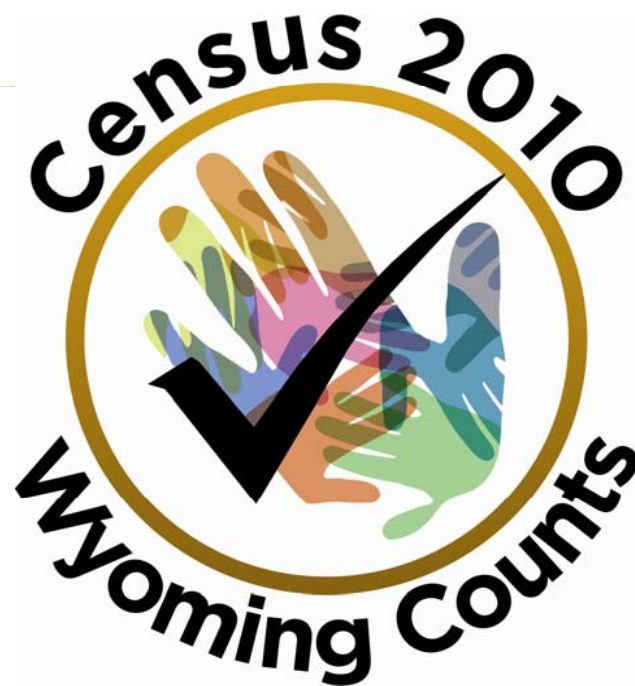
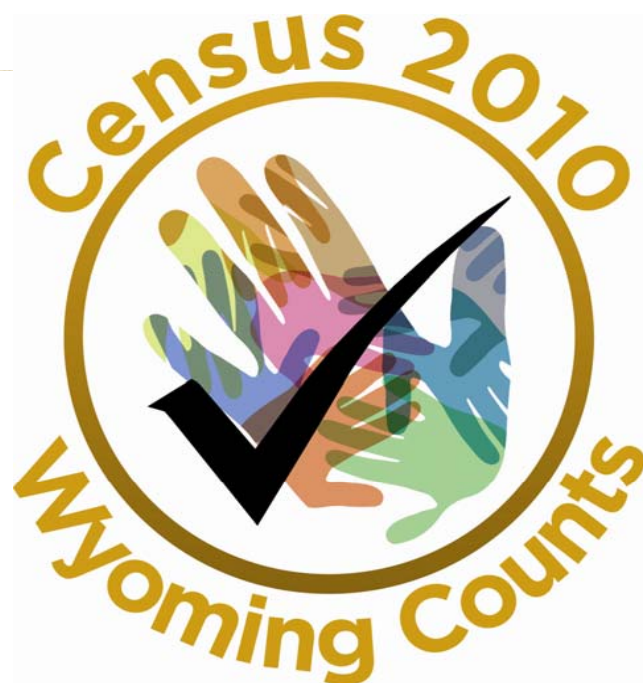


# Census 2010 Wyoming Counts

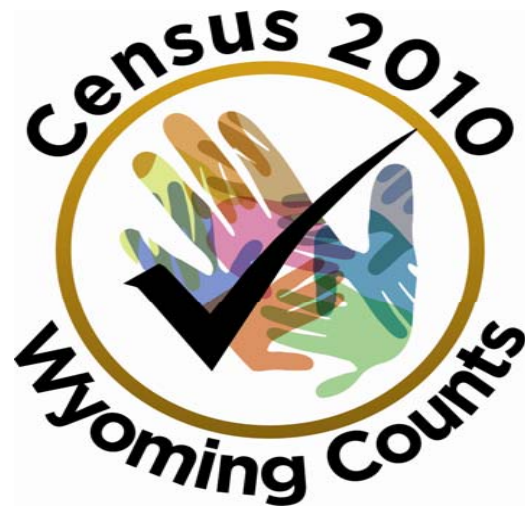
September 24, 2009

Casper, WY



# Census 2010 Promotional Items

- T-shirts: Chocolate/brown, with gold Census 2010 Wyoming Counts logo.
- 8,000 Bookmarks.
- 2,000 Temporary tattoos. 2 designs:



# Census 2010 Promotional Items

- 2,500 informational magnets:

**THE ROAD TO  
WYOMING'S  
FUTURE...**

.....

**BEGINS  
WITH  
CENSUS  
2010**



**BE COUNTED!**  
CENSUS DAY IS  
APRIL 1, 2010

**COMPLETE YOUR  
QUESTIONNAIRE—  
10 QUESTIONS, 10  
MINUTES OF YOUR TIME**

**IT'S SAFE AND  
CONFIDENTIAL**

**YOUR COMMUNITY  
NEEDS YOUR RESPONSE.**



Brought to you by Census 2010  
Wyoming Counts

[http://eadiiv.state.wy.us/wyoming\\_counts](http://eadiiv.state.wy.us/wyoming_counts)

Photo: U.S. Census Bureau, Public Information Office, PIO

**CENSUS  
2010  
"WYOMING  
COUNTS"  
No BULL.**



Bull: wk by Lori Ray Parker, Wyoming Game & Fish Dept.

**It's easy, it takes 10 minutes...**

Complete your census questionnaire. Play a role in Wyoming's future, be counted on Census Day, April 1, 2010. Counting everyone once, and only once, and in the right place.

[http://eadiiv.state.wy.us/wyoming\\_counts](http://eadiiv.state.wy.us/wyoming_counts)



**EL CAMINO AL  
FUTURO DE  
WYOMING...**

.....

**COMIENZA  
CON  
CENSO  
2010**



**¡CUÉNTENSE! EL DÍA DEL  
CENSO ES 1 DE ABRIL DE  
2010**

**TERMINE SU  
CUESTIONARIO 10  
PREGUNTAS, 10 MINUTOS  
DE SU TIEMPO**

**ES SEGURO Y  
CONFIDENTIAL**

**¡SU COMUNIDAD  
NECESITA SU APOYO!**



Traído a usted por el censo de  
año 2010. ¡Wyoming sí cuenta!

[http://eadiiv.state.wy.us/wyoming\\_counts](http://eadiiv.state.wy.us/wyoming_counts)

Foto: Leo E.U.U. Oficina de Censos, oficina de información pública, PIO



# Partnership Support Program

- Subcommittees and members' organizations can apply.
- Goal is to use items to reach hard-to-count population.
- Application process starts up again October 1, 2009.
- Deadline for application submission is December 1, 2009.
- Last time this program is available for Census 2010.





# [http://eativ.state.wy.us/wyoming\\_counts](http://eativ.state.wy.us/wyoming_counts)



## Complete Count Committee - Census 2010 Wyoming Counts

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[Full List of Committee Members \(xls\)](#)

U.S. Census Bureau

On December 3, 2008, the Governor of Wyoming, Dave Freudenthal, issued a [PROCLAMATION](#) declaring the year 2009 as Census 2010 Awareness Year in Wyoming, to show the state's commitment and support to the Census. At the same time, a press conference was held to announce the establishment of the statewide complete count committee - Wyoming Counts for Census 2010.

The Committee is comprised of key influential community leaders from state and local government, education, business, community and religious organizations. The Committee embodies the importance of cooperative effort between local governments and U.S. Census Bureau to enhance efforts in data collection, recruiting, and promotional activities.

#### 1. Goals of the Committee

- Make everyone in the community aware of Census 2010.
- Motivate communities to participate by filling out the census form and returning it immediately.

#### 2. Objectives of the Committee

- Develop a local targeted plan of action to support Census 2010 operation, recruiting, and promotion.
- Use highly visible and well-respected local figures to increase community support for and response to the census.
- Promote the census to community



Census 2010 Wyoming Counts – Sept. 24 2009

# Local Census Offices (LCOs)



2010 CENSUS:

**IT'S IN OUR HANDS**

Spirit of Community Celebration

## SAVE THE DATE

Cheyenne  
Local Census Office  
Spirit of Community Celebration

Tuesday, December 1, 2009 - 11:00 am

521 Progress Circle, Suite 6  
Cheyenne, WY

[www.census.gov/2010census](http://www.census.gov/2010census)

United States  
**Census  
2010**



2010 CENSUS:

**IT'S IN OUR HANDS**

Spirit of Community Celebration

## SAVE THE DATE

Casper  
Local Census Office  
Spirit of Community Celebration

Thursday, December 3, 2009 - 11:00 am

6000 East 2nd Street, Suite 1000  
Casper, WY

[www.census.gov/2010census](http://www.census.gov/2010census)

United States  
**Census  
2010**

Casper office will be  
opening at a later date,  
TBD.



Census 2010 Wyoming Counts – Sept. 24 2009

# Radio PSA program

## *2010 Census **In Our Hands** Radio PSA Program*

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-  Simply call our dedicated voicemail at **720 533 4230**.
-  Leave your testimonial message about the census in your community.
-  Leave the call letters of stations on which you'd like to hear your voice!

You can erase, re-record and offer multiple messages.

**We'll produce it and ship it to radio.**

Also, your testimonial will be used in other audio broadcasts as well as print (newspaper, flyers.)

### *If you have any questions...*

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Contact Jared Ewy at the Denver Regional Census Media and Broadcast Center.

Phone: 720 371 7586

E-mail: [jared.ewy@census.gov](mailto:jared.ewy@census.gov)

Hear samples of produced PSAs by opening the "Radio PSA" file on enclosed flash drive.



**2010 CENSUS: IT'S IN OUR HANDS**

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Census 2010 Wyoming Counts – Sept. 24 2009

# Census 2010 Road Tour

- Road Tour Vehicle will travel around Denver Region January – March 2010.
- Grass-roots public relations campaign.
- Submit requests for tour stops.





# Subcommittee Expectations

- Spokespersons for Census 2010.
- How are you/we going to reach the hard-to-count population?
- Use your expertise, knowledge, and resources to help educate about the Census.
- Help devise strategies for the Wyoming Counts campaign.



# Break-out session

- Get to know other Wyoming Counts members.
- Brainstorm:
  - Target audience – how do we reach them?
  - Resources and help for communities.
  - Ideas for the creation of a Census activities calendar. Place on website? Include key dates.



# Messaging

- Census Bureau's major media campaign kicks-off January 1, 2010.
- Publicity: What do we want to do and when?
- PSAs.
- Census Bureau Denver Regional media specialist.
- Resources and help for local CCCs.
- Events for Wyoming Counts participation.

