



Use & Support of the News Media in Promotion of Statistical Releases

Chapter 7

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↖ “Communication is
the essential life blood
of organizational life.”

◆ Ann Harriman

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Why Important



- ↳ To Support Operations
- ↳ To Reduce Innumeracy
- ↳ To Get Out Agency Message
- ↳ Public Has Paid for the Data
- ↳ To Build Confidence in Statistical System

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How to Begin



- ↳ Think Strategically
- ↳ Develop Communications Plan

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Thinking Strategically



- ↪ Use Broader View than Communications Plan
- ↪ Develop Vision Statement
- ↪ Goals, Strategies and Objectives
- ↪ Action Plans
- ↪ Performance Measurement

Writing Communications Plans



- ↪ Situation Analysis
- ↪ Goals and Objectives
- ↪ Target Audiences
- ↪ Strategy and Rationale
- ↪ Tactics
- ↪ Evaluation

Tools You Can Use



Goals:

- Present facts in understandable manner
- Provide media assistance in building their stories
- Name recognition (Branding) for your agency

News Releases



Regular

Value Added

- Photos
- Audio clips

EMBARGOED UNTIL: 10:30 A.M. EDT, SEPTEMBER 24, 2002 (TUESDAY)

Robert Bernstein
Public Information Office
(301) 763-3030/457-3670 (fax)
(301) 457-1037 (TDD)
e-mail: pio@census.gov

CB02-124

[Charts](#)
[Quotes & radio sound bit](#)
[Photographs](#)

**Poverty Rate Rises, Household Income Declines,
Census Bureau Reports**

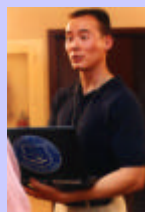
After falling for four straight years, the nation's poverty rate rose from 11.3 percent in 2000 to 11.7 percent in 2001. Median household income declined 2.3 percent in real terms from its 2000 level to \$42,228 in 2001, according to reports released today by the Commerce Department's Census Bureau.

"Like the last year-to-year increase in poverty in 1991-1992 and the last decrease in real household income in 1990-1991, these changes coincided with a recession," said Daniel Weinberg, chief of the Census Bureau's Housing and Household Economic Statistics Division.

The poverty rate and the number of poor increased among several population groups between 2000 and 2001, including all families, married-couple families, unrelated individuals, non-Hispanic Whites, people 18-to-64 years old and the native population.

"The real median earnings of women age 15 and older who worked full time, year-round increased for the fifth consecutive year, rising to \$29,215 -- a 3.5 percent increase between 2000 and 2001," said Weinberg. Men with similar work experience did not experience a statistical change in earnings (\$38,275). As a result, the female-to-male earnings ratio

Sample Still Shots



Sample Audio Clips



↩ "There are lots of places around the country that most certainly will get you into the Halloween spirit. There is Transylvania County, North Carolina; Tombstone, Arizona; Pumpkin Center, North Carolina; Pumpkin Bend Township, Arkansas; Skull Creek Township, Nebraska; and two Cape Fear Townships in North Carolina."



↩ "Europe is the largest source of the older foreign-born population in 2000. Historically, Europe has been the primary source of immigration to this country."



Press Kits



- ↩ Content
- ↩ Value Added: Post on Web

Press Kit

Census Bureau News Conference on Income and Poverty

EMBARGOED UNTIL: 10:30 A.M. EDT, SEPTEMBER 24, 2002
(TUESDAY)

- [News Release](#)
- [Remarks by Dr. Daniel H. Weinberg](#)
- [Charts](#)
- Report: *Poverty in the United States* [PDF 432K]
- Report: *Money Income in the United States* [PDF 394K]
- [Biography of Dr. Daniel H. Weinberg](#)

For further information, contact the Census Bureau's Public Information Office at (301) 763-3030.

For Broadcast Outlets

- ↖ VNRs (Video News Releases)
- ↖ VNFs (Video News Feeds)
- ↖ ANRs (Audio News Releases/Actualities)
- ↖ Audio Tours
 - Radio
 - TV
- ↖ Stock Shots (B-Roll)



For Print Outlets



- ↖ Editorial Boards
- ↖ Op-Eds
- ↖ Drop-in Articles
- ↖ Still Photos
- ↖ Pitch Feature Editors

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FACTS & FEATURES



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

CB02-FF.16

October 17, 2002



Halloween 2002: Oct. 31



To mark the celebration of Halloween, the Census Bureau has culled from recently released data the following facts pertaining to this spooky observance.

“Trick or Treat!”

41.1 million



The number of potential “trick-or-treaters” — 5- to 14-year-olds — across the United States, according to Census 2000. This number is greater than the “baby boom” children in this age range counted in the 1970 census (40.7 million). California had the largest number of 5- to 14-year-olds in 2000 — 5.3 million. In 1970, California had 3.9 million. Of course, many “kids” older than 14 also dress up for the holiday. <<http://www.census.gov/Press-Release/www/2001/cb01cn67.html>>

Other Communication Tools



- ↪ Statements
- ↪ RTQs (Response to Queries)
- ↪ Fact Sheets
- ↪ Q's & A's (Questions & Answers)

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News Conferences



- ↪ Regular
- ↪ Value Added: Staged Events
 - Find Local Angle (all news is local)
 - Get principal from behind podium
 - Provide visuals for broadcast
 - Put face(s) on numbers
- ↪ Audio News Conferences



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Evaluations



Conduct Research to:

- Measure Reach
- Assess Effectiveness

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OVERNIGHT RESULT REPORT

CENSUS

HISPANIC HERITAGE MONTH

Period Covered By Report: October 2 - October 15, 2002
 Report Issued: October 29, 2002

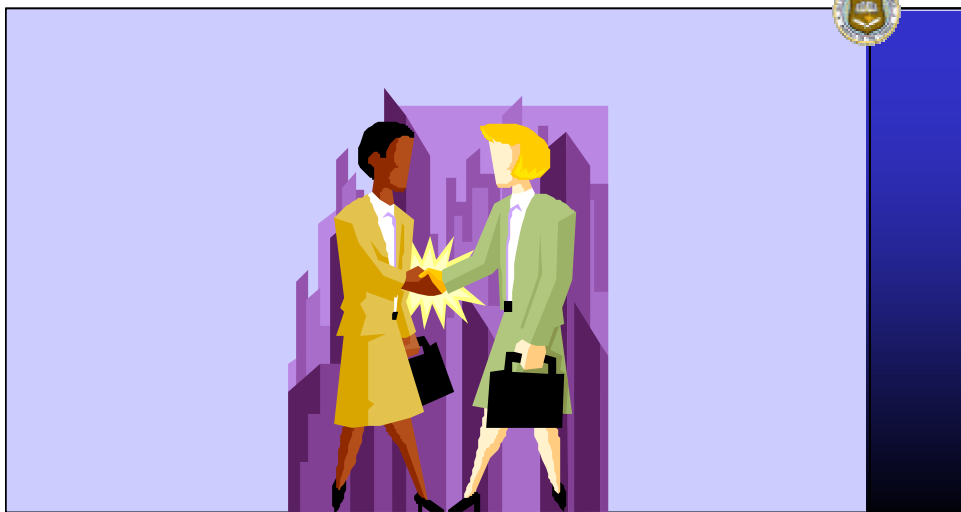
STORIES	STATIONS	MARKETS	VIEWERS 18+
131	77	48	3,485,267

MARKET	NEW	RANK	STATION	NET	DATE	DAY	TIME	VIEWERS
New York		1	WWOR	UPN	2-Oct-02	WE	1030P	289,985
Los Angeles		2	KTLA	WB	3-Oct-02	TH	530A	75,059
Los Angeles		2	KTLA	WB	3-Oct-02	TH	630A	198,385
Philadelphia		4	WFMZ	INDEP	2-Oct-02	WE	1030P	5,924
Philadelphia		4	WFMZ	INDEP	3-Oct-02	TH	1200P	11,951
Philadelphia		4	WPVI	ABC	5-Oct-02	SA	130A	66,275
Philadelphia		4	WPVI	ABC	5-Oct-02	SA	730A	179,305
Philadelphia		4	WPVI	ABC	6-Oct-02	SU	730A	121,987
Philadelphia		4	WTFX	FOX	3-Oct-02	TH	700A	96,154
Philadelphia		4	WTFX	FOX	3-Oct-02	TH	730A	100,368

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Developing Rapport with the Media



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How to Garner Trust



- ↖ Be Responsive
- ↖ Try to Accommodate Media's Needs
- ↖ Provide Advance Notice of Releases
- ↖ For Internet Releases of Data Consider an Embargo Site

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How to Garner Trust (cont.)



- ↳ Create Web Page Targeted to Media
- ↳ Monitor Reporter's List Serve & Reply to Queries
- ↳ Conduct Brown Bag Lunches with Reporters
- ↳ "Smooze"- Keep in Touch

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Address <http://www.census.gov/>

U.S. Census Bureau

United States Department of Commerce

Subjects A to Z
A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

New on the Site

Search

American FactFinder

Access Tools

Jobs@Census

Catalog

Publications (PDF)

United States Census 2000

Your Gateway to Census 2000 •
U.S. Virgin Islands Summary File is released •
Summary File 3 (SF 3)

People Estimates • Q2SS Area Profiles • Projections •
Income • Poverty • International • Genealogy •
Housing

Business Economic Census • Government • E-Stats • NAICS
• Foreign Trade

Geography Maps • TIGER • Gazetteer

Newsroom Releases • Economic Indicators • Minority Links •
Radio/TV Photos

At the Bureau Our Strategic Plan • Regional Offices • Doing
business with us • About the Bureau

NEED YOUR CENSUS NUMBERS CERTIFIED?

Population Clocks

U.S. 288,358,332
World 6,252,046,891
10:00 EDT Oct 26, 2002

State & County QuickFacts

Select a state

Go!

Latest Economic Indicators

Start Microsoft PowerPoint... Census Bureau Home... Back to School - Micro... 3:32 PM

News from the U.S. Census Bureau - Microsoft Internet Explorer

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Back Forward Stop Home Search Favorites Media Mail Print Print with Selection Print with Selection and Comments Print with Selection and Comments Links

Address <http://www.census.gov/pubinfo/www/news.html> Go

NEWSROOM
 ABCDEFGHI
 JKLMNOPQ
 RSTUVWXYZ
 New on the Site
 Search
 Access Tools
 Catalog
 Publications (PDF)
 Jobs@Census
 About the Bureau
 Related Sites
 American FactFinder
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NEWS

- ◆ [News Releases](#) - what's soon to become news - as well as other releases
- ◆ [Tip Sheets](#) - information on upcoming releases and reports
- ◆ [Director's Corner](#) - bio and photo, testimonies and statements
- ◆ [News Conferences](#) - upcoming and past conferences
- ◆ [Census Bureau Calendar](#) - schedule of upcoming activities

DATA CENTER

- ◆ [Censuses, Surveys and Maps \(American FactFinder\)](#) - source for population, housing, business and geographic data
- ◆ [Mini-Reports \(Census Briefs\)](#) - provide findings on a variety of topics: poverty, the foreign-born population, minority businesses and more
- ◆ [Facts for Features](#) - ideal for holidays, special observances and feature stories
- ◆ [Minority Links](#) - current and historical data on racial and ethnic groups

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News from the U.S. Census Bureau - Microsoft Internet Explorer

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Address <http://www.census.gov/pubinfo/www/news.html> Go

American FactFinder
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BROADCAST & PHOTO ZONE

- ◆ [Photo Zone](#) - stock shots and features
- ◆ [Radio Zone](#) - quotes, sound bites, daily features in English (Profile America) and Spanish (Mi Día)
- ◆ [Video Zone](#) - broadcast B-roll and informational videos

ASSISTANCE

- ◆ [E-Mail the Public Information Office](#) - to receive embargoed news releases or ask questions
- ◆ [More Federal Statistics](#) - your gateway to other government statistical agencies
- ◆ [Media Services](#) - for reporters, editors and news directors

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Census 2000 Gateway - Microsoft Internet Explorer

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Address: http://www.census.gov/main/www/cen2000.html



Your Gateway to Census 2000

Your gateway to Census 2000
Thank you, America, for your participation in Census 2000.
 The population of the U.S. on April 1, 2000 was 281,421,806 [\(PDF 2M\)](#)

Information Links

News Media - News releases, web casts, tip sheets, videos, photos, and embargo access

Introduction to Census 2000 Data - Overviews of Census 2000 and PowerPoint slides to download

Release Schedules by:

- [Product](#)
- [Geography](#)
- [Subject](#)

Census Store - Order products online

Count Question Resolution - Program for challenging Census 2000 counts

Notes and Errata (PDF 1.4M) - Includes geography and data corrections

Questionnaires - Short and long forms, and why we asked the questions

Access Data by Geography

American FactFinder

Tables and maps of Census 2000 data for all geographies to the block level

Go

State & County QuickFacts

Summaries of the most requested data for states and counties

Go

Enter a street address to find Census 2000 data

Go

Data Highlights

Data highlights, documentation, and FTP access for the U.S., states, counties, places (cities & towns) and more, including Puerto Rico and [Island Areas](#)

Select a state: **Go**

Census Data

Rankings and Comparisons

Population change, comparisons with 1990, Race and Hispanic or Latino origin, and other topics for states, counties, and places

Census 2000 Data Releases

- [Summary File 3](#)
- [Demographic Profiles](#)
- [Summary File 2](#)

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Handling Problems



↳ “There cannot be a crisis next week. My schedule is already full.”

—Henry Kissinger

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Five Stages of a Crisis



- ↳ An Event
- ↳ First Reactions
- ↳ First Actions
- ↳ Follow-through
- ↳ Monitoring

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Planning for a Crisis



- ↳ Plan Ahead
- ↳ Identify Vulnerabilities
- ↳ Prepare Standby Statements
- ↳ Practice
- ↳ Distribute Procedures to Staff

Plan Ahead



- ↳ Determine Who & How to Respond:
 - Problems
 - Crises
- ↳ Identify Staff to Participate on Crisis Communications Team

Identify Vulnerabilities



Five Types of Crises

- Facilities Crisis
- Community Crisis
- Employee Crises
- Consumer Crisis
- Image Crisis

Prepare Standby Statements



- Concise, fill in the blanks statements
- Can help with handling the beginning of a crisis

Practice



- ↳ Conduct Crisis Training with Principals & Others Likely to Play Significant Roles
- ↳ Simulations are Best

Distribute Procedures



- ↳ Make Sure Relevant Staff Have
- ↳ Keep Procedures in Several Locations



Questions & Answers

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