

*Testimony  
Of  
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*Information Policy, Census, and National Archives Subcommittee  
Oversight and Government Reform Committee  
Wednesday, February 24, 2010  
2154 Rayburn HOB  
10:00 A.M.*

*"The 2010 Census Communications Contract:  
The Media Plan in Hard To Count Areas"*

**Media Scheduling to the Black Audience**

The three key objectives for the Integrated Communications Plan to the Black Audience are to increase mail response, improve accuracy and reduce the differential undercount and lastly, improve cooperation with enumerators. All of these goals must be specifically targeted to the Black audience segment which encompasses African Americans, Caribbean Americans, Haitian Americans and Black Africans (Americans). In order to meet these goals, an integrated paid media plan has been planned and developed based on the media habits and behaviors of the audiences we are responsible for covering.

In order to effectively reach our objectives, communication goals were set at high levels, 95%+ Reach and at least a 20+ frequency. The only way to achieve these

levels was to develop an effective and efficient media mix. The daily and weekly communication levels must be high enough to “peak”.

During the media planning process, we utilized proprietary research (CBAMS/Clusters), as well syndicated /3<sup>rd</sup> party research to begin to develop plans. Market and Media research utilized included (but not limited to): Simmons, MRI, Geoscape, Scarborough, SRDS Media Solutions, Nielsen Media Research, Arbitron, E-Telmar, IMS and Iconoculture. Utilizing these tools, in conjunction with the CBAMS/Cluster data (quantifiable and qualitative) allowed us to develop the most efficient and effective media mix against the Black audience segment.

Part of unearthing the data included an analysis of what clusters/categories the Black audience represented or skewed heaviest. We found that one-third of Black households fell into Economically Disadvantaged I and II and they comprise nearly half of all the households in each those two clusters (44% and 48% respectively). The third hardest to count cluster was Single Unattached Mobiles (11% of Blacks, 16% of Blacks within the cluster). After reviewing the media consumption of the three clusters, special consideration was made to skew strategies and media efforts to those audiences which are typically unlikely to respond. The CBAMS research was utilized to provide additional media strategy enhancement particularly with our hard to count segments. The key takeaway from the research was that although there was somewhat of an awareness of the Census, the belief that it will make a difference in their own communities is relatively low. In this case, our recommendation, which crosses all clusters is to skew choices not only towards trusted targeted media, but to hone in on “trusted voices” that the audience is familiar with and believe, creating awareness and more willingness to participate.

Research guided all media choices, down to the tactical level of the specific media outlets utilized. We looked at several options of media mix and specific media outlets that took into account factors such as cost, CPM, Reach/Circulation, influence, impact, ratings, engagement factor, etc.

Utilizing local media is a key strategy in the Black audience plan. We utilized the following information to prioritize local markets - Population size, historical response data, Prevalence of Hard-to-Count (HTC) households in market, availability of in-market media, Scarborough local media studies, as well as Regional Director and Advisory Committee feedback. A matrix was created based on priorities of the above criteria, gave them a value based on importance of each factor and narrowed the list to the top 31 Black Census 2010 media markets. We have since extended the market list (based on the same criteria) - to support additional markets (a total of 60) with targeted communication.

In the case of the Black audience, we focused efforts in targeted Black media (inclusive of Caribbean, Haitian, African, African American), this includes local TV (16 media markets), local Radio (31 markets), Out of Home (Billboards) (31markets) and newspaper (60 markets). Utilizing local radio and its home DJ's is a key strategy to reach our HTC audiences. They are serving as ambassadors to the Census and are providing tremendous added value to the overall buy by voicing PSA's, spreading the word on their programs, promoting Census at events and interviewing key Census representatives and/or partners to disseminate proper Census messaging.

National media support provides the most efficient way to reach the masses of Black Adults. Targeted efforts were utilized and partners such as BET, Radio One and AURN provided significant added value in the form of free PSA's,

mentions, use of talent, vignettes and multiple no-charge spots. This coverage is essential to the overall media plan.

Once RFPs were distributed, proposals were reviewed based on the specific criteria and media selections were made.

The criteria included a vehicle's effectiveness in reaching the target audience, content environments that were conducive to the Census message, cost efficiency, minority ownership and added value programs that would enhance the campaign message.

Over 500 RFPs were distributed, representing over 22,000 media properties. Two minority sub-contractors were secured, Voices, Inc. and NNPA, to negotiate and place the locally targeted media buys.

In summary, this plan was designed and created based on Census and Industry research, factoring in Census data such as HTC scoring and mail return rates, regional and key stakeholder (REAC) recommendations; that coupled with GlobalHue's extensive knowledge of the Black audience and black media marketplace produced the 2010 Census Black audience media plan.

### **Black Audience Paid Media Plan Specifics and Key Activities**

The Black Audience Media Plan was developed by a team of advertising experts at Global Hue, a leading, African American-owned firm. The media buy totals approximately \$23 million. Significant research went into the development of the plan and input was obtained from internal and external stakeholders.

Targets the African American, African, Caribbean and Haitian audiences.  
Consists of promotional and media materials in English and Haitian Creole.

Allocates a \$23 million paid media buy as follows (figures below are estimates and in millions):

TV (National and Local)	\$10.2
Radio (National and Local)	\$6.7
Digital	\$1.6
Magazine	\$0.8
Newspapers	\$2.5
Out-of-Home (outdoor)	\$1.2

Figures include projected media buys for the “non-response-follow-up” phase.

The national advertising buys (covering every media market in the country) for the Black audience will reach over 95% + of this population. Furthermore local media buys will provide an additional exposure and impact in specific markets. Below is a list of additional market coverage:

- 16 local TV markets
- 31 local radio markets
- 31 out-of-home markets
- 60 local newspaper markets

#### Additional Information for Reference

- Negotiated over \$6.6 Million in added value from vendors
- Out of the 443 Media Outlets on the Black Audience Media plan, 254 are minority-owned media outlets (equates to 57.3% minority owned outlets).

- Issued 500+ Request for Proposals (RFP) that represented thousands of outlets as one RFP may encompass more than one outlet.
- Secured 20+ high profile talents to connect with the black audience. The goal is twofold:
  - Engage viewers with celebrities they consider a “trusted voice” in their community
  - Deliver message co-branded with a program as a reinforcement of the commercial
- Examples of talent include:
  - Terrance and Rosci, hosts of the #1 Music Video program on TV, 106 & Park
  - Popular R&B artist Monica has recorded 3x :30PSAs, one for awareness and one for motivation, and a showmercial to air throughout the life of the campaign.
  - Grammy award winning hip-hop artist Ludacris will be filming “webisodes” and visiting homes of the hard to count audience, as well as radio appearances and call in interviews – serving as an ambassador to the Census 2010 in HTC markets such as New Orleans, Washington DC, Houston and Atlanta. Although this is a locally executed promotion – it will air online on Ludacris’ website, on Facebook and on MySpace reaching the single unattached mobile (and particularly the Young Black Male).
  - Famed and loved comedian Steve Harvey will perform a 5 market road tour and live show featuring Census 2010, interviews, live reads and mentions and on-site participation. Steve has also filmed a :30 PSA to air live on BET throughout the campaign.

- The Gospel community has been represented as well with key PSA's done by popular, well-respected artists in the Gospel community, including, Marvin Sapp, Dottie Peoples and Byron Cage - this PSA aired on one of the highest rated Gospel Award programs - *The Stellar Awards*
- Ce-Ce Winans and Donald Lawrence have also agreed to do a PSA for the motivation time frame and it will air on Gospel Music Channel.
- Roland Martin will be airing a special :30 minute program on TV One that focuses on the Census 2010 and what it means to the Black community.
- Rico Dupont, Joan Savoury, David Annakie, Don Daly and Marlon Hill are all Caribbean DJ's and well known in the Caribbean community have all agreed to do PSA's at no charge to promote the 2010 Census on their radio programs in markets like Miami and New York.
- Dikembe Mutombo will be a special guest on the Africa Channel's free :30 Minute produced special to inform their viewers about the 2010 Census.
- Television Stats
  - 3,900+ spots airing in every local market
  - Additional 3,000+ spots total airing across 16 HTC local markets
- Radio Stats
  - 1,000 spots clearing on 300+ stations across the U.S. Totality of schedule will reach every local market.

- Additional 28,000 spots total clearing on 142 radio stations in the 31 local HTC markets this includes Caribbean, Haitian, African American and African Radio stations.
- Print Stats
  - A total of 20+ ads across 20 national magazines such as Ebony, Essence, Black Enterprise, Vibe, Upscale and Heart and Soul that will run in every local market
  - A total of 936 ads that will run across 156 local Black (includes Caribbean, Haitian, African American and African) community newspapers in 60 markets.
- Outdoor Stats
  - Total of 800+ bulletins/posters that will be viewed daily by the black audience in 31 HTC local markets