

APIAVOTE CENSUS PSA RECORDING INSTRUCTIONS

- 1) Sign release.
- 2) Begin recording – State name and language being read.
- 3) Read full length script once through making sure to stay within 2MIN duration. Verbally note each take prior to read (e.g. “FULL LENGTH READ, TAKE ONE”) and then verbally note whether it was good take or not usable (e.g. “READ GOOD” or “STUMBLE, NEED RETAKE”).
- 4) Read individual section by section making sure to stay within listed duration. Again, verbally mark each take prior to read (e.g. “SECTION THREE, TAKE FOUR”) and then after each read note whether it was a good/usable take or whether additional take follows.

Be sure to try to make sure phrasing matches video imagery by playing video along with read.

- 5) Read/record full length script once more.

TIPS:

- Please record in a quiet area. Avoid any space with a loud room hum, street noise, etc.
- Turn cell phones off or put on vibrate before recording.
- Lay out script in a way that does not require handling or shuffling of papers while recording.
- Please save any notes or script changes made during recording session.

SCRIPT NOTES + TIMINGS

Cantonese

1.3 - #16

2.4 - #18

3.2 #19

4.1 = 20

5.1 = 21

SECTION 01 | START 00:00 | DURATION :29

Every ten years, the U.S. Census Bureau counts everyone living in the United States. People like Mr. Lee* . It doesn't matter whether they are students, service members, renters, employees, have green cards, work visas, are undocumented, have lived here a long time or moved here recently or temporarily. Regardless of their age, height, income, or ethnicities – they all count.

SECTION 02 | START 00:29 (MAP) | DURATION :20

Over the last twenty years, AAPIs have been the fastest-growing group among the overall U.S. population. However, together, we still only make up about 7% of the total U.S. population (show simplified AAPI population in comparison to total U.S. population). So, missing a few counts is a big deal. It affects families and communities a lot more than you might think .

SECTION 03 | START 00:50 (BENCH) | DURATION :24

If we are not accurately reflected in the census data, our communities won't get what they need when it comes to government representation and public funding. Maybe we won't get that community health center we've always been talking about, or maybe our students will get less financial aid for their education, or maybe we end up losing a seat in Congress that represents our own communities .

SECTION 04 | START 01:14 (SENATE) | DURATION :19

By participating in the census, we won't be left out. We can show everyone in this country that AAPIs won't conform to the stereotypes of staying silent and fading into the background. We can define our own story and let people know AAPIs are not "all the same."

SECTION 05 | START 01:34 (FACES) | DURATION : 26

We all have unique stories that are a part of this great nation. We need to be counted, recognized as a community to have our say in how over 1.5 trillion dollars a year in public

funding is distributed for hospitals, schools and roads for the next generation and beyond. Starting April 1, it's time to do your part. Fill out the census.