

California Complete Count - Census 2020

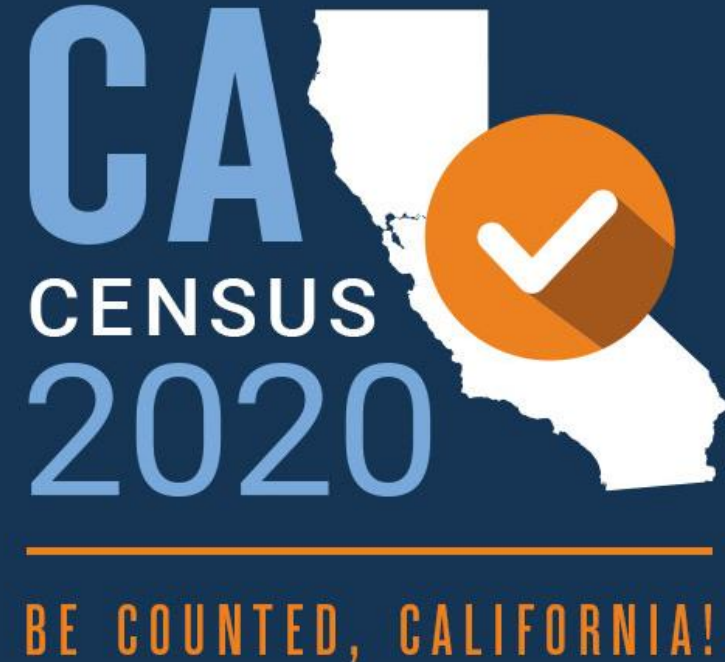
Joint Informational Hearing:

“How the Census Outreach, Communication, and Public Relations Effort Will Reach the Hard-to-Count”

Assembly Select Committee on the Census

Senate Select Committee on the 2020 United States Census

August 21, 2019



Communication Plan Goal & Objectives*

Goal: To get an accurate and complete count among the hard-to-count (HTC) communities in California.

Objectives:

- To educate, motivate and activate all the HTC communities to participate and fill out their Census 2020 forms (online and hardcopy);
- To provide culturally congruent and evidence-based information to promote and educate on the 2020 Census.



*Subject to change

August 21, 2019



Campaign Approach*

**ROBUST ETHNIC MEDIA
PARTNERSHIPS**

AIR GAME + RELEVANT MESSAGE

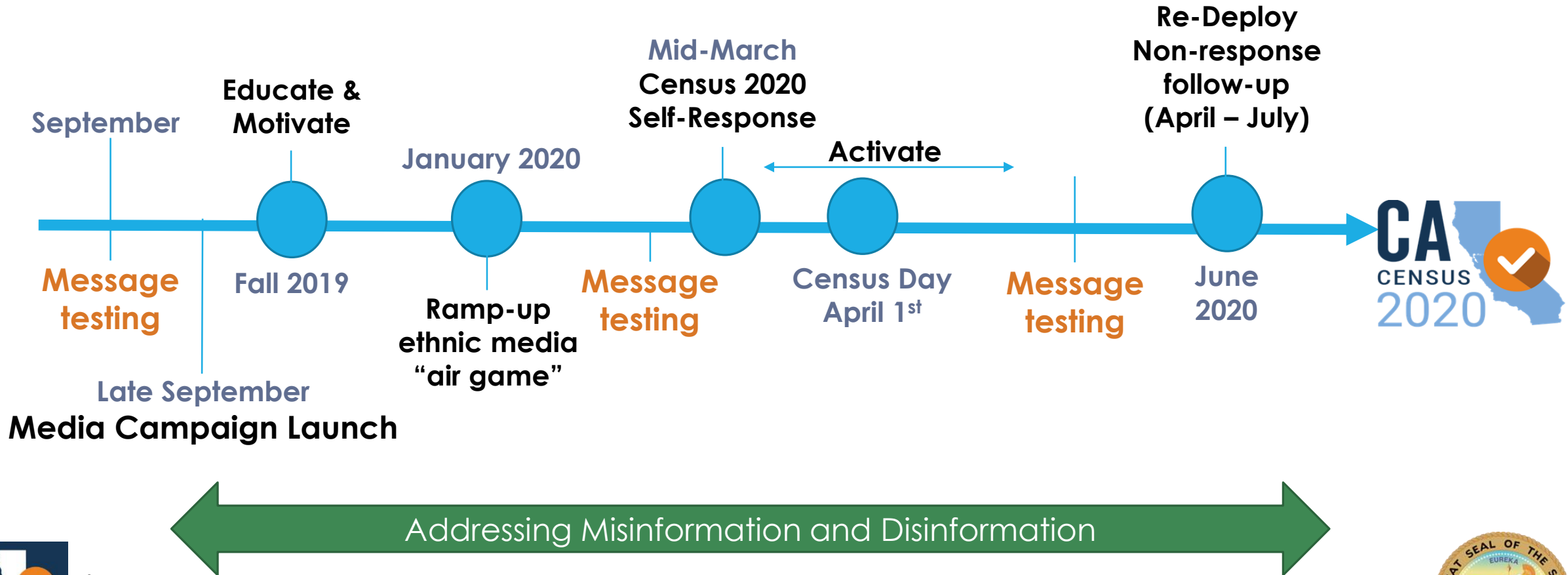
**GROUND GAME + REGIONAL =
ACTIVATING THE
HARDEST TO REACH**

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Campaign Timeline*



Addressing Misinformation and Disinformation

*Subject to change

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