

CENSUS  
OPEN  
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LABS

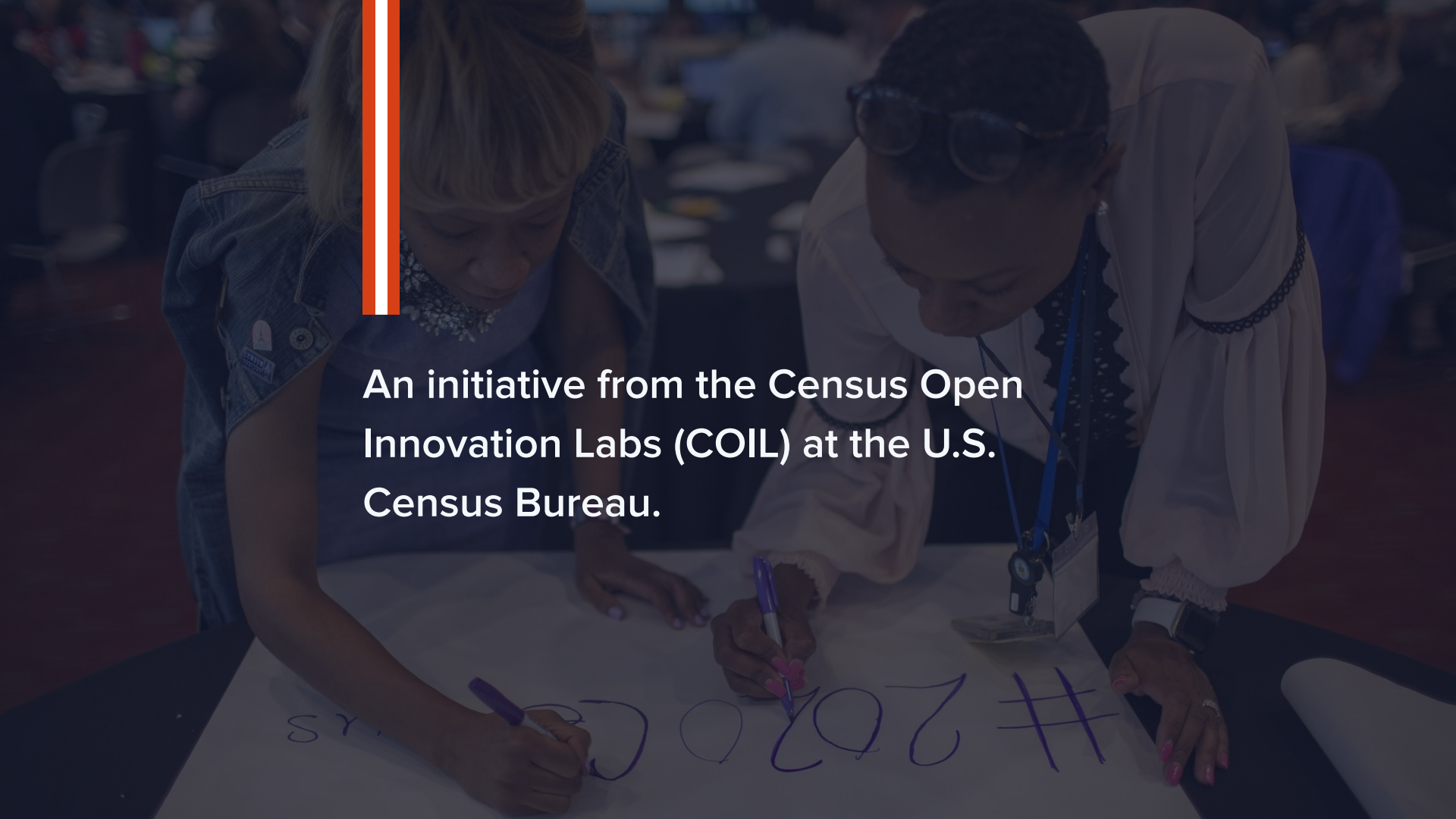


# GET OUT THE COUNT VIDEO PRIZE CHALLENGE



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U.S. Census Bureau

A woman with blonde hair, wearing a denim jacket, and a man with glasses, wearing a white shirt and a blue lanyard, are leaning over a table. They are both holding purple markers and writing on a large sheet of white paper. The man is writing "# 2020 COIL" and the woman is writing "rs". The background is a blurred indoor setting with other people.

An initiative from the Census Open  
Innovation Labs (COIL) at the U.S.  
Census Bureau.

National and  
community  
partners




Storytellers,  
designers,  
copywriters,  
digital wizards



**Stronger  
messages.**

**Stronger  
messenger.**

**More  
communities  
counted.**



## Why?

**Many GOTC efforts are under-resourced when it comes to content creation.**

**Yet is critically important to amplify trusted voices online.**

**Creatives want to support civic engagement efforts.**

**Disinformation offense:** help fill the data void with a large volume of accurate content.



**CREATIVES FOR THE COUNT**

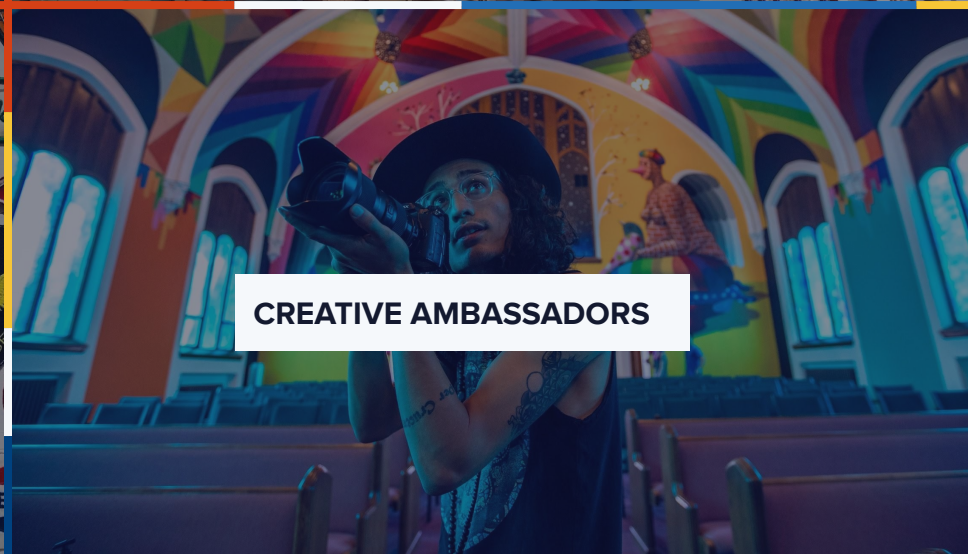


**ENTERTAINMENT & MEDIA**

**PARTNERSHIPS**



**CIVIC ALLIANCE**



**CREATIVE AMBASSADORS**

# Official 2020 Census Campaign vs. User-Generated Content

Team Y&R (2020 Census Campaign)	COIL/User-Generated
Closed brief + process	Open / public brief + process
Census-led and owned	Community-led and owned
Centralized campaign	Decentralized campaign
Official	Unofficial



# The Prize Competition



# The Prize Competition

A nationwide call for the most impactful, creative, accurate, and culturally relevant videos to educate hard-to-count communities about the importance of the 2020 Census.

# The Prize Competition

## 3 Awards:

- \$30,000 Grand Prize
- \$10,000 Runner Up
- \$10,000 Student Prize (students are eligible for the above prizes as well)

# The Prize Competition: requirements

- :30-3 minutes in length
- Posted publicly to a platform like YouTube
- Target at least one HTC population (e.g. racial + ethnic minorities, families w/ young children, non-native English speakers, young + mobile)
- Contain only factual + accurate content about the census
- Must be at least 13 years old to enter; minors must submit a parental/guardian consent form (available upon request).

# But wait! I'm stuck at home!

That's OK. You can make a video from home using a cell phone. The most important thing is to create compelling content **that gets seen** and **drives people to respond**.



Parenting is hard enough.  
#countalkids



Amplify your community's voice.

# Key Messages to Consider

- **Key message to incorporate into videos: It has never been easier to respond on your own, either online, by phone, or by mail, without having to meet a census taker.**
- Despite the current circumstances, it's important to remember that future funding for many of the critical healthcare and emergency services being used today will be determined by communities participating in the 2020 Census.
- Filling out the census now will reduce the chances of an enumerator knocking on your door in the future.
- Messaging that links 2020 Census participation to a better future for kids is broadly motivating.
- In messaging research, “funding for your community” tested more strongly than “political representation” as a motivating factor.
- Audiences enjoy wit and tasteful humor, upbeat tempo, and inclusive imagery.
- It is important to convey the message that the census is safe.
- Consider the metaphor of “disappearing” — leaving valuable benefits on the table for you and your community, and communicating that the census impacts the next 10 years of your life.

# Message guidance

- Contain a balance of emotional storytelling and clear, relevant, motivating information.
- Speak to the tangible benefits of the census, examples:
  - It means funding for your community for critical services like hospitals, health care, education, roads, SNAP, and more.
  - It determines how many representatives your state will have in the House of Representatives; these are the people who will vote on issues that deeply impact your life and community.
- Focus on multiple benefits of completing the census where format allows.
- Weave direct messaging into realistic, authentic situations that avoid stereotyping in order to clearly communicate the importance and relevance of census participation.

# 2020 Census: Primary Call to Action

**Complete the Census at  
[2020Census.gov](https://2020Census.gov)**





# Judging Criteria

## Potential for Impact (25%)

This score focuses on the overall impact of the video, especially emotional impact. This includes questions such as:

- How compelling is the video?
- Does this video incite and inspire viewers to respond to the census?
- Is this video memorable?

# Ability to Reach to the Hard-to-Count (25%)

This score focuses on the ability of the video messages to meaningfully reach hard-to-count populations. Each video must target at least one hard-to-count (HTC) population, such as (but not limited to): ethnic and racial minorities, non-native English speakers, millennials/gen Z, families with young children, (please see page 2 of the Resource Guide for a comprehensive list). The score for this category includes considerations such as:

- Does the video effectively communicate messaging to the selected HTC group(s)?
- Does the video accurately utilize specific cultural, historical, or language assets to strengthen messaging?
- Will the targeted HTC group(s) find the video meaningful?
- Has the video been tested and iterated based on feedback from targeted viewers?

## Technical Quality (20%)

This score focuses on the overall quality of the video including audio and visual content. This includes questions such as:

- Does the video have clear audio and visual content?
- Is the video easily comprehensible for diverse members of the target population?

## Potential overall reach (15%)

This score focuses on the overall potential of the video to reach a large number of a viewers. Is this content likely to be circulated rapidly and widely from one internet user to another?

- Does this video already have a large number of viewers or does it have a clear pathway to reach a large audience via the medium, audience, creator, and/or distribution channels?
- Has the video been tested and iterated based on feedback from targeted viewers?
- Does the video have potential or have proven ability to touch a wide range of audience types?

## Creativity (15%)

This score focuses on the overall creativity of the content of the video. The highest scoring videos will find innovative ways to inform, inspire, and incite action among viewers of the nation. Considerations include:

- Are the content or technical features novel and interesting?



# Other considerations

## Timeline

Now - April 17

- Submission period

April 17 - May 8

- Judging period

Mid-May

- Winners announced

May - June

- Video promotion



# Resources

- **Full prize information on Challenge.gov:**  
[bit.ly/GOTCVideoChallenge](https://bit.ly/GOTCVideoChallenge)
- **Overview on Census Accelerate site:**  
[bit.ly/CensusVideoChallenge](https://bit.ly/CensusVideoChallenge)
- **Questions: [census.accelerate@census.gov](mailto:census.accelerate@census.gov)**

Q+A

**NETFLIX**

AND

**FILL**

(OUT YOUR CENSUS FORM)