

What are Publicity and Promotion?

Publicity: Supplying information that is factual, interesting, useful, and newsworthy to media not controlled by you. Because it is not paid for, publicity is not advertising.

Promotion: Using slides shows, speeches, posters, brochures, newsletters, direct mail, and advertising to control and promote your message.



Goals of Publicity and Promotion

To provide people with information that they are concerned about.

To inform people about your products and services and how to obtain them.

To counteract misconceptions about your products and services.

To increase the visibility of the NSO and encourage participation in the census.

Some Publicity and Promotion Methods

Dissemination events/workshops



Press releases



TV, radio, newspaper interviews



Websites



Social media



Blogs





Media Relations





Interviews

Interviews with the press are commonly paired with data releases.

Interviews are a Win-Win situation.

When you get a request for an interview, always return calls or emails promptly and ask questions like:

- Which media?
- What's the topic/angle?
- Who's the reporter? What past stories have they done?
- What's the deadline to conduct the interview?
- Will the interview be live or taped?
- Where is it? When is it?
- Who else is the reporter talking to?
- When will the story be aired or published?

Print/Newspaper



FORMATS

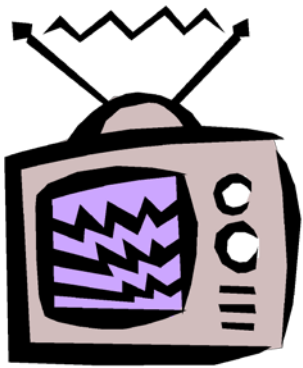
- News
- Columns
- Editorials
- Op-Eds
- Living/Style/Features

STRENGTHS

- More complex issues
- More in-depth coverage
- Can use statistics and numbers as graphics and sidebars



Television



FORMATS

- News
- Entertainment
- Public Affairs
- Talk Shows

STRENGTHS

- Timely
- Visual
- Reaches a large audience

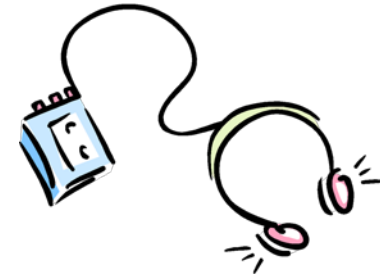
Radio

FORMATS

- News (Live & Taped)
- Public Affairs
- Talk Shows

STRENGTHS

- Timely
- Interactive



What these Media Need – Story Ideas



- Something surprising
- Important trends – historical changes
- Rankings
- Geographic comparisons
- Race and ethnicity comparisons
- Local angle



Goal of the Interview

Two Goals:

1. Transmit accurate and effective information in a brief, concise and clear way.
2. Have the media report your key messages.

Ways to achieve goal 1:

- Put a story into perspective.
- Pitch story ideas well in advance.
- Report news in a timely manner.
- Make sure reporters know whom to contact.

Ways to achieve goal 2:

- Be available.
- Say interesting things.
- Follow up after the interview.



Before the Interview

Think about who you're trying to reach and why they'll care.

Anticipate the issues, not just the questions

Look for related topics in the news

Script answers to potential questions

Have solid examples

Know your key messages

Practice (rehearse out loud)





During the Interview

Remember: It's an interview, not a conversation.

Don't just answer the question, address the theme and get your message across.

Goal is message clarity, not reporter happiness.

Put your main points out first.

Speak in the language of the public. Avoid acronyms and jargon.



After the Interview

Debrief – How did you do?

Build relationships by clarifying and following-up

Monitor Coverage/Compile Clips



Tips for Television and Radio: Things to Do

- Stay on message.
- Speak in plain language and avoid the use of jargon.
- Repeat, Repeat, Repeat.
- Match your message to your on-camera or on-air attitude.
- Use pauses to add emphasis.
- Admit what you don't know and offer to get the answer.
- Listen to the question asked and get clarification if the question is unclear.
- Thank the interviewer and crew for the opportunity.



Tips for Television and Radio: Things to Avoid

- Don't assume listener knowledge.
- Avoid rambling. Keep replies short and use easily understood language.
- Avoid digressions.
- Try to avoid starting your sentences with “and, but, yes, no, maybe” etc.
- Don't speculate or answer hypothetically.
- Don't be defensive.
- Don't repeat a negative – rephrase the question in a more positive way.
- Be careful not to answer questions outside your expertise.
- Be responsive to the media, but don't volunteer answers to questions not yet asked.
- Be careful of taking the data “farther than it will go.” It's best to leave policy issues alone.

Be Aware of Unfair Interviewer Techniques

- **The “instigator”**: The interviewer attempts to point out conflicting accounts or statements with you and another source.
- **The unpredictable interview**: The interviewer attempts to push you off your equilibrium with an absurd aside or unrelated question.
- **The “speechwriter”**: The interviewer begins with a long statement, really an opinion speech, before allowing you to respond.
- **The “smiling killer”**: The interviewer smiles a lot but uses false premises and unfair assertions to make your story as sensational and negative as possible.
- **The “how do you justify” approach**: The Interviewer is combative. Like the “smiling killer” above, but without a smile.
- **The hypothetical “what if” investigator**: The interviewer suggests unlikely situations and asks you to speculate about the effect.
- **The silent treatment**: The interviewer deliberately inserts silence into the interview by not immediately speaking when you are done giving a response. The interviewer is hoping you will keep speaking and say something unscripted.

Interview Techniques: Repetition



If you repeat your key messages, and are consistent, it emphasizes and reinforces your point

This keeps you in control of the interview

Interview Techniques: Flagging



Underscore most important points:

- “The essential point to remember is...”
- “What’s important for readers to understand is...”
- “What this boils down to is...”
- “The heart of the matter is...”
- “If you can remember one thing...”
- “What I’d really like to stress is...”

Interview Techniques: Headlining

Answer the question while incorporating your message within your response:



- “Today, the NSO released...”
- “Thank you for having me...Let me start by telling you...”
- “There are three things your audience should know...”
- “There are a couple ways to answer that question. First...”

Interview Techniques: Bridging

A bridging statement is simply a transition from an answer (based on a reporter's question) to one of your key messages...changing the course of the conversation.



- “...another thing you would be interested in knowing is...”
- “...what’s important to keep in mind here is...”
- “...another thing I should point out is...”
- “...what I do know is...”
- “...the critical issue is...”
- “...yes, but...”
- “...let me put that into perspective...”
- “...let me just add...”

Discussion

Have you been interviewed about a data release before?
If so, what was the format?

Do you have any lessons to share that were not covered in the previous section?



Press Releases

- **“Straight news”** press releases report on a topic and are usually serious or fact-laden. They are concise and get right to the point.
 - Example: A press release with the most recent figures for new home construction.
- **“Feature news”** press releases can be serious or light and center on a significant event or holiday.
 - Example: The U.S. Census Bureau press release when the population was 314,156,265 (pi times 100,000,000).

Writing a Press Release

- A press release is designed to provide information to the media about a data release or a new data product.
- It should be written in a journalistic style.
- Try to meet the editor's view of their reader's interests. The release should answer this question: "Is this news to our audience and the editor?"

Writing a Press Release – Continued

- Include a large, bold title that says, “Press Release.” If the information is under embargo, clearly display the date it can be made public.
- It should state the who, what, why, where, when, and how of what you are writing about.
- Include the name of your organization, whom to contact, and how.
- Use supporting graphs, charts, tables, and quotes from experts.

Press Release Example

For Immediate Release: Tuesday, June 27, 2023

Census Bureau Provides Update on 2020 Census Island Area Data Products

June 27, 2023

Press Release Number CB23-CN.13

JUNE 27, 2023 – The U.S. Census Bureau today announced the 2020 Census Island Areas Demographic and Housing Characteristics File (DHC) is scheduled for release on July 20.

The DHC provides in-depth, detailed statistics for each Island Area, encompassing American Samoa, the Commonwealth of the Northern Mariana Islands, Guam and the U.S. Virgin Islands. More than 400 tables will be available for each Island Area, including data on age, race, household type, relationship, population in group quarters, whether a residence is owned or rented (tenure), vacancy status and other social, economic, and housing characteristics.

Data will be available for each of the Island Areas and selected geographic entities within each island: census tracts, block groups, blocks, urban areas and ZIP Code Tabulation Areas (ZCTAs). ZCTAs are generalized representations of U.S. Postal Service ZIP Code service routes.

In addition, data will be available for the following island-specific geographies:

- American Samoa – Districts, counties, and villages.
- Commonwealth of the Northern Mariana Islands – Municipalities, districts, and villages.
- Guam – Municipalities and census-designated places.
- U.S. Virgin Islands – Islands, subdistricts, estates, towns and census designated places.

The Census Bureau also plans to release the Detailed Cross Tabulations for the Island Areas at a later date. These data tables cross tabulate data about people or housing units by other characteristics, covering the subjects listed in the [2020 Island Areas Censuses: Subjects Planned for Demographic Profile, Demographic and Housing Characteristics, and Detailed Cross Tabulations](#). We will announce specific timing and provide additional guidance once our planning is complete.

More information about the data products for the Island Areas is available on the [2020 Island Areas Censuses Data Products](#) webpage. For information on 2020 Census data products for the 50 states, District of Columbia and Puerto Rico, visit the [About 2020 Census Data Products](#) webpage.

Contact

Public Information Office
301-763-3030 or
877-861-2010 (U.S. and Canada
only)
pio@census.gov

Related Information

 [Press kit](#)



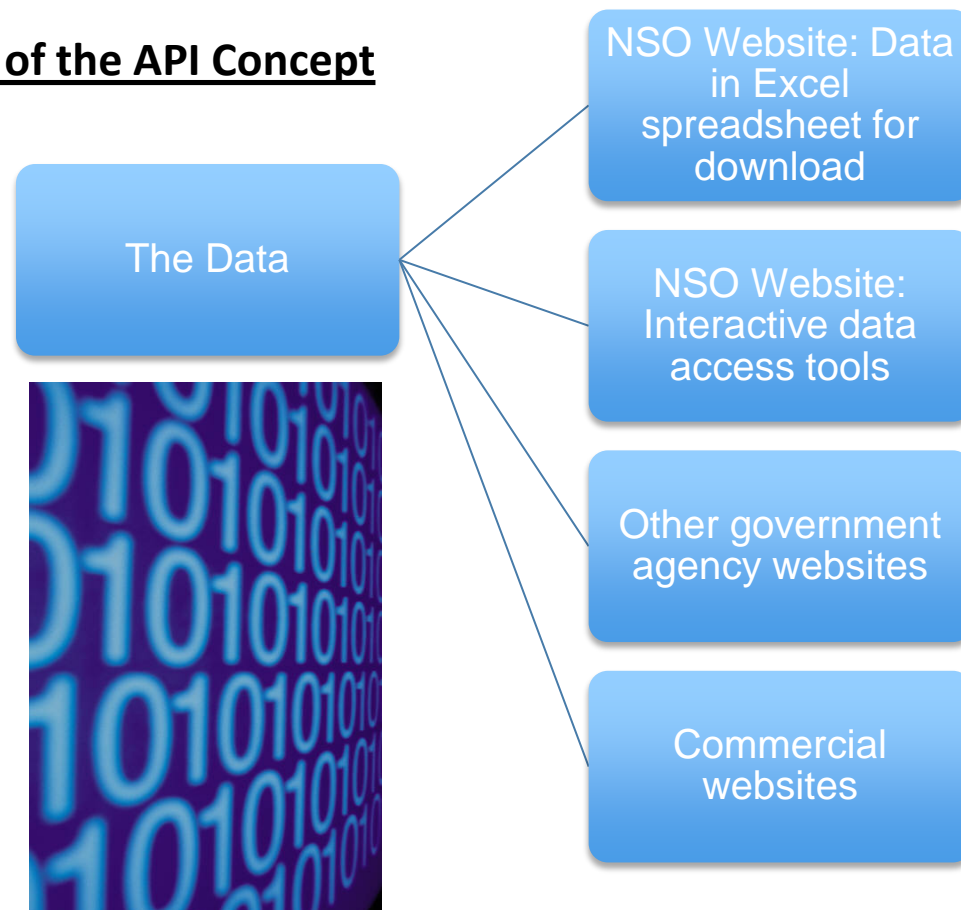
Questions or Comments?

Interactive Media Support: Application Programming Interface (API)

Provide mechanisms for dynamic access to the underlying data (data warehouse and API) to allow others to build apps using our data

Non-technical Description of the API Concept

All data used in the different websites come from one source.

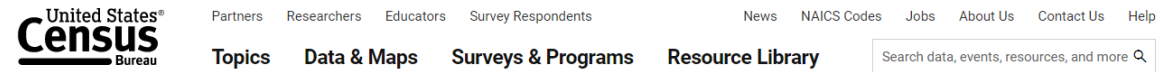


Websites communicate with the source to obtain the data.

API Example

Example call:

[https://api.census.gov/data/2019/acs/acs1/subject?get=group\(S0101\)&for=state:*](https://api.census.gov/data/2019/acs/acs1/subject?get=group(S0101)&for=state:*)



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Available APIs

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We plan on adding more of our publicly available datasets. Here you'll find which of our many data sets are currently available via API. To make specific requests for the release of datasets, please sign up and submit your requests on our [Developer Forum](#).

NEW: We now have a machine-readable dataset discovery service available in beta release. Visit our [Discovery Tool](#) page to learn more

EXPAND ALL | COLLAPSE ALL

- ⊖ American Community Survey (ACS)
- ⊖ Decennial Census
- ⊖ Economic Census
- ⊖ Population Estimates and Projections

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- ⊖ Health Insurance Statistics
- ⊖ Poverty Statistics
- ⊖ Annual Business Survey (ABS)
- ⊖ Annual Survey of Entrepreneurs (ASE)
- ⊖ Annual Survey of Manufactures (ASM)
- ⊖ Business Dynamics Statistics (BDS)
- ⊖ County Business Patterns (CBP), ZIP Codes Business Patterns (NBP), and Nonemployer Statistics (NES)
- ⊖ Commodity Flow Survey (CFS)
- ⊖ Longitudinal Employer-Household Dynamics (LEHD)
- ⊖ Planning Database (PDB)
- ⊖ Public Sector
- ⊖ Census Microdata API
- ⊖ Economic Indicators
- ⊖ Survey of Business Owners (SBO)
- ⊖ International Program
- ⊖ International Trade Program
- ⊖ Geography Program