



IT'S IN OUR HANDS

Become a 2010 Census Media Partner

In 2010, the U.S. Census Bureau will issue a call to action for every resident of our nation: "Be Counted."

The 2010 Census is important. It determines the distribution of \$300 billion annually of government funding for critical community services and generates thousands of jobs across the country.

Media support of the 2010 Census matters. You are a trusted voice and reliable source of information that affects your audience on a daily basis. Help us share the 2010 Census message.

By supporting the 2010 Census, your media outlet will:

- **Gain access to the people and information you need to cover the 2010 Census.** Media partners will receive notices of media events, RSS feeds and access to spokespersons and story ideas around issues that directly impact your audience.
- **Ensure accurate census data.** Media outlets rely on census data to compose informed stories. By partnering with the 2010 Census and promoting participation, you can ensure an accurate count and receive data you can trust.
- **Help your community get needed funding.** Census data are used to allocate billions of dollars for new hospitals, roads, schools and other facilities, and create hundreds of thousands of jobs nationwide. An incomplete count could mean your community does not receive its fair share of funding. A strong community means a more vibrant media market.

Take action:

- Include 2010 Census information, events and announcements in your news coverage, PSAs and on your Web site.
- Invite Census Bureau representatives to participate in media-sponsored events.
- Help recruit 2010 Census workers.
- Meet with 2010 Census spokespersons and participate on Complete Count Committees in your area.

For more information about becoming a 2010 Census partner, go to census2010.ny.gov

MEDIA

FAST FACTS ABOUT THE CENSUS

Safe. The Census Bureau protects information that identifies respondents or their households for 72 years.

Easy. The questionnaire contains only a few simple questions and takes just a few minutes to answer and return by mail.

Everyone counts. The census is a count of everyone living in the United States, including all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.

Coming soon. Census questionnaires will be mailed in March 2010.