

## PSA Scripts for Elected Officials

### Introduction

Following are the final PSA scripts designed for the Census Bureau to share with interested federal, state, and local elected officials and a draft letter that could accompany the scripts. Text in red is meant to be customized for the individual speaking in the PSA.

### Draft Letter to Elected Officials

Dear XX:

Thank you for your interest in supporting the 2020 Census. The U.S. Census Bureau is working with many partners across the country to educate the public about the census and how important it is to every community. Adding your voice will help us accomplish our goal of counting everyone once, only once, and in the right place.

Included here are a number of Public Service Announcement (PSA) scripts of varying lengths for your consideration. You will note that some of the scripts include text in red. This is meant as an opportunity for you to customize the message for your constituents if you like.

Over the coming months, we will continue to provide you with resources that can be used in your community to promote the 2020 Census, including a toolkit of fully-developed PSAs that you can share with media outlets or local organizations that have broadcast capabilities such as hospitals, stadiums, airports, buses, etc.

Again, thank your support of the 2020 Census. We look forward to continue to working with you on this critical endeavor.

## PSA Scripts

### #1 ANYONE CAN SHAPE THE FUTURE (30 seconds)

You don't need to be an inventor, a scientist, or a Member of Congress (*Governor, Mayor, etc.*) to shape your future of your community. You just need to be someone who cares about your community.

By being counted in the 2020 Census, you will help inform funding for local school programs, emergency services, and roads\* in our community.

We all count, and we all get to shape our future by participating in the 2020 Census.

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov)

*\*Alternative benefits to be used as needed: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

### #2 MAKE A DIFFERENCE (60 seconds)

I care about (*name of community*).

And every day I meet others who care about our community as much as I do.

They often ask, "What can I do to make a difference?"

This year, the answer is easy. You can make a difference by participating in the 2020 Census.

That's because the census informs how billions of dollars are allocated every year to health clinics, schools, affordable housing, and hundreds of other critical services and programs that make a difference in our lives every day.\*

It only takes a few minutes, but the impact will be felt for years.

When you receive an invitation from the U.S. Census Bureau, complete the simple questionnaire online, by phone, or by mail.

And the census only occurs once every ten years, so don't miss out on your chance to make a difference.

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov)

*\*Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

### #3 WE ALL COUNT (30 seconds)

I count. You count.

Grandparents count, newborns count, and everyone you've seen today counts.

If you've lived in the country only a few weeks or for your entire life, you count.

If you live alone, with family, with friends, or with people you don't know all that well, you all count.

Everyone in *(name of community)* counts.

And everyone living in your household on April 1<sup>st</sup> needs to get counted as part of the 2020 Census.

An accurate count informs how billions of dollars in federal funding gets distributed annually for health clinics, after school activities, road repairs, and hundreds of other programs.\*

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov).

*\*Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

#### **#4      CONSTITUTION (30 seconds)**

As far back as 1790, we've been counting everyone who lives in this country. We call it the census. And America's founders included the census in the Constitution because they wanted a government that represents the people.

Article 1 Section 2 mandates that a census occur every ten years. And that count is used to allocate seats in the House of Representatives for all 50 states.

But the census is all that and more. It's a once-a-decade chance to track the shifts in population across our country. Where do we need to build more schools, hospitals, and roads?

Your response to the 2020 Census will inform how billions in federal funding flow to communities every year.

In the spring of 2020, everyone in our country will get counted.

So please take a few minutes to participate in the 2020 Census. Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov).

#### **#5      BILLIONS (30 seconds)**

The 2020 Census will help inform how billions of dollars gets distributed every year.

Critical dollars for healthcare, education, and transportation\*. And we need an accurate count to make good decisions.

So when you get your invitation to respond to the census, please keep in mind how important it is to your community that you participate.

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov)

*\*Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

## **#6 WE BOTH AGREE (60 seconds)**

*(This concept requires two elected officials – perhaps from different parties - to deliver the message together.)*

Elected Official #1: We're not always on the same side of the issues.

Elected Official #2: That's the great thing about being a democracy.

Elected Official #1: But we do agree on this. The 2020 Census is important to everyone.

Elected Official #2: An accurate count determines how many seats our state has in Congress.

Elected Official #1: It also helps inform how billions of dollars in public funding get distributed annually.

Elected Official #2: For things that make our daily lives better, like walk-in clinics.

Elected Official #1: Pre-school and after school programs.

Elected Official #2: Affordable housing\*

Elected Official #1: and hundreds of other programs.

Elected Official #2: So we agree, participating in 2020 Census is important for so many reasons.

Elected Official #1: To find out how you can participate, visit [2020census.gov](https://2020census.gov)

Elected Official #2: Shape your future. START HERE.

*\*Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

## **#7 EVERYONE COUNTS - REPRESENTATION (30 seconds)**

Whether you are a **UW Husky** or a **WSU Cougar**, **Seattleite**, or **Walla Wallan**.

Whether you're a recent graduate or a retiree, farmer or factory worker, artist or aspiring astronaut. This message is for you.

When you get your invitation from the U.S. Census Bureau to participate in the 2020 Census, I'm counting on you to participate. So is our state.

The 2020 Census will determine the number of seats **Washington** will have in the U.S. House of Representatives for the next ten years. Just imagine how much has changed in the past decade. Now think about being able to make an impact all the way to 2030.

This is your chance to not only shape your future but everyone's future. Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov).

#### **#8      EVERYONE COUNTS – PUBLIC FUNDING (30 seconds)**

Whether you are a **UW Husky** or a **WSU Cougar**, **Seattleite** or **Walla Wallan**.

Whether you're a recent graduate or retiree, farmer or factory worker, artist, or aspiring astronaut – this message is for you.

When you get your invitation from the U.S. Census Bureau to participate in the 2020 Census, I'm counting on you to participate. So is your state.

The census happens just once every ten years and impacts funding decisions on critical needs like clinics, public transit, schools, and more.\*

This is your chance to not only shape your future, but **Washington's** future.

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov).

*\*Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

#### **#9      EVERYONE COUNTS – ABBREVIATED (15 seconds)**

Whether you're a **Husky** or a **Cougar**, there's one thing we can all agree on.

Taking the 2020 Census is a win-win for all of **Washington**.

Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov)