

Count All Kids | Radio Readers

Radio readers are scripts that can help you further spread Census messages. Think of them as public service announcements (PSAs). You can send them to radio stations—as well as TV stations—and encourage them to record/recite these messages as part of news segments and during commercial breaks. Below are four readers—designed to be read in 30 seconds and 60 seconds—that incorporate the research-based campaign messaging.

As a first step, email the script to any existing contacts you have at your local radio and/or TV station. If you do not know someone, find the name of the news director on the station's website. Include in your email brief information about your organization, why you are asking the station to air Census messages, and the value to the community. If you do not receive a response within 48 hours, be sure to follow-up with the station by phone.

Readers to Use on/around March 18 (Count All Kids Activation Day)

:30

Have you checked your mailbox today? You may have already received a letter with instructions for responding to the 2020 Census.

Make sure you respond—and count all kids and babies! And not just children related to you, but any kids living at your address most of the year.

When babies and children are counted, the programs that support them and their families get more of the federal funding they need for the next 10 years.

Big or small, the Census is for us all. Learn more and get counted at [twenty-twenty Census dot gov](https://www.census.gov). Or call 844-330-2020.

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Make sure you respond—and count all kids and babies! And not just children related to you, but any kids living at your address most of the year.

When babies and children are counted in the Census, the programs that support them and their families—like schools, child care, health care, and public transportation—get more of the federal funding they need for the next 10 years.

Count your children, grandchildren, nieces, nephews, foster kids, and the children of any friends or relatives staying with you, even if it's only temporary. Babies count, too! Even if they're still in the hospital.

Big or small, the Census is for us all. Learn more and get counted at [twenty-twenty Census dot gov](https://www.census.gov). That's two-zero-two-zero Census dot gov. Or call 844-330-2020. That's 844-330-2020.

Readers to Use on/around April 1 (Census Day)

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April First is Census Day! Make sure to count all kids and babies living with you on your Census form.

When babies and children are counted, the programs that support them and their families get more of the federal funding they need for the next 10 years.

Count your kids, your grandkids, foster kids, and any children staying with you on April first that have no permanent address.

Big or small, the Census is for us all. Learn more and get counted at [twenty-twenty Census dot gov](https://www.census.gov). Or call 844-330-2020.

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April First is Census Day! Make sure to count all the people living at your address on your Census form—including kids!

And not just children related to you, but any kids living at your address most of the year. Babies count, too!

When babies and children are counted in the Census, the programs that support them and their families—like schools, child care, health care, and public transportation—get more of the federal funding they need for the next 10 years.

Count your children, grandchildren, nieces, nephews, foster kids, and the children of any friends or relatives staying with you, even if it's only temporary.

In fact, if a child is staying with you on April First and has no permanent address, make sure you count them on your Census form.

Big or small, the Census is for us all. Learn more and get counted at [twenty-twenty Census dot gov](https://www.census.gov). That's two-zero-two-zero Census dot gov. Or call 844-330-2020. That's 844-330-2020.