

WE DESERVE BETTER.

A CAMPAIGN FOR THE
2020 CENSUS

UNIVERSITY OF FLORIDA 2020 BATEMAN ENTRY

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EXECUTIVE SUMMARY

Only 72% of the Gainesville, Florida population participated in the 2010 Census. According to the U.S. Census Bureau, this lack of participation resulted in the city's underfunding of \$390 million over the past decade. Aid disparity impacts low-income families, college students and a variety of other local subgroups. To ignite interest and participation in the 2020 Census among specific hard-to-reach subgroups, the University of Florida (UF) Bateman Team designed a campaign with an action-oriented goal and intentional messaging strategy to improve community funding for the next decade.

Gainesville, nationally known as "The Swamp," is home to over 133,000 people, including nearly 70,000 college students. UF ranks as the #7 public university in the nation, according to the U.S. News & World Report; however, you do not need to be a student to identify as part of the Gator Nation. Community members, young and old, proudly sport bright Gator orange and blue at rowdy home football games and sing to the late singer-songwriter Tom Petty's "Don't Back Down" as tradition demands. The Gator Nation embodies pride for Gainesville and a sense of togetherness between students and permanent residents. Inspired by this bond, The UF Bateman Team developed and implemented a grassroots campaign driven by a strong, research-based digital strategy. For example, we intentionally used the familiar Gator orange and blue for branding purposes. Additionally, our campaign was predominantly in English, however, we also created content in Spanish to reach Gainesville's substantial Hispanic population. We decided early on that every Gator counts.

The ultimate goal of the campaign was to educate and energize 2020 Census participation among college students and renter populations in Gainesville. The team accomplished this by debunking census misconceptions and promoting the online option. To reach its target audiences, the team predominately used a two-step flow strategy working alongside the Alachua County Census Complete Count Committee (CCC), local professionals, student leaders and university representatives. We hosted events, formed strategic partnerships, created interactive activities and worked in earned, shared and owned media.

The "**We Deserve Better**" campaign used messages that conveyed each member of the Gainesville community deserves better – better transportation, social services, educational opportunities, hospitals, housing, roads and more. The campaign embodies the 2020 U.S. Census Bureau's core message, "Shape Your Future. Start Here," which empowers community members to take ownership of their futures for the next decade. We are proud to say we reached over 30,000 students and 15,000 renters across Gainesville, many of whom contributed to the over 20,000 individuals who participated in the 2020 Census by March 20, 2020.

RESEARCH

SECONDARY RESEARCH

Members of the UF Bateman Team frequently attends CCC meeting to foster partnerships with community opinion leaders and give insight into student perspectives.



National and State Context

The 2020 Census Barriers, Attitudes and Motivators Study (CBAMS) found an overarching trend in public distrust of the government. Of the 17,500 people surveyed, 24% reported they were "extremely concerned" about the U.S. Census Bureau sharing their data to other government agencies. With this year being the first to offer online participation, privacy concerns are extremely relevant, especially in light of Russia's alleged interference in the 2016 election. Additionally, many have expressed concern and distrust in the wake of President Donald Trump's attempt to include a citizenship question on the census. Furthermore, the CBAMS survey reported that only 45% of people in the U.S. knew of the census' role in determining community funding, meaning Floridians do not understand how billions of dollars are distributed to over 55 large federal spending programs in the state (A-1).

Gainesville Context

The U.S. Census Bureau reports that Gainesville has one of the highest poverty rates in Florida at 33%. In 2018, the annual poverty threshold for a family of four in Gainesville was \$25,465 while the median salary for a local resident was \$34,226. Low-income families are historically one of the U.S. Census Bureau's hard-to-count populations. Gainesville also has the highest rent-cost burden rates of any metro area in the state of Florida, according to Harvard University's Joint Center for Housing Studies.

The team consulted with Armon Lowery, a partnership specialist with the U.S. Department of Commerce and the U.S. Census Bureau, in November of 2019 (A-2). With two colleges in the area, UF and Santa Fe College (SFC), we learned that close to 20,000 students did not participate in the 2010 Census or were counted incorrectly. Lowery explained that this resulted in misdrawn district lines and significant underfunding for the city. Our meeting with Lowery was the catalyst for joining the CCC to help support the mission of the U.S. Census Bureau as directed in the Bateman Case Study Competition's project brief. In addition, we hosted David Arreola, a Gainesville City Commissioner to gain a better understanding of the Gainesville community. Arreola encouraged us to think about where our target audiences were on a daily basis and who would be most reliable to spread messages using word-of-mouth. Through the CCC, we connected with Rev. Karl Anderson, president of the Alachua County Christian Pastors Association (ACCPA). Anderson suggested we tackle lower-middle class to low-income families, who make up a large portion of Gainesville's renter population.

PRIMARY RESEARCH

Qualtrics Survey Results

Primary research survey, approved by UF Institutional Review Board, spotlighted specific reasons why people are less likely to complete the census (A-3).

Our survey of 130 Gainesville renters and students revealed the following:

- Almost 50% of those surveyed believed they were supposed to count themselves in their hometown
- Over 40% of our target audiences do not believe participation in the census can make a difference in their community
- 82% of people do not believe the census ensures data security, including preserving citizenship status.

Focus Group Analysis

Following the survey, we conducted a focus group of nine participants to confirm results from our survey and to test slogans, campaign materials and key messages (A-4).

Our focus group resulted in the following findings:

- Participants confirmed that understanding which services in Gainesville receive funding based on census data would motivate them to participate
- Participants confirmed that emphasizing confidentiality is important to ensuring participation — online and through traditional methods
- Participants revealed that the “**We Deserve Better**” slogan would be more effective than “You Deserve Better” or the Gainesville-specific “GNV Deserves Better”
- Participants confirmed engaging posts, and interactive materials and tabling tactics would be effective.

MISCONCEPTIONS AND SOLUTIONS

We identified some of the major misconceptions in our secondary research (see A-5 for full SWOT analysis) that we suspected would be obstacles. We confirmed them through our primary research. Below are the top three misconceptions among our target audiences and how we planned to address them.



MISCONCEPTION 1	Only 31.3% of students know they count in Gainesville.
WHY THE MISCONCEPTION?	Many students identify with their hometowns or think they count in their family's household due to financial dependence, where they are registered to vote, etc.
SOLUTIONS	<ol style="list-style-type: none"> 1. Channel students' identity affiliation as Gators to reframe the definition of "home." 2. Do not use the term "resident." Instead use "member of the Gainesville community." 3. Explain to students that they leave a legacy for the Gators who come behind them.
MISCONCEPTION 2	Only 18.1% of survey respondents believe census data is confidential.
WHY THE MISCONCEPTION?	Many individuals distrust the government due to residual fear from the attempt to include a citizenship question and fear of data breaches.
SOLUTIONS	<ol style="list-style-type: none"> 1. Use two-step flow of information to capitalize on other organizations' credibility. 2. Explain legal consequences of U.S. Census Bureau officials who share private data. 3. Highlight the absence of a citizenship question and explain why it was removed. 4. Provide resources that explain U.S. Census Bureau security measures.
MISCONCEPTION 3	Only 22.2% of respondents understood how census data was used.
WHY THE MISCONCEPTION?	The census is only taken every ten years, and this is most students' first time participating.
SOLUTIONS	<ol style="list-style-type: none"> 1. Focus on the direct connection between census data and representation/funding. 2. Highlight everyday examples of what census data is used for (i.e. transportation, health and emergency services, etc.). 3. Ask students what Gainesville deserves better and connect those topics to the census.

PLANNING

See section A-6 for our goal and key messaging conceptualization.

GOAL

To inspire students and renters across the Gainesville community to express the sentiment **"We Deserve Better"** by participating in the 2020 Census.

OBJECTIVES

EDUCATE	
Objective 1	Objective 2
To reach 10% (6,742) of students in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.	To reach 5% of renters (2,878) in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.
EMPOWER	
Objective 3: To have 700 people in Gainesville participate in the 2020 Census between March 12, 2020 to March 20, 2020. <i>Our team knew we carried the most influence among our primary audience: students. Between SFC and UF, there are 67,422 students in Gainesville. We wanted to convince 1% to participate. We felt comfortable with this number because we knew that 78% of UF students rent, therefore overlapping our audiences and how they would see our messages.</i>	

TARGET AUDIENCES

Primary Audience: Students in the Gainesville Community (A-7)

UF has 52,367 students. About 22% of students live on campus. Most of the remaining 78% live in apartment complexes. UF's racial breakdown is as follows: 57% White, 15% Hispanic/Latino, 8% Nonresident Alien, 7% Asian, 7% Black or African American and 3% unknown. SFC serves 15,055 students. About 41% of SFC students take classes full-time. Approximately 35% of the students are minorities, a majority of who are Hispanic and Black. SFC does not have dorms, which means most students either live at home or in apartment complexes.

Secondary Audience: Renters in the Gainesville Community

Renters make up 43% of households in Gainesville. Gainesville is also the most impoverished city in Florida with a poverty rate of 33.6%, compared to the national average of 13.4%. The racial breakdown of Gainesville as a whole is as follows: 56% White, 21% Black or African American, 11% Hispanic/Latino, 7% Asian, 4% Mixed Race and 1% Other.

KEY MESSAGES

Primary Message

Our campaign is centered around the concept **“We Deserve Better.”** Our message was inspired by the simple but clear key message included in the PRSSA 2020 Bateman Case Study Competition Project Brief: “The 2020 Census is important.” In otherwords, an accurate count has a direct impact on the quality of life in Gainesville. To ensure this message would resonate with our audiences, we posed the question, “What does Gainesville deserve better?” From there, we tailored messages to audience segments by capitalizing on issues they care about most and connected those issues to the importance of an accurate census count. Additionally, this message had a natural flow with the U.S. Census Bureau’s messaging: **“We Deserve Better. Shape Your Future. Start Here.”**

Secondary Message

The secondary key message for our campaign was “Where You Sleep.” We intentionally crafted this message to target the misconception that students should count in their hometowns. We educated students that, “You count where you sleep more than six months of the year.”

SOLUTION OVERVIEW

Our research revealed that our audiences were most likely to be effectively reached and influenced through social media, events and from the voices of trusted organizations. We customized tactics for our renter and student populations accordingly.

Our four-person team responded to this information by recruiting a fifth member dedicated to social media. She also was bilingual (English/Spanish) which was strategic for our campaign given that our second largest demographic was Hispanic/Latinx. This decision proved invaluable at the end when our campaign was moved completely to digital platforms due to the COVID-19 crisis. The remainder of the campaign was a grassroots movement. We knew the prestige of the Bateman Team would not be enough to interest our target audiences, so we relied on opinion leaders to help drive our messages through two-step flow of information.

IMPLEMENTATION

See A-8 for full implementation schedule.

The UF Bateman Team hosts the Give Gainesville Some Love event on Valentine's Day to officially kick-off the "We Deserve Better" campaign.



STRATEGY 1: HOST EVENTS (A-9)

Rationale: 25% of survey respondents included events among the top three most motivational forms of communication.

- **Give Gainesville Some Love Event:** Tabled outside the student union on Valentine's Day and handed out Valentine's Day cards and candy “from” the 2020 Census. The cards had quick response (QR) codes to our website. Students also interacted with our “What Does Gainesville Deserve Better?” Activity and asked us questions about the 2020 Census. The organization tabling next to us had music playing, so we made sure to engage, dance and have fun with other organizations’ members who were present (A-9.1)
- **Where You Sleep Event:** Constructed a bed and placed it in the Plaza of the Americas. Curious students asked why we were there, the purpose of the bed and if they could pose with it for pictures. We asked students rushing by on their way to class if they wanted a sticker, and gave them a 2020 Census flier to go along with it (A-9.2)
- **Public Library Tabling:** Tabled at the Alachua County Library District - Headquarters Branch to inform community members who used the library’s resources about the 2020 Census. Our 2020 Census banner caught people’s eye, and we placed an image on an open laptop screen that informed library goers that the online participation option opened on March 12 (A-9.3)

STRATEGY 2: STRATEGIC PARTNERSHIPS (A-10)

Rationale: 27.7% of respondents included official organizations among their top three most trustworthy sources.

- **General Body Meeting Presentations:** Presented at meetings for the Hispanic Student Association, Women's Student Association, Black Student Union and UF and SFC Senates. This allowed us to educate students and engage additional influencers to further spread our messages on two campuses (A-10.1).
- **Partnered Tabling Efforts:** Interacted with attendees of the SFC Social Justice Festival (A-10.2) and of the City of Gainesville Annual State of the City Address (A-10.3)
- **Private Sector Media Partnership:** Tabled at the KISS 105.3 Census Celebration alongside KISS staff, City of Gainesville staff, census recruiters and President Kent Fuchs to engage with students on campus (A-10.4)
- **Public Sector Partnership:** Presented campaign plan to the Gainesville Board of City Commissioners at the Feb. 20 meeting and was recognized at the Alachua County Board of Commissioners March 10 meeting as a partner of the CCC (A-10.5)
We collaborated with CCC partners as they created their campaigns. Due to our budget and timeline restrictions, we did not participate in execution, but were able to offer intellectual, creative solutions.
- **Key Messaging Dissemination via Organization Leaders:** Used two-step flow of information to reach organization members and attendees with our key messages and collateral materials
 - **Mobile Clinics:** Distributed our posters and trilingual brochures in English, Spanish and Chinese to UF Health Mobile Clinics to give to low-income patients (A-10.6)
 - **Local Churches:** Distributed our bookmarks and children's activity pages to local churches, a trusted entity in low-income communities (A-10.7)
 - **Public Libraries:** Distributed our bookmarks and children's activity pages to libraries, whose resources are used by Gainesville renters
 - **First Year Florida Communication:** Asked peer leaders to send their classes our pre-drafted email containing key messages and information about the 2020 Census (A-10.8)
 - **2020 Census Wristbands:** Distributed 10,000 wristbands with QR codes to our website to bars (A-10.9)
 - **Greek Life Internal Communication:** Contacted presidents of the Interfraternity Council, National Pan-Hellenic Council and the Multicultural Greek Council to disseminate messages to their chapters (A-10.10)
 - **Listservs with Links to 2020 Census Online:** Secured listserv space in GatorTimes, College of Construction, Design and Planning, College of Nursing, College of Journalism and Communications Advertising Department and College of Journalism and Communications Telecommunications Department (A-10.11)
- **UF PRSSA Support:** Interviewed by a PRSSA member who featured the UF Bateman Team and our efforts in a blog post on the UF PRSSA website (A-10.12)

STRATEGY 3: INTERACTIVE EFFORTS (A-11)

Rationale: Our focus group participants confirmed that interactive tactics would be more successful.

- **"We Deserve Better ____." Stickers:** Designed fill-in-the-blank stickers that individuals could personalize to fit what they believe Gainesville deserves better (A-11.1)
- **"What Does Gainesville Deserve Better?" Activity:** Used boards with the stated question across the top at tabling events. Asked participants to write their answers on sticky notes and add it to the boards (A-11.2)
- **Ambassador Program:** Recruited ambassadors to hang up posters on campus and table twice per week during the campaign
- **Children's Coloring Activities:** Designed an activities page with a word search puzzle, "draw your household" prompt and a description of the census to inform children and their parents about the 2020 Census

STRATEGY 4: OWNED MEDIA (A-12)

Rationale: About 24% of survey respondents reported online content among their top three preferred ways to consume news.

- **Campaign Website:** Developed a website that hosted our blog, event gallery, and important information regarding the 2020 Census (A-12.1)
 - **Email Reminder Sign Up:** Encouraged Gainesville community members to sign up for an email reminder that was sent after the 2020 Census was available online to the public
 - **Campaign Blog:** Produced weekly blog posts that served as in-house media releases that highlighted events attended and/or hosted by the team (A-12.2)

STRATEGY 5: SHARED MEDIA CHANNELS (A-13)

Rationale: 31.2% of survey respondents included social media among the top three most motivational forms of communication.

- **Channels:** Created Instagram, Facebook and Twitter accounts to inform and engage with students on social media.
- **Census Information:** Posted campaign PSA videos, statistics specific to Gainesville and curated content relating to the 2020 Census
- **Memes:** Created memes with 2020 Census information and our key messages
- **Giveaways:** Partnered with Study Edge, a popular education company among Gainesville students, to host two giveaways for one-month tutoring subscription
- **Events:** Promoted upcoming events and posted original content of past events
- **Stories & Highlights:** Posted Instagram and Facebook stories of speaking engagements, events, census FAQs and behind-the-scenes moments; saved memorable moments as highlights for audiences to view after the stories expired
- **Social Media Collaborations:** Collaborated with student organizations and influential UF departments to share our content on their platforms

STRATEGY 6: EARNED MEDIA (A-14)

Rationale: 28% of survey respondents included news organizations among their top three most trustworthy sources.

- **Public Service Announcements:**
 - **TV:** Collaborated with WUFT to create six informative PSAs that targeted our audiences (A-14.1)
 - **Radio:** Collaborated with WUFT to write and produce two radio PSAs (30-sec/15-sec) targeted to our audiences (A-14.2)
- **WUFT Media:**
 - **Noticias WUFT:** Gained news coverage for the “Where You Sleep” event; interviewed with Noticias WUFT, a Spanish news programming station, to share details of the event and to promote the opening of the online census (A-14.3)
 - **WUFT First at Five:** Gained media coverage for the KISS 105.3 Census Celebration; media coverage broadcasted on the day of the event during the 5 p.m. news on WUFT (A-14.4)
 - **WUFT Story:** Interviewed by a UF student reporter who covered two events to write a human interest story about our efforts: story published March 24 (A-14.5)
- **GHQ Interview:** Interviewed with Matthew Duffy from GHQ FM to promote online census participation and address the potential impact of the COVID-19 crisis on census participation (A-14.6)
- **The Independent Alligator Event Postings:** Created calendar postings informing community members of the team’s upcoming events on the website of local newspaper outlet, The Independent Alligator (A-14.7)
- **Press Releases:** Wrote and distributed press releases to various media outlets and journalists pertaining to specific campaign events and its community impact (A-14.8)

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COVID-19 RESPONSE

In an all-hands-on-deck approach, our team worked together to stay connected with our community partners and UF organizations to disseminate information about the 2020 Census via digital platforms and available community outlets (see A-15 for full COVID-19 response).

EVALUATION

Our team constantly monitored, evaluated, and even adjusted when necessary, our campaign. We met several times a week to report our progress in-person, and posted daily check-ins on Basecamp to ensure the campaign was running smoothly. The first time we visited a public library, we realized that library goers were not interested in sitting through informational events. In response, we came back the next week and instead tabled inside the entrance to interact with people before they settled down with their nose in a book. When we presented at the SFC Senate on the other hand, we received positive feedback from our audience and a personal invitation to attend the SFC Social Justice Festival. Our team was committed to success, which we realized requires flexibility (A-16).

EDUCATE

Objective 1: EXCEEDED. To reach 10% (approx. 6,742) of students in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.

We exceed our objective by 350.7%, reaching approximately 30,387 students in Gainesville by March 20, 2020.

Reached students through hosted events	1,150
Spoke to students through general body meeting presentations	385
Interacted with students at the KISS 105.3 Census Celebration	500
Interacted with students at the SFC Justice Festival	100
Distributed resources and key messages to students through internal organization channels	16,510
Distributed wristbands with QR codes to popular bars	10,000
Reached students through collateral material	750
Recruited ambassadors for tabling and fliering efforts	14
Interacted with students via ambassador tabling	500
Gained an aggregate total of followers on social media	478
	30,387

Objective 2: MET. To reach 5% (approx. 2,878) of renters in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.

Interacted with people at the Public Library event	69
Distributed collateral materials to UF Health Mobile Clinics (trilingual brochures and posters)	100
Distributed bookmarks to local churches and public libraries	275
Distributed children's activity pages to local churches and public libraries	240
Interacted with people at the City of Gainesville Annual State of the City Address	100
	784*

*Our team reached 55,100 people weekly through WUFT-FM radio PSAs, 11,912 people weekly through WUFT-TV PSAs and 12,982 people through other earned media. *This led our team to believe that we exceeded our objective.*

LIMITATIONS: Most of our numbers came from working with traditional media, which means that we could not verify our total reach. Our team only reached 784 renters through events, partnerships and interactive efforts. This is because:

- Many renters were more comfortable with the familiar mail or phone options
- Apartment complexes were difficult to reach and/or uncooperative
- The U.S. Census Bureau's focus on "April 1" in its messaging was adopted by Gainesville's other census efforts; this date conflicted with our campaign
- Renters are more difficult to find online; therefore our team was not able to implement effective tactics during spring break, nor from March 12 to March 20 due to the COVID-19 crisis.

EMPOWER

Objective 3: EXCEEDED. To have 700 people in Gainesville participate in the 2020 Census between March 12, 2020 to March 20, 2020.

According to Census.gov, 15.7% of Gainesville members completed the 2020 Census by March 20, 2020. We exceeded our objective by 3,002%, with approx. 21,015 people having participated by our target date (A-17).

MEDIA REPORT

Earned Media Report

The “**We Deserve Better**” campaign was successful in obtaining media coverage and reaching our audiences via traditional media tactics over the course of six weeks. The team worked with WUFT-FM, Noticias WUFT, WUFT.org, GHQ FM and WUFT-TV to gain coverage of campaign efforts. In total, this reached over 79,994 people across all media postings from Feb. 10 to March 20.

Social Media Report

For the “**We Deserve Better**” campaign, we maintained a solid presence on Instagram, Facebook and Twitter, garnering a total of 478 followers (171 on Instagram, 247 on Facebook and 60 followers on Twitter). Overall, we published 198 stories and 160 posts. This included six original 2020 Census PSAs (aired weekly across each platform), which collectively had 3,672 views. Specifically, the content published during key census dates (March 12-20), reached 1,784 people on Instagram and Facebook, and generated 5,169 impressions on Twitter. By the end of the campaign, we reached a total of 8,495 people via Instagram and Facebook, and generated over 25,300 impressions on Twitter.

Owned Media Report

Our campaign’s website, Gnvdeservesbetter.com, launched Feb. 10. The purpose of this website was to support our overall campaign, not serve as an evaluation metric because it is impossible to identify individual visitors as renters or students. Through our website, visitors could access information about the 2020 Census and the “**We Deserve Better**” campaign. This included census FAQs, information about the UF Bateman Team and our email reminder sign-up. Additional content featured blogs and press releases highlighting our campaign’s events. From March 12-20, it acted as a gateway to the 2020 Census questionnaire by directing traffic to my2020census.gov. By the end of the campaign, we received 164 reminder-email requests, and the website received 2,176 total page views.

CONCLUSION

The UF Bateman Team recognized the gravity of our task when we took on the U.S. Census Bureau as our client. We viewed the 2020 Bateman Case Study Competition as an opportunity to leave a 10-year legacy for Gainesville, the city that gave us the launchpad for our careers as PR professionals. The CCC made it clear that we were on the front lines for reaching fellow students. We responded by reaching nearly 30,000 of them. Additionally, we reached over 15,000 members of the Gainesville renting community. At the KISS 105.3 Census Celebration, Rev. Karl Anderson, president of the ACCPA and our KISS 105.3 contact, said, “Man, I feel like you guys are everywhere!” Despite the COVID-19 crisis disrupting the campaign’s finale, Gainesville’s self-response total was over 20,000 households by March 20, 2020.

Only 72% of Gainesville participated in the 2010 Census. This time around, the Swamp won’t settle for less than 100% of the funding it deserves. The UF Bateman Team was proud to spark the movement, rally Gainesville to action and stand alongside our fellow Gators, bound by the simple understanding that “**We Deserve Better**.”

To learn more about the team that made this all possible, see our team one-sheeter (A-18).

BUDGET

EXPENSES

T-Shirts.....	\$240.00
Black Display Boards.....	\$40.00
Valentine's Candy.....	\$14.00
TOTAL.....	\$294.00

IN-KIND DONATIONS

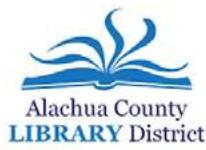
Wristbands (10,000).....	\$369.27
Web Domain	\$10.00
Web Hosting	\$30.00
Pizza for Focus Group.....	\$19.23
Copy Paper.....	\$94.95
Study Edge vouchers for Diamond Membership (2).....	\$150.00
TOTAL.....	\$669.22

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RESEARCH

APPENDIX 1: SECONDARY RESEARCH

The constitution mandates that every living person in the United States be enumerated every 10 years once, only once, and in the right place. We were challenged to execute a campaign that addresses misconceptions and encourages participation in the 2020 Census. The 2020 UF Bateman Team ultimately created a research-based grassroots campaign that was based on the two-step flow of information theory to directly deliver key messages to our hard-to-count target audiences while working with our community partner, the Alachua County Census Complete Count Committee.

We reviewed more than 50 sources, including academic journals, news articles, U.S. Census Bureau reports and more to understand perceptions of the census and factors that affect rates of participation. We also focused on the target audiences' demographics and psychographics.

Data Privacy and Security

Though the census report is beneficial in understanding the demographics residing in the United States, audiences tend to be wary of the national count. These issues include general distrust in the government, fear of the citizenship question, ignorance of how and who the census benefits and privacy concerns connected to the new online option.

In the 2020 Census Barriers, Attitudes and Motivators Study (CBAMS), an overarching trend in public distrust was found at all levels of the government. It was especially high for those populations who identified as non-Hispanic (NH) small-sample races, NH whites, NH blacks, people born in the U.S. and people who are proficient in English. Adding to this distrust is confidentiality concerns among the public. In the report, both Asians and low English proficient publics tied at 41%, with blacks/African Americans following at 38%. Of the 17,500 people surveyed, 24% reported they were "extremely concerned" about the census sharing their data to other government agencies.¹

With the option of filling out the 2020 Census online, privacy concerns are relevant and prominent, especially in light of Russia's alleged interference in the presidential elections. According to Nextgov.com, apart from common problems with the census, federal officials are concerned about "delayed IT rollouts, shortened security tests and opaque cyber patching processes that could leave the decennial vulnerable to system failures and digital attacks."²

Citizenship Question

Another big issue was the question of citizenship in the census. According to Mises.org, President Trump requested that a citizenship question be included in the census to help identify how many non-American citizens are residing in the United States.³ Florida has a high Hispanic population.⁴ This demographics' distrust in the Trump administration stems from his political views on immigration and citizenship. However, because this question would be a deterrent and likely cause a discrepancy in obtaining accurate numbers, it was ultimately removed after seven lawsuits and a Supreme Court decision. Floridians, especially those who are black and Hispanic, can be undercounted and underrepresented by an inaccurate census report.⁵ The aforementioned citizenship question would likely suppress immigrant participation, regardless of citizenship status, because of distrust in confidentiality policies and the fear of deportation.

These audiences are traditionally hard to reach, even without factoring in current events. A paper by the Urban

1 U.S. Census Bureau (2020). 2020 Census Barriers, Attitudes, and Motivators Study Survey Report. Retrieved from <https://www2.census.gov/programs-surveys/decen/2020/program-management/final-analysis-reports/2020-report-cbams-study-survey.pdf>.

2 Corrigan, J. (2018, May 9). Census Gambles on Shorter Cybersecurity Testing for 2020 Count. Retrieved from <https://www.nextgov.com/analytics-data/2018/05/census-gambles-shorter-cybersecurity-testing-2020-count/148058/>

3 Ryan. (2019, April 23). The Problem with the Census: Ryan McMaken. Retrieved from <https://mises.org/wire/problem-census>

4 Taylor, L. (2019, August 5). Florida could be hurt by Census undercount, especially of black and Hispanic households, new report finds. Retrieved from <https://www.tampabay.com/florida-politics/buzz/2019/06/04/florida-could-be-hurt-by-census-undercount-especially-of-black-and-hispanic-households-new-report-finds/>

5 Peiffer, E. (2018, August 28). The 2020 Census is complex, vulnerable, and vital to our democracy. Retrieved from <https://www.urban.org/urban-wire/2020-census-complex-vulnerable-and-vital-our-democracy>

Institute predicts that Florida will suffer greater undercounts because it has particularly high Hispanic and black populations, who are historically missed by census takers. Undercounts could mean communities lose out on government or grant money for years.⁶

Goal of the Census

When conducting the 2020 CBAMS, researchers found that many people were unaware of the benefits of the census. The study revealed that only 45% of people in the U.S. knew the census' role in determining community funding. Regarding Florida, this means that people do not understand how billions of dollars are distributed to over 55 large federal spending programs. About 57% knew that the census plays a role in determining federal representation.¹ This means that people understood that there was a governmental connection, but not how they as individuals benefited from an accurate count. Vanita Gupta, the president and CEO of the Leadership Conference on Civil and Human Rights, stated in The Birmingham Times that "being undercounted in the census deprives already vulnerable communities of fair representation and vital public and private resources."⁷

Students' Misconceptions

According to the Pew Research Center in Washington, D.C., it is common for college students to misunderstand which town they are to be enumerated during census polling.⁸ The U.S. Census Bureau defines a residence as where a person lives or stays most of the time. Unless they are commuting from home to campus daily, college students are considered residents of their college town. While this definition may be clear to some, college students are often confused due to other governmental and educational documents, and for personal reasons. For instance, students often vote via absentee ballot, and are often listed as their parent's dependent on taxes and financial aid forms.⁹ In addition, a National Academy of Sciences study discovered that college students also have a strong emotional connection between themselves and their hometowns, so they are hesitant to call another town "home."¹⁰



Members of the UF Bateman Team discuss strategy with their coach (faculty advisor) for the 2020 Census campaign.

⁶ U.S. Census Bureau. (2019, July 16). Knowing Census Data Benefit Communities May Increase 2020 Response. Retrieved from <https://www.census.gov/library/stories/2019/05/knowning-census-data-benefit-communities-may-increase-2020-response.html>

⁷ Timeshttp, B., Birmingham Times, & Birmingham Times. (2017, August 26). 2020 Census in Peril With Lack of Funding From Congress. Retrieved from <https://www.birminghamtimes.com/2017/08/with-the-census-in-peril-what-will-it-take-to-right-the-ship/>

⁸ US Census Bureau Demographic Internet Staff. (2010, January 20). US Census Bureau Site Name main page. Retrieved from https://www.census.gov/population/www/cen2010/resid_rules/resid_rules.html

⁹ The Census: College Students Count-but Where? (n.d.). Retrieved from <https://www.pewtrusts.org/en/research-and-analysis/reports/2010/03/16/the-census-college-students-countbut-where>

¹⁰ Roger. (2016, April 15). Census sometimes counts college students twice. Retrieved from <https://www.bnd.com/living/liv-columns-blogs/answer-man/article72009392.html>.

APPENDIX 2: CONSULTATIONS

Armon Lowery

Partnership Specialist U.S. Department of Commerce and the U.S. Census Bureau



Our meeting on Nov. 8, 2019 with Lowery gave us great insight into how vital to the Gainesville community it is for college students to be accurately counted. With two large colleges in the area, the University of Florida and Santa Fe College, we learned that close to 20,000 students did not participate in the 2010 Census or were counted incorrectly. According to Lowery, Alachua county lost \$390 million over the last 10 years. Additionally, an inaccurate count could cause political underrepresentation and the misdrawing of district lines. Lowery also gave insight to where governmental funding is directed as a result of census information. While public schools, transportation, and general safety are all causes our team anticipated being connected to the census, Lowery also informed us that nonprofit organizations and hospitals benefit from this funding, as well.

Discussing our target audiences, Lowery mentioned lower-income children are encouraged by parents and guardians to succeed in athletics as a way to escape poverty. Low-income families form a large portion of Gainesville's renter population. This gave us the idea to reach parents and guardians through their children.

After speaking with Lowery to learn more about the current status of the census in the Gainesville area, our team was invited to join the Alachua County Census Complete Count Committee. The CCC consists of opinion leaders from around the county including members from the Alachua County School Board, UF, Alachua County Manager's Office, the Gainesville Chamber of Commerce, the Alachua County Supervisor of Elections office, local religious organizations, and more. As part of the CCC, we were able to participate in monthly meetings, give advice on student participation and learn more about how local community efforts are contributing to the county's goal of reaching 80% participation in the 2020 Census.

David Arreola

Gainesville City Commissioner



Meeting with Arreola on Nov. 22, 2019 gave our team a lot of great ideas on how to best reach the community. Arreola encouraged us to think about where our target audiences were on a daily basis and who would be most reliable to spread messages using word-of-mouth. He mentioned that older generations would be less trusting of the new online option, and generations who have never taken the census before were an unknown variable. His advice was to be visible and outspoken because a lot of people would not participate without repeated contact.

Karl Anderson

President, Alachua County Christian Pastors Association



Through the CCC, we connected with Rev. Karl Anderson, president of the Alachua County Christian Pastors Association (ACCPA). Anderson suggested we tackle lower-middle class to low-income families through his churches. He recommended we reach them using materials that didn't disrupt their sacred place, but still conveyed our key messages. This information was instrumental while developing our strategy and tactics to reach this audience.

APPENDIX 3: PRIMARY RESEARCH - QALTRICS SURVEY

The UF Bateman Team received a total of 130 surveys responses from students and renters living in Gainesville. The 16-question survey were conducted using Qualtrics and were distributed virtually. The survey used single-answer, multiple-answer, and Likert-scale questions to ask target audiences about their perception of the census, news consumption habits and key motivators.

Demographics

GENDER	PERCENTAGES
Male	13.1
Female	86.9
Prefer not to answer	0

RACE	PERCENTAGES
White	13.1
Hispanic, Latino or Spanish origin	86.9
Black or African American	0
American Indian or Alaska Native	0
Asian	6.1
Native Hawaiian or Pacific Islander	0
Two or more races	8.1
Other	2

HOUSING ARRANGEMENTS	PERCENTAGES
Renter	81.8
Owner	2
Campus Housing	15.2
Other	1

AGE	PERCENTAGES
17 or younger	1
18-25	98
26-29	1
30 or older	0

Perceptions of the Census

Only 3.03% of respondents reported they understand “extremely well” for what purposes census data is used. Approximately 19% of respondents reported they understood “very well” and 48.5% said they understood “moderately well.” Only 18.2% reported they understood “slightly well” and 11.1% said they don’t understand at all.

Only 43.4% of respondents knew the census determines representation in the government, 38.5% knew it determines city funding, and 18.1% knew that the census is required to keep all data confidential, including citizenship status.

Just 20.2% of respondents knew they were responsible for completing the census; 23.2% thought their parents or guardians were responsible, while 56.6% thought either them or their parents could fill it out. Nearly half of all recipients thought they were counted in their hometowns (46.5%) and 21.2% didn’t know where they were supposed to be counted.

The top concerns related to the census were information privacy (22.7%), lack of community impact or importance (22.3%), and not knowing how to find or complete the census (20.3%).

Almost two-thirds of respondents thought the census could make a difference in their community (58.6%). While this is still a majority, that means over 40% either do not know or do not believe the census impacts their community. This indicates a clear gap in census education.

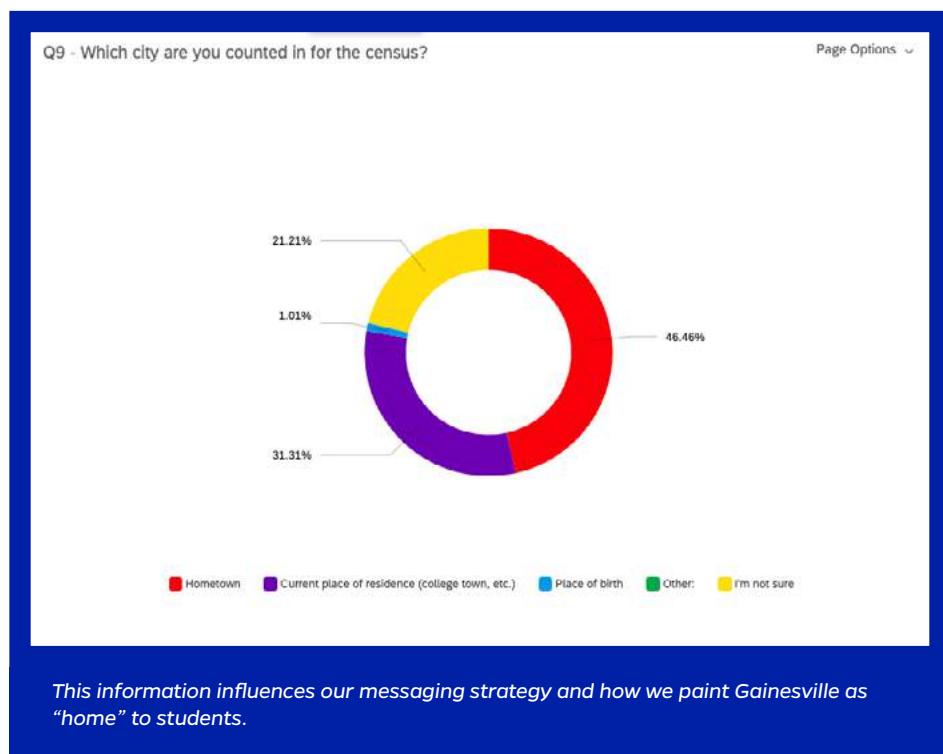
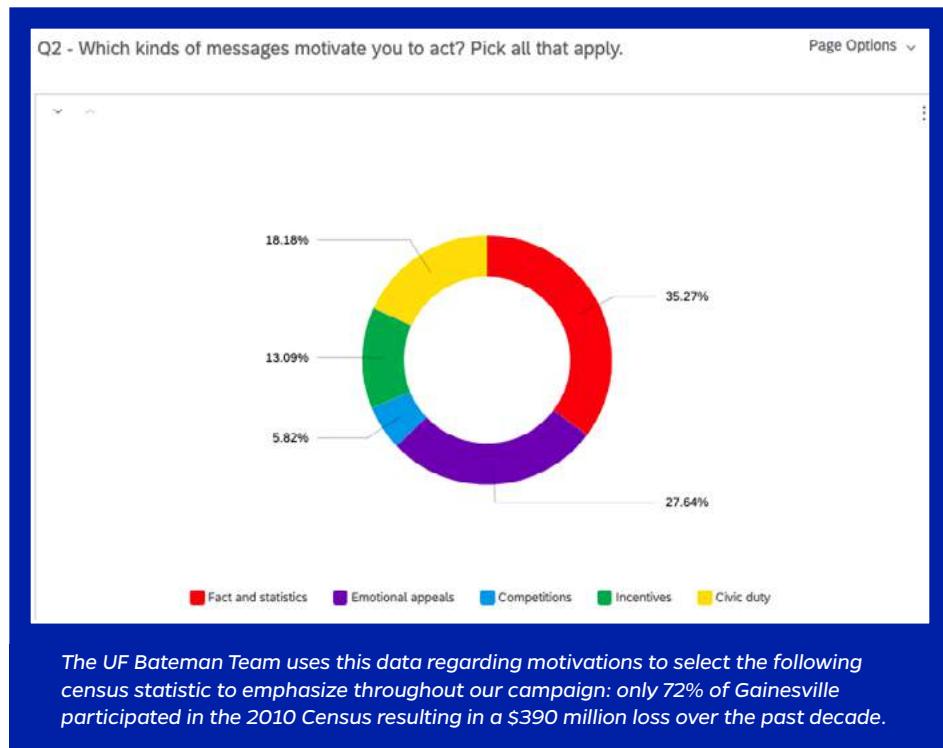
News Consumption Habits

News organizations were considered the most trustworthy sources of information (28%) followed by official organizations (27.7%) and professors (16.3%). Over a quarter of respondents listed social media as the place they received most of their news (28.6%), followed by online news sources and apps (24% and 15.5%, respectively). Word-of-mouth was the fourth most popular answer, with 13.4% of respondents saying they receive their news from others, however, only 15.1% of respondents thought this source was trustworthy.

Instagram (28.6%), Snapchat (21.2%) and Facebook (19.8%) were the three social media platforms respondents used the most frequently, with most being active at night (33.9%), and in the evening (25.2%) and morning (20.4%).

Key Motivators

Over 35% of respondents cited facts and statistics as the most motivating message (35.3%), followed by emotional appeals (27.64) and civic duty (18.2%). Social media (31.2%), hosted events (25%) and flyers, posters, banners and pamphlets (16.2%) were the three top three methods of communications that respondents believe are the most likely to motivate them.



UF | Institutional Review Board

UNIVERSITY of FLORIDA

Behavioral/NonMedical Institutional Review Board
FWA00005790

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DATE: 11/20/2019
 TO: Pamela Proverbs
 Weimer Hall
 Gainesville, Florida 32611-0001
 FROM: Ira Fischler, Ph.D., Professor Emeritus
 Chair IRB-02
 IRB#: IRB201902978
 TITLE: Gainesville Community Perception of the 2020 Census and Media Habits

Approved as Exempt

You have received IRB approval to conduct the above-listed research project. Approval of this project was granted on 11/20/2019 by IRB-02. This study is approved as exempt because it poses minimal risk and is approved under the following exempt category/categories:

2. Research that includes only interactions involving educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior (including visual or auditory recording) if at least one of 3 criteria are met: (i) the information obtained is recorded by the investigator in such a manner that the identity of the human subjects cannot readily be ascertained, directly or through identifiers linked to the subjects; (ii) any disclosure of the human subjects' responses outside the research would not reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, educational advancement, or reputation; OR (iii) the information obtained is recorded by the investigator in such a manner that the identity of human subjects can readily be ascertained, directly or through identifiers linked to the subjects, and an IRB conducts a limited review to make the determination required by 45 CFR 46.111(a)(7) (which relate to there being adequate provisions for protecting privacy and maintaining confidentiality) AND the research is not subject to subpart D.

Special Note(s) to Investigator:

Exempt approved studies will not have an approval stamp on the consents, fliers, emails, etc. However, the documents reviewed are the ones to be used. If you need to modify the document(s) in any manner then you'd need to submit to our office for review and approval prior to implementation.

Principal Investigator Responsibilities:

The PI is responsible for the conduct of the study.

- Using currently approved consent form to enroll subjects (if applicable)
- Renewing your study before expiration
- Obtaining approval for revisions before implementation
- Reporting Adverse Events
- Retention of Research Records
- Obtaining approval to conduct research at the VA
- Notifying other parties about this project's approval status

Should the nature of the study change or you need to revise the protocol in any manner please contact this office prior to implementation.

Study Team:

Sawyer	Carlton	Study Coordinator
Erin	France	Study Coordinator
Carly	Rogers	Study Coordinator
Marcia	DiStaso	Co-Investigator
Palak	Patel	Study Coordinator

The Foundation for The Gator Nation

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APPENDIX 4: PRIMARY RESEARCH - FOCUS GROUP

On January 29, 2020, the UF Bateman Team conducted a focus group of nine participants to confirm results from our survey and to test slogans, campaign materials and key messages. The group was a variety of students that live on-campus, students that rent, and non-student renters.

Campaign Theme

Seven of the participants agreed that “**We Deserve Better**” was the best campaign theme out of our three options. They thought it was the most inclusive and focused on the community aspect of Gainesville. “You Deserve Better” was perceived as aggressive and too similar to the Uncle Sam U.S. Army recruitment poster while “GNV Deserves Better” was deemed confusing because most participants did not know GNV is the acronym for Gainesville Regional Airport.

Key Messages

Participants agreed that knowing what resources and services are supported by census data and census-distributed federal funds is important to motivating target audiences to take the 2020 Census. In addition, they emphasized the importance of explaining that data is kept private and that the census does not ask for a person’s legal status. They also did not know that the 2020 Census is the first census to have an online option. Participants listed health care, education, transportation and infrastructure as the federally funded resources they believe are most important to them.

Materials

Participants decided the white, circular stickers stating, “YOU DESERVE BETTER _____” with the 2020 Census logo beneath was their preferred option. They liked how the stickers had an interactive fill-in-the-blank option for recipients to write in what they believe Gainesville deserves better.

Tactics

Like the stickers, participants confirmed that interactive tactics would be more successful than other methods. Offering free items or food while tabling or offering prizes, either in person or online, would be key motivators for students. Suggestions for events included offering opportunities to complete the census and offering extra credit for attendance. They also suggested having sufficient promotion on social media and the opportunity to bring a friend or guest.

Interestingly enough, they thought it would be best to avoid Turlington, a high-traffic area on campus, during peak hours and instead go during leisure times or table at other places, such as the Reitz Student Union North Lawn, Newell Hall or Plaza of the Americas. In addition, participants agreed that putting up signs with our key messages would help students understand our messaging without needing to talk to us directly.



UF Bateman Team tests our campaign theme with nine focus group volunteers. The team tries to hide surprise that “We Deserve Better” is better received than “You Deserve Better.”

APPENDIX 5: SWOT ANALYSIS

Analysis of the strengths, weaknesses, opportunities and threats of the U.S. Census Bureau.

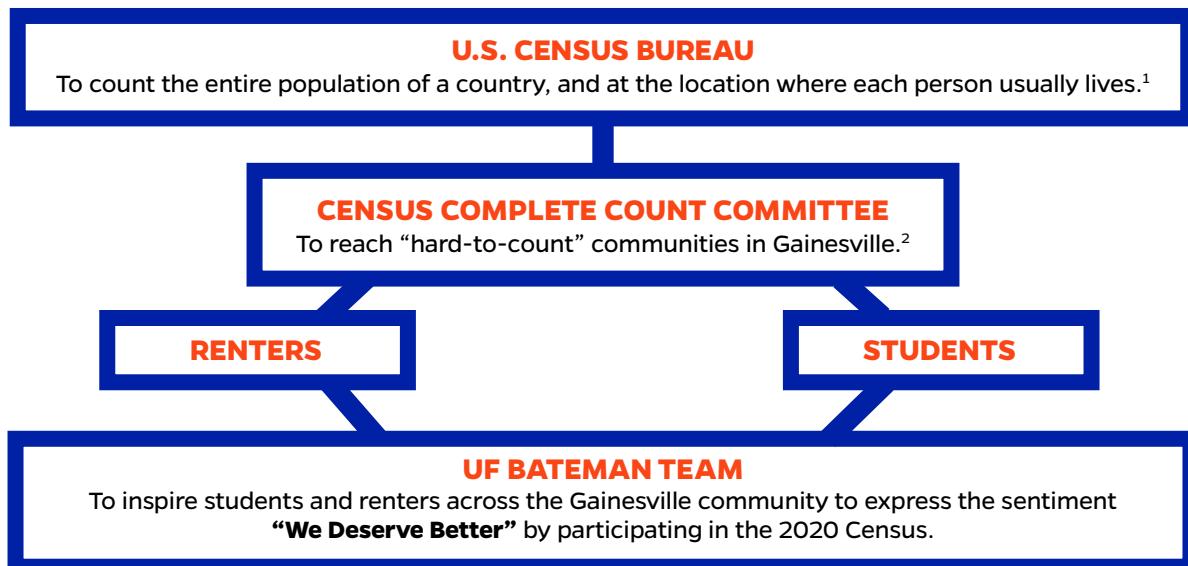
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">Messaging is easily adaptable to any city/individualThis is the first time the census is offered online.The census is also offered by mail and phone.The census is a relatively familiar term for generations who have participated in the past.The U.S. Census Bureau has resources online to help people understand its mission and importance.	<ul style="list-style-type: none">The U.S. Census Bureau is supplying all regions of the country, which means it has limited resources for each area.It is difficult to communicate such a large project to all agencies and partners involved effectively.Each region, state and city operate differently, which means the Bureau must rely on local organizations and agencies to communicate its messages.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">Other organizations recognize the importance of the census and are willing to help accomplish the Bureau's mission (ex: CCC, City of Gainesville, UF organizations etc.) and provide the UF Bateman Team with credibility.91% of households in Gainesville have access to a computer.UF has public spaces where students are familiar with tabling techniques.The census opens near election time, making civic duty a topic of conversation.Use messages that cause students to think of Gainesville as home (ex: identity affiliation as Gators; avoid the term "resident;" explain how students leave a legacy for future Gators).	<ul style="list-style-type: none">High population of students do not know that they count in their college towns and instead think they count in their hometowns/parents' households.Few people have a solid understanding of how census data is used.People have low trust in the government.People have privacy concerns, especially regarding the inclusion of the citizenship question and fears of security breaches.Gainesville's population is made up of several hard-to-count populations:<ul style="list-style-type: none">Students (40% of the population)Renters (43% of the population)Black/African Americans (21% of the population)Hispanics/Latinos (11% of the population)Low-income households (Gainesville has a 33% poverty rate).

PLANNING

APPENDIX 6: CONCEPTUALIZATION

Goal Conceptualization

Our goal, although straightforward, is more than meets the eye. Because we were working alongside the U.S. Census Bureau and the CCC, we decided it would be in the campaign's best interest to create a goal that supported the goals of both organizations.



Theme

The UF Bateman Team emphasized the importance of a constitutional requirement that only occurs every ten years, and how its effects will be felt for the next decade. Our research showed that there are large gaps in census education that lead to apathy towards participation. We aimed to bring the community together by:

1. Capitalizing on the Gator pride felt in Gainesville
2. Giving them a short but meaningful reason why they should complete the census—because **We Deserve Better**.

In short, participating in the 2020 Census creates a better Gainesville for all.

Messaging Conceptualization

Messaging was decided by reading the project brief to understand what the client wants from our team and by addressing our three biggest misconceptions. From there, we developed four supporting key messages that targeted participants’ concerns relating to the 2020 Census and emphasized the novelty and convenience of completing it online March 12.

MISCONCEPTIONS	MESSAGES
Only 31.3% of students know they count in Gainesville.	You count where you sleep more than six months of the year.
Only 22.2% of respondents understood how census data was used “very well” to “extremely well.”	The Census determines funding for Gainesville for the next 10 years.
Only 18.1 % of survey respondents believe census data is private and confidential.	The census is safe, secure and completely confidential.
	It is easy to participate online, starting March 12!

¹ US Census Bureau. (2019, October 28). Why We Conduct the Decennial Census. Retrieved from <https://www.census.gov/programs-surveys/decennial-census/about/why.html>

² Tinker, C. (2019, October 4). Group works to boost participation in U.S. census. Retrieved from <https://www.gainesville.com/news/20191003/group-works-to-boost-participation-in-us-census>

APPENDIX 7: TARGET AUDIENCES

Renters

Renters make up 43% of the households in Gainesville.¹¹ The U.S. Census Bureau reports that approximately 36,403 residents in Gainesville are determined to be below the poverty level, which is about one-in-three people, the highest in the state of Florida.¹² In 2018, the annual poverty threshold for a family of four in Gainesville was \$25,465 while the median salary for a local resident is \$34,226. In Gainesville, 56.1% of the population has rent-cost burden and 30.2% has severe rent-cost burden, meaning Gainesville may be a harder place to pay rent than larger cities in Florida, such as Tampa or Orlando.¹³

Students from UF and Santa Fe College (SFC), a local community college, can be attributed to the demand for housing, which inflates the local rent and prices. Although college students make up 12% of the renter population in Florida, they are typically not considered “cost burdened” renters. Gainesville has the highest rent-cost burden rates of any metro area in the state of Florida, according to Harvard University’s Joint Center for Housing Studies.¹⁴

The racial breakdown of Gainesville as a whole is as follows: 66% White, 21% Black, 7% Asian, 4% Mixed Race and 1% Other.¹⁵

Students

The total UF student count is 52,367, which includes undergraduate and graduate populations. At UF, 22% of students live on-campus. Most of the remaining 78% live in various apartment complexes around Gainesville or rent houses. Some communities target niche consumers (e.g. grad students, sorority women, etc.). Among combined percentages of undergraduate and graduate students, 57.07% of students are white.¹⁶ The next largest racial demographic is Hispanic (15%), followed by Asian (7.35%), Black (7.08%), Non-resident Alien (8.17%), ethnicity unknown (3.15%) and Mixed Race (1.57%).¹⁷ The male-to-female ratio favors women at about 54%.

The UF Bateman Team believed it was imperative to include SFC in our student target audience because it has the second largest population of students in the Gainesville community. SFC has 15,055 students enrolled. About 41% of SFC students are full-time and 35% of the students are minorities (majority Hispanic and black). SFC does not have dorms, which means most students either live at home or rent in the area.¹⁸

These digital natives can be reached online via Facebook (83%), Instagram (71%), and Twitter (45%).¹⁹ Content should be smartphone friendly because students are always on the go. This age group is used to filtering out messages and has a short attention span, so language in key messages should be concise and/or relatable. This group also has a distrust for advertisements; all campaign materials should feel authentic.²⁰ Offline, this age group seeks personal connections. Campaigns should be engagement oriented via peer to peer engagement tactics, events and partnerships with social and involvement organizations on campus.²¹ College students spend most of their time on leisure/sports activities, followed closely by educational activities and work.²²

11 Census profile: Alachua County, FL. (n.d.). Retrieved from <https://censusreporter.org/profiles/05000US12001-alachua-county-fl/>

12 Hernandez, M. (2019, August 19). Gainesville Is The City Affected The Most By Poverty In Florida, Analysis Reports. Retrieved from <https://www.wuft.org/news/2019/08/19/gainesville-is-the-city-affected-the-most-by-poverty-in-florida-analysis-reports/>

13 Berkowitz, J. (2019, May 8). Gainesville Residents Struggle To Pay Rent Amid Florida's Housing Crisis. Retrieved from <https://www.wuft.org/news/2019/05/08/gainesville-residents-struggle-to-pay-rent-amid-floridas-housing-crisis/>

14 U.S. Census Bureau QuickFacts: Gainesville city, Florida. (n.d.). Retrieved from <https://www.census.gov/quickfacts/fact/table/gainesvillecityflorida/HSG445218#HSG445217>

15 Enrollment. (n.d.). Retrieved from <https://ir.aa.ufl.edu/uffacts/enrollment-1/>

16 CollegeSimply. (n.d.). University of Florida Diversity & Student Demographics. Retrieved from <https://www.collegesimply.com/colleges/florida/university-of-florida/students/>

17 Santa Fe College Profile (2020): Gainesville, FL. (n.d.). Retrieved from <https://www.communitycollegeprofile.com/santa-fe-college-profile>

18 How Millennials Use Social Media. (n.d.). Retrieved from <https://iop.harvard.edu/iop-now/how-millennials-use-social-media>

19 NAM Youth Marketing. (2014). College Marketing 101: An Authoritative Guide to Unlocking the Elusive College Market [White paper]. <https://www.aaa.org/index.php?checkfileaccess=/wp-content/uploads/legacy-pdfs/CollegeMarketing101.pdf>

20 Marketing to College Students. (n.d.). Retrieved from <https://campussolutionsinc.com/marketing-to-college-students/>

21 Charts by Topic: Students. (2016, December 20). Retrieved from <https://www.bls.gov/TUS/CHARTS/STUDENTS.HTM>

IMPLEMENTATION

APPENDIX 8: IMPLEMENTATION SCHEDULE

KEY:

Black: Events

Blue: Social Media

Orange: Cancelled Events

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
10	11	12	13	14	15	
	Launch website and social medias Social Story: Teaser graphic (IG/FB) Teaser Post: "We Deserve Better" grid (IG)	Original Content: Census PSA (all)	Santa Fe College Senate Meeting Presentation Meeting with Greek Council Presidents Launch event promotion (all) Original Content: #DYK Census Fact GNV loss of funding (Twitter)	Black Student Union (BSU) General Body Meeting (GBM) Presentation Original Content: #BHM (Black History Month) Post (IG/FB) Curated Content: What is the Census? (Census.gov) (FB/Twitter) Launch event promotion (all) Social Story: BSU Meeting (IG/FB) Original Image: BSU presenting (Twitter)	Give Gainesville Some Love Launch event Launch event promotion (all) Curated Content: (Census.gov - Frederick Douglass Birthday)/(Alachua Schools - Jump Rope for Heart event) (Twitter) Live Tweets: Launch Event Social Story: Launch event (IG/FB) Original Image: Launch	Original Content: Launch event post #ICYMI (In case you missed it) (Twitter)
16	17	18	19	20	21	22
Curated Content: (Census.gov - Census invitations mailed out in March) (Twitter)	Original Content: Sawyer PSA (all) Original Content: How long does it take to fill out the Census? (all) Original Content: Rick/Morty "You count Where you Sleep" meme (all)	Original Content: #GatorDay Post (IG/FB) Ambassador Tabling @ Newell Hall (IG/FB)	Santa Fe College Social Justice Fair Womens Student Association (WSA) GBM Presentation Social Story: Social Justice Fair SFC (IG/FB) Original Content: #DYK Census fact GNV participation (Twitter) Social Story: WSA (IG/FB) Live Tweets: WSA Meeting	Gainesville City Commissioners Presentation Original Content: Fill Out Census (Twitter)	Original Content: Oprah funding meme (all) Original Image: SFC Social Justice Fair (IG/FB)	
23	24	25	26	27	28	29
Social Story: Census Celebration Promotion	Original Content: Carly PSA (all) Social Story: Census Celebration Promotion (IG/FB)	Hispanic Student Association (HSA) GBM Presentation UF Student Government Senate Meeting Presentation Social Story: HSA Meeting (IG/FB) Library Info session promotion Original Image: UF SG Senate (all)	State of the City Address Tablings Alachua County Library Infomational Session Social Story: State of the City Address (IG/FB) Original Image: State of the City Address (all) Live Tweets: State of the City Alachua County Library Info Session promotional post (Twitter/FB) Study Edge Giveaway Promotion Post (IG/FB)	Social Story: We Deserve Better Posters in the Institute of Hispanic/Latino Culture (IG/FB) Study Edge Giveaway Promotion Post (IG/FB)	Social Story: Study Edge Giveaway promotion (IG/FB)	UF Spring Break Starts Original Content: #CensusFAQ

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
UF Spring Break Original Content: #Womens-Month (all) Curated Content: Women's month GNV Census Facts (Twitter) Social Story: #Womens-Month (IG/FB)	UF Spring Break Original Content: Ruth PSA (all) Original Content: #CensusFAQ How can I complete the Census? (all) Curated Content: Shared PRSSA Bateman Article (Twitter)	UF Spring Break Original Content: #CensusCountdown 10 (IG/FB) Curated Content: John Oliver clip (all) Social Story: John Oliver clip (IG/FB)	UF Spring Break Original Content: #CensusCountdown 9 (IG/FB)	UF Spring Break Social Story: Where you sleep promotion? FAQ/Quiz (IG/FB) Curated Content: Census.gov (Twitter) Original Content: #Census Countdown 8 (IG/FB)	UF Spring Break Where you Sleep promotion Original Content: #Census-Countdown 7 (IG/FB)	UF Spring Break Original Content: #Census-Countdown 6 (IG/FB)
8	9	10	11	12	13	14
Original Content: #Census-Countdown 5 (IG/FB)	Public Library Tabling Event Original Content: Palak PSA (all) Original Content: #CensusCountdown 4 (IG/FB) Social Story: Study Edge Giveaway promotion (IG/FB) Social Story: Study Edge Giveaway winner announcement (IG/FB) Social Story: Census Celebration Promotion (IG/FB) Curated Content: Shared City of Gainesville Mural Post (IG/FB)	Census Celebration Block Party in the Plaza Alachua County Commissioners Meeting Original Content: #CensusCountdown 3 (IG/FB) Social Story: Census Celebration (IG/FB) Where you Sleep Promotion (all) Libraries Promotion (Twitter/FB)	"Where you Sleep" event Original Content: #CensusCountdown 2 (IG/FB) Social Story: Where you Sleep (IG/FB) Curated Content: Where you Sleep Mention (Twitter)	GHQ Interview with Matt Duffy Original Content: #CensusCountdown 1 (IG/FB) Original Content: Census Opens! (Twitter) Social Story: How will COVID-19 affect the census (IG/FB) Social Story: GHQ Interview w/ COVID-19 Info (IG/FB) Original Image: GHQ (Twitter) Curated Content: Shared GHQ Interview Podcast link mention by @electionsmith (Twitter) Social Story: Where to find Census link (IG/FB) KISS 105.3 Radio Interview Advisory Council Presentation Islam on Campus GBM Presentation Asian American Student Association GBM Presentation 2020 Census Bob Graham Center Open Forum	Sent census email reminder Original Image: Alachua County Library (all) Curated Content: Census Bureau Library Funding fact Social Story: GHQ Podcast link (IG/FB) UF v. UGA Baseball Game tabling Gator Nights tabling	Curated Content: COVID-19 (all)
15	16	17	18	19	20	
Study Edge Giveaway promotion post (all)	Updated social media headers and bios to reflect "Complete Census Today" messaging Social Story: Study Edge Giveaway promotion (IG/FB) Original Content: Erin PSA (all) Online Census Completion Event - UF Education Library College Democrats GBM Presentation	Original Content: How to fill out the Census video (FB/Twitter) Social Story: Study Edge Giveaway promotion (IG/FB) Original Content: #CensusFAQ (Drake meme) (all) Original Image: #ICYMI: Census Celebration w/ COVID-19 Encouragement Caption (IG/FB) Online Census Completion Event - UF Library West	Curated Content: Shared Campaign Key Messages mention by @UFDcp (Twitter) Original Image: Where you Sleep #ICYMI (IG/FB) Social Story: Study Edge Giveaway promotion (IG/FB)	Original Image: We Deserve Better Post-Its (IG/FB) Social Story: Study Edge Giveaway promotion (IG/FB) Social Story: Fill Out the Census Today (IG/FB) Study Edge Giveaway announcement (FB/IG) Social Story: COVID-19 Social Distancing (FB/IG) Original Content: COVID-19 Social Distancing (Twitter) Curated Content: Noticias WUFT Census Episode (FB) Online Census Completion Event - UF Health Science Center Library	Delete social media and website Online Census Completion Event - Alachua County Public Library	

APPENDIX 9: HOSTED EVENTS

9.1 GIVE GAINESVILLE SOME LOVE EVENT

Date: February 14, 2020

Location: The Reitz Union, UF Campus

Partners Present: UF Bateman Ambassadors

Event Description: The Give Gainesville Some Love event was our launch event. We created Valentine's Day cards with 2020 Census information, paired them with candy, and gave them out to students walking in and out of the student union. Our team set up a table and our "What Does Gainesville Deserve Better?" sticky note activity to create an opportunity for engaged individuals in conversation.



Our team is so excited that our launch event was such a success!



In order to promote the event, our team displays information on digital screens throughout campus.



Some of our foreign exchange students participate in their native language by jokingly saying Gainesville needs better Chinese food. We tell them about how census data helps businesses determine where to open their doors!



France takes every opportunity to talk to students about their role in the 2020 Census.



With the help of these Valentine's Day cards, our team shows students an easy way to give Gainesville some love by participating in the census online.



The backside of our Valentine's Day cards include a QR code that link directly to our website's email reminder sign-up page. People we interact with are able to sign up on our website to receive a one-time email informing them when the Census officially opens online for people to complete.

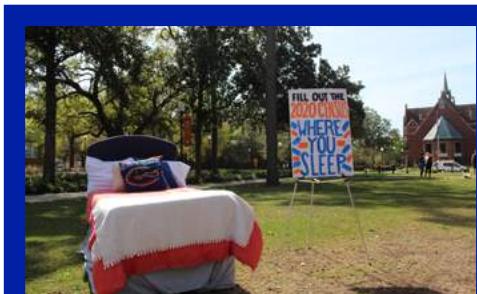
9.2 WHERE YOU SLEEP EVENT

Date: March 11, 2020

Location: The Plaza of the Americas, UF Campus

Partners Present: UF Bateman Ambassadors

Event Description: The Where You Sleep event honed in on our secondary key message for the campaign. We wanted to drill in the idea to students that you fill out the census where you sleep more than six months of the year. So, we built a bed and placed it in the middle of the green, grassy open space of the Plaza of the Americas. We passed out flyers and answered all curious students' questions about the bed. We reminded people that the very next day, they could fill out the census online- quite literally, in their beds, where they sleep.



The centerpiece of the Where You Sleep event.



Carlton shows off our customizable "We Deserve Better" stickers to every student that walks past our table.



The UF Bateman team is ecstatic about how well the event went!



Carlton explains to curious people walking by the purpose of the bed and that you fill out the census where you sleep more than six months of the year.



These display boards become a signature piece at our events, giving us space to display collateral and host an interactive activity.



Rogers holds sign informing students that they should fill out the 2020 Census where they sleep.

9.3 PUBLIC LIBRARY TABLING

Date: March 9, 2020

Location: Alachua County Library District - Headquarters Branch

Partners Present: Alachua County Library District

Event Description: We tabled at the library to inform residents who use its resources about the upcoming census. Although the COVID-19 crisis had begun discouraging people from visiting public spaces, we still were able to engage with 69 people at this event.



Carlton, Rogers and France prepare to interact with community members entering the Alachua County Public Library Headquarters.

APPENDIX 10: STRATEGIC PARTNERSHIPS

10.1 GENERAL BODY MEETING PRESENTATIONS

We attended several student organization meetings. These organizations were mostly minority focused and were designed to foster community. We used the presentation below to communicate our messages and answered any questions from organizations' members. We used a UF branded presentation for most meetings; however, we used SFC branded materials when presenting to Santa Fe students.

Presentation Deck

Our presentation emphasized four main takeaways: students count in Gainesville, participation determines representation and funding, responding to the census is completely confidential and it is easy to participate online starting March 12. Below are a few sample slides from the presentation.



Presentation Briefs

SANTA FE COLLEGE SENATE
Date: February 12, 2020
Location: Santa Fe College Campus

France listens and responds to questions from the members of the Santa Fe College Senate.

BLACK STUDENT UNION
Date: February 13, 2020
Location: Computer Sciences and Engineering Building, UF

France speaks to the members of the Black Student Union.

HISPANIC STUDENT ASSOCIATION
Date: February 25, 2020
Location: Little Hall, UF Campus

France reminds students that there is absolutely no citizenship question on the 2020 Census.

WOMEN'S STUDENT ASSOCIATION
Date: February 19, 2020
Location: The Reitz Union, UF Campus

France, Carlton and Patel present to fellow women leaders at UF.

UNIVERSITY OF FLORIDA SENATE
Date: February 25, 2020
Location: The Reitz Union, UF Campus

Patel speaks to representatives from all across the University of Florida at the UF Senate meeting.

10.2 SANTA FE COLLEGE SOCIAL JUSTICE FESTIVAL TABLING

Date: February 19, 2020

Location: Santa Fe College Campus

Event Description: The UF Bateman Team was invited to table in the open lawn area of SFC for its Social Justice Festival. Several organizations advocating for minority groups and public interest causes were also present, which was helpful for engaging with students walking past.



Carlton, Rogers and France show off some of our collateral materials to catch students' eyes as they walk past. We also strategically set up our table next to the popcorn machine at the event to help engagement levels.



Carlton helps a student sign up for our 2020 Census email reminder.



France explains to a student why the Bateman Team is asking students what they think Gainesville deserves better and how participating in the census can fix the identified problem.



Event organizers pose with "We Deserve Better Representation" campaign poster to highlight that data from the census impacts representation in government. Our messaging aligns with the festival.

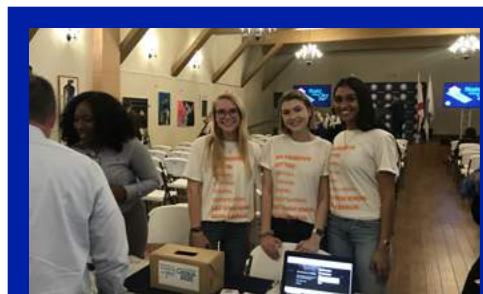
10.3 CITY OF GAINESVILLE STATE OF THE CITY ADDRESS TABLING

Date: February 26, 2020

Location: Cotton Club Museum & Cultural Center

Partners Present: City of Gainesville, Alachua County Census Complete Count Committee

Event Description: Each year, the city hosts the State of the City Address for the mayor and other important city figures to discuss Gainesville's progress and upcoming plans for the year. During this event, we tabled with our CCC partners, distributed flyers with key messages and asked people to enter their emails to our census reminder sign-up.



Carlton, Rogers and Patel encourage community members to sign up for our email reminder.



Carlton explains to a member of the Gainesville community that the census is available as an online option for the first time ever this year.

10.4 PRIVATE SECTOR MEDIA PARTNERSHIP

Event: KISS 105.3 Census Celebration

Date: March 10, 2020

Location: Plaza of the Americas, UF Campus

Partners Present: City of Gainesville Census Recruiters, KISS 105.3 Staff, UF Bateman Ambassadors

Event Description: The UF Bateman Team tabled alongside the City of Gainesville, census recruiters and KISS 105.3 staff. Students were attracted to the pizza provided by the event coordinators, which gave opportunities for our team to communicate our key messages and encourage students to sign up for our census reminder email. We even had an appearance from UF President Kent Fuchs!



France encourages students to sign up for the UF Bateman Team's 2020 Census reminder email.



Patel and France were beyond excited to pose for a photo with President Fuchs.



Carlton, Rogers and Patel speak with President Fuchs. France engages students at the table.



Bateman Ambassador Taylor Smith, and Bateman Team members France and Patel were excited to share about the upcoming national count.

The handout is titled "2020 CENSUS" and "WE DESERVE BETTER." It lists four key points: 1. Students count in Gainesville. 2. The Census determines funding for Gainesville for the next 10 years. 3. The Census is safe, secure and completely confidential. 4. It is easy to participate online, starting March 12! At the bottom, it says Gainesville has given us the platform for our futures. Participate in the 2020 Census to make sure the Swamp gets the funding it deserves. It includes a website link (www.gnvdeservesbetter.com), social media handles (@WEDESERVEGNV and @WEDESERVEBETTERGNV), and QR codes. Logos for the United States Census 2020, UF College of Journalism and Communications, and Gator State are also present.

This is a sample of the handouts we designed and distributed throughout the campaign. The most important key messages are included. It also has a link to our website as well as a QR code and all of our social media handles.

10.5 PUBLIC SECTOR PARTNERSHIPS

Gainesville City Commissioners Meeting

Our partners at the City of Gainesville's communications office asked our team to present our campaign plan at the Feb. 20 Gainesville City Commissioners meeting. While only one teammate was able to attend, the UF Bateman Team still had a large impact at the meeting. Carlton was the only student speaker and one of the only CCC partners to have her own speaking time. The full video is public record and can be found [here](#) with the UF Bateman Team starting at time marker 1:22:00.



Alachua County Commissioners Meeting

In our partnership with the Alachua County Census Complete Count Committee, our team was invited to stand and be recognized for our efforts during the March 10 County Commissioners meeting while the Census Day Proclamation was approved. The Bateman Team received mention for our work with the student population. The full video is public record and can be found [here](#) as the first agenda item.



Brainstorming for Gainesville

This section includes ideas that we discussed with the CCC and the City of Gainesville in hopes of implementation. Unfortunately, our team was unable to participate/implement, but we were thrilled to see our ideas become a reality through others' hands.

- **Gainesville Regional Utility Bill Mailer:** The team pitched the idea of including a 2020 Census information mailer in the monthly utility bill sent to residents in Gainesville. However, this idea was adopted by GRU and the City of Gainesville directly.
- **Overhead Banner over 13th St. and University Ave.:** The team worked closely with the City of Gainesville to obtain overhead banners that would stretch across two of the busiest streets in Gainesville. However, the idea was not executed as there was no available space for the banners during the six-week window of our campaign.
- **34th Street Mural:** The team pitched the idea of creating a 2020 Census mural on the 34th Street wall - a 1,120-foot-long wall known for murals painted by members of the community. It is a top 10 landmark in the city of Gainesville. The idea was executed by a professional mural artist hired by the City of Gainesville.

10.6 UF MOBILE CLINIC PARTNERSHIP

Our team was approved to distribute census material during the UF Mobile Clinic's hours of operation. We provided our contact with 100 brochures to hand to patients within our target audience. We created a trilingual brochure with information in English, Spanish and Chinese.

Trilingual Brochure



Poster Samples



10.7 LOCAL CHURCHES AND PUBLIC LIBRARY PARTNERSHIP

Alachua County Christian Pastors Association (ACCPA)

The UF Bateman Team approached the president of ACCPA to reach the people in his and other congregations. Through working with him, we were able to distribute 175 bookmarks for members to place in their Bibles and 140 activity pages for children to complete.

Alachua County Library District

The UF Bateman Team was approved to distribute 100 bookmarks and 100 children's activity pages to the Headquarters Branch of the Alachua County Library District.

BETTER
THAN
WE
FOUND
IT.

By taking the 2020 Census online, you help Gainesville get back \$390 million in federal funding lost over the past decade due to low participation in the Census.

@WEDSERVEBETTERGNV

United States Census 2020

United States Census 2020

UF College of Journalism and Communications

The 2020 Census
Counting on You

Fill out the Census online for your family starting March 12, 2020 because we're "Counting on You!"

My Family
Draw a picture of your family and write their names!

Find the hidden words!

K	R	F	X	L	N	H	H	Y	C	Q	N	M	N	B
H	O	N	V	Y	S	R	T	O	I	W	Z	O	S	H
L	A	X	F	O	Z	E	W	M	F	J	I	W	M	S
P	D	F	G	G	F	A	S	W	X	T	P	T	T	K
B	S	A	L	A	C	H	U	A	A	H	E	Z	I	F
H	G	M	S	N	I	W	U	L	A	T	I	U	R	C
F	W	I	F	T	K	N	U	X	C	M	Y	U	X	N
N	Z	L	O	K	V	P	E	Q	H	R	D	Z	M	C
I	J	Y	I	P	O	V	G	S	L	B	K	P	Z	E
W	F	E	Z	P	V	G	N	D	V	Z	L	S	K	N
N	C	E	U	Q	D	H	A	V	L	I	N	O	D	S
Z	P	O	C	L	S	R	Q	T	Z	U	L	G	Z	U
S	T	H	U	E	S	C	H	O	O	L	S	L	V	S
Z	V	F	G	N	T	P	K	F	K	R	C	B	E	Z
H	K	O	A	T	T	A	U	I	Y	U	S	I	B	A

ALACHUA COUNTY GAINESVILLE POPULATION SCHOOLS
CENSUS FAMILY GATORS SAFETY ROADS

UF College of Journalism and Communications
UNIVERSITY OF FLORIDA

United States Census 2020

10.8 FIRST YEAR FLORIDA COMMUNICATIONS

Our original plan was to send a presentation to peer leader instructors of the First Year Florida courses, which are classes designed to teach freshmen students about how to smoothly transition into college life. However, the COVID-19 crisis forced us to communicate solely through email. We sent this message to instructors who were asked to forward it to their students:

“ The 2020 Census is now available online! You can find the link at gnvdeservesbetter.com by clicking the “participate” button. When participating, we ask that students use their GAINESVILLE address and indicate that they live in Gainesville the majority of the year. This will only take about five minutes of your time.

If you are curious about what the census is and why it is important, please see this video: <https://2020census.gov/en/what-is-2020-census.html>.

10.9 2020 CENSUS WRISTBANDS

The City of Gainesville agreed to print 10,000 wristbands to be distributed to popular bars around Gainesville. We donated these wristbands to the following venues: Grog House Grill, The Social at Midtown, Fat Daddy's, Downtown Fat Daddy's, Balls, The Swamp Restaurant and Felipe's Mexican Taqueria.



10.10 GREEK LIFE INTERNAL COMMUNICATIONS

We sent the following message to the leadership of the Interfraternity Council, the National Pan-Hellenic Council and the Multicultural Greek Council, who forwarded it to their members.

“ The 2020 Census is now available online. You can participate at www.my2020census.gov. This should only take about five minutes of your time and is extremely important in helping Gainesville get the funding it deserves for emergency services, health services, transportation and more.

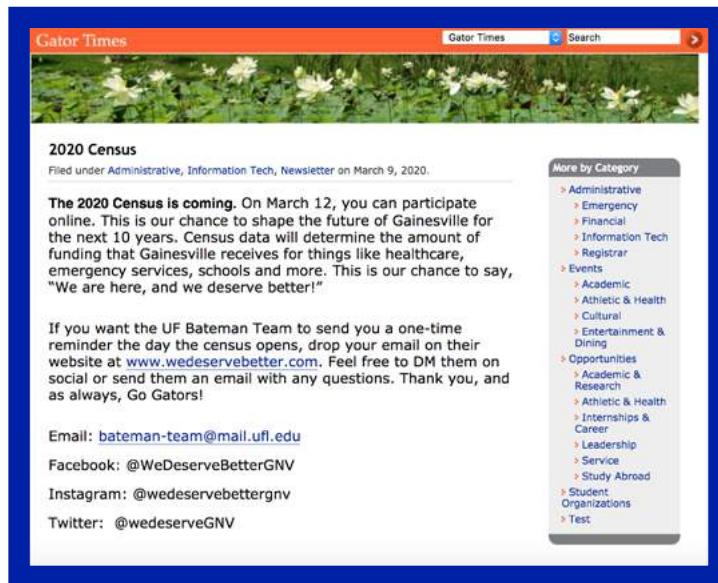
A few things to note:

- Please use your Gainesville address.
 - Please indicate that you live in Gainesville the majority of the year when asked.
 - If you are graduating/moving soon, you still count in Gainesville.
 - If you do not know some information about your roommates, that is okay. Fill out what you know and hit “next.” The missing answers will highlight in red on your first try, but if you hit “next” a second time, you will be able to move on to the next question.
 - If you have any questions when filling it out, please watch this video with step-by-step instructions, or reach out to the UF PRSSA Bateman Team at bateman-team@mail.ufl.edu.
- ”**

10.11 LISTSERVS WITH LINKS TO 2020 CENSUS ONLINE

We reached out to the UF marketing team and various communication teams associated with colleges across campus. We hoped to reach some people multiple times to effectively drive home our messaging through repetition. Leaders from the following listservs agreed to pass on our message:

- College of Journalism and Communications Advertising Department
- College of Journalism and Communications Telecommunications Department
- College of Construction, Design and Planning
- College of Nursing
- GatorTimes



10.12 UF PRSSA BLOG

The UF Bateman Team interviewed with PRSSA member Paola Ojeda-Villegas, a second-year public relations major at UF, regarding the importance of the 2020 Census campaign in Gainesville. Read the full story [on their website](#).

UF PRSSA's Bateman Team Seeks to Increase Census Participation in Gainesville

February 24, 2020

Through the PRSSA Bateman Competition, UF PRSSA's Bateman Team is hoping to motivate students and renters in Gainesville to participate in the 2020 Census.

The Bateman Competition is PRSSA's national case study competition for public relations students. The goal is for student teams across the nation to create and implement a campaign that strives to solve a local issue in the community. This year, UF's Bateman Team is competing with their campaign, titled We Deserve Better.

This campaign aims to inform students and renters in Gainesville about the importance of their participation in the 2020 Census. The We Deserve Better tagline stems from Gainesville's past Census statistics. Lack of participation in the 2010 Census resulted in a loss of \$390 million in funding for the city over the last decade, said Palak Patel, Bateman Team's earned media coordinator.

"We want to bring to light what we're missing out on because of how underfunded the city was," Patel said. "We're thinking about the future. Our participation in the Census sets up the city for the next 10 years."

APPENDIX 11: INTERACTIVE EFFORTS

11.1 WE DESERVE BETTER STICKERS

We designed circular stickers that individuals could personalize to fit what they think Gainesville deserves better. We passed these stickers out at every tabling event we had and encouraged people to write directly on the sticker what they believed Gainesville deserves better.



11.2 “WHAT DOES GAINESVILLE DESERVE BETTER?” ACTIVITY

Our team purchased display boards from The Repurpose Project to use as an interactive activity for tabling events. We posted the question “What do we deserve better?” and asked participants to write their answers on sticky notes and add them to the boards. Some of our international students actually wrote in English as well as their native language. From participants’ responses, our team discussed how data from the census could help what they wrote become a reality in Gainesville. We heard everything from better parking and roads to better bars and clubs. This variety of subjects gave our team the ability to express how important the census is for everyone because it impacts so many different areas of our lives. Feedback from our focus group informed us that many students prefer to just read signage in passing on their way to class as opposed to direct interactions. Keeping this in mind, our team ensured that there was always at least one board at tabling events in order to engage and inform passersby.



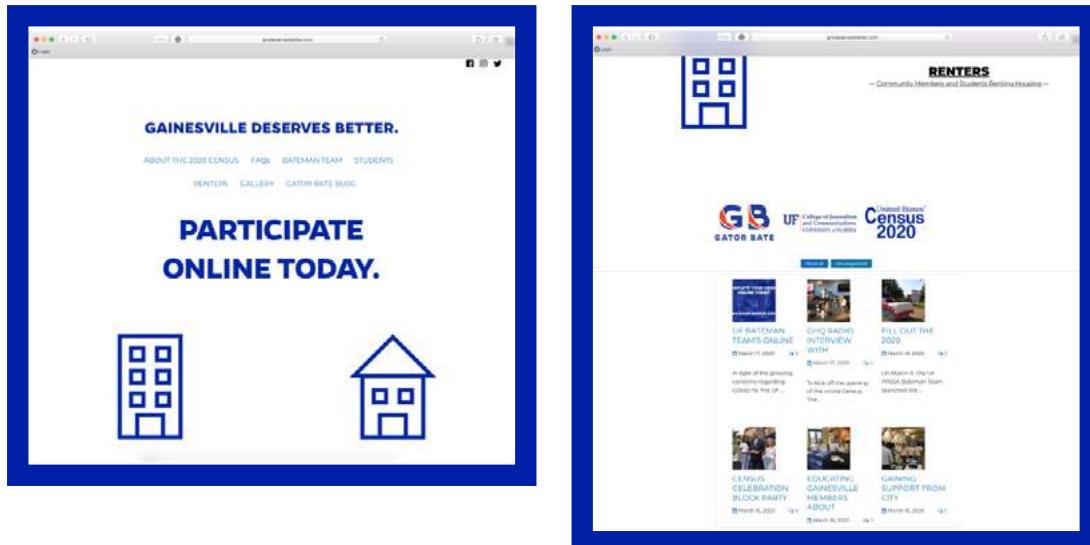
APPENDIX 12: OWNED MEDIA

12.1 WEBSITE

Gnvdeservesbetter.com served as a hub of information for people to learn more about the 2020 Census, UF Bateman Team and the “**We Deserve Better**” campaign as a whole. This website housed our blog, gallery and several resources for our target audiences to learn about the census.

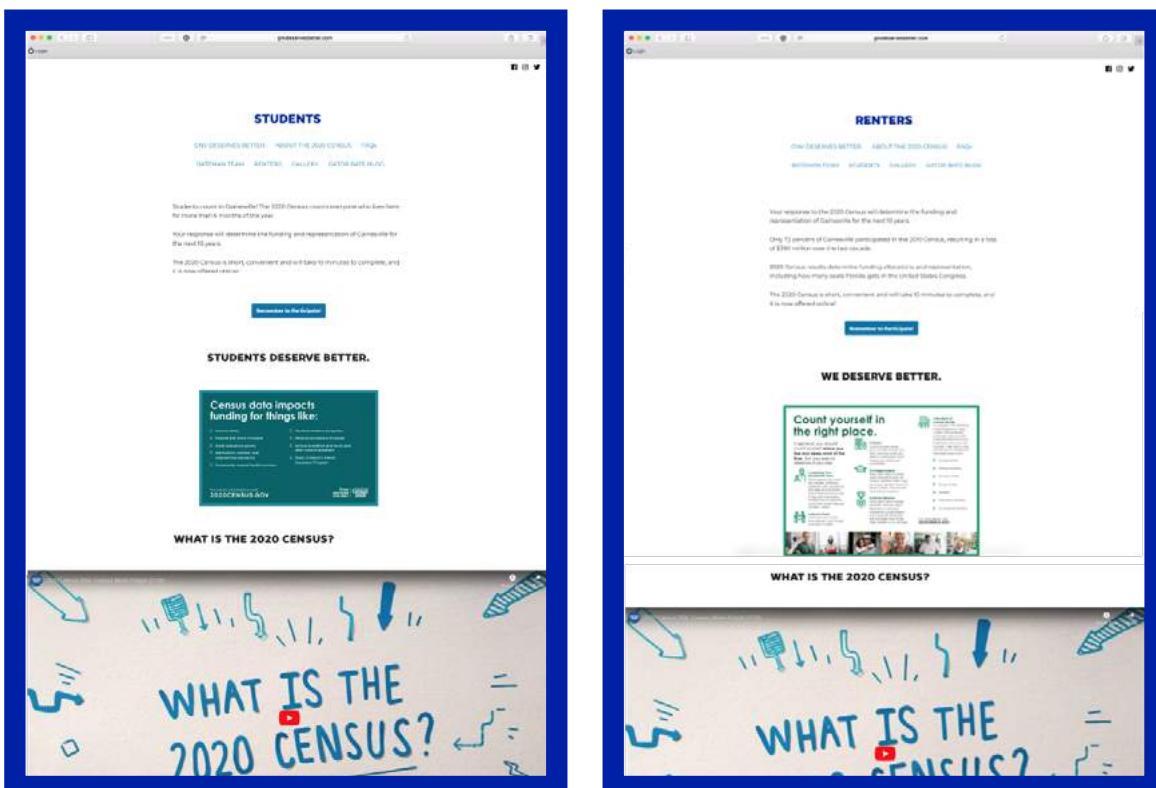
The Homepage

The homepage of the site had a button with the words “Participate Online Today” which contained a direct link to the online census located at my2020census.gov from March 12 to March 20. Before the census was available online, that button directed visitors to our email reminder sign-up page with the words “Remember to Participate.” The homepage also contained a blog post feed.



Student and Renter Pages

The student and renter pages were designed to contain the most important information for those target audiences. We directed users to census resources and provided buttons that navigated either to the email reminder sign-up or my2020census.gov after March 12.



The Bateman Team Page

This is the Bateman Team page which explained the purpose of the Bateman Team, and gave a headshot, biography and email of every member on the team, including advisors.

Email Reminder Sign-Up Page

During the first five weeks of our campaign, we encouraged people to sign up for our email reminder. This enabled us to follow up with people after the 2020 Census opened online March 12.



Website Insights

Our website was live from Feb. 10 to March 20. We received 672 unique page views from Feb. 10 to Feb. 29 and 1,504 unique page views from March 1 to March 20.



12.2 CAMPAIGN BLOG

The screenshot shows a web browser window with the URL "gndeservesbetter.com". The page title is "GATOR BATE BLOG". Below the title are navigation links: "GND DESERVES BETTER", "ABOUT THE 2020 CENSUS", "FAQ", "GALLERY", "BATEMAN TEAM", "STUDENTS", and "RENTERS". A red header banner reads "UF BATEMAN TEAM'S ONLINE PROMOTIONAL EFFORTS DUE TO COVID-19". Below the banner is the date "March 16, 2020". The main content features a blue graphic with the text "COMPLETE YOUR CENSUS ONLINE TODAY!" and "MY2020CENSUS.GOV". A small paragraph explains the shift to online promotional efforts due to COVID-19.

Blog Page

Our blog page was updated with a post after every event we hosted or presentation we gave. Our final post in the last week of the campaign was to inform people that our events were cancelled.

The screenshot shows a blog post titled "GHQ RADIO INTERVIEW WITH MATTHEW DUFFY". The post features a video thumbnail of three people in a radio studio. Below the video is a summary of the interview. At the bottom of the post, there is a "Leave a Reply" section with fields for Name, Email, and Comment.

Blog Posts

This is an individual post from the Gator Bate Blog. When people clicked on a blog post from the homepage, the individual post appears as on the left.

APPENDIX 13: SHARED MEDIA CHANNELS

For the “**We Deserve Better**” campaign, we used social media to reach our student target audience. Through our Facebook, Instagram and Twitter, we informed them about the census and our campaign and empowered them to participate in the 2020 Census.

Facebook

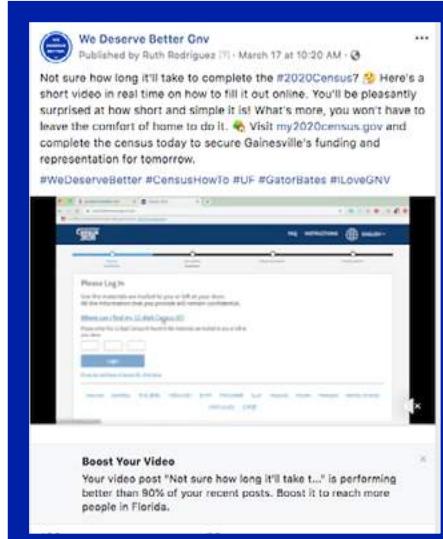
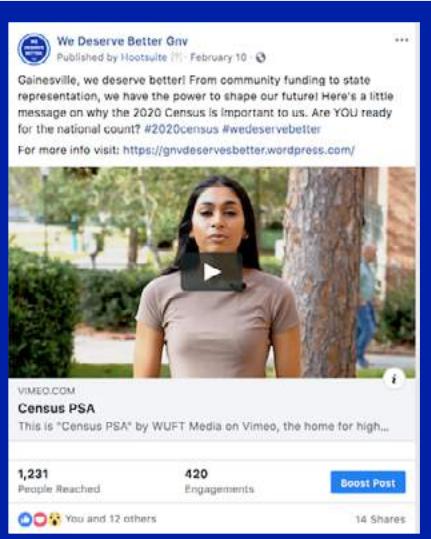
The “**We Deserve Better**” Facebook page was launched on Feb. 10. Its first post was an original 35-second census PSA featuring the members of the UF Bateman Team. That video alone reached 1,231 people and received 423 engagements.

The Facebook page was linked to our Instagram account, serving as a hub for students to view all campaign posts, stories and upcoming events in one place. This content included informative statistics about the 2020 Census, photos from events we’d hosted and weekly videos. Additionally, in contrast with Instagram and Twitter, Facebook has a less restrictive cap on video length, making it the ideal platform for posting videos with longer length times, such as our how-to census video.

Over the course of the campaign, our Facebook page gained 247 followers, 1,630 total page visits, a total reach of 6,809 and 10,398 total impressions.



The Bateman Team talks about why the census is so important in this informative PSA.



UF mascots Albert and Alberta Gator fill out the census in this real-time demonstration of how to complete the questionnaire.

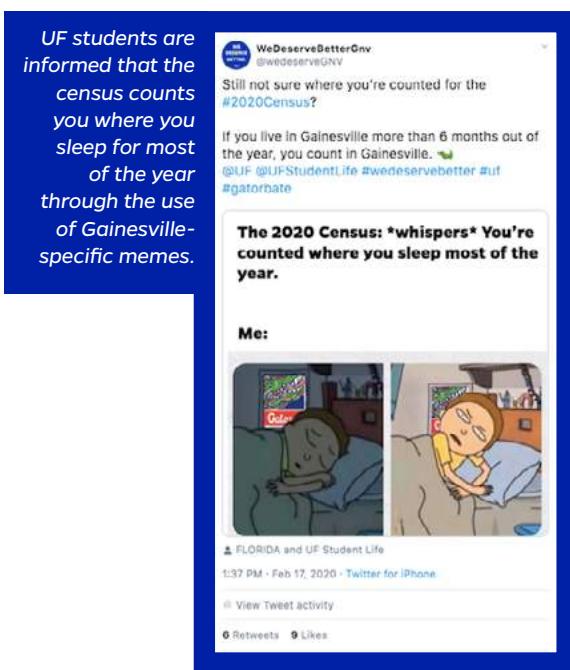
Twitter

Twitter proved to be an effective platform to not only reach students, but also reach the UF faculty and other professionals in the Gainesville community. We used Twitter, primarily, to post information that our followers could consume quickly, such as our campaign's key messages, memes, event recap photos and live-tweeting during events.

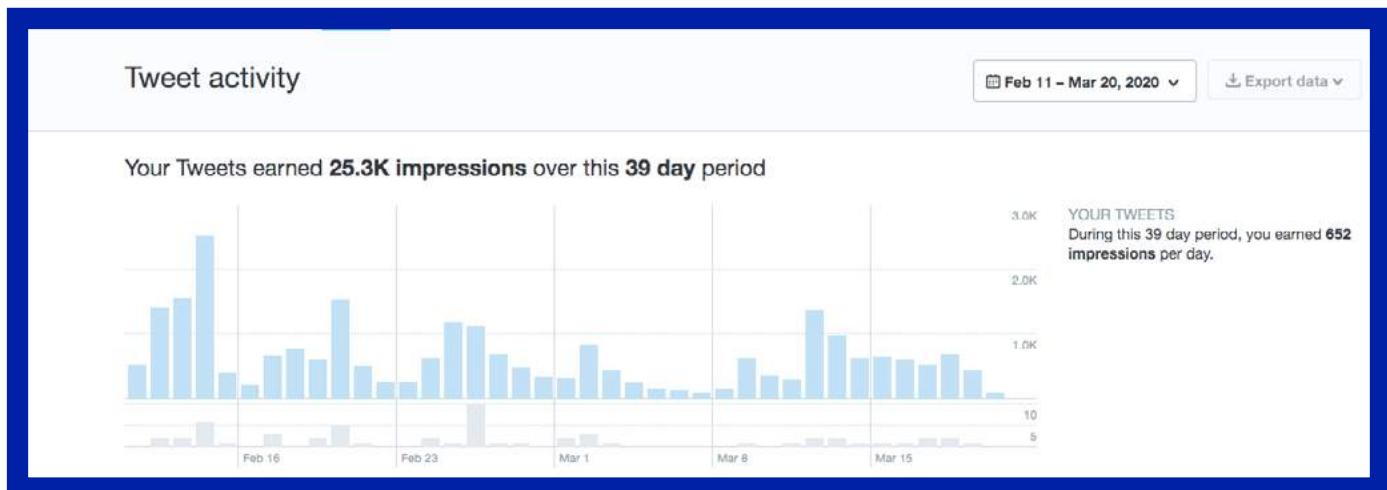
Based on our research, we knew that students were more inclined to be receptive to information coming from trusted sources, so we regularly retweeted any mentions from community organizations and information from the Census Bureau's official account, @uscensusbureau.

Throughout our campaign, we used the hashtags #WeDeserveBetter, #2020Census, #ILoveGNV and #UF, among others, to help drive views and engagement. We also leveraged our connection with other UF organizations (UF PRSSA (3,671 followers); UF Library West (4,965 followers); and UF College of Design, Construction and Planning (1,585 followers)) to reach more students, increase credibility and encourage Census participation by having them share our content on their Twitter accounts.

By the end of our campaign, our Twitter had 74 tweets, 1,317 engagements, 2,120 collective PSA video views and more than 25,300 impressions.



A popular meme highlights the impact participation has on funding.



You Retweeted

UF DCP @UFdcp · Mar 18
The 2020 Census is now available online. You can participate at my2020census.gov. This should only take about 5 minutes of your time and is extremely important in helping Gainesville get funding for emergency services, health services and transportation. [@wedeserveGNV](#)



UF College of Design, Construction and Planning shares "We Deserve Better" campaign's key messages and encourages students to participate in the Census.

WeDeserveBetterGnv @wedeserveGNV · Feb 11
"We [[@UF](#)] fought hard to become a top-10 university, and participation in the Census can bring in the funding to keep us where we belong."
#2020census #wedeservebetter



Bateman Team's first PSA reaches over 1.5K views on Twitter.

Instagram

The @WeDeserveBetterGnv Instagram profile launched on Feb. 10. As a teaser, we posted a series of posts split into a grid of nine squares that together read "WHO DESERVES BETTER?". To drive people to our Instagram (as well as our other social platforms), we distributed posters around campus with this messaging during the first week of our campaign.

Our research revealed that Instagram was a top favorite among our student target audience. Incidentally, 71% of our followers were 18-24 year-olds. With this in mind, we made sure to post content that was relevant to student life in Gainesville. This included photos and stories of various on-campus events at both UF and SFC, memes with Gainesville and UF references, and stories of our team speaking at student organization meetings about the 2020 Census and the historical census participation rate among Gainesville students.

In the last 10 days before the census was made available online, we did a #2020CensusCountdown, posting Gainesville-specific census statistics that began with the number corresponding to the countdown day (e.g., Day 5 - Nearly 54,000 students attend UF. All are counted in Gainesville....). After the census opened online, we created stories directing students to click on our website link in our profile to participate in the census. And for the last week of our campaign, we did a social giveaway encouraging students to take the census online for a chance to win a tutoring package from Study Edge, a local education company popular among Gainesville students.

During the six-week-long campaign, the @WeDeserveBetterGnv profile gained 171 followers, posted 45 times and published 99 stories. We had a total of 1,139 likes on our posts, a total reach of 1,686 people and 12,759 impressions.



"Give Gainesville Some Love" launch event post received 52 likes on Instagram.

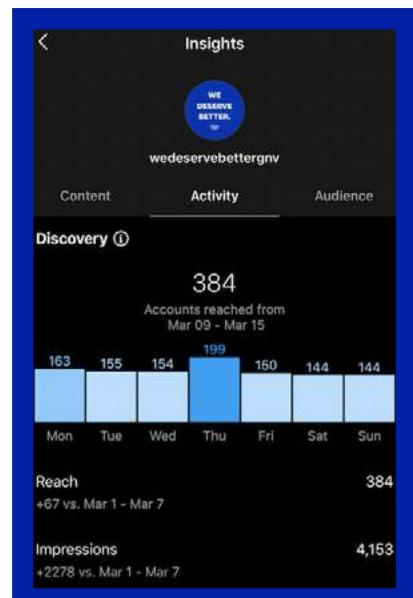


Instagram post showcases the Bateman Team's central messaging for the eye-catching "Where You Sleep" event.

UF Bateman Team holds a social giveaway for Gainesville students to participate in the census.



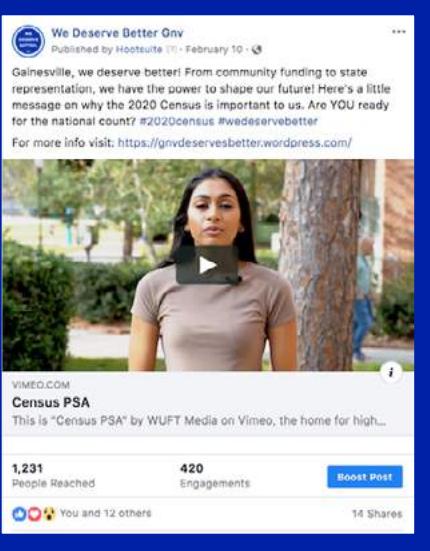
Stories helped show students how to navigate to my2020census.gov directly from our Instagram page once the census opened online.



APPENDIX 14: EARNED MEDIA

14.1 PUBLIC SERVICES ANNOUNCEMENTS - TV

Six informative PSAs were cycled on WUFT-TV (weekly viewership: 11,912) from Feb. 10 to March 15. Click the headings to view our PSAs on Vimeo.

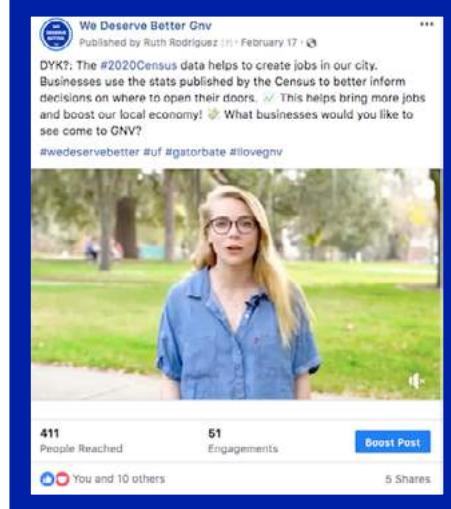


Team PSA

To kick off the campaign, the team created a collaborative PSA to inform students and community members about the 2020 Census.

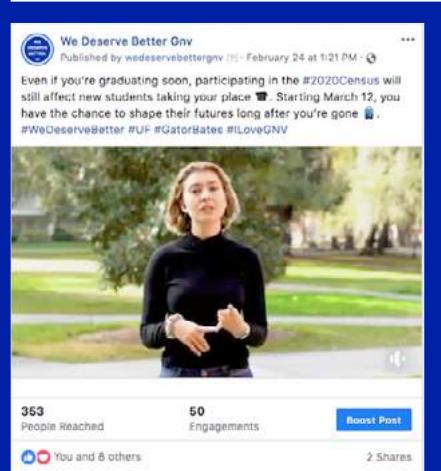
Carlton PSA

Sawyer Carlton, our creative services coordinator and webmaster, discussed the importance of filling out the census to help businesses determine where to open new locations based on the population count in Gainesville.



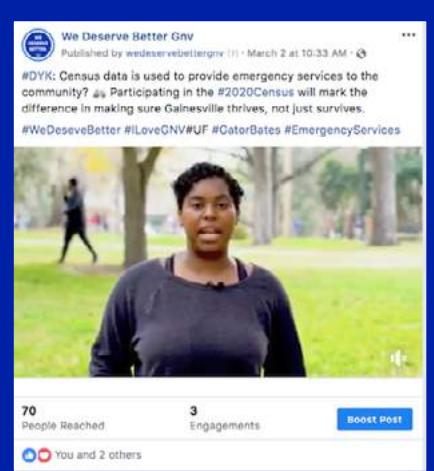
Rogers PSA

Carly Rogers, our community outreach coordinator, discussed how millions of dollars of federal funding is allocated to resources and services we use in Gainesville.



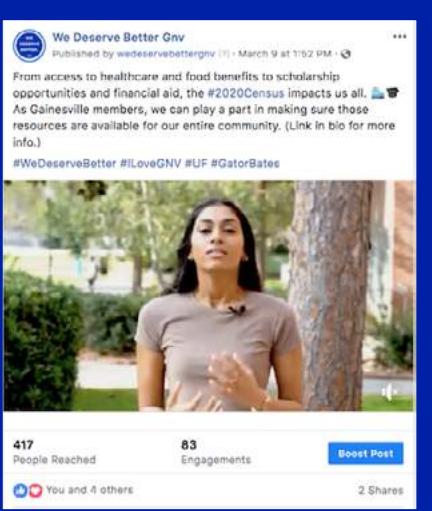
Rodriguez Tavarez PSA

Ruth Rodriguez Tavarez, our social media coordinator, discussed the importance of filling out the census to provide better resources and services for natural disasters relief in Gainesville.



Patel PSA

Palak Patel, our media relations coordinator, discussed the importance of filling out the census to provide better resources and services, such as food benefits, healthcare services and educational opportunities, for low-income households in Gainesville.



France PSA

Erin France, our student outreach coordinator, discussed the importance of filling out the census to provide better resources and educational funding for future Gators.



14.2 PUBLIC SERVICES ANNOUNCEMENTS - RADIO

A total of 244 announcements were made on the WUFT-FM radio station (weekly listenership: 55,100) from March 1 to March 15.

30-Second Script

THE CENSUS IS A ONCE-A-DECADE NATIONAL POPULATION COUNT. KNOWING HOW MANY PEOPLE LIVE IN OUR CITY WILL HELP TO DETERMINE FUNDING FOR SCHOOLS, HOUSING, HOSPITALS AND MORE FOR THE NEXT TEN YEARS. FOR STUDENTS, THE CENSUS IMPACTS STUDENT LOANS, SCHOLARSHIPS LIKE BRIGHT FUTURES AND CAMPUS FUNDING. IT ALSO DETERMINES REPRESENTATION IN CONGRESS FOR THE STATE. STARTING MARCH 12TH, THE U.S. CENSUS BUREAU WILL SEND OUT INVITATIONS TO COMPLETE A SHORT QUESTIONNAIRE. THIS FORM CAN BE COMPLETED ONLINE. IT IS IMPORTANT TO FILL OUT THE CENSUS BECAUSE GAINESVILLE DESERVES BETTER.

15-Second Script

THE U.S. CENSUS IS USED TO DETERMINE FUNDING FOR SCHOOLS, HOSPITALS AND MORE. RENTERS AND STUDENTS ARE ESSENTIAL TO AN ACCURATE COUNT. THE CENSUS STARTS MARCH 12TH AND CAN BE COMPLETED ONLINE, BY PHONE OR BY MAIL. IT IS SAFE AND CONFIDENTIAL AND WILL HELP GAINESVILLE GET THE FEDERAL FUNDING WE DESERVE.

WUFT Affidavit

UNIVERSITY OF FLORIDA - WUFT-FM
PO BOX 118405
GAINESVILLE, FL 32611

UND/WUFT PSA 2

Advertiser ID: 1896 Amount Paid

1896-00077-0008	3/31/2020	1
Official Invoice	Date	Page

DETACH AND RETURN WITH PAYMENT

1896-00077-0008 O 3/31/2020 1

UND/WUFT PSA 2

Purchase Order Number:

Est. Number:

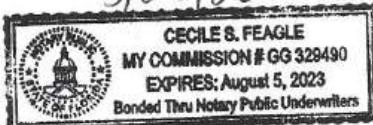
Co-Op:

Description: 2020 Bateman Competition/US Census PSA C

Salesperson: House, *

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3/1/2020	Sun	:15	WUFT-FM Tape: CENX	6	\$0.00	\$0.00
			Combo			
3/2/2020	Mon	:30	WUFT-FM Tape: BECQ	2	\$0.00	\$0.00
3/2/2020	Mon	:15	WUFT-FM Tape: CENX	5	\$0.00	\$0.00
3/2/2020	Mon	:30	WUFT-FM Tape: CW20	1	\$0.00	\$0.00
			Combo			
3/3/2020	Tue	:15	WUFT-FM Tape: CENX	6	\$0.00	\$0.00
			Combo			
3/4/2020	Wed	:15	WUFT-FM Tape: CENX	3	\$0.00	\$0.00
			Combo			
3/5/2020	Thu	:30	WUFT-FM Tape: BECQ	1	\$0.00	\$0.00
3/5/2020	Thu	:15	WUFT-FM Tape: CENX	3	\$0.00	\$0.00
			Combo			
3/6/2020	Fri	:15	WUFT-FM Tape: CENX	3	\$0.00	\$0.00
			Combo			
3/7/2020	Sat	:15	WUFT-FM Tape: CENX	2	\$0.00	\$0.00
			Combo			
3/8/2020	Sun	:30	WUFT-FM Tape: BECQ	2	\$0.00	\$0.00
3/8/2020	Sun	:30	WUFT-FM Tape: CW20	1	\$0.00	\$0.00
			Combo			
3/10/2020	Tue	:30	WUFT-FM Tape: BECQ	1	\$0.00	\$0.00
3/10/2020	Tue	:15	WUFT-FM Tape: CENX	2	\$0.00	\$0.00
			Combo			
3/11/2020	Wed	:15	WUFT-FM Tape: CENX	1	\$0.00	\$0.00
			Combo			
3/13/2020	Fri	:15	WUFT-FM Tape: CENX	1	\$0.00	\$0.00
			Combo			
3/15/2020	Sun	:15	WUFT-FM Tape: CENX	5	\$0.00	\$0.00

*Cecile Feagle
3/26/20*



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WUFT Affidavit Continued

UNIVERSITY OF FLORIDA - WUFT-FM
PO BOX 118405
GAINESVILLE, FL 32611

UND/WUFT PSA 2

Advertiser ID: 1896		Amount Paid
Official Invoice	Date	Page
1896-00077-0009	3/31/2020	1

DETACH AND RETURN WITH PAYMENT

1896-00077-0009 O 3/31/2020 1

UND/WUFT PSA 2

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Est. Number:

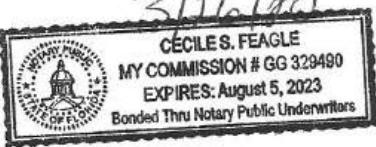
Co-Op:

Description: 2020 Bateman Competition/US Census PSA C

Salesperson: House, *

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3/3/2020	Tue	:15	WUFT ClassiTape: CENX	1	\$0.00	\$0.00
3/4/2020	Wed	:15	WUFT ClassiTape: CENX	1	\$0.00	\$0.00
3/8/2020	Sun	:15	WUFT ClassiTape: CENX	2	\$0.00	\$0.00
3/9/2020	Mon	:15	WUFT ClassiTape: CENX	2	\$0.00	\$0.00
3/10/2020	Tue	:15	WUFT ClassiTape: CENX	1	\$0.00	\$0.00

*Cecile S. Feagle
3/16/2020*



Quantity	10 Total	\$0.00
Total Due		\$0.00

INVOICE

WUFT Affidavit Continued

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PO BOX 118405
GAINESVILLE, FL 32611

UND/WUFT PSA 2

Advertiser ID: 1896 Amount Paid

1896-00077-0010	3/31/2020	1
Official Invoice	Date	Page

DETACH AND RETURN WITH PAYMENT

1896-00077-0010 O 3/31/2020 1

UND/WUFT PSA 2

Purchase Order Number:

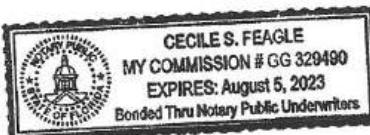
Est. Number:

Co-Op:

Description: 2020 Bateman Competition/US Census PSA C

Salesperson: House, *

Date	Day	Length	Comments	Qty	Rate	Total
3/1/2020	Sun	:30	WJUF-FM Tape: BECQ	7	\$0.00	\$0.00
3/1/2020	Sun	:15	WJUF-FM Tape: CENX	9	\$0.00	\$0.00
			Combo			
3/2/2020	Mon	:30	WJUF-FM Tape: BECQ	5	\$0.00	\$0.00
3/2/2020	Mon	:15	WJUF-FM Tape: CENX	7	\$0.00	\$0.00
			Combo			
3/3/2020	Tue	:30	WJUF-FM Tape: BECQ	5	\$0.00	\$0.00
3/3/2020	Tue	:15	WJUF-FM Tape: CENX	7	\$0.00	\$0.00
			Combo			
3/4/2020	Wed	:30	WJUF-FM Tape: BECQ	4	\$0.00	\$0.00
3/4/2020	Wed	:15	WJUF-FM Tape: CENX	6	\$0.00	\$0.00
			Combo			
3/5/2020	Thu	:30	WJUF-FM Tape: BECQ	5	\$0.00	\$0.00
3/5/2020	Thu	:15	WJUF-FM Tape: CENX	7	\$0.00	\$0.00
			Combo			
3/6/2020	Fri	:30	WJUF-FM Tape: BECQ	4	\$0.00	\$0.00
3/6/2020	Fri	:15	WJUF-FM Tape: CENX	7	\$0.00	\$0.00
			Combo			
3/7/2020	Sat	:30	WJUF-FM Tape: BECQ	6	\$0.00	\$0.00
3/7/2020	Sat	:15	WJUF-FM Tape: CENX	10	\$0.00	\$0.00
			Combo			
3/8/2020	Sun	:30	WJUF-FM Tape: BECQ	7	\$0.00	\$0.00
3/8/2020	Sun	:15	WJUF-FM Tape: CENX	9	\$0.00	\$0.00
			Combo			
3/9/2020	Mon	:30	WJUF-FM Tape: BECQ	4	\$0.00	\$0.00
3/9/2020	Mon	:15	WJUF-FM Tape: CENX	7	\$0.00	\$0.00
			Combo			
3/10/2020	Tue	:30	WJUF-FM Tape: BECQ	3	\$0.00	\$0.00
3/10/2020	Tue	:15	WJUF-FM Tape: CENX	7	\$0.00	\$0.00
			Combo			
3/11/2020	Wed	:30	WJUF-FM Tape: BECQ	3	\$0.00	\$0.00
3/11/2020	Wed	:15	WJUF-FM Tape: CENX	6	\$0.00	\$0.00
			Combo			
3/12/2020	Thu	:30	WJUF-FM Tape: BECQ	4	\$0.00	\$0.00
3/12/2020	Thu	:15	WJUF-FM Tape: CENX	6	\$0.00	\$0.00
			Combo			
3/13/2020	Fri	:30	WJUF-FM Tape: BECQ	3	\$0.00	\$0.00
3/13/2020	Fri	:15	WJUF-FM Tape: CENX	7	\$0.00	\$0.00
			Combo			
3/14/2020	Sat	:30	WJUF-FM Tape: BECQ	5	\$0.00	\$0.00
3/14/2020	Sat	:15	WJUF-FM Tape: CENX	9	\$0.00	\$0.00



INVOICE

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WUFT Affidavit Continued

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Advertiser ID: 1896	Amount Paid _____
1896-00077-0010	3/31/2020 2
Official Invoice	Date Page

DETACH AND RETURN WITH PAYMENT

1896-00077-0010 O 3/31/2020 2

UND/WUFT PSA 2

Purchase Order Number:

Est. Number:

Co-Op:

Description: 2020 Bateman Competition/US Census PSA C

Salesperson: House, *

Date	Day	Length		Qty	Rate	Total
3/15/2020	Sun	:30	WJUF-FM Tape: BECQ	9	\$0.00	\$0.00
3/15/2020	Sun	:15	WJUF-FM Tape: CENX	10	\$0.00	\$0.00

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Total Due			\$0.00

INVOICE

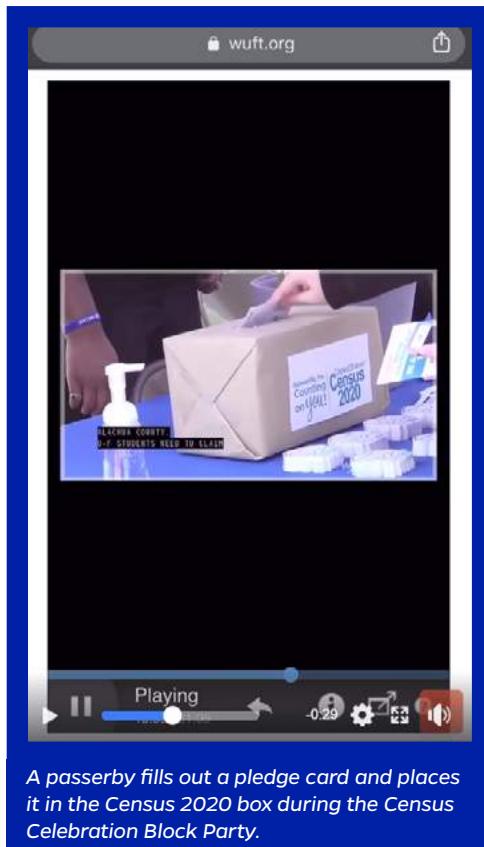
14.3 WUFT NOTICIAS

Social media coordinator Rodriguez Tavarez interviewed with Joseline Donoso from Noticias WUFT during the “Where You Sleep” event, which was posted on the media outlet’s Facebook page on March 19. The video reached 697 people, engaged with 88 people and was shared by 8 people. View the full video [here](#).



14.4 WUFT FIRST AT FIVE

The team gained media coverage for the KISS 105.3 Census Celebration event. We collaborated with KISS 105.3 radio station and the City of Gainesville to encourage student participation in the online census. The media coverage was broadcasted on the day of the event during the 5 p.m. news on WUFT.



A passerby fills out a pledge card and places it in the Census 2020 box during the Census Celebration Block Party.

14.5 WUFT ARTICLE

The UF Bateman Team interviewed with Maya Punjwani, a multimedia reporter at WUFT, during the KISS 105.3 Census Celebration and the Where You Sleep event to promote participation in the 2020 Census among college students. Due to COVID-19, the story was posted on March 24. The story was viewed by 538 people on the WUFT website. On Facebook, the story reached 1,711 people and was shared by 6 people. Read the full story [on their website.](#)

The screenshot shows the WUFT News website. At the top, there's a navigation bar with links for Back to WUFT, TOPICS (including NATION/WORLD, WEATHER, SPORTS, NOTICIAS WUFT, and Newscasts), LISTEN LIVE, and SUPPORT. A banner for "Coronavirus News and Resources for North Central Florida" is visible. Below the banner is a large photo of two young women, Sawyer Carlton and Alex Gonglewski, standing at a table outdoors, likely at a university campus. Sawyer is pointing towards a circular sign or poster. The caption below the photo reads: "Sawyer Carlton, the UF Bateman team's creative services coordinator and webmaster, left, informs UF freshman English student Alex Gonglewski, 18, that people should count themselves on the census where they live for at least six months out of the year. (Maya Punjwani/WUFT News)"

Below the photo, the article title is "Alachua County Aiming For UF Students To Say They Live In Gainesville For 2020 Census". It's written by Maya Punjwani on March 24, 2020, under the categories "Coronavirus" and "Government and politics".

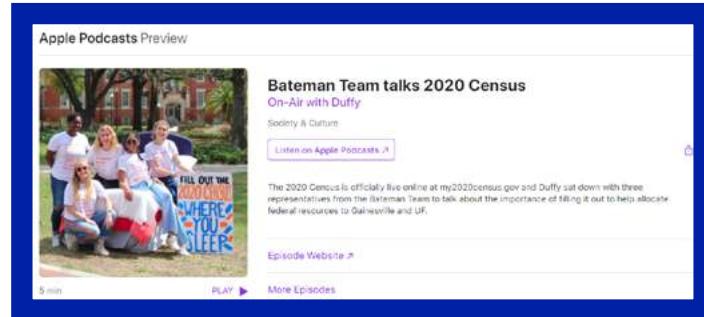
The article text discusses how UF students were confused about where to list their residence on the census form, specifically whether to list Gainesville or their hometown of Pinecrest in Miami-Dade County. It highlights that Gonglewski, a freshman English student, understood the importance of the census and its impact on funding federal programs.

Further down, it mentions that Alachua County lost millions of dollars of federal funding because too few UF students stated during the 2010 census that they lived in Gainesville. The county has since teamed up with UF to encourage more students to participate in the census.

At the bottom of the page, there's a footer with the WUFT logo, a video player showing a preview of a video titled "Why UF students matter so much in t...", and links for "Cookie policy" and "Share".

14.6 GHQ INTERVIEW

On March 12, the team interviewed with Matthew Duffy from GHQ FM radio station to promote participation in the online census and to talk about the potential impact of the COVID-19 crisis on census participation rates in Gainesville. The interview was live on the GHQ FM radio station (active listenership: 10,000), and was later posted as a podcast on Apple Podcasts and Spotify. Our interview is the 4th most popular out of the 40 episodes that “On-Air with Duffy” has produced on Apple Podcasts.



For full interview, listen on [Apple Podcasts](#) or [Spotify](#).

14.7 THE INDEPENDENT ALLIGATOR EVENT POSTINGS

Our team submitted our hosted events to The Independent Alligator’s online community calendar, a local newspaper outlet. This content was viewed 35 times.

A screenshot of The Independent Alligator's event calendar. It displays two entries: "Where You Sleep" Event and "Give Gainesville Some Love". Each entry includes a thumbnail image, the event name, a brief description, the schedule, location, and status (Pending for the first, Approved for the second).

14.8 PRESS RELEASES

Our team reached out to journalists with the following press releases.

**UF PRSSA
2019-2020
BATEMAN TEAM**

FOR IMMEDIATE RELEASE

Feb. 12, 2020

Contact: Palak Patel
Phone Number: (813) 863-8534
Email: bateman-team@mail.ufl.edu

Bateman Team Promoting the 2020 Census in Gainesville

GAINESVILLE, Fla. - The UF PRSSA Bateman Team is promoting the upcoming 2020 Census in Gainesville from February 10 to March 20. The team's mission every year is to create lasting, positive change in the Gainesville community by designing and implementing a campaign on behalf of a real client. This year, the UF Bateman Team is collaborating with the Complete Count Committee to implement the "We Deserve Better" campaign, which focuses on educating, engaging and encouraging the Gainesville community to fill out the 2020 Census.

The Census plays a crucial role in determining how much federal funding a city receives for the next 10 years. In 2010, only 72 percent of the city participated. This resulted in a whopping loss of \$390 million over the course of a decade. With an accurate headcount for the 2020 Census, the funding allocated to Gainesville can significantly impact transportation services, mobile and health clinics, educational opportunities, scholarships, food benefits, and much more. The Census is safe, secure and completely confidential. Anyone who lives in Gainesville for more than six months of the year should be counted here.

The UF Bateman Team will host events and educational seminars to encourage Census participation in Gainesville. Our launch event, fittingly named Give Gainesville Some Love, will be hosted on February 14 from 10 a.m. to 2 p.m. at Reitz Union North Lawn on the UF campus. At the event, we will pass out sticky notes where pedestrians can write in who or what they think deserves more love. There will also be candy, photo opportunities and more information about the campaign and the 2020 Census. Additionally, during the final week of the campaign, the Bateman Team invites the community of Gainesville to fill out the census from March 12 to March 20.

We, the city of Gainesville as a whole, deserve better - better choices, chances, futures and opportunities.

About UF Bateman Team:

The UF PRSSA Bateman Team is a group of creatives working to solve a problem in Gainesville by conducting research, planning and implementing a campaign in the community. The campaign will be entered into the national PRSSA Bateman Case Study Competition where over 75 schools compete at a chance to present their campaign in New York, win a monetary prize and gain national recognition. Our team is excited to work with a real client and to represent UF!

For more information about the campaign, please visit our website:
gnvdeservesbetter.com

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**UF PRSSA
2019-2020
BATEMAN TEAM**

FOR IMMEDIATE RELEASE

March 16, 2020

Contact: Palak Patel
Phone Number: (813) 865-8554
Email: bateman-team@mail.ufl.edu

UF PRSSA Bateman Team, President Kent Fuchs and City of Gainesville Encouraging Participation in the Online Census

GAINESVILLE, Fla. - The University of Florida's Public Relations Student Society of America (PRSSA) Bateman Team recently accelerated its bid to win the nationwide Bateman competition through a collaboration with KISS 105.3 radio station and the City of Gainesville. The client for the competitive public relations competition this year is the US Census.

On March 11, the students from the Department of Public Relations launched the message, "Where You Sleep" featuring a bed and promotional items indicating that where you sleep for six months of the year is where you should take the Census. Final year public relations major Carly Rogers, the brainchild of the "Where You Sleep" promotion, said that the team wanted to create something visual and impactful that would resonate with their target audiences: students and renters.

"Students generally feel that their parents might fill out the Census for them or that they should fill out the Census in their hometown, so we thought it's very important to get across the message that you have to fill out the Census where you sleep for six months out of the year," Rogers said. She added that she was very excited and encouraged by the response to the promotion.

The event, which was broadcasted live on KISS 105.3 radio station, encouraged students and listeners to participate in the Census online starting March 12. It featured several high profiled guests including President Kent Fuchs who discussed the importance of the Census and the direct link to federal funding for education and other services in Gainesville for the next decade. The City of Gainesville also took the opportunity to promote the Census to students, as this group is considered a hard to reach demographic. For the 2010 Census, the city of Gainesville lost roughly \$390 million in federal funding. Of that, roughly \$265 million was lost because of lack of participation from students. The Bateman team is hoping that their campaign will help to improve this statistic.

In light of the growing concerns regarding COVID-19, The UF Bateman Team has had to cancel all their future public promotions. They have, however, shifted their focus to online promotional efforts and are encouraging people, especially students and renters, to fill out the Census online from March 12 to 20, which is the special window for filling out the Census online given to the Bateman competition. The Bateman competition ends on March 20.

About UF Bateman Team:

The UF PRSSA Bateman Team is a group of creatives working to solve a problem in Gainesville by conducting research, planning and implementing a campaign in the community. The campaign will be entered into the national PRSSA Bateman Case Study Competition where over 75 schools compete at a chance to present their campaign in New York, win a monetary prize and gain national recognition. Our team is excited to work with a real client and to represent UF!

For more information about the campaign, please visit our website: gnvdeservesbetter.com

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APPENDIX 15: COVID-19 RESPONSE

Timeline

MARCH 9	MARCH 11	MARCH 12	MARCH 13
UF recommends instructors to move their courses from face-to-face delivery to online effective immediately, if possible due to an outbreak in the U.S.	3 p.m. UF Bateman Team meets to discuss a contingency plan for COVID-19 to prepare for the possibility of future event cancellations and restrictions in contact. 5 p.m. UF requires all classes to move online by Monday, March 16 based on CDC recommendations.	UF Bateman Team begins receiving notice of cancellations for scheduled campus events and upcoming library census party events.	UF Bateman Team fully transitions to digital media and updates social media calendar to include content relating to COVID-19 and census participation online.

*See A-8 for full list of cancelled events due to COVID-19 crisis.

Contingency Plan

In an all-hands-on-deck approach, our team worked together to stay connected with our community partners and UF organizations to disseminate information about the 2020 Census via digital platforms and available community outlets.

Student Outreach

- Reached out to colleges again to be included on listservs
- Created graphics to send to accounts to ask for features via social media
- Sent information to peer leaders of First Year Florida to replace original presentation plans

Community Outreach

Contacted facilities and community partners to provide them with more collateral to distribute where possible

Earned Media

Addressed the current concerns about COVID-19 and how it would affect the 2020 Census in our interview with UF's student radio station GHQ FM

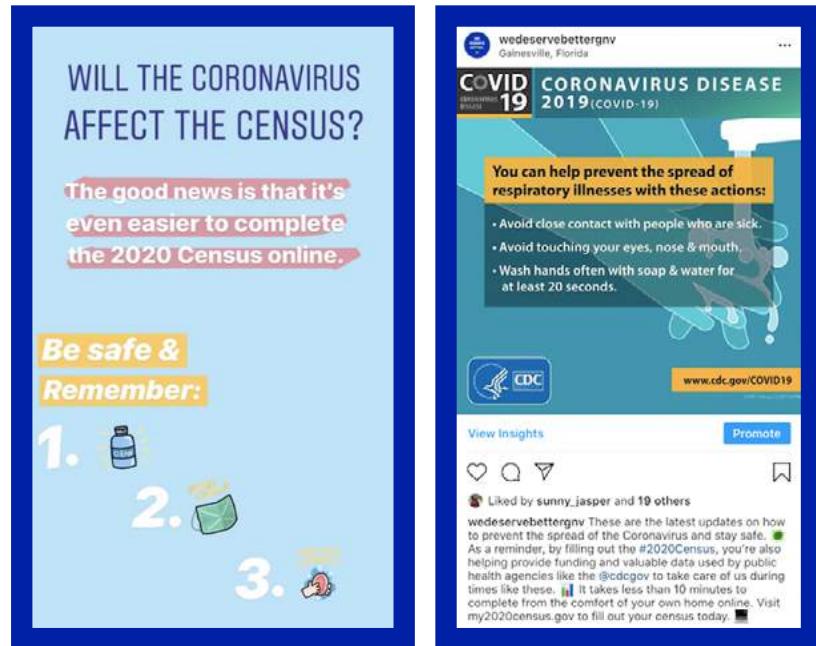
Social Media

- Created stories with the messaging that the Census could be completed online
- Created a how-to video on how to complete the Census online for students
- Posted soundbites of GHQ interview on social media stories and the links to the full interview on all platforms
- Posted curated content from the CDC to inform about latest updates of COVID-19 and connected census participation's impact on health organizations
- Continued to post original content encouraging Gainesville students and renters to take the census online
- Incorporated COVID-19 information into our original content and census messaging

Limitations

STUDENTS	RENTERS
As expected, the UF's main priority in terms of messaging during this time was COVID-19. As a result, many of the UF departments and organizations we contacted to share our census content informed us that COVID-19 information was taking precedence and they were not able to share our content at this time, but perhaps might be able to do so at a later date past our campaign.	COVID-19 also impacted our community partners, such as the UF mobile clinic's and public libraries, driving them to modify their hours of operation or close altogether. This, in turn, affected our ability to continue distributing collateral and other material to them. Additionally, their messaging prioritized COVID-19 information.

Social Media Posts Regarding COVID-19



WeDeserveBetterGnv @wedeserveGNV · 9h
Ways to stay productive while practicing #SocialDistancing:

- Stay informed on the latest updates by @CDCgov and @WHO.
- Call to check in on family and friends.
- Complete the #2020Census online at my2020census.gov.

#WeDeserveBetter #UF #COVID19 #GatorBates #ILoveGNV

WeDeserveBetterGnv @wedeserveGNV
The #2020Census counts where you sleep most of the year. If that's The Swamp, you count in Gainesville.
#WeDeserveBetter #UF #GatorBates #SantaFeCollege #ILoveGNV

We explaining to my mom how I still count in Gainesville for the Census even though I'm home because of the Coronavirus.

3:30 PM - Mar 18, 2020 · Hootsuite Inc.
View Tweet activity
3 Retweets · 9 Likes

wedeservebettergnv
Plaza of the Americas (Gainesville, Florida)

View Insights **Promote**

Liked by sunny_jasper and 42 others
wedeservebettergnv #ICYMI: Last week, we had a Census Celebration with @gainesvillefla and @kiss1053! We had pizza, prizes and @presidentfuchs! He came and surprised us with a visit to talk about how important the #2020Census is for @uflorida and all of Gainesville. At a time like this, it can feel like we can't do much, but we can make sure we're taking care of ourselves and our community the best way we can. Visit my2020census.gov, and fill out your Census today.

#WeDeserveBetter #UF #GatorBates #ILoveGNV

Bateman Team talks 2020 Census On-Air with Duffy — March 12, 2020

4:07 - 1:17

How does the Coronavirus affect the #2020Census?

Duffy (radio host) is wearing a cap and glasses, speaking into a microphone. A graphic overlay asks 'How does the Coronavirus affect the #2020Census?'. The video player shows a play button and volume controls.

This caption reflects messaging to help students feel empowered by participating in the 2020 Census "at a time like this" (COVID-19 crisis).

EVALUATION

APPENDIX 16: EVALUATION

EDUCATE

Objective 1: EXCEEDED. We reached 45% of students in Gainesville (approx. 30,387) by March 20, 2020.

To reach 10% (6,742) of students in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.

- Handed out 650 fliers at the Give Gainesville Some Love Event
- Handed out 500 fliers at the Where You Sleep Event
- Spoke to 385 students through general body meeting presentations
 - Hispanic Student Association (40 students)
 - Women's Student Association (50 students)
 - Black Student Union (120 students)
 - University of Florida Senate (125)
 - Santa Fe College Senate (50 students)
- Interacted with 500 students at the KISS 105.3 Census Celebration
- Interacted with 100 students at the Santa Fe College Justice Festival
- Distributed resources/key messages to 80 students in First Year Florida sections
- Distributed 10,000 wristbands with quick response codes to popular bars
- Distributed key messages to Greek Life presidents, reaching about 2,700 students
 - Interfraternity Council (2,500+ students)
 - National Pan-Hellenic Council (100 students)
 - Multicultural Greek Council (100 students)
- Distributed key messages to about 13,730 students via listservs and newsletters
 - GatorTimes (10,000 students)
 - College of Construction Design and Planning (1,300 students)
 - College of Nursing (930 students)
 - College of Journalism and Communications Advertising Department and College of Journalism and Communications Telecommunications Department (combined approximately 1,500 students)
- Distributed 600 stickers at various events and tabling efforts
- Interacted with approximately 150 students through our "What Does Gainesville Deserve Better?" sticky note activity
- Recruited 14 ambassadors for tabling and fliering efforts
- Interacted with approximately 500 students via ambassador tabling (10 shifts with approximately 50 interactions per shift)
- Gained a total of 478 followers on social media

Objective 2: MET. We reached at least 5% (approx. 2,878) of renters in Gainesville by March 20, 2020.

To reach 5% (approx. 2,878) of renters in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.

- Interacted with 69 people at the Public Library event
- Distributed 100 flyers and posters to UF Health Mobile Clinics
- Distributed 175 bookmarks and 140 children's activity pages to local churches
- Distributed 100 bookmarks and 100 children's activity pages to libraries
- Interacted with 100 people at the City of Gainesville Annual State of the City Address
- Reached an estimate of 79,994 people through traditional media*

**This led our team to believe that we exceeded our objective.*

EMPOWER

Objective 3: EXCEEDED.

According to Census.gov, 15.7% of Gainesville (approx. 21,015) have completed the Census as of March 20, 2020.

To have 700 people in Gainesville participate in the 2020 Census between March 12, 2020 to March 20, 2020.

MEDIA REPORT

Earned Media Breakdown

Public Service Announcements: 244 placements of PSAs on WUFT radio (weekly listenership: 55,100) over the span of two weeks; TV placements are unknown (weekly viewership: 11,912)

Noticias WUFT: Reached 697 people with 88 engagements and 8 shares on Facebook

WUFT Story: Reached roughly 2,250 people via Facebook

WUFT First at Five: Do not have exact number of people reached

GHQ Interview: Reached an estimate of 10,000 active listeners during live radio interview; 4th most popular podcast out of 40 episodes produced by “On-Air with Duffy” on Apple Podcasts.

The Independent Alligator Event Postings: Content was viewed a total of 35 times

Social Media Breakdown

Created an Instagram, Facebook and Twitter account to inform and engage with students via social media

- Garnered 478 followers across all platforms
- Published a total of 160 posts and 198 stories pertaining to census information, hosted events, student organization general body presentations and giveaways
- Reached 1,686 people via Instagram
- Reached 6,809 people via Facebook
- Generated over 25,300 impressions via Twitter
- Aired six original Census PSAs, weekly across Instagram, Twitter and Facebook, collectively gaining 3,672 views
- From March 12 - 20, created a total of 29 posts and 44 stories on social media platforms with Census information and call to action to complete the census online at my2020census.gov
- Content published during key census dates reached 1,784 people on Instagram and Facebook, and generated 5,169 impressions on Twitter
- Created a tutorial on how to complete the census, which received 238 views on Facebook
- Held social giveaway for students to enter to win a Study Edge tutoring package upon completing the census

INSTAGRAM	FACEBOOK	TWITTER
<ul style="list-style-type: none">• Followers: 171<ul style="list-style-type: none">• Between 18-24: 71%• Total Posts: 45<ul style="list-style-type: none">• Photo Posts: 36<ul style="list-style-type: none">• Most likes: 55 Alachua Library• Video Posts: 9<ul style="list-style-type: none">• Total Views: 827<ul style="list-style-type: none">• Total PSA Video Views: 627<ul style="list-style-type: none">• Most Views: 188 (Group PSA)• Total Stories: 99• Total Likes: 1,139<ul style="list-style-type: none">• Posts: 898• Videos: 241• Total Comments: 19• Total impressions: 12,759• Total Reach: 1,686• Engagement: 1,158• March 12-20: 8 Posts, 22 stories<ul style="list-style-type: none">• Likes: 255• Reach: 762• Impressions: 6,744	<ul style="list-style-type: none">• Followers: 247<ul style="list-style-type: none">• Between 18-24: 61%• Total Posts: 41<ul style="list-style-type: none">• Total Stories: 99• Video Views: 988<ul style="list-style-type: none">• Total PSA Views: 925• Page Likes: 236• Page Views: 1,630• Total Reach: 6,809• Post Total Impressions: 7,378• Engagement: 1,370• Page Impressions: 10,398• March 12-20: 10 Posts, 22 stories<ul style="list-style-type: none">• Reach: 1,022 people	<ul style="list-style-type: none">• Followers: 60• Total Tweets: 74• Total Likes: 312• Total Retweets: 86• Total impressions: 25,300+• Engagement: 1,317• PSA Video Views: 2,120<ul style="list-style-type: none">• Most Views: 1,552 (Group PSA)• March 12-20: 11 Tweets<ul style="list-style-type: none">• Impressions: 5,169

Owned Media Breakdown

Campaign Website

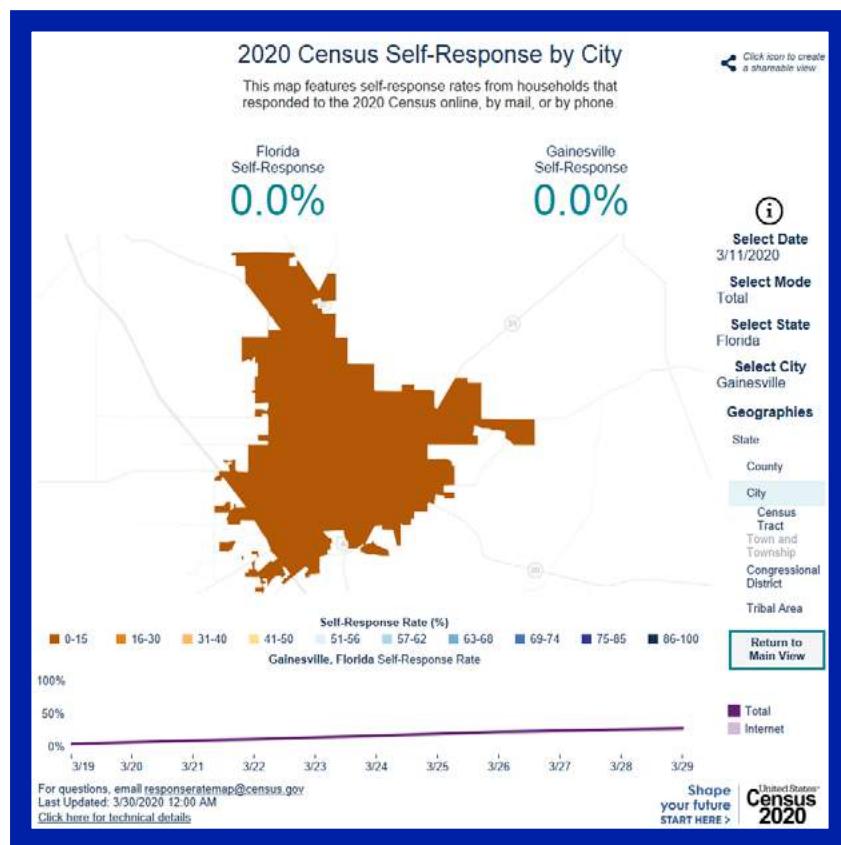
- Received 672 unique page views on gvnndeservesbetter.com from Feb. 10 to Feb. 29
- Received 1,504 unique page views on gvnndeservesbetter.com from March 1 to March 20
- Sent reminder emails with links to complete the 2020 Census to 164 individuals

Campaign Blog: Produced weekly blog posts that served as in-house media releases that highlighted events attended and/or hosted by the team

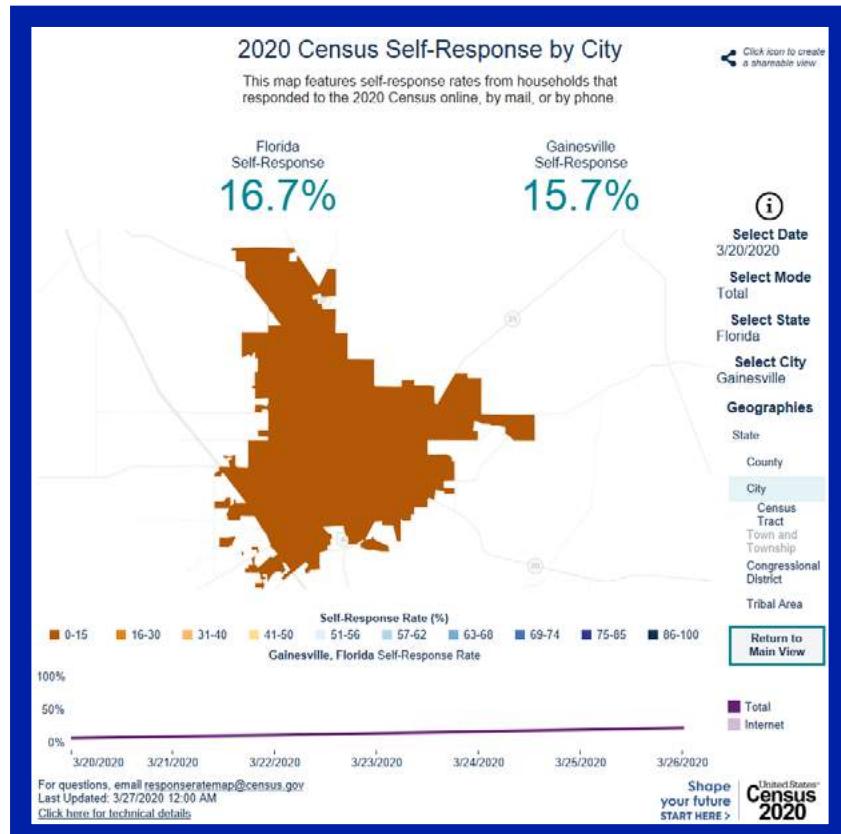
Press Releases: Wrote and distributed press releases to various media outlets and journalists pertaining to specific campaign events and its impact on the community

APPENDIX 17: 2020 CENSUS ONLINE PARTICIPATION

Self-Responses to the 2020 Census as of March 11, 2020



Self-Responses to the 2020 Census as of March 20, 2020



CONCLUSION

APPENDIX 18: MEET THE UF BATEMAN TEAM

SAWYER CARLTON

Creative Services Coordinator and Webmaster

Carlton's duties included creating content and collateral to distribute to partners and community members, as well as creating and managing the campaign website. She is a fourth-year public relations major with a certificate in graphic design. Her past work highlights include a graphic design internship at a media company in Australia this past summer, and a communications internship with UF's Recreational Sports Department.

ERIN FRANCE

Student Outreach Coordinator

France's duties included coordinating events, seeking programming opportunities and creating content to disseminate to students via leaders across campus. She is a fourth-year public relations major with a minor in French and Francophone studies. Her past work highlights that prepared her for this experience include a PR internship with the Dalton Agency in Jacksonville, FL and her current position as a marketing and research intern with Naylor Association Solutions in Gainesville.

PALAK PATEL

Media Relations Coordinator

Patel's duties included writing press materials and connecting with media professionals to obtain coverage for events and the overall campaign. She is a fourth-year public relations major with a focus in business. Her past work highlights include interning at The Florida Times-Union as a public relations journalist and The Advantage Publishing Inc. as a creative writer.

RUTH RODRIGUEZ TAVAREZ

Social Media Coordinator

Rodriguez Tavarez's duties included managing social media for the campaign, creating informative and engaging content for each platform. Her bilingual skills were also instrumental in the translation of materials from English to Spanish. She is a fourth-year public relations major with a concentration in business. Her past work highlights include becoming senior editor and vice president of cultural lifestyle magazine REVENIR, and working as a marketing intern for the Hippodrome State Theatre in Gainesville.

CARLY ROGERS

Community Outreach Coordinator

Rogers' duties included creating partnerships with local organizations, distributing material to community leaders and coordinating events. She is a fourth-year public relations major with a minor in communication studies. Her past work highlights include interning at BCW Global in New York as a public affairs and crisis intern and as a communications intern for UF Health Cancer Center.