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Writing Samples

- News Stories
 - Email Marketing
 - Crisis Communication
 - Press Release
 - Media Briefing Report
 - Congressional Ghost Writing
 - Testing Framework
 - Testing Strategies
 - Partnership Literature
 - Fact Sheet
-

Brookdale Among Top Online Community Colleges in the U.S.

1. January 18th, 2018

LINCROFT, NJ (Jan. 18, 2018) – Brookdale Community College’s online curriculum has been named the 13th best in the nation in a **new report** published by BestColleges.com.

The rankings, published this month, list the top 50 community college online programs in the United States based on criteria including academic quality, affordability, graduation and transfer rates and the variety of programs offered.

“We are proud to be included in this national ranking and to be named among the top two online community college programs in the state of New Jersey,” said interim Brookdale President David Stout.

“For many years, Brookdale has placed an institutional priority on developing high-quality, affordable online course options for busy students in our community. While we are happy to be number 13, our goal is to provide the absolute best online curriculum in the country. Some day soon, we hope to be number one.”

Brookdale offers more than 125 online and hybrid courses in a variety of disciplines, including business, criminal justice, education, healthcare, biology,

computer networking, environmental science, marketing, creative writing and paralegal studies.

The college also offers seven fully online associate degree programs in social science, psychology, history, sociology, political science, English and liberal education, which allows students to fulfill their general education requirements before transferring to a four-year college or university.

All online courses are taught by trained Brookdale faculty through the college's online learning management system, which provides for real-time communication and feedback from instructors. Coursework can be accessed day or night, and online students are provided with free in-person tutoring, library access and all other benefits offered to traditional students.

To learn more about Brookdale's online programs, visit www.brookdalecc.edu/onlineclasses.

TO: Jane Doe <jane.doe@email.com>
FROM: DCJF <hello@dcjazzfest.org>
SUBJECT: 2019 Festival – Let's Do This!



Welcome to our DC jazz family for this year's 2019 Festival!

Thank you for buying tickets to this year's festival. It's through your support that we are able to celebrate the history of jazz through America's largest jazz event, instill the love of jazz through free children's programs, and support the DC community of jazz artists as they perform at DCJF hosted events throughout the year.



"You Jazzed?" because we're just getting started. This year our goal is a total jazz #DCTAKEOVER showcasing the love DC has for our nation's singular original art form!

As a thank you for buying tickets, attached is a printable .pdf of one of our collectible 2019 Festival posters. Let's show DC that "We All Music" by placing one proudly on display in your window leading up to the festival showing your support of jazz artists and free music education.



Join your friends on our [Facebook](#), [Instagram](#), and [Twitter](#), listen to interviews with jazz artists on our [podcast](#) and YouTube vlog, and subscribe to our newsletter to find out about surprise events and insider info. Also, make sure to [download our new DCJF iOS & Android app](#) exclusive live music downloads, behind the scenes video, discount codes, and merchandise giveaways.

And most importantly, tell your friends, coworkers, and neighbors to join you at the 2019 DC Jazz Festival.

"Yeah, We Jazzed!" to celebrate with our growing jazz community, and especially you.

#DCTAKEOVER because "We All Music"!

2019 DC Jazz Festival



Official College statement on recent classroom incident

-
- April 18th, 2018

As an educational institution, Brookdale is committed to academic freedom and freedom of expression. We respect the viewpoints of our students and faculty and strive to maintain classroom environments that are safe and welcoming where open discourse and civil debate are a valued part of the learning experience. In a recent class, a faculty member acted in an uncivil manner. We apologize to this student and to all students in the classroom for the way in which this faculty member behaved. The matter remains under investigation by the college's administration. We are confident that we will reach a conclusion soon and determine an appropriate course of action.

For Immediate Release

Census Bureau Urges Middle Eastern/North African Community to Shape Their Future

2020 Census is crucial to informing Congressional representation and funding critical services

November 20, 2019 – Today leaders from the U.S. Census Bureau briefed media outlets that serve the Middle Eastern/North African community on the status of the 2020 Census, describing the efforts underway for all people to be accurately counted and the opportunity for individuals to apply for temporary jobs supporting the operation.

The U.S. Constitution mandates that a census of the population be conducted every 10 years. Census Bureau population statistics inform how billions of dollars in federal funds are allocated for critical public services like hospitals and healthcare clinics, emergency response, schools and education, and roads and bridges. The 2020 Census will also determine how many seats each state gets in the Congress and guide the drawing of local political boundaries.

In mid-March 2020, households will receive an invitation to participate in the census with an option to respond online, by mail, or by phone. “We are working closely with state and local governments, the business community, civic organizations, nonprofits and the faith community to accomplish our goal of counting everyone, including young children and babies,” said, Marilyn A Sanders, Chicago Regional Director for the U.S. Census Bureau.

Sanders underscored that census responses are confidential and protected by law. “We do not share your information with law enforcement agencies or immigration officials,” she said.

Sanders also provided an update on the recruiting for the 2020 Census operation emphasizing the importance of hiring census workers to work in the communities in which they live. “We are offering competitive pay, flexible schedules, and the opportunity for individuals to make a difference in their own communities for the next ten years,” Sanders said. Individuals interested in working on the 2020 Census should visit www.2020census.gov/jobs.

With a team of multicultural audience experts advising on campaign messaging and strategy, VMLY&R is the marketing communications partner for the 2020 Census. VMLY&R Strategy Director Basem Hassan explained the research process and insights that culminated in the campaign platform, “Shape your Future. START HERE.” Hassan described plans for paid media advertisements to reach the MENA community and highlighted several MENA organizations that have stepped forward as partners to educate the public. “We are relying heavily on trusted voices in the MENA community to help ensure everyone understands what is at stake in the 2020 Census,” he said.

The Census Bureau officials were joined at the briefing by Nada Al-Hanooti, Executive Director of Michigan Office, Emgage and Rima Meroueh, Director, Advocacy and Community Engagement, ACCESS who addressed why the MENA community should fully participate in the 2020 Census. Al-Hanooti also encouraged individuals to apply as census takers to help build confidence in the operation among the community.

This is the third decennial census to include a dedicated advertising and communications operation. In the 2000 and 2010 censuses, the Census Bureau also used advertising, partnership, and communications campaigns to increase awareness and participation in the count. Higher self-response rates increase the accuracy of the census and save taxpayer money by lowering census follow-up costs for nonresponding households.

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Contact:

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Memorandum

Date	December 5, 2019
To	Chris Taylor, Naomi Evangelista, Virginia Hyer
CC	Lizannette Velez, Karen Robinson, Keith Oliver, Omatayo Akintoye
From	Ann Davison, Basem Hassan, Robert Pierre
RE	MENA FINAL Media Briefing Report

On November 20, 2019, Team Y&R coordinated a briefing on the 2020 Census for outlets that serve the Middle Eastern/North African community. Census Bureau spokespersons included:

1. Marilyn A. Sanders, Regional Director, Chicago Regional Office
2. Ali Mohammad Ahmad, Associate Director for Communications

The call was moderated by VMLY&R Strategy Director Basem Hassan, who also participated as a subject matter expert. Team Y&R also arranged for participation by two community partners, Nada Al-Hanooti of Emgage and Rima Meroueh of Access.

With less than one week to promote this event, we had limited attendance. Al Jazeera and Arab American News participated, but Team Y&R followed up with press releases and phone calls to all who were invited on the approved media list.

Going forward, for any future briefings we would like to expand our invitation list to include diverse mass publications that service large MENA communities, including bloggers and other entities that have large platforms and followings in this community. We would also like to discuss with PIO the possibility of an in-person briefing and possibly offering option for virtual presentation by live stream.

Attached is the coverage by Arab American News based on the briefing and follow-up interview with Basem Hassan.

2020 Census: New jobs, complete count efforts and MENA

Posted: Saturday 11.23.2019 5:32 pm  [Hassan Abbas](#) [COMMUNITY](#), [Local](#)

DETROIT — In a Wednesday teleconference, leaders from the U.S. Census Bureau briefed media outlets that serve the Middle Eastern/North African (MENA) communities on the status of the 2020 Census, describing the efforts underway for all people to be accurately counted and the opportunity for individuals to apply for temporary jobs supporting the operation.

The U.S. Constitution mandates that a census of the population be conducted every 10 years. Census Bureau population statistics inform how billions of dollars in federal funds are allocated for critical public services like hospitals and healthcare clinics, emergency response, schools and education, and roads and bridges.

The 2020 Census will also determine how many seats each state gets in Congress and guide the drawing of local political boundaries. In mid-March 2021, households will receive an invitation to participate in the census with an option to respond online, by mail or by phone.

“We are working closely with state and local governments, the business community, civic organizations, nonprofits and the faith community to accomplish our goal of counting everyone, including young children and babies,” said Marilyn A. Sanders, Chicago regional director for the U.S. Census Bureau.

Sanders underscored that census responses are confidential and protected by law.

“We do not share your information with law enforcement agencies or immigration officials,” she said.

Sanders also provided an update on the recruiting for the 2020 Census operation, emphasizing the importance of hiring census workers to work in the communities in which they live.

“We are offering competitive pay, flexible schedules and the opportunity for individuals to make a difference in their own communities for the next 10 years,” she said.

Individuals interested in working on the 2020 Census should visit www.2020census.gov/jobs.

With a team of multicultural audience experts advising on campaign messaging and strategy, VMLY&R is the marketing communications

partner for the 2020 Census. VMLY&R Strategy

Director Basem Hassan explained his marketing campaign's research process and insights.

"We are relying heavily on trusted voices in the MENA community to help ensure everyone understands what is at stake in the 2020 Census," he said.

The Census Bureau officials were joined at the briefing by Nada Al-Hanooti, executive director of the Michigan office of Emgage, and Rima Meroueh, director of advocacy and community engagement at ACCESS, who addressed why the MENA communities should fully participate in the 2020 Census.

Al-Hanooti also encouraged Arab Americans to apply as census takers to help build confidence in the operation among the community.

No inclusion of MENA category on the census form

After the conference, The Arab American News reached out to Hassan to discuss a MENA-related census issue that has come under recent criticisms. The new census form will not include a separate MENA category, despite decades-long calls to change the bureau's policy.

As of now, respondents will have to pick between two racial categories, White or Black, and then include their country of origin or the country of origin they choose to identify with.

Hassan said that in his nationwide research of MENA communities, he found this racial categorization to be a criticism and not necessarily a barrier to MENA populations engaging with the census.

The bureau [conducted research](#) in 2015 into the inclusion of a separate "Middle Eastern or North African" category and found including such a tick box would in fact "helps MENA respondents to more accurately report their MENA identities" and that it was optimal to use a dedicated MENA response category.

Despite these findings, the bureau did not take on MENA as a category. Hassan cautioned that this omission should not be construed as an under-representation of MENA in census data.

9. What is Person 1's race?
Mark one or more boxes **AND** print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↴

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴

Race question on the 2020 Census form. Middle Eastern and North African respondents will be asked to pick a race and then include country of origin or ethnicity.

“The instruction for MENA, because we are so diverse, is to select the ethnicity that we most identify with,” he said. “When one writes their country of origin, the bureau has a way of tracking that back to a MENA category.”

“If we as a community come out en masse and be counted, it can only help,” he added. “If we’re not present and counted, it will be harder to demand that we be a tick box on future census forms.”

More information on a complete and accurate count of MENA on the 2020 Census will be released in an FAQ supplement in the coming weeks. For now, the country of origin subcategory under the race tick box is critical towards the MENA count.

The census in Dearborn

The Dearborn community came together at a Census 2020 kick off event at the Ford Community and Performing Arts Center on Wednesday.

Dearborn's Economic and Community Development Department Deputy Director Hassan Sheik spoke along with Dearborn Mayor Jack O'Reilly, Zaineb Hussain from Wayne United and Linda Clark, a representative from the U.S. Census Bureau.

Speakers stressed the importance of a complete count in Dearborn, helping the mayor and Wayne County achieve this count, and the importance of informing the community of the confidentiality of census data.

Wayne County residents can apply to be census takers or field representatives, both of which are hourly jobs, or salaried regional technicians.

Links for application for these jobs are:

Census taker: <https://jobs.mitalent.org/job-seeker/job-details/6749805>

Field representative: <https://www.census.gov/about/census-careers/opportunities/positions/region-field/field-representative/CHIRO-FR-001.html>

A message from U.S. Census Bureau Director Steven Dillingham.

Once a decade, the U.S. Census Bureau counts everyone living in the United States and its territories. The decennial census has tremendous significance for communities across the country.

Census data informs congressional representation, the distribution of more than \$675 billion in federal funding each year, local government planning, business decisions, and more.

One of the biggest challenges is getting responses from historically hard-to-count populations, including members of racial and ethnic minority groups, people who rent their home, rural residents, non-English speakers, households with children under age 5, and people living in complex households. Faith-based organizations serve communities across the United States, including many of those hard-to-count populations, and play an integral role in spreading the word about the 2020 Census. That's why we created this guide. It provides content you can share to help people understand how and why responding to the census is easy, safe, and important. We want you to use these materials and share them with your communities.

The Faith Community Census Weekend of Action is from March 27-29, 2020. This weekend was chosen as a focal point for faith leaders to share information about the 2020 Census, and we encourage you to promote the 2020 Census at your place of worship. There are several suggested activities on page five of this guide. If you have other ideas for promoting the census, we encourage you to try them and share your successes with us.

We pledge to do our part, too, to attain our goal of counting every person once, only once, and in the right place. We have made major improvements since the 2010 Census, including offering new options for responding online in addition to maintaining the choice to complete the form by mail or phone. A complete and accurate count of everyone in our diverse nation is important. That's why online and phone response options will be available in English and 12 other languages. We will also have print and video language guides in 59 languages, including American Sign Language and braille. In addition, we will offer large-print guides.

We need the help of nonprofit, corporate, public sector, faith, and community partners to succeed in counting everyone in the 2020 Census. Our sincerest thanks for your support.

Sincerely,



Steven Dillingham



Shape
your future
START HERE >

United States®
Census
2020

2020 Census Campaign Testing

Community Representative Review Discussion Framework

The following guide outlines a general flow of facilitated conversation during a community representative review. This guide will be used as a tool for the facilitator to ensure that each conversation contributes insight along five conceptual areas critical to understanding the strengths and weaknesses of the creative material.

Notes

- Use the framework outlined as a guide rather than a formal script. Topic areas are provided to ensure each conversation adds to the team's understanding along five conceptual areas used to refine the creative material. Standardized questions will not be used across conversations. Rather the facilitator will have the flexibility to adapt to the flow of each conversation and to tailor the conversation to each representative (each of which brings specialized expertise and experience by design).
- Prior to the beginning of the discussion, the community representative should sign an NDA indicating they will not share anything discussed during the conversation with other people. Discussion leader will send representatives the NDA forms to be signed prior to the meeting.
- For phone call meetings, materials will be shown to community representatives via a screensharing software such as GoToMeeting/Webex (i.e., materials are **not** to be distributed).
- For in person meetings, materials will be shown in person. Community representatives will not be permitted to keep any materials.

Introduction

- Thank the community representative for speaking with you. Remind the community representative that his/her thoughts and opinions are important to us.
- Reiterate that we asked the community representative to speak with us because of his/her expertise with the audience. Explain that we are looking for his/her audience-specific insights. Remind the community representative that we are not necessarily looking for their personal opinion, but rather how they think the ads will resonate with the community more broadly.
- Ask for conversation to remain private; do not share what is discussed with others. Remind of NDA.

Ad Review

- Remind the community representative that the ads are rough drafts and will be fully developed into video/print/radio ads at a later stage, and will help to shape the advertising campaign for the 2020 Census.
- Show each ad one at a time, asking questions to cover the topic areas below before moving to the next ad. **Take note of the order in which you show the ads and randomize the order across community representatives.**

IF REMOTE, START SCREEN SHARE – CONFIRM HE/SHE IS ABLE TO SEE YOUR SCREEN

Show the first original. Give him/her a few minutes to review.

[VIDEO OR RADIO AD] Remind the community representative that they can play the ad again at any time during the conversation.

[STATIC AD] Leave the draft ad on the screen as you cover the following topic areas below.

Topic Areas	
Main Message <i>In Own Words;</i> <i>Believability; Audience</i>	We want to learn what they perceive as the message and whether they find the message believable. Probe whether any questions come to mind when they see the ad. We also want to understand who the community representative believes is the intended audience(s) for the draft ad.
Clarity <i>Confusion</i>	Explore potential points of confusion. If offered, capture suggested solutions.
Relevance/Community Appropriateness <i>Importance/Relevance</i>	Discuss with the community representative whether the ad is useful or relevant to them and their community. Explore what can be done to increase relevance and positive perceptions of and participation in the 2020 Census.
Watch Outs <i>Doubts, Hesitation, Suspicion.</i>	Explore any concerns they may have about the draft ad’s ability to motivate their audience. If offered, capture suggested solutions.
Other Suggestions <i>Areas for improvement</i>	Capture any suggestions the community representative may have to improve the ads that do not fit into one of the categories above. Focus comments on content instead of art direction of the draft ad.

REPEAT FOR ALL ORIGINALS INTENDED FOR THIS AUDIENCE

Conclusion

- Wrap up with any final thoughts
- Thank the community representative for his/her time
- Remind of them of the need for confidentiality
- Collect all materials

(Multicultural Testing Integration Strategies)

Hispanic

KEY TAKEAWAYS FROM TESTING

US MAINLAND - SPANISH

- **Participants responded well to ads that demonstrated diversity and inclusion.** Participants reacted positively towards pieces that featured a diverse cast of Hispanic characters. They suggested that the variety of skin tones, professions, and different immigration statuses illustrated in the ads accurately represented their communities.
- **There was a call for confidentiality messaging that is explicit and direct.** Participants wanted messaging to confirm explicitly that individuals can participate regardless of their immigration status. They sought reassurance that their personal information will not be shared with other government agencies, such as ICE, or used against them or their families.
- **Many participants expressed that they were motivated to participate and to encourage others to participate – until asked about the potential addition of a citizenship question.** After being exposed to several of the ads, participants felt a sense of advocacy on behalf of the census. Many stated the importance of the census for their communities and expressed a duty to inform friends and family members about the 2020 Census. The pending citizenship question decision poses potential challenges to this observed motivation.

TOP 10 MSAs:

1. New York-Newark-Jersey City, NY-NJ-PA Metro Area
2. Los Angeles-Long Beach-Anaheim, CA Metro Area
3. Chicago-Naperville-Elgin, IL-IN-WI Metro Area
4. Dallas-Fort Worth-Arlington, TX Metro Area
5. Houston-The Woodlands-Sugar Land, TX Metro Area
6. Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area
7. Miami-Fort Lauderdale-West Palm Beach, FL Metro Area
8. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area
9. Atlanta-Sandy Springs-Roswell, GA Metro Area
10. Boston-Cambridge-Newton, MA-NH Metro Area

ESO MEDIA BRIEFING STRATEGY

According to a survey by Global Webindex, Hispanics prefer consuming Spanish-language media with nearly two thirds watching television and listening to the radio in Spanish. Some turn to Spanish-language media for the language and almost all do it for cultural reasons. For this audience, social media, Hispanic broadcast, Hispanic newspapers, and websites are the most likely to be their news source. Hispanics are in every state across the United States with the largest concentration in urban and suburban areas. There are also Hispanics in rural areas. Most of these rural area Hispanics are migrant farmworkers, a transient population that moves across large geographies from one harvest to the next. These geographical differences highlight the need for an earned media strategy that takes into account national and local media.

Team Y&R will bring to life the stories that engender interest in the census process and raise awareness about the importance of the 2020 Census. The content used to support outreach will demonstrate the relevance of the Census Bureau data to daily lives, connecting our messages and calls to action with trending topics, relevant news cycles, and the previous reporting of targeted journalists. All of these will focus specifically on how this impacts the Hispanic community.

Our approach will include:

- Creating a media toolkit with culturally relevant and Spanish language information (talking points, graphics, and storylines) to use with national and local Hispanic media outlets;
- Maintaining a database of Census Bureau spokespersons and trusted voices to pitch as interview subjects with Hispanic outlets;
- Sending a memo with updates on key 2020 Census milestones to national and local reporters once per month with the goal of shifting to bi-weekly updates as we near 2020; and
- Creating Spanish-language story and video content that can be shared with media outlets for use in their own reporting.

Team Y&R is currently working with the Census Bureau to host a professional development workshop and an exhibit booth at the 2019 Excellence in Journalism Conference co-organized by the National Association of Hispanic Journalists and the Society of Professional Journalists. Plans are also underway to conduct an in-person media briefing for Hispanic media outlets in the San Antonio area where the conference is being held.

Additionally, Team Y&R recommends conducting at least four regional media briefings in the top Hispanic media markets. Where possible, we would schedule these briefings to align with our national campaign events occurring in the marketplaces to manage costs. For example, Hispanic media in Phoenix could be reached during the Census Bureau National Event currently being planned for October in Phoenix, and the New York media market can be engaged as part of the advertising launch event in 2020. Additional markets to consider include Washington, D.C., Miami, Atlanta, and Los Angeles.

Team Y&R has also submitted media relations recommendations for National Hispanic Heritage Month, celebrated September 15 – October 15, 2019. We've suggested that the Washington, DC media briefing be held during this time; recommended working with partners to encourage them to issue press releases demonstrating their support for the 2020 Census; and a Radio Media Tour (RMT) to reach outlets that may not be able to participate in one of the in-person media briefings.

Throughout key milestones in the 2020 Census, Team Y&R will work with Hispanic news agencies to distribute press releases and to offer interviews with Census Bureau spokespeople. Since almost all mass media depends on wire services, such as Agencia EFE and the Associated Press en Español, for the bulk of their news, targeting these wire services will help us reach out to a broader audience. Additionally, we will consider the fact that a portion of the immigrant population still self-identifies with their country of origin. Therefore, we will rely on international news agencies that provide news to media outlets in Latin America. By working with international news agencies, we can reach those media outlets that our audience still consumes and follows on social media.

Team Y&R has provided a detailed media list for Hispanic outreach to the Census Bureau. Examples of our targets and plans within specific channels are shared below.

Newspapers: As part of our media outreach, we will focus on the top three Hispanic daily newspapers (La Opinión, El Diario, and El Nuevo Herald), as well as other top newspapers in major cities. Most of these newspapers also have an online version and active social media platforms, an important component as Hispanics in general rely heavily on digital media for their news. We will develop media materials and pitch and follow up with editors and reporters at these newspapers. In order to reach hard to count audiences, especially the recent immigrant population, we would rely on hyperlocal in-language newspapers. Immigrant communities are the main audiences for these small in-language publications because these immigrants are not necessarily online and don't always understand English.

Television: Spanish-language broadcast outlets, such as Univision and Telemundo now challenge the top four mainstream English-language networks (i.e., NBC, CBS, ABC, Fox). In 2018, Univision outperformed at least one or more of the top English-language networks on 235 out of 365 nights among young 18 to 34-year-old viewers and 92 nights among adults 18 to 49 in primetime. The same trend rings true in local markets. In Los Angeles, Spanish-language newscasts have a larger audience than mainstream English-language networks. For television, we will target top-rated entertainment and news TV shows. As part of our media strategy, we will coordinate a media tour offering interviews with the National TV shows like *Despierta América* (Univision), *Un Nuevo Día* (Telemundo), *Al Rojo Vivo* (Telemundo), *Primer Impacto* (Univision), *Aquí y Ahora* (Univision), and *Al Punto* (Univision). Another idea is to book a surrogate on *El Gordo y La Flaca*, Univision's top-rated entertainment news and gossip show, reaching more Latino viewers than the top-rated English-language syndicated entertainment programs (Univision PR, 2013).

Radio: Hispanics are the most avid radio listeners and spend 32 hours a week listening to music. As part of our media outreach, we would identify key radio stations and radio programming to secure interviews with our spokespeople. A radio media tour was successfully executed for Census Day 2019 and we anticipate working with the Census Bureau on at least two additional RMTs.

Magazines: As part of our media outreach, we will approach the top Hispanic consumer magazines. As with newspapers, we would share with them materials that have been developed for media and will pitch them to secure interviews or help them develop stories. Since all of these publications have their own online version, we would provide them with multimedia material so they can share it with their audience.

Digital Media: According to a 2016 survey by Pew Research Center, three quarters of U.S. Hispanics get their news from internet sources. Team Y&R will reach out to the largest multi-platform digital properties, which include NBCUniversal Hispanic Group, Univision.com, Vix and ImpreMedia, to name a few. We would also focus on websites that are popular among Hispanic millennials, such as MiTú, NowThis, Remezcla, and others. We would partner and collaborate with these outlets to provide them content (videos, infographics, articles) as well as to pitch them interviews with designated spokespeople.

Black/African American

KEY TAKEAWAYS FROM TESTING

B/AA

- **Participants needed direct and explicit connections between census participation and benefits.** Ads that told stories about mental health, raising children, and those with disabilities spoke to the inclusiveness of the census and elicited some positive reactions, but these topics also distracted some from the main message. Participants believed that ads were most effective when they connected these topics to the purpose of the census.
- **The use of slang in some contexts made some participants feel uncomfortable and singled out.** This was particularly true of *Word* (audio), *Be About It* (video and audio), and *Ray* (video), which some participants thought reinforced negative stereotypes. Participants wanted to see themselves in the ads, but also called for the inclusion of more diversity.
- **The way the reminder audio pieces conveyed a sense of urgency was well-received and motivating.** Participants found these ads personally relatable and indicated that the energy of *Single Guys* (audio) caught their attention. Some participants saw the narrator of *Grind* (audio) as their aunt or other female relatives who commanded respect and attention.

UNDOCUMENTED AFRICAN CARRIBEAN

- **The ads felt culturally relevant but need to be personally relevant.** Representatives stated that cultural elements of the ads were proper and agreeable but noted that the census is a foreign concept to Haitians in this community. The ads needed to include elements or benefits that are important to Haitians today, such as healthcare and confidentiality, to motivate them to participation.
- **Immigration concerns should be addressed explicitly.** Representatives felt that these ads would be effective with documented Haitians but would not resonate as strongly with the undocumented Haitian community. They suggested the ads directly say that undocumented Haitians need to be counted and that it is safe for them to participate.
- **Community partnerships go far with this audience.** While the ads are relevant to the community, the representatives did not think advertising alone can inform and motivate Haitians to participate in the census. They recommended leveraging church and community partners.

HAITIAN CREOLE

- **Haitians have little to no previous knowledge of what a census is or does.** Participants indicated that they had not completed a census in their home country, and therefore do not understand how the U.S. Census works. Education on the purpose and benefits of the census is essential to engage this audience.
- **Ads that connect participation to tangible community benefits were most motivating among this audience.** As participants have limited knowledge about the census, they appreciated the ads, like *Jean Luc*, that contained more information about how their participation can directly impact their families and communities.
- **Participants had serious concerns over the message “counting Haitians” because it raised fear about immigration and citizenship status.** Participants were confident Haitians in their community would be deterred from participating if this concept is used and suggested that the ads should be more inclusive rather than targeted to only Haitians.

- **Language and accent nuances were important to Haitians.** Production details are important to connect with this audience; ads perceived to feature people who did not look and sound like members of the Haitian community undermined the message.

SUB-SAHARAN AFRICAN

- **It was not clear to all that the census is for everyone who lives in the U.S.** This audience had past experience completing a census in their home countries, in which the criteria for participation differed. Ads that mentioned citizenship evoked questions about who was eligible to participate.
- **More information about how to participate in the census and tangible community benefits is needed.** Participants appreciated the information about health benefits featured in *Jessica* and wanted to see more of this type of information featured in the other ads.
- **Participants were sensitive towards the production details in the ads, especially when they were perceived as not representative of the SSA community.** Participants called out instances in which there was incorrect language or an inauthentic accent; they signaled that it may discourage future participation among their community.

TOP 10 MSAs

1. New York-Newark-Jersey City, NY-NJ-PA Metro Area
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3. Chicago-Naperville-Elgin, IL-IN-WI Metro Area
4. Dallas-Fort Worth-Arlington, TX Metro Area
5. Houston-The Woodlands-Sugar Land, TX Metro Area
6. Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area
7. Miami-Fort Lauderdale-West Palm Beach, FL Metro Area
8. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area
9. Atlanta-Sandy Springs-Roswell, GA Metro Area
10. Boston-Cambridge-Newton, MA-NH Metro Area

ESO MEDIA BRIEFING STRATEGY

Many of the strategies and tactics from the national diverse mass Media Relations strategy will be effective in reaching Black/African American audiences. However, we propose a two-pronged approach to deliver a deeper, more effective reach to these audiences: 1) engaging with journalists of color who are seen as influencers and opinion leaders, and 2) connecting with outlets specifically targeting the Black/African American, Haitian Creole and French-Sub-Saharan African communities with story and content (including in-language content) specifically addressing audience concerns. A cornerstone of this approach includes engagement with both the National Association of Black Journalists (NABJ) and the National Newspaper Association of America (NNPA.)

NABJ: In August 2019, the Census Bureau hosted a panel at the NABJ annual convention in Miami. This will be the first opportunity for Census Bureau spokespeople to directly engage around the 2020 Census with several Black/African American journalists – some of whom have covered the census previously and others who are new to the beat or may not have considered why their readers and viewers should be interested in

learning about the census. In addition to this annual conference, Team Y&R is in conversations with NABJ leadership about their regional Media Institutes scheduled at various locations to explore the possibility for additional workshops or panels.

NNPA: The Census Bureau participated in the June 2019 NNPA convention and Team Y&R is regularly in touch with NNPA leadership to identify additional opportunities to disseminate information to their member publications. Team Y&R has had preliminary conversations with NNPA about hosting a virtual briefing for their media outlets across the country in October 2019. Participants would be both publishers and reporters, and the program would mimic information being shared at NABJ with additional emphasis on sharing efforts underway to reach the Black/African American, Haitian Creole and Sub-Saharan African populations. Other upcoming touch points include the upcoming NNPA Leadership Awards and Congressional Black Caucus (September 2019) and NPA Black Press Week (Spring 2020). In addition, we will take advantage of the NNPA wire service to disseminate information such as press releases and pre-written articles/blogs.

An additional idea for engaging Black/African American journalists who are influencers is to seek an invitation for a Census Bureau executive such as Al Fontenot and/or Michael Cook to participate in a convening of The Journal-isms™ Roundtable, a dinner group of more than 50 journalists, authors, and editors that meets every month. Since 1999, the group, led by Journal-isms™ founder and director Richard Prince, has hosted journalists, newsmakers and other personalities for lively, informative, educational and provocative conversations.

Richard Prince is a veteran journalist who writes “Richard Prince’s Journal-isms™,” the news blog on diversity issues in the news media. Prince is one of the Washington Post Metro Seven and will be a 2019 NABJ Hall of Fame inductee who will be honored at their 2019 Convention this year. The Journal-isms Roundtable event has brought together influential Black/African American journalists and trusted voices on a national scale such as Joshua Johnson, host of NPR’s “1A,” Derrick Johnson, president and CEO of NAACP, Jesse Holland, reporter at the Associated Press, Donna Brazile, Fox Contributor, Sam Sanders, host of NPR’s It’s Been A Minute podcast, April Ryan, journalist and White House Correspondent, and Yamiche Alcindor, White House Correspondent at PBS News Hour.

Team Y&R has provided a detailed media list for Black/African American outreach to the Census Bureau. Additional examples of our targets and plans within specific channels are below.

Radio: Radio outlets, particularly in urban communities, provide another channel for reaching Black/African Americans. In the fall of 2019 and again when enumeration begins in the spring of 2020, Team Y&R will pitch interviews with Census Bureau SMEs and trusted voices on local and nationally syndication radio stations such as *Steve Harvey Morning Show*, *The DL Hughley Show*, *Ricky Smiley Show*, and the *Russ Parr Morning Show*. We will pursue story angles that inform listeners about the importance of the 2020 Census will illustrations of how census data can make a difference to a community.

Campus Media: Many historically black colleges and universities have journalism programs and media outlets that serve the campus community. Early in the 2019-2020 academic year, Team Y&R will reach out to student journalists to suggest story topics to this demographic. We plan to leverage key holidays or observations that will resonate in a college environment and hope to work with Census Bureau Media Specialists in markets with large Black/African American student populations to identify appropriate spokespeople to participate in media interviews with these outlets. We could also support this effort with an RMT specifically designed for HBCU media outlets

Digital Media: Given the heavy use of social media among Black/African Americans, Team Y&R will also rely on outreach to these platforms to engage journalists as well as to deliver messaging directly to the target audience. During the awareness phase, we will work to secure interviews by trusted voices in podcasts and through virtual events such as Facebook Live interviews to build a base of understanding about the purpose of the census and its importance. We can also pitch links to the podcasts the Census Bureau is producing.

While it may be difficult to attract this audience to Census Bureau Web properties, we will also seek to provide culturally relevant content to popular digital platforms such as: *Blavity*, *The Root*, *NewsOne*, *NBC Black*, *The Grio*, *Cleo TV*, *The Undeclared*, and *Huffington Post Black Voices*. We will also leverage our relationships with HBCU outlets and individuals identified as social media influencers among the Black/African American community, offering sample social media content to drive self-response.

Magazines: Lifestyle magazines are also a good touchpoint for this audience. In addition to pitching these publications and the freelancers who write for them for print coverage, we will look for opportunities to earn coverage on their digital properties. Targets will include *Ebony Magazine*, *Black Enterprise Magazine*, *The Crisis Magazine*, and *Essence Magazine*.

As previously noted, the national media events and briefings outlined in Team Y&R's Media Relations Strategy will serve as media hooks to generate interest among Black/African American journalists and media outlets. For example, Census Bureau plans for an event in Tampa could provide an opportunity for an engagement with a local media outlet serving the large Haitian population in Florida. Additionally, we will leverage Black History Month in February 2020 to promote story ideas and relevant content.

Lastly, trusted voices will be essential to all of these media relations efforts. While Census Bureau spokespeople will be valuable, we will engage trusted voices including individuals well known nationally as well as more local influencers ranging from school teachers to mayors. A full list of our proposed trusted voices has been provided in a separate deliverable.

Asian

KEY TAKEAWAYS FROM TESTING

CHINESE

- **Mandarin and Cantonese Chinese audiences had relatively consistent feedback.** Notable differences between these audiences are called out where relevant and are primarily a function of participants' generation and level of acculturation rather than inherent differences between Mandarin and Cantonese language and culture.
- **Chinese audiences appreciated ads that get straight to the point.** Many of the concepts were clear upon explanation and after discussion, but many participants had trouble navigating the creative details (such as headlines or framings) when initially presented.
- **Concrete, tangible benefits for individuals or their families may be particularly motivating for Chinese audiences.** Many participants learned of the link between census participation and public benefits for the first time in the groups and were motivated to participate primarily due to the benefits they might receive within the community they live in.

- **Shoes Off caused significant confusion.** While the concept of taking off shoes was acknowledged to be part of Chinese culture, few thought it was an appropriate way to convey a message of respect. Further, many misunderstood that an enumerator may actually enter their home, which was unpopular.

JAPANESE

- **Many Japanese participants appreciated learning basic facts about census.** Since knowledge of census and past participation was relatively low, many requested basic information as to what the census is, how it works, and what the benefits are.
- **Calls to action with this audience were most effective when direct and highlighting tangible benefits.** With low knowledge of census, Japanese reacted best to straightforward requests for participation, as well as evidence that census has a beneficial impact.
- **Some younger participants had trouble relating to the ads that did not seem to depict people of their age.** Many in groups were quick to tune out content that did not have character they could relate to, as many younger Japanese lost interest in ads with older characters or those that depicted families.
- **Participants pointed out sensitivities around certain cultural references such as in Shoes Off.** Certain customs (such as taking off shoes) were not viewed as relevant. Like other Asian audiences, many Japanese misunderstood the copy as saying an enumerator would enter their homes, which was particularly discomfoting for Japanese participants.

KOREAN

- **Participants reacted best to awareness ads given their limited knowledge of census.** Knowledge of census among Koreans in focus groups was relatively low, so participants reacted most positively to straightforward ads that tried to raise awareness the census was coming, explained its most basic benefits, and had a clear call to action.
- **Targeting feelings of Korean pride and community responsibility were particularly motivating.** Koreans in focus groups were particularly struck by the idea of making a better future and influencing public policy and funding for the next generation, specifically in the Korean community. Many felt a strong emotional connection to participate and mobilize the community on behalf of Koreans.
- **Messaging about tangible benefits and public funding worked well.** The most motivating benefits to highlight are around the way that census can influence public funding for communities in the future. Many Koreans were particularly struck by the amount of public funding that may be at stake (\$675 billion).

VIETNAMESE

- **Participants wanted more basic information about how to participate in the census.** Many in this audience had low awareness of the census. When different methods of participating were mentioned in the ads, participants wanted to see the website, phone number, or other information so they had the tools to learn more on their own. They also wanted to see more connection between participation and future benefits.
- **Multigenerational ads resonated very well with immigrant families.** Participants could relate to scenes where younger kids taught their parents something and said that these scenes accurately reflected their own lives.

- **Participants were sensitive to differences in accents and nuances in language.** Since most Vietnamese in the US are from South Vietnam, they had trouble with non-Southern accents and found them distracting and may convey negative sentiments about the census. In addition, some of terms used for some ads are not typically used in US Vietnamese communities. Although participants understood what was being communicated, they felt it was awkward or overly formal.
- **Participants understood the concept of respect in *Shoes Off* but did not like the idea that someone would come to their house.** Participants voiced that only people coming into the house would need to take their shoes off and did not understand why the enumerator needed to enter their house.

FILIPINO

- **Knowledge about censuses was already quite high among Filipinos.** Because a census is conducted every five years in the Philippines, participants already had basic knowledge about the concept and were able to dive more deeply into the content and messages of the ads.
- **Taglish is more natural in digital media than Tagalog.** Participants expressed that using conversational Taglish would be more appropriate and personal than using formal Tagalog.
- ***Shoes Off* resonated very well with Filipino participants, and they even responded positively to the (mis)perception that enumerators would enter homes.** Filipinos were encouraged that if they did not respond by mail or phone, someone would come by their house to ensure they participated. Like the other Asian audiences, they thought the ad implied that the enumerators would come *into* their houses but liked that idea.
- **Recent Filipino immigrants tended to be more positive and optimistic than those who have been in the US for longer.** On average, Filipino participants responded more positively towards the census and ads tested than other Asian audiences. However, within the Filipino community, there was difference in perception based on acculturation. More recent Filipino immigrants in Hawaii tended to react more positively to the ads, particularly to *I Love* and *Life Changes*, compared to those in Nevada who were more acculturated.

UNDOCUMENTED ASIAN

- **Representatives felt messages from the government are unlikely to assuage the fears of undocumented immigrants.** Representatives noted that many undocumented Asian immigrants distrust the government and are likely to view ads where the government is the messenger with skepticism and possibly fear.
- **Representatives recommended that advertisements designed to raise awareness are most likely to reach this audience, and trusted voices should be used to message confidentiality and safety.** Representatives felt ads designed to raise awareness may resonate with this audience, but community messengers would be the most effective for information about the confidentiality and safety of census participation.
- **The idea that someone would come to their door in *Shoes Off* was particularly discomfoting to undocumented Asians.** The representative noted that undocumented Asians would not want the government visiting their home, especially because the ad implies that an enumerator would *enter* their homes.

ESO MEDIA BRIEFING STRATEGY

The target audience for Team Y&R's Asian American media relations strategy is the foreign-born and Chinese, Filipino, Japanese, Korean, and Vietnamese-language dominant population. Asian Americans have been the fastest-growing ethnic group in the U.S. since 2000 and are relatively new immigrants. The most recent surge of new immigrants has been asked to respond to the census just once or not at all, and lack of awareness and understanding about the census remains the biggest barrier to reaching this audience, followed by a skepticism of the benefits of the census.

Reaching our target audience will require Team Y&R to create culturally relevant and in-language materials that publish and broadcast in the following languages:

- Chinese (Written: Simplified, Traditional)
- Chinese (Broadcast: Mandarin, Cantonese)
- Japanese
- Korean
- Tagalog
- Vietnamese

We will also need to identify and prepare Census Bureau spokespeople to conduct interviews in these languages, as well as building a network of trusted voices to validate the importance of responding to the census. When it comes to trusted voices, there is a dearth of in-language, national, Asian American individuals who we could look to for support on the 2020 Census. For example, in-language influencers may be based overseas, or Asian American influencers may be communicating with the community in English only. Our approach will be to focus on Asian American influencers who are either national or Asian language proficient.

In working with Asian American media outlets, it is important to recognize within this culture the importance of face-to-face communications to build relationships and trust. Unfortunately, scheduling desk-side briefings with the numerous small and medium size outlets across the country is cost prohibitive. Accordingly, Team Y&R is organizing a briefing for Asian American Media in Los Angeles in September 2019 and recommending a similar event for November 2019 – two locations that offer an opportunity to gather substantial numbers of media outlets with representation from each of the major Asian American communities. These events are intended to help convey basic and important information about what the census is and what it is not and to also contribute to the critical relationship building for the remainder of the communications campaign. Both briefings will be conducted in English but also include Asian-language spokespeople for one-on-one interviews following the formal program.

Additionally, we strongly recommend video recording one or both events for the many outlets who do not have the travel dollars to participate in person at one of these locations but are important conduits in smaller markets to these communities.

In addition to these two media briefings, our plan for outreach to Asian American media includes:

- Providing producers/reporters with 2020 Census calendar of key media dates, glossaries, story ideas, stories, visuals, non-English speaking spokespeople, and other content (e.g., video content, press releases, media advisories) to support reporting. Team Y&R will provide media with guidance through glossaries and style guides for establishing consistent language.
- Using advertising creative to generate media interest and engage audiences through digital networking platforms.

- Creating Asian language story and video content that can be shared with media outlets for use in their own reporting.

While the national media events and briefings outlined in Team Y&R's Media Relations Strategy will serve as media hooks to generate interest with Asian American media outlets, there are also key cultural, social, and professional events to consider when timing the release of content within the Asian American segment. These include:

- **October 2019:** Filipino American History Month
- **January 2020:** Asian American Expo
- **January – February 2020:** Lunar New Year Festivals
- **March – April 2020:** National Cherry Blossom Festival
- **May 2020:** Asian American Pacific Islander Heritage Month

Finally, it is important to note that each audience within the Asian American demographic has different language usage, media consumption habits, and media outlet availability. The following describes some of the audience-specific considerations and strategies.

Chinese

- Biggest barrier is lack of awareness of the census; content should emphasize how census data drives allocation of funds relevant to the individual and their family and community, building a connection to the American Dream.
- Provide written materials in both simplified Chinese (the written Chinese on official census forms) and traditional (majority of media outlets).
- Broadcast in both Mandarin and Cantonese Chinese and provide spokespeople/trusted voices in both.

Filipino

- Barriers are low awareness of the census and apathy. Frame messaging as the census benefits the family and in the spirit of *kababayan* (community).
- Provide bilingual content in Tagalog and English. Spokespeople can be in English only.

Japanese

- Barriers include apathy and the misuse of data (stemming from the use of data for Japanese internment camps). Content should address how census data drives allocation of funds and emphasize the correct use of census data.
- Provide bilingual content and spokespeople in Japanese and English.

Korean

- Top barriers are low awareness of the census and a hesitance to share personal information. Develop content on how census data helps the Korean community and fits within the pursuit of the American Dream.
- Provide content and spokespeople in Korean.

Vietnamese

- Main barriers are low awareness of the census and mistrust of government; messaging should touch on how the census impacts the community, how to participate in the American process, and confidentiality of census data.
- Provide content and spokespeople in Vietnamese.

Native Hawaiian and Pacific Islander (NHPI)

KEY TAKEAWAYS FROM TESTING

- **Ads hit a positive emotional note but lacked sufficient details about the connection between the census and public benefits given low knowledge levels.** Participants strongly connected with the themes around family in *Family First* but also indicated that they wanted more information about why the NHPI community should participate and how they can benefit from participation.
- **Showing diverse families was important.** Many voiced that their large family unit was reflected in *Family First*; however, some also questioned why a male figure was omitted in *Famini*.
- **There is a distinction between NHPI on the continent and on the islands.** While both groups appreciated the cultural relevance and efforts to reach out to the community, those on the continent wanted to see local representation in *Trusted Voices*.
- **The use of NHPI language and symbols was effective but some negative reactions were observed when it was not clear that the ads are made by NHPI for NHPI.** Some on the continent questioned who the ads were for and expressed concern that their culture was being appropriated rather than appreciated.

TOP 10 MSAs

1. Hilo, HI Micro Area
2. Kahului-Wailuku-Lahaina, HI Metro Area
3. Kapaa, HI Micro Area
4. Las Vegas-Henderson-Paradise, NV Metro Area
5. Los Angeles-Long Beach-Anaheim, CA Metro Area
6. New York-Newark-Jersey City, NY-NJ-PA Metro Area
7. Phoenix-Mesa-Scottsdale, AZ Metro Area
8. Portland-Vancouver-Hillsboro, OR-WA Metro Area
9. Riverside-San Bernardino-Ontario, CA Metro Area
10. Sacramento--Roseville--Arden-Arcade, CA Metro Area

ESO MEDIA BRIEFING STRATEGY

The NHPI audience segment includes people who descend from the native peoples of the Pacific, categorized into three sub regions – Polynesia (Hawaiian, Sāmoan, Tahitian); Melanesia (Fijian, Guinean, Solomon Islander); and Micronesia (Chuukese, Marshallese, Palauan). Every group of Pacific Islands has its own language (and in some case multiple languages). Some are mutually understood within their sub region, while others are quite different. There is no dominant language among the U.S. NHPI community other than the English many learn when first immigrating (for first generation) or growing up in the U.S. Very broadly, the history of (contemporary) written languages in NHPI homelands is short, usually following the arrival of missionaries. As such, NHPI cultures hold oral traditions, chants, and other traditional forms of storytelling in high regard.

Because of the broad composition of the NHPI audience, media consumption differs greatly. There are no significant in-language Pacific Islander media channels in the U.S., nor are there national outlets in any language that target the NHPI market.

Given this context, Team Y&R recommends that the media relations strategy focus on being present at public events that draw media attention. We have recommended five specific events for the remainder of 2019.

1. Live Aloha Hawaiian Cultural Festival – Seattle, WA - September
2. Council for Native Hawaiian Advancement (CNHA) Convention – Honolulu, HI - September
3. PIFA Pacific Island Festival – San Diego, CA - September
4. Hilo Ho'olaule'a – Hilo, HI – September
5. Hawaiian Civic Clubs Convention – Honolulu, HI - November
6. Pacific Islanders in Communications Media Summit – Honolulu, HI - November
7. Kapolei City Lights – Kapolei, HI – November

For each of these events, Team Y&R would work with conference organizers to issue press releases about the Census Bureau participation at the event and be onsite with educational and promotional materials.

Team Y&R recommends mainstream television and radio efforts concentrate in areas with the highest NHPI populations – in the 2010 Census, those were (broadly) Hawai'i, Southern California, and Northern California. We propose to hold a media briefing in Hawai'i in December timed to the launch of a video being produced under the Paid Media Order. Media on the continent will be reached through direct pitches at critical milestones in the census campaign.

Those with a shorter history in the U.S. are more likely to trust social media from community members than mainstream media. Therefore, Team Y&R recommends an influencer-heavy social media strategy, which could include infographics and sample content provided to the influencers by Team Y&R. Specific content ideas will be shared through the Social Media Content Strategy.

Middle Eastern/Northern African (MENA)

KEY TAKEAWAYS FROM TESTING

- **Trust in Government was high, and confidentiality was not participants' top concern.** Participants expressed a great deal of trust in the US government, and it was not clear to them why the ads were over-emphasizing confidentiality of their responses. This perceived over-emphasis prompted some participants to wonder if there was something they were missing or about which they should be concerned.
- **Older participants expected enumerators to come to their door.** This will be the first U.S. census for many of the participants, and their responses suggested that they need a direct and clear message that encourages them to explore completing the census online, by phone, or by mail prior to an enumerator visiting to encourage self-response.
- **There was a strong sense of civic duty but concerns about how participation may impact the naturalization process made some hesitant.** Participants themselves or people they know are going through the naturalization process, so some said they want to be sure to completing the census will not conflict with the naturalization process.

TOP 10 MSAs

1. New York-Newark-Jersey City, NY-NJ-PA Metro Area
2. Los Angeles-Long Beach-Anaheim, CA Metro Area
3. Detroit-Warren-Dearborn, MI Metro Area

4. Chicago-Naperville-Elgin, IL-IN-WI Metro Area
5. Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area
6. San Francisco-Oakland-Hayward, CA Metro Area
7. Riverside-San Bernardino-Ontario, CA Metro Area
8. Dallas-Fort Worth-Arlington, TX Metro Area
9. Boston-Cambridge-Newton, MA-NH Metro Area
10. San Diego-Carlsbad, CA Metro Area

ESO MEDIA BRIEFING STRATEGY

The MENA population across the United States is ethnically diverse. Overall, the current MENA news media in the US is relatively young. Community newsletters and news websites are currently the most prominent sector, with much of the coverage focused on local community news and events. Overall, radio programming aimed at MENA is limited to select one hour shows within a matrix of station programming in specific markets. MENA television news remains almost nonexistent with interested viewers turning to satellite programming and streaming Middle East based new programs. Almost two-thirds of MENA utilize the Facebook platform as a way to aggregate news and share content across their individual networks. The MENA population is in the highest densities within the urban centers, and outlying suburban neighborhoods of Los Angeles County CA, Orange County CA, Cook County IL, Wayne County MI, and the NYC metropolitan region. These geographical differences highlight the need for an earned media strategy that takes into account select national and local media based around MENA high-density populations.

It is not necessary to have all media content translated in-language, as many within the MENA community are English speaking and will amplify impactful stories across non-English speaking family members.

Content used to support outreach to the MENA population will need to demonstrate the relevance of the Census Bureau data to daily lives, connecting 2020 Census messages and calls to action with trending topics, relevant news cycles, and the previous reporting of targeted journalists.

Newspaper/TV: Team Y&R recommends holding a briefing for MENA-serving media outlet in the Chicago areas in late October/early November (we can also consider one of the other areas of high density if the Census Bureau would like such as CA or NY). The briefing will be conducted in English but will include distribution of Arabic language media materials. We suggest recording the event so it can be shared with outlets in other geographic areas unable to attend in person.

Opportunities also exist to target county level newspapers and local broadcast television in areas of high MENA density with content specific for these audiences.

Digital Media: Given the heavy use of social media among the MENA population, Team Y&R will also rely on outreach to digital media platforms to engage journalists as well as to deliver messaging directly to the target audience. We will work to secure interviews by trusted MENA voices with high social media followings to build a base of understanding about the purpose of the census and its importance. We can also pitch links to the podcasts the Census Bureau is producing.

Dates/Events: While the national media events and briefings outlined in Team Y&R's Media Relations Strategy will serve as media hooks to generate interest with media outlets serving MENA population dense

markets, there are also key cultural, social, and professional events to consider when timing the release of content within the MENA segment. These include:

*April 23rd – May 23rd: Ramadan 2020 (Approximate)

*May 24th – Eid al Fitr 2020 (Approximate)

*July 31st – Eid al Adha 2020 (Approximate)

January 7th – Coptic Christmas

April 17th – Coptic Good Friday

April 18th – Coptic Holy Saturday

April 19th – Coptic Easter Sunday

ISNA National Convention

ICNA National Convention

ADC National Convention

Recruiting Trusted Voices: Team Y&R can also work with local Media and Partnership Specialists to identify and recruit influential voices within the MENA community for interviews/PSAs that will be pitched to local media.

American Indian/Alaska Native (AIAN)

KEY TAKEAWAYS FROM TESTING

- **Positive message framing was most effective and motivating; this audience did not react well to perceived negative message framing in this context.** Participants did not react well to parts of the messaging in *According To* or *Friendly Native Competition* that they perceived as negative or stereotyping. Participants felt encouraged to participate after viewing ads, such as *Modern Medicine*, that emphasized solidarity and positively represented AIAN culture.
- **Ads often hit a motivating emotional note but some were lacking in sufficient details about community benefits and their connection to census participation.** Participants indicated that they wanted the awareness phase ads to be more direct, and voiced they needed more information about how the AIAN community can benefit from participation.
- **Participants commented on many culturally-relevant cues in the ads, providing both positive feedback and suggestions for making these cues even stronger.** Ads seen as honoring Native values, traditions, and heritage as well as those that called for supporting future generations were well received. Alaska Natives sometimes felt underrepresented in the imagery and music in the video and audio ads. To encourage participation among Alaska Natives, participants indicated that they wanted to see more of their own culture displayed in the ads.

TOP 3 MSAs

1. Los Angeles-Long Beach-Anaheim, CA Metro Area
2. Phoenix-Mesa-Scottsdale, AZ Metro Area
3. Tulsa, OK Metro Area

ESO MEDIA BRIEFING STRATEGY

Within the AIAN communities, trusted voices will play a critical role to overcome distrust of government, as will word-of-mouth communications at events and via social media sites.

Given the geographic diversity of Native American communities, our media relations strategy is focused on engaging influencers at national events, engaging local media outlets, leveraging AIAN social media channels, and using the Alaska Enumeration as a hook for AIAN media across the country.

Events: Team Y&R has identified three events where Census Bureau participation is recommended. The first for which funding support has already been recommended is the 2019 National Native American Media Conference being held in Minnesota, September 15-18. This is an opportunity to share 2020 Census materials and make personal contact with reporters that can be followed-up with to share information with and pitch specific story ideas to in the future.

Additionally, in October, we expect that the Census Bureau will have representatives from the Office of Tribal Affairs at the Alaska Federation of Natives Conference in Fairbanks and the National Congress of American Indians in New Mexico. We see both of these as gatherings which attract media as opportunities to pitch Census Bureau stories and spokespeople.

Additionally, Team Y&R recommends conducting a teleconference for media outlets in early November as part of Native American Heritage Month. The format would be an overview of the 2020 Census with specific information on how tribes are being reached and counted, followed by a Q&A session.

Local Media Outreach: Many tribes produce their own publications, which often look more like newsletters. There are some weekly papers in on- and off-reservation towns that are managed by non-Natives that still reach a sizeable Native audience. Many of these outlets will print press releases or stories we provide verbatim and sometimes in their entirety. All of these will be targets for information and story dissemination.

There is a network of tribal radio stations, such as Native Voice One or Native Spirit Radio. There are some local and/or regional efforts (often web-based) such as Minnesota Native News and a weekly two-hour Twin Cities radio program called “Awake” which also streams on Facebook.

Team Y&R will also consider outreach to mainstream newspapers in areas with concentrations of American Indians such as the Billings Gazette and the Albuquerque Journal. While these outlets can be influential with state decision makers who ultimately need to support an accurate count of Native populations, they may not be as influential more broadly within the Native communities. Our approach with these outlets will likely include efforts to place op-eds.

Social Media: As noted, social media will also be an important channel for disseminating stories and information to AIAN audiences. However, this content will not be effective simply being posted on Census Bureau-owned platforms. Team Y&R will work with tribal partners and online influencers to provide sample social media content and encourage their sharing. Infographics and memes can also be a good way to disseminate information to the AIAN community. As creative assets become available,

Alaska Enumeration: The January 2020 launch of the Alaska Enumeration offers media opportunities for both the diverse mass market as well as the AIAN community. Team Y&R recently presented the paid media plan for this milestone and will be submitting an earned media relations plan in early fall to complement that plan.

Puerto Rico

KEY TAKEAWAYS FROM TESTING

- **It was not clear to all that the census is for everyone who lives in the U.S.** This audience had past experience completing a census in their home countries, in which the criteria for participation differed. Ads that mentioned citizenship evoked questions about who was eligible to participate.
- **More information about how to participate in the census and tangible community benefits is needed.** Participants appreciated the information about health benefits featured in *Jessica* and wanted to see more of this type of information featured in the other ads.
- **Participants were sensitive towards the production details in the ads, especially when they were perceived as not representative of the SSA community.** Participants called out instances in which there was incorrect language or an inauthentic accent; they signaled that it may discourage future participation among their community.

ESO MEDIA BRIEFING STRATEGY

Given the current political climate in Puerto Rico, much work has to be done to ensure accurate reporting on what the census is and to enlist trusted voices as messengers. We have a devoted media relations team member in San Juan who can maintain ongoing contact with local media outlets and support the Census Bureau Media Specialists on responding to inquiries and proactively pitching story ideas. Pitching the release of the Spanish language logo/tagline was the first opportunity to begin building those relationships on behalf of the 2020 Census.

We propose holding two media briefings in Puerto Rico. The first would be in 2019 and provide a basic 2020 Census overview including explaining how the operation will vary slightly on the island with the Update Leave operation. Our current thinking is to schedule this event for October 2019, just after the second anniversary of Hurricane Maria. However, we realize that several media briefings are being recommended for this time period, so we will work with the Census Bureau on a realistic time frame. We suggest a second media briefing in January 2020 to be held at approximately the same time as the New York advertising launch focused on sharing the Puerto Rico-specific advertising creative.

Additionally we plan to work with local trusted voices to encourage them to write op-eds, draft stories demonstrating the tangible benefits of census participation to be pitched to local media outlets and partner communications channels, and record PSA messages.

Recommended Media Briefing Schedule

As described above, Team Y&R recommends a series of media briefings for each of the multicultural audiences that have significant media outlets. Below is a timeline illustrating the recommendations:

	August 2019	September 2019	October 2019	November 2019	December 2019	January 2019	February 2020
Hispanic		National Association of Hispanic Journalists Event – San Antonio Media Briefing – San Antonio	Media Briefing – Washington Media Briefing - Phoenix			Advertising Launch – New York	Media Briefing - Miami
Black/ African American	National Association of Black Journalists Event		NNPA Telecon		Media Briefing – Washington, DC or Chicago	Advertising Launch – New York	Media Briefing - Atlanta
Asian		Los Angeles Media Briefing		New York Media Briefing		Advertising Launch – New York	Houston Media Briefing
NHPI				Pacific Islanders Communications Summit - Honolulu	Media Briefing - Honolulu	Advertising Launch – New York	
AIAN		National Native American Media Conference- Minneapolis		Telecon Media Briefing		Advertising Launch – New York	
MENA				Media Briefing – Chicago		New York Advertising Launch	

Puerto Rico				Media Briefing – San Juan		Advertising Launch – San Juan	
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Why Your Faith Community Should Become a 2020 Census Official Partner

The 2020 Census is fast approaching, and faith leaders play a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of all of our neighbors, supporting schools, hospitals, fire departments, and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities. You know how to reach your congregation and members; hard-to-count families, individuals and children; other national and local leaders; and key stakeholders. By being a 2020 Census partner, you can inspire your community to support a complete and accurate count.



What is a 2020 Census partner?

Your community of faith or faith-based organization would join a network of nonprofit, corporate, public sector, and community organizations working to educate the public about the 2020 Census and encourage households to fill out their census form. Together, we can develop solutions to reach everyone. Faith community partners—including religious denominations, faith communities, and national and regional faith-based organizations and institutions, governing bodies and councils, and local congregations and members—are important 2020 Census voices.

What does a partner do?

You can make a difference in the places we live, work, and worship. We ask you to join us in ensuring we count everyone living in the United States once, only once, and in the right place, including helping us reach hard-to-count members of the community. The Census Bureau will provide resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.

Here are some of the ways you can help:

Communicate to your members: Highlight the 2020 Census in e-mails, bulletins, newsletters, and mailings to increase awareness of why the census is important. Hang posters in common areas, like the cafeteria. Link to <2020Census.gov> on your Web site and include 2020 Census messages on social media and in faith-based media.

Add your voice: Write a blog, op-ed, or letter to the editor on why participating in the 2020 Census is important to those you serve. Mention the 2020 Census in speeches. Tape a public service announcement or testimonial and post it to your Web site or share it with faith-based media. Serve on or support a Complete Count Committee, or start one of your own. (Visit <2020census.gov/partners> and click on Complete Count Committees to learn more).

CONTACT US TODAY!

CENSUS.PARTNERS@CENSUS.GOV
2020CENSUS.GOV/PARTNERS

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Promote census hiring: Share our 2020 Census recruitment Web site <2020census.gov/jobs> in your communications and on bulletin boards and employment Web pages. Encourage your members, such as youth and retirees, to apply. Invite us to table or exhibit at your next job fair.

Donate space or translate materials: Provide testing and training sites and Internet access, and assist with translation of 2020 Census materials to help reach immigrant populations and those with limited English language skills.

Participate in Census Worship Weekend: This census-themed weekend is March 27-29, 2020—for your community, it could be Census Sunday, Census Shabbat, Census Sabbath, or Census Friday Prayers ahead of Census Day on April 1, 2020. These are examples and we encourage you to join the 2020 Census promotional weekend in any way that resonates with your practice or tradition. Educate your congregants or members about the importance of completing the census as part of your sermon or message, stressing that everyone in the household should be counted. Host a location where people can respond to the census online on service days too.

Be social: Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Census Bureau social media content.

Stress that the 2020 Census is safe, secure, and confidential: Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online. Responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against respondents in any way.

Host an event or invite us to speak: Host a 2020 Census informational or Q&A session and invite other faith leaders and their members. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.

Focus on children: Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census—the highest of any age group. The Census Bureau also provides free classroom resources through the Statistics in Schools program that can be incorporated into weekend education classes or summer camp programming.

Tap into your groups: When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, mission leaders, and youth and grandparent groups.

When should I become a partner?

Today! We are recruiting partners and workers now. Help us get the word out. We look forward to welcoming you as a 2020 Census partner!

Contact us.

Get started at <www.census.gov/partners/join> to share ideas about how we can work together.

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Shape the next 10 years for your community.

Every 10 years, the United States counts everyone who lives in the country. Your participation in the 2020 Census will help ensure that programs that are important to you and your community receive accurate federal funding.

Responding is important.

Information collected in the 2020 Census will inform the allocation of more than \$675 billion in federal funds for states and communities each year. That includes money for things like:

- › Federal Pell Grant Program
- › After-school activities
- › School meal programs
- › Medical Assistance Program
- › HOME Investment Partnerships Program
- › Parks, playgrounds, and recreational facilities

Responding is easy.

The 2020 Census will be available in many languages, including Arabic. To complete the census, answer a handful of questions online, by phone, or by mail. Choose the option that works best for you.

Responding is safe.

Your personal information is kept confidential by law. Your responses can only be used to produce statistics.

Completing the race question.

We ask a question about a person's race to create statistics about race and to present other statistics by race groups. When you complete your census form, select one or more boxes for the race(s) you identify with and print your origins in the write-in space.

For more information, visit:

2020CENSUS.GOV

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