NISSISPPI 2020 CENSUS

MARKETING PLAN

Table of Contents

SUMMARY
TARGET AUDIENCES
MARKETING STRATEGY13
MARKETING CHANNELS24
PROPOSED BUDGET44
MISSISSIPPI TRUSTED VOICES49
COMPLETE COUNT COMMITTEES54
MISSISSIPPI COUNTY DATA

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SUMMARY

MARKETING PLAN OVERVIEW

<u>CAMPAIGN GOAL</u> To influence citizens across the state and in hard-to-count (HTC) populations to complete the Census in order to obtain a complete count in Mississippi.



TARGET AUDIENCES



Non-HTC Mississippi Statewide as a Whole



HTC (Hard-to-Count) Areas in Mississippi HTC (Hard to Count) Groups in Mississippi

PRIMARY MESSAGE

WE COUNT! Building upon the already established "We Count" main tagline the state has adopted, the creative approach can have secondary taglines using "pain statements" as a hook to draw audiences into the action statements

"Count me in for better schools and brighter futures"
"Count me in for making Mississippi a better place for you and me."

The envisioned campaign will also include more targeted messages developed for placements to be directed at the identified hard-to-count populations as well as broad messaging for the entire state audience. We have identified three main areas on which we will need to focus the messaging of the campaign. These focus areas are the three

main barriers of census participation identified by the Census Bureau.

- Awareness People generally know there is a census but they are largely unaware of its value or purpose.
- Apathy Residents are aware of it but struggle to connect it to their lives.
- **Distrust** Even once they understand, there are still many who have concerns about privacy and potential repercussions.

<u>TIMELINE</u> - The Focus Group's recommended timeline for the campaigns is presented in three phases (see below.) It is consistent with the National Census Bureau's recommended best practices.

PHASE1

Awareness/Education: January 14 - March 12, 2020

PHASE 2

Motivation/Participation: March 13 - May 12, 2020

PHASE 3

Reminder/Nonresponse Follow Up: May 13 - August 28, 2020

MARKETING AND CAMPAIGN

- Website (Blog, Downloadable Content, Social Media Links, Mississippi Census Facts And Information, Directions For Census, FAQs)
- Printed materials (posters/flyers/notices)
- Videos
- Multi language
- Content development (stories, trusted voices, instructions)
- Social media (create profiles for Facebook twitter, Instagram, LinkedIn, snap chat)
- Social media advertising (paid advertising to grow audiences (likes/follows) geo-targeted posts, promote census-related events, feature testimonials/videos/podcasts)
- Trusted voices (key Mississippi spokesperson(s) i.e. Morgan Freeman, Brett Favre, Current & Former, Gov.. Lt. Gov, respected locals in key Cities/areas.
- Phone bank
- Bus benches/bus sides
- Television ads. Develop impactful TV spot/series to use on other channels as well using a famous Mississippian. Seek 400-500 GRPs <gross ratings points> per week -- last week of February and first three (3) weeks of March, markets to focus on (Gulfport, Hattiesburg, Jackson, Meridian, Greenville, Tupelo)

- Radio ads-initial set could include voiceover from TV spot with famous Mississippian.
- Digital ads
- Newspaper ads
- PSAs, in-kind (3 -1 ratio of PSA)
- Digital promotional materials/links (available via the website)
- PR (establish a media and outreach advisory group for insights on target markets, hold media briefings/release public statements on importance of the census, develop news releases/news op-eds as needed, coordination and outreach with local municipalities/state agencies to post census digital banners/messages on their respective websites)
- Event marketing
- Partnerships (business, Chambers of Commerce/trade or professional associations, education, faith-based organizations, government, healthcare, media, nonprofit, technology)
- Other ideas (electronic marquees, public monitors/meeting rooms, incorporate census messaging into agendas, public screensavers, business mailouts (i.e. Ingalls, Chevron, Nissan inserts into employee mailouts key with larger employers.)

Introduction: Importance to Mississippi of a Complete and Accurate Census

Specific threats to Mississippi include:

- Reduced funding: An incomplete or inaccurate count would affect the allocation of more than \$6 billion in federal funding to Mississippi each year (based on GWIPP Report from 2015). The effect of an undercount will last for a full decade. These funds are used to support vital community assets (highways, public safety, schools, hospitals), as well as programs for vulnerable Mississippians such as special education, free and reduced school lunch programs, Medicaid, public housing, roads and bridges, Low Income Housing Tax Credits, Head Start, and the Supplemental Nutrition Assistance Program (SNAP). The impact also depends on who is undercounted. For example, highways depend on the total population, urban population, and median income, while special education uses the state's share of children and children in poverty.
- Unequal representation: If the 2020 Census disproportionately undercounts certain communities, it may increase or perpetuate inequality in political representation in federal, state, and local government for these already at-risk groups.
- *Economic impact:* Business leaders rely on Census demographic and economic data to inform economic development projections, marketing efforts and investments. Inaccurate Census data has the potential to skew growth strategies for a decade.
- Inaccurate data: A disproportionate undercount of certain populations misaligns allocation of political representation and government funding for vital services and programs and skews both in favor of some communities. Inaccurate data would call into question the credibility of the Census in future years, making our job of ensuring a complete count more challenging for years to come.

In 2010,

76.4%

of the state's households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to enumerate the remaining 23.6%.*

PRIMARY CHALLENGE

If people do not complete their census forms, our state risks losing millions in federal funding for important state and local programs. However, if more of them complete their forms than expected, our state stands to gain millions in federal funding.

CAMPAIGN GOAL

To influence citizens across the state and in hard-to-count (HTC) populations to complete the Census in order to obtain a complete count in Mississippi.

TARGET AUDIENCES

- The Entire State of Mississippi
- HTC (Hard to Count) Areas
 - HTC (Hard to Count) Groups
 - O Racial and ethical minorities
 - Households with young children
 - o Renters
 - o Low-income persons
 - O Persons who distrust the government

PRIMARY MESSAGE

WE COUNT!

Building upon the already established "We Count" main tagline the state has adopted, the creative approach can have secondary taglines using "pain statements" as a hook to draw audiences into the action statements

"Count me in for better schools and brighter futures"

"Count me in for making Mississippi a better place for you and me."

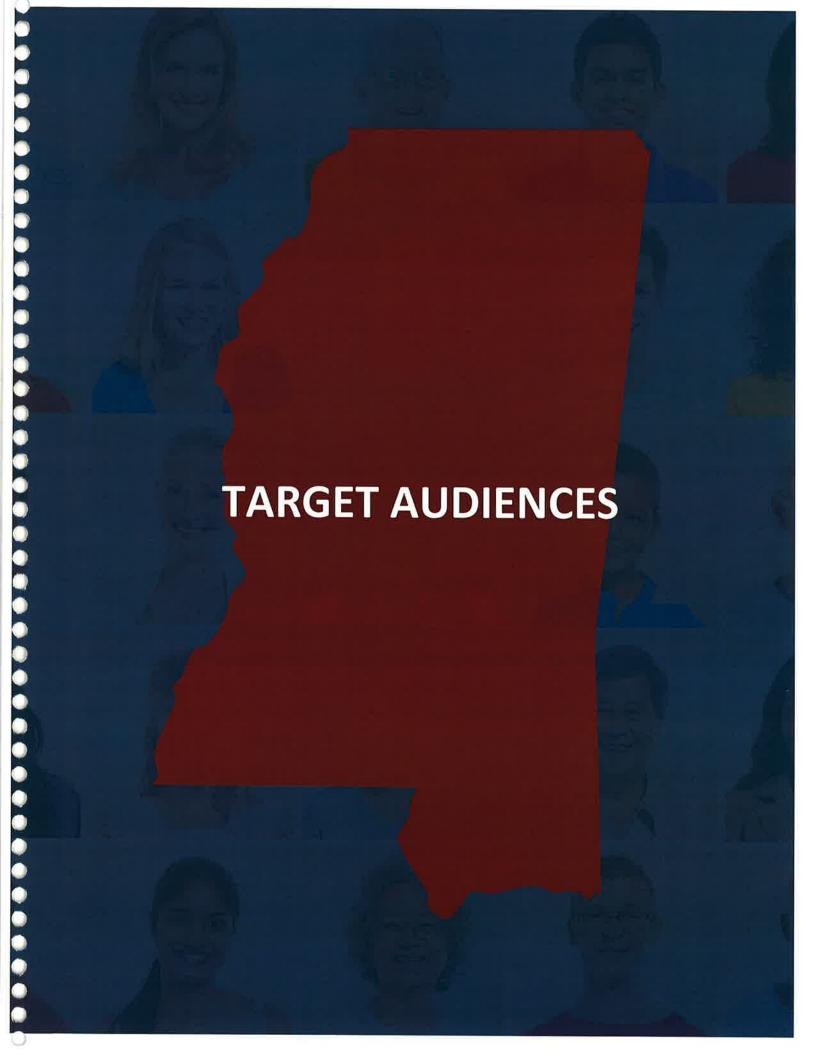
The envisioned campaign will also include more targeted messages developed for placements to be directed at the identified hard-to-count populations as well as broad messaging for the entire state audience. The creative approach will also build upon the already developed logo the state has adopted, shown below. There is some discussion about potentially using a red and blue version. "We Count" and "Count Me" In can be used depending on the application.



A George Washington University study titled "Counting the Dollars 2020" found that the federal government returns \$2,053 to the state per capita per year based on responses to the 2010 census.

2015 Total Program Obligations funded by the Census Data for the State of Mississippi: \$6,143,852,125

Program Name	Туре	Recipients	Obligations
Medical Assistance Program (Medicaid)		Q	фо. 7.40. 7.54. 0.40.
	Grants Direct Pay	States Households	\$2,748,751,949 \$916,551,543
Supplemental Nutrition Assistance Program (SNAP)	Direct Fay	Trousenoids	φ910,331,343
Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	Direct Pay	Providers	\$593,355,282
High-way Dlanning and Construction	38	¥	545
Highway Planning and Construction	Grants	States	\$495,457,237
State Children's Health Insurance Program (S-CHIP)	Grants	States	\$226,177,000
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Head Start/Early Head Start	Grants	Providers	\$199,449,831
Title I Grants to Local Education Agencies	Grants	LEAs	\$189,402,568
National School Lunch Program	Grants	States	\$169,323,740
Section 8 Housing Choice Vouchers	Direct Pay	Owners	\$153,589,000
Special Education Grants (IDEA)	Grants	States	\$118,407,033
Section 8 Housing Assistance Payments Program (Project-based)	Direct Pay	Owners	\$106,615,134
Supplemental Nutrition Program for Women, Infants, and Children (WIC)	Grants	States	\$82,965,010
Health Center Programs (Community, Migrant, Homeless, Public Housing)	Grants	Providers	\$71,216,716
Low Income Home Energy Assistance (LIHEAP)	Grants	States	\$27,028,082
Child Care and Development Fund- Entitlement	Grants	States	\$23,402,000
Foster Care (Title IV-E)	Grants	States	\$22,160,000



Target Audience Rationale

Overview

The Focus Group views this campaign as a special opportunity to educate Mississippians on the Census and the benefits of responding for the good of our state. The underlying objective of all of the communications is that we must increase and maximize our state's census response rate.

Having executed multiple marketing plans for our clients over the past 10 years, we understand the importance of getting the message out to the population as a whole. However, with this campaign we understand it is even more critical to focus on those areas and groups that are currently classified as Hard to Count (HTC) area by the 2010 Census data. As noted, these areas will be the primary driving factor behind increasing the state's response rate in the 2020 Census. We are recommending two market tiers identified forthwith as Primary and Secondary to adjudicate our recommended media weight.



Primary

HTC (Hard-to-Count) Areas in Mississippi HTC (Hard to Count) Groups in Mississippi



Secondary

Non-HTC Mississippi Statewide as a Whole

Data Analysis/Methodology

This media proposal is based on extensive and customized research and analysis conducted by The Focus Group to gain a strong understanding of the State of Mississippi's population, analysis of 2010 Census data, and research on areas of growth in the past decade.

The data for the formation of our data for the HTC areas is based first on the data provided by

https://www.censushardtocountmaps2020.us

This data was merged with HUD USPS Zip Code Crosswalk files to determine the relevant zip codes for the HTC areas. These zip codes were used to develop media recommendations and budgets for the primary target areas.

https://www.huduser.gov/portal/datasets/usps_crosswalk.html#data

Hard-to-Count Groups

Some areas and population groups are designated by the US Census Bureau as hard to count (HTC) because they have low self-response rates, forcing the Census Bureau to send personnel to each non-responding household. This "non-response follow-up" can be difficult, time-consuming, and costly. HTC populations typically include people of color, children younger than age five, immigrants, urban and rural low-income households, limited-English speakers, single-parent headed households, renters, and young adults. Census tracts with 2010 mail return rates of 73% or less are officially designated as HTC. The Focus Group has developed a database that houses all the demographic information listed above for each of Mississippi's HTC tracts. The purpose of such a dissection is so that we an be efficient with marketing dollars to get the best ROI.

Despite the 2020 Census being the first digital decennial count using an online system to collect responses, these HTC areas will still be difficult to reach. Many of the hard to count areas are the same as the areas with low internet coverage or connectivity, which may cause people to experience greater difficulty participating in the count. Based on the information we have collected and analyzed, Mississippi's 56 HTC areas have an estimated 30.7% of households with no internet access.

Based on the latest census estimates, approx. 27% of Mississippi's current population (or 804,138 people) lives in hard-to-count neighborhoods

Key facts about Mississippi's population:

- Mississippi has 803,138 people living in HTC areas, the equivalent of 27% of its total population.
- Mississippi has 194 census tracts (out of 661 total) defined as HTC.
- 278,704 people have no internet access, and a significant portion of our HTC census tracts include households without adequate access to internet services to facilitate online participation.
- Based on the latest census estimates (for the 2013-2017 period), **2,892,138 people live in 1,103,514 households** in this state, and **94,082 people live in group quarters**. (Total population = **2,986,220**.)

Key Facts about 2020 Census for Mississippi

- Mailing a letter to 96.4% of the state's housing units, beginning March 2020.
- Hand-delivering a census packet to 3.6% of the state's housing units, beginning March 2020.

Table 1A provides data about Mississippi's HTC populations.

Table 1A: Mississippi's HTC Populations

HTC Group	Representation in Mississippi's Population
Hispanic or Latino	~ 3% or 89,586
Black or African American	~ 38% or 1,134,768
Asian	~ 1% or 119,449
American Indian or Alaska Native	~ 1% or 29,862
Children under age 5	~ 6% or 179,173
Foreign-born individuals	~ 2% or 59,724
Limited English proficiency households	 67% speak Spanish (5,687 households) 10% speak Indo-European languages (838 households) 20% speak Asian/Pacific Islander languages (1,657 households) 3% speak other languages (295 households)
Living in group quarters	~ 3% or 94,082
Living in poverty	~ 21% or 620,007
Living near poverty level (100%-200% of federal poverty level)	~ 23% or 651,681

These populations are at risk of being undercounted because of the following characteristics:

- Language Barriers
- Poverty
- Lower Education Attainment
- Immigration Status
- Lack of Stable Housing
- High unemployment rates

2020 MAILING STATISTICS FOR THE STATE OF MISSISSIPPI

Based on (https://www.censushardtocountmaps2020.us) the following mailings will be distributed to the state of Mississippi in 2020.

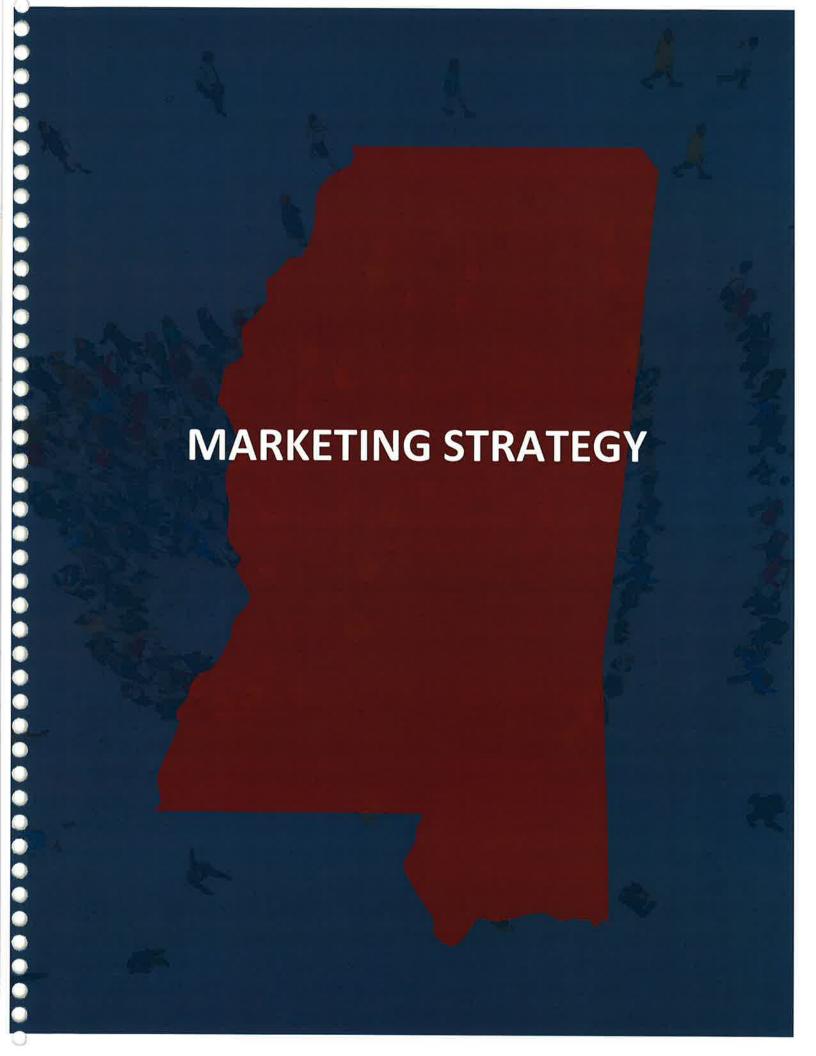
- 33.3% (or 435,343) of the state's housing units will receive mailings in English (only) explaining how to submit census responses online or by phone.
 - o This *Internet First* letter will provide a unique ID for each household's address, asking the householder to go online to complete the census questionnaire.
- 63.0% (or 824,284) of the housing units will receive a packet including a paper version of the census questionnaire (in English-only), as well as online instructions and a unique ID for online/phone response. These mailings are referred to as *Internet Choice*.
 - o Based on the latest American Community Survey (ACS), these households are in census tracts that had a low self-response rate and either a higher population of people age 65 or more, low internet subscribership rates, or low internet response during the latest ACS.
- 0.1% (or 1,140) of the housing units will receive a bilingual (Spanish & English) mailing that will include a paper version of the census questionnaire as well as bilingual online instructions and a unique ID for online/phone response.
 - The paper questionnaire and online instructions for these mailings will be **bilingual** because households receiving them are in tracts where at least 20 percent of the tract's households are recognized as needing "Spanish assistance" defined as at least one household member aged 15 or older who speaks Spanish and does not speak English "very well" based on the 2013–2017 American Community Survey (ACS).

The **paper form** will be included because the latest American Community Survey (ACS) shows that these households are in tracts that had a low self-response rate

and either a higher population of people age 65 or more, low internet subscribership rates, or low internet response during the latest ACS.

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Source: National Census Bureau



As previously presented, the target audience for this marketing campaign varies. One messaging approach alone will not satisfy the differing perspectives of the state's citizens, especially in the HTC areas.

We have identified three main areas on which we will need to focus the messaging of the campaign. These focus areas are the three main barriers of census participation identified by the Census Bureau.

- Awareness People generally know there is a census but they are largely unaware of its value or purpose.
- Apathy Residents are aware of it, but struggle to connect it to their lives.
- **Distrust** Even once they understand, there are still many who have concerns about privacy and potential repercussions.

Keys will be:

- 1. Help people understand the importance of participation.
- 2. Remind and encourage those who are more likely complete the census anyway.
- 3. Focus on the areas with low response rates in 2010 and hard-to-reach areas.
- 4. Introduce online census new for 2020.

PRIMARY MESSAGING

WE COUNT!

The CBAMS survey also determined that the primary motivator for citizens to fill out the survey would be education about funding.

Householders thought funding for public services was the single most important reason to fill out the census, and hospitals and healthcare, fire departments, police departments, and roads and highways were identified as the most important services across all groups. When community-oriented uses of census information were combined into a single measure, community-oriented motivators were most popular with those who were younger, non-White, not English proficient, and less educated compared to those who were older, White, and English proficient. Across all focus group audiences, community funding was the primary motivator of self-response. Focus group participants were most interested in the role of the census in providing widely enjoyed public services, such as schools and hospitals. The findings suggest that community funding is a more compelling motivator when it is connected to three things: information about the impact of the census, tangible and local evidence of community benefits, and the concept of a better future for the community.

Building upon the already established "We Count" main tagline the state has adopted the creative can have secondary taglines using "pain statements" as a hook to draw audience into the action statements

"Count me in for better schools and brighter futures"

"Count me in for making Mississippi a better place for you and me."

The envisioned campaign will also include more targeted messages developed for placements to be directed at the identified hard-to-count populations as well as broad messaging for the entire state audience. The creative will also build upon the already developed logo the state has adopted, shown below.



The end goal is maximum participation. Don't sit on the sidelines.

Show them that YOU COUNT, that WE ALL COUNT, by completing your census form.

We have also modified the logo to include an additional revision that uses more red, blue, and grey tones and promotes the secondary tagline of "Count Me In" shown below.



SECONDARY MESSAGING

Census Time

There is also the perception that the census form will take longer than 10 minutes to complete. In today's digital world, that is considered an eternity. Therefore we will need to creatively convey that it shouldn't take longer than 10 minutes while also conveying why those 10 minutes a very important 10 minutes to our state.

Additionally, the messaging must anticipate each main target audience's demographics. For example Hispanic citizens in a HTC area will need a message that will resonate with their anticipated reluctance.

Distrust

Many individuals have a preconceived feeling that the census collects personal data about them and allows that data to be public property. This is the first time the census will be online. Messaging for this group of people will be critical because there is potential of losing citizens that normally respond to the uneasiness of digital submission.

CREATIVE DESIGN

- Cohesive look of incorporating the already existing Mississippi census logo with a more patriotic color pallet.
- Use of various stock photo community members to reflect Mississippians of all races, genders, ages. (showcasing all HTC groups)
- Building the creative using "pain statements" as a hook to draw audience into the action statements.
- Implementation of icons for use in digital work, specifically as shorthand for pain statements and to engage younger audiences.
- Translation into different languages when demographically necessary.
- Use of Trusted Voices (familiar faces) in creative design to attract citizens attention.

TIMELINE

The Focus Group's recommended timeline for the campaigns is presented in three phases (see below.) It is consistent with the National Census Bureau's recommended best practices.

PHASE1

Awareness/Education: January 14, 2020 through March 12, 2020

This phase will build immediate awareness and provide educational information. We recommend using both traditional and non-traditional media channels to reach as many people as possible to increase awareness of the upcoming 2020 Census, getting people into the mindset to respond. Messaging will educate citizens while pushing for them to visit the proposed Mississippi Census Hub website for more information.

PHASE 2 Motivation/Participation: March 13, 2020 through May 12, 2020

The objective of this phase is to inspire and motivate residents to complete the 2020 Census questionnaire paper forms, and online invitations will begin to be mailed out during the early weeks of this phase. Messaging will focus on motivating citizens to fill out their paper forms, fill out the census online, or respond via phone. There will still be a push to drive traffic to the website for education and instruction if needed. This phase will be the primary support of the initial mailings of the census to residents.

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Source: National Census Bureau

PHASE 3

Reminder/Nonresponse Follow Up: May 13, 2020 through August 28, 2020

This purpose of this phase will be to continue to remind people, through the various media channels presented in this plan, to respond to the 2020 Census, while supporting census takers as they go door-to-door to count households that have not yet responded. This phase will also contain messaging on reaching citizens who may still be unaware of the census.

The bottom line is that we don't just want to primarily educate citizens about the census. We want to drive real conversations with the goal of <u>increasing the response rate</u>.

PRIMARY MARKETING NEED

Website

Currently there isn't a single place that a Mississippian can access to learn about the census and how it not only affects them but also educate them on ways to get involved and fill out the census.

Therefore, Mississippi needs a website that would operate as the hub of all census related information, activities, including all of the key messaging outlined above, key dates, answers to frequently asked questions, information that allays any fears or distrust, a way to ask someone a question (phone, chat, email, etc.) and generally portray the census a good thing that will help Mississippi get its fair share of federal dollars.

- Home page would reflect the immediate effects of the census related to Mississippi
- Blog
 - o Featuring stories from trusted voices
 - o Education about funding provided from the census and how it is used
 - Local stories about how the census funding benefits communities (hospitals, children, schools, roads, etc.)
- Partnerships
 - O Downloadable content for partners to access
 - posters, flyers, notices, fact sheets, and other related print collateral
 - Social media graphics for use on their social media channels
 - Digital creative content for municipalities, local and state agency to use on their sites (banners, side bars, graphics)
 - Opportunities for partners to submit information to the site for content use and advertising purposes
- Resources for schools and teachers
 - O Education for school age children about the census
 - O Education for college students about the census and their role
- Information about all the current CCC (complete count committees) in Mississippi
 - O How to get involved
 - O The purpose of the CCCs

Components would include

- All key messaging used in campaigns
- Links to all social media channels
- Home page would reflect the immediate effects of the census related to Mississippi
- Blog
 - o Featuring stories from trusted voices
 - o Education about funding provided from the census and how it is used
 - O Local stories about how the census funding benefits communities (hospitals, children, schools, roads, etc.)
- Downloadable content for partners such as cities, counties and other groups to access
 - O Posters, flyers, notices, fact sheets, and other related print collateral

- O Social media graphics, animations
- Partnerships
 - downloadable content for partners to access
 - Digital creative content for municipalities, local and state agency to use on their sites (banners, side bars, graphics)
 - Opportunities for partners to submit information to the site for content use and advertising purposes
- Information about how Mississippi benefits from the census
- Information that allays fears
- Information about how Mississippi benefits from the census
- Direction on how to complete the census
- Resources for schools and teachers
 - O Education for school age children about the census
 - O Education for college students about the census and their role
- Information about all the current CCC (complete count committees) in Mississippi
 - O How to get involved
 - O Their purpose
- FAQs answers to frequently asked questions,
 - O Information about how long the census takes
 - o Questions and answers addressing privacy concerns

MARKETING METHODS

- PRINTED MATERIALS

- Posters/Flyers/Notices
 - Verbiage will reflect the sub-taglines mentioned above in messaging. The appropriate taglines for the creative will be used based on the placement of the collateral.
 - Ex. Posters/placards such as" Count me in for world class doctors down the street." Can be displayed at a local rural hospital that receives funding from the census.
 - Posters/placards with relevant messaging displayed at local libraries, malls, colleges, municipal facilities, airports, schools, parks and recreational areas, neighborhood centers, job bank, campuses, etc.
- O Rack cards/bookmarks for use at community events, media events, presentations Information tip sheets/fact sheets

VIDEO

- O Create video(s) that can be used with digital and traditional media channels
 - 30-second, 15-second videos
- O Develop short stories/videos that will help get the various messages across to the target groups, possibly testimonials

MULTI LANGUAGE

o Provide messages in English and Spanish

- CONTENT DEVELOPMENT

- O Stories from citizens on how the citizens benefits their life personally
- O Trusted voices delivering messages supporting the census and encouraging citizens to participate (print, online, social, radio)
- O Content about the importance of the census as a US citizen and particularly a citizen of Mississippi
- O Instructions on the different approaches to fill out the census

- SOCIAL MEDIA

- O Develop a social media/digital campaign using overall campaign look and feel
- O Use paid advertising to grow audiences (likes/follows) in the first month following launch of the new platforms, thus creating a base audience to which to advertise.
- O Platforms Facebook, Twitter, LinkedIn, Instagram, YouTube, Snapchat
- Develop geo-targeted posts
- Develop geo-targeted ads
- Promote census-related events
- o Feature testimonials/videos/podcasts
- o Feature relevant content via paid advertising to targeted audiences.
- o Provide customer service by answering questions from social platforms.
- SOCIAL MEDIA PLATFORMS Each social media platform has a it own unique audience demographics. By using all of them, our chances of reaching them with the right messages are increased.

Facebook

- Develop a dedicated Mississippi Census Facebook page
- Share facts, important dates, events,

Organic postings about

Twitter

- Develop a dedicated Mississippi Census Twitter page
- Promote local events
- Feature census facts related to MS

o Instagram

- Develop a dedicated Mississippi Census Instagram page
- Share stories from content creation strategies

LinkedIn

Develop a LinkedIn page dedicated to Mississippi Census

Snap Chat

- Develop a dedicated Mississippi Census Snapchat page
- Use geofencing at local events for branded MS census Snap Chat filters
- Use a statewide Snap Chat filter the week of the release of the census mailings to create awareness and drive participation

o YouTube

- Share video stories from content creation strategy
- Encourage

TRUSTED VOICES

- O Identify key Mississippi spokesperson(s) or target group representatives in key areas to promote census
- Engage spokespeople and community leaders for radio talk show interviews or community presentations on the 2020 Census

PHONE BANK

O Identify key Mississippi audiences that may need to be reached by phone bank to supplement other efforts and determine what portion of they budget should be placed on phone banks vs the other tactics.

OUT-OF-HOME

- Bus benches/Bus sides
- Billboards
 - As you will see in the detailed breakdowns provided, we have already identified available billboards in HTC areas for 2020 since it is a Presidential election year and there will be high demand.
 - Priority will be in HTC high-population dense areas.
 - One messaging option is to target users of public transportation to drive home that public transportation funding is affected by the census.
 - Additional messaging about how the census supports funding for roads, highways, and bridges and otherwise hits home for everyone.

TRADITIONAL MEDIA

- O Traditional media will feature creative approaches that surround the primary messaging discussed earlier in this plan. To the extent that traditional media can be targeted, we will target all messaging and media buys accordingly.
- o Television Ads (400-500 Gross Rating Points Per Week)
 - Priority weeks would be the last week of February and first three (3) weeks of March
 - At least 400-500 Gross Rating Points (GRPs) per week

- Markets to focus (Gulfport, Hattiesburg, Jackson, Meridian, Greenville, Tupelo)
- o Radio ads
- o Digital ads
- Newspaper ads
- O PSAs, in-kind (negotiate ideally 3 -1 ratio of PSAs to paid ads)

- DIGITAL PROMOTIONAL MATERIALS/LINKS (available via the website)

- O Develop and distribute downloadable digital assets/links as needed for other groups to use in their own:
 - Newsletters
 - Social media posts (Facebook, Twitter, LinkedIn, Instagram, YouTube)
 - Podcasts
 - Emails
 - Websites
 - Ads

PR

- o Establish a Media and Outreach Advisory Group for insights on target markets
- O Hold media briefings/release public statements on importance of the census
- O Develop news releases/news op-eds and feature stories as needed
- O Encourage all local municipalities and state agencies to post census digital banners and messages on their respective websites

EVENT MARKETING

 Look at potential opportunities for media events (we have already identified events for the HTC areas, this is located in the media section of the HTC counties breakdown in Appendix B)

- OTHER IDEAS

- O Place census message on standard or electronic marquees (local schools, places of worship, etc.)
- O Add census message to lobby monitors, meeting room monitors
- O Incorporate census message into agendas and talking points for upcoming speeches/events, other correspondence (voter registration)
- O Screen savers (local libraries and schools)
- o Ingall's, Chevron and other corporate mailouts
- End-of-year statements

PARTNERSHIPS

- WIC Centers
- O Reach out to the following partnership areas for support for the campaign. These partnerships can be a means of free advertising and exposure by utilizing the above noted collateral on the partners' websites, social media channels, and also their physical buildings (posters, flyers)
- These areas are also prime areas for seeking additional Trusted Voices and stories for the campaign. All of the follow benefit in one way or another from the census. It may not be just funding. For example if the census shows areas of growth and prosperity it will be easier for these areas to market themselves for new companies or company relocations.
 - Business

- Chamber of Commerce/Trade or Professional Association
- Education
- Faith-Based Organizations
- Government
- Healthcare
- International Government/Consulate/Embassy
- Media
- Nonprofit
- Technology

MARKETING CHANNELS

•7

Detailed Media Plan

Mississippi Census 2020

Media Background

The media challenge of the Mississippi Census 2020 plan is to create immediate, widespread awareness of the 2020 Census and the importance of participating. The primary targets are the residents living in the Hard-to-Count (HTC) areas of Mississippi plus a statewide campaign in all areas to encourage participation. The vast media vehicles being recommended have been chosen for their ability to provide immediate impact and visibility, cost-effectively reaching this largest audience and wide geographic area.

We have conducted extensive research since being awarded this contract to better understand the 2010 Census data for Mississippi, demographics of the HTC areas, and the overall demographics of the state of Mississippi.

A comprehensive analysis of this data is a crucial part of determining the media strategy for this campaign. A thorough understanding of the media markets and consumer media usage will enable the ability to develop a tighter, more targeted, more effective media plan.

The Focus Group has taken the initiative to not only develop a media plan but foster the appropriate contacts to understand the availability of media in 2020 and the costs associated with vendors. We understand that 2020 will be a big media push year with the presidential election, and dollars need to be spent wisely. We know the costs, we know the media reps, and we have the leverage to get the most bang for your budget if given the opportunity to implement this plan

The Focus Group has also been active in purchasing media for the areas in our state that encompass Spanish-speaking citizens, especially important for Tracts like 205 in Scott county.

The recommended media mix takes into consideration that there are many touch points to reach the consumer in their journey of education and participation in the 2020 Census.

All of this media intelligence means that we are on the leading edge of the latest trends and opportunities to reach Mississippians on behalf of the Census.

Recommended specific media will be discussed in greater detail later in the document. The following list provides a snapshot of the recommended vehicles and the corresponding geographic group receiving the medium:

TELEVISION – Primary Markets
RADIO – Primary & Secondary Markets
PRINT - Primary & Secondary Markets
OUT-OF-HOME – Primary Markets
SOCIAL - Primary & Secondary Markets
DIGITAL - Primary & Secondary Markets
EVENT MARKETING – Primary Markets
PR - Primary & Secondary Market

TELEVISION

SPOT TELEVISION

When you need to change perception, you need to surround your audience with the right message, and spot television does precisely that. Spot TV for this campaign offers higher reach, frequency and weight levels, longer flights, and more markets. Spot TV is the approach of buying 30 or 15 second ad placements on a particular station at a particular time of day.



It is the ideal vehicle for generating awareness among a broad target audience in a compelling, visible fashion. Using a combination of :30s/:15s creates impactful audience delivery levels. Recommendations include:

Early Morning (6 – 9A Monday – Friday)

Early Morning is a particularly appropriate daypart for this message:

- "Live" programming with news, weather, traffic is impetus for greater "intensity" of viewership and is rarely recorded for future viewing
- Exclusive reach among some segments of the population as busy schedules often lower television viewing opportunities during the rest of the day
- Extremely cost efficient across a range of demographics as programming appeals to virtually all population segments

Early/Late News (5-7P & 11-11:30P Monday - Friday)

Local News offers unique attributes for the campaign:

- Very high composition of 35-54 population
- Low recorded daypart due to timeliness of the editorial
- Viewers are loyal to a local newscast
- High reach, particularly in Late News, with Prime lead-in
- Displays higher upscale viewer composition than other dayparts

Early/Late Fringe (4-7:30P & 11:30P-1A Monday – Friday)

The two dayparts provide different benefits. Early Fringe (EF) is a female-dominated daypart while Late Fringe (LF) has a high composition of young males. Other benefits include:

- EF is extremely cost efficient with particular coverage of older females
- LF viewers are very loyal to a particular program thus ensuring repeated exposure to the advertising message
- Added reach is definitely a factor in both instances
- Access to stay-at-home parents with children (often under the age of 5)

Hispanic TV

In addition to general market spot television, we recommend advertising on Hispanic TV. This includes the two most popular networks – Univision and Telemundo – in all primary markets where affiliates of these networks are offered.

Hulu

We are also recommending purchasing Hulu on a geo-targeted basis. This online video service delivers a selection of hit shows and movies from more than 410 content companies. Hulu gives viewers an opportunity to customize their viewing experience online. It is an additional opportunity to utilize Pre-Roll to an audience that prizes convenience of viewing on their schedule.

LOCAL CABLE

Cable television offers visibility, flexibility and the ability to target audiences demographically at low, efficient rates. Local Cable will be purchased within all counties throughout the primary and secondary markets. Over 75% of the inventory will be purchased in Prime (7P-11P, M-Su).

Cable television offers a world of opportunities, as different programming/networks can be purchased to reach all segments of the target audience. Because it is finitely targeted, cable television is often compared to magazines. The following cable networks are recommended to deliver all facets of targeted viewers:

A&E

A&E Network offers viewers an opportunity to "Escape the Ordinary" with a distinctive blend of original, upscale programming featuring original movies, documentaries (including travel destinations) and intriguing mysteries. A&E reaches a more upscale, educated audience than most other cable networks.

BET - Black Entertainment Television

The nation's only network showcasing quality African-American programming 24 hours a day would be purchased to deliver advertising to the African-American audience. The programming is a mix of today's hottest music videos, jazz, gospel, sports, news, public affairs, specials, etc. BET offers programming that reflects

the interest and lifestyles of black Americans.

Bravo

Bravo is an NBC Universal Cable network and is dedicated to film and the performing arts. Its schedule features original programming, feature films, theater, dance, music, and documentaries.

CNN

Provides 24-hour access to people, places and events shaping the globe. Long defined the cable news marketplace. Prime audience is Adults 35-64, well-educated with a slight male skew.

Comedy Central

As the only comedy network, it features 60% original programming and the biggest comedy stars. Audience viewership is nearly 60% male with a median age of 37.

The Discovery Channel

The Discovery Channel provides 24 hours-a-day of quality documentary and reality programming. The Discovery Channel offers the world's finest informative entertainment about science and technology, history, exploration, the natural world, lifestyles, and howto. Discovery has become one of the most popular programming services among cable subscribers nation-wide and attracts a younger audience.

E! Entertainment Television

This network is devoted entirely to celebrities, entertainment, and pop culture. El features entertainment news, gossip, comedy, fashion, and variety programming. El goes behind the scenes to show the making of movies,

television shows, Broadway hits, and music events. In addition, E! offers live indepth coverage of awards shows such as the OscarsTM.

ESPN

ESPN's programming offers the widest and most diverse schedule of sports programming. Its extensive schedule include: the NFL, MLB, NHL, College Football/Basketball, Auto Racing and X Games. ESPN delivers advertising to the male audience.

Food Network

Food Network is a unique lifestyle network and website that engages its viewers with likable hosts, personalities, and the variety of things it does with food. The network is committed to exploring new, different, and interesting ways to approach food — through pop culture, adventure, and travel — while also expanding its repertoire of technique-based information.

FX

This flagship entertainment basic cable network from FOX features quality programming targeting Adults 18-49. The channel provides an array of programming, including original series and box office movie hits.

HGTV

Home & Garden Television is the first television network with 24- hour programming dedicated to helping Americans make the most of their lives at home. HGTV's wide range of programming covers categories, including decorating and interior design, gardening and landscaping, buildings, and remodeling, hobbies and crafts, as well as special interest programs on topics from home electronics to wine.

Lifetime

Lifetime is known as "Television for Women." It features original programming and public service initiatives targeted to women. Nonprofit organizations and leading women's groups have recognized Lifetime's commitment to its viewers. Lifetime is dedicated to providing contemporary, innovative entertainment and information on air and online that is of particular interest to women.

The Travel Channel

The Travel Channel is the best source of information on travel ideas and in-depth programming about the people, places, and cultures of our world. It offers a variety of world-class travel documentaries, adventure

excursions, world-class cuisine, and tips on travel.

TBS

Superstation, Turner Broadcasting System, Inc.'s flagship network seen in more than 70 million homes, is the most watched network on cable. The superstation features popular movies, high-profile original programming, sports, favorite comedies, and exceptional children's programming.

TLC - The Learning Channel

TLC is the only network that offers people of all ages an enjoyable, entertaining way to satisfy their natural curiosity. It features nonfiction programming about science, history, reallife adventure, human behavior, and how-to-do for adults and commercial-free programming for preschool children.

TNT

TNT is the home of the NBA. It also offers original productions, film festivals, and cartoons. TNT is an appropriate entertainment choice for the entire family.

The Weather Channel

The Weather Channel provides 24-hour, real-time weather information and is the most up-to-the-minute and insightful source of weather. With over 80

meteorologists on staff, TWC is the leading source of weather expertise. It provides comprehensive conditions and forecasts nationally, regionally, and locally.

USA

USA Network is cable television's leading provider of original series and feature movies, sports events, offnet television shows and

blockbuster films. USA Network was the top-rated basic cable network in primetime during the 90s.



branding)

MAN: Count me in for a hospital DR: on the cutting edge of cures

WOMAN: Count me in for better schools YOUNG MAN: And brighter futures.

OLDER WOMAN: Count me in for world-class doctors

MAN 2: right on down the street MOM: Count me in for better security

YOUNG WOMAN: And for keeping our state neat.

WOMAN 2: Count me in for making Mississippi

DAD: A better place for you and me.

BUSINESS MAN: Count me in for Mississippi

CHILD: The only place for me.

Closing message about the importance of completing the Census.

To further the impact of the "live" programming like Early Morning and Early/Late News, there will be opportunities for non-paid media. We recommend utilizing local trusted voices to appear as guests on local news stations to discuss the importance of census participation. The following table outlines the local stations in Mississippi.

LOCAL TELEVISION STATIONS				
TV STATION	СН	NETWORK	LOCATION	COUNTIES SERVED
WBUY	40	TBN	Holly Springs	Marshall, Desoto, Tunica
WWTW	34	ETV	Senatobia	Tate
WLOX	13	ABC	Biloxi	Harrison, Hancock, Jackson, Stone, George, Forrest, Pearl River, Lamar
WMAH	19	PBS	Biloxi	Harrison
WXXV	25	Fox	Gulfport	Harrison, Hancock, Jackson, Pearl River, Stone, George, Forrest, Perry, Greene
WMAE	12	PBS	Booneville	Lafayette, Marshall, Benton, Union, Lee, Pontotoc, Itawamba, Prentiss, Alcorn, Tishomingo, Alcor, Tippah
WMAU	17	PBS	Bude	Franklin
WFXW	15	Ion	Greenville	Washington, Coahoma, Bolivar, Sunflower, Leflore, Tallahatchie
WABG	6	ABC	Greenwood	Yazoo, Sharkey, Issaquena, Humpreys, Washington, Sunflower, Holmes, Bolivar, Leflore, Carroll, Coahoma, Quitman, Grendada, Tallahatchie
WMAO	23	PBS	Greenwood	Leflore
WHLT	22	CBS	Hattiesburg	Forrest, Lamar, Jefferson Davis, Jones, Marion, Simpson, Lawerence, Greene, Wayne
WDAM	7	NBC	Laurel	Jones, Forrest, Jefferson Davis, Covington, Wayne, Marion, Lamar, Perry, Jasper, Greene
WLBT	3	NBC	Jackson	Hinds, Leake, Madison, Warren, Claiborne, Jefferson, Copaih, Simpson, Rankin, Scott, Lincoln
WJTV	12	CBS	Jackson	Hinds
WAPT	16	ABC	Jackson	Hinds, Madison, Leake, Yazoo, Warren, Claiborne, Copiah, Simpson, Rankin, Scott, Smith
WWJX	23	The Walk TV	Jackson	Hinds
WMPN	29	PBS	Jackson	Hinds
WDBD	40	Fox	Jackson	Hinds, Issaquena, Sharkey, Warren, Yazoo, Madison, Rankin, Claiborne, Jefferson, Adams, Copiah, Simpson, Scott
WRBJ	34	TBN	Magee	Lauderdale, Forrest, Lamar, Hinds, Rankin, Madison, Smith, Jasper, Clarke, Simpson, Scott, Perry, Newton, Wayne
WLOO	35	MNT	Vicksburg	Warren, Yazoo, Issaquena, Sharkey, Madison, Hinds, Rankin, Copiah, Scott, Simpson

WTOK	111	ABC	Meridian	Landandala Maranan Nisababa Lada Carre
WIOIK	11	Abc	ivieridian	Lauderdale, Kemper, Neshoba, Leake, Scott,
WMAW	14	PBS	Meridian	Newton, Smith, Jasper, Clarke, Jones, Wayne
*******	14	FDS	Wiendian	Lauderdale, Kemper, Neshoba, Leake, Scott,
WMDN	24	CBS	Meridian	Newton, Smith, Jasper, Clarke, Jones, Wayne
WINIDIN	24	CDS	Meridian	Lauderdale, Kemper, Neshoba, Leake, Scott,
WGBC	20	T	3.6 1.11	Newton, Smith, Jasper, Clarke, Jones, Wayne
WGBC	30	Fox	Meridian	Lauderdale, Kemper, Neshoba, Scott, Newton,
				Clarke
** 13 17777	10			Jasper, Smith
WNTZ	48	Fox	Natchez	Adams, Wilkinson, Jefferson, Claiborne, Franklin
WMAV	18	CBS	Oxford	Lafayette
WCBI	4	CBS	Tupelo	Lowndes, Noxubee, Neshoba, Winston, Attala,
			Columbus	Choctaw
				Oktibbeha, Carroll, Montgomery, Grenada, Webster
				Clay, Monroe, Chickasaw, Calhoun, Yalobusha,
				Lafayette, Union, Lee, Pontotoc, Itawamba
WMAB	2	PBS	Tupelo	Oktibbeha, Lowndes, Noxubee, Kemper, Neshoba,
			Columbus	Leake, Attala, Winston, Choctaw, Clay, Monroe,
				Grenada, Montgomery, Calhoun, Chickasaw,
				Monroe, Webster
WTVA	9	NBC	Tupelo	Lee, Itawamba, Monroe, Lowndes, Noxubee,
			_	Kemper, Neshoba, Leake, Holmes, Leflore,
				Tallahatchie, Panola, Winston, Oktibbeha, Clay,
				Chickasaw, Pontotoc, Lafayette, Union, Lee,
				Calhoun
WEPH	49	Ind.	Tupelo	Lee, Itawamba, Monroe, Clay, Lowndes, Oktibbeha,
			•	Choctaw, Montgomery, Grenada, Calhoun, Webster
				Chickasaw, Pontotoc, Lafayette, Tallahatchie
WLOV	27	Fox	West Point	Clay, Lee, Lowndes, Monroe, Chickasaw,
				Oktibbeha

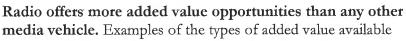
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RADIO

In this current climate of short messages, "tweets," and, some would say, shorter attention spans, radio is still one of the most important tools for engaging with your audience. Particularly radio is ideal for HTC areas that lack internet accessibility.

Spot Radio is demographically and geographically targeted, it builds frequency, and it offers the ability to deliver targeted, detailed messaging. Radio is a unique medium in that it offers interaction between the station, listener, and advertiser, through promotions and personalities. We recommend that the radio messaging direct the listener to the Mississippi Census Hub Website, mentioned above.



are free additional commercials, remote broadcasts for events, contests, streaming video on station websites, etc. Web link and logo will be included on every station's buy.

Each station will be selected for its target audience as well as its geographic reach. The station selection will be quite diverse as we reach across demographic cells. Examples of programming formats along with their primary audience include:

- Soft Adult Contemporary Women 18-49
- Lite Rock Women 25-49
- Oldies Adults 35-64
- Classic Rock M35-64
- Sports Talk M18-54
- News/Talk Adults 35-64
- Contemporary Hits A18-34
- Urban Adult Contemporary A18-34
- Hispanic A18-49

In addition radio provides a medium to employ trusted voices to reinforce the message of the importance of participation. The following table reflects radio stations in HTC areas.

	RADIO STATIONS									
STATION	FREQUENCY	LOCATION	GENRE	COUNTIES SERVED						
WABG	960 AM	Greenwood	Classic Rock	Coahoma, Bolivar, Sunflower, Tallahatchie, Grenada, Leflore, Carroll, Holmes, Humphreys, Washington, Issaquena, Sharkey, Yazoo, Wayne						
WJDX	620 AM	Jackson	News/Talk	Wilkinson, Amite, Adams, Franklin, Lincoln, Lawrence, Jefferson Davis, Covington, Jefferson, Copiah, Simpson, Smith, Newton, Neshoba, Rankin, Hinds, Claiborne, Warren, Scott, Leake, Madison, Sharkey, Issaquena, Yazoo, Washington, Humphreys, Bolivar, Leflore, Carroll, Montgomery, Grenada, Tallahatchie, Attala						
WAID	106.5 FM	Clarksdale	Urban Contemp.	Coahoma, Bolivar, Sunflower						
WBAD	94.3 FM	Leland	Urban	Washington, Sunflower, Bolivar						
WJMG	92.1 FM	Hattiesburg	Urban Contemp.	Lamar, Forrest, Jones						
WSYE	93.3 FM	Houston	Adult Contemporary	Winston, Lee, Pontotoc, Lafayette, Yalobusha, Calhoun, Chickasaw, Monroe, Grenada, Webster, Clay, Lowndes, Noxubee, Oktibbeha						
WTCD	96.9 FM	Indianola	News/Talk (SuperTalk MS)	Carroll, Leflore, Sunflower, Bolivar, Tallahatchie, Grenada						
WZNF	95.3 FM	Lumberton	Pop Contemporary Hit Radio	Hancock, Harrison, Jackson, Pearl River, Stone, George, Greene, Perry, Forrest, Lamar						
WHKL	106.9 FM	Crenshaw	Classic Country	Quitman, Panola						
WIIN	780 AM	Ridgeland	Blues	Washington, Sunflower, Leflore, Humphreys, Carroll, Holmes, Yazoo, Madison, Attala, Leake, Scott, Smith, Warren, Hinds, Rankin, Madison, Sharkey, Issaquena, Claiborne, Jefferson, Copiah, Lincoln, Simpson, Lawrence						
WMAV- FM	90.3 FM	Oxford	Classical (MPB)	DeSoto, Tunica, Marshall, Tate, Coahoma, Quitman, Tallahatchie, Grenada, Yalobusha, Lafayette, Panola						

In addition, we are recommending Pandora, the Internet Radio service. Pandora's ability to provide a personalized mix of music adds another dimension to the spot radio plan and reaches many listeners in another venue beyond local spot radio. Pandora is targeted by audience rather than geography.

PRINT

Print advertising will include newspapers, magazines, and other publications at the local levels where appropriate. For HTC audiences, this could include advertising in highly localized publications such as local grocery store weekly circulars.

Newspaper ads rank highest for believability among all media among all populations. Newspapers offer large amounts of local coverage and immediate (daily) delivery of the message. This type of outlet is effective for reaching mass audiences, and it offers ways to target specific audiences.

NEWSPAPERS								
TITLE	LOCALE	FREQUENCY	COUNTIES SERVED					
Sea Coast Echo	Bay St. Louis	Semi-weekly	Hancock					
Sun Herald	Biloxi-Gulfport	Daily	Harrison, Gulf Coast					
Biloxi-D'Iberville Press	Biloxi/D'Iberville	Weekly	Harrison					
Brookhaven Daily Leader	Brookhaven	Daily	Lincoln					
Daily Leader	Brookhaven	Daily	Lincoln					
Clarksdale Press Register	Clarksdale	Daily	Clarksdale, Coahoma					
Bolivar Commercial	Cleveland	Daily	Bolivar					
Commercial Dispatch	Columbus	Daily	Lowndes					
Daily Corinthian	Corinth	Daily	Alcorn					
Crystal Springs Meteor	Crystal Springs,	Weekly	Copiah					
Delta Democrat-Times	Greenville	Daily	Washington					
Greenwood Commonwealth	Greenwood	Daily	Leflore					
Daily Star	Grenada	Daily	Grenada					
Penny Pincher	Gulfport	Weekly	Harrison					
Hattiesburg American	Hattiesburg	Daily	Forrest, Lamar, surrounding					
Enterprise-Tocsin	Indianola	Weekly	Sunflower, Humphreys					
Jackson Advocate	Jackson	Weekly	Hinds					
Jackson Free Press	Jackson	Twice monthly	Hinds, Jackson metropolitan area					
Northside Sun	Jackson	Weekly	Hinds					
Clarion-Ledger	Jackson/statewide	Daily	Hinds, statewide					
Mississippi Business Journal	Jackson/statewide	Daily	Hinds, statewide					
Laurel Leader-Call	Laurel	Daily	Jones					
Enterprise-Journal	McComb	Daily	Pike					
Meridian Star	Meridian	Daily	Lauderdale					
Lawrence County Press	Monticello	Weekly	Lawerence					
Natchez Democrat	Natchez	Daily	Adams					
New Albany Gazette	New Albany	Semi-weekly	Union					
Ocean Springs Record	Ocean Springs	Weekly	Harrison, Jackson					
Oxford Eagle	Oxford	Daily	Lafayette					
Mississippi Press	Pascagoula	Daily	Jackson					
Pass Christian Gazebo Gazette	Pass Christian	Weekly	Harrison					
Neshoba Democrat	Philadelphia	Daily	Neshoba					
Picayune Item	Picayune	Daily	Pearl River					
Madison County Journal	Ridgeland	Weekly	Madison					

Deer Creek Pilot	Rolling Fork	Weekly	Sharkey
Starkville Daily News	Starkville	Daily	Oktibbeha
Northeast Mississippi Daily Journal	Tupelo	Daily	Lee
Vicksburg Post	Vicksburg	Daily	Warren
Daily Times Leader	West Point	Daily	Clay
Stone County Enterprise	Wiggins	Weekly	Stone
Woodville Republican	Woodville	Weekly	Wilkinson

MAGAZINES, PERIODICALS, PUBLICATIONS							
TITLE	DESCRIPTION						
Mississippi Magazine	Covering entertainment, people, places, business, and more.						
South Mississippi Living	Lifestyle magazine in Mississippi distributed in Gulfport, Biloxi, long						
	beach, Ocean springs, Van cleave, Gautier, Bay St. Louis, and Pass Christian.						
Mississippi Sportsman							
Parents & Kids							
Delta Magazine	Cleveland, MS based lifestyle magazine.						
Big River Magazine							
Mississippi Landmarks	Published by the Division of Agriculture, Forestry, and Veterinary						
Magazine	Medicine at Mississippi State University.						
eat. drink. MISSISSIPPI							
Ole Miss Spirit							
well being	Health and fitness magazine based in Jackson.						
Stages Mississippi							
Mississippi Law Journal							
Madison County Journal							
Living Blues							

OUT-OF-HOME (primarily billboards)

For a campaign that demands rapid awareness, repeated frequency, and access to rural communities, out-of-home is the perfect vehicle to achieve that goal.

Our recommendation calls for the use of printed and digital billboards. This combination will run in all primary and secondary markets at varying levels. Outdoor boards offer the following benefits to this campaign:

- Total Reach Placement in the public domain along major arteries ensures broad coverage and works well with a mobile medium like radio
- Constant Exposure Every day, the message generates repeated exposure delivering the message over and over again
- Cost Efficiency The lowest cost per- thousand of any medium
- Large Canvas The size of these boards provides an impressive backdrop for the advertising message

Each location will be carefully selected to maximize visibility. The Focus Group has long-standing relationships with the major outdoor companies in our state, which will insure that the client will receive the best possible locations at the lowest price.

Billboards - Lamar

Billboards provide the greatest reach among all media and the lowest cost per thousand exposures. Billboard advertising offers location selectivity and a very high frequency of reach among these populations. Billboards purchased would be primarily in the HTC areas. In developing this marketing plan we reached out to state billboard vendors to determine the pricing, location, and most importantly the availability of billboards in the state. Located in Appendix B we have identified specific billboards in our state and their availability for the timeframe of this campaign.

Cinema Advertising

In addition to outdoor boards, we are recommending the unique tactic of Cinema advertising. We can utilize the television spots created for this medium. The advantages of movie theater advertising are quite impressive:

- Large-screen provides impressive showcase for the commercial
- Ad recall is two times better than television
- Moviegoers are a younger, active, more affluent consumer group (an often overlooked HTC group)
- Captive audience and frequent repetition throughout the advertising period ensures message is being seen and retained

The following two media channels (social and digital) must take into consideration the crucial fact that 30.7% of Mississippi's households had either no home internet subscription or dial up-only, according to the latest American Community Survey estimates. 12.1% of the state's households had a cellular data plan only (which may be costly to use for non-essential services). This information is critical in developing effective social and digital campaigns. We have already studied the areas that are greatly affected by these facts that are also primary HTC audiences.

While social and digital are excellent for reaching the mainstream, non-HTC areas, we believe we can still use the following tactics strategically to reach HTC audiences.

- According to CNBC roughly 72.6% of users access the internet via their smart phone devices
- Majority of citizens in the HTC areas have free public access to internet through local libraries and business that offer free Wi-Fi.

SOCIAL

Alignment of both paid and organic (non-paid) social media activities will be important in establishing and reinforcing a consistent message to all target audiences. We recommend creating profiles on all of the following social media platforms.

- Facebook
- Twitter
- Instagram
- LinkedIn
- Snap Chat
- YouTube

We recommend running acquisition campaigns on these platforms to increase followers in the first 30 days.

Paid Audiences

- 1. MS Census HTC Zip Codes (English Language) = 2,100,000 Estimated Audience Size
- 2. MS Census HTC Zip Codes (Spanish Language) = 84,000 Estimated Audience Size
- 3. MS Census Statewide (English Language) = 2,200,000 Estimated Audience Size
- 4. MS Census Statewide (Spanish Language) = 74,000 Estimated Audience Size □
- 5. ...

We recommend rolling out a social media campaign in three stages:

• Awareness = Reach Campaign □ This would be particularly helpful on the front end and back end of the campaign to help educate people on the importance of the census, as well as reach some of the smaller target audiences we create. We could use video, carousel, and single image ads to create variety for the smaller target audiences that may experience higher

- frequency/impressions. This will help avoid any "fatigue" residents may experience after being exposed to our ads for a period of time.
- Consideration = Traffic Campaign □ This will be the campaign likely to drive the most traffic to our landing page (outside of the HTC tracts). This may be a good campaign objective to focus on for our statewide audiences. We can test different ad types, creative, and messaging for this campaign and let Facebook optimize the delivery of our ads based on our goals (impressions, frequency, and cost per click).
- Conversion = Conversions and Reach Campaigns Using pixel data collected from previous campaigns, we can retarget anybody who visits the landing page, but does not complete their census form. We can also use pixel data to make sure we don't retarget anybody who has already completed their census form so as not to waste our advertising budget. We suggest custom messaging for warmer audiences and different creative for a retargeting campaigns. If we optimize for conversions, then Facebook will show our ads to a small percentage of people within our target audience who are most likely to convert. While this is great, a reach campaign is also good for targeting a very small and relevant audience.

DIGITAL

The Internet will play a major role in delivering the objectives of the campaign. Not only is the census available for completion via the internet but the internet allows for a vast number of tactics to reach targeted audiences effectively and on a more personalized messaging level.

The recommended campaign contains a combination of display advertising and keyword search advertising. Both elements are essential to reaching all target elements. To maximize audience relevance, the effort will be geo-targeted to the primary and secondary geographic regions only. In terms of display, we will utilize several targeting techniques to optimize cost and audience delivery:

Geofencing – targeting citizens in high priority areas as well as targeting events throughout the state that yield high attendance of local citizens.

Behavioral Targeting – Site-collected data can be used to create visitor profiles. When the visitors return to a specific site or a network of sites using the same web browser, these profiles can be used to allow an advertiser to position their online ads in front of these visitors. By definition, these visitors are better prospects for the advertising message by virtue of their web visitation history.

Contextual Targeting – The content of the ad is in direct correlation with the content of the web page that the visitor is viewing. It plays directly to the relevancy of the site's editorial to the ad message.

Look-a-Like Targeting – This is a way to reach a web audience that exhibits the same characteristics of our initial target audience – geography, online behavior, browser history, etc. Through these techniques (and others), we will be able to serve the ads to all facets of the target audience on a very cost effective basis. Types of sites that will be evaluated for this effort will include major portals (Google, Yahoo!), regional sites, local news/information sites. Other categories will be analyzed as well as we look to effectively reach ALL target segments.

Ad units will vary as we look to create impact and visibility on the selected sites. We will utilize the following mix:

- Homepage takeovers of key sites that our audiences visit Take over all ad inventory on the home page for a set period of time
- Full page Skin of key sites that our audiences visit Take over space surrounding the page content to deliver the message
- Portraits (300 x 1050) oversized vertical ad units that dominate a page of key sites that our audiences visit
- Banner ad (Rich Media) Standard banner units that contain animation, audio, flashing colors and other enhancements that encourage consumer engagement and interaction with the advertising

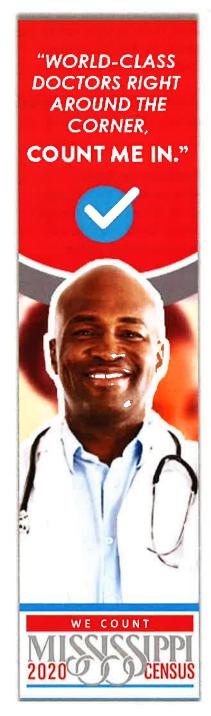
Pre-Roll – promotional video messages

-We believe for certain targeted groups, we can use pre roll messages which appear before a YouTube video plays. These can be targeted by geography, interest, age, gender, etc.

Keyword Search Program (Search Engine Marketing)

We are also recommending a Keyword Search Program for the entire length of the campaign In collaboration with your team, we will develop a list of keywords and phrases that will optimize the search response. The search program can be adjusted on a weekly basis to focus on those words that have been particularly effective in generating clicks. This program will be placed on Google, Yahoo! and Bing. The keyword search effort will be geotargeted and drive people to the proposed Mississippi Census landing page.

The following digital display advertisements are an example of the type of creative that can be utilized in digital campaigns using the messaging earlier presented in this plan.







EVENT-BASED ADVERTISING AND SPONSORSHIP

Advertising and presenting at events can be an especially important channel for reaching key audiences, particularly those that may be difficult to reach through traditional or online media. The Focus Group proposes to work your team to identify which events make the most sense at which to conduct outreach and then make a plan to methodically with local organizations and volunteers to do implement a strategy. Advertising at local and regional events is a cost effective approach to reach a large number of people and also provides an opportunity to encourage citizens to complete the census on site if applicable. (less than 10 min online).



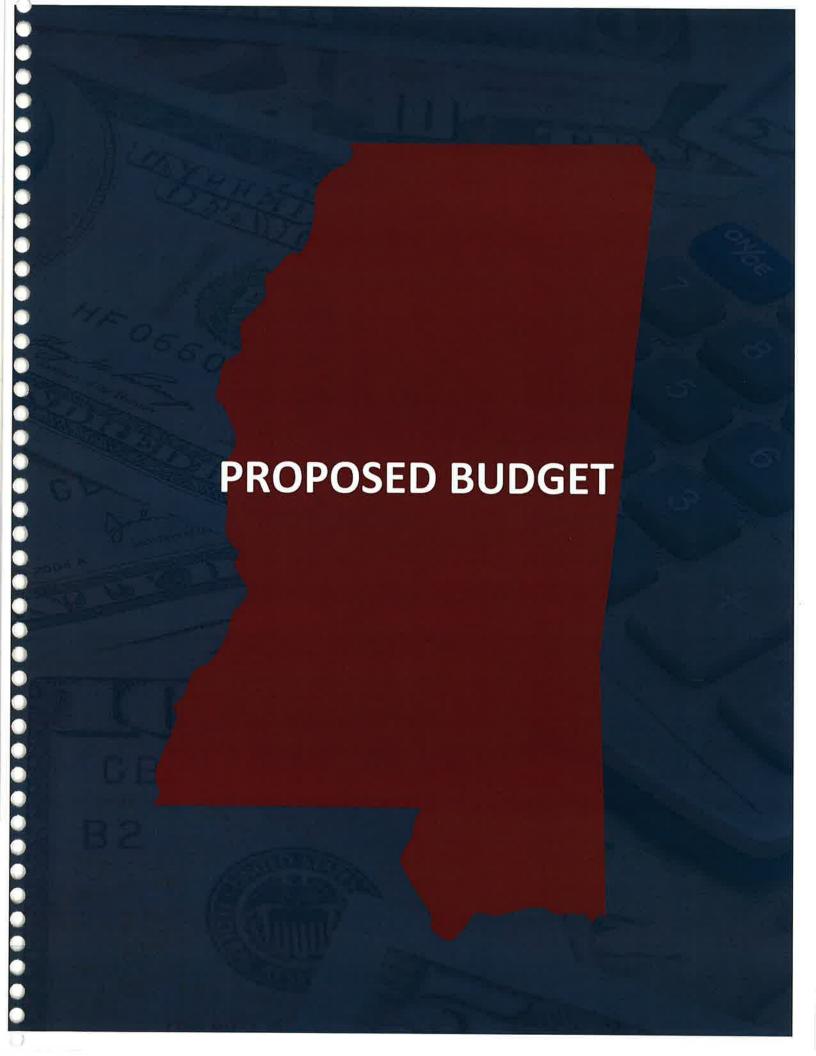
Juke Joint Festival

The following table identifies events in Mississippi during the campaign.

Event Name	Event Type	Event Start Date	Event End Date	EST ATTENDANCE	County
Juke Joint Festival	Blues Festival	April 16,2020	April 19,2020	20,000	Coahom
Mothers Day Blues Festival	Blues Festival	May 10,2020	May 10,2020	10,000	Jones
Clarksdale Film Festival	Film Festival	January 24,2020	January 26,2020		Coahom
Goat Fest VII	Blues Festival	May	May 31,2020		Coahom
Red's old Timers Blues Fest	Blues Festival	May 23,2020	May 23,2020		Coahom
Rivergate Festival	Family- Oriented	April 1,2020	April 2,2020	2,500	Tunica
A'Fair	Arts&Crafts	May 16,2020	May 16,2020		DeSoto
Neshoba County Fair	County Fair	July 24,2020	July 31,2020		Neshoba
Magnolia State Bank Chili Cook Off	Cook Off	February 8,2020	February8 ,2020	3,000	Jones
Dixie National Equine Expo	Horse Show	February 12,2020	February 16,2020	18,000 Cost \$5	Hinds
BBQ Throwdown & Festival	Cook Off	February 28,2020	February 28 ,2020	8,000	Harrison
Loose Caboose Festival	Delta Carnival	March 28,2020	March 28,2020	7,000 Free	Newton
MS Watermelon Festival	Family- Oriented	July 18,2020	July 18,2020	5,000 Cost \$5 -\$10	Smith

Okatoma Festival	Family- Oriented	May 2,2020	May 2,2020	15,000	Covington
Crawfish Music Festival	Family- Oriented	April 16,2020	April 19,2020	55,000	Harrison
Ham Jams Arts Festival	Art Festival	April	April	12,000	Neshoba
Double Decker Arts Festival	Arts & Jazz	April 24,2020	April 25,2020	60,000	Lafayette
Hal's St. Paddy's Parade & Festival	Parade &Festival	March 28,2020	March 28,2020	75,000	Hinds
Hubfest	Art & Music	March 28,2020	March 28,2020	30,000	Forrest
Vicksburg Riverfest	Music & Food	May 27,2020	May 28,2020	10,000	Warren
World Catfish Festival	Family- Oriented	April 4,2020	April 4,2020	10,000	Humpherys
Memphis Hustle vs. Arizona Suns	Basketball Game	March 27,2020	March 28,2020		DeSoto
16th Annual Mudbug Bash	Benefit Children Home	April 4,2020	April 4,2020	1,000	DeSoto
Delta Down Home Gospel Fest	Gospel Music	February 29,2020	February 29 ,2020		Washington
Greenwood Gravel Grind	Bike Ride	April 242020	April 25,2020	1,000	Leflore
	Relay For Life	April 25,,2020	April 25,2020		Jasper
Knobtown Parade	Parade &Festival	February 28,2020	February 28 ,2020	10,000	Greene
Union Day	Family- Oriented	June	June	1,500	Newton
Iron Horse Music & Heritage Festival	Family- Oriented	June 13,2020	June 13,2020	3,500	Pike
Desoto Shrine club BBQ Cook Off	BBQ Cook Off	June	June	1,000	DeSoto
Pickin 35	50 Mile Yard Sale	April	April	3,000	Leake
Springfest	Steak Cook Off	May 6,2020	May 6,2020	8,000	Benton
Krewe of Nereids Parade	Mardi Gras Parade	February 16,2020	February 16,2020	450,000 for 20 parades	Hancock
Market Street Festival	Family- Oriented	May 1,2020	May2,2020	40,000	Lowndes
B.B. King Homecoming Festival	Music Festival	June	June	5,000	Sunflower
Crosstie Arts & Jazz Festival	Arts & Jazz	April 18,2020	April 18,2020	5,000	Bolivar

Back Home Again Blues Festival		May 22,2020	May 24,2020		Yazoo
Bentonia Blues Festival	Blues Festival	June	June	10,000	Yazoo
Good Ole Days	Family-	24 1	26.1	2000	
Festival	Oriented	March	March	2,000	George
Carnaval De Mardi Gras	Parade & Cook Off	February 22,2020	February 22,2020	10,000	Warren



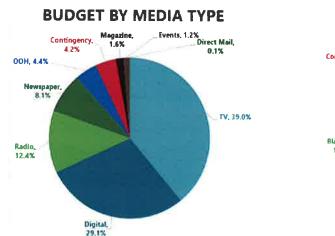
Proposed Budget

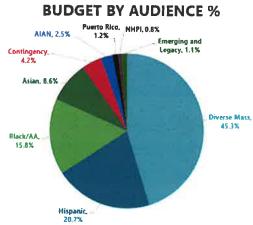
Mississippi Census 2020

The Focus Group's proposed budget allocation to support this entire effort is presented below in two different options: Option A \$400,000 and Option B \$750,000, each split between the three (3) periods mentioned previously in the timeline recommendations. Of course any number between A and B could be effective as well, but with a well thought out strategy and plan as we believe we have here, the way it typically works is that results increase as you scale your media spend The recommended split reflects the need to support the initial mailings of the census to residents to educate citizens on the primary reasons they should respond.

The bottom line: we don't just want to educate citizens about the census. We want to drive real conversations with the goal of increasing the response rate.

To determine the following recommended budgets we used the sample National Census guidelines for an appropriate media breakdown, shown below.





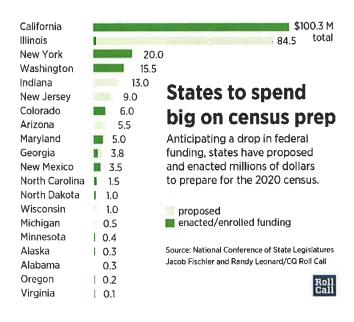
Additionally, to develop the budgets we took into consideration the information provided in the previously referenced study by George Washington University study titled "Counting the Dollars 2020" shown in the charts above. This study found that the federal government returns approx. \$2,053 to Mississippi per capita based on responses to the 2010 census. Using the data below from the 2010 Census response rate and considering a low conservative number of \$1,500 per response (rather than the \$2053), if the marketing presented in this plan could result in an additional 300,000 responses — which would be an 86.4% response rate (which is less than 50% of the estimated Mississippi non-responses in the 2010 census) Mississippi could benefit from an additional \$450 million, or almost a half billion dollars. A 200,000 increase would result in \$300 million. Even a 100,000 increase would result in \$150 million returned to our state.

The Return on Investment (ROI) is huge. Even if you spend the recommended \$750,000 and got a 100,000 person increase, that's \$150 million more dollars Mississippi would receive. The potential

for ROI is staggering and is likely why many states are spending significant amounts of money on marketing campaigns. Chart to the right shows the efforts by states. Alabama alone will spend \$1M on Census marketing efforts through August 2020. A metropolitan planning organization in Arizona will spend \$247,500 on efforts to promote the census for their region.

2010 MISSISSIPPI CENSUS RESULTS

Total population	2,986,220.00
Response Rate	76.4%
HTC/Non-	
Response Rate	23.6%
Total Population	
Response	2,281,472.08
Non Response	704,747.92



Using this logic combined with the media breakouts recommended by the National Census bureau, we propose the following two budget scenarios for an integrated, 8-month, statewide campaign.

OPTION A - \$400,000

		PHASE 1		PHASE 2		PHASE 3	
	Janua	reness/Education: ry 14, 2020 through March 12, 2020	Motivation/Participation: March 13, 2020 through May 12, 2020		Reminder/Nonresponse Follow Up: May 13, 2020 through August 28, 2020		TOTAL
TELEVISION	\$	39,500.00	\$	27,650.00	\$	13,825.00	\$ 80,975.00
DIGITAL	\$	34,750.00	\$	24,325.00	\$	12,162.50	\$ 71,237.50
PRINT	\$	12,500.00	\$	8,750.00	\$	4,375.00	\$ 25,625.00
EVENTS	\$	8,950.00	\$	6,265.00	\$	3,132.50	\$ 18,347.50
RADIO	\$	12,000.00	\$	8,400.00	\$	4,200.00	\$ 24,600.00
OUT OF HOME (BILLBOARDS)	\$	28,750.00	\$	20,125.00	\$	10,062.50	\$ 58,937.50
PHONE BANKS*							
CONTINGENCY	\$	3,500.00	\$	2,450.00	\$	1,225.00	\$ 7,175.00
CAMPAIGN IMPLEMENTATION	\$	6,728.75	\$	4,710.13	\$	2,355.06	\$ 13,793.94
CREATIVE DEVELOPMENT	\$	29,375.00	\$	20,562.50	\$	10,281.25	\$ 60,218.75
CONTENT DEVELOPMENT	\$	4,437.50	\$	3,106.25	\$	1,553.13	\$ 9,096.88
WEBSITE	\$	4,976.00	\$	3,483.20	\$	1,741.60	\$ 10,200.80
TRUST VOICES IMPLEMENTATION	\$	9,336.75	\$	6,535.73	\$	3,921.44	\$ 19,793.91
TOTAL	\$	194,804.00	\$	136,362.80	\$	68,834.97	\$ 400,001.77

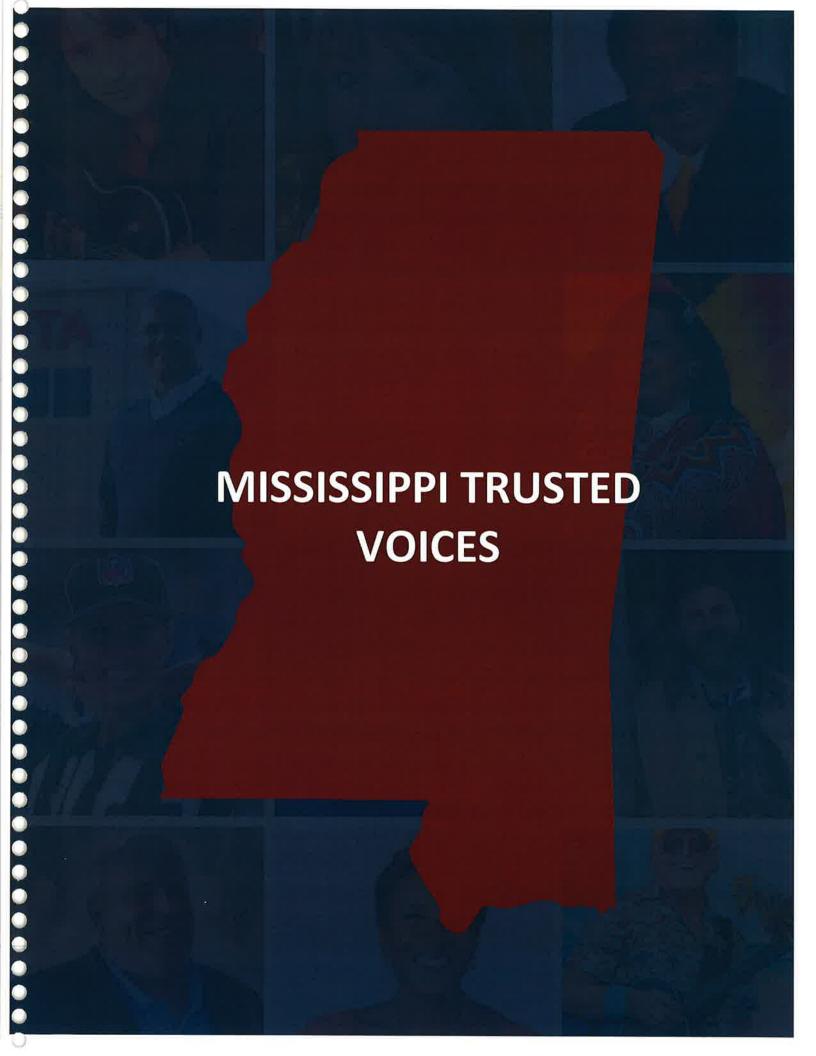
^{*}The inclusion of phone banks as a key tactic was recommended in initial review of this plan with Secretary of State's office. Further work will be needed to determine scope and cost of integrating into the plan. Other tactics may be adjusted accordingly.

OPTION B - \$750,000

		PHASE 1		PHASE 2		PHASE 3	Ħ	
	Januar	reness/Education: ry 14, 2020 through farch 12, 2020	020 through March 13, 2020 through May		Reminder/Nonresponse Follow Up: May 13, 2020 through August 28, 2020		TOTAL	
TELEVISION	\$	74,062.50	\$	51,843.75	\$	25,921.88	\$	151,828.13
DIGITAL	\$	65,156.25	\$	45,609.38	\$	22,804.69	\$	133,570.31
PRINT	\$	23,437.50	\$	16,406.25	\$	8,203.13	\$	48,046.88
EVENTS	\$	16,781.25	\$	11,746.88	\$	5,873.44	\$	34,401.56
RADIO	\$	22,500.00	\$	15,750.00	\$	7,875.00	\$	46,125.00
(OUT OF HOME) BILLBOARDS	\$	53,906.25	\$	37,734.38	\$	18,867.19	\$	110,507.81
PHONE BANKS*								
CONTINGENCY	\$	6,562.50	\$	4,593.75	\$	2,296.88	\$	13,453.13
CAMPAIGN IMPLEMENTATION	\$	12,616.41	\$	8,831.48	\$	4,415.74	\$	25,863.63
CREATIVE DEVELOPMENT	\$	55,078.13	\$	38,554.69	\$	19,277.34	\$	112,910.16
CONTENT DEVELOPMENT	\$	8,320.31	\$	5,824.22	\$	2,912.11	\$	17,056.64
WEBSITE	\$	9,330.00	\$	6,531.00	\$	3,265.50	\$	19,126.50
TRUST VOICES IMPLEMENTATION	\$	17,506.41	\$	12,254.48	\$	7,352.69	\$	37,113.58
TOTAL	\$	365,257.50	\$	255,680.25	\$	129,065.57	\$	750,003.32

^{*}The inclusion of phone banks as a key tactic was recommended in initial review of this plan with Secretary of State's office. Further work will be needed to determine scope and cost of integrating into the plan. Other tactics may be adjusted accordingly.

The proposed budgets above for the non-media line items are derived from The Focus Group's government discounted rates of \$125/hr (regularly rate of \$150/hr) and our discounted rate of \$75/hr for certain implementation tasks for the campaign



Trusted Voices

Primary Trusted (More Recognizable) Voices

Morgan Freeman Oprah Winfrey Marty Stuart Robin Roberts Faith Hill

Other Trusted Voices

Key leaders in each community, i.e. George Schloegel on the Coast and others like him across the state who have credibility in their communities.

Phyliss Anderson, Tribal Chief of Mississippi Band of Choctaw Indians First female elected Chief of the MS Choctaw Indians

Choctaw Indians span Neshoba, Jones, Newton, Winston, Pearl River, and Leake Counties.

John Arledge, Vice President of Public Affairs, *Entergy Mississippi*

Oversees the company's governmental affairs with state and federal elected leadership Entergy Mississippi serves the entire West half of the state of Mississippi, including Bolivar, Claiborne, Coahoma, Hinds, Holmes, Issaquena, Jefferson, Panola, Quitman, Simpson, Tallahatchie, Tunica and Washington Counties

Austin Barbour, co-founder Clearwater Group

"One of the most visible links between Mississippi politics and the rest of the country", regular on MPB's Issue program, which is a weekly rundown of state political issues

Located in Jackson, MS – Hinds County

Henry Barbour, Capitol Resources

Partner in lobbying firm, lobbies for political candidates and charity
Located in Jackson, MS – Hinds County

Sela Ward Brett Favre Former Governor Bryant Governor Tate Reeves Lt. Governor Delbert Hosemann

Suresh Chawla, Owner, Chawla Hospitality Group

Manages hotels located throughout Mississippi Delta – Washington, Bolivar, Coahoma, Sunflower, Leflore, and Grenada Counties

Beth Clay, The Clay Firm

Specializes in Mississippi-focused legislative, government relations and public affairs Located in Jackson, MS – Hinds County

Hayes Dent, Hayes Dent Strategies Located in Jackson, MS – Hinds County Specializes in public affairs, former campaigner for 3 MS governors, 2 US presidents

Paul Gallo, host of SuperTalk Mississippi

Only statewide radio network, one of the few long-form discussion policy forums that exists in the state, covers all 82 counties

"Gallo is a necessary stop on any policy issues or reform being pursued by MS government"

Jeff Good, Mangia Bene Restaurant Group

Founding board member of Refill Café, which transforms at-risk Jackson youth by offering on-the-job training and life skills development in a positive and community-driven environment

Located in Jackson, MS – Hinds County, serves the Jackson metro area

Chip Henderson, Senior Pastor, Pinelake

Reaches 5 locations in Madison, Hinds, Lafayette, and Oktibbeha Counties

Clare Hester, Capitol Resources

Founding partner and top Mississippi lobbyist Located in Jackson, MS – Hinds County

Paul Hurst, Butler Snow

Corporate and Governmental Relations attorney, former Chief of Staff for Hailey Barbour

Located in Jackson, MS – Hinds County

William N. LaForge, President of Delta State University

Located in Cleveland, MS – Bolivar County

Russ Latino, Americans for Prosperity – Mississippi

Promotion of economic freedom and the "American Dream"

Located in Madison, MS but serves state of MS

John Lundy, Capitol Resources

Involved with public policy and politics at the state and federal level; "His experience provides the foundation for lasting relationships with key leaders throughout Mississippi"

Located in Jackson, MS - Hinds County

Jim McIngvale, Ingalls Shipbuilding

Director of Communications and Public Affairs

Located in Pascagoula, MS but employees commute from all along Gulf Coast (Harrison County)

Russell Bennett, Entergy Mississippi

Serves West half of MS - including Bolivar, Claiborne, Coahoma, Hinds, Holmes, Issaquena, Jefferson, Panola, Quitman, Simpson, Tallahatchie, Tunica and Washington Counties

Runs Entergy Mississippi's Political Action Committee

Bucky Murphy, Corporate Relations Management

Contract lobbying and political-consulting firm in Canton, MS – Madison County

Robin Robinson, Sanderson Farms

Director of Organization Development and Corporate Communication Located in Jones County

Sid Salter, Mississippi State University

Mississippi State – Oktibbeha County Chief Communications Officer and Director of the Office of Public Affairs Listed by the Washington Post as "one of the nation's best state political reporters"

Joe Sims, Cornerstone Government Affairs

Located in Jackson, MS – Hinds County

Lucien Smith, Balch & Bingham

Located in Jackson, MS – Hinds County Public policy, government relations and public finance attorney, former chief of staff and senior advisor to two Mississippi Governors

Robert St. John, New South Restaurant Group

Hattiesburg, MS – Forrest County

Amy Tate, Tennessee Valley Authority

Government Relations Officer Tupelo, MS – Lee County

Clifford Thompson, Thompson & Associates

Legislative lobbying, government relations Located in Jackson, MS – Hinds County

Grant Callen, Empower Mississippi

Founder and President, Empower MS removes barriers to opportunity through public policy
Headquarters in Ridgeland, MS – Madison

County, serves entire state of MS

Elliott Flaggs, Cornerstone Government Affairs

Vice President of Jackson, MS office – Hinds County

Advocate for budget and appropriations, drafting legislation, business development, and public and community relations

Michael Goode, Clearwater Group

Works in Public Finance division Located in Jackson, MS – Hinds County

Ron Matis, Mississippi District United Pentecostal Church

Political Director for the Mississippi Direct United Pentecostal Church, inaugural chairman of the Mississippi Advisory Council on Faith-Based Initiatives Located in Raymond, Mississippi – Hinds County

Mike Pepper, MS Road Builders' Association

Executive Director, promotes the construction of better roads at lower costs Office located in Jackson, MS, serves entire state of MS

Scott Waller, Mississippi Economic Council

President and CEO of the Mississippi Economic Council Serves the entire state of MS

Steve Azar, Music & Radio Personality

Appointed Music and Culture Ambassador of Mississippi, Azar's foundation and charity events have funneled over \$800,000 to the Mississippi Delta

Influences counties of the Delta: Bolivar, Carroll, Coahoma, DeSoto, Holmes, Humphreys, Issaquena, Leflore, Panola, Quitman, Sharkey, Sunflower, Tallahatchie, Tate, Warren, Washington, and Yazoo

Howard Ballou, WLBT

Longtime TV Anchor in the Jackson, MS area – reaches Yazoo, Madison, Warren, Hinds, Rankin, Claiborne, Copiah, and Simpson Counties

Has credibility in local and state government to shine a light on problems and help people in the community get problems solved

Gary Butler, Camgian

Founder, chairman, and CEO – advanced IT company

Headquarters in Starkville, MS – Oktibbeha County and Jackson, MS – Hinds County

Bill Bynum, Hope Enterprise Corporation

Founder and CEO; Provides financial services, works to advance economic opportunity for disenfranchised populations Branches in Harrison, Sunflower, Washington, Hinds, Leflore, Winston, Noxubee, Bolivar, Tunica, and Clay Counites

Barry Cannada, Butler Snow

Vice Chair of Legal and Consulting Services Located in Jackson, MS – Hinds County

John T. Edge, Southern Foodways Alliance

Institute for the Center for the Study of Southern Culture
Located in Oxford, MS – Lafayette County

Dave Elliott, WLOX

WLOX Anchor since 1985, on the air 7 days a week - hosts one of the only long form TV programs that regularly interviews political and community leaders from around the state Reaches all of MS Gulf Coast, including Harrison, Jackson, Hancock, Pearl River, Stone, and George Counties

Wyatt Emmerich, Emmerich Newspapers

President of three daily newspapers in McComb (Pike County), Greenville (Washington County), and Greenwood (Leflore County) – known for growing community newspapers statewide

John Hairston, Hancock Whitney Bank

President and CEO – involved in business, economic development, and philanthropy throughout the state, especially the Gulf Coast (Harrison County)

Jerry Host, Trustmark

President and CEO, chairman of Mississippi Bankers Association

Jonathan Jones, Jones Companies

CEO of Jones Capital, successful Mississippi Entrepreneur – employs more than 1,000 people

Office in Hattiesburg, MS – Forrest County

Bruce Levingston, Concert Pianist

His influence provided a steady and powerful voice for artistic, educational, and economic growth for MS

Born in MS Delta

Johnny Morgan, Morgan White Group

Vice President, insurance agency Located in Oxford, MS – Lafayette County

Robin Roberts, Good Morning American news anchor

From Pass Christian, MS – Harrison County

Alan Belcher, retired MMA fighter

From Biloxi, MS – Harrison County

Barry Lyons, retired MLB player

From Biloxi, MS – Harrison County

Carrie Duncan, WLOX Meteorologist

From Starkville, MS (Oktibbeha County), now lives in South Mississippi Serves Harrison, Jackson, Hancock, Pearl

Serves Harrison, Jackson, Hancock, Pear River, Stone, and George Counties

Jimmy Buffett, singer, songwriter, businessman

From Pascagoula, MS – Jackson County; well known on the Gulf Coast

Rodney D. Bennett, University of Southern Mississippi President Located in Forrest County

WJTV News Anchors

One of Jackson's most popular news network Serves Yazoo, Madison, Rankin, and Hinds Counties

Will Primos, Primos Hunting

Located in Flora, MS – Madison County, has a show on the Outdoors Channel that reaches others across the state Founder and president, hunting equipment designer and manufacturer **Rebekah Staples**, **Free State Strategies** Founder and president of consulting firm, one of the "most listened to voices in policy on the Mississippi Capitol" Located in Jackson, MS – Hinds County

Sean Suggs, Toyota

President of Toyota Motor Manufacturing Mississippi and vice president of administration Toyota Plant located in Blue Springs, MS – Union County

Sarah Thomas, National Football League Official

First woman to officiate in an NFL playoff game, in NFL Football Hall of Fame From Pascagoula, MS – Jackson County

Dr. William B Bynum, president of Jackson State University

Jackson State located in Hinds County community, most of their students from Hinds and Madison Counties

Felecia M. Nave, Alcorn State president Located in Claiborne County

Rodney D. Bennett, University of Southern Mississippi president

Located in Forrest County

Dr. William B Bynum, president of Jackson State University

Jackson State located in Hinds County community, most of their students from Hinds and Madison Counties

Felecia M. Nave, Alcorn State president

COMPLETE COUNT COMMITTEES

	City	Committee Head	Committee Head Contact Number	Committee Head Email	Committee Mailing Address
Alpha Phi Alpha Fraternity	Gulfport	Odell Thompson	(228) 326- 7866	w1301president@outlook.com	P.O. Box 337, Gulfport, MS 39502
Bay St Louis City Council	Bay St. Louis		(228) 467- 3980		PO Box 2550, Bay St. Louis, MS 39520
Biloxi Boat People SOS	Biloxi	Danile Le	(228) 436- 9999	daniel.le@bpsos.org	179 Lameuse St, Biloxi, MS 39530
City of Baldwyn MS	Baldwyn	Ashton Alexander	(662) 365- 2383	baldwyncodeenforcement@gmail.com	200 W Main St, Baldwyn, MS 38824
City of Bay St Louis	Bay St. Louis	,	(228) 466- 8951		688 Highway 90, Bay St. Louis, MS 39520
City of Biloxi	Biloxi	Michael Leonard	(228) 435- 6368	mlconard@biloxi.ms.us	140 Lameuse St, Biloxi, MS 39530
City of Booneville	Booneville	Chris Lindley	(662) 728- 5601	clindley@booneville-ms.gov	203 N. Main Street, Booneville, MS 38829
City of Columbus	Columbus	Robert Smith	(662) 328- 2381	rsmith@columbusms.org	513 Main St, Columbus, MS 39701
City of Corinth	Corinth	Kim Ratliff	(662) 287- 2401	noemail@cityofcorinth.com	300 Childs St, Corinth, MS 38834
City of Crystal Springs	Crystal Springs	Kimberly Vaughn	(601) 892- 1210	kvaughn@telepak.net	210 E Railroad Ave, Crystal Springs, MS 39509
City of Greenville	Greenville	Everett Chinn	(601) 378- 1501	echinn@greenville.org	340 S Main St, Greenville, MS 38701
City of Gulfport	Gulfport	Chris Vignes	(228) 865- 5700	cvignes@gulfport-ms.gov	2309 15th St, Gulfport, MS 39501
City of Hattiesburg MS	Hattiesburg	Toby Barker	(601) 545- 4608	mayor@hattiesburgms.com	200 Forrest St, Hattiesburg, MS 39401
City of Laurel	Laurel	Johnny Magee	(601) 428- 7376	jmagee@laurelms.com	401 N 5th Ave, Laurel, MS 39440
City of Leaksville	Leaksville	Rex Garretson	(601) 394- 2383	leakesvillems@gmail.com	301 Lafayette Ave,

U

					Leakesville,
=					MS 39451
			((0,1), (0,1)		206 N Broad
		Lisa Frye-	(601) 686-		St, Leland, MS
City of Leland	Leland	Bush	4136	sisterlucillecomedy@gmail.com	38756
					201 Jeff Davis
					Ave, Long
City of Long		Kini	(228) 863-	_	Beach, MS
Beach	Long Beach	Gonsoulin	1556	kini@cityoflongbeach.com	39560
					175 E
				£	Railroad Ave
		Anthony	(601) 783-		N, Magnolia,
City of Magnolia	Magnolia	Witherspoon	5211	mayor@cityofmagnolia.org	MS 39652
· · · · ·		•		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	601 24th Ave,
		Barbara	(601) 485-		Meridian, MS
City of Meridian	Meridian	Kidd	1927	barbarakidd@meridianms.org	39301
					801 John
					Russell Dr.,
		George	(662) 246-		Moorhead,
City of Moorhead	Moorhead	Holland	5460	geoholland50@bellsouth.net	MS 38761
Oxf Ox 1120 Oxizona	11200111011	11044110		geonomics	4412 Denny
					St, Moss
City of Moss			(228) 474-		Point, MS
Point CCC	Moss Point	Mario King	1446	matio.king@cityofmosspoint.org	39563
City of Natchez	171033 1 01111	TVIALIO TXIIIg	1110	mano.kingusenyoimossponie.org	
Board of		Felicia			115 S Pearl St,
Aldermen-					Natchez, MS
Natchez, MS	Natchez	Bridgewater- Irving			39120
ivatchez, ivio	Ivatchez	Irving		firving@natchez.ms.us	124 S Pearl St,
Cir CNI - 1		D1	((01) 445		· ·
City of Natchez	NT . 1	Darryl	(601) 445-		Natchez, MS
Mayor Office	Natchez	Grennell	4500	mayor@natches.ms.us	39120
o' (n		01.	(000) 450		100 W 2nd St,
City of Pass	D 01 ' '	Chipper	(228) 452-		Pass Christian,
Christian	Pass Christian	Mcdermott	3311		MS 39571
					1005 College
					St, Port
City of Port			(601) 437-		Gibson, MS
Gibson	Port Gibson	Fred Reeves	5431		39150
City of					1401 Walnut
Vicksburg/County					St, Vicksburg,
of Warren CCC-		Debra	(601) 437-	10 10 10 10 10 10	MS 39180
Vicksburg, MS	Vicksburg	Goodman	0072	dgoodman@vicksburg.org	
					407 Highway
			(228) 467-		90, Waveland,
City of Waveland	Waveland		4134		MS 39576
					580
	1				Commerce St,
				1	Committee
		Harmon	(662) 494-		West Point,

		Joel Miles and Johnette	(601) 928-		117 First St N, Wiggins, MS
City of Wiggins	Wiggins	Cook	5266	mayor@cityofwiggins.com	39577
Claiborne County Board of Supervisors-Port Gibson, MS	Port Gibson	Marie Clark	(601) 268- 6022	maricclark@ccmsgov.us	510 Market St, Port Gibson, MS 39150
East Biloxi Community Collaborative	Gulfport	Allytra Perryman	(228) 209- 8112	aperryman@eastbiloxicc.org	11975 Seaway Rd Suite B150, Gulfport, MS 39503
Forrest County Board of Supervisors MS	Hattiesburg	Corey Proctor	(601) 545- 6000	cproctor@co.forrest.ms.us	614 N Main St, Hattiesburg, MS 39401
Hancock County - Board of Supervisors	Bay St. Louis	Kathleen Stieffel	(228) 467- 7495	kathleen.stieffel@co.hancock.ms.us	3068 Longfellow Rd, Bay St Louis, MS 39520
Harrison County Board of Supervisors- District 4	Gulfport	John McAdams	(228) 865- 4204	chanclerkadm@co.harrison.ms.us	1801 23rd St, Gulfport, MS 39501
Jackson County Board of Supervisors	Pascagoula	Monica Cooper	(228) 324- 3577	monica_cooper@co.jackson.ms.us	2915 Canty St, Pascagoula, MS 39567
Morning Star Missionary Baptist Church	Gulfport	John Whitfield		pastor@msbcgulfport.org	2050 Thornton Ave, Gulfport, MS 39501
Operation Homeless Hope	Gulfport	Jamie Bates		james@jamesedwardbates.com	4495 Courthouse Rd, Gulfport, MS 39507
Pass Christian Pubic School	Pass Christian	Carla Evers	(228) 452- 7271	carla.evers@passchristianschools.ms.gov	701 W North St, Pass Christian, MS 39571
Simpson County Board Of Supervisors	Mendenhall	Glen Jennings	(601) 847- 2626	gjennings@co.simpson.ms.us	109 E Court Ave, Mendenhall, MS 39114
Stone County Board Of Supervisors	Wiggins	Brian Ross	(601) 928- 5266	bross@stonecounty.ms.gov	323 E Cavers Ave, Wiggins, MS 39577
The POP Movement	Shelby	Ethel Cain	(662) 223- 3309	admin@popjobcreation	901 Forest St, Shelby, MS 38774

					45 E Main St,
Town of			(662) 285-		Ackerman,
Ackerman	Ackerman		6251		MS 39735
			0201		802 E Grand
			(601) 657-		Ave, Iverness,
Town of Iverness	Iverness		8311		MS 38753
					107 Front
					Street Ext,
		Edna Scott	(662) 748-		Merigold, MS
Town of Merigold	Merigold	Lloyd	2765	ednascottlloyd@gmail.com	38759
0.				comsconnoyenegramicom	123 W Main
		Charlotte	(601) 722-		St, Seminary,
Town of Seminary	Seminary	Dunn	9426	townofseminary@gmail.com	MS 39479
Tunica County	1		7	15 THORSE HAM A STATE OF THE ST	1300 School
Board of			(662) 363-		St, Tunica, MS
Supervisors	Tunica	James Dunn	2451	jamesdunn55@gmail.com	38676
•					305 E 3rd
2020 Census CCC			(662) 398-		Ave, Shelby,
and City of Shelby	Shelby		5156		MS 38774
2020 Census CCC					P. O. Box 106
and Town of			(662) 902-		Duncan, MS
Duncan	Duncan		7371		38740
2020 Census CCC					101 E Church
and Town of		Jennifer	(601) 776-		St, Quitman,
Quitman	Quitman	Bozeman	3726	jbozeman@clarkecountytrib.com	MS 39355
		Dianna			128 Green St,
Activists With A		Freelon-	(662) 465-		Grenada, MS
Purpose	Grenada	Foster	7637	kiamshi@bellsouth.net	38901
Amite County					242 Main St
Board of					243 Main St, Liberty, MS
Supervisors-			(601) 657-		39645
Liberty, MS	Liberty	Jana Causey	8022	jcausey@amitecountyms.gov	
					626 Moody
					Rd, Mound
Azion Missionary		Tony	(662) 721-		Bayou, MS
Baptist Church	Mound Bayou	Anderson	0780	tga1911@hotmail.com	38762
					610 Water St
D'I 'NIA 'OD			(220)		PO Box 4149,
Biloxi NAACP	D'3	James	(228) 432-	RITES CON MEAN	Biloxi, MS
Chapter	Biloxi	Crowell	0206	blxnaacp@cableone.net	39530
C					1 Municipal
Centreville					Drive,
Chamber of	C				Centreville,
Commerce - MS	Centreville				MS 39631
					506 Ashton
C			(((0) (07		Ave,
Century Burial	C11 . 1 1	T T2	(662) 627-		Clarksdale,
Association	Clarksdale	Lynn Epsy	4182	lep208@hotmail.com	MS 38614
Chickasaw County		7T': CC	(((0) 4:5		234 W Main
Board of		Tiffany	(662) 447-	200	St, Okolona,
Supervisors	Okolona	Lovvorn	2092	tlovvorn@chickasawcoms.com	MS 38860

			William		
City of Biloxi					2561 Brighton
Ward 5 Complete			(228) 297-		Circle, Biloix,
Count Committee	Biloxi	Paul Tisdale	6800	ptisdale@biloxi.ms.us	MS 39531
					201 Second St,
			(601) 736-		Columbia, MS
City of Columbia	Columbia		8201		39429
					390 Clark
	_		(662) 258-		Ave, Eupora,
City of Eupora	Eupora		2291		MS 39744
					340 Main St,
City of Greenville			(662) 378-		Greenville,
MS - City Council	Greenville	3.6	1500		MS 38701
Ch CNA 1		Mary	((04) 05 (1004 Madison
City of Madison -	24 1:	Hawkins	(601) 856-		Ave, Madison,
CCC	Madison	Butler	7116	mayor@madisonthecity.com	MS 39110
			(((0) 20(340 Pecan St,
City of Mariles	1 N. T 1 .	T C1	(662) 326-		Marks, MS
City of Marks	Marks	Joe Shegog	3161	mayor@cityofmarks.com	38646
					115 Third
		Kelvin	(601) 684-		Street,
City of McComb	Mccomb	Bulter	4000	Lh. al- @	Mccomb, MS 39649
City of fviccomb	Wiccomb	Duiter	4000	kbutler@mccomb-ms.gov	PO Box 309,
			(601) 384-		Meadville, MS
City of Meadville	Meadville		5208		39653
orty of ineadyme	14TCACTY INC		3200		601 23rd Ave
					Floor 2,
City of Meridian					Meridian, MS
Mayor's Office	Meridian				39301
					501 S Main St,
City of Mount		Breyon	(601) 765-		Mount Olive,
Olive MS	Mount Olive	Magee	4491	mtolivecityhall@bellsouth.net	MS 39119
		100			815 N Beech
					St, Picayune,
City of Picayune	Picayune				MS 39466
					71 Troy St,
		Jason	(662) 841-		Tupelo, MS
City of Tupelo	Tupelo	Shelton	6513	jason.shelton@tupeloms.gov	38804
Clarke County					101 S Archusa
Board Of		Darrick	(601) 776-		Ave, Quitman,
Supervisors	Quitman	Marshall	2126	dmarshall@clarkecountyms.gov	MS 39355
6 1 5 1					3240 Friars
Coahoma Early		D 1	(((0)000		Point Road,
College High School	Cl	Barbara	(662)902-	0.00	Clarksdale,
	Clarksdale	Lucas	3427	blucas@cohs.k12.ms.gov	MS 38614
Covington County School District					1211 S
Complete Count		Arnetta	(601) 765-		Dogwood
Committee	Collins	Crosby	8247	aggady Occupants and the L	Ave, Collins, MS 39428
COMMITTEE	Гоошия	CTOPDA	1 0447	acrosby@covingtoncountyschools.org	1710 37440

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D'Lo Mississippi Town			(601) 847-		2158 Simpson Highway 149, D Lo, MS
Government	D'Lo	John Berry	1721	mayor@townofdlo.com	39062
Government	DEO	Joint Delly	1/21	mayor@iowhordio.com	5000
					Diamondhead
					Circle,
Diamondhead					Diamondhead,
City Hall	Diamondhead				MS 39525
*					5 Old River
					Place Suite
Disability Rights			(601) 968-		101, Jackson,
Mississippi	Jackson		0600		MS 39202
					222 Tuscan
					Avenue,
		Tawanna	(601) 310-		Hattiesburg,
FlavorGyrlz	Hattiesburg	Green	2982	tawanna.green90@gmail.com	MS 39401
					475 Shiloh Rd,
Friendship Baptist			(601) 825-		Brandon, MS
Church	Brandon		2436		39042
			(() () ()		475 Shiloh Rd,
Greater New	D 1		(601) 825-		Brandon, MS
Friendship CCC	Brandon		2436		39042
II					11072
Harrison County			(000) 520		Highway 49,
District Complete Count Committee	Gulfport	Roy Gill	(228) 539- 6500	71/21 1 142	Gulfport, MS 39503
Hattiesburg High	Guilport	Roy Gill	0300	rgill@harrison.k12.ms.us	301
School Career and					Hutchinson
Technical					Avenue,
Education 2020		Jennie	(601)620-		Hattiesburg,
CCC	Hattiesburg	Noonkester	9979	jennie.noonkester@hattiesburgpsd.com	MS 39401
				designation of the second seco	200 Forrest St,
Hattiesburg, MS			(601) 545-		Hattiesburg,
City Council	Hattiesburg	Rhonda Cole	4551	rcole@hattiesburgms.com	MS 39401
					201 W Main
Itawamba Board			(662) 862-		St , Fulton,
of Supervisors	Fulton		5600		MS 38843
					1400 J R
					Lynch St,
Jackson State		Tracie	(601) 979-		Jackson, MS
University	Jackson	Jefferson	4081	tracie.t.jefferson@jsums.edu	39217
Jackson State					
University					1400 J R
National Alumni		D 1	(000) 570		Lynch St,
Association	T - 1-	Barbara	(800) 578-		Jackson, MS
Incorporated	Jackson	Ousby	6622	cbousby@aol.com	39217
Transac Carrie					3209 Highway
Jasper County Economic		Haskins	(601) 764		15, Bay
Development	Bay Springs		(601) 764- 2700	to 1401 and 1	Springs, MS 39422
Development	Day Spinigs	Montgomery	12/00	jcedd@hotmail.com	37442

			*111	-	
Jefferson County					
Board of			4404) =04		307 Main St,
Supervisors-	F	D 1 D 1	(601) 786-		Fayette, MS
Fayette, MS	Fayette	Brenda Buck	3021	brendatbuck@jeffersoncountyms.gov	39069
					59 Medgar
T 44					Evers Blvd,
Jefferson County		}	(601) 786-		Fayette, MS
CCC - MS	Fayette		3682		39069
Jefferson County					218 Main St,
Library - Brenda					Fayette, MS
Rankin	Fayette				39069
					1267 Main St,
Jefferson County,		Wanda	(601) 786-		Fayette, MS
MS E911	Fayette	Green	0311	jefco911@bellsouth.net	39069
Jefferson Davis					2426 Pearl
County Board Of		Janice	(601) 792-		Ave, Prentiss,
Supervisors	Prentiss	Bridges	4336	purchasing@jefferson-davis.ms.us	MS 39474
					200 W
					Jefferson St,
Lee County Board			(662) 841-		Tupelo, MS
of Supervisors	Tupelo		9110		38804
					306 W Market
Leflore County					St,
Chancery Clerk-					Greenwood,
Greenwood MS	Greenwood				MS 38930
5.00					601 24th Ave,
Meridian City			(601) 485-		Meridian, MS
Council	Meridian	1	1927		39301
Mississippi Delta					1005 N State
Council Farm		Donald	(662) 627-		St, Clarksdale,
Workers	Clarksdale	Green	1121		MS 38614
			(7.40)		510 George
3.61 1 1 1 7 7			(769) 251-		St, Jackson,
Mississippi Votes	Jackson		5693		MS 39202
N. C.					201 E
Monroe County			(6.60)		Commerce St,
Board of		Darlene	(662) 369-		Aberdeen, MS
Supervisors	Aberdeen	Stockton	8143	dstockton@monroems.com	39730
Moore					
Community		1			684 Walker
House Early	70.7	Mary			Street, Biloxi,
Headstart	Biloxi	Harrington		mharrington@moorecommunityhouse.org	MS 39530
Milio					2900 Saint
Multi-County		01.1	((04) (5)		Paul St,
Community	76 . 1	Shaketa	(601) 656-		Meridian, MS
Service Agency	Meridian	Thomas	9051	shosey@multicountycsa.org	39301
					2906 Saint
M 14: C		01.1.	((04) 102		Paul St,
Multi-County CSA	N. 1. 1.	Shaketa	(601) 482-		Meridian, MS
- Finance Division	Meridian	Thomas	9848	shosey@multicountycsa.org	39301

					P.O. Box
					2653, Bay St.
NAACP Hancock		Laronne	(228)327-		Louis, MS
County Branch	Bay St. Louis	Lewis	3725	laronnelewis@hotmail.com	39521
Natchez-Adams					
County Branch of					228 N Dr M L
National					King St,
Association for					Natchez, MS
the Ad.	Natchez	Paul Bacon		pbacon86@gmail.com	39120
Nel-Win				- Panconoccia de la companya de la c	1067 Plum
Homeowner		Tara	(901) 288-		Rd., Tunica,
Associations	Tunica	Manthey	6094	tmanthey@gmail.com	MS 38676
New Horizon	I dixion	I TALLET OF	0071	imanicytegmancom	1770 Ellis
Church		Ronnie	(601) 371-		Ave, Jackson,
International	Jackson	Crudup Sr	1427	rcrudup@nhcms.org	MS 39204
International	Jackson	Crudup or	1721	icrudupite/mcms.org	25 Glendale
Nollie Jenkins					St, Durant,
Family Center	Durant				MS 39063
1 anni Center	Durant	-			470 Highway
North Panola					51 North,
Career &		La'Keldra	(((2) 526		Sardis, MS
	C . 1:.		(662) 526-		38666
Technical	Sardis	Pride	5804	lpride@northpanolaschools.org	38000
Noxubee County					505 Jefferson
Board of		1			St, Macon, MS
Supervisors -					39341
District 1	Macon	Larry Tate		noxubeems@yahoo.com	
Noxubee County					505 Jefferson
Board of			(((0) 70(St, Macon, MS
Supervisors -			(662) 726-		39341
District 2	Macon	-	5181		
Noxubee County					505 Jefferson
Board of					St, Macon, MS
Supervisors -					39341
District 3	Macon				
Noxubee County					505 Jefferson
Board of					St, Macon, MS
Supervisors -					39341
District 4	Macon				37311
Noxubee County		1			505 Jefferson
Board of		1	1		St, Macon, MS
Supervisors -					39341
District 5	Macon				
					5265 MS-604,
Pearlington Water					Pearlington,
and Sewer District	Pearlington				MS 39572
					211 E
			1		Government
Rankin County			1		St Suite A,
Board Of			(601) 825-		Brandon, MS
Supervisors	Brandon	Craig Slay	1475	cslay@rankincounty.org	39042

1				
				211 E
				Government
				St Suite A,
				Brandon, MS
Brandon	Johnson		silvanusjohnson@bellsouth.net	39042
				P.O. Box
				1162,
		1 ' '		Raymond, MS
Raymond	Brister	3006	raymondchamberofcommerce@gmail.com	39154
				150 Rust Ave,
		1 ' '		Holly Springs,
Holly Springs	Beckley	3006	ashley.m.taylor@2020census.gov	MS 38635
				104 McKie
				Street,
C . 1:			Har 11724 F. 1975 F. 10 . 10 174	Senatobia, MS
Senatobia	Jay Poster		jfoster@senatobiaschools.com	38668
		(((0) 000		400 Main St,
C1 1	T 1: D 1			Sledge, MS
Sleage	Julie Branch	//16	townofsledge@comcast.net	38670
	Die	((01) 700		PO Box 160,
D -1-1-1				Raleigh, MS
Kaleign	McDonald	9811	ritamedonald@co.smith.ms.us	39153
	т	(((0) 5(2		209 Boothe St,
D. +: 31.			NOW THE PROPERTY OF THE PROPER	Batesville, MS
Ватеѕуще	Edwards	9361	jedwards1@spanola.net	38606
				1350
				Livingston Ln
		(601) 000		Suite C,
Tackson				Jackson, MS 39213
Jackson		0400		114 Greenville
				Ave,
		(662) 335-		Greenville,
Greenville		· /		MS 38701
Greenvine		7701		962 Indianola
				Ave,
	Otis	(662) 452-		Indianola, MS
Indianola		1 \ /		38751
				414 Highway
				49 S,
	Debbra	(662) 887-		Indianola, MS
Indianola		I ' '	dehbrae@botmail.com	38751
			and the state of t	147 1/2 Rust
				Ave, Holly
	Clencie L.	(662) 252-		Springs, MS
Holly Springs		, ,	clencie cotton@email.com	38635
				212 N Jackson
	Heather	(662) 324-		St, Starkville,
Starkville	Hanna	9492	heather.lea.hannah@gmail.com	MS 39759
	Brandon Raymond Holly Springs Senatobia Sledge Raleigh Batesville Jackson Greenville Indianola Holly Springs	Raymond Henry Brister David L. Beckley Senatobia Jay Foster Sledge Julie Branch Raleigh Rita McDonald Jamone Edwards Jackson Greenville Otis Anthony Indianola Debbra Williams Holly Springs Clencie L. Cotton Heather	Henry (601) 906-3006 Henry Brister 3006 Holly Springs David L. (601) 906-3006 Senatobia Jay Foster Sledge Julie Branch (662) 382-7716 Raleigh Rita (601) 782-McDonald 9811 Batesville Jamone (662) 563-9361 Jamone (662) 563-9361 Jackson (662) 335-9704 Greenville Otis (662) 335-9704 Indianola Debbra (662) 452-400 Indianola Debbra (662) 887-431 Holly Springs Clencie L. (662) 252-2515 Heather (662) 324-	Brandon

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年1.1					
Tishomingo					Battleground
County Board of					Road Suite
Supervisors Iuka,					202, Iuka, MS
MS	Iuka	Kelly Prather		kprather@co.tishomingo.ms.us	38852
Town of					13826 E Main
Brooksville Board					St,
of Alderman -			(662) 738-		Brooksville,
Ward 3	Brooksville		5531		MS 39739
Town of					13826 E Main
Brooksville Board					St,
of Alderman -			(662) 738-		Brooksville,
Ward 4	Brooksville		5531		MS 39739
	Бгоокѕуще		3331		
Town of					13826 E Main
Brooksville Board					St,
of Alderman -			(662) 738-		Brooksville,
Ward 5	Brooksville		5531		MS 39739
					229 Highway
		Helen	(662) 838-		309 S, Byhalia,
Town of Byhalia	Byhalia	Rayford	2135	helenrayford@townofbyhalia.com	MS 38611
Town of	7	1			701 Lexington
Carrollton,			(662) 237-		St, Carrollton,
Mississippi	Carrollton	Pamela Lee	4600	pamelalce79@gmail.com	MS 38917
Mississibhi	Carronton	r airieia Lee	4000	pamelatee/9(algmail.com	1 Municipal
FFI			((04) (45		Drive,
Town of			(601) 645-		Centreville,
Centreville - MS	Centreville		5218		MS 39631
					326 Highway
Town of Crosby,			(601) 450-		33 N, Crosby,
MS	Crosby		0069		MS 39633
					P.O. Box 106,
			(662) 588-		Duncan, MS
Town of Duncan	Duncan		1714		38740
					310 Front St,
			(601) 852-		Edwards, MS
Town of Edwards	Edwards	Jean White	5461	C Transit Const	39066
	Edwards	Jean winte	3401	townofedwards@aol.com	39000
Town of					302 Main St,
Heidelberg, MS -			//		Heidelberg,
Office of the			(601) 787-		MS 39439
Mayor	Heidelberg	Wilbert Carr	3000	wcarr@townofheidelberg.com	
					225 Spruce
			1		Street,
Town of Hickory					Hickory Flat,
Flat	Hickory Flat				MS 38633
	1110111111				102 East Main
					Street,
TT			((01) 704		
Town of	_ ,		(601) 796-		Lumberton,
Lumberton	Lumberton	Marlean Wall	7000	mwall.lumberton@gmail.com	MS 39455
		1			132 Court St,
Town of					Mayersville,
Mayersville, MS	Mayersville				MS 39113

	Ţ.				
					202 Jefferson
Town of					St, Monticello,
Monticello	Monticello				MS 39654
					215 Liberty
					Street East,
			(601) 542-		Osyka, MS
Town of Osyka	Osyka	Hilda Wall	5041	osykams1@aol.com	39657
					200 E Floyce
					St, Ruleville,
Town of Ruleville	Ruleville				MS 38771
					110 Beatrice
Town of Schlater					St, Schlater,
MS	Schlater				MS 38952
					706 W
					Railroad Ave,
Town of Summit-		Pat	(512) 837-		Summit, MS
Summit, MS	Summit	Whittington	2937	summittownof@bellsouth.net	39666
					P.O. Box 222,
Town of		Chontina	(662) 390-		Winterville,
Winterville	Winterville	Smith	6621	chontinj@gmail.com	MS 38782
Transgender					P O Box
Education and					2242, Jackson,
Advocacy					MS 39225
Program	Jackson				
Tunica County			(((0) 0)		1813 Highway
Healthcare	- T	T 1 7	(662) 357-		61 N, Tunica,
Authority	Tunica	Lela Jones	0012	lela.jones@tunicagov.com	MS 38676
The Country		3.6	(((0) 0(0		744 School St,
Tunica County Schools	0.1 1	Margie	(662) 363-	184 SAV 27 V	Tunica, MS
	Schools	Pulley	2811	pullm@tunicak12.org	38676
United Way of			((04) (04		920 South St,
Central	77' 1 1		(601) 636-		Vicksburg, MS
Mississippi	Vicksburg		1733		39180
Walthall County					200 Bell St,
Board of Supervisors	T-1				Tylertown,
Supervisors	Tylertown				MS 39667
Washington			1		910
Washington					Courthouse
County Board of			((04) 252		Ln Suite A,
Supervisors-	C +10.0 m 111.	A1.D - 1 :-	(601) 378-		Greenville,
Greenville, MS	Greenville	Al Rankins	8355		MS 38701
Wilkinson County Board Of			(604) 000		525 Main St,
	3377 1 111		(601) 888-		Woodville,
Supervisors	Woodville		4381		MS 39669
					8554
Zata Diai D			(004) 550		Northwest Dr,
Zeta Phi Beta	0 .11	TY'1 1 TT	(901) 230-	No. 2001 1200	Southaven,
Sorority Inc.	Southhaven	Hilda Harper	5857	mshilda04@att.net	MS 38671

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MISSISSIPPI COUNTY DATA

Appendix A

ADAMS COUNTY

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TRACT	MAIL RATE	TOTAL POPULATION	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
1.00	82.2	8001	540	1857	500	242	5894	680	344
2.00	80.4	3612	117	14	325	162	3612	566	195
3.00	76.3	1946	133	35	368	159	1946	255	157
4.00	69.6	2989	284	12	691	474	2971	400	243
5.00	80.6	4192	268	635	692	248	4183	435	249
6.00	73	2246	129	0	340	235	2246	190	20
7.00	80.3	1662	137	53	295	80	1530	177	68
8.00	79.3	3130	123	0	509	204	3089	441	227
9.00	77.5	3805	217	112	600	266	3637	332	293

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
1.00	1588	2366	104	16	23	0	0	0
2.00	88	3025	0	0	0	0	0	0
3.00	73	1898	0	0	0	0	0	0
4.00	66	2959	15	0	0	0	0	0
5.00	717	2268	20	156	0	160	118	0
6.00	0	1273	26	0	0	0	0	0
7.00	25	703	0	0	0	6	6	0
8.00	0	2024	11	0	0	0	0	0
9.00	110	699	0	25	0	95	74	21

RECOMMENDED MEDIA PLAN

TV - WDBD, WNTZ-TV

PRINT - Natchez Democrat daily newspaper

RADIO – WJDX, WSJC

BILLBOARDS - Panel 9002, Natchez, MS - most impressions in county

CURRENT CCC

City of Natchez Board of Alderman-Natchez, MS

City of Natchez Mayor Office

Natchez-Adams County Branch of National Association for the Advancement of Colored People

ALCORN COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	84.7	5587	237	73	683	151	5567	584	319
9502.00	82.5	7267	450	46	913	237	7217	864	315
9503.00	81.3	3726	207	194	617	169	3487	453	120
9504.00	84.9	5222	293	116	445	87	5222	751	531
9505.00	76.5	5883	302	162	1128	222	5698	982	107
9506.00	80.9	4911	306	6	312	300	4845	563	302
9507.00	80.4	4646	326	46	274	143	4635	555	345

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	52	154	43	18	0	0	0	0
9502.00	80	1466	0	0	0	11	11	0
9503.00	261	439	93	35	0	46	46	0
9504.00	159	0	0	22	0	0	0	0
9505.00	372	1890	33	61	0	36	36	0
9506.00	105	372	28	62	0	0	0	0
9507.00	95	501	0	2	0	0	0	0

RECOMMENDED MEDIA PLAN

TV - WMAE-TV

PRINT - Daily Corinthian daily newspaper

RADIO – MWAE-FM, WELO

BILLBOARDS - N/A

CURRENT CCC

City of Corinth – Corinth

AMITE COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	82.8	4595	293	0	209	88	4485	722	298
9502.00	63.5	3432	272	1.1	318	191	3432	624	122
9503.00	75.1	4547	140	45	180	132	4547	900	183

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	29	1298	7	0	0	16	16	0
9502.00	0	1497	4	2	0	0	0	0
9503.00	0	2497	0	32	0	0	0	0

TV – N/A PRINT – N/A RADIO – WJDX, WSJC BILLBOARDS – N/A

CURRENT CCC

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Amite County Board of Supervisors – Liberty Centreville Chamber of Commerce – Centreville Town of Centreville – Centreville Town of Crosby, MS – Crosby

ATTALA COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
601.00	82.5	3328	247	31	170	220	3322	334	163
602.00	76.6	2353	108	40	171	82	2346	380	107
603.00	71	2954	231	38	302	180	2954	579	182
604.00	85.7	3040	122	20	148	83	3040	493	77
605.00	83.9	3462	303	33	595	277	3462	355	117
606.00	78.9	3594	254	13	727	313	3296	421	136

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
601.00	37	1036	24	9	0	0	0	0
602.00	104	493	0	0	0	0	0	0
603.00	91	1676	21	24	0	0	10	0
604.00	103	962	0	32	9	0	0	0
605.00	10	1760	88	66	0	0	0	0
606.00	31	2211	12	0	0	0	0	0
601.00	37	1036	24	9	0	0	0	0

TV – WCBI-TV, WMAB-TV

PRINT - N/A

RADIO –WJDX, WSFZ, WMAB-FM, WIIN

BILLBOARDS - N/A

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N/A

BENTON COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	68.1	5658	204	109	329	192	5586	732	430
9502.00	68.7	2648	112	11	182	80	2648	440	85

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	154	2593	8	0	0	7	0	0
9502.00	50	495	4	0	0	0	0	0

TV – WMAE-TV

PRINT - N/A

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RADIO – WMAE-FM, WKRA

BILLBOARDS - N/A

EVENTS – Springfest, steak cook off, May 6, 2020, estimated attendance – 8,000

CURRENT CCC

Town of Hickory Flat – Hickory Flat

BOLIVAR COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
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9501.00	59.7	3399	342	0	556	334	3289	676	133
9502,00	60	2592	172	0	503	268	2515	452	162
9503.00	66.1	3183	246	18	631	292	3162	666	167
9504.00	64	3920	371	8	591	305	3620	758	248
9505.00	57	5777	380	273	701	310	5761	821	376
9506.00	76.7	6557	494	286	981	486	5736	585	219

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	15	3066	0	.0	0	0	0	0
9502.00	11	2325	2	21	0	0	0	0
9503.00	30	2802	65	-5	0	9	7	2
9504.00	20	2957	1	0	0	6	6	0
9505.00	491	2577	0	6	0	0	.0	0
9506.00	88	1030	19	231	9	0	0	0

TV – WABG-TV, WFXW

PRINT - Bolivar Commercial daily newspaper

RADIO – WXTN, WYMX, WJDX

BILLBOARDS - Panel 70016, Cleveland/Bolivar County - most impressions in county

EVENTS - Crosstie Arts & Jazz Festival, Arts & Jazz, April 18, 2020, estimated attendance - 5,000

CURRENT CCC

The POP Movement – Shelby

Town of Merigold - Merigold

2020 Census CCC and City of Shelby - Shelby

2020 Census CCC and Town of Duncan - Duncan

Town of Duncan

Azion Missionary Baptist Church – Mound Bayou

CALHOUN COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	81.3	3650	173	135	244	181	3605	478	107

9502.00	68.2	1465	48	36	351	80	1465	358	71
9503.00	73.8	3223	158	0	249	119	3128	503	161
9504.00	78.4	3389	260	248	315	202	3308	471	187
9505.00	64.2	2890	250	25	527	237	2769	481	148

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	212	381	0	25	0	46	46	0
9502.00	51	629	0	5	0	0	0	0
9503.00	22	1043	13	0	13	0	0	0
9504.00	498	747	4	10	0	38	38	0
9505.00	46	1395	2	0	38	0	0	0

TV – WEPH, WMAB-TV, WCBI-TV, WTVA

PRINT - N/A

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RADIO – WCPC, WSYE, WMAB-FM, WZLQ

BILLBOARDS – Panel 60015, Calhoun City – most impressions in county

CURRENT CCC

N/A

CARROLL COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	71.4	4429	286	92	425	143	4429	629	201
9502.00	68.3	5792	195	25	241	107	5633	718	85

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	23	899	24	69	0	7	7	0
9502.00	27	2547	67	0	0	14	14	0

TV – WABG-TV, WCBI-TV
PRINT – N/A
RADIO – WXTN, WABG, WTCD, WJDX, WJNT, WIIN
BILLBOARDS – N/A

CURRENT CCC

Town of Carrolltown, Mississippi – Carrollton

CHICKASAW COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	79	4134	273	7	562	335	4073	653	202
9502.00	78.9	3343	210	54	338	167	3343	594	139
9503.00	80.5	4329	276	310	630	293	4106	524	198
9504.00	84.9	5499	447	16	352	182	5492	952	234

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	61	2758	27	0	0	0	0	0
9502.00	57	897	31	9	0	10	10	0
9503.00	647	2029	4	18	0	0	0	0
9504.00	0	2046	26	24	0	0	0	0

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TV – WLOV-TV, WEPH, WTVA, WMAB-TV, WCBI-TV PRINT – N/A RADIO – WCPC, WSYE, WZLQ BILLBOARDS – N/A

CURRENT CCC

Chickasaw County Board of Supervisors – Okolona

CHOCTAW COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	86.1	2910	122	0	87	22	2881	438	194
9502.00	77.8	3970	273	8	407	174	3880	588	249
9503.00	67.6	1480	79	13	258	68	1403	229	99

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	269	0	0	0	0	0	0
9502.00	28	1669	45	0	18	0	0	0
9503.00	13	668	4	11	0 -	0	0	0

TV – WEPH, WMAB-TV, WCBI-TV PRINT – N/A RADIO – WFCA, WCPC, WMAB-FM BILLBOARDS – N/A

CURRENT CCC

Town of Ackerman – Ackerman

CLAIBORNE COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	51.5	2670	84	0	234	238	2670	483	170
9502.00	75.8	1538	94	25	294	125	1530	226	54
9503.00	57.2	4898	342	20	469	307	4288	611	181

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	2089	0	0	0	0	0	0
9502.00	21	1411	4	25	20	0	0	0
9503.00	12	4440	11	39	0	7	0	0

TV – WLBT, WAPT, WDBD, WNTZ-TV

PRINT - N/A

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RADIO – WTWZ, WJDX, WMSI-FM, WSFZ, WSJC, WJNT, WIIN

BILLBOARDS - N/A

CURRENT CCC

City of Port Gibson — Port Gibson Claiborne County Board of Supervisors — Port Gibson

CLARKE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATI ON UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	82.2	4173	237	0	198	161	4113	765	133

9502.00	66.8	5706	172	.0	376	220	5706	808	119
9503.00	70.9	3520	359	0	266	265	3520	628	158
9504.00	81.9	2690	130	56	241	97	2636	360	54

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	42	896	68	0	0	0	0	0
9502.00	55	1553	0	0	0	0	0	0
9503.00	0	2342	0	0	0	0	0	0
9504.00	41	927	22	0	0	0	0	0

TV – WGBC, WMAW-TV, WTOK-TV, WRBJ-TV, WMDN PRINT – N/A RADIO – WHJA, WSJC BILLBOARDS - N/A

CURRENT CCC

Clarke County Board of Supervisors - Quitman 2020 Census CCC and Town of Quitman - Quitman Sledge MS City Hall - Sledge

CLAY COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATI ON UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	83.7	5554	315	0	548	392	5522	701	451
9502.00	73.9	2439	171	6	89	91	2439	427	191
9503.00	77.8	3580	292	3	595	392	3468	483	141
9504.00	78	4564	321	48	816	351	4446	622	205
9505.00	87.4	3853	46	52	119	194	3812	480	126

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	106	2579	13	0	0	0	0	0
9502.00	11	1475	0	0	0	0	0	0
9503.00	0	3016	0	3	0	9	9	0
9504.00	0	2887	23	34	0	0	0	0
9505.00	11	1874	51	93	0	0	0	0

TV – WEPH, WTVA, WMAB-TV, WCBI-TV, WLOV-TV

PRINT - Daily Times Leader daily newspaper

RADIO – WSYE, WZLQ

BILLBOARDS - N/A

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CURRENT CCC

City of West Point – West Point

COAHOMA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	58.9	3600	267	0	703	341	3593	773	343
9502.00	75.7	2602	117	33	204	105	2345	311	160
9503.00	74.1	3187	204	18	563	258	3144	396	291
9504.00	71.8	3324	267	0	485	215	3176	448	137
9505.00	74.2	5028	413	41	867	543	5028	836	244
9506.00	71	1057	46	0	245	130	1057	245	48
9507.00	73.8	5498	717	0	1306	691	5409	944	346

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	22	3209	- 0	0	0	0	0	0
9502.00	0	1065	13	63	0	6	0	6
9503.00	7	2053	17	0	0	6	0	0
9504.00	6	2047	27	0	0	0	0	0
9505.00	0	4015	0	78	0	12	0	12
9506.00	0	1051	0	0	0	0	0	0
9507.00	0	5435	0	0	0	0	0	0

TV – WFXW, WABG-TV

PRINT - Clarksdale Press Register daily newspaper

RADIO – WROX, WAGB, WYMX

BILLBOARDS - Panel 60051, Clarksdale, MS - only one available in county

EVENTS – Juke Joint Festival, Blues Festival, April 16-20, 2020, estimated attendance – 20,000

Clarksdale Film Festival, film festival, January 24-26, 2020

Goat Fest VII, Blues Festival, May 31, 2020

Red's Old Timers Blues Festival, Blues Festival, May 23, 2020

CURRENT CCC

Coahoma Early College High School – Clarksdale Mississippi Delta Council Farm Workers – Clarksdale Century Burial Association – Clarksdale

COPIAH COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	82.7	5984	530	110	577	505	5928	977	171
9502.00	85.1	4595	136	70	292	169	4590	703	98
9503.00	74	4491	354	50	175	228	4279	747	121
9504.00	76.9	5018	324	135	540	417	4915	788	116
9505.00	80.5	6053	301	178	389	135	5569	847	209
9506.00	77.4	2607	146	0	186	149	2607	559	86

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	222	3864	14	8	0	21	21	0
9502.00	167	1860	11	0	0	9	9	0
9503.00	91	2561	0	0	0	17	17	0
9504.00	89	3977	0	65	0	6	6	0
9505.00	281	1585	17	97	0	67	44	15
9506.00	0	1241	0	0	0	0	0	0

TV – WLOO, WDBD, WAPT, WLBT

PRINT – Crystal Springs Meteor weekly newspaper

RADIO - WJDX, WMSI-FM, WSFZ, WSJC, WJNT, WIIN

BILLBOARDS - N/A

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CURRENT CCC

City of Crystal Springs – Crystal Springs

COVINGTON COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	79.6	5413	463	0	265	381	5413	849	353
9502.00	64,7	2237	163	62	251	194	2126	393	45
9503.00	72.7	4630	289	38	256	253	4630	618	297
9504.00	79	6892	438	77	496	198	6710	936	396

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	113	3073	41	0	0	0	0	0

9502.00	120	1230	0	0	87	0	0	Ö
9503.00	72	2316	15	46	0	0	0	Ö
9504.00	155	429	0	0	0	0	0	0

TV - WDAM-TV

PRINT - N/A

RADIO - WJDX, WHJA, WSJC

BILLBOARDS - N/A

EVENTS - Okatoma Festival, family-oriented, May 2, 2020, estimated attendance - 15,000

CURRENT CCC

Covington County School District Complete Count Committee – Collins

Town of Seminary – Seminary

City of Mount Olive - Mount Olive

DESOTO COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
701.01	66.5	2922	147	220	605	148	2911	351	123
701.02	81.3	4305	278	138	195	213	4286	214	112
702.10	76.6	6561	522	254	662	602	6543	347	256
702.21	76.7	4127	405	112	422	218	4058	195	287
702.22	69.8	4332	209	176	892	249	4332	298	95
703.10	68.9	3748	357	213	917	275	3731	401	175
703.22	7.1	4079	278	101	552	268	4079	239	144
703.23	73.4	5974	512	290	870	434	5913	244	226 🐇
703.24	75.2	4834	375	227	628	285	4765	399	46

703.25	79.1	2887	155	308	507	238	2887	304	47
704.11	82	1603	57	11	159	131	1588	150	76
704.12	70.9	4034	180	182	891	262	4002	371	147
704.21	72.5	2460	129	15	346	114	2460	184	137
704.22	76.2	2549	146	31	332	208	2424	195	167
705.20	81	10825	796	418	566	403	10792	298	168
705.21	69.2	3981	208	370	383	189	3965	242	188
705.22	72.1	4595	223	60	685	298	4460	238	146
706.10	71.4	2977	196	0	704	365	2977	193	.69
706.20	81.7	7822	354	351	245	317	7775	295	213
706.30	83.4	11791	764	215	414	221	11672	457	331
707.10	80.9	6768	326	167	392	221	6542	480	73
707.21	80.4	4396	360	218	200	136	4383	194	64
707.22	84.4	5765	511	43	184	126	5755	171	94
708.11	85.5	5785	434	151	581	268	5785	298	181
708.12	77.5	5822	207	395	1042	387	5822	270	131
708.21	79	4832	95	118	497	213	4820	195	146
708.22	76.4	5293	364	264	471	312	5284	200	200
708.30	85.7	6501	291	338	208	189	6486	271	91
709.00	85.8	4741	228	52	243	172	4709	239	135
710.00	81.3	9998	600	159	451	198	9998	518	358
711.10	84.1	6843	541	196	335	48	6799	407	144
711.20	82.5	6969	376	182	523	225	6628	478	197
712.00	79.8	3148	135	32	312	128	3094	270	141

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
701.01	395	1242	19	3	31	2	2	0
701.02	202	1288	80	73	0	0	0	0
702.10	307	2828	38	235	0	8	8	0
702.21	143	1230	46	15	0	25	25	0
702.22	299	1267	29	119	12	0	0	0
703.10	448	1172	0	27	0	54	54	0
703.22	98	1822	12	35	0	20	20	0
703.23	327	3328	18	66	0	6	0	6
703.24	332	2339	33	43	12	30	8	22
703.25	476	724	0	42	0	57	57	0
704.11	18	293	11	24	5	5	0	5
704.12	210	1252	39	85	11	15	15	0
704.21	13	580	7	45	0	8	0	8
704.22	50	476	18	6	0	0	0	0

705.20	494	3449	85	240	0	14	14	0
705.21	570	623	21	35	0	0	0	0
705.22	193	1246	43	0	.0	10	10	0
706.10	42	1647	47	29	0	0	0	- 0
706.20	34	1471	0	311	0	39	0	39
706.30	269	1631	0	364	0	0	0	0
707.10	319	1997	12	491	0	41	41	0
707.21	300	1400	53	109	0	25	20	5
707.22	13	300	10	38	0	0	0	0
708.11	78	2775	47	110	0	15	7	8
708.12	704	1977	0	36	22	41	41	0
708.21	141	665	51	25	0	0	0	0
708.22	341	1572	28	84	0	12	12	0
708.30	387	1652	11	142	0	23	13	10
709.00	58	869	17	36	0	0	0	0
710.00	307	572	108	118	0	0	0	0
711.10	256	530	140	0	0	0	0	0
711.20	392	1108	13	0	0	0	0	0
712.00	37	467	0	35	10	0	0	0

TV - WBUY-TV

PRINT - N/A

RADIO – WKRA, WMAV-FM

BILLBOARDS - Panel 19230, DeSoto, MS - highest number of impressions in county

EVENTS - A'Fair, Arts & Crafts, May 16, 2020

Memphis Hustle v. Arizona Suns, basketball game, March 27-28, 2020

16th Annual Mudbug Bash, Children's Home Benefit, April 4, 2020, estimated attendance – 1,000 DeSoto Shrine Club BBQ Cook Off, cook off, June 2020, estimated attendance – 1,000

CURRENT CCC

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Zeta Phi Beta Sorority Inc. – Southaven

FORREST COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
2.00	76.7	2635	118	232	421	118	2635	193	66
3.00	75.5	3166	192	36	576	178	3166	279	274
5.00	64.4	1322	152	61	208	116	1192	241	63
6.00	69.8	7681	459	82	1823	945	7099	932	307
7.00	79.4	3082	229	49	826	117	3044	319	178
8.00	77.8	5697	488	109	804	351	5541	242	165
9.00	57.1	3669	105	431	730	53	1350	104	82
10.00	60.7	4406	399	159	1549	282	4394	360	244
11.00	71.1	3622	275	161	1105	317	3565	436	249
101.01	80.6	6755	350	254	377	304	6755	181	298

101.02	77	6352	550	104	370	222	6352	418	324
102.00	83.9	6482	291	54	1002	328	6482	574	453
103.00	77.9	3607	231	26	435	184	3607	259	224
104.00	81.7	3394	233	143	653	222	3337	400	219
105.00	77	3863	375	67	573	277	3787	512	241
106.00	81.7	8503	486	34	671	345	8356	840	782
107.00	74.4	1599	121	30	481	165	1575	356	275

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
2.00	100	957	0	0	0	33	16	0
3.00	31	2151	33	23	9	13	13	0
5.00	195	796	0	0	0	26	26	0
6.00	25	7241	70	20	0	0	0	0
7.00	150	720	7	11	0	0	0	0
8.00	125	1293	131	61	0	23	23	0
9.00	93	1597	7	273	5	38	0	38
10.00	139	2296	48	112	0	42	0	42
11.00	140	2783	0	30	0	35	35.	0
101.01	495	898	17	93	0	0	0	0
101.02	119	114	34	173	0	0	0	0
102.00	76	2706	67	64	0	0	0	0
103.00	109	857	132	37	0	0	0	0
104.00	187	499	67	67	0	0	0	0
105.00	111	2105	7	0	0	8	0	0
106.00	145	628	10	0	0	0	0	0
107.00	68	1371	17	0	0	0	0	0

TV – WLOX, WXXV-TV, WHLT, WDAM-TV, WRBJ-TV
PRINT – Hattiesburg American daily newspaper
RADIO – WHJA, WSJC
BILLBOARDS – Panel 5015, Hattiesburg, MS – highest number of impressions in county
EVENTS – Hubfest, Art & Music, March 28, 2020, estimated attendance – 30,000

CURRENT CCC

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Hattiesburg High School Career and Technical Education 2020 CCC - Hattiesburg
Hattiesburg, MS City Council – Hattiesburg
FlavorGyrlz – Hattiesburg
City of Hattiesburg MS – Hattiesburg
Forrest County Board of Supervisors – Hattiesburg

FRANKLIN COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	75.7	5137	292	36	475	292	5031	524	461
9502.00	77	2635	143	0	252	119	2635	310	249

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	65	1268	23	2	0	0	0	0
9502.00	0	1550	0	0	0	0	0	0

TV – WMAU-TV, WNTZ-TV PRINT – N/A RADIO – WJDX, WSJC BILLBOARDS - N/A

CURRENT CCC

City of Meadville – Meadville

GEORGE COUNTY

TRACT	MAIL RATE	TOTAL POPULATI ON	POPULATIO N UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.01	79.2	5952	563	40	224	115	5952	709	214
9501.02	79.3	4973	345	171	105	91	4973	325	103
9502.00	77.7	2876	190	198	250	50	2374	221	38
9503.01	80.1	6927	477	14	295	134	6921	1036	318