

How to Use 2020 Census Non-SAG-AFTRA PSAs

In order to reach everyone living in the country, the 2020 Census invites broadcast and digital media channels to promote participation in the census using the Public Service Announcements (PSAs) available in this 2020 Census PSA Toolkit.

To get started, follow these 4 steps:

1. Read the Non-SAG-AFTRA PSA Guidelines, media content restriction guidelines and FAQs listed below.
2. Identify the PSAs you are interested in running.
3. Download the Non-SAG-AFTRA radio asset directly from the PSA Toolkit or email 2020CensusPSAs@census.gov for video assets.
4. Run the PSA.

Non-SAG-AFTRA PSA Guidelines:

If a PSA did not use actors who are members of the Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA) union, we have created the following Non-SAG-AFTRA PSA guidelines:

- PSAs may not be placed on any illegal or inappropriate sites or media outlets, including piracy or pornographic sites. Refer to the Media Content Restriction Guidelines listed below for more information.
- The U.S. Census Bureau reserves the right, in our sole discretion and at any time, to ask you to remove PSAs from any media channel where you have placed them that we may deem inappropriate.
- Non-SAG-AFTRA PSAs cannot be played anywhere after November 4, 2020 (with the exception of American Indian/Alaskan Native and Native Hawaiian/Pacific Islander PSAs which have no expiration date.) Please refer to the chart on the next page for a detailed list of each PSA's expiration date.
- All files are provided in compliance with Section 508 of the Rehabilitation Act, to ensure the accessibility for people with disabilities. Closed captions may not be turned off if you disseminate a Census Bureau video PSA. If you create a video PSA based on one of the scripts provided in this toolkit, it must be closed captioned as well.
- 30-second PSAs may be translated into another language (see instructions on next page) but you may not alter them in any other way.
- 20-second versions (shorter versions of the 30-second PSAs) of select PSA spots have been created so that stakeholders can customize the last 10 seconds.
 - You may not modify the first 20 seconds of the cutdown PSAs.
 - You may add your own 10-second end tag to the 20-second PSA.
 - Acceptable edits include:
 - Adding your own logo
 - Adding a statement on-screen (for example: "Being counted is how you can make a difference" or "Everyone needs to be counted in the 2020 Census")
 - Unacceptable edits include:
 - Adding a call-to-action or sponsorship messaging (for example: "click here", "call ##", "sponsored by" or "brought to you by")

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Steps to Translate and Dub Non-SAG-AFTRA Video PSAs into Other Languages:

If you would like to take an existing PSA and dub over it to translate it into a different language, you are welcome to do so when you follow these steps. Please feel free to reach out to 2020CensusPSAs@census.gov if you have any questions.

1. Download the PSA you are interested in running or email 2020CensusPSAs@census.gov if the PSA is not available for download.
2. Translate the Non-SAG-AFTRA PSA into another language and ensure sure that the message content remains the same.
3. Select Voice Over talent to dub the audio track and then remix the spot.
4. Run the translated video PSAs.

What broadcast-quality Non-SAG-AFTRA PSAs are available to the public?

Audience	Language	Video	Radio	Expiration Dates
American Indian and Alaska Native	English	<ul style="list-style-type: none"> • One 30-second video PSA* • One 20-second video cutdown*. This features a 10 second window at the end for stakeholders to customize. 	<ul style="list-style-type: none"> • One 60-second and one 30-second radio PSA for lower-48 states 	<ul style="list-style-type: none"> • No expiration dates for AIAN video or radio PSAs
Hispanic	Spanish	<ul style="list-style-type: none"> • One 30-second video PSA • One 20-second video cutdown*. This features a 10 second window at the end for stakeholders to customize. 	<ul style="list-style-type: none"> • One 60-second radio PSA 	<ul style="list-style-type: none"> • Video PSAs available until November 4, 2020 • Radio PSAs available until November 4, 2020
Puerto Rico	Spanish	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Two 30-second radio PSAs 	<ul style="list-style-type: none"> • Radio PSAs available until November 4, 2020
Native Hawaiian/Pacific Islander	English	<ul style="list-style-type: none"> • One 30-second video PSA • One 20-second video PSA cutdown*. This features a 10 second window at the end for stakeholders to customize. 	<ul style="list-style-type: none"> • One 30-second radio PSA 	<ul style="list-style-type: none"> • No expiration dates for NHPI video or radio PSAs

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Households with Young Children	English Spanish	<ul style="list-style-type: none"> • Two 30-second video PSAs • Two 20-second video PSA* cutdowns. These feature a 10 second window at the end for stakeholders to customize. 	<ul style="list-style-type: none"> • Two 60-second radio PSAs 	<ul style="list-style-type: none"> • Video PSAs available until November 4, 2020 • Radio PSAs available until November 4, 2020
Educators (Statistics in Schools)	English	<ul style="list-style-type: none"> • One 30-second video PSA • One 20-second video PSA cutdown*. This features a 10 second window at the end for stakeholders to customize. 	<ul style="list-style-type: none"> • One 60-second radio PSA 	<ul style="list-style-type: none"> • Video PSAs available until November 4, 2020 • Radio PSAs available until November 4, 2020
Asian American	Mandarin Cantonese Filipino Vietnamese Japanese Korean	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • No produced radio PSAs. • One 60-second Radio DJ script for each of the 6 languages listed 	<ul style="list-style-type: none"> • No expiration date
<ul style="list-style-type: none"> • <i>*Note: Please email 2020CensusPSAs@census.gov if interested in accessing broadcast-quality downloadable versions of these PSAs.</i> 				

Media Content Restriction Guidelines

Partners and stakeholders must avoid placing any of the 2020 Census PSAs near content or websites that:

1. Include explicit or gratuitous displays of violence, profanity, sex, pornography, nudity, and anti-social behavior.
2. Engage in or promote disparaging, prejudicial, derogatory, discriminatory or violent treatment of any individual or group.
3. Sensationalize the neglect, abuse, or suffering of any person or animal.
4. Exploit or promote highly dangerous or inappropriate situations or behaviors for minors.
5. Incite violent acts toward the government or the public, including but not limited to domestic and international terrorism.

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2020 Census PSA FAQs

1. When can I start running 2020 Census PSAs?

You can start to run the produced PSAs available in the toolkit immediately. Please refer to the chart on the previous page for a list of Non-SAG-AFTRA PSA expiration dates.

2. Where will the Census Bureau run the PSAs?

The Census Bureau will run the PSAs on donated broadcast and owned social media channels including YouTube, Facebook, and Twitter.

3. Where can I run the available 2020 Census Non-SAG-AFTRA PSAs?

You can run the Non-SAG-AFTRA PSAs on broadcast, radio and digital channels through donated media only. You can also post the PSAs on your social channels. If posting a 2020 Census PSA on your organization's social page, we ask that you include the hashtags #2020Census and #ShapeYourFuture.

4. Can I create my own census PSA?

Yes. Census Bureau partners and stakeholders can create their own census PSAs. Stakeholders are not required to use the pre-written scripts in the PSA Toolkit and can create their own scripts in any language they desire.

5. Can I use only part of a radio DJ script provided by the Census Bureau?

Yes. You can choose to use the entire script or only a part of the scripts provided by the Census Bureau.

6. Can I use only part of a PSA or change any elements of it?

You can add your organization's logo or a statement to the last 10 seconds of the 20-second cutdowns, however no part of the first 20 seconds can be changed. You may also translate any PSA into other languages. Please refer to the Non-SAG-AFTRA PSA Guidelines above for further information on the steps required to translate Non-SAG-AFTRA PSAs into other languages. PSAs may not be modified in any other way other than to add a logo or statement during the last 10 seconds of the 20-second cutdowns, or translating the PSAs. (see Non-SAG-AFTRA PSA Guidelines section above).

7. What is an end tag or cutdown?

An end tag is the 10-second window at the end of 20-second PSAs for stakeholders to add elements in accordance with the Non-SAG-AFTRA PSA Guidelines section above. PSAs with room for an end tag are referred to as 20-second cutdowns.

8. Are there restrictions on what I can include in an end tag or cutdown for Non-SAG-AFTRA PSAs?

You can include customized messages during the end tags of Non-SAG-AFTRA PSAs. The messages must comply with the Media Content Restrictions above.

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