



U.S. Department of Commerce  
U.S. Census Bureau – New York Regional Census Center  
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Monday, April 5, 2010

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## MEDIA ADVISORY

### **CENSUS BUREAU TO UNVEIL 2010 CENSUS LGBT PSAS WITH ACTOR GEORGE TAKEI AND HONORABLE CHRISTINE QUINN**

*Historic ceremony to mark new chapter in Census Bureau outreach to LGBT community*

**New York, NY** – On Monday, April 5<sup>th</sup>, the U.S. Census Bureau will officially present a series of six public service announcement (PSA) videos, which will comprise the first-ever round of Census video communications specifically focused on encouraging the LGBT community to fill out and mail back their census forms. Each of the six videos features a different well-respected community leader appealing to the LGBT community. The videos can be found on the Census Bureau's YouTube page: [www.youtube.com/user/uscensusbureau#](http://www.youtube.com/user/uscensusbureau#) and at [www.2010Census.gov](http://www.2010Census.gov) in the Multimedia section.

Special guests include actor George Takei (*Star Trek, Heroes*) and husband Brad Altman, who will deliver special remarks, and screen their own 2010 Census PSA, "Be Counted," which was made by the Equal Roots Coalition in Los Angeles. NYC Council Speaker Christine Quinn and the Executive Director of the LGBT Center, Glenda Testone will also speak. Timothy P. Olson, Assistant Division Chief, Field Division of the U.S. Census Bureau will speak on behalf of the U.S. Census Bureau.

Logo will begin airing the six Census PSAs on their network on April 5<sup>th</sup> in partnership with the Census Bureau. Lisa Sherman, Executive Vice President & General Manager of Logo says "Logo is honored to assist with this historic initiative. The Federal Government is reaching out to the LGBT community in a way we've never seen. The Census Bureau's progressive message of inclusion is something we support wholeheartedly. We are proud to be able to do our part as LGBT Americans."

The press conference will be streamed live on the web at <http://gladbackup.com/LIVEFEED/index.html>  
Journalists and members of the public also may submit questions to the speakers during the Q&A portion of the conference by emailing [LGBTCensusPSA@gmail.com](mailto:LGBTCensusPSA@gmail.com).

**WHERE:** **LGBT Center – Room 301**  
  
208 W. 13<sup>th</sup> Street, New York, NY 10011

**WHEN:** **Monday, April 5, 2010, 2:00pm ET**

**Featured speakers:** Timothy P. Olson, Assistant Division Chief, Field Division, Census Bureau  
Actor George Takei (*Star Trek, Heroes*) and husband Brad Altman  
Christine Quinn, New York City Council Speaker  
Glenda Testone, Executive Director, LGBT Center

**Special thanks:** Gay and Lesbian Alliance Against Defamation (GLAAD), Logo TV, OurFamiliesCount.org, The LGBT Center of Manhattan, Equal Roots Coalition

For more on the 2010 Census and the LGBT community, visit: [www.OurFamiliesCount.org](http://www.OurFamiliesCount.org)

### **LGBT Census FAQ's:**

#### **How does the 2010 Census count lesbian, gay, bisexual and transgender (LGBT) people?**

The 2010 Census does not ask about sexual orientation or gender identity. LGBT people living with a spouse or partner can identify their relationship by checking either the "husband or wife" or "unmarried partner" box.

#### **How do same-sex couples answer the relationship question?**

The 2010 Census will be the first to report counts of both same-sex partners and same-sex spouses. The person filling out the form (Person 1) is asked to identify how all other individuals in the household are related to him or her. Census data are based on how individuals self identify and how couples think of themselves. Same-sex couples who are married, or consider themselves to be spouses, can identify one other adult as a "husband or wife." Other same-sex couples may instead decide to use the term "unmarried partner." In general, people who identify as unmarried partners are in a close personal relationship but are not married or do not think of themselves as spouses. Census data are based on how individuals self identify. This includes same-sex couples who live somewhere their relationship is not recognized.

#### **What about transgender individuals?**

The 2010 Census asks a question about each person's sex. Transgender respondents should select the sex with which they identify. Mark only one box.

#### **A note to bi-racial/ethnic couples:**

Census reports some statistics on the race/ethnicity of the "household." Bi-racial/ethnic couples should note that this is determined using the race/ethnicity of Person 1, the person who fills out the Census form for the household.

#### **About the 2010 Census**

The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution to be conducted every 10 years. Census data are used to apportion congressional seats to states; to distribute more than \$400 billion in federal funds to local, state, and tribal governments each year; and to make decisions about what community services to provide. The 2010 Census form will be one of the shortest in U.S. history and consists of just 10 questions, taking about 10 minutes to complete. Strict confidentiality laws protect the respondents and the information they provide.

## **2010 CENSUS LINKS**

**Main Page:** <http://www.2010census.gov>

**'Take 10' and Be Counted / QAC Map:** <http://www.2010census.gov/take10map/>

**To sign up for SMS updates and help:** Text "census" (English) or "censo" (Spanish) to 66835

**NY Regional Website:** [http://www.census.gov/regions/new\\_york](http://www.census.gov/regions/new_york)

**Social Media (Facebook, Twitter, more):** <http://2010.census.gov/2010census/involved/index.php>

**NY Regional Facebook ID:** New York Regional Census Office

**2010 Census Logos:** <http://2010.census.gov/partners/census-logos/>

**Multimedia Center:** <http://2010.census.gov/mediacenter/index.php>

**Images, b-roll and other tools:** <http://mediadownload.census.gov/>