this disconnect between race classification and the active participation of Arab Americans in the promotion of racial justice and tolerance, the defense of civil liberties, and the support for national security policies that do not punish immigrants or resort to racial profiling. Given this context, and the fact that ancestry data are no longer collected in the decennial census operation, activists and

advocates have the dilemma of encouraging participation in a survey which does not appear to recognize who Arab Americans are. One community activist has even called for a boycott of the 2010 Census since the federal government does not “respect” the unique needs and identity of this constituency. One result of this identity issue is that many organizations representing populations who are not differentiated through the race question plan to circumvent the problem by urging their members to use “Some Other Race” as a way to specify ethnic or national origin. While this option will not alter the edited race statistics that are published, it will allow researchers to study, through special tabulations, the extent of race confusion in distinct ethnic communities.

Advertising the 2010 Census to the Arab American Community

While advertising alone will not reverse all of the challenges outlined above, we recognize and appreciate the serious effort made by the Bureau to reach the Arab Americans and convince them of the safety and value of Census participation. The early decision to include “emerging” language communities (Arabic, Polish, Russian), beyond the recognized race and ethnic minority groups, in the paid advertising campaign was a positive step, even though the percentage of the overall budget was understandably small. The Census Bureau listened carefully to recommendations to address concerns about privacy and confidentiality in the early phases of Census planning and conducted focus groups to study opinions and attitudes of Arab Americans towards the Census process.

Our participation on the Census Advisory Committee permitted a dynamic interaction with the planning process for the 2010 Census communications strategy, a process that sought advice and feedback from the early stages of conceptualization to review of the messages and creative design. I was impressed with the effort made by the Census staff to solicit input from our community, which included offering me a seat on the Joint Advisory Advertising Review Panel (JAARP); when I was unable to attend one of the meetings to review the creative campaign, Bureau staff arranged an alternative time for my organization to view the Arabic language portion of the campaign. When members of the CAC requested additional meetings to review the final cuts of the advertising

campaign, the Bureau staff made the necessary arrangements, even though that level of consultation was not envisioned in the original plan.

The attention given to the multiple messages required to address the concerns of Arab Americans—safety, confidentiality, civic participation and ethnic pride—was clear throughout the planning process and creative design for the Arabic language segment of the campaign. The agency chosen by Draft FCB to handle the Arabic campaign has a proven track record of professionalism and experience in working with the Arabic-speaking market, and has relationships beyond the Census contract to draw on for advice and feedback.

It should be noted that efforts to reach the Arab American community extend beyond the paid advertising campaign. A number of Regional Census Offices, most notably Detroit, Philadelphia, New York and Los Angeles, have dedicated resources from their partnership programs (which in this Census has been integrated with the paid media campaign to assure common messages and shared impact) for outreach to Arab communities in their area. Detroit, in particular — with leadership from Regional Director Dwight Dean — has led the way by arranging for the translation of outreach materials into Arabic as early as last summer and assigning a team of up to six partnership specialists and assistants to work with the Middle Eastern communities. Finally, my organization, in its capacity as a national partner, is preparing a “trusted voices” Public Service Announcement (PSA) campaign to be launched later this month in the Arabic language media. We have received the assistance of the same agency hired to produce the paid media ads for the Census Bureau, but they are offering design and production services as a pro-bono contribution to this partnership effort. And the Census Communications team has offered to send a letter to the media contacts receiving paid ads, requesting their consideration of running the Trusted Voices PSA at no cost.

Summary and Recommendations

Our overall evaluation of the 2010 Census Integrated Communications Campaign is that it represents significant improvement over previous Census efforts, by coordinating the

paid media and partnership efforts, by early and regular feedback from advisors who work with HTC communities, and by empowering the Regional Offices to launch robust outreach campaigns to community-based groups within the HTC populations. We understand that adequate resources and time are perennial challenges to any Census operation, and that there is never enough of either to assure a perfect process. We also understand that the multiple and sometimes competing interests of diverse advisory bodies make the consultative process complex, demand extraordinary patience, and result in decisions that are bound to disappoint some stakeholders.

As a stakeholder, Arab Americans are committed to working with the Bureau not only in the final weeks of 2010 Census promotion and through the enumeration, but in the months and years following the decennial operation. Our interests going forward include studying the impact of the paid media campaign, the extent to which Some Other Race is selected by Arab respondents and, most importantly, the results of the experimental 2010 census panels that will evaluate alternative ways to word questions on race and ethnicity. We plan to work closely with the Bureau as it conducts new research into adding a question on Ancestry, along with race and Hispanic Origin, in the 2020 census. It is our hope that Congress will devote attention early in the decade to these dynamic and important issues of our nation's changing racial and ethnic composition.

*Testimony
Of
Helen Hatab Samhan
Executive Director
Arab American Institute Foundation*

*Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee*

*2154 Rayburn House Office Building
Wednesday, February 24, 2010
2:00 p.m.*

*"The 2010 Census Communication Contract: The Media Plan in Hard to
Count Areas"*

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- (2) **Post 9/11 HTC:** During the last Census, we were able to heighten awareness and appreciation of the Census in our ethnic community and with the help of promotional materials and community partnerships were able to see an increase in response rates in areas with high concentrations of Arab Americans. Since the tragedy of 9/11, many Arab Americans who were not previously mistrustful of the government were now offended by federal government policies that inserted racial profiling as a counter-terrorism tool in law enforcement, intelligence gathering and immigration procedures. The exposure in 2004 that staff of the Department of Homeland Security requested data sets on county-level concentrations of Arab Americans from the U.S. Census Bureau further projected an image to the general Arab American public that federal agencies were colluding to target us, regardless of the reality that the DHS data requests were publicly available on the Census website. Arab Americans who were willing and cooperative census respondents prior to the onset of racial profiling policies are

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Summary and Recommendations

Our overall evaluation of the 2010 Census Integrated Communications Campaign is that it represents significant improvement over previous Census efforts, by coordinating the paid media and partnership efforts, by early and regular feedback from advisors who work with HTC communities, and by empowering the Regional Offices to launch robust outreach campaigns to community-based groups within the HTC populations. We understand that adequate resources and time are perennial challenges to any Census operation, and that there is never enough of either to assure a perfect process. We also understand that the multiple and sometimes competing interests of diverse advisory bodies make the consultative process complex, demand extraordinary patience, and result in decisions that are bound to disappoint some stakeholders.

As a stakeholder, Arab Americans are committed to working with the Bureau not only in the final weeks of 2010 Census promotion and through the enumeration, but in the months and years following the decennial operation. Our interests going forward include

studying the impact of the paid media campaign, the extent to which Some Other Race is selected by Arab respondents and, most importantly, the results of the experimental 2010 census panels that will evaluate alternative ways to word questions on race and ethnicity. We plan to work closely with the Bureau as it conducts new research into adding a question on Ancestry, along with race and Hispanic Origin, in the 2020 census. It is our hope that Congress will devote attention early in the decade to these dynamic and important issues of our nation's changing racial and ethnic composition.

Mr. CUELLAR. Thank you for your testimony.
At this time the chair will recognize Ms. Smith for 5 minutes.

STATEMENT OF LINDA SMITH

Ms. SMITH. Thank you, Mr. Chairman and members of the committee, for inviting me to testify tonight.

My name is Linda Smith, and I'm the executive director of the National Association of Child Care Resource and Referral Agencies [NAACCRRA]. That makes it a little bit easier.

We are a nonprofit membership association, and we represent roughly 700 community based child care resource and referral agencies around the country. These agencies help ensure that families in 99.3 percent of all inhabited zip codes in the United States have access to high quality, affordable child care.

Every week in this country, over 11 million children are in the care of someone other than their parents; and these children are under the age of 5. They are cared for by over 2.3 million child care providers. This group, as we know, is one of the most undercounted populations in the Census, and we have a serious interest in ensuring that these children get counted. So we see that child care can provide a vital link into this population during the 2010 census count.

Our member agencies maintain a data base of child care providers and programs and use it to link parents who are looking for care to child care programs in their communities. On an annual basis, we provide services to over 7 million parents.

Here in Washington, NAACCRRA operates Child Care Where, a national toll-free hotline and Web site designed to link parents to child care providers in their local areas. We serve another million parents through this hotline. Beginning this week, we will be posting information on the site about the 2010 census and will continue doing so throughout the period; and we will be encouraging our 700 members to do the same.

Not only do we help parents find child care, but we also train over half a million child care workers every year. In addition, we collect information on the supply and demand for care and the cost of care in communities around this country. About 40 percent of our agencies administer child care subsidies to low-income families on behalf of States.

NAACCRRA itself manages a fee-assistance program for nearly 20,000 children of AmeriCorps and Vista volunteers and military service personnel living off base, including National Guard and Reserve members currently deployed.

Given our reach into the child care community, we have taken the lead in working with the Census Bureau to disseminate information about the importance of the 2010 census to parents. We have an aggressive plan, and much of our work will be focused on families living in difficult-to-count areas.

We are working with other national organizations such as the Children's Leadership Council, the National Head Start Association, the National Black Child Development Institute, the National Indian Child Care Association, and LaRaza. We will be publishing our materials both in English and in Spanish.

You have already heard the statistics or are aware of the undercount of the young child population. You have heard many of the reasons why that exists. We know firsthand that it's very difficult to reach into this community. In general, we know that families with young children are highly mobile and they do not have as many anchors in the community as families with children who are in public schools.

But one thing that we do know, when they move, they need child care; and we can reach them during that process. We have a broad national network and are working with the Census Bureau to connect parents to their local child care programs. Our hope is to reach millions of families and ensure that our youngest children are well represented in the 2010 census.

We will specifically target our agencies located in the most hard-to-serve counties, as submitted earlier. Because our programs depend on Federal funds that are apportioned based on the subsidy data, they have a real interest in getting this right in their communities.

Before I close, I would like to acknowledge the efforts of the Annie E. Casey Foundation for their work on this issue. It is through their efforts that NAACCRRA has become involved in this work. We are working with Annie E. Casey and the Census Bureau, and our goal is to ensure that every child living in the United States is accurately counted in 2010.

Again, thank you for inviting me to testify.

[The prepared statement of Ms. Smith follows:]

**Statement
Of
Linda K. Smith
Executive Director
National Association of Child Care Resources & Referral Agencies**

**Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee
Wednesday, February 24, 2010
2154 Rayburn House Office Building
2:00 p.m.**

***“The 2010 Census Communications Contract: The Media Plan in Hard To
Count Areas”***

Mr. Chairman:

I want to thank you and the other members of the Subcommittee for inviting me to testify today. My name is Linda Smith and I am the Executive Director of the National Association of Child Care Resource and Referral Agencies – also referred to as NACCRRRA.

We work with more than 700 state and local Child Care Resource and Referral agencies throughout the country. These agencies help ensure that families in 99 percent of all populated zip codes in the United States have access to high quality, affordable child care. To achieve our mission, we lead projects that increase the quality and availability of child care professionals, undertake research, and advocate child care policies that positively impact the lives of children and families.

Child Care Resource and Referral Agencies are the hub in many communities that help parents find child care. They work with parents to figure out what type of child care parents are looking for, what might be available in their community, whether parents need care for particular hours like early in the morning or full-time care, or care during nontraditional hours so that they can work a second shift job. They provide information to parents like what to look for in high quality care and why quality care is important to safety, child development and school readiness.

Child Care Resource and Referral Agencies also train about 500,000 child care providers a year, provide workshops for parents throughout the country on topics such as parenting, dealing with children with special needs, balancing work and family, and other topics that families are looking for more information and knowledge about.

About 40 percent of Child Care Resource and Referral Agencies administer subsidy contracts for the state. That means they help states administer child care subsidy programs to low income working families who may qualify for state or federal assistance.

Child Care Resource and Referral Agencies play a critical role in collecting supply and demand data about child care, about price information, and many conduct market rate surveys used by states to set subsidy rates for child care fee assistance.

NACCRRA holds contracts with the Department of Defense (DoD) to help families in the Army, Navy, Air Force, Marine Corps, and National Guard military members to find quality child care off-base and administers subsidies for DoD to military families who need help affording the cost of care.

NACCRRA holds contracts with the Corporation for National Community Service to administer child care subsidies to Americorps and Vista volunteers and with the Department of Health and Human Services to operate a nationwide toll-free hotline and website called Child Care Aware to help parents throughout the country find child care in their community. Our materials are available in English and Spanish. Some of our agencies have staff who speak other languages dominant in their communities – all in an effort to reach as many families as possible.

Between the Child Care Aware website and hotline, the military fee assistance programs, and our Child Care Resource and Referral agencies located throughout the United States, we interact with millions of families with young children and the child care providers who serve them – both child care centers and family child care homes.

We know first-hand the importance of getting an accurate count of families with young children, particularly those who have not yet reached the age of mandatory school attendance. Each year, we conduct studies examining state policies and the need for child care in different settings for children of different ages. All of our work depends on accurate data so that we know where the children are, whether they are infants and toddlers or preschool age children, the primary language spoken in the home, as well as the income bracket of the families. Without accurate data, it is more difficult for us to work within communities to expand the supply of care if needed, improve the quality of care based on what they have compared to demand or potential demand, and to advocate for public policy that matches the need based on the demographics and current supply or condition of child care.

From supply/demand information to the federal or state funds that are allocated to communities based on population data, an accurate count is critical. And, yet, we know that past census efforts have struggled to capture a reliable count on the young child population and typically this group of children has been viewed as undercounted.

If we are to ensure that children are safe and that they are in settings that promote their healthy development so that they start school ready to learn, we need to have an accurate count.

Given our reach and leadership within the child care and early learning community, we have taken the lead working with the Census Bureau to disseminate information about the importance of the 2010 Census.

We have an aggressive action plan to increase the likelihood that we'll get the most accurate census data possible. Frankly, we have a self-interest because we rely on this data for the work that we do and because the families we serve rely on an accurate count as well – whether they realize that or not.

First, we are convening the major national advocacy groups involved with child care and early learning. From Head Start, to child care organizations, to La Raza, and others who have a unique reach to specific

groups of families with young children. Together, we can make sure that millions of families know about the census and how important it is that every young child possible be counted.

Within NACCRRRA, we are posting the census outreach material on our website, the Child Care Aware web site, and other sub sites such as our military program assistance sub site and our Child Care Aware Parent Network. We are sharing that information with our member agencies and asking them to post the material on their sites. In all of our email alerts to child care providers, parents, business partners and others, we are heightening awareness about the census count and reminding everyone of the importance of filling out the survey to ensure every child is counted.

We are joining with the Census Bureau during the agency's national kick off week and working with the Census Bureau's regional road tour to again in every way possible try to heighten awareness about the importance of the census to families with young children. Once the initial period for returning the census surveys is over, we will regroup with the Census Bureau in an effort to try to reach the non-responders.

We have a broad network. We can reach millions of families and child care providers. We are working with other child care advocacy groups and organizations working with young children. Together we hope to make a difference so that this time around, on the 2010 census, every young child is counted. For the record, I ask that a copy of NACCRRRA's Policy Agenda be included. While it is not directly related to our effort to ensure an accurate census count, having an accurate census count of young children, will better inform our policy agenda. And, better position families with young children to both access quality child care and start school ready to succeed. But, it starts with an accurate picture of how many young children are in each community and that is why we are excited to join with the Census Bureau on this initiative.

Thank you.

NACCRA

FY 2010 (October 1, 2009 - September 30, 2010) Federal Grants, Contracts, and Agreements

Federal Grant	Grant number	Period	FY 2010 Amount
ARMY OMCC	Contract: NAFBA1-04-C-0042	10/1/2009 - 3/31/2010	\$ 12,610,911
ARMY TA	Contract: NAFBA1-10-C-0005	10/1/2009 - 9/30/2010	\$ 19,949,484
ARMY TA	Contract: NAFBA1-04-D-0038	10/1/2008 - 3/31/2010	\$ 1,993,716
Marines - Respite Care	Coop Agreement: M67854-07-2-0532	9/28/2007 - 9/28/2010	\$ 5,424,841
Navy - Respite Care	Coop Agreement: M67854-09-2-0535	6/9/2009 - 6/8/2011	\$ 2,937,041
Navy - Fee Assistance	Contract: HDQMWR-08-C-0028	5/1/2009 - 4/30/2010	\$ 4,960,287
Marine Corps Fee Assistance	Coop Agreement: M67854-07-2-0518	6/11/2007 - 6/11/2011	\$ 6,476,281
CNCS CARE	Grant: 06BIHVA001	4/1/2007 - 3/31/2010	\$ 3,790,289
CNCS CARE - Recovery	Grant: 09RWHVA001	5/4/2009 - 5/3/2010	\$ 405,791
CNCS Vista	Grant: CNSHP07044	1/1/2007 - 9/30/2010	\$ 1,052,803
CNCS Vista - Recovery	Grant: CNSHP07044	4/01/2009 - 9/30/2010	\$ 404,330
HHS - CCA	Coop Agreement: 90XC0008/02	9/1/2009 - 8/31/2010	\$ 925,918
			\$ 60,931,693

Mr. CUELLAR. Ms. Smith, again, thank you very much for being here with us and, again, to all the witnesses.

We now move on to the question period for the Members and proceed under the 5-minute rule for Members. I will stick as Chair to the 5 minutes. I will go ahead and proceed now as the Chair.

I just have one general question for all of you all. You heard the witnesses before. You heard how they were spending the money. There were questions about the contractors, and apparently the contractor didn't know how much money he was taking in and all that. Because I want to see more of that money spent in the field instead of up there for contracting purposes. What are your general thoughts about this? Anybody.

Mr. VARGAS, go ahead.

Mr. VARGAS. Thank you, sir, for that question.

I think one of the problems is that this field is very expensive; and the Bureau, in many respects, regardless of who would have been the contractor, would have had to spend top dollar to get this job. I would say the quality of some of the ads that have been produced are high-quality ads, but the amount of money that is actually being spent on getting the ads out into the market is where I think this falls short. Because the rotation of the ads really is not sufficient to reach, at least in the Latino community's case, enough of a penetration in the markets to motivate people to act.

Our media partners have told us that people need to hear the message at least seven times to understand what is happening, and they don't believe that the national coverage itself is sufficient to reach people seven times. Given the lack of local media buys in these emerging communities like Atlanta, Tampa, Orlando, Austin, Boston, Laredo, I think we are at serious risk of people not getting the message enough to be motivated to act.

Mr. CUELLAR. I believe what you're saying for the hard-to-count places, the local advertising, trusted voices would be more effective than the Golden Globes, Super Bowl. Would you agree that using some of that local media, whether its Hispanic or African American, would work better than some of the money that they have spent?

Mr. VARGAS. I think more local media would be very important, especially in emerging markets. We are particularly concerned about the lack of targeting Latinos in the South, which we have seen hypergrowth of Latino communities in the Carolinas, in Georgia, in Arkansas. Those are the communities that are going to rely exclusively on national media buys, which we have been told aren't sufficient to really motivate people to act.

Mr. CUELLAR. A question for all of you all, and I don't know if you all were stakeholders in this, but did they give you sufficient input or an opportunity to get your input in the overall strategy? Just from left to right.

Ms. NARASAKI. AAJC is part of the Census Advisory 2010, and we were actually part of a task force on media and advertising.

The challenge, as you know, is a lot of the decisions get made many, many years before. That then limits what you can do going forward. So by the time that we were included, a lot of key decisions in terms of how much money would actually be available are already made.

I want to echo what Arturo said about the issue about local trusted media that you yourself are making. One of the biggest issues in our communities, particularly the Latino and the Asian community, is to overcome the issue of distrust of government; and it is those local, trusted ethnic media who they trust for their knowledge of what is going on in their communities that have the most influence in being able to overcome that particular distrust. An ad on the Super Bowl isn't going to do it for them.

Then, I just wanted to add on an earlier question about the ACS. My sister got the ACS questionnaire. She's college educated. We are four generation. We are not an immigrant population. And she herself was confused. She called to yell at me about how long it was. When I told her that actually isn't the Census, there's a second one that is coming in April, it was very confusing for her.

There does need to be, I think, much more thought about how do you educate communities—how do you use some of the advertising to educate communities that there are, in fact, two Census tools going out. And particularly in the minority communities where it's hard enough to get them to answer one, you can imagine the challenge of trying to get them to answer two. Thank you.

Mr. CUELLAR. If you want to close up, because I want to stick to my 5-minute rule.

Mr. VARGAS. Thank you, sir.

Not only is NALEO a member of the Census Advisory Committee but a member of the Joint Advertising Advisory Review Panel [JAARP]. And I want to commend the Bureau for establishing that review panel because back in April of last year we were able to put the brakes on what we thought was an obsolete messaging campaign that DRAFTFCB had developed. We asked them to go back to the drawing board to come back with different ads which we believe now are more appropriate for the kind of environment the Census is being conducted in, including the recession.

Now what the Bureau did not do as good a job at is letting us know where the media buyers are going to be and how much will be spent on media buys. Had we been a partner like we were on the messaging, I think we could have been used better to advise the Bureau as to where we believe local media buys were more necessary.

Ms. SMITH. Can I respond to that, too?

We are, obviously, a nonprofit association; and we are not receiving any funds to do the work that we are doing. I have to say that I think there's been sort of an overlooking of the whole nonprofit community and mobilizing them around the Census. If it hadn't been, as I said in my testimony, for the Annie E. Casey Foundation, the work that I had done with them in the past, we would not have been brought into this. I think—and now we are working with the Bureau on this—on trying to get this count of children.

But I will add that I work with another organization here in Washington that represents over 50 children's organizations, all of them nonprofit, and none of them to my knowledge have been contacted to mobilize around the Census. I think it's a missed opportunity. These people represent groups that are highly trusted in their communities. I think we could do a lot more to get the Census out and we would benefit from it.

Mr. CUELLAR. Thank you.

At this time, I will recognize the gentlewoman from California, Ms. Waters, for 5 minutes.

Ms. WATERS. Thank you very much.

Just simply based on everything that you have seen and you understand about how this team is working, for each of you, just quickly, could you support the idea that there should be more money put in local media buys?

Ms. NARASAKI. Very definitely needs to be more money put in local media buys, particularly in the ethnic markets.

One of the challenges, like with the Latino advertising dollars, the Asian dollars went up a little bit. But if you adjust for inflation and the fact that you're trying to cover a population that has gone from 12 to 15 million and has more language and diversity, it does not even begin to cover it.

Ms. WATERS. So that would be both radio, television and newspaper.

What about you, Mr. Vargas?

Mr. VARGAS. What we would recommend in those local buys that the media buys be more strategic and that more weight be given to hard-to-count rate scores and mail response rate scores versus the size of a population.

Ms. WATERS. But the bottom line is, do you believe that we need to put more money into those local media buys? And we could design better and give advice about what they should be, but there should be more money to do the job.

Mr. VARGAS. There should be more money in local media buys. But I think it would be as important which local markets are selected for additional media buys.

Ms. SAMHAN. I agree. I think it would be more beneficial to have more money in the local media buys. It does depend on where. We have a very small media in the Arabic media language to choose from; and, of course, we are the smallest percentage of the foreign language media buys as well. But I think that more local-based media is a good idea.

Ms. WATERS. What about you, Ms. Smith?

Ms. SMITH. I actually agree that would be a good thing, but I also think that there's an opportunity through the earned media and the use of the nonprofit community to get this word out. We have no budgets usually for media, and yet we work with the media a lot. I think just making the news, for example, in the case of children under the age of 5 being undercounted, we can go out and get media in other ways.

Ms. WATERS. So you're basically saying, in addition to media as we know it, the print and electronic media, that the non-profits have networks about which they should be supported to get the word out, also.

Well, I thank you all. That's where I'm going with all of this. I really do think there needs to be more money to get to these populations and to be able to motivate in whatever the two phases are. I have a real appreciation for learning about Thomas Jefferson, but we really do have to get to the people who are going to fill out these forms and get them back. So if we make this recommendation, we are going to be looking for you for support. Thank you.

Mr. CLAY [presiding]. Thank you very much. Thank you for your indulgence.

Representative Jackson Lee.

Ms. JACKSON LEE. Thank you very much, Mr. Chairman.

I'd like to follow the line of questioning that my colleague and you have made the record, so let me just ask the question, Ms. Narasaki, do you believe there should be an enhanced funding for media that outreaches to diverse groups, including print and radio in particular?

Ms. NARASAKI. Yes, I do. It is something that we have been advocating for over the last several years. We've had to advocate each year for increased funding for the Asian American media for the paid advertising as well as the community outreach. Those things are really important.

Ms. JACKSON LEE. And for fear of the interpretation of our position being considered either self-serving or to give another small business some money, can you articulate how important these cultural entities are to our communities or to communities of color, meaning their radio, print media, that is a comfortable vehicle? Why are you suggesting that you need that increase in the media? What does that do in terms of helping to eliminate or work against the undercount?

Ms. NARASAKI. Well, as you know, it actually helps the American public generally, because the more people you can get to respond to the mail initially, it saves in nonresponse followup. So we are trying to advocate for something that would be an overall helpful benefit to the Nation as a whole.

The second thing is ethnic local media understand what are the messages that are going to most encourage people to respond, what is most important to the local community, how to best phrase that particularly in language, how to best communicate that, and they are the most trusted sources to get over the issue of fear about confidentiality and government intrusiveness.

Ms. JACKSON LEE. That's a term that I'm going to use, is the "most trusted vehicle," which is a very important point in our mutual communities.

Mr. Vargas, why don't you comment on the thrust of my questions. You made a point about the broad brush on Latinos all going to Spanish speaking, when there are any large numbers of Latinos who are English speaking. Why don't you speak to the need for media that is culturally relevant?

Mr. VARGAS. Again, I think Spanish-language media is very effective in reaching the population that consumes Spanish-language media. I will refer to my written testimony where we say research that—where Spanish-language media actually is able to increase, for example, voter turnout rates. But we also know voter turnout rates are the lowest among native-born English speaking Latinos, and it is that segment we believe is the hardest to count. So ignoring vehicles, media vehicles that use English language to reach these populations, whether they be young people or people who are disaffected from society, I think is a real missed opportunity. This is something we raised with the Bureau over a year ago, that the lack of an English-language media strategy could be a problem in the 2010 census.

Ms. JACKSON LEE. You listened to the listing that the previous witness gave about how much money is being spent on national and local. When the contract is \$300 million—and my understanding is that the Census Bureau is not the ones that deciphered or delineated or categorized how the moneys would be spent—would you make the argument that there should be a returning to the drawing board to reconsider or reconfigure that funding breakdown?

Mr. VARGAS. With all due respect, I think we are already past the 11th hour figuratively and literally tonight. The Census is weeks away, and these media buys have been made. I think the most effective thing to do now is to identify those local media markets that did not get local buys with significant rates of hard-to-count communities and low-mail-response rates and do additional local media targeting in those communities.

Ms. JACKSON LEE. I'm an optimist, and I hear what you're saying, but I do know they haven't spent the total \$300 million. So you're right. If they can't reconfigure, if the buys are solid, I guess I'm optimistic enough to say that some buys will be pulled down. But if that is not where they could go, then I would suggest that they dip into the \$300 million.

Let me quickly go to Ms. Samhan and Ms. Smith. Ms. Samhan, you have a unique community. If you would comment on the need to pertain to that unique community and how you think the Census is doing.

Ms. SAMHAN. Well, as I said in my testimony, I believe that they are doing the best that they can with a relatively emerging market. This is the smallest percentage of the overall special market, foreign language media that was allocated. I expect that in the next Census operation it will increase, but it was under \$800,000 for three language groups.

So it's such a small drop in the bucket, and it was really for that reason that we realized that we needed to have a partnership effort that was to basically complement the limited funds that were available for these emerging language groups. So we did this PSA campaign, and we believe that actually there's a benefit to that as well because there's a way to get earned media and media from nongovernment sources or media about nongovernment sources supporting the Census. So we think that this partnership with all of the nonprofit organizations that represent our community speaking at the same time as the Census is advertising is actually a good thing.

Ms. JACKSON LEE. So we need to improve our partnerships.

Let me put on the record the total that I heard Ms. Ennis speak to: \$22 million for the broad minority community in terms of media, out of \$300 million. There was a list of numbers that were given. I'm just putting this on the record. To my question, she gave me a list of numbers. It was \$22 million.

Mr. VARGAS. I think that was for African American.

Ms. JACKSON LEE. I asked her to give me for all.

Ms. SAMHAN. I think for her agency.

Ms. JACKSON LEE. Twenty-two million across the board for that. That is still—let me just put on the record \$22 million for African American. Mr. Garcia did not respond. I will get it in writing.

Let me just quickly conclude. I need to get back to Ms. Narasaki. Give us an answer to what you said was indicting and vital disorganization of the regional offices which many are seeing across the America. What do we need to do as Members of Congress to get right in the midst of that problem?

Ms. NARASAKI. I think it's helpful for Members of Congress to check into what kind of specialists have been hired in your district who are serving your district and to check and see whether you think it's reflecting the demography of the communities who actually make up your district and ask those questions. While the census day is April 1st, there's nonresponse followup, and that is going to be critical to have people who can knock on the doors and get the answers they need to get.

Mr. CLAY. The gentlewoman's time has expired.

I now recognize Mr. Cuellar of Texas.

Mr. CUELLAR. Mr. Chairman, thank you. I have asked my questions already.

Mr. CLAY. Let me have one final question for the panel. Ms. Smith, is the Census in the Schools program adequate to count and involve the children of this Nation?

Ms. SMITH. I don't think I'm qualified actually to answer that question, because we work mostly with the population of children that are preschool age children and they have not been targeted by any of these programs.

So I think if I were to make one comment to everything that's been said tonight, I think we really have a serious issue at looking at young parents in this country and how do we access them. They are new into all of this since the last Census. And we are obviously not getting to them, no matter who they are. Children under five are not counted, and they are not targeted with any sincerity right now in this count.

Mr. CLAY. Thank you for that response. I will make inquiry with the Census Bureau about the comprehensive approach to involving young people, since they are the most frequently undercounted of all segments of our population.

Panel two is dismissed, and we will call forward panel three.

While panel three is coming forward, in the interest of time I will also announce that Marcelo Tapia and Hubert James will not appear tonight for various reasons.

Also, we will include in the record the statements of Representative Hank Johnson as well as Representative Crowley of New York.

[The prepared statement of Hon. Henry C. "Hank" Johnson follows:]

*Statement
Of
Congressman Henry C. "Hank" Johnson, Jr.*

*Information, Policy, Census, and the National Archives
Subcommittee
Oversight and Government Reform Committee*

*Wednesday, February 24, 2010
2154 Rayburn House Office Building
2:00 p.m.*

***"The 2010 Census Communication Contract: The Media Plan in
Hard to Count Areas."***

Thank you, Chairman Clay, for holding this important hearing on Census undercounts.

Although the Census Bureau has allotted additional funding towards decreasing the undercount among hard to count populations, I am deeply concerned that without strategically placed advertisements, certain minority populations may not be properly represented in the upcoming 2010 Census. This is an extremely important issue to me and one that I have previously addressed in a letter to Census Director Robert Groves, which detailed the lack of ads in 3 newspapers serving 252,000 of my minority constituents.

In 2000, the State of Georgia's response rate was 4 points below the national average. This factor along with the 960,000 person undercount among African-Americans nationwide means a lack of advertisements targeting this community could have direct implications for many of my constituents, some of whom have been displaced due to foreclosure or job loss, and may overlook the importance of their participation in the 2010 Census.

Mail response rates were declining since the 1970 Census. However it is apparent that the paid advertising campaign during the 2000 Census was a major contributor to the increase in mass response rates. I am optimistic that this trend will continue as the 2010 count begins, yet I want to ensure that the undercount among minority groups decreases and that everyone is truly counted.

I hope that today's hearing brings some clarification into the Census Bureau's communication plan to access hard to reach populations across the nation.

I thank the Chairman for holding this hearing, and I look forward to hearing from our witnesses today.

Mr. CLAY. Our final panel today comprises those with media expertise on reaching those hard-to-count populations focused on by Census efforts.

First on our panel is Mr. Danny J. Bakewell. Mr. Bakewell is the chairman of the National Newspaper Publishers Association. The NNPA represents more than 200 Black community newspapers from across the United States. Mr. Bakewell is the executive publisher of the Los Angeles Sentinel and owns WBOK radio station in New Orleans. He is the recipient of numerous awards, including the NAACP Image Award and the Congressional Black Caucus Adam Clayton Powell Award. Mr. Bakewell is a much-sought-after speaker, community organizer, and leader.

Welcome to the committee.

Next, we have Mr. James Winston, executive director and general counsel of the National Association of Black Owned Broadcasters. Mr. Winston is a partner in the D.C. law firm of Rubin, Winston, Diercks, Harris, and Cooke. He has been the Executive Director of NABOB since 1982. From 1978 to 1980, Mr. Winston served as Legal Assistant to FCC Commissioner Robert Lee. Mr. Winston is a graduate of Harvard Law School and holds a bachelor of science degree in electrical engineering from the University of Pennsylvania.

Welcome to the committee.

Next, we have Ms. Sandy Close, executive director of New American Media. New American Media is the country's first and largest national collaboration and advocate of 2,000 ethnic news organizations, founded by the nonprofit Pacific News Service in 1996. NAM is headquartered in California. Ms. Close has served as executive director of Pacific News service since 1974. A graduate of UC Berkeley, Sandy was formerly China editor of the Far East Eastern Economic Review in Hong Kong and founder of the Oakland-based Flatlands Newspaper.

Thank you for appearing before the subcommittee today.

It is the policy of this committee to swear in all witnesses before they testify. I'd like to ask each witness to please stand and raise your right hands.

[Witnesses sworn.]

Mr. CLAY. Let the record reflect that all witnesses responded in the affirmative.

Each of you will have 5 minutes to make an opening statement, and your complete testimony will be included in the hearing record.

Of course, we have a lighting system which will be operated as soon as my friend gets back.

Anyway, Mr. Bakewell, you are free to begin.

STATEMENTS OF DANNY BAKEWELL, CHAIRMAN, NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION; JAMES L. WINSTON, EXECUTIVE DIRECTOR, NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS; AND SANDY CLOSE, EXECUTIVE DIRECTOR, NEW AMERICA MEDIA

STATEMENT OF DANNY BAKEWELL

Mr. BAKEWELL. Thank you.

Congressman Clay and members of the committee, I'd like to thank you for giving me the opportunity to speak before your committee this evening. It is really an honor to be here.

Congressman Clay, I want to give you a particular vote of confidence or an acknowledgment for the leadership and vision that you have demonstrated in holding these hearings. They are much needed, and hopefully at the end of these hearings you will know that there is much needed to be done.

I also want to thank the members on the committee for the vigilant and direct questioning that you have posed to members of the Census. Sometimes when you come before Congress you guys are so polite and you're so busy asking for the gentlelady and the gentleman and the gentle cousin, we get lost in terms of the substance of what it is we are trying to accomplish here. So I thank you very much for the directness of your questioning.

In my time allotted, I'd like to provide you with an enhanced version of my written testimony which I have submitted.

As chairman of the National Newspaper Publishers Association, which is the Black press of America, I represent nearly 200 Black newspapers and publishers throughout America. NNPA members reach more than 19 million African Americans and people of Caribbean decent weekly. This year, NNPA celebrates our 70th anniversary. We are not newcomers to this game.

During 2010, we will also celebrate 183 years of tradition and service when the first Black newspaper was founded, Freedom Journal. It's appropriate that the echo of those who founded Freedom Journal said, "we desire to plead our own case;" and that is very much what we are here today talking about.

Black communities throughout America over the many years the Black press has established a legacy of trust built on honesty and accurately telling the stories of Black America from a Black perspective to Black Americans about Black Americans and other people of goodwill.

The Black press is the fiber that connects Black communities small, large, rural, urban, throughout America. Our member newspapers publish in New York, Los Angeles, Chicago, Greenville, Durham, Shreveport, Michigan, St. Louis, Oakland, Atlanta, Norfolk, Washington, Baltimore, Texas, North Carolina, South Carolina, all across America.

The Black press is the Black community's drumbeat felt, heard, read in Black households 52 weeks a year throughout the United States. The Black press has been and continues to be the gatekeeper and collector of our historical archives and records of every political issue, civil rights struggle, and social justice movement, the challenges, triumphs of our people.

The Black press's ability to inform, advise, influence, and lead in the Black community is unmatched, unchallenged, and unquestioned. The Black community's trust and confidence in the Black press was forged over many years. No media represents the Black community better.

Today, I am here to testify on the importance of the 2010 census to Black Americans throughout America, and we want it to work. But I must tell you there seems to be a lack of importance given to delivering the 2010 census into all Black households throughout

America, as evident by the Census's initial offer to buy advertisement in only a small portion of Black newspapers with a budget—they told you \$1.7—it was \$1.3 million—to count 40 million Black people. This is a difficult task under any circumstances, but a budget of \$1.3, you don't intend to count Black people.

As you are aware, the second decade of undercounting Blacks will have a devastating impact on Blacks living in the United States for many years to come. We were undercounted by 2 percent; and according to the statistics that I understand, 2 percent represents about \$178 million in terms of how that is correlated. If we come up short, we again, for every 1 percent, it will cost the government \$90 million. So this is a clear case of being penny wise and pound foolish. We cannot let this happen.

This is not a normal advertising campaign in which you can adjust your strategies. The Census has about, as it's been said, about 6 weeks to go. What happens when we get the count wrong? What happens when it comes back and all the households are not responding? We are going to be put in a position where we have to forever hold our peace.

If we allow this to happen, Black Americans will receive reduced funding in education, health care, reduced resources from government. Black-elected officials will be severely compromised and threatened and in many instances lost. We cannot afford that. And I know you understand that.

Today, I'm here to tell you that even though Black newspapers have the trust and respect of the Black community and despite having the ability to deliver advertising messages to the masses of Black consumers and Black people, the way we are going into the market is ineffective and must be altered now. Simply stated—and I met with and talked to many of you—we need more money. The Black press of America needs at least \$10 million to have a consistent message in 200 Black newspapers throughout the America.

There is no reason to cherry-pick. Wherever Black newspapers are, that is where Black people are. We wouldn't operate if those communities weren't there. Nobody reads our papers but Black people. So if you want to communicate with Black people, you have to communicate through us. There are other mediums, just like they talked about the Super Bowl, \$2.5 million. Fine. But don't expect to count us. Don't expect to get any residue.

You're talking about Thomas Jefferson. When we talk about Thomas Jefferson, we talk about him and his mistress. We ain't talking about him being the head of the Census.

So let's be real. These people up here were talking to you like if they were teaching a class at Georgetown University. They had no emotion. They are just reading. They are just talking. They are just giddy-uping.

And that is the same kind of message that they created to go into our communities. It's not provocative. Nobody can deliver a better message in Los Angeles than Maxine Waters. Why don't you put her in an advisement? Put Lacy Clay in the advertisement. Put Jackson Lee in the advertisement. That's the kind of stuff that we need. We need names and people and bodies that are trusted in our community.

Let me get back to this script. If we are to—you cannot say that you want to count all Black people and then unveil a program to advertise in only 16 markets. That's where they started out, 16 markets. Didn't have Doris Ellis, didn't have Dr. Suggs, didn't have Amelia Ward. That's in places like Houston. That's in places like St. Louis. That's in places like Oakland, California. That's in places like North Carolina, South Carolina. No Black people live there? What's the deal? How can you do that? How egregious is this?

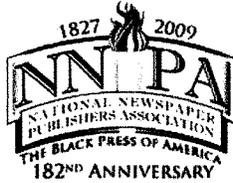
Now we're up to 55 markets, but we still don't have all 200 Black newspapers, and this is going to result in the greatest undercount in the history of Black America. And you and we will suffer from that.

I beg you, as I have when I have met with you individually, not to let that happen. We cannot travel back down the road of having Black Americans once again undercounted and underrepresented in the U.S. Census. The message that we all count and need to be counted cannot be fully realized with an advertising campaign that reaches some African Americans. It must be geared to all African Americans. Black people do not live in only 16 markets in America. We live in America. Black people live in small, large cities, rural, urban, all over America. We must deliver the message where we live, where we pray, where we are educated, and where we are best informed.

And the vehicle best to reach us continues to be Black newspapers, Black radio, and Black churches. No question about it. If we are serious about securing an accurate count, we must implement a comprehensive outreach plan that requires placement and advertising of every Black newspaper throughout America. If not, the 2010 census information is not going to be captured and once again Blacks are going to be undercounted and underrepresented, losing out on millions of dollars in our—

Mr. CLAY. Mr. Bakewell, thank you for your presentation. You went 4 minutes over, in the interest of the other witnesses. We will let you in the question and answer period elaborate even more. Thank you very much.

[The prepared statement of Mr. Bakewell follows:]



***Statement
Of
Danny J. Bakewell Sr.
Chairman
National Newspaper Publishers
Association
2010 U.S. CENSUS OUTREACH TO BLACKS AND BLACK
NEWSPAPERS***

***Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee***

***2154 Rayburn House Office Building
Wednesday, February 24, 2010
2:00 p.m.***

***“The 2010 Census Communication Contract: The Media
Plan in Hard to Count Areas.”***

Chairman Clay and other distinguished Members of the Information Policy, Census, and National Archives Subcommittee, of the Oversight and Government Reform Committee, thank you for the opportunity to testify today on this very important subject.

In my allotted time, I will provide a brief summary of my written testimony, which has been submitted.

As Chairman of the National Newspaper Publishers Association [NNPA] (Black Press of America), I represent nearly 200 Black newspapers and their

publishers. Our NNPA member newspapers reach more than 19 million African-Americans, Africans, and people of Caribbean descent weekly.

This year, the NNPA celebrates its 70th anniversary.

During 2010, we will also celebrate 183-years of tradition and service to Black communities throughout America. Over many years, the Black Press has established a legacy of trust, built by honestly and accurately telling the stories of Black America from the Black perspective.

The Black Press is the fiber that connects Black communities, small and large, rural and urban, throughout America. Our member newspapers publish in New York, Los Angeles, Chicago, Greenville, Durham and Shreveport to mention only a few cities.

The Black Press is the Black communities "drumbeat" ... felt, heard and read in Black households 52 weeks of the year in more than 30 U.S. States around the nation.

The Black Press has been and continues to be the gatekeeper and the collector of our historical archives, recording every political issue, civil rights struggles and social justice movements.

The Black Press' ability to inform, advise, influence and lead in Black communities is unmatched, unchallenged, and unquestioned.

The Black community's trust and confidence in the Black Press was forged over many years. No medium represents the Black community better.

Today, I am here to testify on the importance of the 2010 Census to Black American's throughout America.

As you are aware, a second decade of undercounting Blacks will have a tremendous impact on Blacks living in the U.S. for many years to come. We were undercounted by two (2) percent during the 2000 Census and we, the Black Press, feel we are headed for the largest undercounting of Blacks ever, with the 2010 Census.

If, we allow this to happen, Black Americans will receive reduced funding for education, reduced funding for healthcare, reduced resources from the government and Black elected officials will be severely compromised and threatened.

Today, I am here to tell you that even though, Black newspapers have the trust and respect of the Black communities, and despite having the ability to deliver the advertising messages to the masses of Black consumers, the way we are going to market is ineffective and must be altered now.

Simply, stated we need more funding!

If, we are to deliver a consistent 2010 Census advertising message into every Black household throughout America, we must use the national footprint of the Black Press to achieve our goal. We must use the Black press to deliver the 2010 Census message to our smallest and largest communities.

We can not travel back down the road of having Black Americans, once again, undercounted and underrepresented in the 2010 U.S. Census count.

We cannot let this happen.

The message that “we all count and need to be counted” cannot be fully realized with an advertising campaign that reaches some African-Americans.

Black people live in small and large cities all over America. We must deliver the message where they live, where they reside, where they are educated and where they are informed.

If we are serious about securing an accurate count we must implement a comprehensive outreach plan that requires placement of advertising in every Black newspaper throughout America. If not, 2010 Census information is not going to be captured and once again Blacks are going to be undercounted and underrepresented losing out on millions in valuable and life-saving resources.

Let’s do it right.

Today, I am here to say that the Black Press of America’s only goal is to secure the best results through fairness and equality, while securing a full and effective count of the Black Diaspora for the 2010 Census.

The Black Press is recommending that the U.S. Census enhance its advertising investment for the 2010 Census, which must include all Black newspapers in an effort to reach all Black Americans.

Please note, this can’t be achieved by stretching an already thin budget, but must be done by finding additional funds or reallocating advertising dollars.

It is imperative that the 2010 Census print advertising message to Black America not only reach them but it must reach them more than once to ensure the message is received.

Chairman Clay and Members of the Committee I ask you to give us the additional funding we require.

Thank You Chairman Clay and Members of the Committee for your attention to the serious issue.

Mr. CLAY. Mr. Winston, 5 minutes.

STATEMENT OF JAMES L. WINSTON

Mr. WINSTON. Thank you, Chairman Clay, Congresswoman Waters, Congressman Cuellar, Congresswoman Jackson Lee. Thank you all for staying to this late hour for this very important discussion.

My name is James Winston, and I'm the executive director and general counsel of the National Association of Black Owned Broadcasters. I thank you for inviting me to testify.

NABOB is the only trade association representing the 245 Black-owned radio stations and 13 Black-owned television stations around the United States.

I wish to provide comments on three subjects today.

First, the paid advertising program targeting African Americans got started significantly later than for other communities. Second, there are problems with choosing stations based solely on Arbitron audience ratings. Third, the allocation of Census advertising dollars toward the African American communities should be increased.

The ad campaign on general market stations began on January 1st. However, the campaign targeting the African American community got started much later. Some stations have advertised only within the last few days that they will be receiving Census ad buys, and some which were previously advised that they would receive Census ad buys have yet to be receiving them.

Congresswoman Jackson Lee, you made the comment about the Houston Sun; and, in questioning, Ms. Ennis from GlobalHue said that Houston Sun was on the ad buy. Obviously, they have not conveyed that information to you, which sounds exactly like a situation I had just last week.

Congresswoman, you will appreciate that, KJLH in Los Angeles contacted me because they had not gotten a Census buy, although they had been told that they had one coming. When we contacted GlobalHue last week, they said there was some paperwork mix-up, but of course KJLH was on the buy, and they began the buy just a couple of days ago.

So in addition to the lack of money we have, we are not getting it. They are behind the curve in getting the money out. Obviously, the program is going to end at the same time for everybody. So if we started more than a month behind, we can't possibly get the messages out in time where they need to be going.

So that is a problem that needs to be looked into as to what took so long to get started and why there's still stations that were told they are getting buys that have not gotten bought yet.

Worse than the timing issue, however, is the fact that in several markets the African American owned stations have been completely overlooked and all the Census Bureau ad buys have been placed with non-African American owned radio stations that target their programming through the African American audiences.

These ad buys have relied upon Arbitron audience data to choose these stations. However, a coalition of Black and Hispanic broadcasters has demonstrated that Arbitron's new unaccredited meas-

urement service, the Personal People Meter, discriminates against Black and Hispanic audiences.

Indeed, Chairman Towns of this committee held a hearing investigating Arbitron's PPM on December 2nd of last year. After receiving testimony from the representatives of the PPM Coalition and Arbitron, Chairman Towns directed the parties to meet to resolve this ongoing controversy. The chairman warned Arbitron that they, the committee, would look at a legislative solution if the parties failed to do so. While the PPM Coalition and Arbitron have met numerous times, no resolution of this problem has been achieved.

Moreover, even if the Arbitron data were reliable, reliance solely on Arbitron data would completely ignore the ability of Black-owned stations to connect with their communities. It is this connection shared by both Black-owned radio stations and Black-owned newspapers which has enabled these companies to survive for decades without Arbitron data and other data saying that we have large audiences.

The connection between Black-owned radio and newspapers in their communities is not one that can be measured in and catalogued by Arbitron. It must be discerned from experience using those media to achieve a desired result whether to sell a product or convey important information relevant to that community. That is how you decide that a station is relevant to the community.

Local talk show hosts and air personalities can have influence in their communities far beyond the audience number generated by Arbitron. Yet in many markets it appears that the Census Bureau advertising campaign has completely ignored this important fact.

This leads me to my final point. The Census Bureau advertising budget needs to be revised to allocate more advertising dollars to Black-owned media. As the Bureau is well aware, some of the principal problems affecting the undercount in African American communities are distrust of government and a sense of disconnection from the government. Only a trusted voice in the local community can turn such attitudes around. Established Black-owned broadcast stations and newspapers are those trusted voices. They need to have a much more prominent role in the Census Bureau's advertising budget than they have had so far. I urge the committee to examine this matter further and direct the Bureau to make a greater utilization of Black-owned media.

Thank you for the opportunity to appear before you today.

[The prepared statement of Mr. Winston follows:]

**Testimony
of
JAMES L. WINSTON
Executive Director and General Counsel
of the
NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS, INC.**

**Hearing on
“THE 2010 CENSUS COMMUNICATIONS CONTRACT: THE MEDIA PLAN IN HARD
TO COUNT AREAS”
Before the
Oversight and Government Reform Committee
Information Policy, Census, and National Archives Subcommittee
of the
United States House of Representatives
February 24, 2010
3:00 p.m.**

Good afternoon Chairman Clay and members of the Committee. My name is James Winston, and I am the Executive Director and General Counsel of the National Association of Black Owned Broadcasters, Inc. (NABOB). I thank you for inviting me to testify this afternoon.

NABOB is the only trade association representing the interests of the 245 radio and 13 television stations owned by African Americans across the country. The association was organized in 1976 by African American broadcasters who desired to establish a voice and a viable presence in the industry, to increase minority station ownership, and to improve the business climate in which these stations operate. Throughout its existence, NABOB has been involved in Congress’s efforts to promote diversity of ownership within the broadcast industry.

Unfortunately, in recent years we have seen a substantial decline in the number of minority companies owning broadcast stations. This decline has been precipitated by government policies that encouraged the consolidation of the industry into the hands of a few large conglomerates, the credit crisis which has resulted in the bankruptcies of several African American owned companies, and a flawed Arbitron audience measurement service that fails to adequately estimate Black audiences.

You have invited me today to discuss the 2010 Census Integrated Communications Campaign in Hard to Count (HTC) areas. I am pleased to have been invited to address this subject, because, as you are well aware, many African American communities have been historically included among the Hard to Count areas, and most NABOB member stations serve African American communities.

I wish to provide comments on three subjects today:

- First, the paid advertising program targeting African American communities got started significantly later than for other communities.
- Second, there are problems with choosing stations based solely on Arbitron audience data.
- Third, the allocation of Census advertising dollars toward the African American communities should be increased.

The Census Bureau has issued the following description of the 2010 Census:

The U.S. Constitution mandates that a census be conducted every ten years. The 2010 Census will provide a once-a-decade snapshot of the nation's population. The information collected during the census assists government leaders in making historic decisions, such as the apportionment of seats in the U.S. house of representatives. The data are also used to help distribute more than \$400 billion in federal funds back to state and local governments each year. Information from the census is used to determine where to fund infrastructure projects such as roads, hospitals and schools.

The Bureau has acknowledged that, in the 2000 Census, fewer than 60 percent of African Americans returned the census questionnaire compared with 77.5 percent of Whites. This under-count means that African Americans did not get their fair share of the approximately \$3 trillion dollars expended by the federal government over the past decade, and, if this problem is not corrected, we will miss out on our fair share of the approximately \$4 trillion dollars the government will expend over the next decade. In addition, we will be denied our fair share of elected offices at both the national and state levels.

Faced with this staggering under-count problem, on December 4th, I was on a conference call with the Census Bureau, and I was provided with an overview of the Bureau's paid advertising campaign. I was advised that \$133 million had been budgeted for paid media. Out of that \$133 million, the budget specified for reaching the African American community included: \$6.5 million for national television networks, \$4.4 million for local television in 30 markets, \$2.6 million for national radio networks and \$4.6 million for local radio in 30 markets. I stated that I thought only targeting 30 markets for local media buys seemed like a very short list, and the budgets for both national and local advertising seemed too small. I was told that the whole campaign had been planned, because it was scheduled to begin January 1st, and that it was too late for further input into the planning of the campaign budget.

I was advised that the African American media campaign had been contracted to GlobalHue, a well known and respected Black owned advertising agency. Having been advised that the

campaign was to start at the first of January, I accepted the assertion that it was too late to provide input into the ad budget.

However, while the ad campaign on general market stations began on January 1st, the campaign targeting the African American community got started much later. Some stations have been advised only within the last few days that they will be receiving Census ad buys, and some, which were previously advised that they would receive Census ad buys have yet to receive them. NABOB has discussed this problem with GlobalHue, and we will be having further conversations about what that means for the campaign moving forward. I look forward to working with GlobalHue as we address this and other issues needed to ensure that the funds so far allocated reach their target audience.

Worse than the timing issue, however, is the fact that in several markets, the African American owned stations have been completely overlooked, and all of the Census Bureau ad buys have been placed with non-African American owned radio stations that target their programming to African American audiences.

This placement of all of the Census Bureau ad dollars in a market on non-African American owned stations connects to the second concern I wish to share with the Committee. The placement of ad dollars with non-African American owned stations targeting African American audiences frequently reflects reliance solely upon Arbitron audience data for choosing stations. Any media campaign that relies only on Arbitron audience measurement data in selecting which radio stations on which to advertise is going to badly disserve both the African American and Hispanic communities. This is a very serious point, because it reflects an ongoing problem for Black and Hispanic owned radio stations.

The Arbitron ratings company maintains a monopoly over the business of measuring the audiences of radio stations, which means that, if radio stations do not subscribe to the Arbitron ratings service, those stations will have no ratings data to present to advertisers who purchase advertising time on radio stations.

Approximately three years ago, Arbitron began replacing its accredited rating service, which uses diaries to obtain audience estimates for radio stations, with a new, unaccredited service called the Personal People Meter (PPM) service, which uses a pager-like device worn by a panel of radio listeners. Before PPM was placed into commercial service, Black and Hispanic owned radio stations advised Arbitron that the test results from its PPM service reduced the estimated listening audiences for their stations too far below the measurements provided by the diary service to be credible. The Black and Hispanic broadcasters, along with several other organizations formed the PPM Coalition to address this issue on a unified, national level.

The problems created by inaccurate audience measurement services are not new to Congress. In 1964, Congress created the Harris Committee which held hearings to address the issue of research auditing. Seeking to avoid a legislative intervention, Congress asked the advertising and media industries to develop a voluntary organization to ensure fair and accurate ratings. In response, the

industries created a nonprofit organization called the Media Rating Council ("MRC").

Now, three years later, the PPM controversy has found its way to law suits filed and/or settlement agreements reached between Arbitron and the attorneys general of four states, who have alleged that the PPM service discriminates against Black and Hispanic audiences. The Federal Communications Commission has issued a Notice of Inquiry, seeking to determine whether it should launch an investigation of the PPM service. And, the Media Rating Council has denied Arbitron accreditation of the PPM service in 18 of the 21 markets in which the MRC has analyzed the PPM service.

Most importantly, Chairman Towns of this Committee held a hearing investigating PPM on December 2, 2009. After receiving testimony from representatives of the PPM Coalition and Arbitron, Chairman Towns directed the parties to meet to resolve this ongoing controversy. The Chairman warned that the Committee would look to a legislative solution if the parties fail to do so. While the PPM Coalition and Arbitron have met numerous times, no resolution of this problem has been achieved.

Therefore, while the PPM controversy rages on, any Census Bureau advertising campaign that uses PPM data, will be relying upon a flawed methodology that does not adequately estimate the audiences of Black and Hispanic radio stations.

Moreover, even if the Arbitron data were reliable, reliance solely on Arbitron data would completely ignore the ability of Black owned stations to connect with their communities. It is this connection, shared by both Black owned radio stations and Black owned newspapers, which has enabled these companies to survive for decades. The connections between Black owned media and their communities is not one that can be measured and catalogued by Arbitron. It must be discerned from experience using those media to achieve a desired result, whether to sell a product or to convey important information relevant to that community. Local talk show hosts and air personalities can have influence in their communities far beyond the audience numbers generated by Arbitron would suggest. Yet, in many markets, it appears that the Census Bureau advertising campaign has completely ignored this important fact.

This leads me to my final point. The Census Bureau advertising budget needs to be revised to allocate more advertising dollars to Black owned media. As the Bureau is well aware, some of the principal problems affecting the under-count in African American communities are a distrust of government, and a sense of disconnection from the government. Only a trusted voice in the local community can turn such attitudes around. Established Black owned broadcast stations and newspapers are those trusted voices. They need to have a much more prominent role in the Census Bureau's advertising budget than they have had so far. I urge the Committee to examine this matter further and direct the Bureau to make a greater utilization of Black owned media.

Thank you for the opportunity to appear before you today.

Mr. CLAY. Thank you, Mr. Winston.
Ms. Close, you may proceed.

STATEMENT OF SANDY CLOSE

Ms. CLOSE. Thank you very much.

As the final speaker, probably the oldest speaker in this room, the speaker that just missed my airplane back to San Francisco, I want to echo what the last panel and my fellow panelists here said tonight to you and to wholeheartedly endorse the idea of expanding investment, especially during this last key, post-response phase of the campaign, to those ethnic media embedded in their communities where the low response rate makes them absolutely essential targets.

I had hoped to show you a photograph, and I don't know if Anthony stayed. He had kept the photograph to put on the screen. Maybe he's already left. Because in some ways a picture is worth a thousands words.

Let me then go back to my text very quickly and come to the most important example.

Over the last year, New America Media organized 12 briefings for the U.S. Census for over 600 ethnic media practitioners. We started in New Orleans. We went second to Detroit. Then we went to Atlanta, Houston, Chicago, Seattle, Phoenix. We literally canvassed ethnic media across the country, and you could cut their exuberance with a knife.

For many of them, in Denver, for example, and in Houston, it was the first time they had ever seen each other around a table as a collective media force and at the table with the top Census people. And I do salute A.J. Jackson and Maria Mattos and Raul Cisneros and Steve Bruckner for trekking long distances to talk with them about the Census.

The difficulty is that they get the Census. Juan Carlos Ramos in New Orleans in 2000, the undercounted Hispanics in that city prompted Coca-Cola to drop advertising in the Hispanic market in New Orleans.

There is no question these media absolutely understand the importance of the Census to their audiences, and from our first briefing until our last in Seattle the anxiety and the sense of, in a way, confusion over how they could get involved was very clear. They wanted transparency, and there was very little transparency. How do we get in line? Whom can we call? No one answers our e-mails. No one answers our phone calls.

Above all, they expressed frustration over messaging that, even while offered in 28 languages, was being created often far from their communities and by agencies they had very little input to.

Mr. CLAY. Excuse me, Ms. Close. The photo is up.

Ms. CLOSE. There are the photographs.

"It's important that Census advertising is being created in Vietnamese," says Thuy Vu of Saigon Radio in Houston, "but it's not Houston Vietnamese."

Probably the best example came in Hupa, California, where the American Indian Hupa and Klamath River Tribes are served by two very important American Indian media. But take a look at the ads that the Census firms sent the Hupa, who have lived in red-

wood forests for 3,000 years. The first was of an American Indian against a cityscape, and the second was a plain Indian walking toward teepees. Both of them they rejected.

We invested a very small amount of money that we raised from a foundation letting them shape their own messages; and if we can see that message, you will see the enormous difference.

The third ad, which should be coming up right now, is Hupa looking out over their very isolated redwood forests and saying, "if they don't count you, they will say no one lives here and they will take away our water rights."

The idea that our ethnic media are the ones who have the knowledge of their communities and should be helping to shape the messages is what leads me to my final point, because I want to keep this very short.

In the last phase if there could be an SOS campaign, save our services campaign, targeting media that were left out of the ad buy, or like Joe Orozco of Hupa Radio felt they could have done a far better job messaging; like the San Bernardino Sun that was left out; like the Burmese newspaper that has Burmese audiences in Phoenix, in Houston, and in Nashville; like The Ethiopia here in Washington, with over a hundred thousand audience left out. They know what the messages are that will really inspire and cut through the fear, and the idea would be invest in them much as we invest in a community based organization.

We don't have time for endless focus groups to shape these ads. We should let these media shape the messages to their communities. And let me tell you, as Freedom Journal put it, "we wish to plead our own cause. Too long have others spoken for us." They will convey the message that resonates in their communities.

I have listed in my testimony some of the dozens of e-mails from over 47 percent of the media that came to our briefings with the U.S. Census but never received an ad buy. These folks did know how to apply. They did get in line. They did spend a day to be with the Census folks, and they are ready to go all out. Black media, Asian media, Hispanic media, Russian media, media that are really the unduplicatable audience-trusted messenger.

And I hope that in this last phase of the campaign, we can maximize those dollars by giving them the leadership role to shape the messages for their communities. In doing that, you will reach 60 million ethnic adults who now rely on ethnic media. Ethnic media is the only sector whose audience has grown by 16 percent.

In conclusion, it is also the media that, when asked "what are your primary goals," 68 percent respond by saying service to the community. Only a third put making a profit as their goal. This is a resource we can't afford to lose as media meltdowns across the country. Your capacity to govern requires communicating with the governed. These are the media that are intermediary that are just totally ready to get involved to be at this table, and they have sent the messages to you through us which are excerpted in the testimony I have left with you. Thank you very much.

[The prepared statement of Ms. Close follows:]



Statement of Sandy Close
Executive Director, New America Media
Information Policy, Census and National Archives Subcommittee
Oversight and Government Reform Committee
2154 Rayburn House Office Building
Wednesday, February 24, 2010 at 2:00pm

**“The 2010 Census Communication Contract:
 The Media Plan in Hard to Count Areas”**

New America Media is the country's first and largest association of ethnic news organizations run by the non-profit Pacific News Service and funded by Ford, Carnegie, OSI, McCormick and James Irvine Foundation, among others.

Last year NAM partnered with the U.S. Census to organize roundtable discussions with over 600 ethnic media representatives in 12 cities across the country. I salute the Census officials who participated in these briefings—from top officials at the Maryland headquarters like A.J.Jackson, Maria Mattos, Steve Bruckner and Raul Cisneros to district directors and local media specialists like James Christie, Tim Harjoe and Lynne Choi Ueda in Los Angeles. Much like Public Health Department officials promoting vaccines, these folks have a missionary-like zeal to convert otherwise skeptical audiences to the Census.

But today I want to talk about our ethnic media partners who participated in the roundtables and what they would want to share with you—not only about how the advertising campaign has worked so far, but more importantly, what they could be doing – indeed must do --during the crucial post-response phase of the campaign. A small investment in those micro-media outlets that serve the hardest to count communities—an investment that let these media shape the messages to their own audiences—would have a tremendous impact.

Over 600 ethnic media practitioners participated in NAM's roundtables—from media giants like Univision, Asian language dailies, BET and Clear Channel stations to veteran black and Spanish language weeklies, upstart radio and TV stations, to niche of the niche print and online outlets serving Burmese, Ethiopian, Arab, Russian, Mixtec, Punjabi. Samoan populations.

Their hunger to participate in the 2010 Campaign is intense—you could cut the exuberance at these gatherings with a knife. For many media, it was the first time they'd come together as a media sector in the same city. They get the Census: they get their community's stake in a complete count, and they get their own.



As Juan Carlos of El Tiempo put it in New Orleans, the Census 2000 undercounted Hispanics in that city and Coca Cola dropped New Orleans, and his paper, from their national ad campaign.

But from our first briefing in March of 09 until our last one in early December, ethnic media attendees also expressed a uniform anxiety over the lack of transparency in the decision making process of the Census ad buy. "How do we get in line? Whom can we call? No one answers our emails or phone messages? "

And they expressed frustration over messaging that even when offered in 28 languages was being created by agencies they didn't know and hadn't spoken with in what they described as a top down—one size fits all model. "It's important that Census advertising is being created in Vietnamese," commented Thuy Vu, founder of Houston's Saigon Radio. "But it's not Houston Vietnamese."

Everyone agrees that being on the receiving end of Census advertising would be a great thing, especially when the sector is cash starved by the recession. But ethnic media leaders want to play a bigger role that is consistent with their traditional role as community educators and advocates: they want a free hand to shape the messages for their own communities. In Denver, a local Spanish-language TV station emphasized that when someone goes missing in their community, it's their reporters who respond. Media giants like Univision or Telemundo provide news feeds developed in Miami or New York. They can't customize Census reporting to what's happening at the local level. Those media embedded in local communities are essential for inclusive messaging.

The 2010 Census ad buy is an unprecedented investment in ethnic and community media, no question. Media buyers did an invaluable job—identifying and recruiting 3000 primary as well as secondary and even tertiary media outlets across the country. Inevitably, however, many key media outlets were left out, including some 47% of those who took the time to attend the Census roundtable sessions. Over 70% of those excluded told NAM they never heard back despite repeated efforts to reach Draft FCB or its vendors. Many are frustrated – they don't know why they fell through the cracks. Some are bitter. All very urgently want a role – even if small – and believe, as I do, that together they can move the needle those extra percentage points that will pay off in hundreds of millions of dollars. The only Arab- and English-language weekly in Phoenix serves a community of 100,000. In the aggregate, these niche of the niche audiences add up.

Let me share a sampling of their voices with you:



My name is Maung Maung Kyi and the publisher/Editor of Mandalay Gazette (Burmese Language) monthly newspaper.

The Mandalay Gazette wants to participate in the 2010 census Ad buy.

Please tell me what should I do.

Let me introduce Mandalay Gazette.

It started since July 2006, circulating monthly.

It is a one and only printed media in Burmese community in USA.

It has 32 pages (16 color and 16 black and white) and Tabloid size (17x11inches).

It distributes 12000 copies of every issue to the whole USA for Free of charges.

Please forward this mail to anybody who has the authority to make the ad for 2010 census.

We (Burmese Community) is very passively live in USA.

We want to help 2010 census to be success through Mandalay Gazette.

Burmese has about 100,000 to 200,000 population living in USA.

Please feel free to reply my mail.

Thanks for your attention.

Sincerely,

Maung Maung Kyi

Publisher/Editor, Mandalay Gazette www.mandalaygazette.com

Dear NAM, None at all. We are expecting to have an ad but none. The Filipino American Journal is the largest-circulated Filipino newspaper in Arizona. It has been published since 1998.

Leo Aromin

Publisher/Editor-in-Chief, The Filipino American Journal

15610 N 35th Avenue, # 8 Phoenix AZ 85053

Dear Sandy,

I hope all is well with New American Media. I want to compliment you and your staff on the excellent job you are doing advocating ethnic media in America--thank you!

Yesterday I called Allied Media who as you know represents the Census (advertising) for the Arab American and Muslim markets. I was never informed officially when advertising would commence vis-a-vis Arab Detroit.com. Amber Akram (media buyer) spoke to me and said a notice was sent out two weeks ago (which I never received) informing me that the Census would not advertise with Arab Detroit. ...

However, late yesterday afternoon, I received an email from Akram asking me to give them lower rates and that they may possibly consider Arab Detroit with their online campaign. I asked her to send me a budget and a flight and then I would develop a media plan.

Just wanted to let you know what was happening with Arab Detroit. I know you are taking a pro-active role in seeing that ethnic media is well represented with the U.S. Census....

Warren

--

Warren David

Founder and Publisher, Arab Detroit



Dear Mr. Singh,

As we had mentioned that we still do not have any announcements on our Station for the Indian community and as you are aware we have the largest audience from the Indo-Fijian, Indian and most South Asian communities on our 24 hour Station and also during our programmings on other Am Stations.

We would greatly appreciate if you could please look into this matter for us.

Sincerely,

Roshni Chauhan

Sandy , Unfortunately my publication was not part of the Ad buy as we where told we would be.

Dennis Beaver

THE NW FACTS NEWSPAPER

IF you have any other questions or can inform me why our publication that is the voice of the African American community here in the pacific northwest did not receive an advertisement nor was on the media buy ...

The Facts Newspaper (206) 271-1500

Hi Sandy, Yes, we did get a buy but it went NATIONAL. I didn't get any of the LOCAL buy.

Lizet Vega ILa Raza 93.3 FMI Account Manager l x: 455 Market Street, Suite 2300, San Francisco, CA 94105 f: 415-932-57271 7: 415-543-3753 | www.yosoyraza.com

Dear Sandy,

I hope we have not missed an opportunity to voice our difficulty with obtaining an CensusAd.

Azizah has been categorized into various ethnicities, such as Arab, Southeast Asian or even African-American. We have been told our niche market does not fit into one specific ethnic group or category.

Therefore we have not received any interest from the Census. Azizah Magazine covers a diverse spectrum of ethnicities and races. I believe that is what gives us an advantage. This is our main challenge and I hope that with your assistance we can create the possibility of obtaining an Ad from the Census.

We really appreciate all of your help and if you need any more detailed information please let me know. I would be glad to give you a call if your schedule permits.

Thanks so much,

Azizah Kahera

Chief Operating Officer, Azizah Magazine

Dear NAM,

Yes!! The Census did a full page insertion order for two months.

Juan Carlos Ramos

Publisher, El Tiempo New Orleans

Hello, Sandy. First of all, I thank you for taking the time to take my call this morning to discuss the exclusion of our radio station(s) in the Riverside/San Bernardino area in Southern California (KGGI, KDIF, KKDD, KTDD, KTMQ, KMYT), especially the spanish station KDIF.



We could definitely increase the strength of the message, at no additional charge, by promoting this on the streets via our stations' promotions.

Juan Marcos

CLEAR CHANNEL RADIO---Riverside/San Bernardino

Dear Sandy.

Years, Months, weeks, days since 2000 Census we were marketing for the contract as we did in 2000. Meetings, emails, advised marketing info....directions... and on ground community grass root connections..... results a big Zero. After listening to President Obama and his appeal to help small business....I felt that the large firms, connections, lobbyist made their power felt.... for themselves and not for small business.

They did not leave the door open and opportunity for sub contracting.

John K, Iranian Radio

PS: Visit our www.businesslife.com...home page click Economic Recovery Forum....then pictorial tour and others....you would have been proud of the diversity we had at this Forum.

H Sandy, I need your assistance, the U.S. CENSUS did not include The San Bernadino AMERICAN in the initial Ad buy for the Census, and that's unacceptable, can you please contact me personally on Tuesday @ (909) 804.8012 or (909) 252.2624

John

Hundreds of ethnic media like these are out there, ready to inform and mobilize their communities to participate in the Census. As the Census forms are mailed back after April 1 showing which regions have the lowest response rates, NAM recommends replicating a small but highly cost effective project we've launched with philanthropic dollars to reach American Indian and indigenous communities in California. Call it the SOS (Save our Services) campaign for Census 2010.

The approach, one NAM has pioneered through numerous social marketing campaigns over the last decade, relies on local ethnic media outlets to design their own messaging campaigns and earned media components. The ad buy functions more like a grant for a community based organization which is how many ethnic media actually operate. A McCormick Foundation funded survey by San Francisco State's Renaissance Center last year found that 68 percent of ethnic media leaders it surveyed described their primary goal as service to the community. Less than a third put making a profit as their goal.

Joe Orozco, who runs Hoopa Radio in northern California, typifies the kind of messaging this would generate. Joe says the biggest chunk of money to reach American Indians went into billboards, which don't have much of an impact on isolated reservations like his. ("Most of us don't do a lot of freeway driving," he notes). NAM's



small grant of \$2000 will pay him to develop a PSA that will grab people's attention: "If we don't let ourselves be counted, they'll say no one lives here and take away our water rights."

Ethnic media reach 60 million ethnic adults in this country, or one out of four adults overall, a 16% growth in audience over five years in contrast to the meltdown of audiences for mainstream media. Even a modest investment of \$2 million in those outlets that have been left out or, like Joe Orozco, believe they have more effective ways to message to their audiences could increase the response rate dramatically in some regions between the crucial period between April 15 and the end of July.

More important, it would acknowledge that not just the primary ethnic news outlets but the entire ethnic media sector has an indispensable role to play in how government communicates with the governed.

###

Mr. CLAY. And we thank you for that testimony and what you have left this committee. It will certainly guide us in our advocacy for ethnic, so-called ethnic audiences.

Let me recognize the gentlewoman from California first.

Ms. WATERS. Thank you very much, Mr. Chairman.

Let me thank you again for holding this hearing. This is very much needed. I think that we have gathered enough information here this evening to move and to get active to make sure that this so-called second phase or whatever they call it is done correctly; that more money is put into this advertising budget, more opportunities to shape the message from the local communities as you are describing you're right, this SOS. I agree with you 1,000 percent.

Let me just say before I ask each of you if you agree that there's got to be more money, you mentioned about \$10 million maybe for the African American press. And if we looked at all of the groups, we're probably talking about a total of at least somewhere between \$30 million and \$50 million more that's needed to cover everything.

Danny Bakewell, may I ask you if in fact you advised the Census team that they should extract from you free press in order to get more money in the media buy from the Census team? Did they suggest that in some way? What happened with that conversation?

Mr. BAKEWELL. Thank you, Congresswoman.

I have submitted a letter. I gave you a copy of a letter, one to—that I sent to GlobalHue responding to that request, and then another letter which is a followup that identified specifically. And I want to read it into the record.

What we said to them—they were talking about this issue of value added. We said you should ask—underline the word ask—all of the Black newspapers who are committed to the Census and committed to making sure that Black people understand the importance of the Census, ask them to run articles, which we have been doing already, and ask them to run editorials reinforcing how important the Census is.

They took the language that we gave them, which was to ask all of the newspapers, and this is what they wrote:

In the lieu—this is very specific, Congresswoman, because you asked this woman, and she did not respond to this at all. As a matter of fact, this letter is directed to her and it starts off, "I read your e-mail in the response to my letter to Mr. Coleman, and once again, you got it wrong!"

What they said is, In lieu of free ad space in all papers—all papers—must—underline the word must—agree to running six articles preferably during the hiatus weeks, about the census 2010 as well as two editorials. If paper does not agree to the added value stipulation, buy will be canceled immediately.

That was in the order, the insertion order, that they sent to the papers.

Mr. CLAY. What is the date of that?

Mr. BAKEWELL. The letter that I sent to her was on January 15th. And I want the record to reflect, some members have told me that they went to—they confronted members of the Census about this, and they said, I apologized. I have never apologized nor do I intend to apologize nor would I ever apologize about anything that I have said regarding to the Census's inability to respond to the

Black community and the Black media in terms of allocating the appropriate amount of resources and having the political will.

You have the political will, but they are refusing to carry out your political will by putting the appropriate resources next to it.

So to answer your question, that was—and I apologize Mr. Chairman, for being out of order. I am a little aggravated. But the point was—

Mr. CLAY. I realize that you are very emotional about this.

Mr. BAKEWELL. I am very passionate about this.

Mr. CLAY. Because you see the time slipping away from us as a Nation. I understand that.

Mr. BAKEWELL. Absolutely. And this newspaper issue is my lane, and I am staying in it, and that was just an outright lie. I don't even understand how she could say that.

Ms. WATERS. Well, let me just say, if I may, reclaiming my time, Mr. Chairman, they were under oath when I asked the question. I tried to probe it in the length of time that we had, and I think that we were misled.

So, Mr. Chairman, I will consult with you, but I think I am on the verge of asking for an investigation. First of all, it's discriminatory.

Mr. BAKEWELL. Absolutely.

Ms. WATERS. And it appears that the African American newspapers are being told that they must give free space and editorials, or they will not get money.

Mr. BAKEWELL. They have retracted that. In all fairness, after my letter and after my confrontation with Ms. Ennis, Mr. Coleman, who I never heard from and Mr.—what's his name? Jarvis? Jost? He did, they rescinded that, because we were about to hire a lawyer to sue them on the basis of our freedom of—you know, the right, freedom of information. You know? It was ridiculous.

Ms. WATERS. Well, you are absolutely correct. If it has been rescinded, and it's not been requested now, that will certainly cause me not to pursue an investigation in this matter. If it's one thing I can't stand, it is gross unfairness. I just will not tolerate that.

Mr. BAKEWELL. Well, the fact that they did it, though, the fact that they did it. They don't do it—you asked the question, how was that in relationship to the—they probably asked, asked for added value for all of the media. That's sort of common in the industry. But to mandate and to say that you are going to be penalized punitively and we are going to take your advertising, that is reflective of the attitude and the mentality that they have when it comes to dealing with the Black press and the Black media.

Mr. CLAY. And thank you for that. And Representative Waters, we will review the testimony. And if we see a discrepancy, we will turn it over to the investigative arm of this committee.

Ms. WATERS. Thank you so much.

And in wrapping up, I just want to make sure that if you decide to move forward to ask for supplemental appropriation or more money, whether or not these people who are here testifying tonight will be supportive of that, would you support—

Mr. BAKEWELL. Absolutely.

Ms. WATERS [continuing]. Increased amount of money?

Ms. CLOSE. I would say something further about the Black press. Every city that we have gone to, and I will give you an example of Houston and New Orleans, where we have built ethnic media networks, it has been the Black media that have opened the door. They have been the gate openers. It isn't a question of Black media being told to run these—this material. The whole mindset is screwed up. The—it's a top-down mindset shaped by mainstream media advertising ideas. Mainstream media is melted down. It barely exists anymore. And now you have ethnic media that's growing because people can't do without it. They have the audience, and they are totally dedicated to this. But they are being ignored. They are not being asked what they would do to effectively message out.

IW group is probably doing the best job of trying to get input from local Asian media about what would work in their communities, but they've been largely restricted, as Karen said, to national advertising.

What we have to do, given the very limited time we have left, is bring our media and trust them to be the messengers and to help shape the messages, and not just leave it to a top-down construct that has shown itself. They are not even here. Why didn't they stay? If I was getting \$300 million, I would damned well stay for this hearing.

Mr. BAKEWELL. Mr. Chairman, I know the hour is late, but it really is important to ask the question, why won't they follow our recommendations? The Black newspapers, as an example, as well as Black radio, we couldn't exist in communities where we don't have the host, the heart and souls of the communities supporting us. I mean, the fact that we would have tried and trusted organs in the community and we recommend to them that they buy it, I have had this conversation with Congresswoman Jackson Lee. We recommended Doris's paper, and they didn't take it.

Eventually, after we badgered and we went back and we went back and had her call and I had conversations, the same is true with Congressman Clay. Why would that happen? How can you be committed to counting 40 million African Americans and come out with a program in 16 markets in America? It absolutely, I mean, befuddles the imagination.

Ms. WATERS. Thank you very much, Mr. Chairman.
I appreciate the time.

Mr. CLAY. Thank you so much, Representative Waters.
Representative Jackson Lee.

Ms. JACKSON LEE. I can't thank the chairman enough for his leadership and vision on this issue.

And, Mr. Chairman, I would like to have the Members who are here—I don't want to speak for them, but I know that if they are not on the committee, if we could have our staffs added to your e-mail list so that we can be aware, at your courtesy and invitation, to come to these upcoming hearings that I know that you are going to have.

Mr. CLAY. You certainly will be notified, invited, and most welcomed to attend.

Ms. JACKSON LEE. Thank you, Mr. Chairman.

Mr. Chairman, I am going to ask for an investigation. And since we are in this committee, I am going to make it official. And that

will be up to you and your staff to assess. Because I made the point on the record that the Census contracts were rendered in the previous administration in 2007, there's an instructive point that I would like to make. I know timing is everything. But I would prefer contracts not being made by lame duck administrations, No. 1.

But No. 2, because these contracts then disburse the \$300 million, so, in essence, I cannot go to Director Groves and ask for an accounting, then I would like to have an investigation as to the utilization of the \$300 million. And I think Congresswoman Waters asked it, but I would like it to be in the form of an investigation; how were those dollars used? And.

The previous panel, a witness said he believes that the cow is out of the barn. I don't know that. I am confused. Do I have \$300 million left or a portion thereof? Do I have to have a supplemental, or can I go back in and reconfigure the buys? I don't know that. I am not a media buy person. I happen to think that you do have the opportunity to reconfigure some of the buys or some of the prioritizations.

For example, I believe that the genius of the people sitting before us is stellar. I believe that Vince Young in Houston, TX, that won the Rose Bowl could be on an advertisement in the local papers and get more young people running to be in the Census than I can have any national star—no disrespect to them or actor or whoever it is that is going to charge me a thousand dollars an hour. I think the local restaurant person that the Black newspaper or the Latino newspaper or the Asian newspaper or the Native American newspaper could put in or the chief in the tribe.

Mr. CLAY. Representative Jackson Lee, not to cut you off, but we will give you a full accounting of those \$300 million.

And Representative Cuellar has brought up some very valid issues about the expenditures being made, and so have you.

Ms. JACKSON LEE. And I did not let you answer, so let me just say that I am asking for an investigation, and the chairman has said that you will do some. So sorry.

So I do believe, and then the reason why I am going on, on that point, is because if we look at whether there's production costs and the production cost is 90 percent, then I would say to Mr. Winston, I know you could get people interviewed on your stations that would have people running to be registered, to be part of the Census, as opposed to some production media that comes and you have to play.

So let me ask this question, Mr. Bakewell. You are saying you have how many, 200?

Mr. BAKEWELL. 200 Black publicists. Right.

Ms. JACKSON LEE. Mr. Chairman, can I put Mr. Bakewell's January 13, 2010—it may already be in—ask unanimous consent to put in the record?

[The information referred to follows:]

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DANNY J. BAKEWELL, SR.
Chairman

January 13, 2010

Mr. Donald Coleman
Chairman & CEO
GlobalHue
123 William Street, Suite 1700
New York, New York 10038

Dear Mr. Coleman,

Because the NNPA and its more than 200 publishers are committed to the critical importance and overarching objective of making sure that Black people are counted throughout America in the 2010 Census, all NNPA papers are going to run the advertising schedule which you have authorized through our representative, Dennis Hunn, beginning the week of January 18, 2010. However, I must inform you that on behalf of all our NNPA member publishers, **we will not** commit to this ridiculous and gangster tactic that you are demanding of Black newspapers across America. This tactic of trying to impose upon Black newspapers to agree to commit to a quid pro quo for advertising would compromise our constitutional right to a free press as well as infringing on the integrity of Black newspapers throughout America. The quid pro quo commitment that you are demanding us to agree to in order to get advertising from the 2010 Census would compromise the very heart, soul, ethics and credibility that represent the Black Press in America and throughout the world. The integrity and credibility of the Black Press is not for sale. It is the very thing that has made us the trusted and respected vehicle of communication for Black people throughout history. Not only will we not agree to this demand that you are trying to impose on us, we would not agree to this for GlobalHue, the US Census Department, the Department of Commerce, or any other branch of government including the Executive Branch.

It is bad enough that the Black Press of America's power to reach Black consumers was comprised by under budgeting our efforts by at least 10 million dollars. Now we are confronted with a greater insult that would jeopardize the essence of our integrity and independence in the Black community. We will do everything in our power and influence in both the Black and Caribbean communities to advance the Census count of Black America. We recognize the importance of that effort in bringing future resources to our community, electing new congressional representatives and maintaining present congressional representatives.

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Finally I want to repeat, we will not compromise the integrity of the Black Press under any circumstances by agreeing to your outlandish requirements/demands. On behalf of the Black & Caribbean Press throughout America, we will be asking the Department of Commerce to fire whomever came up with this demand and/or sever the contract with the agency who is attempting to impose such an insulting and ridiculous request on the NNPA and the Black Press of America.

Respectfully,

Danny J. Bakewell, Sr.
Chairman

Cc: Congresswoman Barbara Lee –Chairperson, Congressional Black Caucus
Congresswoman Maxine Waters – Financial Services Committee
Congressman William Lacy Clay –Chairman, Sub Committee (US Census 2010)
Mona K. Sutphen –Deputy Chief of Staff, White House
Gary Locke – Secretary, Department of Commerce
Steven J. Jost – Associate Director for Communications, US Census Bureau
Congressional Black Caucus Members
National Newspapers Publishers Association Board Members

Mr. CLAY. Without objection.
Ms. JACKSON LEE. To Mr. Coleman? And then his January 15,
2010 letter to Ms. Ennis, I believe.
[The information referred to follows:]

02/01/2010 10:28 FAX 3232916804

The Bakewell Company

02/01/0

Key

2

From: Dennis
 To: denis@globalhue.com
 Cc: dennis@globalhue.com
 Subject: NNPA_GuestHue
 Date: Friday, January 15, 2010 8:23:12 PM



Dennis J. Bakewell, Sr.

Chairman

January 15, 2010

Dear Ms. Ennis.

I read your email in response to my letter to Mr. Coleman and once again, you got it wrong!

On behalf of myself and the NNPA, Dennis Hunn, our Executive VP of Advertising & Marketing, did recommend with "clear direction" for you to ask all participating NNPA newspapers to participate in GlobalHue's request for added value by asking our Publishers for stories and editorial space. We absolutely would not agree to giving the Census or any client free advertising space.

Point four (4) of Dennis' December recommendations email recommended to GlobalHue the following:

"In lieu of free advertising added value, we recommend asking all participating newspapers to commit to running, during the paid advertising campaign, at least 6 news articles and 2 editorials stressing the importance of completing the 2010 Census. African American/Black readers believe in the Black Press. The combination of paid advertising and the Black Press endorsement should have great success in increasing the 2010 Census completion ratio."

And this is what GlobalHue decided to change Dennis' statement/recommendation into, to impose on NNPA newspapers:

"IN LIEU OF FREE AD SPACE, ALL PAPERS MUST AGREE TO RUNNING SIX (6) ARTICLES (PREFERABLY DURING HIATUS WEEKS) ABOUT THE CENSUS 2010 AS WELL AS TWO (2) EDITORIALS. IF PAPER DOES NOT AGREE TO THE ADDED VALUE STIPULATIONS, RUV WILL BE CANCELLED IMMEDIATELY."

Clearly, GlobalHue's language is nowhere near what Dennis recommended when he said, "ask the participating newspapers." He did not mention anything as absurd as threatening papers for not complying!

I rest NNPA's case!

Now let's begin on a new and positive note. I do appreciate that this is now behind us and you have agreed to change the language to conform with our recommendation. I hope you and Dennis, who always speaks highly of you, can work together and make the 2010 Census a great success for us all. You can count on our full support and cooperation!

Respectfully,

Danny J. Bakewell, Sr.
 Chairman

Cc: Congresswoman Barbara Lee - Chairperson, Congressional Black Caucus
 Congresswoman Maxine Waters - Financial Services Committee
 Congressman William Lacy Clay - Chairman, Sub Committee (US Census 2010)
 Mona K. Sulpher - Deputy Chief of Staff, White House
 Gary Locke - Secretary, Department of Commerce
 Steven J. Jost - Associate Director for Communications, US Census Bureau
 Congressional Black Caucus Members
 National Newspapers Publishers Association Board Members

Mr. CLAY. Without objection, so ordered.

Ms. JACKSON LEE. Thank you. I have a document here that indicates a list of local Black newspapers, and they go up to 152, and you said there were 200. Is this something that you say has been fixed? Or what is this that I am looking at?

Mr. BAKEWELL. I don't know what you are looking at. As far as we know, that all of our newspapers, in spite of the fact that we recommended all of them, they are not on the buy. We have some that was just put on the buy today. And one of the things that you have to be mindful of is that when you get put on the buy, what does that mean? What they have done is that, instead of all of the newspapers running advertising consistently, like we recommended that you start in January, you take a full page ad out and you run that every week consistently messaging, making sure that you have the right kind of layout. They ran—first of all, it didn't start in January. It didn't start until February, and it started for—they gave some newspapers a 6 week run or a 4 week run, one full-page ad, one half-page ad, two quarter-page ads, and then you stop.

Ms. JACKSON LEE. Mr. Bakewell, I want to get on the record now. How many do you think, to your knowledge, is getting ads of your membership of 200?

Mr. BAKEWELL. Our membership of 200, I don't think we're past 125.

Ms. JACKSON LEE. OK. I don't know where this came from. That's why this is part of the—they list 152. So you are saying that is inaccurate, to your knowledge?

Mr. BAKEWELL. To my knowledge, we have not been confirmed that those are all our newspapers. There may be some papers that they are selecting who are not members—

Ms. WATERS. Would the gentleman yield for a minute?

Congresswoman, I don't know what this represents, but there's one lame newspaper that's listed 18 times in 18 different cities.

Mr. BAKEWELL. Yes. That's Rollout. Yes.

Ms. WATERS. I want to tell you, something is wrong here. And so this really does have to be looked at because, you know, it's just so unusual. It is not something that most of us are aware of. And most of us are aware of the African American newspaper population all over the country. So when she says that's 152, and 18 of them are some newspaper that is supposed to be in 18 cities, that really has to be critiqued and looked at.

Mr. CLAY. We will have—the committee will ask for a full accounting of the buy for 18 for the rolling out publication.

Ms. CLOSE. If there were any way to also include the Afro-Caribbean media, like the Ethiopian. One of the—the DraftFCB person mentioned Somali. But to our knowledge, the Somali media of Indianapolis and the Ethiopian media, but even more worrisome, why would San Bernardino, Riverside, the poorest and fastest-growing region in our State, left out both Spanish Language Radio and San Bernardino Sun? That is one of the oldest Black newspapers in the State.

Mr. BAKEWELL. I know this is not my area, and it is Winston's area, but I will tell you one of the things that I went over today just in terms of talking about how—because we are all focusing on, how do we get this done? We are really not trying to find reasons

not to do this. We are trying to consolidate to say, how do we make this a success? In terms of Black radio, they are—they have told them to go into the markets and go into the top 20 markets and take the top two rated stations for those markets. Those are probably Black programmed but not Black-owned stations. That does not mean that the Black-owned stations are not reaching both with depth and reach the community. But they are just not focused on us in a way that is representative and realistic.

Mr. CLAY. Representative Jackson Lee, if you would conclude your questioning.

Ms. JACKSON LEE. My staff has informed me that this list that I'm holding in my hand, the 152, came from the Census, U.S. Census. And maybe we can explore this.

Mr. Chairman, I am going to ask unanimous consent to add this to the record. It is not labeled. It says List of Local Black Newspapers Receiving 2010 Census Advertisement. So maybe we can have a review of what this is, because it is in conflict with Mr. Bakewell.

[The information referred to follows:]

List of Local Black Newspapers Receiving 2010 Census Advertisement

	Newspaper	Market
1	Atlanta Daily World	Atlanta, GA
2	The Atlanta Inquirer	Atlanta, GA
3	The Atlanta Voice (Atlanta, Stone Mountain)	Atlanta, GA
4	African Star	Atlanta, GA
5	Caribbean Star	Atlanta, GA
6	Rolling Out Atlanta	Atlanta, GA
7	The Metro Courier	Augusta, GA
8	Rolling Out - Baltimore	Baltimore, MD
9	Afro American	Baltimore, MD
10	The Baltimore Times	Baltimore, MD
11	The Drum	Baton Rouge, LA
12	The Baton Rouge Weekly Press	Baton Rouge, LA
13	Rolling Out - Birmingham	Birmingham, AL
14	The Bay State Banner	Boston, MA
15	The Kenya Monitor	Boston, MA
16	Radiant News	Boston, MA
17	Charleston Chornicle	Charleston SC
18	Rolling Out - Charlotte	Charlotte, NC
19	The Charlotte Post	Charlotte, NC
20	Savoir-Faire Magazine	Charlotte, NC
21	Rolling Out - Chicago	Chicago, IL
22	Chicago Defender	Chicago, IL
23	Chicago Citizen - Southeast	Chicago, IL
24	Crusader News Group	Chicago, IL
25	Joliet Times Weekly	Chicago, IL
26	North Lawndale Community News	Chicago, IL
27	Windy City World	Chicago, IL
28	The Cincinnati Herald	Cincinnati, OH
29	Rolling Out Cleveland	Cleveland-Akron, OH
30	The Reporter Newspaper	Cleveland-Akron, OH
31	Call and Post COMBO	Cleveland-Akron, OH
32	City News	Cleveland-Akron, OH
33	East Side Daily News	Cleveland-Akron, OH
34	Panorama	Columbia, SC
35	Columbus Times	Columbus, GA
36	The Columbus Post	Columbus, OH
37	African Weekender	Columbus, OH
38	The Minority Communicator (Columbus Only)	Columbus, OH
39	Compton Bulletin	Compton, CA
40	Rolling Out - Dallas	Dallas, TX
41	The Dallas Examiner	Dallas, TX
42	Dallas Weekly	Dallas, TX
43	Dallas Post Tribune	Dallas, TX
44	Denver Weekly News	Denver, CO
45	Rolling Out Detroit	Detroit, MI
46	Michigan Chronicle	Detroit, MI
47	Michigan Citizen	Detroit, MI
48	Michigan Front Page	Detroit, MI
49	Carolina Times	Durham, NC
50	Florida Courier-State wide	Florida-Statewide
51	Westside Gazette	Ft. Lauderdale, FL
52	Carolina Peacemaker	Greensboro-High Point, NC
53	The Times Upstate	Greenville-NC, SC
54	The Minority Voice	Greenville-NC, SC
55	Inquiring News	Hartford & New Haven, CT

List of Local Black Newspapers Receiving 2010 Census Advertisement

56	Rolling Out - Houston	Houston, TX
57	Houston Defender	Houston, TX
58	Houston Style	Houston, TX
59	African - American News & Issues - Texas	Houston, TX
60	Houston Forward Times	Houston, TX
61	Indianapolis Recorder	Indianapolis, IN
62	Jackson Advocate	Jackson, MS
63	Jackson Free Press	Jackson, MS
64	The Mississippi Link	Jackson, MS
65	Florida Star News	Jacksonville, FL
66	Jacksonville Free Press	Jacksonville, FL
67	Kansas City Call	Kansas City, MO
68	African Trumpet	Los Angeles, CA
69	Los Angeles Sentinel	Los Angeles, CA
70	Los Angeles Wave Pub	Los Angeles, CA
71	Our Weekly LA	Los Angeles, CA
72	Rolling Out - LA	Los Angeles, CA
73	L.A. Watts Times	Los Angeles, CA
74	Georgia Informer	Macon, GA
75	Rolling Out Memphis	Memphis, TN
76	Memphis Silver-Star News	Memphis, TN
77	South Florida Times	Miami, FL
78	Caribbean Today	Miami, FL
79	The Miami Times	Miami, FL
80	Caribbean Sun	Miami, FL
81	Rolling Out Miami	Miami, FL
82	Milwaukee Community Journal	Milwaukee, WI
83	Insight News	Minneapolis, MN
84	Mshale	Minneapolis, MN
85	Mobile Beacon	Mobile, AL
86	The New American Press	Mobile, AL
87	The Pensacola Times	Mobile, AL
88	Montgomery's Westside Weekly	Montgomery, AL
89	The Montgomery-Tuskegee Times	Montgomery, AL
90	South Carolina Black News	Columbia, SC
91	The Nashville Pride	Nashville, TN
92	Tennessee Tribune	Nashville, TN
93	Rolling Out - New Orleans	New Orleans, LA
94	The Louisiana Weekly	New Orleans, LA
95	The New Orleans Tribune	New Orleans, LA
96	New Orleans Data News Weekly	New Orleans, LA
97	Rolling Out - New York	New York City, NY
98	African Sun Times	New York City, NY
99	Caribbean Life	New York City, NY
100	Haiti Liberte	New York City, NY
101	Haiti Progres	New York City, NY
102	The Weekly Gleaner	New York City, NY
103	The Weekly Star	New York City, NY
104	African American Observer	New York City, NY
105	Amsterdam News	New York City, NY
106	Black Star News	New York City, NY
107	New York Beacon	New York City, NY
108	New York Journal	New York City, NY
109	The Haitian Times	New York City, NY
110	New York Daily Challenge	New York City, NY
111	NY Carib News	New York City, NY
112	New Journal & Guide	Norfolk, CT
113	The Daytona Times	Orlando-Daytona Beach, FL

List of Local Black Newspapers Receiving 2010 Census Advertisement

114	Orlando Advocate/Central Florida Courier	Orlando-Daytona Beach, FL
115	The Orlando Times	Orlando-Daytona Beach, FL
116	Central Florida's Spotlight	Orlando-Daytona Beach, FL
117	Rolling Out Philadelphia	Philadelphia, PA
118	The Philadelphia Tribune	Philadelphia, PA
119	Philadelphia Observer	Philadelphia, PA
120	Arizona Informant	Phoenix, AZ
121	New Pittsburgh Courier	Pittsburgh, PA
122	The Carolinian	Raleigh-Durham, NC
123	The Triangle Tribune	Raleigh-Durham, NC
124	Richmond Free Press	Richmond, VA
125	Southside Voice/Richmond Voice	Richmond, VA
126	The Sacramento Observer	Sacramento-Stockton, CA
127	San Antonio Observer	San Antonio, TX
128	Precinct Reporter Group	San Bernardino, CA
129	San Diego Voice & Viewpoint	San Diego, CA
130	San Francisco Bay View	San Francisco-Oakland-San Jose, CA
131	California Voice/Sun Reporter	San Francisco-Oakland-San Jose, CA
132	Rolling Out - San Francisco	San Francisco-Oakland-San Jose, CA
133	Post News Group COMBO	San Francisco-Oakland-San Jose, CA
134	Globe - COMBO	San Francisco-Oakland-San Jose, CA
135	The Savannah Tribune	Savannah, GA
136	Savannah Herald	Savannah, GA
137	Seattle Medium	Seattle, WA
138	The Shreveport Sun	Shreveport, LA
139	The Real Views	Shreveport, LA
140	Rolling Out St. Louis	St. Louis, MO
141	East St. Louis Monitor	St. Louis, MO
142	The St. Louis American	St. Louis, MO
143	The St. Louis Argus	St. Louis, MO
144	Capital Outlook	Tallahassee
145	Florida Sentinel Bulliten	Tampa-St Petersburg, FL
146	Tempo News	Tampa-St Petersburg, FL
147	East Texas Review	Tyler-Longview, TX
148	Washington Informer	Washington DC
149	Rolling Out - DC	Washington DC
150	Afro American	Washington DC
151	Radiant News	Washington DC
152	Greater Diversity News	Wilmington, NC

Mr. CLAY. Without objection.

Ms. JACKSON LEE. I want to move very quickly to Mr. Winston just to followup—and thank you—to followup on this question or this point that Mr. Bakewell has made. And I was going to have that very point.

It would be helpful if you could submit from your perspective or your list to this committee what stations you know to be getting, out of your organization, to be getting advertisement.

You say you have how many stations, Mr. Winston?

Mr. WINSTON. There's 245 radio stations.

Ms. JACKSON LEE. I'm sorry.

Mr. WINSTON. 245 radio stations, 13 television stations.

Ms. JACKSON LEE. Do you have knowledge that the 245 and the 13 are getting advertisement?

Mr. WINSTON. I know that many of them are not. I do not have an exact count. But I have had a number of stations contact me saying that they were—that they either have not heard from the Census Bureau at all, or they have been promised advertising that has never arrived. And I have seen, in my testimony, I mentioned exactly what Mr. Bakewell was talking about a minute ago about they're targeting stations based upon Arbitron ratings. So they are taking the Black targeted stations, which may have nothing to do with Black ownership and have no connections with the Black community.

Ms. JACKSON LEE. Then I would ask you if you would do your own research, maybe you all have the resources. But you've got 245 and 13 television.

Mr. WINSTON. Right.

Ms. JACKSON LEE. I'd appreciate it if you could give us that report.

Second, I would ask, for example, to note whether or not—and I use these only as examples, so I don't want the other universities to raise up their voices, but I use them as examples. WHUR, I am wondering whether they considered university-based stations. KTSU, Texas Sun University. I say that to say that's an odd component of our communities. Do they know that is, however, a very important part of our communities? And they're PBS, some of them, of course. But the point is they reach a population that we want to be counted. Would you check that for me, please?

Mr. WINSTON. Sure. And WHUR is actually a commercial station. It is one of the NNPA member stations. So I will be happy to look into that as well. And I hope that you will also ask the Census Bureau for their record on what they say is the Black target stations and the Black-owned stations that they claim to have reached.

Ms. JACKSON LEE. And that's a very good point. I will just close, Mr. Chairman, by saying, Ms. Close, you have been very articulate.

I just want this question to ask. Do you believe that it would be more effective to utilize local personalities and local focus and local content that would actually pierce and penetrate the neighborhoods throughout America that listen to localized programming and media?

Mr. Bakewell.

Mr. BAKEWELL. Absolutely.

Ms. JACKSON LEE. Mr. Winston.

Mr. WINSTON. Absolutely.

Ms. JACKSON LEE. Ms. Close.

Ms. CLOSE. Absolutely.

Ms. JACKSON LEE. I yield back.

Mr. CLAY. Thank you so much, Ms. Jackson Lee. And thank you for your participating in the hearing.

Let me close out by asking one question to each of you, and I will start with Ms. Close. Discuss for us, after seeing the initial photos and the ads, discuss for us the importance of specialized ethnic media outlets and motivating the hard-to-count population, and speak to the necessity of recognizing cultural sensitivities in crafting a message. And you can bet that they are monitoring these hearings. So I want to hear it from you, someone that's in the field.

Ms. CLOSE. When I was in Hoopa, which is 7½ hour drive from San Francisco, a very isolated part of the State, the bumper stickers on the cars said "Think you can trust government? Ask an Indian."

The people who run the Two Rivers Tribune—and I mentioned the Indian only now because we haven't really heard from the American Indian. The Two Rivers Tribune publisher said that most of the advertising to reach American Indians was going into billboards, and that most people in their community don't really go on the freeways. And, in any case, the Redwood Highway doesn't have billboards. And then they showed me those ads, the teepee ads. And they say they were too offended to run them. So we said, well, if we give you \$2,000, will you come up with our your own?

And this is what is so ridiculous, to imply that Black media need to be told what to run and what to editorialize. These media are chomping at the bit to develop their own messaging. And then they came up with that wonderful: If you want to save your water rights, be counted. Yes.

Mr. CLAY. Let me also ask Mr. Winston, how do past Census buys compare with the current effort in terms of your membership participating in media buy? Is it the same experience or different?

Mr. WINSTON. I was told that, in actual dollars, the dollars that have come down so far this year are lower than the 2000 census. And obviously, you have 10 years of inflation to add into those lower dollars. So it is significantly less in terms of what's happened. And I don't know if that's in part, as I said, there are people who have been promised dollars they haven't even seen yet. So I think part of it is failure of execution and also a question of the limited budget.

Mr. CLAY. Mr. Bakewell, the same question. How does that compare with 2000?

Mr. BAKEWELL. I don't know specifically because I was not in this position as Chair of the NNPA. But I can tell you, many of the members have said to me that last time they got more money and the buys were more consistent. And that's what we have been fighting for, as you well know.

Ms. JACKSON LEE. The contract was purchased under another—not purchased, but structured under another administration that we had a lot of input at that time. I remember—I don't know, Congresswoman, if you may yield, Mr. Chairman.

I don't remember, Congresswoman Maxine Waters, but I think we had come together and really had an impact before they went out with the structure that they used. Even though we had undercounts, I remember specifically having outreach through congressional offices that made—much more that made a difference. Thank you for yielding.

Mr. BAKEWELL. Congresswoman Waters, you asked a question, and I am not sure this is the specific answer, but I think it is. You asked the guy who was heading up, who was the head of the agency who got all the money, the \$300-some million about RFPs. I think what he was sort of being very delicate about is that they put together a team, and the RFP that they are talking about was that he submitted the master agency and RFP for that one contract. All of those individual 12 agencies that he had did not submit an RFP to him. He selected them, and the RFP which he was telling you about was the one RFP that they submitted to the Census. So you were right on point and on track in terms of, there was a preselection of the people that he decided he wanted to have on his team.

Mr. CLAY. Let me close out this hearing and first thank all of the participants in this hearing. I believe it was exhaustive. I believe it was eye-opening. And I thank you for understanding the timeframe that we conducted this hearing in.

Ms. Close, I am sorry about you missing your plane and sorry about you all being inconvenienced in this way. It was really unavoidable.

Interesting issues have been raised this evening. This subcommittee will followup and share what we find with the participants of this committee—of this hearing, the whole issue of ethnic media, the entire issue of media bias, and we will move forward accordingly. And so let me thank you all.

Mr. BAKEWELL. I really have to thank you. We really want to go on record as thanking you for the leadership. This is a most vital and important hearing. And, again, your leadership and your vision for knowing and making this an imperative hearing has been extraordinary to, I believe, ultimately trying to get to the bottom and getting a successful 2010 census count.

Mr. CLAY. Thank you, Mr. Bakewell.

Mr. WINSTON. I join in Mr. Bakewell's comments.

Mr. CLAY. Thank you, Mr. Winston. And we will stay on this subject. And I thank all of you. The hearing is adjourned.

[Whereupon, at 10:48 p.m., the subcommittee was adjourned.]

[Additional information submitted for the hearing record follows:]

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TESTIMONY OF

Mr. Marcelo Gaete-Tapia

Vice President, Public and Governmental Affairs

ENTRAVISION COMMUNICATIONS CORPORATION

Santa Monica, California

BEFORE THE

U.S. HOUSE OF REPRESENTATIVES

COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM

INFORMATION POLICY, CENSUS, AND NATIONAL ARCHIVES SUBCOMMITTEE

HEARING ON

“THE 2010 CENSUS COMMUNICATIONS CONTRACT: THE MEDIA PLAN

IN HARD TO COUNT AREAS”

FEBRUARY 24, 2010

Good Morning. Chairman Clay and Ranking Member McHenry, my name is Marcelo Gaete-Tapia. I am Entravision Communications Corporation's Vice President for Public and Governmental Affairs. Entravision is a diversified Spanish-language media company with a unique group of media assets that includes television stations, radio stations, and digital media. Our media assets are strategically located in fast-growing and high-density U.S. Hispanic markets nationwide. We own and operate 51 primary television stations across the United States. Our television assets principally consist of the largest affiliate groups for the two television networks operated by Univision Communications Inc.: Univision and Telefutera. We own and operate television stations in 29 of the top 50 U.S. Hispanic markets, which gives our company extensive knowledge of Latinos in the United States and how the media is able to reach them.

I very much appreciate the invitation from this Subcommittee to come to Washington and to present to you the perspective of a local broadcaster on the efforts of the Census Bureau in making use of the media in securing the cooperation of the Spanish-speaking public in responding to the 2010 Census. In my work for Entravision, I have had the opportunity to interact with our Station management who, on a day-to-day basis, work tirelessly to ensure that our Stations broadcast a package of local news and locally acquired originated programs that, in addition to network programs, attract a strong and intensely loyal Hispanic audience.

Among my responsibilities is to work with the Census Bureau in its efforts to obtain an accurate count of Hispanics in the 2010 Census. Based on my discussions with the Census Bureau, I have learned that the goal of the Bureau, in undertaking Census advertising media buys in support of the 2010 Census, can be summarized by three points. First, to increase the share of American households that mail back their Census forms. Second, to reduce the undercount,

specially the differential undercount which negatively affects the results from what is known as the "hard to count" communities. Third, to increase cooperation from residents with the enumerators during the door-to-door phase; also know as the Non-Response Follow-up (NRNU). I agree with each of these goals, but, when it comes to Hispanics I am not convinced that the Census Bureau is undertaking its efforts using best media practices and that is why I am here this afternoon.

The 2010 Census Media campaign's stated goal is to motivate "hard to count" populations to increase their response rate, be it by mail returns or cooperation with enumerators. This campaign, designed after extensive research by the Census Bureau, draws on the various social factors that contribute to low response rates. The Census Bureau has identified 12 variables that result in a community being "hard to count." The factors include: high unemployment rates, residents of overcrowded housing, renters vs. homeowners, non-high school graduates, recipients of public assistance, and linguistically isolated individuals.

Based on this research, the Census Bureau correctly moved from the national advertising effort that predominated in the 2000 Census to an advertising effort, which I applaud, that now includes a greater reliance on local, targeted media buys. Yes, the Census Bureau has recognized that if the Census is to improve its response rate, especially among the hard to count, a local media strategy is the best means for doing so. However, the means adopted in the targeted media buying is where I have my concerns.

While the Census 2010 Media Campaign is a significant step forward in comparison to the 2000 campaign, there remain issues with the Media Campaign that Entravision urges this Committee to consider and respond to. Among the significant problems that the Media Campaign fails to address fully are the unique needs of the Hispanic population in Border

Region, the insufficient use of local “trusted-voices” reaching out to public, the lack of localized support for the distribution of 13 million bilingual Census forms, and the cumulative impact of the emerging U.S. Hispanic markets and their concerns over responding to governmental inquiries.

To this end, I would like to draw your attention to Laredo, Texas, where Entravision operates and which is represented by Congressman Henry Cuellar, a member of this Committee and someone I know who seeks to achieve a complete count of his constituents. In Laredo, 91.4 per cent of the Census tracts have an HTC score of above 45. That means that the Census Bureau is going to have trouble in securing a correct count of the population.

Considering the uniqueness of the Laredo market, we at Entravision have long approached our job as a broadcaster, in service to our viewers and advertisers, with a special understanding of the people, traditions, and culture of South Texas. Laredo sits astride the Rio Grande River where it is isolated from other communities in Texas and the United States. The closest major city is San Antonio, which is 150 miles away. Laredo’s fast-growing population is nearly 95% Hispanic and one can easily conduct business and be entertained with little reliance on the English-language.

However, Laredo over-indexes in every HTC category the Census has. Its Census tract average score for Linguistically Isolated is 29.5%, its below poverty rate is 33.2%, the average renter rate is 38.5%, crowded units rate is 13.1%, and non-high school graduation rate is 49.8%. From the 2000 Census, its population had an under-average mail return rate. From this Census information, we can easily predict that the Laredo community will have a low-response rate to the Census.

Considering the unique characteristics of the Laredo market, I was surprised and concerned when the Census Bureau did not recommend this market as one for local Spanish-language television in the Local Census TV RFP. Why there is no special effort in Laredo is a matter that the Census Bureau should answer.

Another example of overlooked markets, in the currently operative media plan, are the emerging Hispanic communities such as Denver, Orlando and Tampa. These are markets with fast-growing Hispanic populations. Denver's 234,750 Latinos, Orlando's 202,710 Latinos, and Tampa's 194,490 Latinos will not be receiving local spot advertising support because of the narrowly drawn criteria.

As we have been told, there will not be targeted media in these emerging markets because they each fail to meet the applicable HTC threshold of 31.8%. Denver is at 26.89%, Orlando is at 31.2% and Tampa is at 33.3%. In addition, each of these communities had an overall 2000 Census mail back rate in excess of the threshold 67.3%. Denver was at 78.58%, Orlando was at 74.5%, and Tampa was at 75.2%. The problem with these metrics is that the Census Bureau has failed to segregate the Hispanic response level from the 2000 Census and given consideration, based on the Census's own counts throughout the last decade, that each of these communities has a growing Hispanic population. Had the Census Bureau done so, it would have recognized the need for local targeted actions reaching out to Latinos and these markets would have been included in their local media buying effort.

Currently, the Bureau's 2010 Census Advertising Buys Media Distribution Strategy document states that their media buying team has negotiated almost \$30 million in added value from national and local media outlets, or 22.5% of the \$133 million in total buys. This value added includes additional spots provided for free, celebrity endorsements or mentions of the

Census programming, Public Service Announcements, news or editorial content, or even special 2010 Census programming.

While the Census Bureau's media plan recognizes the importance of a local/targeted campaign, the use of local trusted voices in their communities was entirely overlooked. There is no secret in how Entravision achieved its own success and trusted voices are an important part of it. Our local on-air talent are recognized in the community and trusted as a source of information for Hispanics. This comes about because our talent is local in dialect and reconcilability, have established local sources, have worked in the community for long stretches, report on local issues, and participate in local activities. No other medium can come close to us in these resources. Owing to these trusted voices, advertisers have come to rely on Entravision's Stations and have recognized, from their sales, that being connected to Entravision's trusted voices benefit them in the marketplace.

Yes, local advertising is the best means to reach people, but in communities such as Laredo more is going to be needed. The Census Bureau needs to work with local stations, including local Spanish-language stations, to craft a relationship that includes advertising along with local personality endorsements, news tie ins, and PSAs. If the Census Bureau recognizes what local Spanish media can do for it in high HTC markets, Entravision and other Spanish-language television outlets can lend their influence to the collection process. The Spanish-language media can enable the Census Bureau to undertake an accurate count of the fastest growing portion of the population.

While all of this is quite general, I would like to relate what we have recently done for a specific government program. As you may recall, this past June the federal government completed the digital transition in television. All television broadcast stations went from analog

to digital. That meant, for our viewers, that if they were over-the-air viewers, they would have to buy a new digital receiver or, with the benefit of a government coupon offering a credit, purchase a converter box that allowed an analog receiver to display digital programming.

We commenced the digital transition with some trepidation. Not only did we have to induce our viewers to acquire new receivers or converter boxes, a significant expense in a generally poor area, but this had to be done in the face of Mexican television broadcasters, operating just across the border from a number of our stations, who were urging American viewers to do nothing so that they could be become their captive viewers.

Through advertising, news reporting, community outreach, and even outdoor sessions where we personally demonstrated how to undertake the conversion, we were able to bring the viewing public down to a small number who would not be able to view our Stations in digital. It was quite an achievement that pleased us and pleased the government officials at the NTIA and FCC who were in charge of the effort.

We view the Census Bureau's efforts to deal with the Hard to Count to be in the same league as the NTIA's efforts to transition viewers from analog to digital. It is going to require the same degree of involvement that was put into the digital transition. If there is to be a full and fair population count, the Census Bureau is going to have to recognize that the only means for connecting with Hispanics is through the media that they know and trust.

As we look ahead to the Non-Response Follow-Up (NRNU) Phase of the media campaign, we remain concerned that a number of emerging and border communities will be overlooked once again. The Census Bureau has stated that we all be able to go on-line and examine the response rate by community. But, will the Bureau be able segregate the data and determine where Spanish language media buys are needed. We know that certain emerging

Latino communities located in relatively moderate to high mail return rate communities will be ignored if the data is not segregated at the granular level. We need to know clearly what the Census media strategy and criteria will be and how data will be use in determining how resources are allocated to the NRNU Phase. And, we urge that the Census Bureau revised its strategy to ensure that local Spanish-language media is included in the media effort in markets where there is a presence of Spanish-speakers.

I am pleased to answer any questions you might have.

MAY 14 2010



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

The Honorable William Lacy Clay
 Chairman
 Subcommittee on Information Policy, Census,
 and National Archives
 Committee on Oversight and Government Reform
 U.S. House of Representatives
 Washington, DC 20515-6143

Dear Mr. Chairman:

Thank you for your letter of April 21, 2010, requesting the clarification of the U.S. Census Bureau's communications efforts to promote the 2010 Census. It is my hope that the responses below further clarify the responses the Census Bureau delivered to the Subcommittee on March 9, 2010, in response to the February 24, 2010, hearing entitled, "The 2010 Census Communications Contract: The Media Plan in Hard to Count Areas."

Since we last supplied the Subcommittee with details on the advertising buys on March 9, much has happened, including the mailing of the forms, the end of the mailback phase, the shift of advertising messages from "Mail It Back" to "Cooperate with the Census Taker" and the start of Non-Response Follow-Up. In our previous report and testimony we told you we had created a media reserve fund of \$7.4 million for unforeseen contingencies and additional advertising in areas of low response. All of those funds were expended in various efforts to increase cooperation and boost mailback response.

At the end of March, Census Bureau management met and reviewed census tract-level data and ranked local media markets in terms of those showing the lowest rates of participation. We made the judgment that with savings from other census operations that had essentially been concluded, we had additional reserve funds available in the Decennial account which could be used to further increase targeted, national and local media buys to help boost participation. Through a series of decisions we added \$31.4 million to the media buys in the final two weeks of the mail-back phase and for some additional spending during Non-Response Follow-Up.

The combined actions to expend our \$7.4 million media reserve and to supplement the media buys with and additional \$31.4 million we believe helped the country achieve the 72 percent participation rate that matched the performance of the Census 2000. We are particularly pleased that our contractor and our census staff worked collaboratively using real time data - almost at the last minute to still be able to be in market- in an effort to deploy the additional spending in those markets and against those audiences showing evidence of lower participation rates.

I should stress that some of the data contained in this response was previously submitted to the Subcommittee. In other instances, we have updated the data or charts to reflect spending and events that have taken place since March 9 to provide you with the most current information in each instance. Budget documents reflect more recent data, where more detailed accounting reports made be current as of March 31, 2010.

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The Honorable William Lacy Clay

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In our response of May 9, we failed to submit these responses individually to each Member office as stipulated by the April 21 letter. Herewith are the responses to your specific questions, as identified by the Subcommittee.

Chairman William Clay

Question: Please provide a “full accounting and specifics regarding the ad space in *Rolling Out* magazine, including material presented to evidence circulation.”

Answer: *Rolling Out* magazine is a weekly publication targeting the young, African American urban population. *Rolling Out* is a free distribution urban weekly print and digital magazine founded by Mr. Munson Steed and is based in Atlanta, Georgia. Mr. Steed recently was chosen by Rev. Al Sharpton to head the Madison Avenue Initiative of the National Action Network on media fairness. For the Black audience local newspaper buy, the Census Bureau purchased all of the in-market editions of *Rolling Out* listed in Attachment 1. The Census Bureau purchased ad space in 18 editions of this publication across the United States during the awareness and motivation phases of the campaign at a cost of \$233,491.50. Each edition received six insertions, 1 full-page/black-and-white, and five half-page black-and-white insertions. The magnitude of this media buy afforded the Census Bureau the opportunity to negotiate the same rate for each market. Furthermore, the Census Bureau spent an additional \$15,604.72 in the Birmingham and Los Angeles markets by placing an additional two, 4-color, full-page insertions in each market during targeted rapid response efforts. These actions in low mail participation areas were taken towards the end of the motivation phase.

For advertising during the Non-Response Follow-Up (NFRU) phase, GlobalHue, our Black audience advertising agency, is not purchasing *Rolling Out*. The advertising during this phase is more targeted and there are other publications better suited to reach intended audiences in this part of the campaign.

Please see Attachment 1 for complete details on the *Rolling Out* magazine media buy indicating circulations for the markets purchase.

Question: The incentive structure for contractor DraftFCB.

Answer: The incentive structure in the communications contract is referred to as the Award Fee Plan, Consistent with the Federal Acquisition Regulation, fees on incentive contracts represent the contractor’s profit, and cost-reimbursement incentive contracts are standard practice. Based on evaluation factors established in an award fee plan, award fee contracts are a tool that subjectively assesses contractor performance for a given evaluation period. They allow contractors to earn a portion (if not all) of an award fee pool that is established as the beginning of the

The Honorable William Lacy Clay

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specific criteria and procedures to evaluate DraftFCB's performance during the 2010 Census Integrated Communications Campaign. Please note that not all tasks have award fees attached to it. It should also be noted that page 16 of the Award Fee Plan (Section 2.4) has been updated to reflect the fact that Raul E. Cisneros has been appointed as the Chair of the Award Evaluation Board and that Kimberly Higginbotham is no longer a member of the board.

I hope that the above responses fully addressed your inquiries. Should you have additional questions, please do not hesitate to call Ms. Angela M. Manso in the Congressional Affairs Office at 301-763-6100.

Sincerely,

Robert M. Groves
Director

cc: Representative Patrick McHenry, Ranking Member

FG Tab #2

Rolling Out Magazine Editorial Circulations

The below information was provided by Rolling Out regarding their circulation. For the Black audience local newspaper buy we purchased all of the below in-market editions of Rolling Out. Each edition received (6) insertions, (1) PGBW and (5) 1/2PGBW for Awareness and Motivation. Because of the magnitude of this buy, we were able to negotiate the same rate for each market.

Therefore we spent a total of \$233,491.50 for Awareness and Motivation.

Birmingham and Los Angeles received an additional (2) PG4C insertions a piece in response to the Rapid Response initiative as these markets initially had low response rates.

For Rapid Response we spent a total of \$15,604.72.

For NRFU, Globalhue are not recommending Rolling Out. Even though Rolling Out does have a local presence they do not have any paid subscribers. There are other community newspapers within these markets that we feel our target has a higher engagement with as they have a paid subscriber's base. Also the market list for NRFU for local newspaper does not encompass all of the below markets.

TOTAL: 1,201,817 copies weekly in 19 of the Top 25 African-American markets

Rolling Out circulation by market

SF BAY AREA	LOS ANGELES	DETROIT	CHICAGO	CLEVELAND	ST LOUIS
65,350 copies	78,710 copies	70,151 copies	79,968 copies	55,818 copies	64,736 copies
#18 AA DMA	#6 AA DMA	#7 AA DMA	#3 AA DMA	#16 AA DMA	#17 AA DMA
#6 US DMA	#2 US DMA	#11 US DMA	#3 US DMA	#17 US DMA	#21 US DMA
7% AA	9% AA	21% AA	17% AA	14% AA	16% AA
MEMPHIS	NEW ORLEANS	NEW YORK + NEWARK	PHILADELPHIA	BALTIMORE	WASHINGTON, DC
41,080 copies	32,000 copies	92,841 + 55,205 copies	70,203 copies	70,290 copies	61,638 copies
#13 AA DMA	#22 AA DMA	#1 AA DMA	#5 AA DMA	#10 AA DMA	#4 AA DMA
#48 US DMA	#53 US DMA	#1 US DMA	#4 US DMA	#26 US DMA	#9 US DMA
39% AA	27% AA	17% AA	18% AA	27% AA	24% AA

CHARLOTTE	ATLANTA	BIRMINGHAM	MIAMI	DALLAS	HOUSTON
52,560 copies	69,531 copies	44,380 copies	65,928 copies	63,768 copies	67,660 copies
#15 AA DMA	#2 AA DMA	#19 AA DMA	#11 AA DMA	#9 AA DMA	#8 AA DMA
#24 US DMA	#8 US DMA	#40 US DMA	#16 US DMA	#5 US DMA	#10 US DMA
19% AA	28% AA	24% AA	19% AA	14% AA	18% AA

of copies = # of copies printed and circulated for each edition
AA DMA= ranking of top AA DMAs in the US by population
US DMA= ranking of top markets in the US by population
% AA= % of market's population that is AA.

ATTACHMENT J.1

**2010 CENSUS COMMUNICATIONS CAMPAIGN
AWARD FEE PLAN
FOR
TASK ORDER NO. 1
DEVELOPMENT OF THE NATIONAL COMMUNICATIONS PLAN**

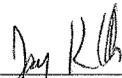
October 12, 2007

APPROVALS:



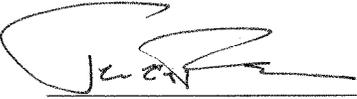
William Russell
Contracting Officer

10/19/07



Jay Keller
Fee Determination Official

10/19/07



Jeff Tarakajian
DraftFCB, Census 2010 Team Leader

10/19/07

1.0 PURPOSE

This award fee plan sets forth specific criteria and procedures used to evaluate Contractor performance under Task Order No. 1 – Development of the National Communications Plan, for the 2010 Census Communications Campaign, and to determine the amount of award fee earned during the performance of this task order. The Government may modify this award fee plan through unilateral modification at any time.

2.0 ROLES AND RESPONSIBILITIES

2.1 Fee Determining Official (FDO)

The Fee Determining Official (FDO) will consider all performance recommendations made by the Award Fee Evaluation Board (AFEB). The FDO will, after considering available pertinent information and recommendations, determine the award fee earned by the Contractor in accordance with the provisions of this plan. The FDO will also appoint Government personnel to serve on the AFEB.

Jay Keller is the designated Fee Determining Official for Task Order No. 1.

2.2 Award Fee Evaluation Board (AFEB)

The AFEB consists of Government AFEB Members led by an AFEB Chair. The AFEB will evaluate the Contractor's performance as it relates to the Award Fee Evaluation Factors listed in Section 6 of this plan. At the end of each evaluation period, the AFEB will prepare a written report of its evaluation. The report will include recommendations as to the adjectival rating and numerical score to be assigned to the Contractor for its performance during that evaluation period.

Jennifer Marks is the designated Award Fee Evaluation Board Chair for Task Order No. 1.

The designated members of the Award Fee Evaluation Board are:

- Tasha Boone
- Kimberly Higginbotham
- Kendall Johnson
- Lizannette Velez

2.3 Government Performance Monitors

Government Performance Monitors will monitor and evaluate the Contractor's performance and discuss evaluation results with the Contractor as appropriate. Additionally, the Performance Monitors may use evaluations and assessments from other Government officials in preparing reports for the AFEB. At the discretion of the FDO, Performance Monitors may serve on the AFEB.

Laura Sewell is the designated Performance Monitor for Task Order No. 1.

2.4 Responsibility Diagram

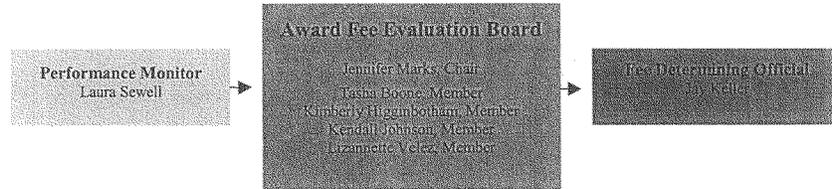


Figure 1 - Responsibility Flow

3.0 EVALUATION PERIODS

The evaluation periods established and identified in the award fee plan for this task order are as follows:

Evaluation Periods			
Evaluation Time Period	Start Date	Finish Date	Weight
I	Award	February 6, 2008	40%
II	February 7, 2008	May 31, 2008	60%
Total			100%

4.0 EVALUATION PROCEDURES

A determination of the award fee amount earned will be made by the FDO at the end of each evaluation period.

The evaluation factors proposed by the Contractor for this task will be used to evaluate the Contractor's performance. These evaluation factors, identified in Section 6 of the award fee plan, may not necessarily cover the entire scope of this task, but instead may focus on specific areas of importance, as proposed by the Contractor and approved by the Government. Other pertinent factors included under the contract and general factors bearing upon overall performance may be considered as the circumstances of each period may require.

- a. The Contractor will be apprised by the Contracting Officer Representative (COR) of a general assessment of its performance at the mid-point of each evaluation period, and at such other times as deemed appropriate.
- b. No later than three (3) business days after the conclusion of each evaluation period, the Contractor may submit a self-evaluation report to the AFEB.

- c. The AFEB will meet after the conclusion of each evaluation period to consider all performance information it has obtained, including the Contractor self-evaluation report (if received within the allotted time in (b) above). The AFEB will summarize its findings and recommendations in the Award Fee Evaluation Report (AFER).
- d. The AFEB Chair will present the AFER findings and recommendations to the Fee Determining Official (FDO). The report will include recommended adjectival rating and performance scores with supporting documentation, if applicable. A copy of the Award Fee Evaluation Report (AFER) will also be provided to the Contractor.
- e. The Contractor may submit to the Fee Determining Official (FDO) a supplement to the self-evaluation report within three (3) business days of receipt of the Award Fee Evaluation Report (AFER) to provide any additional information to the Fee Determining Official (FDO) and in response to the AFER that the Contractor believes is relevant to its performance and that may affect the Fee Determining Official's (FDO) determination.
- f. The Fee Determining Official (FDO) will consider the AFEB recommendation, self-evaluation report, and any other pertinent information in determining the performance scores. The Fee Determining Official's (FDO) findings will be stated in the written Award Fee Determination.
- g. The Fee Determining Official (FDO) will provide the Award Fee Determination to the Contractor.

5.0 AWARD FEE PROVISIONS

5.1 Base Fee

The base fee proposed for Task Order No. 1 is 0%.

5.2 Total Available Award Fee

The maximum total award fee that can be earned is 10% of the original total price of the task and is the maximum discretionary fee the Government may award to the Contractor based on Contractor's performance.

6.0 PERFORMANCE CRITERIA, WEIGHTS AND STANDARDS

6.1 Performance Criteria and Weights

The following criteria are to be used to determine the award fee rating for each evaluation period.

Factor #	Evaluation Factors	Performance Standard	Weight
1	Overall program management and coordination.	Meets major milestones. Delivers accurate and timely reports and status updates. Establishes clear priorities relative to vision, goals and objectives. Monitors quality of products and materials. Main subcontractors are fully integrated into the planning process.	25%
2	Delivery of an integrated communications plan describing how all communications components can work together in an effective and efficient manner.	Plan is thorough, comprehensive, easy to understand, and in accordance with the Statement of Work. Plan provides appropriate detail for Census Bureau-implemented programs such as national and local partnerships and media relations so that Census Bureau staff can begin work.	30%
3	Effective stakeholder relations to obtain stakeholder input, understand said input, and incorporate this information, as appropriate, into the Communications Plan while building trust and respect with these stakeholder groups.	The Draftfcb team documents stakeholder issues, explains how issues were addressed, and provides responses to the Census Bureau in a timely fashion. Responses to Congressional requests are accurate and prompt. Contacts with stakeholders are in accordance with Census Bureau guidelines.	20%
4	Creative platform and segmentation plan are based on strong, defensible research including the Census Bureau's research, acquired knowledge, and contractor-conducted original research.	Research is well thought-out, comprehensive, and conducted in a timely manner. Contractor research builds upon and is integrated with Census data and research. New research will employ methodologies that adhere to OMB directives and professional standards, i.e. AAPOR.	25%
TOTAL			100%

6.2 Performance Standards

For each evaluation period and in accordance with the evaluation procedures in Section 4 of this AF Plan, the Government will evaluate the Contractor's performance and assign a corresponding rating for each of the proposed criteria. The Government will give a score from 0 through 100 to each proposed criteria in accordance with Award Fee Evaluation Ratings table below.

Award Fee Performance Standards		
Adjectival Rating	Numerical Rating	Description
Excellent	91-100	Of exceptional merit; exemplary performance in a timely, efficient, and economical manner; very minor (if any) weaknesses with no adverse effect on overall performance.
Very Good	81-90	Very effective performance, fully responsive to contract requirements; contract requirements accomplished in a timely, efficient, and economical manner for the most part; only minor weaknesses with minor impact on overall performance.
Good	71-80	Effective performance; fully responsive to contract requirements; reportable weaknesses, with limited identifiable effect on overall performance.
Satisfactory	61-70	Meets or slightly exceeds minimum acceptable standards; adequate results; reportable weaknesses/deficiencies with identifiable, but not sustainable, effects on overall performance.
Poor/ Unsatisfactory	0-60	Does not meet minimum acceptable standards in one or more areas; remedial action required in one or more areas; weaknesses/deficiencies in one or more areas that adversely affect overall performance.

7.0 AWARD FEE EARNING RANGES

The percentage of the award fee earned by the Contractor is based on the weighted evaluation factor score for each evaluation period. Any evaluation factor where the Contractor earns a rating of Poor/Unsatisfactory (score of 60 or below) will result in the Contractor forfeiting the award fee for that evaluation factor. All unearned award fee amounts for each evaluation period are considered lost and will not be available in future evaluation periods.

Award Fee Earnings	
Evaluation Weighted Score	Earned Award Fee Percentage
91-100	100%
81-90	85%
71-80	65%
61-70	50%
60 or below	0%