



Radio PSAs

15 secs

- When it comes to the 2020 Census, every Alaskan counts. Being counted helps our communities pay for public safety, schools, health care, and more. Do good: be counted.
- When it comes to the 2020 Census, every Alaskan counts -- and every Alaskan's answers are confidential. They can't be shared with anyone, including employers, landlords, immigration, or law enforcement. Do good: Be counted.
- When it comes to the 2020 Census, every Alaskan counts. Ten minutes of your time to answer ten Census questions generates 10 years of funding for our communities. Do good: be counted.
- When it comes to the 2020 Census, every Alaskan counts. The Census requires less personal information than a PFD application -- and provides ten years of funding for our communities. Do good: be counted.
- When it comes to the 2020 Census, every Alaskan counts. The Census gives us each an equal voice. Speak up: be counted.

30 secs

"Safe" PSA

Dear Alaska: The 2020 Census is on its way. Remember: the Census is safe: every Alaskan's answers are confidential. They can't be shared with anyone, including employers, landlords, immigration, or law enforcement. The Census asks for less personal information than the PFD, and provides 10 years of funding for your community. Do good: Be counted.

"Important" PSA 1

When it comes to the 2020 Census, every Alaskan counts. Our communities receives more than \$3.2 billion each year based on our Census count to fund schools, public safety, hospitals, housing, family benefits, and much, much more. Do good: Be counted.

“Important” PSA 2

Dear Alaska: When it comes to the 2020 Census, every Alaskan counts. Our communities receive more than \$3 billion each year based on our Census count. Without a complete count, our communities miss out on critical resources to fund our schools, hospitals, public safety, and more. Your community is counting on you -- be counted!

“Easy” PSA

Dear Alaska: The 2020 Census is on its way. Remember: the Census is easy. Ten minutes of your time to answer ten Census questions generates 10 years of funding for our communities. Alaska is counting on you: ten questions, ten minutes, ten years of impact. Be counted!

“3 D’s” PSA

The 2020 Census is coming. It will provide Alaska with the three D’s: data, dollars, and democracy. It generates data we rely on to build and plan Alaska’s future, brings in billions of dollars of funding, and gives each of us an equal voice. Every Alaskan counts -- be counted!

Tribal Affiliation PSA

The 2020 Census is on its way, and every Alaskan Counts -- the Census provides critical funding for our communities including housing, health care, and family benefits. If you identify as Alaska Native, you can list up to six tribal affiliations on your Census form to ensure that your communities get the resources they need. Do good -- be counted!