

2020 CENSUS WORKSHOP FOR NJ JOURNALISTS



OVERVIEW OF TODAY'S WORKSHOP

The U.S. Census is a monumental task that underpins the workings of our nation's democracy, and the results of the upcoming Census will deeply affect communities for years to come. That's why it is critical for media to play a role in getting accurate and timely information about the Census out to their audiences.

9:00 AM

WELCOME! WHO'S HERE?

Arrival with light breakfast snacks and coffee available – welcome from [Stefanie Murray](#) and [Peter Chen](#)

9:30 AM

CENSUS 101

Census 101: Why it matters for New Jersey – with [Peter Chen](#)

10:00 AM

PUBLIC INFORMATION OFFICE

Overview of the Census Public Information Office, resources for journalists – with [Virginia Hyer](#) and [Lisa Moore](#)

11:00 AM

PLATFORM AND DATA TOOLS

Tutorial for the Census platform and data tools – with [David Kraiker](#)

11:30 AM

LUNCH TIME

Take a break and enjoy a boxed lunch!

12:00 PM

COVERING THE CENSUS

Conversation with NJ journalists who've been covering the Census, about their approaches, challenges, and expectations – with [Monsy Alvarado](#) and [Colleen O'Dea](#)

12:30 PM

THE RESPONSE IN NJ

Conversation with nonprofits and community organizers leading the response across New Jersey – moderated by [Peter Chen](#)

1:30 PM

WRAPPING UP

Finish up and talk about next steps