

**Earned Media Coverage**

By any measure, the launch of **Michigan’s 2020 Census “Be Counted” Campaign** and ensuing series of “Be Counted” Town Halls has proved to be an **overwhelming success**, consistently drawing standing-room-only crowds, generating widespread and positive news media coverage, and inspiring partners and volunteers in attendance at the events who are helping to coordinate the state’s push to inform Michiganders on the importance of completing the census. This effort has built a solid foundation for the campaign to proceed with digital town halls and additional PR tactics that are now necessary due to coronavirus mitigation policies.

We officially kicked off the campaign on Wednesday, Feb. 26, with a **news conference at the state Capitol announcing the 2020 Michigan Census “Be Counted” campaign as the largest effort in state history.**

The standing-room-only event featuring **Lt. Gov. Garlin Gilchrist II** highlighted the convenience of completing the census as well as the benefits it brings to local communities.

In addition to Gilchrist, speakers were Michigan Assistant Secretary of State **Heaster Wheeler**; Michigan Statewide 2020 Census Director **Kerry Ebersole Singh**; state Sen. **Jim Stamas**, R-Midland; Senate Minority Leader **Jim Ananich**, D-Flint; state Rep. **Julie Calley**, R-Portland; state Rep. **Tyrone Carter**, D-Detroit; Michigan Nonprofit Association President and CEO **Donna Murray-Brown**; and Arab Community Center for Economic and Social Services (ACCESS) President and CEO **Hassan Jaber**.

In the weeks after the news conference, three of the nine planned series of statewide town halls to educate residents, dispel general myths and maximize completion of the census occurred in **Detroit on Monday, March 2**, in **Macomb County on Tuesday, March 3**, and in **Flint on Thursday, March 12**.

The Detroit event, at Second Ebenezer Church, featured **Lt. Gov. Gilchrist** as keynote speaker and also featured Michigan Attorney General **Dana Nessel**, Detroit 2020 Census Executive Director **Victoria Kovari**; and Census Director **Singh**. The town hall was moderated by ABC affiliate WXYZ-TV anchor **Glenda Lewis** with the question-and-answer portion led by WXYZ reporter **Kim Russell**.



Michigan Statewide 2020 Census Director **Kerry Ebersole Singh** addresses a standing-room-only crowd at the state Capitol during the Lansing 2020 Census Kickoff news conference.

**News coverage highlights:**

- The Lansing news conference was covered by **all major news outlets** including print, radio and TV across the state.
- In addition to all of Michigan, the news story published by The Associated Press garnered national coverage, including Ohio, Minnesota and Illinois. *See page 11 for more details.*
- The estimated reach for the Michigan-specific coverage between Feb. 26 and March 12 was approximately **26.5 million individuals** (estimated reach is calculated by the number of unique IP addresses that click on a news story). *See details on pages 2-11.*
- The out-of-state coverage reached **103.3 million**.
- The total estimated nationwide reach, which potentially includes Michiganders living or wintering out of state who may still fill out the census as Michigan residents, was **129 million**.
- If the total amount of Michigan-specific coverage was purchased as paid advertising, **the cost would be \$245,000.**



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City of Flint Mayor **Sheldon Neely**, Michigan Attorney General **Dana Nessel**, Michigan Statewide 2020 Census Director **Kerry Ebersole Singh**, Lt. Gov. **Garlin Gilchrist II**, City of Burton Mayor **Duane Haskins**, and Michigan Secretary of State **Jocelyn Benson** answer questions via Facebook live stream in Flint.

The town hall in Macomb County on Tuesday, March 3 at Macomb Intermediate School District featured Michigan Attorney General **Dana Nessel** as keynote speaker along with Michigan 2020 Census Director **Kerry Ebersole Singh**, Macomb County Executive **Mark Hackel**, and Macomb Intermediate School District Superintendent **Mike DeVault**.

The Flint event on Thursday, Mar. 12 was retooled as a digital town hall instead of an in-person event. Despite the change in the event format, the video was **viewed 45,748 times with an estimated reach of 66,000 individuals**. The digital town hall featured **Lt. Gov. Garlin Gilchrist II**, Michigan Secretary of State **Jocelyn Benson**, Attorney General **Nessel**, Statewide 2020 Census Director **Kerry Ebersole Singh**, City of Flint Mayor **Sheldon Neely** and City of Burton Mayor **Duane Haskins** as speakers.



Secretary of State **Jocelyn Benson** speaks at the podium as the digital town hall takes place at the Flint City Hall Dome.



Michigan Attorney General **Dana Nessel** addresses town hall attendees at Macomb Intermediate School District in Macomb County.



**Earned Media Coverage**

**MICHIGAN COVERAGE**

**Census Bureau hiring, employees could make \$25 per hour**

By Jack Nissen | Published February 26 | Detroit | FOX 2 Detroit



**LANSING, Mich.** - Looking for a fresh start? Wanting to kickstart your survey-taking career? Interested in bolstering statewide representation by obtaining a more accurate headcount in Michigan?

If yes, then the U.S. Census Bureau has a [job](#) for you.

Against the backdrop of too few workers and fears of low turnout, the census bureau is hiring anywhere between 6,000 and 14,000 employees in Michigan. Macomb County, Oakland County and the Traverse City area between \$19 and 24.50 an hour.



**“Census Bureau hiring, employees could make \$25 per hour”**

**WJBK-TV | Fox 2 Detroit**

Feb. 26, 2020

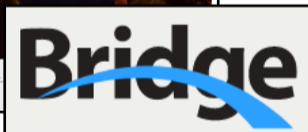
[Click here to read story](#)

**Reach: 1 million**

**1.2 million Michiganders at risk of not being counted in 2020 Census**



“The Census is bipartisan. We all have a role to play to ensure the people of Michigan have what’s ours,” said Lt. launch event in Lansing. (Bridge photo by Riley Beggin)



**“1.2 million Michiganders at risk of not being counted in 2020 Census”**

**Bridge Magazine**

Feb. 26, 2020

[Click here to read story](#)

**Reach: 113,669**

**Collecting Census responses will be tough, especially in 10 counties that include Ingham**

Carol Thompson, Lansing State Journal | Published 12:25 p.m. ET Feb. 26, 2020 | Updated 5:04 p.m. ET Feb. 26, 2020



A U.S. Census worker practices visiting a Providence, Rhode Island home during a simulation in 2018. (Photo: Courtesy of U.S. Census Bureau)

**LANSING** — Ingham County is among the communities that might not get a fair shake in the next decade, state leaders warned.

Ingham is seventh of 10 counties highlighted as likely to be undercounted in the 2020 Census, members of a statewide Census educational campaign said Wednesday.

Nearly 61,000 people in Ingham County are **considered at risk of being undercounted**. Across Michigan, about 1.8 million people are likely to be undercounted.

The once-a-decade U.S. population funding sent to Michigan through 2020 Congress. That’s why members of the out the survey.



**“Collecting Census responses will be tough, especially in 10 counties that include Ingham”**

**Lansing State Journal**

Feb. 26, 2020

[Click here to read story](#)

**Reach: 271,398**

**Earned Media Coverage**

**MICHIGAN COVERAGE**

**Michigan kicks-off its largest effort to promote the Census**

Posted: 12:07 PM, Feb 26, 2020 Updated: 12:07 PM, Feb 26, 2020  
 By: FOX 47 News



LANSING, Mich. — Michigan is announcing their kickoff of the 2020 Census today.

It's the largest effort to promote the U.S. Census in Michigan history.

The campaign will highlight why the census is important for the state.



***“Michigan kicks-off its largest effort to promote the Census”***  
**WSYM-TV | Fox 47 Lansing**  
 Feb. 26, 2020  
[Click here to read story](#)  
**Reach: 89,301**

MICHIGAN

**Census campaign kicks off in Michigan**




Posted: Feb 26, 2020 / 12:24 PM EST / Updated: Feb 26, 2020 / 12:24 PM EST

The largest census campaign in Michigan's history is now underway.

It kicked off this morning at the State Capitol building in Lansing, with the goal of clearly communicating how important filling-out the census is.

The campaign also tackles myths, hopes to show how easy it is to fill-out and aims to get as many people to participate as possible.

You call fill-out the census by mail, in person and, for the first time, by phone and online.

"And now it is upon all of us, it is our responsibility to execute, it is go time, it is time to make happen and it is time to step up and get counted," said Lt. Gov. Garlin Gilchrist.

In 2010 78% of the state's population filled-out the census.

Campaign leaders hope they can get 82% participation this year.




***“Census campaign kicks off in Michigan”***  
**WLNS-TV | CBS Lansing**  
 Feb. 26, 2020  
[Click here to read story](#)  
**Reach: 113,669**

**What To Know About The 2020 Census**

February 26, 2020 Jim Gifford, Podcast



Jim Gifford talks with Michigan 2020 Census executive director Kerry Ebersole Singh on the upcoming census.

***“What To Know About The 2020 Census”***  
**WSJM AM 1400 & FM 94.9**  
 Feb. 26, 2020  
[Click here to read story](#)  
**Reach: 26,644**



**Earned Media Coverage**

**MICHIGAN COVERAGE**



***“10 Michigan counties are at risk to be undercounted In census”***  
**Michigan Advance**  
 Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 45,494



***“Michigan launches largest campaign in state history to complete 2020 census”***  
**WZZM-TV | ABC Grand Rapids**  
 Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 378,627



***“Answering 2020 Census helps your Michigan community, officials say”***  
**MLive**  
 Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 4.3 million



MARKETING THAT MATTERS.

Michigan 2020 Census  
Lansing News Conference, Detroit Town Hall,  
Macomb Town Hall and Flint Town Hall  
Feb. 26 — Mar. 17



## Earned Media Coverage

### MICHIGAN COVERAGE

FEATURED

#### Macomb County to host Census town hall meeting

Feb 27, 2020 Comments

Census material written in Arabic and English.

***“Macomb County to host Census town hall meeting”***  
**The Macomb Daily**  
 Feb. 27, 2020  
[Click here to read story](#)  
 Reach: 107,802

#### Michigan Announces ‘Be Counted’ Campaign For 2020 Census

February 26, 2020 by Eric Lloyd

The 2020 Census is coming up fast and the state says this may be the most crucial count in recent history.

The census count is used to determine how federal funds are distributed as well as representation in Congress.

The more people counted in Michigan, the more we get.

“We’re really seeing this as an all hands on deck moment,” says Lieutenant Governor Garlin Gilchrist at a US Census press conference at the State Capitol Building Wednesday.

Michigan wants you. They want you to take part in the 2020 Census. They want to count every single one of the near 10 million Michiganders out there and they are pulling out all the stops.

***“Michigan Announces ‘Be Counted’ Campaign For 2020 Census”***  
**WWMT-TV | 9&10 News**  
 Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 283,043

#### State Officials Begin Push To Increase Census Participation

February 26, 2020 Local Stories Leave a reply

Expect to see and hear a lot in the next few weeks as the state launches its largest promotion effort in history to get people to fill out the 2020 Census. Kerry Ebersole Singh is the director of Michigan 2020 Census and spoke to WSJM’s Jim Gifford on “Taking The Lead” about what people will be asked.

“There’s less than ten questions on the census,” says Singh. “Name, age, sex, race, ethnicity, how many people live in your house, their relationship to you, and phone number. That’s it.”

Singh says they’re encouraging people to fill out the census online, over the phone, or through the mail in the next two months.

“We want you to fill out your census form by April 30th because in May, that’s when the door-to-door operations start with the U.S. Census Bureau,” adds Singh. “They’re going to be knocking on your door, interrupting your dinner, making the dogs bark.”

All data collected is kept confidential for 72 years. The state’s residents fill out the form.

***“State Officials Begin Push To Increase Census Participation”***  
**WSJM AM 1400 & FM 94.9**  
 Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 26,644



**Earned Media Coverage**

**MICHIGAN COVERAGE**

**UPDATE: Michigan kicks-off its largest effort to promote the Census**



By News 10 | Posted: Wed 7:48 AM, Feb 26, 2020 | Updated: Wed 5:35 PM, Feb 26, 2020



**LANSING, MI (WILX)** - Michigan launched its largest census promotional effort in state history at the State Capitol Tuesday, Feb. 25, 2020. Lieutenant Governor Garlin Gilchrist and other state leaders kicked off the "Be Counted" campaign. One of the biggest parts of the campaign includes statewide town halls that will last about an hour and a half. Gilchrist will be joined by Attorney General Dana Nessel and Secretary of State Jocelyn Benson to answer questions about the census. Gilchrist said the campaign is also an opportunity to dispel any fears people may have about the security of the census.



***"Michigan kicks-off its largest effort to promote the Census"***  
**WILX-TV | CBS Lansing**  
 Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 403,070

**MICHIGAN PROMOTES 2020 CENSUS**

2 weeks ago | Featured, Local News, News | Leave a comment | 72 Views

Later this morning, the State of Michigan is set to announce the largest effort in the state's history, to promote the 2020 Census.

The goal is to make sure every citizen and organization knows what they need to, thereby ensuring all available federal dollars stay here in Michigan.

The kickoff, was supported by both parties, and carries a price tag of \$16 million.

The announcement will also outline the top 10 Michigan Counties, in danger of being undercounted.

The census campaign will use traditional media outlets such as tv and radio and newspaper ads, but will also include modern mediums such as email and social media.

The main goals of the program, are to teach the importance of the Census, and maximize participation, while highlighting that taking part in the census, has never been easier.

Ways to participate include the traditional mail and in person, along with virtual options.

Proper Census counts ensure how much Michigan communities will receive in federal dollars for essential services through 2030, and also will help determine congressional representation.



***"Michigan Promotes 2020 Census"***  
**Keweenaw Report**  
 Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 15,683

**Importance of completing census stressed at Macomb ISD forum**

By Norb Franz nfranz@medianewsgroup.com; @NorbFranz on Twitter Mar 4, 2020 Comments



Michigan Attorney General Dana Nessel, center, discusses the upcoming census during a town hall meeting Tuesday, March 3, 2020, in Clinton Township. Nessel is flanked by Michigan 2020 Statewide Census Director Kerry Ebersole Singh, left, and Macomb County Executive Mark Hackel.

DAVID ANGELL - FOR THE MACOMB DAILY



Noting federal funding for important government services is linked to the U.S. Census, state and Macomb County officials gathered Tuesday that completing the federal census is critical to the future of Michigan.



***"Importance of completing census stressed at Macomb ISD forum"***  
**Macomb Daily**  
 March 4, 2020  
[Click here to read story](#)  
 Reach: 131,788

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**MICHIGAN COVERAGE**

**Local Leaders Asking Everyone To Fill Out 2020 Census**

March 2, 2020 at 4:41 pm Filed Under: census 2020, census form, local leaders, Michigan



MICHIGAN (CBS DETROIT) - With just one week left before the primary and one month until the 2020 census rolls out, community leaders in Saginaw are asking everyone to jump in and participate.

The NAACP joined them Sunday for a 2020 census kickoff event.

Michigan leaders say they hope this time around, people take the time to fill out their census form.



***“Local Leaders Asking Everyone To Fill Out 2020 Census”***  
**WWJ-TV | CBS Detroit**  
 March 2, 2020  
[Click here to read story](#)  
 Reach: 430,756

**Citizenship question is gone. Michigan immigrants still distrust the Census**



United States  
**Census 2020**

**YOUR RESPONSE IS REQUIRED BY LAW**

Are you a U.S. citizen?  
 Yes  
 No

**Bridge**

***“Citizenship question is gone. Michigan immigrants still distrust the Census”***  
**Bridge Magazine**  
 March 2, 2020  
[Click here to read story](#)  
 Reach: 145,076

**State officials to hold 2020 Census town hall meetings across the state**

By BRYCE HUFFMAN • FEB 28, 2020

Share Tweet Email



It's time to complete your **census** questionnaire

generic census form  
 COMEDY\_NOSE / FLICKR

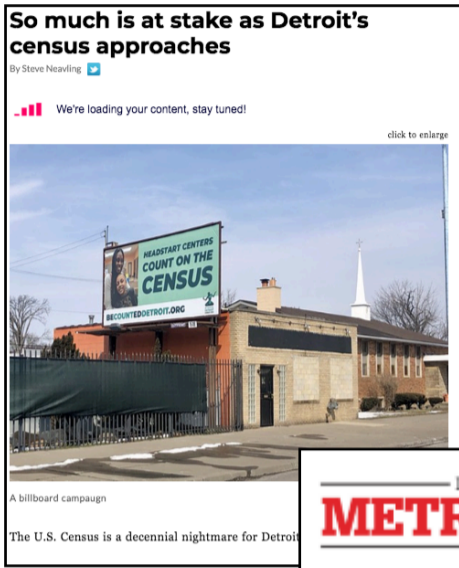


***“State officials to hold 2020 Census town hall meetings across the state”***  
**Michigan Radio**  
 Feb. 28, 2020  
[Click here to read story](#)  
 Reach: 220,184

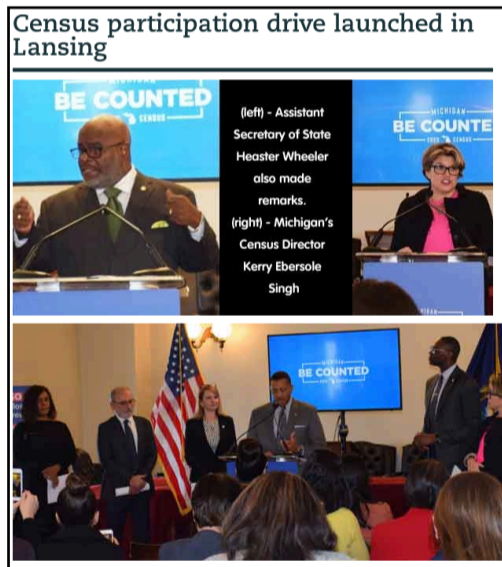


**Earned Media Coverage**

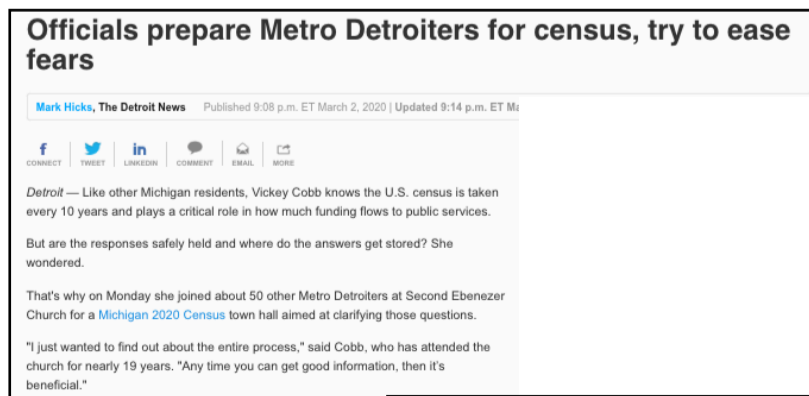
**MICHIGAN COVERAGE**



***“So much is at stake as Detroit’s census approaches”***  
**Detroit Metro Times**  
 March 4, 2020  
[Click here to read story](#)  
 Reach: 656,341



***“Census participation drive launched in Lansing”***  
**Legal News - Grand Rapids**  
**Legal News - Muskegon**  
**Legal News - Oakland**  
 March 4, 2020  
[Click here to read story](#)  
 Reach: 43,684



***“Officials prepare Metro Detroiters for census, try to ease fears”***  
**The Detroit News**  
 March 2, 2020  
[Click here to read story](#)  
 Reach: 1.2 million

**Earned Media Coverage**

**MICHIGAN COVERAGE**

**Flint mayor to host 2020 census ‘Be Counted’ town hall**

Posted Mar 08, 2020



Mayor Sheldon Neeley, left, and Lt. Gov. Garlin Gilchrist leave a Black History Month celebration on Monday, February 3, 2020 at the City Hall dome in Flint. (Sarahbeth Maney | MLive.com) Sarahbeth Maney | MLive.com

129 shares



**“Flint mayor to host 2020 census ‘Be Counted’ town hall”**  
**MLive**  
 March 8, 2020  
[Click here to read story](#)  
**Reach: 4,428,062**



Michigan 2020 Statewide Census Director Kerry Ebersole Singh speaks March 3 at the Macomb Intermediate School District building in Clinton Township about the census and its importance. The panel also included Attorney General Dana Nessel, Macomb County Executive Mark Hackel, Macomb Community Action Director Ernest Cayway, and Chaldean Community Foundation President Martin Manna. Photo by Patricia O'Shannes

**State, local officials tout importance of census participation**



**“State, local officials tout importance of census participation”**  
**C&G Newspapers**  
 March 11, 2020  
[Click here to read story](#)  
**Reach: 61,243**

**Flint Mayor Neeley to host Genesee County 2020 Census ‘Be Counted’ Town Hall**

Midwest / Michigan 5 days ago 47 Views 0 Comments




**“Flint Mayor Neeley to host Genesee County 2020 Census ‘Be Counted’ Town Hall”**  
**Flint Beat**  
**Black News Portal**  
 March 11, 2020  
[Click here to read story](#)  
**Reach: 2,021**



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**MICHIGAN COVERAGE**



***“Flint hosts Census Town Hall”***  
**WEYI-TV and WSMH-TV | CBS and Fox Flint**  
 March 12, 2020  
[Click here to read story](#)  
 Reach: 205,602



***“Officials promoting the 2020 US Census run up against the COVID-19 outbreak”***  
**Michigan Radio**  
 March 12, 2020  
[Click here to read story](#)  
 Reach: 228,122

**NATIONAL COVERAGE**



***“Michigan launches outreach for 2020 census that starts soon”***  
**Associated Press**

Resulted in 116 additional articles across every media market of Michigan as well as in surrounding states such as Minnesota, Illinois, New York and Ohio.

Feb. 26, 2020  
[Click here to read story](#)  
 Reach: 103.3 million