2020 Integrated Partnership and Communications Program

Presented to National Advisory Committee on Racial, Ethnic, and Other Populations

November 07, 2019
High-Level Timeline

Advertising Campaign Phases

- Awareness Phase Begins
- Motivation Phase Begins
- Reminder Phase Begins
- Census Day
- Ad Campaign Launch
- Media Plan Released to Public
- PSA Launch
- Remote Alaska Advertising Campaign Begins
- 2020census.gov Website Refresh: New 2020 SIS activities
- Final Campaign Approval
- New Promotional Materials for Partners Released
- 2020census.gov Website Update 3

<table>
<thead>
<tr>
<th>Q4</th>
<th>FY2020 Q1</th>
<th>Q2</th>
<th>Q3</th>
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The 2020 ICC is Broad in Scope
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• Communications Plan 2.0 is a further developed and refined iteration of the previous Plan 1.0

• Plan 2.0 references and incorporates individual program-level plans, highlighting activities being executed across the 2020 Census Integrated Communications Campaign (ICC) and includes researched results and recommendations based on those findings

• Audience plans have been crafted in partnership with Multicultural partners

• Planned for delivery in Early 2020 and will be posted to 2020census.gov
# Reach and Frequency: 2010 vs 2020 Plan*

*Reach/Frequency is a planning metric and is based on benchmarks of audience behaviors and future estimates.

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<tr>
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<th>2010 Reach/Frequency</th>
<th>2020 Draft</th>
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<tr>
<td><strong>Awareness</strong></td>
<td>95%</td>
<td>up to 18x</td>
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<td>(at least 10x with base funding +    at least 5x with ARRA funding)</td>
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<td><strong>Motivation</strong></td>
<td>95%</td>
<td>up to 48x</td>
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<td>(at least 20x with base funding +    at least 11x with ARRA funding)</td>
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<td><strong>Reminder</strong></td>
<td>Lowest Responding</td>
<td>up to 5x</td>
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<td>(at least 3x with base funding +    at least 2x with ARRA funding)</td>
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* 2020 Reach/Frequency is estimated based on current plans. Once 2020 Census paid media plans are finalized, the Reach/Frequency estimates will be updated.
Multicultural Partners and Languages

PSA Toolkit
Diverse Mass PSA: 2 Minutes

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials
Hispanic PSA :30 Seconds

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials
Black/African American PSA :30 Seconds

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials
Puerto Rico PSA :30 Seconds

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials
American Indian/Alaska Native PSA :30 Seconds

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials
NHPI PSA :30 Seconds

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials
“Every Moment Counts” PSA :30 Seconds

PSA will be published on 2020census.gov on its own page under Partner Outreach Materials. It will also be published on the PSA page at census.gov/schools
Statistics in Schools Kickoff

Who: Close to 1,000 fifth graders from 13 schools, and approximately 50 local volunteers

District: Shelby County Schools, where 65% of students qualify as economically disadvantaged

Where: Liberty Bowl Stadium, Memphis, Tenn.

Educational Engagement: Four learning stations, with hands-on games based on SIS classroom activities teaching the importance of the census and the use of data

Speakers: Dr. Steven Dillingham, SCS Superintendent Dr. Joris M. Ray, and David Osmond, host of TV’s “Wonderama”

Partners/Supporters: Shelby County Schools, University of Memphis, Memphis Redbirds, Remembering George Riley Fund, Memphis Complete Count Committee, and others
Thank You!