



CALLING ALL CREATORS!

RENSSELAER COUNTY NEEDS YOU

RENSSELAER COUNTY COUNTS CONTEST!

THE CENSUS IS IMPORTANT

The 2020 Census is underway, and the results will determine how more than \$675 billion federal dollars are distributed across our nation and right here at home, for schools, roads, hospitals, and more. The census impacts congressional districts and representation, too!

We need a full and accurate count of Rensselaer County so that we can get all the funding we deserve!

We are asking YOU to create the most engaging, inspiring, creative, and culturally relevant video to promote census awareness here in Rensselaer County.

THE CONTEST

Teens from ages 13-19 are invited to submit a video, between 30 seconds and 2 minutes, to be broadcast by the Rensselaer County Complete Count Committee to promote awareness of, and participation in, the 2020 Census.

The winning video will address the purpose and power of the census, relaying direct facts on the census' impact on Rensselaer County.

Videos are due by 11:59PM on May 29, 2020. Late submissions will not be considered.

The winner will receive a \$1000 cash prize.

Five runners up will receive \$100 each.

Go to www.artscenteronline.org for helpful tips on how to make a winning video, links to important resources, and to submit your video!

This project has been generously funded by The Troy Savings Bank Charitable Foundation.



THE ARTS CENTER
OF THE CAPITAL REGION

265 River Street | Troy, NY 12180 | (518)273-0552 | artscenteronline.org

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THE FORMAT

- ▶ Be 30 seconds to 2 minutes in length.
- ▶ Be in a compatible YouTube format with the proper codecs: MPEG4; MOV, AVI, WMV, with suggested aspect of 16:9
- ▶ Horizontal orientation.

THE CONTENT

- ▶ All videos must be fact-based and contain no misleading or false information.
- ▶ All videos must engage Rensselaer County residents as the primary audience.
- ▶ All videos are strongly encouraged to:
 - Contain a balance of emotional storytelling and clear, relevant, motivating information;
 - Speak to the tangible benefits of the census. For example, the census means funding for your community for critical services like hospitals, health care, education, roads, SNAP, and more;
 - It also determines how many representatives your state will have in the House of Representatives; these are the people who will vote on issues that deeply impact your life and community.
 - Convey Key messages:
 - It has never been easier to respond on your own, either online, by phone, or by mail, without having to meet a census taker;
 - Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up.

THE MUSIC

- ▶ Any music used must be in the “public domain”, meaning you have permission to use it, and we have permission to broadcast it;
- ▶ We have compiled a selection of music to choose from, found at www.artscenteronline.org
- ▶ Or you can compose your own, however, any video using music that is not from the pre-approved list and is not an original composition will be disqualified.

THE RULES

- ▶ All applicants must complete the full application found at www.artscenteronline.org
- ▶ Applicant must be permanent residents of Rensselaer County;
- ▶ Minors under the age of 18 may apply but must submit a consent form signed by a parent or guardian;
- ▶ Videos exceeding the length requirements or submitted after the stated deadline will not be reviewed;
- ▶ The creator of the winning video, and any or all runner up videos, will give unconditional permission for their videos to be broadcast by the Rensselaer County Complete Count Committee at their discretion.

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2020 CENSUS RESOURCES GUIDE KEY FACTS ABOUT THE CENSUS

THE BASICS:

- ▶ The census counts every person living in the United States, regardless of age or citizenship status, every 10 years in years ending in 0.
- ▶ It's in the Constitution.
- ▶ There is **NO** Citizenship question on the 2020 Census.

IT'S IMPORTANT:

- ▶ It's about money, power, and information.
- ▶ Every year in April, people pay their taxes. Only every 10 years, we help decide how those dollars come back to us. The 2020 Census will help to distribute billions of dollars in federal resources to your community.
- ▶ Our community gets resources based on census information that helps pay for schools, roads, police, fire, health care, and many more services. An undercount in our community would jeopardize our full share of these resources.
- ▶ An accurate and complete Census helps businesses, community leaders, and elected officials make informed decisions every day.

IT'S EASY:

- ▶ For the first time, people can respond online from any device in 13 languages. It takes about 10 minutes to complete and impacts the next 10 years because the next Decennial Census does not happen until 2030.

IT'S SAFE AND CONFIDENTIAL:

- ▶ Your data is confidential. Federal law protects your responses, which cannot be shared with law enforcement, immigration agencies, or housing authorities.
- ▶ The law states that census records can only be released after 72 years.
- ▶ All Census staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

COVID-19 & THE 2020 CENSUS:

- ▶ The 2020 Census is underway and the most important and safe thing you can do is respond online, by phone, or by mail. It has never been easier to respond to the 2020 Census.
- ▶ Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up.

For more census information, visit 2020census.gov for additional, up to date information.