



# **Guide to the U.S. Census 2000 Advertising Files, 2000-2002**

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## Summary

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**Collection Title:**

U.S. Census 2000 Advertising Files, 2000-2002

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Creator:**

U.S. Census Bureau

**Abstract:**

The U.S. Census Bureau conducts a nationwide census every 10 years. Census 2000 sought to count and classify a record number of the American population, emphasizing the changing demographics of the country. This collection was donated to the John W. Hartman Center for Sales, Advertising, & Marketing History by Sybil F. Stershic, a member of the Census Advisory Committee of Professional Associations for Census 2000. The collection includes a Census 2000 advertising binder, several informational and promotional posters, a partnership informational kit, and two special reports. There are also two VHS tapes with advertisements from the Census 2000 campaign. Acquired as part of the John W. Hartman Center for Sales, Advertising, & Marketing History.

**Extent:**

3 Linear Feet  
About 300 items

**Language:**

Materials in English

**Collection ID:**

RL.00203

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1fc7r>

**Preferred Citation**

[Identification of item], in the U.S. Census Advertising Files, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The collection includes a Census 2000 advertising binder, several informational and promotional posters, a partnership informational kit, and two special reports. There are also two VHS tapes with advertisements from the Census 2000 campaign. Acquired as part of the John W. Hartman Center for Sales, Advertising, & Marketing History.

### Biographical/Historical

The U.S. Census Bureau conducts a nationwide census every 10 years. Census 2000 sought to count and classify a record number of the American population, emphasizing the changing demographics of the country. This collection was donated to the John W. Hartman Center for Sales, Advertising, & Marketing History by Sybil F. Stershic, a member of the Census Advisory Committee of Professional Associations for Census 2000.

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## Administrative Information

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### Publication Statement

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Collection is open to researchersg.

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Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

### **Use Restrictions**

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### **Acquisition Information**

Gift, 2008 (2008-0247), 3.0 lin. ft.

### **Processing Information**

Materials may not have been ordered and described beyond their original condition. Cataloged from accession records.

Encoded by: Meghan Lyon

Accession(s) described in this finding aid: 2008-0247

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## **Names and Subjects**

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- United States -- Census, 22nd, 2000
- United States -- Population -- Statistics
- Videocassettes
- Posters
- Advertising
- U.S. Census Bureau
- John W. Hartman Center for Sales, Advertising & Marketing History

## Collection Inventory

### Accession (2008-0247)

**Physical Description:** 3 boxes

#### Scope and Contents note

The collection includes a Census 2000 advertising binder, several informational and promotional posters, a partnership informational kit, and two special reports. There are also two VHS tapes with advertisements from the Census 2000 campaign.

#### Processing Information:

This is a preliminary finding aid for an unprocessed collection. Materials have not been described or arranged beyond their original condition. Please contact Research Services if you have a question or would like to use this collection.

Correspondence	Box 1
Employment pamphlets	Box 1
"Demographic Trends in the 20th Century"	Box 1
"Mapping Census 2000: The Geography of U.S. Diversity"	Box 1
Partnership Report, Vol. 1	Box 1
"The Longest Continuous Scientific Project in American Democracy: U.S. Census 2000"	Box 1
U.S. Census 2000 Info Kit	Box 1
Book of Ads, 2000	Box 2
A binder with advertisements encouraging participation in the 2000 Census written in numerous languages and targeting minorities and ethnic groups.	Box 2
Posters	Box 3
Guam	Box 3

Commonwealth of the Northern Mariana Islands (CNMI)	Box 3
American Samoa	Box 3
Census 2000: Don't Be Missed!	Box 3
"We Have Always Protected Our Traditions." (Native American)	Box 3
Keep It Real (African American)	Box 3
No INS, No FBI, No CIA, No IRS (Spanish)	Box 3
Your Answers are Private: It's the Law	Box 3

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