

AGENDA

Revised 10/17/07

**Joint Meeting of the Census Advisory Committees:
Race and Ethnic Advisory Committees
2010 Census Advisory Committee
Census Advisory Committee of Professional Associations
U.S. Census Bureau - 4600 Silver Hill Road, Suitland, Maryland**

2010 CENSUS COMMUNICATIONS CAMPAIGN

Thursday, October 18, 2007

Room

1:00 – 5:30 p.m.

Committee Concurrent Sessions:
(Committee Open Discussion)

2010 Census Advisory Committee
African American Advisory Committee
American Indian and Alaska Native Advisory Committee
Asian Advisory Committee
Hispanic Advisory Committee
Native Hawaiian and Other Pacific Islander Advisory
Committee

Conf. Rm. 3
Conf. Rm. 4
Room.T-6
Room T-2
Room T-9
Room T-10

Discussion Topics:

- **Building on the Success of the Census 2000 Campaign**
- **Identifying Effective Messages and Media**
- **Audience Segmentation and Evaluation**
- **Role of Advisory Committees**
- **Committee Position Statement**

5:30 p.m.

Adjourn

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2010 CENSUS COMMUNICATIONS CAMPAIGN

Friday, October 19, 2007

Room

8:30 – 8:45 a.m.

Agenda Review

Daniel Weinberg, Designated Federal Official

Auditorium

Census Bureau Safety and Emergency Procedures

George Barnett

Safety and Health Office

8:45 – 9:15 a.m.

Opening Remarks

Charles Louis Kincannon

Director, U.S. Census Bureau

Preston Jay Waite

Deputy Director, U.S. Census Bureau

9:15 - 10:15 a.m.

Introductions

Jennifer Marks

Chief, Census 2010 Publicity Office

DRAFTFCB Team Census 2010

10:15 – 10:30 a.m.

BREAK

10:30 - 11:30 a.m.

Question & Answer: Open Discussion

Charles Louis Kincannon, Director

Preston Jay Waite, Deputy Director

Teresa Angueira, Associate Director for Decennial Census

Marilia A. Matos, Associate Director For Field Operations

2010 Census Communication Team

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2010 CENSUS COMMUNICATIONS CAMPAIGN

Friday, October 19, 2007

Room

11:30 – 2:30 p.m. Committee Concurrent Sessions

2010 Census Advisory Committee	Conf. Rm. 1&2
African American Advisory Committee	Conf. Rm. 4
American Indian and Alaska Native Advisory Committee	Room T-6
Asian Advisory	Room T-2
Hispanic Advisory Committee	Conf. Rm. 3
Native Hawaiian and Other Pacific Islander Advisory Committee	Room T-1
American Marketing Association	Room T-5
American Statistical Association	Room T-4
Population Association of America	Room T-3

WORKING LUNCH (Boxed Lunch) – available at noon

2:30 – 3:00 p.m. Presentation of Advisory Committee Statements Auditorium

Census Advisory Committee of Professional Associations:
 American Marketing Association
 American Statistical Association
 Population Association of America
 American Economic Association

3:00 – 3:30 p.m. Presentation of Advisory Committee Statements

2010 Census Advisory Committee:
3:00 – 3:15 p.m. Jacqueline Byers, Acting Chair
3:15 – 3:30 p.m. 2010 CAC Committee Discussion

U S C E N S U S B U R E A U

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2010 CENSUS COMMUNICATIONS CAMPAIGN

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3:30 - 4:20 p.m. Presentation of Advisory Committee Statements Auditorium

Race and Ethnic Advisory Committees:

Rev. Bernard Miller, Chair, African American Committee

Leigh Ann McGee, Chair, American Indian and Alaska Native Committee

K.V. Rao, Chair, Asian Committee

Fernando Soriano, Chair, Hispanic Committee

Stanton Enomoto, Chair, Native Hawaiian and Other Pacific Islander Committee

4:20 – 4:30 p.m. Public Comment

4:30 – 4:45 p.m. Wrap-Up and Next Steps
Jennifer Marks, Chief, Census 2010 Publicity Office

4:45 p.m. Adjourn

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