

2020 Census – City of Madison Promotional Video Script – DRAFT: September 19, 2019

~1 minute version

	Topic	Script	Video Ideas / Notes
1	Background	The 2020 Census begins in March when households will receive an invitation to fill out the census online. The census is a once-every-ten-years count of everyone living in the United States. The 2020 Census will include only nine questions on topics like type of housing, number of residents, and race.	Check Census Bureau videos; Do alternate intro of “the 2020 Census is here”
2	Importance – funding	Census data guides the distribution of over 675 billion dollars in federal funding every year – that’s over \$2,000 per person. An undercount means our community misses out on critical funding for affordable housing, childcare, healthcare, education, transit, and roads.	Shots of housing, transit, etc., with voiceover
3	Importance – representation	The census is also important to our democracy – every person counted impacts political representation at the city, county, state, and federal levels.	Polling place
4	Who gets counted	Everyone living in the United States should be counted: documented and undocumented; from infants to older adults.	People
		College students: you are counted in Madison!	Bucky with subtitles.
5	Confidentiality	The census is confidential. By law, personal information cannot be shared with law enforcement, landlords, credit agencies, or anyone else outside the Census Bureau.	
6	Conclusion	Be counted in 2020 - fill out your census form!	+ show census hashtags on screen (#2020Census, #MadisonCounts, #AmericaCounts)