

**A REVIEW OF PROMOTION AND OUTREACH IN THE 1990 CENSUS:
Preliminary Results from the Vitt Media Research on
PSA Airings, News Coverage, and Awareness in Six Media Markets**

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INTRODUCTION

This paper will discuss preliminary results from one piece of the Census Bureau's program for evaluating the promotion and outreach campaign for the 1990 census. The Advertising Council, under contract with the Census Bureau, obtained the services of Vitt Media International, Inc. in early 1990 to audit public-service announcement (PSA) and news airings and measure census awareness in six media markets. The Advertising Council has handled the pro bono advertising campaigns for each of the last five censuses. Vitt Media is an independent New York-based company specializing in professional advertising planning and buying and in media reports and evaluations. This paper will present preliminary results on PSA airings, news coverage, and awareness from Vitt Media's six-market project.

Vitt Media's audit is only one of the projects designed to evaluate the Census Bureau's promotion and outreach program. Another major project is the 1990 Outreach Evaluation Study (OES) being conducted by the Census Bureau's Center for Survey Methods Research. In addition, the Census Bureau is conducting research into reasons some householders did not respond to the census. These projects, for which results are not yet available, are briefly described in appendix 1.

The primary difference between the Vitt Media project and the OES is that the former primarily measures census PSA and news activity, whereas the latter is concerned with mail-response behavior as it relates to attitudes, knowledge, and awareness of the census. The Vitt Media project will also take a first step toward understanding the relationship between census awareness and PSA and news activity. Both projects provide estimates of awareness of the census, although the methodologies differ and Vitt Media's awareness study focuses on only six media markets, whereas the OES is national in scope.

The multi-faceted 1990 promotion and outreach program included a mass-media public-service campaign, joint participation with governments, outreach to national and community organizations, efforts in the private sector, and working with religious organizations and the schools.

As in previous censuses, the basic approach with the mass-media campaign was to seek pro bono advertising through the Ad Council. The Ad Council would obtain the services of advertising companies to prepare materials, distribute advertising materials to media outlets, and encourage the media to run the ads free as a public service. The Census Bureau would pay for production of the advertising materials but not for creative services. This approach had worked well in 1980 when Vitt Media International estimated that in the 6-month period of January to June 1980, the value of census PSA airings and print ads was \$38 million. Vitt Media concluded that this census advertising value placed the scope of the census effort between those of the second and third biggest spenders in American advertising at that time, Ford (\$44 million) and Purina (\$36 million), respectively.

Similarly, with the other components of the 1990 census promotion and outreach campaign, the thrust

was to engender support for the census among governments, national and community organizations, schools, churches, and the private sector; and, then, in turn, encourage and assist these groups to generate additional promotional activities for the census.

While the basic thrust of the 1990 campaign was similar to 1980, improvements in every component of the campaign were a key part in the unprecedented efforts to make the 1990 census a success. (See appendix 2, "Some Major Improvements in Promotion and Outreach for 1990.")

The primary focus of Vitt Media's study was to (1) determine whether media outlets cooperated with the pro bono advertising campaign by airing census PSA's in six media markets, (2) monitor the level of census news activity in the six markets, and (3) determine whether census awareness increased in the six markets from early February through the first week of April. In their final report, they will analyze the relationship between PSA airings/news coverage and awareness for the six markets.

PUBLIC SERVICE ANNOUNCEMENTS AND CENSUS AS NEWS

For the 1990 census, the Ad Council selected advertising firms to design a general campaign and campaigns for Blacks, Hispanics, and Asians and Pacific Islanders. In 1980, there was only one ad campaign designed for a general audience. For 1990, the Census Bureau asked the Ad Council to select minority advertising agencies to design campaigns aimed directly at minority audiences, in addition to selecting a company to design the general campaign. One general television PSA and two Black PSA's were produced; the Hispanic television PSA was produced in English and in three Spanish versions, one each for Mexican, Puerto Rican, and Cuban audiences; and the Asian and Pacific Islander television PSA was produced in English and four Asian languages.

The Advertising Council television PSA's plus corresponding radio PSA's, print ads and billboard and transit ads were shipped to the appropriate media in late January 1990. The cover letter sent with the materials asked stations and newspapers to start carrying the PSA's or print ads slowly in February and with increasing frequency throughout March, building to a crescendo around Census Day, April 1. As another means of disseminating the Ad Council PSA's, the National Association of Broadcasters arranged a live satellite transmission to media outlets in 150 cities in January 1990.

In addition to the Advertising Council PSA's, the Census Bureau, local governments, and complete count committees also produced PSA's that were made available to stations. Vitt Media's audit was intended to measure airing of Ad Council PSA's or newspaper carriage of Ad Council print ads only. However, a small number of other census PSA's were probably reported by television and radio station advertising directors during the audit.

Vitt Media also measured census news exposures for the six sites. The census is a major news story and the Census Bureau fostered news exposure through

mailings of press releases, press briefings, scripts, materials for communicators to use, answering inquiries, and so on. The census news monitoring covered print media as well as television and radio.

VITT MEDIA INTERNATIONAL, INC. RESEARCH

Six major metropolitan media markets were chosen as the focus of Vitt Media's studies--New York, Los Angeles, Houston, Minneapolis-St. Paul, Cleveland, and Atlanta. These cities were chosen to reflect a range of markets from the very largest to fairly large, to include diverse racial and ethnic groups, to include most geographic sections of the country, and to reflect differing levels of local promotion efforts. Also, news-monitoring facilities had to be available in the markets. Vitt Media is also conducting a national survey of media (described below) to establish a national dollar amount for 1990 census PSA airings.

SIX-MARKET STUDIES

Media Audit of PSA Airings

First, all 1,200 TV and radio stations, local cable operators, and newspapers in the six markets were audited three times to verify the quantity and schedule of PSA's or print ads that were run. Prior to the first audit, Vitt Media sent a letter to each media outlet explaining the audit and asking for the media's cooperation. The audits were conducted for the weeks of February 5, March 5, and March 26. Vitt Media's auditors placed calls to each media outlet the following week asking about airings for the audit week. These dates were kept from the media outlets to prevent media from running ads in weeks known to be under scrutiny. It is possible that the media's awareness that they were being audited for census PSA airings may have predisposed them to air the PSA's throughout the entire period; however, given the audit design, there is no way to know if this was so. Some indication will come from comparing results from the six-market audit to the national audit results.

Using information on the quantity and schedule of the PSA's and print ads and industry estimates of adult audience size or readership, Vitt Media determined the number of "gross impressions" in each market. Gross impressions represent the total number of potential exposures to census PSA's or print ads. The total number of gross impressions was divided by the adult population (age 18+) of the market to arrive at gross rating points (GRP's), which are expressed as a percentage. For example, a GRP of 500 means an estimated 500 percent of the adult population of a media market had the opportunity to see an ad, or that each adult in the market was potentially exposed to an average of 5 census messages. We use the word "potential" here because, while audience size for a particular program can be estimated, there is no certainty that a member of the audience will pay attention or be in the room when a particular PSA plays.

News Monitoring

Second, Vitt Media subcontracted to have all TV and cable stations and newspapers in the six markets monitored full time during the audit weeks mentioned above for news stories about the census. The level of census news stories was also measured in GRP's.

Because of the unusually high costs involved in monitoring radio stations full time, the top ten stations in each of the markets (except Minneapolis-St. Paul where no radio monitoring service was available) were monitored for 36 hours over 3 days for each of the 3 weeks. The weekly radio carriage was then projected by totaling the cumulative audience share of the ten stations and multiplying the share by whatever factor brought it up to the total market share; a similar procedure was used to project the full 7 days share from 36 hours of monitoring data.

This procedure was adopted by Vitt Media rather than selection by random sampling or format mainly to minimize error in projecting to full market share. Typically, the top 10 stations in a market account for over 50 percent of audience share, whereas the lower 10 will reach 10 percent or less of the radio audience in a market. Vitt Media's judgment was that a more precise estimate could be obtained by starting from the higher base.

Telephone Survey of Awareness

Third, Vitt Media subcontracted to another firm to conduct three waves of household telephone interviewing, each with a sample of 1,200 households, to measure general awareness of the census, whether the respondent had heard anything "recently" about the census, and the source or sources of the information.

The three waves of interviewing were conducted the weeks of February 12, March 12, and April 2, each immediately following a media audit week. Each wave consisted of 200 households in each of the six markets, selected by random digit dialing. The purposes of this research design were to determine: (1) whether and how much PSA activity and news coverage activity occurred during the three media audit weeks leading up to the census; (2) the overall level of awareness about the census in the general population during the three telephone survey weeks; and (3) whether there was evidence of any relationship between (1) and (2).

NATIONAL MEDIA AUDIT

Fourth, Vitt Media will produce a national estimate of PSA exposure with which to make a baseline comparison with 1980. They began in June 1990 contacting a sample of over 2,000 media outlets in 17 media categories, including English and Spanish television; English, Spanish, and Black radio and newspapers; Asian media, and so on. Eventually, this report will provide month-by-month (February-May 1990) estimates on the value of PSA's aired in terms of audience size and dollars.

PRELIMINARY RESULTS

Vitt Media plans to present its final reports--one an analysis of the six-market study and one for the national audit--in late August/September 1990. Vitt Media has provided, and the following presents, some preliminary results on PSA carriage, news coverage, and awareness from the six-market project.

Ad Council Census PSA's Were Run at a Very High Level

Vitt Media's audit found that the Ad Council's census PSA's were run at a very high level in the six markets. The total number of broadcast or print

ads reported run in the six markets increased from 1,242 in wave 1 (week of February 5) to 4,459 in wave 2 (week of March 5) and 4,743 in wave 3 (week of March 26). In wave 3 alone, there were 1,946 ads run in the New York market, 809 in Los Angeles, and smaller amounts in the other 4 markets. (See table 1.)

Number of ads run is not a useful indicator by itself. If a disproportionate number of the ads were run after midnight on a TV station with low viewership, they would have little impact. Vitt Media used industry data on broadcast audience size and newspaper readership to arrive at a calculation of gross rating points (GRP's) as a measure of audience delivery. (See above for description of GRP's.) Audience delivery in the six markets started slow in wave 1 when 129 GRP's were registered as the six-market average. By wave 2, average GRP's reached 776 and by wave 3, 835.

Vitt Media concludes that these are very high levels based on industry comparisons. Based on wave 2 and 3 six-market average GRP's, Vitt Media projects that the six-market average for the month of March would be from 3,076 to 3,280 GRP's. According to Vitt Media, this is 50 percent higher than the typical monthly average for all Coca Cola brands and about 25 percent higher than national GRP's for the 1980 census PSA's in March 1980.

Audience delivery varied by market. For example in wave 3, GRP's were below average in Los Angeles (524), in Minneapolis/St. Paul (548), and in Atlanta (719); and above average in New York (985), Cleveland (1,073), and Houston (1,083). Three of the markets followed the expected pattern of starting slowly and then increasing airings over the three waves. Two markets actually had higher GRP's in wave 2 than in wave 3 and one market had higher GRP's in wave 1 than wave 2. (See table 2.)

Census News Coverage Was an Important Source of Census Mentions

Vitt Media's separate audit of news coverage showed that census news coverage audience delivery increased steadily from wave 1 to wave 3 and delivered relatively high GRP levels in waves 2 and 3. As a six-market average, census news activity in newspapers and on television and radio amounted to 88 GRP's in wave 1, 209 GRP's in wave 2, and 323 GRP's in wave 3. The six-market average for census news GRP's was substantially below the average for PSA GRP's in each wave.

As with the PSA activity, census news audience delivery varied by market. For example, in wave 3, New York (155), Minneapolis-St. Paul (173), and Atlanta (281) registered below average GRP's for census news activity; and Houston (426), Los Angeles (513), and Cleveland (546) registered above average levels. (See table 3.)

According to Vitt's findings, the wave 3 six-market average GRP level for PSA's and news coverage was 1,158, with 72 percent of this being PSA's and 28 percent census news coverage.

Census Awareness Started High and Increased Steadily

The telephone interviewing conducted for Vitt Media asked respondents whether they had ever heard of three "government programs"--the Statue of Liberty, U.S. Savings Bonds, and the Census of the United States. Awareness meant that the respondent had heard of the census. Based on results of the interviewing, awareness increased in the 6 markets

from 83 percent in wave 1 (week of February 12) to 87 percent in wave 2 (week of March 12) and to 93 percent in wave 3 (week of April 2).² (All comparisons have been tested for significance at the 90 percent confidence level.) Vitt Media summed the samples for the six markets for this early analysis.

Media Awareness Also Increased Steadily

Persons who were aware of the census were also asked, "Have you seen or heard anything recently--within the last month or so--about the census of the United States?" This was termed "media awareness," but in addition to major media, such as TV, radio, and newspapers, sources of information included billboards, flyers, word of mouth, receipt of the questionnaire, and so on. As mentioned above, the 1990 census promotion campaign was multi-faceted and included many channels other than major media. The percentage of persons who had heard about the census through all media increased steadily over the three waves. In wave 1, 47 percent had heard about the census recently; in wave 2, 63 percent; and in wave 3, 89 percent.

We can also look at those who had heard about the census during the last 30 days on TV, radio, or in newspapers--the major media. Major media awareness also increased steadily over the three waves, from 41 percent in wave 1 to 54 percent in wave 2 and 59 percent in wave 3.

Television Cited Most Often

Television was cited most often in waves 2 and 3 as the medium through which most people had heard about the census. In wave 3, 56 percent of the persons who had heard about the census in the last 30 days had heard about it on television, 33 percent in newspapers, and 29 percent on radio. In wave 2, the corresponding figures were 51 percent for television, 43 percent for newspapers, and 20 percent for radio. In wave 1, the proportion of persons citing newspapers and television as sources of information did not differ (47 and 45 percent respectively). However, proportionately fewer cited radio, 20 percent, than either newspapers or television.

Persons who said they had heard about the census in the last 30 days in the major media were asked to describe what they saw. Of those in wave 3 who had heard about the census through television only 39 percent cited an advertisement as the source. A news item, editorial, or talk show was cited by 65 percent. (See table 4.)

CONCLUSIONS

Given the fact that we do not yet have the benefit of Vitt Media's final report and analysis, given the inherent limitations of a study focused on only six markets, and given the fact that other census evaluations have not been completed yet, it is too early to draw major conclusions from these preliminary results.

However, Vitt Media concluded that census Ad Council PSA's were run in the six markets at a very high level by industry standards. Their national estimate of PSA exposure will tell us if the high levels experienced in the six-markets were experienced nationally and will also give us a comparison to the 1980 national level.

Preliminary results from the telephone awareness

survey indicate that the promotion campaign was effective in raising general awareness about the census in the six survey markets. Awareness started high and increased steadily over the three waves by an average of about 10 percentage points. The percentage of persons who had heard about the census

in the last 30 days through television, radio, and newspapers also increased over the 3 waves by an average of about 18 percentage points. Results from the 1990 Outreach Evaluation Study national sample survey will provide an additional measure of the effect of promotion on awareness.

1. Black, Hispanic, and Asian samples were also drawn in selected markets; however, Vitt Media's subcontractor was unable to provide a probability sample. Thus, none of the results from these samples are discussed here.

2. For reference, the comparable wave 1-3 percents for the Statue of Liberty were 87-91-91 and for U.S. Savings Bonds, 96-93-95.

TABLE 1.

**NUMBER OF CENSUS ADS ON TV, RADIO,
CABLE, AND NEWSPAPERS FOR AUDITED WEEKS**

	(Feb. 5)	(Mar. 5)	(Mar. 26)
<u>MARKET</u>	<u>WAVE 1</u>	<u>WAVE 2</u>	<u>WAVE 3</u>
6-Market Total	1,242	4,459	4,743
Atlanta	150	811	370
Cleveland	140	644	475
Houston	427	468	643
Los Angeles	147	446	809
Minneapolis/St. Paul	54	464	500
New York	324	1,626	1,946

TABLE 2.

**CENSUS PSA AUDIENCE DELIVERY
ON TV, CABLE, RADIO, AND NEWSPAPERS
EXPRESSED IN GROSS RATING POINTS (GRP'S)
FOR AUDITED WEEKS**

	(Feb. 5)	(Mar. 5)	(Mar. 26)
<u>MARKET</u>	<u>WAVE 1</u>	<u>WAVE 2</u>	<u>WAVE 3</u>
6-Market Average	129	776	835
Atlanta	80	1152	719
Cleveland	435	285	1073
Houston	255	465	1083
Los Angeles	100	304	524
Minneapolis/St. Paul	35	464	548
New York	80	1258	985

GRP's--A GRP of 500 means that on average each adult in the market was potentially exposed to five census messages.

TABLE 3.

**CENSUS NEWS ACTIVITY
ON TV, CABLE, RADIO & NEWSPAPERS
EXPRESSED IN GROSS RATING POINTS (GRP's)
FOR AUDITED WEEKS**

	(Feb. 5)	(Mar. 5)	(Mar. 26)
<u>MARKET</u>	<u>WAVE 1</u>	<u>WAVE 2</u>	<u>WAVE 3</u>
6-Market Average	88	209	323
Atlanta	45	90	281
Cleveland	147	62	546
Houston	55	786	426
Los Angeles	109	141	513
Minneapolis/St. Paul	35	464	173
New York	84	205	155

GRP's--A GRP of 500 means that on average each adult in the market was potentially exposed to five census messages.

TABLE 4.

**PERCENT OF WAVE 3 PEOPLE WHO HEARD ABOUT
CENSUS IN LAST 30 DAYS BY MEDIA AND SOURCE**

<u>Source</u>	<u>TV</u>	<u>Radio</u>	<u>Newspaper</u>
Advertisements	39%	29%	25%
Statement by Disc Jockey	-	30	-
News Item, Editorial, or Talk Show	65	44	71

**OTHER CENSUS BUREAU RESEARCH IN PROMOTION, OUTREACH, AND
QUESTIONNAIRE NONRESPONSE**

1990 Outreach Evaluation Study

The 1990 Outreach Evaluation Study (OES) replicates much of the research conducted in the 1980 Knowledge, Attitudes, and Practices study and incorporates aspects of the various outreach evaluation studies conducted for the test censuses. As such, it represents a panel in an evolving longitudinal study of census-related knowledge, awareness, and practices.

Interviews were conducted at two points in time-- February 1990, at the start of intensive promotion and outreach activities, and April 1990, at the peak of promotion and outreach activities and after the census questionnaires were delivered. In each phase, a sample of addresses was selected and personally visited to yield 2,500 interviews. The sample was selected to over-represent areas and demographic groups expected to present the most difficulties for complete enumeration in the 1990 census.

The 1990 OES questionnaire contained a set of questions that dealt with the interviewee's potential for exposure to census messages. For example, interviewees were asked how many hours a day they usually watch television and whether they belong to any community organizations. Then they were asked a series of questions to determine their general awareness of the census, whether they had heard about the census recently, and where they had heard about it. A third set of questions delved into the interviewee's knowledge and attitudes about the census and about government in general. Interviewees were also asked whether their household had received a census questionnaire and a series of questions about what actions were taken with the questionnaire.

The 1990 OES will attempt to answer these broad research questions: What was the effect of the overall decennial outreach campaign on census-related awareness? Were there significant differences in awareness and attitude levels among identified sub-populations? What communication vehicles were most widely recognized as a conveyor of census outreach information? What is the relationship between census awareness and the various aspects of participation in the census?

A related research project is designed to examine the utility, effectiveness, and penetration of the 1990 Census Education Project. School administrators and instructors at a sample of schools will be asked questions about the design,

content, distribution, and utility of the census education kit. Analysis will also produce estimates of the number of students exposed to the census education project materials.

An analytical report from the 1990 OES is scheduled for completion in April 1991.

Survey of 1990 Census Participation

In June and July 1990, the Census Bureau conducted the Survey of 1990 Census Participation to try to determine why the mail response rate was lower than expected. The expected rate was 70 percent, while the actual rate was 63 percent.

The project involves a structured sample survey of approximately 2,250 households using personal-visit interviews and a set of 10 focus groups internally homogeneous as to whether the persons returned their census form.

The structured sample survey questionnaire and the outline for focus group discussions both contain questions designed to elicit information to address the following specific hypotheses:

- a. Limited time at home and increased requests for information have produced lower participation.
- b. The large amount of mail received by households limited the visibility of the census questionnaire.
- c. Persons with greater knowledge of the uses of census data tend to participate.
- d. Those who know of friends' and/or relatives' participation status are influenced by that knowledge.
- e. Those with ongoing experiences in citizen involvement are more likely to participate.
- f. Those with high trust in government/political efficacy are more likely to comply.
- g. Those who doubt the confidentiality of the data tend not to comply.
- h. Those aware of positive/negative media stories about the census are affected by that awareness.
- i. Those who have problems reading the form tend not to participate.
- j. Those threatened by government intrusion in their lives tend not to participate.
- k. Those with household structures without blood or marriage ties tend not to participate.

The first two internal memorandums from this survey are expected by October 31, 1990.

SOME MAJOR IMPROVEMENTS IN PROMOTION AND OUTREACH FOR 1990

Advertising Campaigns

As for each census beginning with 1950, we again obtained the services of the Advertising Council to pursue public service advertising campaigns. In 1980, the Ad Council obtained the services of one ad agency to design a single TV, radio, and print advertising campaign to appeal to as broad an audience as possible.

For the 1990 census, for the first time in any census, we asked the Ad Council to arrange for the services of minority advertising agencies to appeal more directly to minority audiences. The Ad Council selected advertising firms to design a general campaign, and campaigns for Blacks, Hispanics, Asians and Pacific Islanders, and for Puerto Rico.

Institute of American Indian Arts

In addition, we entered into an agreement with the Institute of American Indian Arts (IAIA) to develop an effective promotional campaign to urge American Indians and Alaska Natives to participate in the census. The institute, much as would an advertising agency, provided advice, communications strategies, and products for use in promotional materials--publications, brochures, posters, and public service advertising.

National Organizations

Working through national organizations was another key part of our promotion campaign. Emphasis was on obtaining support from organizations with large minority memberships. By encouraging their members to answer the census, placing census stories in their publications, and putting us on their conference agendas, they played a very important role in promoting the census. We staffed exhibit booths at meetings, conducted workshops, and made presentations. New for 1990 was an effort to formalize the active participation of national organizations in generating support for the census. We asked the governing body of each organization to hold a "decision maker" meeting to pass an official endorsement of cooperation with the 1990 census. Some 130 organizations did so.

Census Education Project

We also promoted awareness and knowledge of the decennial census among school children who, we hoped, would pass that awareness and knowledge on to their parents. We prepared a package of reproducible lessons and activities that teachers can use in their classrooms; one package was sent to each of the more than 120,000 elementary and secondary schools in the country. Three of the lesson plans were in Spanish.

We had a school project for the 1980 census, but for 1990, we started planning earlier, did more testing of the school package, and sought more advice from education experts around the country. The census education project materials were sent to the schools in March 1989, 10 months earlier than for the 1980 census. This gave educators time to build the materials into their curricula and to customize the lesson activities as necessary. We worked through national education associations to promote use of the census education project. At the local level, we contacted individual school

districts--especially those serving minority populations--to encourage use of the material.

Head Start Agencies

We also worked closely with the Head Start Bureau and National Head Start Association to promote the census through the local Head Start centers. This effort, new for 1990, is specifically designed to reach the low-income populations. Head Start is a federally funded program to provide pre-school services to economically disadvantaged families. We asked local Head Start agencies to display a census poster, send flyers home with children, conduct workshops to help parents fill out questionnaires, telephone parents to encourage them to answer the census, and publicize the availability of census jobs.

Governments

An important part of our outreach effort was our commitment to cooperate closely with local officials to make the census a success in their areas. We asked local officials to help us in six key ways, one of which was to promote the census and build public cooperation.

We initiated a series of one-on-one meetings with the mayors of about 400 large cities, including all those with large minority populations. These meetings were held to discuss mutual concerns about the 1990 census and possible joint efforts--including programs aimed specifically at minority communities--for encouraging the cities' populations to be counted in 1990. To assure ongoing contact between the cities and Census Bureau staff, we asked each mayor to appoint high-level liaisons to represent the cities in follow-up discussions.

From October 1988 to November 1989, we held 19 regional meetings with elected officials to encourage them to support the 1990 census. The scope of these meetings was broader than the one-on-one meetings because it included more mayors as well as county executives. Again, the goal was to encourage local officials' help.

Under two new programs formally introduced for the 1990 census, we asked each American Indian tribal government and Alaska Native village government to designate a liaison to serve as the primary contact with the Census Bureau on the 1990 census. We trained the liaisons and supplied the various materials they needed. The aim of this program was to improve the participation of American Indians and Alaska Natives in the 1990 census by increasing their awareness of the importance of the decennial census and increasing our awareness about unique local situations that must be taken into account for enumerating a specific reservation or village. The liaisons carried out a variety of functions related to outreach, promotion, and recruitment.

Community Awareness

Local community efforts were an important part of our overall promotion and outreach campaign. Our Census Awareness and Products Program (CAPP) sought to build grassroots support for the census through extensive contacts and networking with community based organizations, key local and community leaders, and service providers in selected areas

with large minority populations. They did this through one-on-one contacts between our community awareness specialists and the leaders and memberships of the community groups. The community awareness staff also supported locally our overall promotion campaign by tying together at the local level many of the components of the program discussed earlier, such as the census education project, the religious organizations project, and the tribal liaison program. Part of this effort also included specialists who worked with the local media, with particular attention paid to minority media.

We had about 280 CAPP staff across the country. We brought this staff on earlier than for 1980 so they could begin building a network of contacts earlier. In 1988, 1989, and early 1990 they made 15,000 presentations to audiences totalling 600,000 persons; they conducted 6,000 census community network meetings where many of the 300,000 attendees agreed to support our outreach effort; they conducted nearly 67,000 site visits to community-based organizations, schools, local governments, American Indian reservations, Alaska Native villages, churches, and so on, to gain their support for the 1990 census; and they conducted 1,300 workshops attended by 26,000 persons.