

**U.S. Census Bureau News**

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Public Information Office
301-763-3011
e-mail: pio@census.gov

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2010 Census Promotional Videos Win Numerous Awards

A series of 2010 Census promotional videos have won several prestigious Telly Awards as well as a Videographer Award of Excellence — awards that honor the best in video production.

The videos were produced by the Public Information Office at the U.S. Census Bureau as part of a collaborative effort between headquarters, regional and contracting staff. They were submitted for consideration by contractors Therese Allen and Corey Petree.

The four- to seven-minute videos, titled “A New Portrait of America,” were produced to reach different segments of the population including the general, African-American, Asian, Hispanic, Native American/Alaska Native, Native Hawaiian and Other Pacific Islanders, and Puerto Rican audiences.

In the nonbroadcast productions category, the videos received silver Tellys for use of music and editing, and a bronze Telly was awarded for government relations. In the Internet/online video category, a silver Telly was awarded for music and a bronze Telly was awarded for editing.

The videos also received the 2009 Videographer Award of Excellence in the government/federal and creativity/video/original music categories.

The “New Portrait of America” videos include diverse images from throughout the country as well as interviews with community leaders. They are used at activities and events to promote the 2010 Census and encourage everyone’s participation in next year’s national count.

The “New Portrait of America” videos may be viewed at the following link:
<<http://2010.census.gov/2010census/multimedia/videos/013879.html>>.

ABOUT THE 2010 CENSUS

The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution. Census data are used to distribute congressional seats to states, to distribute more than \$435 billion in federal funds to local, state and tribal governments each year and to make decisions about what community services to provide. The 2010 Census questionnaire will be one of the shortest in history, consisting of 10 questions and taking about 10 minutes to complete. Strict laws protect the confidentiality of respondents and the information they provide.