

SCRIPT: Reaching Rural Audiences Audio News Release/News Package

ANNOUNCER VO

The U.S. Census Bureau is conducting their once-a-decade population count of everyone living in the United States—the 2020 Census.

Census Bureau employees are visiting households in predominately rural areas without a traditional mailing address, so if you have not recently received a questionnaire, expect to receive one soon. You will not have to interact with the census employee.

CENSUS SPOKESPERSON

2020 Census results will help inform how hundreds of billions in federal funds will support programs and services like fire departments, hospitals, schools, unemployment assistance, and health care in your communities for the next 10 years.

While we practice social distancing, we can still shape the future of our communities by responding to the census. Look out for the census packet at your door and respond when you receive it. It takes only a few minutes and your responses are strictly confidential.

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Visit [2020census dot gov](https://2020census.gov) or call 844-330-2020 today.

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