



NATIONAL USA WEEK

National Unmarried and Single Americans Week

September 15 - 21, 2002
www.nationalUSAweek.org
sponsored by AASP

CELEBRATING THE LIVES AND CONTRIBUTIONS OF 82 MILLION UNMARRIED AND SINGLE AMERICANS

May 7, 2002

Mr. Dwight Johnson
Chief, Demographic Releases Team
Public Information Office
United States Census
Washington, DC 20233

Re: Request for Census Bureau to issue a Fact Sheet for National Unmarried and Single Americans Week

Dear Mr. Johnson:

We are writing to you to request that the Census Bureau issue a fact sheet for National Unmarried and Single Americans Week this year. We hope that you will be able to honor this request.

Last year, when we were commemorating the third week of September as "National Singles Week," I spoke with Robert Bernstein in the Public Information Office. He suggested that I should contact you this year about the possible release of a fact sheet by the Census Bureau in connection with this occasion. It would be similar to the fact sheets which are issued for other commemorative days, weeks, or months.

Last year, we secured proclamations from several governors and mayors recognizing National Singles Week. (See enclosures.) This year, we hope to have every governor and many more mayors declare the third week of September as National Unmarried and Single Americans Week. We have already started the process of securing these proclamations.

AASP is the leading national organization for unmarried and single Americans. I am enclosing a brochure and a newsletter for your reference.

This year, we decided to broaden the name of this commemorative week so that more unmarried Americans will identify with it and feel included. (See History of National USA Week, enclosed.) We have created a website for this occasion. Both www.nationalUSAweek.org and www.nationalsinglesweek.com will take you to this site.

If you visit our website, you can see that many elected officials are honorary members of AASP, including federal, state, and local officials.

Fact sheets have been issued in the past for Older Americans Month, Women's History Month, African American History Month, Hispanic Heritage Month, St. Patrick's Day, Grandparents Day, Professional Secretaries Day, and Disability Employment Awareness Month. With the 2000 Census reporting that nearly half of the nation's households are now headed by unmarried adults, it would be appropriate for the Census Bureau to issue a fact sheet this year during the one week of the year which recognizes this large population.

We look forward to hearing from you soon, hopefully with a favorable reply.

Very truly yours,

Thomas F. Coleman
Executive Director

Tom Coleman

From: Tom Coleman [coleman@unmarriedamerica.org]
Sent: Friday, June 21, 2002 11:15 AM
To: 'robert.b.bernstein@census.gov'
Subject: RE: Possible fact sheet for National Unmarried and Single Americans Week

Mr. Bernstein,

Thank you for evaluating the possibility of a Fact Sheet for Unmarried and Single Americans Week.

I understand the position you are in this year, especially with so little lead time and with three other Fact Sheets being issued in September.

The radio spot on September 16 is very good news. In a previous communication you had mentioned the possibility of one for each day of the week. Considering all of the sub-groups of unmarried Americans (solo singles, unmarried couples, single parents, divorcees, widowed, etc.) it would be fantastic if you could do 5 spots, one for each day during Monday-Friday.

I appreciate the compliment about my knowledge of the Census data sets. I have been a perpetual student of the work you folks do at the Census Bureau. Your research and the service you provide are so important to government officials and private sector companies.

Please let me know whether you might be able to do 5 radio spots instead of one.

Thanks again for giving serious consideration to a Fact Sheet for this year. Perhaps this could be given some priority for September 2003.

Best wishes,

Tom Coleman

Thomas F. Coleman
Executive Director
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-----Original Message-----

From: robert.b.bernstein@census.gov [mailto:robert.b.bernstein@census.gov]
Sent: Friday, June 21, 2002 10:52 AM
To: coleman@unmarriedamerica.org
Cc: dwight.l.johnson@census.gov
Subject: Possible fact sheet for National Unmarried and Single Americans Week

Dear Mr. Coleman,

Thank you for sending over the draft fact sheet. We're very impressed with your knowledge of the Census Bureau's data sets -- you included an interesting array of statistics.

Unfortunately, we will be unable to issue a Facts for Features on this topic this year. September will probably be our staff's busiest month of 2002, as we already are committed to doing three factsheets that month (Labor Day, Grandparents Day, and Hispanic Heritage Month), not to mention the fact we will be making preparations for our annual income and poverty news conference late in the month, at which we release the nation's official poverty rate. The planning for this event consumes a large portion of our staff's time that month, and it would be difficult to engage in this activity and field media queries

on this factsheet, not to mention the other three, simultaneously. In addition, we are scheduled to release the Summary File 3 national file at some point during the month, which will generate a large volume of media calls.

That said, we do intend to do a segment on National Unmarried and Single Americans Week for "Profile America," which is a daily, 60-second feature we produce for radio stations that uses interesting vignettes from key events, observances or commemorations for that day to highlight information collected by the Census Bureau. The segment would air on Monday, Sept. 16. We plan on using some of the statistics you provided to us in your draft fact sheet. Profile America is very widely distributed, heard on 470 radio stations and 37 radio networks nationwide, including the Armed Forces Radio Network. In addition, U.S. Newswire picks up all Profile America segments, which means many wire services and newspapers will see, and may very well choose to write about, the segment on Singles Week.

We will definitely consider doing a Facts for Features on Singles Week next year, as we will evaluate the various demands on our staff at that time.

Robert Bernstein
Public Information Office
U.S. Census Bureau