



March 31, 2022

MEMORANDUM FOR: Robert Santos
Director
U.S. Census Bureau

FROM: Arthur L. Scott, Jr.
Assistant Inspector General for Audit and Evaluation

SUBJECT: Audit of the 2020 Census Paid Advertising Campaign (#2022-423)

We are initiating an audit of the U.S. Census Bureau's (the Bureau's) oversight of the integrated communications contract. Our objective is to determine whether the Bureau effectively managed selected task orders related to paid advertising for the 2020 Census integrated communications contract to ensure desired outcomes were achieved.

An entrance conference has been scheduled for April 12, 2022, at which time we will discuss in further detail the specific nature of our audit—including our objective and scope, time frames, and any potential needs for us to be provided data. If you have any questions about this audit, please contact me at (202) 577-9547 or Terry Storms, Division Director for Census and Trade, at (202) 570-6903.

We thank you in advance for your cooperation during this effort.

cc: Albert E. Fontenot, Jr., Associate Director for Decennial Census Programs, Census Bureau
Deborah M. Stempowski, Assistant Director for Decennial Census Programs,
Census Bureau
Misty L. Reed, Assistant Director for Communications, Census Bureau
Colleen Holzbach, Program Manager for Oversight Engagement, Census Bureau
Corey J. Kane, Audit Liaison, Census Bureau
Kemi A. Williams, Program Analyst for Oversight Engagement, Census Bureau
Ken White, Audit Liaison, OUS/EA
MaryAnn Mausser, Audit Liaison, Office of the Secretary