



**BALTIMORE
METROPOLITAN
COUNCIL**

2020 Census Regional Marketing Coordination

Presentation to the Baltimore Regional Transportation Board

February 25, 2020



2010 Census Undercount

County	Undercount	Total Dollars Missed
Anne Arundel Co	2,400	\$43,800,000
Baltimore City	13,000	\$237,250,000
Baltimore Co	5,300	\$96,725,000
Carroll Co	0	0
Harford Co	700	\$12,775,000
Howard Co	1,700	\$31,025,000
REGION	23,100* (*not including Queen Anne's)	\$421,575,000*



Overview

- The Census is a once-in-a-decade opportunity
- Each person uncounted = ~\$18,250 in federal funds
- Counties have limited financial and human resources
- Our members exist in one contiguous media market
- A regional effort maximizes resources and results in a better count for all

Scope of Work

- **Joint broadcast radio campaign designed to enhance marketing efforts that each jurisdiction would otherwise execute independently.**
- **The campaign does not supplant the marketing strategy of any jurisdiction.**
- **BMC coordinates radio ad development and ad purchases on behalf of the participating jurisdictions.**
- **Strategy places :30 and :15 second advertisements on English language and Spanish language radio serving the greater Baltimore region.**

Audiences

- **Targeting “hard-to-count” populations:**
 - African American adults (18 to 64 years old)
 - Seniors of color (65+ years old)
 - Renters
 - Persons with limited access to internet
 - Parents/guardians of children under the age of five
 - Spanish speakers

Budget

Baltimore City	\$15,000
Anne Arundel County	\$2,000
Baltimore County	\$50,000
Carroll County	\$0
Harford County	\$10,000
Howard County	\$5,000

TOTAL BUDGET	\$82,000

Selected Vendors

	RADIO ONE					ENTERCOM			iHEART MEDIA	SPANISH	
Station	WERQ-FM (92Q) 92.3	WLIF-HD2 (Praise) 106.1	WOLB-AM (News Talk) 1010	WWIN-AM (Spirit) 1400	WWIN-FM (Magic) 95.9	WLIF-FM (Today's) 101.9	HFS-FM (Rock) 104.9	WJZ-AM (Sports) 1300	WCAO-AM (Heaven) 600	WLZL-FM (El Zol) 107.9	KE PACHANG A (digital)
Run Length	17 Weeks	17 Weeks	17 Weeks	17 Weeks	17 Weeks	10 Weeks	10 Weeks	10 Weeks	22 Weeks	17 Weeks	17 Weeks
Audience Reached	AA Adults, HH with young Children, Renters	AA Adults, Seniors of Color, Renters, HH with Young Children	Seniors of Color	Seniors of Color	Seniors of Color, Renters, AA Adults	Limited Internet Access, Renters, Seniors, Caregivers of Seniors	N/A	N/A	Seniors of Color, AA Adults, Limited Internet Access	Spanish Speakers	Spanish Speakers
Spend	\$26,775	\$4,335	\$1,955	\$1,700	\$12,070	\$14,600.00	\$0.00	\$0.00	\$5,409	\$11,245	\$3,750
Spend by Broadcaster	\$46,835					\$14,600			\$5,409	\$11,245	\$3,750
Campaign Spend	\$66,844									\$14,995	



Message Themes

- “Safe. Easy. Important.”
- “10 Minutes. 10 Questions. 10 Years.”
- “We All Count”
- “You Have the Power”
- “Online. By Phone. By Mail.”
- Spanish: “Immigration status cannot be used against you.”

Timeline

- **January 14 – March 30: Campaign Phase 1**
 - “Census is Coming”
- **March 12 – 20: Households begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census.**
- **April 1: Census Day**
- **April 1 – June 14: Campaign Phase 2**
 - “Get Counted”
- **May – July: Census takers (“enumerators”) canvass homes that haven't responded to the 2020 Census to help make sure everyone is counted.**

Example Spots

Gina Crash – WLIF
“Safe, Easy, Important”



Example Spots

DJ Pork Chop – 92Q
“You Have the Power”



Example Spots

El Zol “We All Count”



WE NEED YOUR HELP FOR THE 2020 CENSUS. EVERY HOUSEHOLD WILL RECEIVE AN INVITATION TO PARTICIPATE BY APRIL 1. THE NUMBER OF PEOPLE COUNTED IMPACTS THE BENEFITS OUR COMMUNITY RECEIVES. THE MORE PEOPLE, THE MORE RESOURCES! YOUR HOUSEHOLD'S PARTICIPATION IS IMPORTANT FOR EDUCATION, JOBS, FREE MEALS FOR CHILDREN, DAYCARE ASSISTANCE AND OTHER FUNDING. WE ALL COUNT, REGARDLESS OF IMMIGRATION STATUS. YOU CAN RESPOND ONLINE, BY PHONE OR MAIL. QUESTIONS? VISIT [CENSUS.MARYLAND.GOV](https://census.maryland.gov). THIS MESSAGE IS PROVIDED BY THE "BALTIMORE METROPOLITAN COUNCIL."

Thank You to the Working Group

- Sharon Blugis – Anne Arundel County
- Sevetra Peoples – Baltimore County
- Austin Davis – Baltimore City
- Lynda Eisenberg – Carroll County
- Cindy Mumby – Harford County
- Stephanie Adibe/Jerrett Carter – Howard County
- Ciara Blue – BMC

For More Information

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