

**UNITED NATIONS STATISTICAL COMMISSION and  
ECONOMIC COMMISSION FOR EUROPE**

**CONFERENCE OF EUROPEAN STATISTICIANS**

**Work Session on Dissemination of Statistical Commentary**  
(Geneva, Switzerland, 4-5 December 2003)

Topic (ii): How to decide which stories to tell and to ensure they are of high quality

**CRACKING THE BARRIER**

**Supporting Paper**

Submitted by the U.S. Census Bureau<sup>1</sup>

Recent U. S. polls indicate that more and more people get their news from television. In an MTV world where news is flashy and quick, how do statistical agencies get a piece of the pie? This case study will look at some of the ways the U.S. Census Bureau is adding to its offerings to reach out to non-traditional audiences, in particular broadcast outlets, and how we decide which topics to use.

**I. INTRODUCTION**

1.1 Many resources are devoted to producing and publicizing statistics from the U. S. Census Bureau. As is true with most statistical agencies, we have a cadre of data users who eagerly await our data releases and beat reporters who churn out stories based on our data. For the Census Bureau a recent challenge has been how to broaden our audience. We have developed a series of products that are making more and more of the public aware of the data we produce.

1.2 We are placing increased emphasis on television because that is the way most people in the United States get their news. In December 2002, a nationwide Gallup Poll of 1,001 adults asked (MoE  $\pm 3$ ):

“Now thinking for a moment about the news media, please indicate how often you get your news from each of the following sources: every day, several times a week, occasionally, or never. How about ...?”

	Every Day	Several Times a Week
	%	%
“Local television news from TV stations in your area”	57	16
“Local newspapers in your area”	47	13
“Nightly network news programs on ABC, CBS or NBC”	43	16

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<sup>1</sup> Prepared by LaVerne Vines Collins, Assistant to the Associate Director for Communications, (lcollins@census.gov).

“Cable news networks such as CNN, Fox News Channel and MSNBC”	41	15
“Public television news”	35	12
“Morning news and interview programs on the national TV networks”	29	10
“Radio talk shows”	22	10
National Public Radio”	22	9
“News on the Internet”	15	8
“National newspapers such as <i>The New York Times</i> , <i>Wall Street Journal</i> , <i>USA Today</i> ”	11	5

“And how often do you get your news from each of the following WEEKLY sources of news: every week, several times a month, occasionally, or never. How about...?”

Every Week	Several Times a Month
%	%

“TV news magazine shows during the evenings, such as <i>60 Minutes</i> , <i>20-20</i> , <i>Dateline</i> , and others”	23	12
“Television news programs on Sunday mornings”	18	5
“Weekly news magazines”	12	5

1.3 These data confirmed that to familiarize the public with the Census Bureau’s name and its data, we needed to expand our product line with the emphasis on broadcasters. But how do you make numbers appealing and how do you come up with effective visuals for TV producers and editors? In fact, we discovered, our agency has many stories to tell if we are savvy enough to see the stories in the data and make the data stories interesting.

## II. SELECTING THE TOPICS

2.1 The Census Bureau has found success by using a national celebration or observance as our news peg. The first step in our process is to develop a “possibilities” list. This is a chronological list of topics and events that might prove fruitful. Input for the list comes primarily from *Facts for Features* that our Public Information Office produces and *Chase’s Calendar of Events*. Occasional trips by our Director provide a suitable location and audience.

2.2 *Facts for Features* consists of a collection of previously published statistics pertinent to a particular holiday or special observance; they serve as fodder for reporters who write or broadcast feature stories. The data are gleaned from the latest demographic and economic subject areas across the Census Bureau and, therefore, are easy to produce as little further review or clearance is required. *Chase’s* is a day-to-day directory of special days, weeks and months. If our director is releasing a data set that is likely to be of great interest nationally or in a local media market, we also may decide to do a video news release to enhance coverage of that event.

2.3 Once we have developed a chronological list of possibilities, senior management meets to determine what, if anything, we might do with the ideas on the list. Consideration is given to the types of data we have on the topic; whether there are visuals; and what medium should be used -- a video news

release or a special edition of *Facts for Features*. As with any communications activity, a key question is, what is the target audience? Because of the costs of doing a video news release, commemorations that are one-day (and frequently one-week) in duration become candidates for *Facts for Features* special editions only.

### III. VIDEO NEWS RELEASES

3.1 A Video News Release (VNR) is a news release with pictures (and sound.) Its target audience is television news directors who decide what to include in a newscast. The product needs to be concise, visual, and appealing for a broad audience in order for it to be picked up and used by a station. The Census Bureau produces two types:

- Data releases that contain elements that the station will borrow from in developing its own story and
- Short, prepackaged VNRs devoted to a single, timely topic.

3.2 The first type of VNR is not a finished product when a station receives it. A writer at the television station has to develop a script, select the elements most germane to the story, assign artists and camera crews to produce graphics and local angles, and put together a final package for airing. We have used these types of VNRs as part of a director's trip to release data. The "talking head" for these VNRs invariably is the Census Bureau's Director.

3.3 While we have been successful in having these types of VNRs picked up, a year ago we began to focus on prepackaged, topical VNRs. These VNRs can be aired without modification and we learned that they are more appealing to newsrooms strapped for resources. The topics we select have broad appeal. The entire VNR is typically two minutes in duration. To date we have produced prepackaged, topical VNRs for Older American's Month, Women's History Month, Hispanic Heritage Month, Back to School, Highway Safety, and National Adoption Month. Our target is to produce one of these VNRs every one to two months. In addition to featuring sound bites from our director, we often include sound bites from members of Congress who are serving on committees or the heads of other government agencies that deal with the topic. For instance the VNR for Older Americans Month highlighted the Census Bureau's demographic profiles about the U.S. population age 65 and over. It featured interviews with Census Bureau Director Louis Kincannon, Senator Daniel K. Akaka of Hawaii, Senator Robert Byrd of West Virginia, and Dr. Richard J. Hodes, director of the National Institute of Aging.

3.4 Regardless of the type of video news release, components of the package usually include:

1. An advisory telling news directors the components on the satellite feed or the video tape, including run times.
2. A slate with the name, picture and title of each speaker.
3. An introductory script that local on-air talent can use to lead into a topical VNR
4. Sound bites – for a data release VNR, typically two to three quotes from each speaker that a station can lift and drop in its story. In the case of a prepackaged, topical VNR, the full video appears, followed by additional sound bites, often from additional speakers who may be used in a particular media market.
5. A closing script that can be used to end a prepackaged VNR.
6. Data slates – the actual data being released and any comparison data that might be of interest.
7. B-roll – stock footage that shows aspects of survey work or processing of the data that might be used by the station to tell the story.
8. Contact information.

3.5 Staff of the Public Information Office produce the VNR with help from contractors, who write scripts, film participants and do post production editing. We are fortunate to have on board a former television producer who has a good feel for what will be of interest to TV stations to help with every step

of the process. When the VNR is not based on one of the *Facts for Features*, we involve program staff to make sure that the script accurately portrays data findings. The prepackaged VNR is distributed via satellite and pitched to media outlets by the company responsible for distribution of the product. VNRs in which data are released may be distributed by satellite or mailed to stations in the targeted media market.

3.6 Producing VNRs is not inexpensive, making it important to make sure that the product meets professional broadcast quality. VNRs that are used in conjunction with the release of data cost \$15,000 – \$20,000; topical VNRs average \$20,000 – \$24,000. Our VNRs are encoded so we can monitor their use by television news departments. Appendixes A & B show the results of some of our VNR productions.

#### IV. OTHER WAYS TO CRACK THE BARRIER

##### 4.1 Facts for Features

As mentioned earlier, these are data tidbits geared to special days or months. Our annual offerings are :

African-American History Month (February)	Back to School (August)
Valentine's Day (Feb. 14)	Labor Day (Sept. 1)
Women's History Month (March)	Grandparents Day (Sept. 7)
St. Patrick's Day (March 17)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Older Americans Month (May)	Halloween (Oct. 31)
Asian Pacific American Heritage Month (May)	American Indian and Alaska Native Heritage Month (November)
Mothers Day (May 11)	Veterans Day (Nov. 11)
Fathers Day (June 15)	Thanksgiving Day (Nov. 27)
The Fourth of July (July 4)	The Holiday Season (December)
Anniversary of Americans With Disabilities Act (July 26)	

Appendix C is a sample *Facts for Features*.

##### 4.2 Radio offerings

a.) The Census Bureau also provides daily radio features connecting census data and interesting details about the United States. *Profile America* and its Spanish-language counterpart, *Al Dia*, present information on many aspects of American life. *Profile America* is a daily, 60-second feature that uses interesting vignettes from events, observances or commemorations for that day to highlight statistics published by the Census Bureau.

b.) Following is a sample of a feature for Tuesday, November 18<sup>th</sup>:

Many people will react to today's anniversary with disbelief — it just can't be that long! However, today is the 75th anniversary of the first appearance of Mickey Mouse. One of the nation's most enduring entertainment figures first appeared in a cartoon called *Steamboat Willie*. The creation of Walt Disney, the short film was the first animated talking cartoon, with Disney himself as Mickey's squeaky voice. It was considered a technological marvel and its success allowed Mickey to be joined shortly by the spluttering, irascible Donald Duck. The motion picture industry has undergone big changes since Mickey's debut in 1928. Then, movies generated 623-million dollars in revenue. Now, it is a 56-billion dollar a year business. You can find these and more facts about America from the U.S. Census Bureau on the Web at [www.census.gov](http://www.census.gov).

### 4.3 Multimedia pages

The U.S. Census Bureau provides these media elements for broadcasters and publishers working on topic-specific news features. The pages include streaming video, audio sound bites, photos and related information for each listed topic. This is one-stop shopping for members of the media who can find elements to build an interesting story. Whenever we do a topical VNR, we now also produce a multimedia page with the elements mentioned above.

Appendix D is a sample of a multimedia page.

Appendix A



Public Information Office  
Broadcast and Photo Services  
301/ 763-3011



VNR SPEX SHEET  
*Updated October 17, 2003*

*Topical VNR Breakdown*

Topical VNR Cost (5 VNRs) Oct. '02 – Aug. '03:	\$120,798.00
<i>Average Topical VNR Cost:</i>	<i>\$24,159.00</i>
VNR Total Cost Oct. '02 – Aug. '03:	\$ 183,542.00
<i>Average VNR Cost:</i>	<i>\$ 20,393.55</i>

## VNR SPEX SHEET – Topical Breakdown

Updated October 17, 2003

Title/Date	Pkg. Description	Markets	Pitch Information	Vendors / Costs	Total Vendor Cost	Coverage
Back to School August '03 Project #V03-096 <i>(completed)</i>	<b>Topical</b> New Story Package based on Facts for Features.  Targeted State Comments also made available.  VNR was be streamed via a Multimedia Page.	National (Add'l pitching to AZ, CA, CO, LA, FL, NV, NY, TX & DC).	Distributed & Pitched via CNN Newsource. Homefront will make some targeted pitch calls.	Homefront: \$ 18,000 Crews: \$ 3,400 Production Assistants: \$ 1,200  Videolabs: \$1,800 Graphics: \$800	\$25,200	Airings: 167 Stations: 100 Markets: 70 Viewers: 6,185,661
Highway Safety July '03 Project #V03-090 <i>(completed)</i>	<b>Topical</b> New Story Package based on Facts for Features.  Targeted State Comments also made available.  VNR will be streamed via a Multimedia Page.	National (Add'l pitching to AZ, CA, CO, LA, FL, NV, NY, TX & DC).	Distributed & Pitched via CNN Newsource. Homefront will make some targeted pitch calls.	Homefront: \$ 18,000 (NOT FINAL #) Crews: \$ 3,400 Production Assistants: \$ 1,200  Videolabs: \$1,800 Graphics: \$800	\$25,200	Airings: 189 Stations: 117 Markets: 79 Viewers: 8,487,224
Older American's Month May '03 Project #V03-057 <i>(completed)</i>	<b>Topical</b> New Story Package based on Facts for Features.  Targeted State Comments also made available.  VNR will be streamed via a Multimedia Page.	National (Add'l pitching to selected states GA, MA, WV, IL, OH, TX, CO, MI, IA, ND, CT, AR, CA, FL, NY, PA, AZ, ME, RI, WA, SD, MO & DC).	Distributed & Pitched via CNN Newsource. Homefront will make some targeted pitch calls.	Homefront: \$ 18,000 Crews: \$ 3,600  Production Assistants: \$ 600 Videolabs: \$1,800 Graphics: \$800	\$24,800	Airings: 64 Stations: 49 Markets: 35 Viewers: 1,483,344
Women's History Month	<b>Topical</b> New Story Package based on Facts for Features.	National (Add'l pitching to TX, FL, IL, NY, CA,	Distributed & Pitched via CNN Newsource. Homefront also made	Homefront: \$ 18,096 Crews Connection: \$ 2,400 Videolabs: \$1,800	\$23,696	Airings: 157 Stations: 105 Markets: 77

Appendix A

<p>March '03 Project #V03-037 <i>(completed)</i></p>	<p>Targeted State Comments also made available.</p> <p>VNR was streamed via PIO's Multimedia Page.</p>	<p>VN, AZ, OH, NC, MI &amp; PA).</p>	<p>some targeted pitch calls.</p> <p><i>English &amp; Spanish VNR.</i></p>	<p><i>Production Assistants: \$ 600 Graphics: \$800</i></p>		<p>Viewers: 4,738,779</p>
<p>Hispanic Heritage October '02 Project #V03-001 <i>(completed)</i></p>	<p>New Story Package based on Facts for Features.</p> <p>Targeted State Comments also made available.</p> <p>VNR was streamed via PIO's Multimedia Page.</p>	<p>National (Add'l pitching to selected states GA, MA, WV, IL, OH, TX, CO, MI, IA, ND, CT, AR, CA, FL, NY, PA, AZ, ME, RI, WA, SD, MO &amp; DC).</p>	<p>Distributed &amp; Pitched via CNN Newsource. Homefront also made targeted pitch calls.</p> <p><i>English &amp; Spanish VNR.</i></p>	<p>Homefront: \$17,902 Crew Connection: \$4,000</p>	<p>\$ 21,902</p>	<p>Airings: 131 Stations: 48 Markets: 76 Viewers: 3,485,267</p>

<p><b>Topical VNR Total (5) Distribution Numbers Oct. '03 - Aug. '03</b></p>	<p><b>Airings: 708 Stations: 419 Markets: 337 Viewers: 24,380,275</b></p>
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<p><b>VNR Total (9) Distribution Numbers Oct. '02 through Aug. '03</b></p>	<p><b>Airings: 772 Stations: 450 Markets: 357 Viewers: 28,779,036</b></p>
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Appendix B



Public Information Office  
Broadcast and Photo Services  
301/ 763-3011



VNR SPEX SHEET

*Updated October 17, 2003*

*ACS VNR Breakdown*

ACS VNR Cost (4 VNRs) Nov. '02 – Feb. '03:	\$62,744.00
<i>Average ACS VNR Cost:</i>	<i>\$15,686.00</i>
VNR Total Cost Oct. '02 – Aug. '03:	\$ 183,542.00
<i>Average VNR Cost:</i>	<i>\$ 20,393.55</i>

## VNR SPEX SHEET – ACS Breakdown

Updated October 17, 2003

Title/Date	Pkg. Description	Markets	Pitch Information	Vendors / Costs	Total Vendor Cost	Coverage
ACS DC/MD/VA/ WV, Feb. '03 Project #V03-028 <i>(completed)</i>	Sound Bites & Data Slates based on 2001 ACS Data.  This release was part of the DC/MD/VA/WV Press Conferences.	DC, Maryland, Virginia, and West Virginia  (10 WV Stations)	VNR distributed at local press events, and pitched, via PIO, to West Virginia TV Stations.	Homefront: \$ 8,320 Crews Control: \$ 4,200 Production Assistants: \$ 1,375 Editors: \$ 2,400	\$ 16,295	Airings: 7 Stations: 5 Markets: 4 Viewers: 417,893
ACS New York Jan '03 Project #V03-025 <i>(completed)</i>	Sound Bites & Data Slates based on 2001 ACS Data.  This release was part of the New York City Press Conference.	New York, New Jersey & Connecticut  (54 Total Stations)	Pitched to all of the TV stations in these states, as well as national TV news programs.	MediaLink: \$11,000 Ventana: \$1,000 Crews Control: \$1,000 Production Assistants: \$ 400 Editors: \$ 1,600 Videolabs: \$1,000	\$ 16,600	Airings: 10 Stations: 5 Markets: 4 Viewers: 1,993,800
ACS New England Dec. '02 Project #V03-018 <i>(completed)</i>	Sound Bites & Data Slates based on 2001 ACS Data.  This release was part of the Boston, MA Press Conference.	Massachusetts, New Hampshire, Maine & Vermont  (18 Total Stations)	Pitched to all of the TV stations in these states, <i>except Boston.</i>	MediaLink: \$8,000 Ventana: \$1,000 Production Assistants: \$ 400 Editors: \$ 1,600 Videolabs: \$500	\$ 11,500	Airings: 7 Stations: 2 Markets: 2 Viewers: 262,300
ACS Texas Nov. '02 Project #V03-011 <i>(completed)</i>	Sound Bites & Data Slates based on 2001 ACS Data.  This release was part of the Austin, TX Press Conference.	Texas  (53 Total Stations)	Pitched to all of the TV stations in Texas, <i>except Austin.</i>  English & Spanish VNR.	Homefront: \$13,750 Ventana: \$1,000 Production Assistants: \$ 600 Editors: \$ 1,600 Videolabs: \$1,399	\$ 18,349	Airings: 40 Stations: 19 Markets: 10 Viewers: 1,724,768

Appendix B

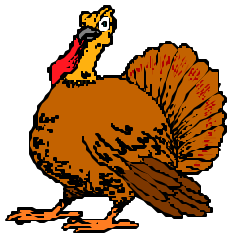
<b>ACS VNR Total (4)</b> <b>Distribution</b> <b>Numbers Nov. 02 –</b> <b>Feb. 03</b>	<b>Airings: 64</b> <b>Stations: 31</b> <b>Markets: 20</b> <b>Viewers: 4,398,761</b>	<b>VNR Total (9)</b> <b>Distribution</b> <b>Numbers Oct. '02</b> <b>through Aug. '03</b>	<b>Airings: 772</b> <b>Stations: 450</b> <b>Markets: 357</b> <b>Viewers: 28,779,036</b>
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# FACTS f o r FEATURES



CB03-FF.18

November 13, 2003



## Thanksgiving Day, 2003



The nation's first Thanksgiving took place in December 1621 as the religious separatist Pilgrims held a three-day feast to celebrate the bountiful harvest they reaped following their first winter in North America. The day did not become a national holiday until 1863 when President Abraham Lincoln proclaimed the last Thursday of November as a national day of Thanksgiving. Over the next 75 years, presidents annually followed Lincoln's example. In his Thanksgiving proclamation of 1939, President Franklin Roosevelt clarified that the holiday should henceforth be celebrated on the fourth Thursday, not the last, to encourage earlier holiday shopping. In 1941, Congress made this change permanent.

### 269 million

The preliminary estimate of the number of turkeys raised in the United States in 2003 — nearly one for every U.S. resident. That's down 1 percent from 2002. The turkeys produced in 2002 weighed 7.4 billion pounds (370,000 tons) altogether and were valued at \$2.7 billion. <<http://www.usda.gov/nass/>>

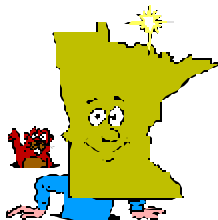
### 109 million

Number of occupied housing units across the nation — all potential gathering places for people to celebrate the holiday. <<http://www.census.gov/population/socdemo/hh-fam/tabHH-1.pdf>>

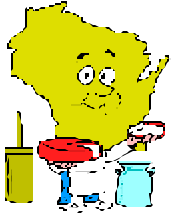
### Where Those Mounds of Food Come From

#### 45.5 million

The number of turkeys Minnesota expects to raise in 2003. North Carolina produces a nearly identical total (45.0 million birds), making the Gopher and Tar Heel states the top two in turkey production. They are followed by Missouri (27.5 million), Arkansas (24.0 million), Virginia (23.0 million) and California (16.5 million). These six states are expected to account for about 2 of every 3 U. S. turkeys in 2003.



<<http://www.usda.gov/nass/>>



## 583 million pounds

The forecast weight of U.S. cranberry production in 2003, up 3 percent from 2002. Wisconsin leads all states in the production of cranberries, with 305 million pounds, followed by Massachusetts (170 million), New Jersey (47 million), Oregon (44 million) and Washington (17 million). <<http://www.usda.gov/nass/>>



## 1.3 billion pounds

The weight of sweet potatoes — another popular Thanksgiving staple — produced in the United States in 2002. North Carolina (481 million pounds) produced more sweet potatoes than any other state. It was followed by California (276 million), Mississippi (197 million) and Louisiana (188 million). <<http://www.usda.gov/nass/>>

## 791 million pounds

Total U.S. pumpkin production in 2002. Illinois, with a production of 299 million pounds, led the country. There also were big pumpkin patches in California (with a production of 150 million lbs.), Pennsylvania (117 million) and New York (107 million). Pumpkin pie is a popular dessert at Thanksgiving. <<http://www.usda.gov/nass/>>



## \$10.5 million

The value of U.S. imports of live turkeys between January and August 2003 — all from Canada. Our northern neighbors also accounted for most (\$250,000 worth) of the cranberries the United States imported; Sweden accounted for the rest: \$61,000. When it came to sweet potatoes, however, the Dominican Republic was the source of most (\$1.5 million) of the total imports (\$1.6 million). During this period, the United States ran a \$4.2 million trade deficit in live turkeys, but had \$3.3 million cranberry and \$10.7 million sweet potato surpluses. <<http://www.census.gov/foreign-trade/www/>>

## 13.8 pounds

Amount of turkey consumed by the typical American annually and, if tradition be true, a good bit of it at Thanksgiving time. Per capita turkey consumption is virtually the same as in 1990 (13.8 pounds), but 70 percent higher than in 1980 (8.1 pounds). On the other hand, annual per capita sweet potato consumption is 4.3 pounds, down slightly from 1990 (4.6 pounds) but the same as 1980 (4.4 pounds). (Source: the soon-to-be-released *Statistical Abstract of the United States: 2003*.)



## The Price is Right

### 99

Cost per pound, in pennies, that is, of a frozen whole turkey in December 2002. (Source: the soon-to-be-released *Statistical Abstract of the United States: 2003*.)

## Where to Feast



**3**

Number of places nationwide named after the holiday's traditional main entree. Turkey, Texas, was the most populous in 2002, with 482 residents; followed by Turkey Creek, La. (361); and Turkey, N.C. (264). There also are 11 townships around the country named "Turkey," three of them in Kansas.

<<http://www.census.gov/Press-Release/www/2003/cb03-106.html>>

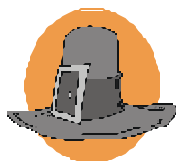
<<http://factfinder.census.gov/servlet/BasicFactsServlet>>

**8**

Number of places and townships in the United States that are named "Cranberry" or some variation of the name for the red, acidic berry (e.g., Cranbury, N.J.).

<<http://factfinder.census.gov/servlet/BasicFactsServlet>>

**20**



Number of places in the United States named Plymouth, as in "Plymouth Rock," legendary location of the first Thanksgiving. Plymouth, Minn., is the most populous, with 67,304 residents in 2002; Plymouth, Mass., had 53,789. Speaking of Plymouth Rock, there is a single township in the United States named "Pilgrim." Located in Dade County, Mo., its population is 135.

<<http://www.census.gov/Press-Release/www/2003/cb03-106.html>>

<<http://factfinder.census.gov/servlet/BasicFactsServlet>>

Following is a list of observances typically covered by the Census Bureau's *Facts for Features* series:

African-American History Month (February)	Back to School (August)
Valentine's Day (Feb. 14)	Labor Day (Sept. 1)
Women's History Month (March)	Grandparents Day (Sept. 7)
St. Patrick's Day (March 17)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Asian Pacific American Heritage Month (May)	Halloween (Oct. 31)
Older Americans Month (May)	American Indian/Alaska Native Heritage Month
Mother's Day (May 11)	(November)
Father's Day (June 15)	Veterans Day (Nov. 11)
The Fourth of July (July 4)	Thanksgiving Day (Nov. 27)
Anniversary of Americans with Disabilities Act (July 26)	The Holiday Season (December)

**Editor's note:** Some of the preceding data were collected in surveys and, therefore, are subject to sampling error. Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: (301) 763-3030; fax: (301) 457-3670; or e-mail: <[pio@census.gov](mailto:pio@census.gov)>.



In 2000, the Census Bureau for the first time collected information on grandparents who were primary caregivers for their grandchildren. The numbers revealed that about 5.8 million grandparents were living with grandchildren under the age of 18. Forty-two percent of these grandparents were responsible for the care of their grandchildren. This multimedia web page supports the Census Bureau's latest release, "[Grandparents Living with Grandchildren: 2000](#)" [PDF].

**NEWS RELEASE** — One-third of grandparent caregivers lived in "skipped generation" households where neither parent of the grandchild was present, according to a U.S. Census Bureau report released today. The report is based on Census 2000 data...[\(more\)](#).



**VIDEO** — [This video](#) contains comments from Census Bureau Director Louis Kincannon and Donna Butts, executive director of Generations United. [\(Script\)](#)

TRT 1:16

For more information, call (301) 763-3011 or e-mail [<broadcast@census.gov>](mailto:broadcast@census.gov).

**PHOTOGRAPHS** — The following photos may be used to illustrate news articles, brochures and other publications. **Click on the thumbnail photos** for downloadable high-resolution images and captions.



**AUDIO NEWS RELEASE** — [This audio news release](#) (ANR) offers a picture of grandparents serving as the caregivers of their grandchildren, the issues they face, and why new data from the Census Bureau is important. Running time :59.

**RADIO SOUND BITES** — These radio soundbites offer new statistics about grandparents as caregivers. Census Bureau Director Louis Kincannon discusses the national data collected during Census 2000.

Donna Butts, executive director of Generations United, a national coalition dedicated to intergenerational policy programs and issues, talks about how Census data has been helpful in understanding these issues and trends.

The sound bites can be heard in RealAudio or downloaded in the MP3 format (1.0 M).

[Download software for RealPlayer](#)  
[Download software for MP3 player](#)

**Louis Kincannon, Director of the U.S. Census Bureau:**

"More than one-third of grandparent caregivers lived in "skipped generation" households...that is...where no parent was present."

running time :08 [listen](#) [download cut 1.mp3](#)

"Of the grandparents living with their grandchildren, more than 40 percent are serving as the primary caregiver."

running time :07 [listen](#) [download cut 2.mp3](#)

"In 2000, nearly 6 million grandparents lived with their grandchildren under age 18."

running time :06 [listen](#) [download cut 3.mp3](#)