Strategic earned media outreach is a crucial component for the 2020 Census in Region 10 - San Diego and Imperial Valley communities. There are several entities all working towards a common goal: To ensure everyone is counted, particularly those identified as “hard-to-count.”

When working on a project as large as the Census, coalition members may receive a call or an email from someone in the media. Or they may have a need to reach out to the media themselves. We want to make sure we are putting our best foot forward and doing what we can to make everyone’s jobs easier - yours and the media!

This document will help clarify the process and procedure for these situations and others related to earned media outreach in support of the 2020 Census.

In Region 10 Media Outreach Contacts (full contact information on page 3):
- Media inquiries (both outgoing and incoming) for Census 2020 → Scatena Daniels Communications
- Media inquiries for Be Counted events → SANDAG
- Media inquiries requesting information about State of California’s efforts → Diana Crofts Pelayo
- Media inquires requesting official census information or a technical response on the federal level → U.S. Census: David Bennett (San Diego) and Angelica Vásquez (Imperial County).

Scatena Daniels will be reaching out to a broad list of media contacts to let them know this assignment of responsibilities as well.

This document is specifically for the following collaborators:
- Community Based Organizations (CBOs)
- Legislative staff members and elected officials
- City and County representatives and municipalities
- Count Me 2020 Coalition Members
- Imperial Valley Complete Count Committee
The goals of this process are to accomplish the following:

- To ensure accurate messaging about Census 2020 is shared so we can all remain a trusted resource for local media.
- To provide media representatives with consistent points of contact(s).
- To coordinate media outreach efforts among multiple designated media specialists and representatives.
- To share human interest stories and unique examples of the work being done in our communities to encourage 2020 Census response.
- To provide timely responses to media inquiries.
- To accurately track media placements so we have a complete report at the end of the campaign.

Media Protocol Procedures for 2020 Census:

- **Outgoing / Proactive Media Outreach:**
  
  - Scatena Daniels is the primary point of contact to release region-specific information to the media about the 2020 Census. We have identified key milestones to promote and plan on incorporating funding entities, CBOs, legislators, municipalities, and other important spokespersons on an as-needed basis.
  
  - All proactive media pitching or other opportunities must be coordinated with Scatena Daniels or SANDAG in advance.
  
  - Media interviews should not be conducted without coordination with Scatena Daniels or SANDAG.
  
  - All interviews of Census personnel, questions about Census 2020 operational procedures and media events at an official U.S. Census location will be given to the region-specific Media Specialist through coordination with Scatena Daniels or SANDAG.
  
  - If your group wants to invite media to your event or to highlight your work in the community, please alert Scatena Daniels in advance and to discuss strategy, timing, review of materials, and other related details. This is important to ensure the best media coverage for your organization as Scatena Daniels will have a pulse on the market and other Census events taking place.

- **Incoming Media Requests:**
  
  - If your organization, legislative or municipal office receives a media inquiry about the 2020 Census, please follow these steps:
• Obtain the reporter’s and publication’s name and contact information (i.e. phone number, email address). The reporter may try to persuade you with a quick question such as “I just have one question . . .” Make certain to not let them sway you and follow procedure. If pressed you can respond, “I’m not the best person to answer that question but if you give me your name, phone number and email I’ll be sure to have someone contact you. What’s your deadline?”

• Please relay the inquiry with contact information to Scatena Daniels within two hours of receipt, as sometimes these are urgent media inquiries that require rapid response. Media inquiries about Be Counted events are to be directed to SANDAG. (NOTE: Any media requests involving Region 10 that come from the State of California (Diana Crofts Pelayo or through Mercury Public Affairs) will also be directed to Scatena Daniels to evaluate and manage.

• Let the reporter know all media inquiries are coordinated through the Census 2020 public relations agency, Scatena Daniels. Inform the reporter that a Scatena Daniels’ team member will respond shortly.

Please also note the following:
• For any ideas on media outreach on general Census activities or if you have an idea that you feel deserves to be highlighted in the media, please share with Scatena Daniels. **We are looking for interesting and unique examples of how your organization is working to ensure HTC communities are participating in the 2020 Census.**

• If you are interested in writing an article to submit to your neighborhood media outlet(s), please connect with Scatena Daniels in advance before creating and submitting the content so that we can coordinate efforts and ensure talking points are coordinated and aligned.

• Please route any media ideas for Be Counted to SANDAG.

• If you hear/witness challenges/issues or learn about misinformation, please relay this to Scatena Daniels immediately. We may see a trend which may warrant a proactive media outreach strategy.

**Please note, this is a living document and can be revised as ‘Census Season’ unfolds.** **
Important Media Outreach / PR Contacts

**Scatena Daniels**
Denise Scatena, Founding Partner
denise@scatenadaniels.com
619-218-4889 -- cell (okay to text)

Arika Daniels, Founding Partner
arika@scatenadaniels.com
949-338-6672 -- cell (okay to text)

Ann Marie Price, Sr. Account Exec
annmarie@scatenadaniels.com
619-309-6492 -- cell (okay to text)

**SANDAG**
Lindsey Hansen, Associate Public Communications Officer
Lindsey.Hansen@sandag.org
Desk: (619) 595-5342
Cell: (402) 658-2310

**State of California**
Diana Crofts-Pelayo
External Affairs and Media Relations
CA Complete Count - Census 2020
diana.crofts-pelayo@census.ca.gov
Cell: (916) 214-9266 (text okay)

**U.S. Census Bureau**
David Bennett, Media Specialist - San Diego County
Cell: (858) 9870 3653
david.a.bennett@2020census.gov

Angelica Vásquez
Media Specialist - Imperial County
Desk: (213) 314-6230
Cell: (858) 987-3644
rosa.a.vasquez@2020census.gov

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