How to Use 2020 Census SAG-AFTRA PSAs

In order to reach everyone living in the country, the 2020 Census invites broadcast and digital media channels to promote participation in the census using the Public Service Announcements (PSAs) available in this PSA Toolkit.

To get started, follow these 4 steps:

1. Read the SAG-AFTRA PSA Guidelines, media content guideline restrictions and FAQs listed below.
2. Identify the PSAs you are interested in running.
3. Download the SAG-AFTRA PSA radio asset directly from the PSA Toolkit or email 2020CensusPSAs@census.gov for video assets.
4. Run the PSA.

SAG-AFTRA PSA Guidelines:

Several of the PSAs (specifically those produced for the English Market and Black/African American audiences) use actors who are members of the Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA) union which places restrictions on what you can do with the PSA. Please read and follow these SAG-AFTRA guidelines:

- You may not pay to have the PSAs played on any TV, radio or digital channel. They can only be placed in donated media.
- SAG-AFTRA PSAs cannot be played anywhere after November 4, 2020.
- You may not edit or alter, create derivatives of, or otherwise attempt to modify or use SAG-AFTRA PSAs in any way other than expressly authorized.
- There are 30-second video PSAs, 20-second cut downs of select video PSAs, one longform PSA, and 60-second radio PSAs available that must adhere to these guidelines.
- For 30-second PSAs, you may dub them into another language (see instructions below) but you may not alter them in any other way.
- There are 20-second versions of select PSA spots have been created for partners and stakeholders to add customized messaging via 10-second end tags. These are available to partners and stakeholders by emailing 2020CensusPSAs@census.gov. Please include your organization and contact information in the email.
    - Stakeholders may not modify the first 20 seconds of the cutdown SAG-AFTRA PSAs.
    - You may add your own 10-second end tag to the 20-second PSA
        - Acceptable edits include:
            - Adding your own logo

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            - Adding a statement on-screen (for example: “Being counted is how you can make a difference” or “Everyone needs to be counted in the 2020 Census”)
        - Unacceptable edits include:
            - Adding a call-to-action or sponsorship messaging (for example: “click here” “call ##”, “sponsored by” or “brought to you by”)
            - There cannot be any audio of any kind during the 10-second end tag
    - Please note that access to the SAG-AFTRA 20-second cutdown PSAs is not guaranteed.
- Stakeholders cannot use any PSA footage to create other PSAs.
- PSAs may not be placed on any illegal or inappropriate sites or media outlets, including piracy or pornographic sites. Refer to the Media Content Restriction Guidelines listed below for more information.
- The U.S. Census Bureau reserves the right, in our sole discretion and at any time, to ask you to remove PSAs from any media channel where you have placed them that we may deem inappropriate.
- All files are provided in compliance with Section 508 of the Rehabilitation Act, to ensure the accessibility for people with disabilities. Closed captions may not be turned off on video PSAs when disseminated, and if stakeholders create their own video PSAs, those must be closed captioned as well.

Steps to translate and dub SAG-AFTRA video PSAs into other languages:

If you would like to take an existing PSA and dub over it to translate it into a different language, you are welcome to do so when you follow these steps:

1. Email 2020CensusPSAs@census.gov with your name, your organization’s name, contact information, and the PSA you are interested in running.
2. When translating a SAG-AFTRA PSA into another language, the message content must remain the same. No new messaging can be added and no messaging can be changed.
3. Record the PSA in the newly translated language.
    - The person who provides the voice over for the translation will ideally be a member of the SAG-AFTRA Union.
    - If you cannot use a SAG-AFTRA union member you will need to request a Taft-Hartley form from 2020CensusPSAs@census.gov.
    - We will provide you with guidelines for hiring and payment of voice over talent.
4. Once the Taft-Hartley form is submitted and approved by SAG, stakeholders can run the video PSAs on donated media only.

What broadcast-quality SAG-AFTRA PSAs are available to the public?

Audience	Language	Video	Radio	Expiration Dates
English Market*	English	• One 2 minute 18 second longform video PSA*. Made up of five "chapters" • Five 30-second cutdowns* of the long form video PSA, one of each of the five "chapters" • Two 20-second cutdown video PSAs*. These feature a 10 second window at the end for stakeholders to add their organization's logo or a statement	• One 60-second radio PSA	• Video PSAs available until November 4, 2020 • Radio PSAs available until November 4, 2020
Black/African American*	English	• One 30-second video PSA* • One 20-second video cutdown*. This features a 10 second window at the end for stakeholders to add their organization's logo or a statement	• One 60-second radio PSA	• Video PSAs available until November 4, 2020 • Radio PSAs available until November 4, 2020

- **Note: Please email 2020CensusPSAs@census.gov if interested in accessing broadcast-quality downloadable versions of these PSAs.*

Media content restriction guidelines

Partners and stakeholders must avoid placing any of the 2020 Census PSAs near content or websites that:

1. Include explicit or gratuitous displays of violence, profanity, sex, pornography, nudity, and anti-social behavior.
2. Engage in or promote disparaging, prejudicial, derogatory, discriminatory or violent treatment of any individual or group.
3. Sensationalize the neglect, abuse, or suffering of any person or animal.
4. Exploit or promote highly dangerous or inappropriate situations or behaviors for minors.
5. Incite violent acts toward the government or the public, including but not limited to domestic and international terrorism.

2020 Census PSA FAQs

1. **When can I start running 2020 Census PSAs?**
   You can start to run the PSAs available in the toolkit immediately. SAG-AFTRA PSAs cannot be run after November 4, 2020.

2. **Where will the Census Bureau run the PSAs?**
   The Census Bureau will run the PSAs on donated broadcast and owned social media channels including YouTube, Facebook, and Twitter.

3. **Where can I run the available 2020 Census SAG-AFTRA PSAs?**
   You can run the SAG-AFTRA PSAs on broadcast, radio and digital channels through donated media only. You can also post the PSAs on your social channels. If posting a 2020 Census PSA on your organization's social page, we ask that you include the hashtags #2020Census and #ShapeYourFuture.

4. **Can I create my own census PSA?**
   Yes. Census Bureau partners and stakeholders can create their own census PSAs. Stakeholders are not required to use the pre-written scripts in the PSA Toolkit and can create their own scripts in any language they desire.

5. **Can I use only part of a Radio DJ script provided by the Census Bureau?**
   Yes. You can choose to use the entire script or only a part of the scripts provided by the Census Bureau.

6. **Can I use only part of a PSA or change any elements of it?**
   You can add your organization’s logo or a statement to the last 10 seconds of the 20-second cutdowns, however no part of the first 20 seconds can be changed. You may also translate any PSA into other languages. Please refer to the SAG-AFTRA PSA Guidelines above for further information on the steps required to translate SAG-AFTRA PSAs into other languages. PSAs may not be modified in any other way than during the last 10 seconds of the 20-second cutdowns, or translating any of the PSAs (see SAG-AFTRA PSA Guidelines section above).

7. **What is an end tag or cutdown?**
   An end tag is the 10-second window at the end of 20-second PSAs for stakeholders to add elements in accordance with the SAG-AFTRA PSA Guidelines section above. PSAs with room for an end tag are referred to as 20-second cutdowns.

8. **Are there restrictions on what I can include in an end tag or cutdown?**
   There are different restrictions on what you can include in an end tag. PSAs may not be modified in any other way than during the last 10 seconds of the 20-second cutdowns, or translating any of the PSAs (see SAG-AFTRA PSA Guidelines section above).

9. **What is SAG-AFTRA?**
   The Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA) is the union for actors. Several of the available PSAs (those created for the English Market and Black/African American audiences) feature actors and performers who are members of SAG-AFTRA. This labor union established precise definitions of what constitutes a PSA, how PSA footage can be used, and where it can be broadcast. Please reference the SAG-AFTRA PSA Guidelines above for more information on how these PSAs can be used.

10. **How do I access SAG talent?**
    Information on how to contact SAG regarding talent is available by emailing 2020CensusPSAs@census.gov.

11. **Where can I run the available 2020 Census SAG-AFTRA PSAs?**
    You can run the SAG-AFTRA PSAs on broadcast, radio and digital channels through donated media only. Stakeholders can also post the PSAs on their social channels. SAG-AFTRA PSAs cannot be run after November 4, 2020.

12. **Why can't I run SAG-AFTRA PSAs on paid media?**
    SAG-AFTRA performers earn residual payment fees any time a commercial featuring them is aired on paid media. By agreeing to be featured in our PSAs, performers signed a SAG-AFTRA PSA waiver and gave up their residual fees so long as the PSAs run on donated media. If the PSA is run on paid media, it may disqualify the SAG-AFTRA PSA waiver and compromise our ability to use them. SAG-AFTRA PSAs must be run on donated media only.

13. **What is donated media?**
    Donated media is media (for example, broadcast television, digital social campaigns) that has not been purchased in any way. This means that you have not had to pay anyone to run the PSA on broadcast or digital channels.

14. **What is paid media?**
    Paid media is any media where you have paid the media platform (broadcast or digital) to run the PSA.