

CIIG Communications Update

2020 Census Final Push Priorities

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September 14, 2020

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Key Messages

Purpose:

Call-to-Action. Continuing to stress the importance of being counted in the Census.

- Urge people to work with our census takers.
- Respond online or by phone when using your census ID, or respond by mail.
- The Census Bureau is committed to a complete and accurate count. At this time over XX% of households have been counted.

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Low Responding Areas

Geographic Targets

- 11 states.
- 50 media markets across the 11 States.
- Geographic locations based upon: NRFU completion, # of housing units/populations and response rates.
- Encouraging partners who have presence in these geographic areas to carry out focused efforts in these localities.

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Priority States/DMA

- Alabama: [REDACTED]
- Arizona: [REDACTED]
- Florida: [REDACTED]
[REDACTED]
- Georgia: [REDACTED]
[REDACTED]
- Louisiana: [REDACTED]

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Priority States/DMA

- **Mississippi:** [REDACTED]
- **Montana:** [REDACTED]
- **New Mexico:** [REDACTED]
- **North Carolina:** [REDACTED]
- **Oklahoma:** [REDACTED]
- **South Carolina:** [REDACTED]

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Earned/Social Media Tactics

To promote response during these final weeks, Team Y&R will implement earned and social media tactics focused on the following:

- **Television and radio media tours (SMT/RMT)**

- [REDACTED] including media in top regional DMAs (for example: [REDACTED]) with Tim Olson, Michael Cook, and Maria Olmedo to stress the importance of response in the last three weeks of September.
- Tour to run between September 8-14, 2020.

- **Heavy Digital Media focused on these areas until September 30, 2020.**

- **EMAIL Marketing Continues**

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Earned/Social Media Tactics

To promote response during these final weeks, Team Y&R will implement earned media tactics focused on the following:

- **Print and online pitching**

- Team Y&R will pitch existing NRFU media materials (tip sheets/releases, Aug. 17 Operational Plan presentation) to national and local print and online news media outlets focusing on the last chance to respond, current information on census takers, the importance of census response, and a complete and accurate count. Pitching will begin once a media list is approved by PIO.
- Team Y&R will highlight technology advances and partnerships with trade/consumer print and digital media and tech reporters (e.g. Ring partnership)
- Team Y&R will do a final push to make sure college students who moved off campus last semester have counted themselves where they lived on April 1.

New Materials and Resources

Team Y&R recommends developing new “final push” materials to be shared with media, partners, and on owned social channels. These will be used immediately upon development and approval.

- **Infographic or visual asset**

- Create a straightforward on-screen graphic to accompany print/broadcast stories that includes the number of days left to respond and the total daily national response rate with graphics demonstrating the modes of response. This will be disseminated alongside the b-roll packages and included in the online press kit.

- **Video**

- "Answer the Call" video will be pitched to media and partners as appropriate.

- **Written content**

- Disseminate a listicle-style story for digital media outlets and social platforms that summarizes efforts to get people counted (Ex: "Here are 5 Things the Census Bureau is Doing to Count Everyone in America").

- **Talking points**

- Add and update relevant talking points on subjects such as concerns about response and deadline.

NPP – Focused Activities – Examples

- **ALA/Academic Libraries – Continuing Efforts in Priority Areas**
- **Common Cause – Reaching out to Local/on-the ground members**
- **Home Depot – Final push with employees and their families across the nation and in key areas**
- **Faith Based – Catholic Charities, USA, NaLEC, Key Islamic Organizations, are just a few examples of organization mobilizing in priority areas.**
- **Federal Agencies – HHS, Office of Refugee Resettlement, and National Rural Health Association also mobilizing locally**

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All-Hands-on-Deck

PIO

- Talking Points
- Media Materials
- Blogs
- Partner Materials
- Social Media
- Content Creation

Email Marketing

- Outreach to partners in CRM
- Newsletter

Last Push

SIS

- Engage Partners
- Incorporate messaging

Events

- Media Tours
- Social Media Events

Web Support

- Publish Press Materials
- Add Key Messaging
- Update Response Rates
- Banner Alerts
- Update NRFU Rates by ACOs

Partnerships Activities (NPP, CPEP, and OCIA)

- Partner Calls-to-sAction
- Partner led Weeks of Action
- Focus on Homelessness
- LGBT Coalition Focus
- Extensive Congressional/ Intergovernmental Outreach