



## Wyoming Counts Meeting

November 12, 2009

Wyoming State Library Building

Cheyenne, WY

1:00 – 3:00 p.m.

### Discussion:

- ❖ What can we do to let the general public know about the Census 2010 Wyoming Counts committee?
  - Press Release
  - Make members available for service group meetings
  - Act as ambassadors throughout the State and speak about the Census whenever the opportunity arises
  - A suggestion was made to have Wyoming Public Radio to do something
  - Put link to the WY Counts website on committee members businesses websites
    - For example: Governor, Chambers of Commerce, School Districts, Churches, etc - put a link on their website
  - Do a Local Census Video (put link on websites), but there is a cost concern. What about college students doing a video about Census 2010?
- ❖ Public Service Announcements (PSAs)
  - Census Program that has PSAs
    - The desire is to keep them local
  - What about having each subcommittee come up with a PSA?
- ❖ Use social networking mediums for Census 2010, Facebook and Twitter pages (Emily and Tina), You Tube?
- ❖ Wyoming Association of Municipalities (WAM) Conference
  - Ginger, Tina, and Deidre are going to get locals to do a PSA during the conference February 17-19, 2010.
- ❖ Safety Press Release
  - Should be done closer to when Census workers will be going out to collect data

- Highlight the safety and confidentiality of completing questionnaire.
- How to identify a census worker
  
- ❖ Focus
  - Why is it important to participate in the Census?
  - How to get information.
  - How to identify a true Census worker.
  
- ❖ A phone number should be included on printed information and PSAs because not everyone has access to a computer and internet
  
- ❖ Newsletters and Presentations
  - Incorporate Census information, facts, etc.
  - Gradually let people know that it is coming, that it is important
  
- ❖ Do a top ten reasons/list for why you should be a part of the Census, the importance of the Census
  - Work on list
  
- ❖ Legislature/Governor
  - Issue Proclamation April 1, 2010 as Census Day
    - Get template
    - WAM wants a proclamation template to send out to the city/town mayors
    - Read proclamation and have it aired on local TV station
  
- ❖ Advertising/Media
  - Be Original
    - Start with an "I Count" ad and put out by the Wyoming Counts CCC
    - Do it in phases
  
- ❖ County Fact Sheet
  - Do Press Release by each County
    - Find something specific in each county/community as to how they are affected by the Census
  
- ❖ Flyers to include with utility bills, etc.

❖ Homeless population

- Organization could get something useful for a homeless individual
- Posters to Salvation Army, Needs, Family Services, etc.

Post-meeting discussion:

There was discussion after the meeting adjourned about revisions to the subcommittee structure. There was a suggestion to reconfigure the subcommittees into more task oriented groups. Another suggestion was to develop a task list and ask people to volunteer to complete the tasks. This will be discussed further during the next Census 2010 Wyoming Counts meeting.