

2010 Census *In Our Hands* Radio PSA Program

**3 Easy
Steps To
Fame &
Glory!**



Simply call our dedicated voicemail at **720 533 4230**.



Leave your testimonial message about the census in your community.



If you'd like, leave the call letters of stations on which you'd like to hear your voice!

You can erase, re-record and offer multiple messages. **We'll produce it and ship it to radio.**

Also, your testimonial will be used in other audio broadcasts as well as print (newspaper, flyers.)

If you have any questions...

Contact Jared Ewy at the Denver Regional Census Media and Broadcast Center.

Phone: 720.371.7586

E-mail: jared.r.ewy@census.gov

Hear samples of produced PSAs by opening the "Radio PSA" file on enclosed flash drive.



Generic Call-To-Action PSAs

2010 Census English Motivational

:30

Hi this is *(name, title, relevance)*. The 2010 Census will impact funding for roads, schools, hospitals and more. Look for the census questionnaire in the mail in March. It will only take ten minutes to complete and return. Census data directly affect how more than \$400 billion per year in federal funding is distributed to states and communities just like _____. Those are your taxpayer dollars coming back to your neighborhood. We can't move forward until you mail it back. Visit 2010census.gov to learn more.

2010 Census Spanish Motivational

:30

Les habla *(nombre, titulo, relevancia)*. El censo del 2010 ayuda a que nuestra comunidad tenga mejores y mas carreteras, escuelas, hospitales y otros servicios. Busque en su correo el cuestionario del Censo durante el mes de Marzo. Solo le tomará 10 minutos llenarlo y enviarlo de regreso. Las información que se obtiene del Censo impacta directamente en como se distribuyen los 400 mil millones de dolares al año, en fondos federales, a las comunidades como _____. Son sus impuestos de regreso en su comunidad. Para mas informacion visite 2010census.gov.

2010 Census English Motivational Update/Leave

:30

Hi this is *(name, title, relevance)*. The 2010 Census impacts funding for roads, schools, hospitals and more. Look for the census questionnaire in the mail in March. If you're in a rural area, a census worker will deliver the form to your door. People working for the census are hired locally, and are bound by law to protect your confidentiality. Once you get the form it will only take ten minutes to complete and return. Census data allocates more than \$400 billion per year in federal funding to communities just like _____. Those are your taxpayer dollars coming back to your neighborhood. We can't move forward until you mail it back. Visit 2010census.gov to learn more.



2010 Census Spanish Motivational Update/Leave

:30

Les habla (nombre, título, relevancia). El censo del 2010 ayuda a que nuestra comunidad tenga mejores y más carreteras, escuelas, hospitales y otros servicios. Busque en su correo el cuestionario del Censo durante el mes de Marzo. Si usted vive en un área rural, un trabajador del censo le dejará el cuestionario en su puerta. El Censo contrata a trabajadores que viven en su misma comunidad y por ley están obligados a proteger su confidencialidad. Cuando reciba el cuestionario, solo le tomará 10 minutos llenarlo y enviarlo de regreso. La información que se obtiene del censo influye directamente en como se distribuyen los 400 mil millones de dólares al año, en fondos federales, a las comunidades como _____. Son sus impuestos de regreso en su comunidad. Para mas información visite 2010census.gov.

2010 Census Recruiting PSAs English

:30

You can get paid to make a difference in your community. The 2010 census is recruiting local people to work flexible hours with great pay. Call 1 866 861 2010 to see if the U.S. Census Bureau is hiring in your zip code. You'll work close to home and be reimbursed for mileage and training. Some areas still need your help to ensure the most complete and accurate count in history. Call 866 861 20-10 to learn more about working with the 2010 census.

2010 Census Recruiting PSAs Espanol

:30

Le gustaria conseguir un empleo y al mismo tiempo ayudar a su comunidad? El censo del 2010 esta contratando gente en su localidad y ofrece horarios flexibles con excelente salario. llame ahora al 1-866-861-2010, el censo necesita personal en su area. Usted podra trabajar cerca de su casa, ademas le pagan las millas que maneja y el entrenamiento. Contactenos, aun quedan areas que necesitan de su ayuda para asegurar un conteo completo y preciso. Llame al 1-866-861-2010 y reciba mas informacion de como obtener un empleo con el censo del 2010.



**2010 Census Tribal Motivational
:30**

Hi, this is (name, title). The 2010 Census, what does it mean to us as American Indians? If all of us are counted, we will have a louder voice in America. It means funding for our children's health and education, it means better job programs, roads and care for our elders. A census worker will deliver the form to your door. People working for the census are hired locally, and are bound by law to protect your confidentiality. Once you get the form it will only take ten minutes to complete and return. We are here. We are proud. Let our voice be heard.

**2010 Census Recruiting PSAs Tribal
:30**

Hi, this is (name, title). I want to take a moment to let all tribal members know about jobs available with the 2010 census. Working for the census means you're paid to help give our people a louder voice in America's future. Also you will help impact federal funding for tribal programs. Call 866 861 2010 to learn more about working with the 2010 census. The money is good, the hours are flexible and you will work close to home. The number to call is 866 861 2010.

