

# OHIO UNIVERSITY SCRIPPS PRSSA



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# Executive Summary

For every Ohioan not counted in the 2010 census, \$1,206 was lost, enough to pay a college student's rent for two months in Athens (A1). The Scripps PRSSA Bateman team created Bobcats, Get on the Map to educate Ohio University students and Athens renters on how the 2020 census impacts the community.

Bobcats, Get on the Map sparked a conversation that educated people about the importance of the census. Specifically, how census data helps allocate more than \$675 billion in federal funds, spent on universities, health centers, roads, libraries, public works and other vital programs (A2b). These statistics highlight census benefits that are crucial to OHIO students and Athens renters. Both groups benefit directly from financial aid and other available public resources.

Bobcats, Get on the Map focused on three main objectives: importance, convenience and impact of the 2020 census. When communicating our campaign name, we used Bobcats because it represents both OHIO students and Athens renters. We created our logo with key elements to depict our campaign: an image of the state of Ohio with OHIO's school colors and a Bobcat paw print to represent the university's mascot. We motivated OHIO students and Athens renters to Get on the Map and pledge to respond to the 2020 census because in less than 10 minutes, they can make a difference in the Athens community.

Athens isn't just home to its residents – it's hOUme, where "OU" symbolizes the close-knit relationship between OHIO students and the surrounding Athens community. Both live together and learn from each other. Athens thrives off its beloved local businesses and operations, especially since more than a dozen restaurants and shops line the historic red bricks of Court Street in Uptown Athens. Everyone equally adores local celebrity Pumpkin the Cat, who lives in the Athens County Board of Elections Office, funded by the census. Pumpkin has conveniently made Athens his home, just like the other 65,327 people who live here (A3).

To reach OHIO students and Athens renters, we tailored our communication and media approaches. After conducting four focus groups, we discovered that 75% of our participants held little to no prior knowledge of the census. We used this data to highlight information our participants desired to know, while executing our campaign in innovative ways. We successfully collaborated with local restaurants, media outlets, community services and several university-affiliated organizations to educate OHIO students and Athens renters on the importance of completing the 2020 census.

Our team maintained an engaging online social media presence, increased conversations about census importance in Athens through creative and educational events and directed target audiences to national census resources. Our campaign exceeded all goals and raised awareness about the census in our local community.

## Situational Analysis

Like many other college towns, Athens is undercounted. In 2010, parts of Uptown Athens had a self-response rate of 31%, compared to the national average of 79% (A4). Ohio also lost two seats in the U.S. House of Representatives after the last census (A4). These points emphasize the impact of the census on the Athens community and the state of Ohio.

In fact, Athens County's high poverty rate of 31% between 2014–2018, compared to the national poverty rate of 11%, can be curbed by taking the census as it helps a county receive its fair share of federal funding (A5).

By March 24, Athens County already had a 25% response completion rate, according to data from Census Partnership Specialist Aaron Dagres (A6). Bobcats, Get on the Map not only increased awareness of the 2020 census, but encouraged OHIO students and Athens renters to participate in this civic duty.

# Research

Our goal in conducting research for our campaign was to assess our target audience's understanding about the census and its importance, convenience and impact. We analyzed local and national news articles and conducted surveys and focus groups with our target audience to investigate perceptions on why many are unaware of the census.

We explored how likely our research participants would be to take the census and encourage their loved ones to do the same. Through research, we wanted to understand how to best reach our target audience with informational messages and videos that raise awareness about the census.

## Secondary Research

To better understand our audience's lack of awareness on the importance of the census, our campaign analyzed local newspapers, national news and census.gov for census articles. We conducted secondary research based on our audience, focusing on OHIO students and Athens renters from November through March.

Based on data from the 2010 census, we inferred that our target audience of 18–24 year olds were around 8–14 when the count was conducted. This led to two reasons for widespread census unawareness: children were not considered old enough to make household decisions and therefore need not concern themselves with the census.

» **Importance**– We found through our research that OHIO students and Athens renters are unaware of the benefits of taking the census (A2a). Taking the census helps provide funding to public works, and census data helps determine the number of seats in the U.S. House of Representatives. We learned the following specific points which helped us educate our target audience about the benefits of taking the census.

- The census data helps communities receive more than \$675 billion per year in federal funds, which are spent on universities, health centers, roads, public works and other vital programs (A2b).
- Ohio lost two seats in the U.S. House of Representatives due to slow population growth compared to the national average, according to the data received in the 2010 census (A7).

## Primary Research

While our secondary research educated us on the importance, convenience and impact of the census, we wanted to communicate the same to our target audience. To better understand why people are unaware about the census and its importance, our campaign conducted a survey and focus groups with our target audience: OHIO students and Athens renters.

» **Importance**– We conducted four focus groups with a total of 15 OHIO students and Athens renters and surveyed 249 others to gather insight on the lack of census awareness. Our survey results revealed that many don't take the census because of lack of knowledge.

- 17% of survey respondents were definitely NOT aware and 19% were probably NOT aware that census helps allocate funding to schools, hospitals, roads, public works and other vital programs (A10).
- 18% of survey respondents were definitely NOT aware and 20% were probably NOT aware that the seat apportionment in the U.S. House of Representatives is determined with the census data (A11).
- 12% of survey respondents were definitely NOT aware and 11% were probably NOT aware that there is a bureau dedicated to the census (A12).
- 4% of survey respondents were definitely NOT aware and 5% were probably NOT aware of the term census and what it defines (A13).



» **Convenience**– When reviewing our secondary sources, we learned that filling out the 12 questions in the census takes merely 10 minutes (A8). Additionally, starting this decade, the census is also available to take online in addition to phone or mail. That convenience along with a quick survey fill out time can motivate our target audience to take the census.

- In 2010, Athens County experienced a 71% self-response rate to the census compared to the national average of 79% (A4).
- Some parts of Uptown Athens had a self-response rate of 31% to the census (A4).

» **Impact**– Since our target audience lives in Ohio, our campaign researched the local impact of taking the census and how NOT taking the census can affect one on a personal level. Our team read local newspapers, such as The Post and The Columbus Dispatch, and multiple other reputable media sources in Ohio. We found out that a low response rate in the past led to the following:

- The 2010 census data led to gerrymandering in Athens, which resulted in the unfair representation of one political party (A9).
- \$1,206 was lost in Ohio for every person not counted in the 2010 census, according to a 2018 study by a George Washington University researcher as mentioned in one Columbus Dispatch article (A1).

» **Convenience**– Two of our four focus groups revealed that students were more likely to complete the census online, especially when they learned it takes under 10 minutes to fill out the 12 questions.

- 100% of focus group participants were more likely to take the census and encourage peers and family members to do the same once they learned how quick and easy it is.
- 100% of focus group participants were more likely to take the census online versus by phone or mail.

» **Impact**– Our target audience was more likely to take the census once they learned about its importance and the direct impact on day-to-day life.

- 64% of survey respondents definitely had and 26% probably had more knowledge of the census after survey completion and watching our [informational videos](#) (A14).
- 49% of survey respondents definitely pledged to take the census while 29% agreed to probably take the census (A15).
- 100% of focus group members valued taking the census as high as voting after learning that despite 80% of Athens voters being Democrats, they are 90% more likely to have a Republican representative (A9).
- 100% of focus group members are more likely to take the census after learning that it helps OHIO students receive scholarships and financial aid to attend college.

## Target Audience

Primary Audience – OHIO students

Secondary Audience – Athens renters, historically difficult to reach

## Key Messages

- **Importance:** Completing the census is a constitutional civic duty and allows OHIO students and Athens renters to receive federal funds and apportion the correct number of seats in the U.S. House of Representatives.
- **Convenience:** OHIO students and Athens renters are more likely to complete the census once they learn it's only 12 simple questions and takes 10 minutes or less.
- **Impact:** Our target audience said they were more likely to take the census after learning that it can impact them directly by providing financial aid in the form of Pell Grants and other scholarships.

# Challenges and Opportunities

1. **Challenge:** For evaluation purposes, our team had planned to raise awareness in major-specific groups. We struggled reaching different segments of Ohio University students because of a lack of response from engineering and education student organizations.

**Opportunity:** Instead of meeting with a major-specific organization, we met with organizations that had a mix of students from all majors, such as the OHIO Student Senate and Reach Out on Campus, a Christian student organization.

2. **Challenge:** Threats of coronavirus (COVID-19) resulted in an extended spring break and caused pre-planned Bobcats, Get on the Map events and team meetings to be canceled.

**Opportunity:** To continue connecting OHIO students and Athens renters, we held our remaining events and meetings virtually (A16). We created a virtual Create-A-Thon on Twitter where both OHIO students and Athens renters submitted photos and graphics of what the census means to them (A17-A18). We also created a census bingo Instagram story and sent our survey to different student organizations (A41).

## Campaign Mission Statement

We are five Ohio University students raising awareness on the importance of taking the 2020 census among the student body and Athens renters and encouraging them to participate through promotional events, collaborating with campus resources and reaching out on digital media.

## Objectives, Strategies, and Tactics

**Objective 1:** Increase 2020 census knowledge to Ohio University students and Athens renters by generating online community engagement and receive 50,000 cumulative impressions through social media and 100 unique website visitors from Feb. 10 – March 20.

**Strategy 1:** Create and share social content that appeals to millennials and Gen-Z and encourages followers to interact online and curate content.

**Rationale:** During our focus groups, we found most OHIO students had no prior knowledge or census awareness. With social media serving as a daily news source for college students, the @BobcatsOnTheMap Twitter, Instagram, Pinterest and Facebook pages were used to efficiently educate and engage with our target audience.

- **Tactic 1:** Host a Census Awareness Twitter Chat to encourage followers to share what the census means to them and voice the benefits of census data, such as federal funding and Supplemental Nutrition Assistance Program, to the Athens Community (A19-A20).
- **Tactic 2:** Generate original census memes and create virtual census games, such as census bingo on Instagram stories and Superstar Census Guru BuzzFeed quiz (A21-24).
- **Tactic 3:** Create [five short informative video clips](#) to effectively communicate the main takeaways of completing the census and how it benefits the Athens community. Create a video highlighting [census confidentiality](#) in response to data collected at our focus groups (A25).

**Strategy 2:** Produce a user-friendly website that outlines census benefits and facts, while casting a spotlight on community members that pledge to take the census by April 1 [note: July 31 extension due to coronavirus (COVID-19)].

**Rationale:** Since the deadline to complete the census is after the competition ends, use our survey and “Spotlight Signers” online campaign as a way to encourage OHIO students and Athens renters to take the census.

- **Tactic 1:** Link our survey on the front page of bobcatsgetonthemap.com and collect 100 survey pledges (A26).

- **Tactic 2:** Share online campaign “#OntheMap” and “#SpringBreakersontheMap” on our social media channels and website to feature Spotlight Signers who take our survey and voice how census data impacts them personally (A28).
- **Tactic 3:** Implement specific website pages with census information and benefits “How to Complete the Census” guide and the difference in responding to the census between OHIO students and Athens renters (A27).

**Objective 2:** Work with community members and local services to increase conversations on the importance of the census in the Athens community (A29).

**Strategy 1:** Partner with local businesses to hold events for Athens renters that encourage engaging census conversations (A30).

**Rationale:** Collaborate with Athens businesses to host active and informative events in order to increase Athens renters knowledge about the census and its benefits.

- **Tactic 1:** Host a census-themed trivia night at Casa Nueva, a popular Mexican cantina in Athens.
- **Tactic 2:** Develop a red, white and blue ice cream swirl at Whit’s Frozen Custard and a census latte at Court Street Coffee in Uptown Athens.
- **Tactic 3:** Participate in Donkey Coffee and Espresso Designated Space by reading original census poetry (A31–A32).

**Strategy 2:** Work with Ohio University businesses and organizations to connect with OHIO students.

**Rationale:** Collaborate with on-campus organizations to reach OHIO students and raise census awareness.

- **Tactic 1:** Paint mural outside Bentley Hall that highlights important census facts that are relevant to Ohioans.
- **Tactic 2:** Present at student organization meetings to gather survey pledges of OHIO students committing to take the census by April 1. Visit organizations in various majors to reach a diverse group of students (A33).
  - Get 50 pledges through OHIO Bachelor of Science in Nursing Organization.
  - Get 50 pledges through OHIO Student Education Association.
  - Get 50 pledges through OHIO Student Senate.
  - Get 50 pledges through Reach Out on Campus.
- **Tactic 3:** Table in John Calhoun Baker University Center and Schoonover Center for Communication to advocate benefits of census and collect survey pledges (A33).
- **Tactic 4:** Participate in The Front Room Coffeehouse Open Mic Night and perform original census poems.



**Objective 3:** Direct OHIO students and Athens renters to census.gov for census resources and additional information.

**Strategy 1:** Connect OHIO students and Athens renters to local public officials and national census representatives to learn about the census and its direct impact on the Athens community.

**Rationale:** Having national representation clarifies why the census is important to the U.S. and informs OHIO students and Athens renters on the process of taking the census.

- **Tactic 1:** Hold a Census Awareness Panel with Census Partnership Specialist Amber Kohler, Athens County Commissioner Chris Chmiel and OHIO Student Senate members to increase understanding of what the census is, what it does and how it benefits OHIO students and Athens renters (A29).
- **Tactic 2:** Host Census Q&A at Donkey Coffee and Espresso with Census Partnership Specialist Aaron Dages (A29).
- **Tactic 3:** Place Bobcats, Get on the Map promotional stickers on The Front Room Coffeehouse coffee sleeves to increase campaign awareness and direct people to bobcatsgetonthemap.com and census.gov (A29).

**Strategy 2:** Collaborate with local media outlets to virtually connect national and local census benefits.

**Rationale:** Working with media outlets and their social media channels is a systematic way to spread census information to OHIO students and Athens renters. Hosting a community-wide event allows OHIO students and Athens renters to express creativity and personally connect with the census.

- **Tactic 1:** Collaborate with two student-media outlets to make Bobcats, Get on the Map known around campus and inform OHIO students about census (A34).
- **Tactic 2:** Virtualize in-person, Create-A-Thon event due to the coronavirus (COVID-19) pandemic. Have OHIO students submit art, photography and/or videos that highlight the importance of taking the census (A17).
- **Tactic 3:** Work with OHIO community ambassadors and send out SmartRenter email to 5,000+ off-campus Athens renters that directs OHIO students to census.gov and encourages census completion (A35).

## Evaluation

### Objective 1: EXCEEDED

Bobcats, Get on the Map successfully increased 2020 census knowledge to OHIO students and Athens renters through immense online exposure. We exceeded our goals by receiving 59,841 total impressions and 294 website visits through interactive social media content, Spotlight

Signers campaign and a user-friendly website (A36-A38).

- Earned 10,093 impressions and 45 responses from Census Awareness Twitter Chat (A19-A20).
- Created census-themed memes and shared an original “Are You a Superstar Census Guru?” BuzzFeed quiz (A40).
- Received 930 impressions and 751 reactions from 2020 census bingo Instagram story and sent our survey to different student organizations (A41).
- Adopted four shorter, issue-specific census videos garnering 1,119 views following focus group feedback (A42).
- Created a user-friendly website, bobcatsgetonthemap.com, that directed 294 OHIO students and Athens renters to informational pages and encouraged them to take our survey (A39).
- Collaborated with five #SpotlightSigners and five #SpringBreakersontheMap to feature OHIO students and Athens renters who took our survey and pledged to complete the census by April 1 (A43).

### Objective 2: EXCEEDED

We exceeded our goal by partnering with five local businesses and four diverse student organizations, maximizing census conversation in the Athens community. We engaged our target audience by crafting interactive, hands-on events that 710 people attended to learn the importance of the census. We found it beneficial to host events at coffee shops and restaurants, which are popular on OHIO’s campus (A44).

- Influenced 60 OHIO students and Athens renters to attend The Front Room Coffehouse Open Mic Night and Donkey Coffee and Espresso Designated Space.
- Involved 40 OHIO students and Athens renters in the Census Coffee Chat at Donkey Coffee and Espresso.
- Placed 300 Bobcats, Get on the Map promotional stickers on coffee sleeves to be purchased at The Front Room Coffehouse.
- Engaged 20 OHIO students and Athens renters at the Census Awareness Panel.
- Attracted 40 OHIO students and Athens renters to our Census Trivia Night hosted at Casa Nueva.
- Partnered with Whit’s Frozen Custard to sell a census themed red, white and blue swirl.
- Collaborated with Court Street Coffee, a popular local coffee shop to sell a census latte to promote census awareness (A29).
- Painted a census awareness mural outside Bentley Hall for the duration of the campaign.



- Presented at Bachelor of Science in Nursing Organization, Reach out on Campus and OHIO Student Senate and collected 200 pledges for Bobcats, Get on the Map’s survey.
- Tabled at John Calhoun Baker University Center and Schoonover Center for Communication, which contributed 50 respondents to our survey (A33).

### Objective 3: EXCEEDED

We aimed to connect 100 OHIO students and Athens renters to census.gov resources and information. By directing website visitors to census.gov, which was both linked and hyperlinked on our site, we were able to expand our outreach and get a total of 294 website visitors. Additionally, we partnered with several U.S. Census Bureau representatives, attended weekly Athens Complete Count Committee meetings and utilized our social media channels to promote census.gov.

- Featured Bobcats, Get on the Map on media outlets such as The Post and The New Political, student-run publications; OHIO News, university-wide news website; The Athens Messenger and The Athens News, Athens news outlets; OHIO’s verified social media channels and our nationally affiliated chapter, Scripps PRSSA to promote census.gov information (A47).
- Received 294 total website views on our site, where census.gov was both linked and hyperlinked linked 15 times (A39).
- Collaborated with Census Partnership Specialists Aaron Dages and Amber Kohler in hosting our Census Coffee Q&A and Census Awareness Panel, which brought light to national resources and benefits to 60 people (A29).
- Sold 300 coffee sleeves at The Front Room Coffeehouse with our website URL and logo.
- Created “Facts on the Map” and “Census Art on the Map” Pinterest boards (A45).
- Organized virtual OHIO Create-A-Thon to have OHIO students and Athens renters design art, photography, videography and other visual elements for the U.S. Census Bureau to feature on its website (A17-A18).
- Collaborated with OHIO community ambassadors to send out a SmartRenter email to 5,000+ Athens renters that featured census.gov information (A35).

## Media Coverage

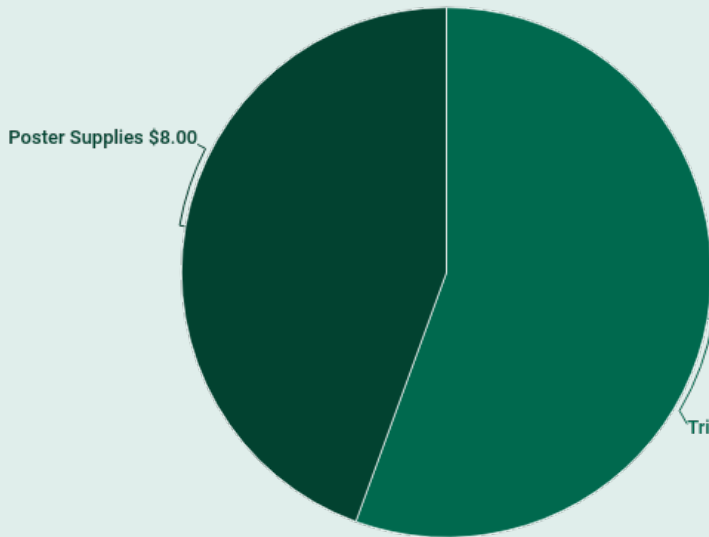
Our team knew that publicizing our campaign would increase census awareness. To garner attention and gain publicity amongst OHIO students and Athens renters, we wrote a press release and partnered with five reputable media sources in the Athens area (A46-A47).

- Partnered with [OHIO News](#) to publish an article that featured our campaign and was sent out to the entire university and received 1,454 page views, only 11% of which were in Athens.
- Submitted letters to the editor to [The Athens Messenger](#) and [The Athens News](#), Athens news outlets.
- Collaborated with [The Athens News](#) to feature our campaign in a census awareness article.
- Worked with [The Post](#), a student-run publication, that receives 5,000 views per day to create two census awareness [articles](#).
- Recorded an advertisement for The New Political podcast, [Athens Happens](#), which was broadcast on YouTube, Spotify, SoundCloud, Stitcher, iTunes and The New Political’s website. Podcast received 127 views on thenewpolitical.com.
- Wrote a blog for [Scripps PRSSA’s website](#) that explained how taking the census benefits the Athens community (A48).
- Partnered with OHIO Student Senate and census representatives to organize a Create-A-Thon to showcase work completed by our target audience. Originally scheduled for March 20, the event was completed virtually on Twitter due to coronavirus concerns (A17-18).
- Featured on OHIO social media posts that gained 76,987 total impressions across Twitter, Facebook, Instagram and LinkedIn (A49).

## Budget

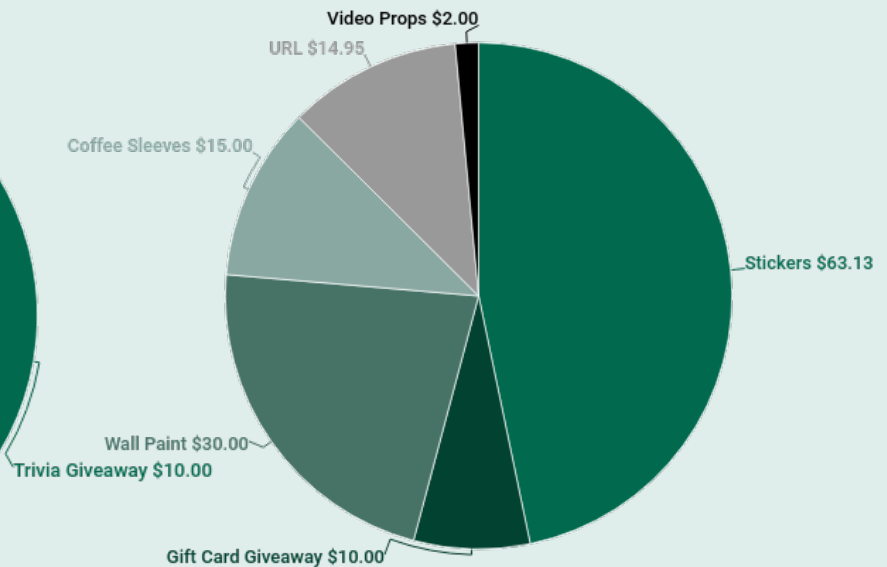
We successfully completed our campaign on a limited budget of \$18.00 in personal expenses and \$135.08 in in-kind donations.

## Personal Expenses



Total Spent: \$18.00

## In-kind Donations



Total Spent: \$135.08

## Conclusion

As a team of five Ohio University students, we created Bobcats, Get on the Map to educate our target audience about the importance of taking the census. We crafted our campaign to reflect the interests of OHIO students and Athens renters while also engaging and informing them.

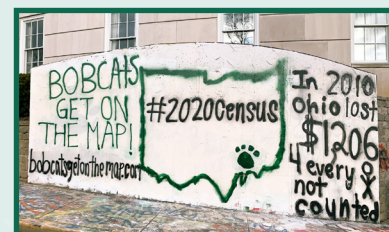
We maximized our online presence by utilizing four social media channels and a website, allowing us to leave a digital paw print on the Athens community. Collaborating with local and national resources made the census seem tangible and helped combine both resources to create an informed and connected campaign.

### Impact

Bobcats, Get on the Map was about more than just the census. It was about the local businesses lining the historic red bricks of Court Street, Pumpkin the Cat and recognizing the needs within the Athens community. We saw our campaign as an opportunity to inform our community about the importance, convenience and impact of the census. This motivated and empowered them to create a change in the society. We connected our target audience with the necessary resources to take the census. Our campaign's messages were disseminated around Ohio University's campus through interactions with more than 710 students, faculty and staff plus 56,841 overall social media impressions.

### Longevity

When crafting and implementing Bobcats, Get on the Map, we aspired to leave a lasting impression on the Athens community. We emphasized that Ohio lost \$1,206 for every person not counted in the 2010 census by painting a mural about the census. The weight of this statement, as well as the efforts of our campaign to highlight this fact, will stay in the Athens community forever. Our team increased conversations on the importance of the census among OHIO students and Athens renters through creative and informative events. Bobcats, Get on the Map made everyone superstar census gurus.



# Appendix

## Immigrants, refugees in central Ohio urged to participate in census



BUY PHOTO HIDE CAPTION  
Boxes of buttons, mints and other Census materials ready to be distributed, at City Hall, Friday, February 7, 2020. (Courtesy Hergeshelmer/Dispatch)



By Danae King  
The Columbus Dispatch  
Posted Feb 11, 2020 at 4:43 PM  
Updated Feb 11, 2020 at 5:41 AM

It's the year of the census. In preparation, Columbus and Franklin County agencies are working to reach hard-to-count populations such as immigrants and refugees.

A1

Source: [The Columbus Dispatch](#)

## Knowing Census Data Benefit Communities May Increase 2020 Response

### Survey Finds Only 45 Percent Know That Census Data Guide Community Funding Decisions

GINA WALKER AND MONICA VINES | MAY 17, 2019

Knowing that the census guides how much money a community gets from the government is the most important reason for people to respond to the census, according to results from a 2018 Census Bureau survey.

Thirty percent of respondents specifically said the most significant reason to reply to the census is the knowledge that census data are used to guide public funding decisions. Another 17% said it's that it benefits their community's future, while 15% said the most important reason is that it provides information for local governments.

The focus groups suggest that encouraging response from trusted voices in the community may increase participation among people with the greatest distrust in government.



A2a

Source: [U.S. Census Bureau](#)

QuickFacts  
Athens County, Ohio

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Q Enter state, county, city, town, or zip code -- Select a fact --

Table

All Topics	Athens County, Ohio
Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018	78.1%
<b>PEOPLE</b>	
<b>Population</b>	
Population estimates, July 1, 2019, (V2019)	65,327
Population estimates, July 1, 2018, (V2018)	65,818
Population estimates base, April 1, 2010, (V2019)	64,704
Population estimates base, April 1, 2010, (V2018)	64,704
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	0.9%
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	1.6%
Population, Census, April 1, 2010	64,797
<b>Age and Sex</b>	
Persons under 5 years, percent	3.9%
Persons under 18 years, percent	14.5%

A3

Source: [U.S. Census Bureau](#)

## Why We Conduct the Decennial Census

The framers of the Constitution of the United States chose population to be the basis for sharing political power, not wealth or land.

*"Representatives and direct Taxes shall be apportioned among the several States which*

*may be included within this Union, according to their respective Numbers..."*

- The Constitution of the United States, Article I, Section 2.

A census aims to count the entire population of a country, and at the location where each person usually lives.

The census asks questions of people in homes and group living situations, including how many people live or stay in each home, and the sex, age and race of each person. The goal is to count everyone once, only once, and in the right place.

### How the Census Benefits Your Community

Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Your community benefits the most when the census counts everyone. When you respond to the census, you help your community gets its fair share of the more

A2b

Source: [U.S. Census Bureau](#)



The City of Athens sign at the city limits.

09/30/19 / 1:53 pm

## Athens County census committee hopes to improve low rates of student self-responses

George Shillcock

FACEBOOK

TWITTER

The U.S. Census is fast approaching and Athens County is gearing up to improve upon below average self-response rates from the last census in 2010.

The Athens County Commissioners approved the creation of the Complete Count Committee (CCC) in June to ensure every citizen in the county is aware of their

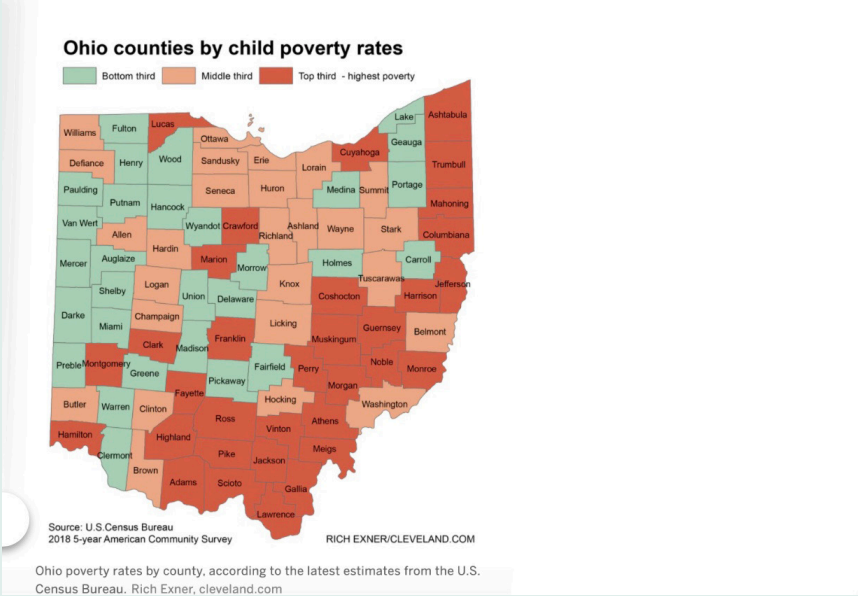
A4

Source: [The Post](#)



# Every Ohio city and county ranked for poverty, child poverty: census estimates

Updated Feb 29, 2020; Posted Jan 03, 2020



A5

Source: [cleveland.com](http://cleveland.com)

## Census Update 3/26

AD Aaron Dagres (CENSUS/PH FED) <aaron.dagres@2020census.gov>  
 Thu 3/26/2020 11:14 AM  
 Aaron Dagres (CENSUS/PH FED) <aaron.dagres@2020census.gov> ✓  
 All CCC Chairs, Members, and Partners,

I hope this message finds you and your families in good health and spirits as we are all still working to adapt to Governor DeWine's Stay at Home order and the continually developing COVID-19 outbreak.

We at the United States Census Bureau are working on new creative ways to adjust to the current circumstances of this epidemic facing the nation.

I completely understand that during these times your number one priority is in the safety, security, and health of the communities you serve and your families at home. So, thank you for all you have done thus far to assist with getting a complete and accurate count of those communities and thank you for all you are doing to ensure their current safety and health during this crisis.

I want to reassure you that the Census is proceeding during this trying time and we are still open and operational. Yes, some timelines have been adjusted, including allowing self-response to now extend until August, 14<sup>th</sup>, but the Census is moving forward per constitutional mandate, and millions of Americans are taking this time at home to allow them to respond online to the 2020 Census.

There are a few creative ideas we are working on to help our partners to continue to educate and motivate individuals across our communities to respond to the 2020 Census online, over the phone, or via mail.

Hosting events like a Virtual Create-a-thon. Create-a-thons are events used to generate shareable social media content to promote the 2020 Census. With the current restrictions as a result of coronavirus, most previously scheduled Create-a-thons have been cancelled and it does not seem like the new ones will be planned in the near future. Virtual Create-a-thons present a possible way to leverage virtual resources to creating content that can be shared to motivate and remind people about the 2020 Census. Partners can use your platforms to host or organize virtual events where participants are tasked with creating and tagging shareable social media content. These events engage participants to create content that focuses on informing the public about completing the Census online, using internet self-response. Such an event can be hosted through video conferencing mediums like Zoom or Skype and are organized by our partners and facilitated by your local Census Bureau Partnership Specialist.

We are also looking at working with our partners to utilize these same video conferencing opportunities to host live, Virtual Census Completion Office Hours. Partners can set up events with 15-20 minute time blocks for individuals needing or looking for guidance where Census staff can be on a phone call or video call in with someone, while completing the Census, to help answer any questions that may arise.

We are also reminding school systems across the country that as they transition the remainder of the school year to an online forum for education, that there are several drop in lesson plans for K-12 teachers that are already fully designed with materials and lesson plans for various subjects like, History, English, Math, Geography, and Sociology on the [www.census.gov/schools](http://www.census.gov/schools)



**Statistics in Schools**  
[www.census.gov](http://www.census.gov)

website that can assist in this transition.

Please do not hesitate to reach out to discuss any of these opportunities to assist in outreach during these unique times. Also if any of you are doing anything during this time to help raise that awareness and motivate people to participate please let me know so that we can utilize that to help other communities as well.

Now for some updates on results thus far!

Let me give you some county/city/village updates as of 3/24/20

Ohio State averages:	28.5% total	24.2% internet
<b>Athens County:</b>	<b>28.5% total</b>	<b>24.3% internet</b>
Nelsonville:	23.6% total	10.1% internet
Athens:	25% total	23% internet
Glouster:	18.9% total	18.9% internet
Coolville:	13.5% total	13.1% internet
Chaucey:	3.4% total	3.1% internet

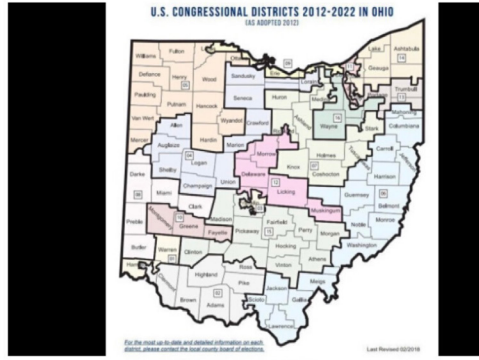
A6

Census Partnership Specialist Aaron Dagres Email Update





## Ohio may lose congressional seat amid redistricting changes



Ohio's current 16 congressional districts include one dubbed the "snake on the lake" (9th, stretching Toledo to Cleveland along Lake Erie) and another called the "duck district" (4th, stretching from Cleveland suburbs to roughly 15 miles from the Indiana state line). [Ohio Secretary of State]

By Rick Rouan  
**The Columbus Dispatch**  
 Posted Feb 24, 2020 at 12:02 AM  
 Updated Feb 24, 2020 at 5:05 AM

A7

Source: [The Columbus Dispatch](#)



04.26.18 / 10:16 pm

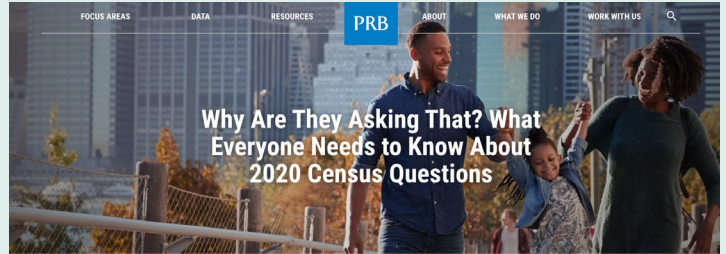
### Some Athens County voters may be disenfranchised due to gerrymandering, experts say

Maddie Capron Eighty percent of Athens voters who are registered with a party are Democrats, but the congressional candidate who will represent them has a [90 percent chance of being Republican](#).

Over the past six years, during three congressional elections, a Republican never won the vote in Athens County and gained a congressional seat in the 15th District, according to data from the Athens County Board of Elections. That lack of support from Athens voters, however, hasn't stopped Republican candidates from winning the election and becoming representative of the district Athens is part of.

A9

Source: [The Post](#)



UPDATE: 2020 Census operations are changing in response to the COVID-19 pandemic. On March 20, 2020 the Census Bureau announced [operational adjustments for the 2020 Census](#).

DATE  
 March 23, 2019

AUTHORS

BETH JARDEZ  
 Senior Research Associate

PAGLA SCHREIBER  
 Senior Writer

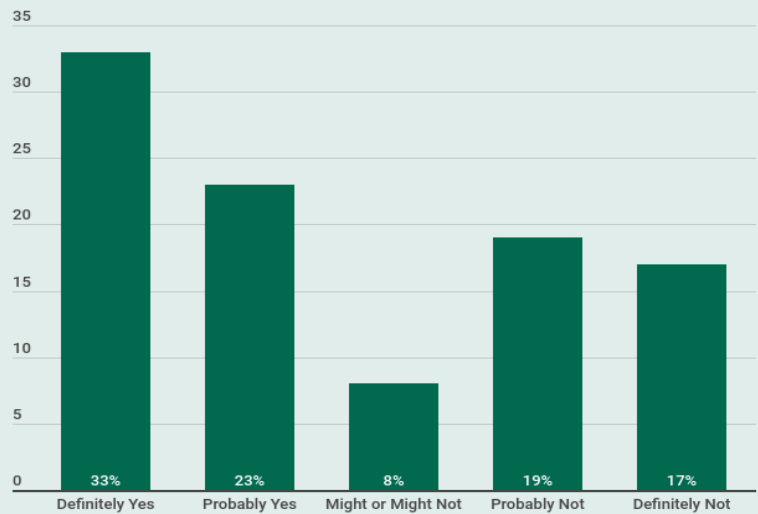
Notices for the 2020 Census started going out on March 12, 2020. For the first time everyone will be able to respond online, by phone, or by mail. This primer explains the questions and how the information will be used.

By law, the U.S. government is required to count the number of people living in the

A8

Source: [Population Reference Bureau](#)

## Federal Funds Allocation Awareness

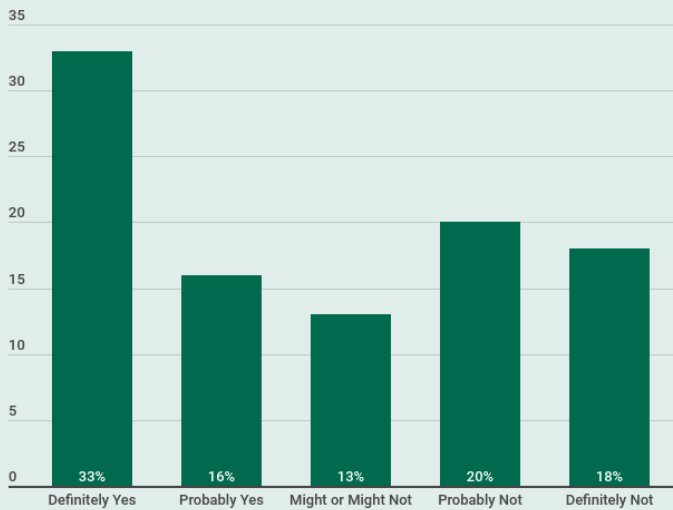


Question: Are you aware the government uses the census to your benefit by allocating federal and state funds?

A10

Qualtrics Survey

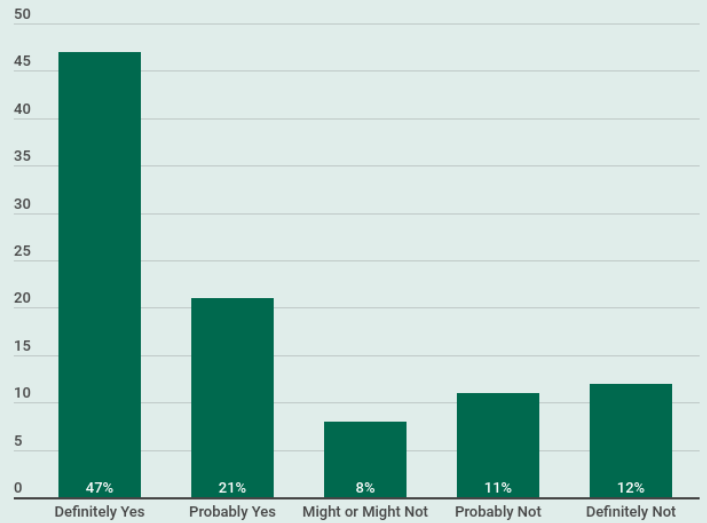
## Congress Seat Apportionment Awareness



Question: Did you know that seat apportionment in congress is determined by taking the census?

A11  
Qualtrics Survey

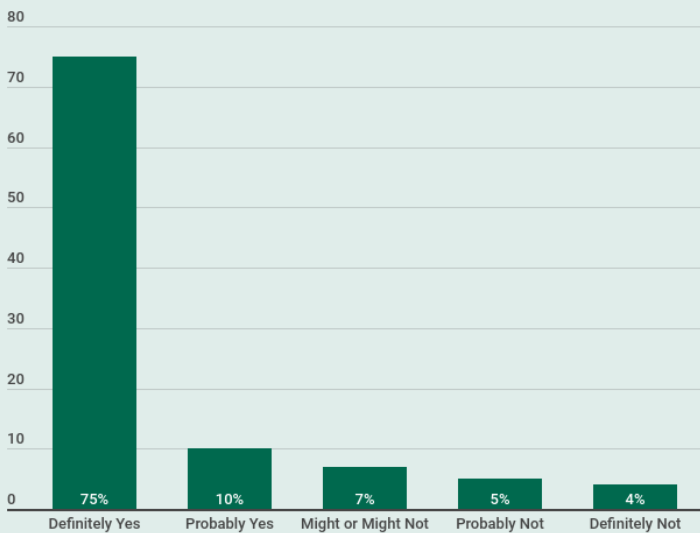
## U.S. Census Bureau Awareness



Question: Did you know that there is a bureau dedicated to the census?

A12  
Qualtrics Survey

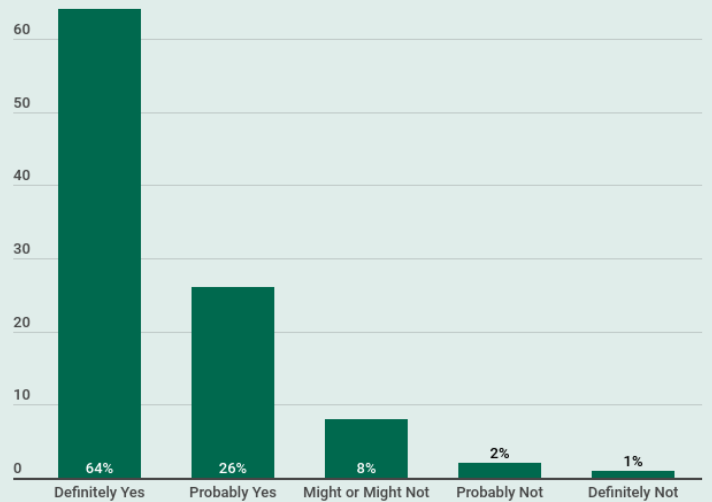
## General Census Awareness



Question: Have you heard of the census?

A13  
Qualtrics Survey

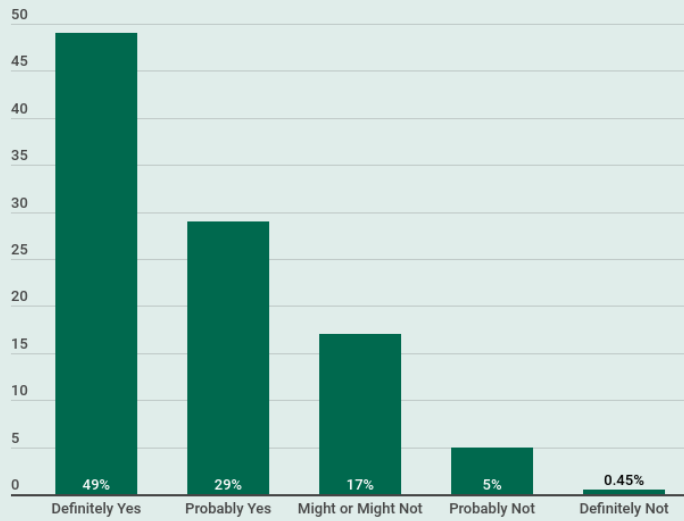
## Post-survey Census Knowledge



Question: After taking this survey, do you think you have more knowledge about the census?

A14  
Qualtrics Survey

## Census Pledge

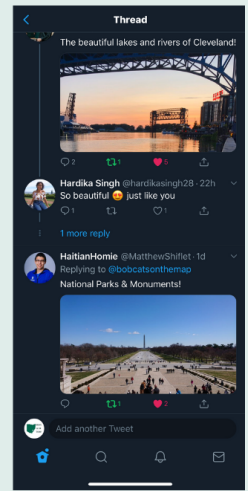
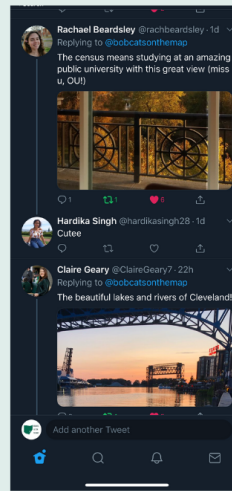
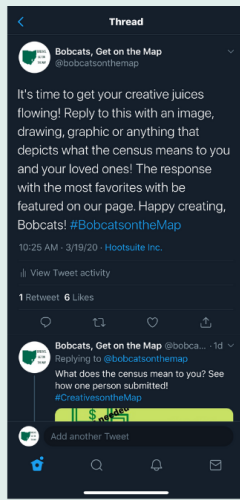


Question: Are you planning on taking the census?

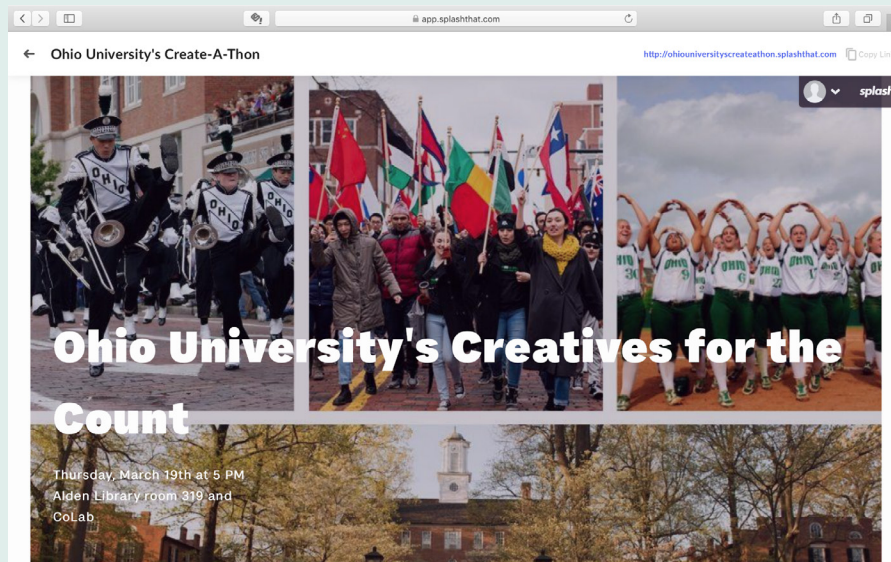
## A15 Qualtrics Survey



## A16 Virtual Meetings on Microsoft Teams

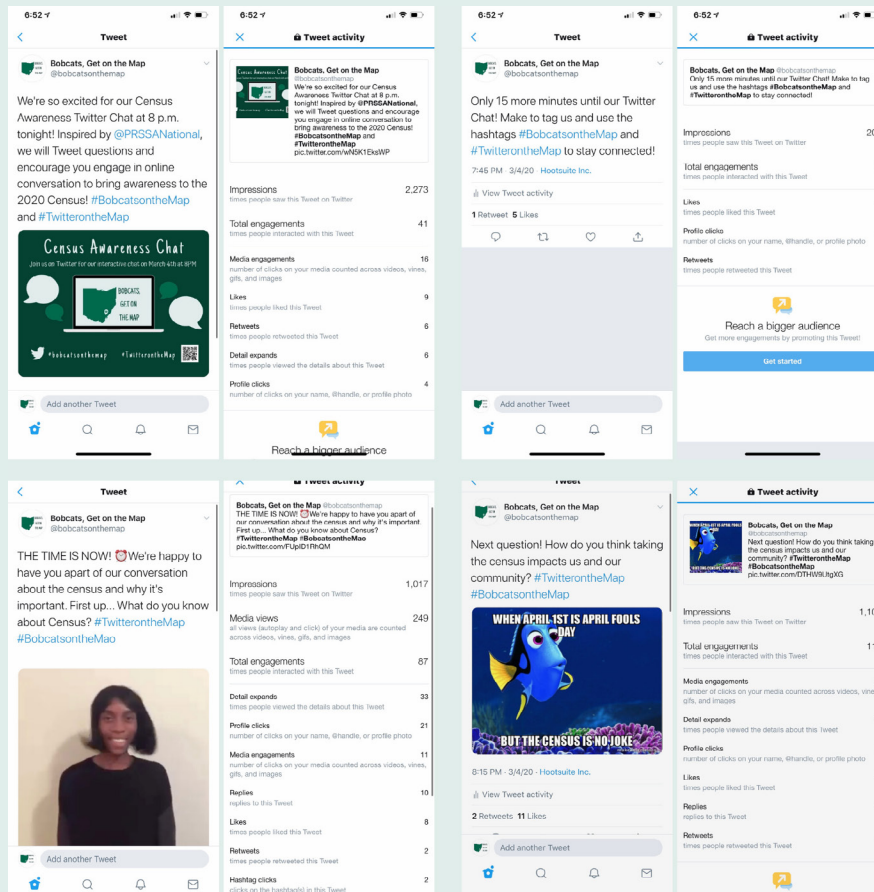


A17  
Virtual Create-A-Thon

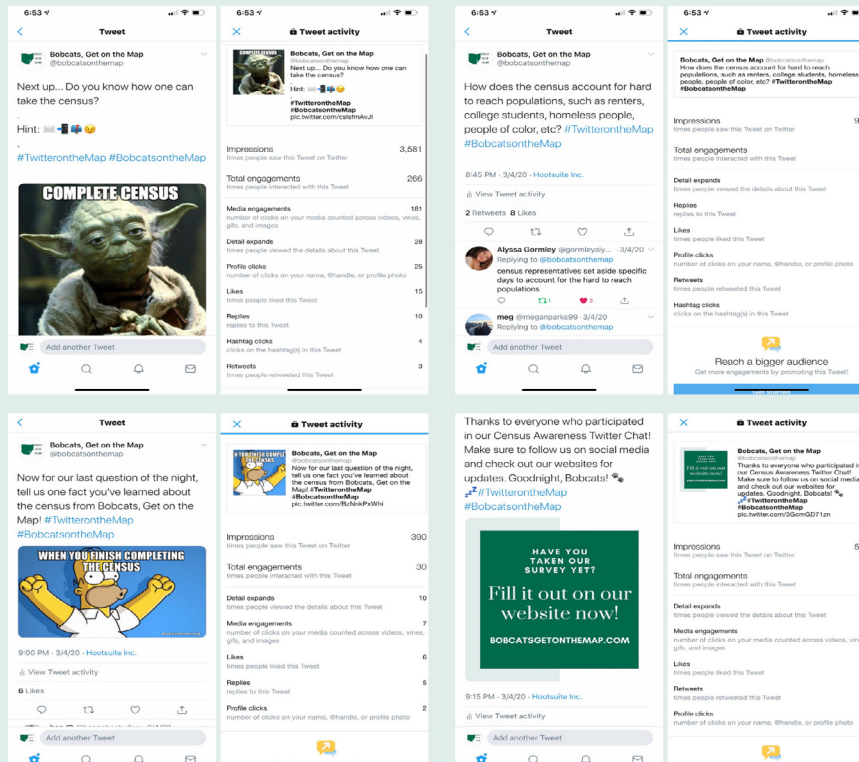


A18  
Create-A-Thon Splash Website Page





A19  
Screenshot One of Twitter Chat



A20  
Screenshot Two of Twitter Chat



A21

Original Census Memes

A22

# United States<sup>®</sup> Census 2020

## Are You A Superstar Census Guru?

The 2020 census is here! Do you know how to submit your questionnaire? Do you know the benefits of taking the census? Take our quiz to find out how much you know about the census and if you're a superstar census guru! #BobcatsontheMap

marvelouscoach25 · 5 days ago

**How many congressional seats are distributed using census data?**

435	350
79	19

Create your own post

**What new question will the 2020 census include?**

Asking for your email	Asking your military service status
A question about citizenship	A question asking your phone number

**How many congressional seats are distributed using census data?**

435	350
-----	-----

**Which country was the first to mandate the census in their constitution?**

England	United States
Canada	Italy

**What is the hardest population to count in Athens, Ohio?**

Homeowners	Homeless
------------	----------

**The census takes MORE than 10 minutes to complete.**

True	False
------	-------

**\$ \_\_\_ is distributed in federal funding from the 2020 census.**

\$675 billion	\$330 billion
\$400 million	Census data isn't used for

**What is the hardest population to count in Athens, Ohio?**

Homeowners	Homeless
College students	Renters

**What new question will the 2020 census include?**

**You can complete the census by phone, mail or online?**

True	False
------	-------

**Census data helps allocate which college grants and scholarships?**

OHIO scholarship	Dean's List scholarship
Pell Grants	Academic scholarships

A23

Buzzfeed Quiz- Are You A Superstar Census Guru?







A24  
Instagram Census Bingo



A25  
Video 1: [Informational Census Video](#)  
Video 2: [Convenience](#)  
Video 3: [Confidentiality](#)  
Video 4: [Importance](#)  
Video 5: [Teaser](#)

SITE	CONTACT	SOCIAL
2020 Census	Team	Instagram
Spotlight Signers	Scripta PRSSA	Twitter
Events	PRSSA National	Facebook
About Us		YouTube
		Pinterest

1. Apportionment of seats in the U.S. House of Representatives.
2. Redistricting of the congressional, state and local district boundaries.
3. Funding for state and local governments.
4. Government planning and decision-making.
5. Emergency responses, specifically regarding natural disasters.
6. Provide a base for federal surveys.

- College students who live on-campus should be counted where they live or sleep most of the time, even if home on April 1st. Group quarters counts students who live on-campus.
- College students who live off-campus should be counted where they live and sleep the majority of the time.
- U.S. college students living and attending college outside the U.S. should not be counted in the U.S. Census.
- Foreign college students attending college in the U.S. should be counted where they live and sleep the majority of the time.

SITE	CONTACT	SOCIAL
2020 Census	Team	Instagram
Spotlight Signers	Scripta PRSSA	Twitter
Events	PRSSA National	Facebook
About Us		YouTube
		Pinterest

- Residents should count themselves where they live, eat and sleep 51% of their time.
- College students who live off-campus must self-complete the census for where they reside majority of the time.

## A26 Website Screenshot One

SITE	CONTACT	SOCIAL
2020 Census	Team	Instagram
Spotlight Signers	Scripta PRSSA	Twitter
Events	PRSSA National	Facebook
About Us		YouTube
		Pinterest

## A27 Website Screenshot Two



**MEET THE TEAM**

**VIVIAN MOUSSA**  
Managing Director

**ALEC CHARRON**  
Social Media and Public Relations Coordinator

**HARDIKA SINGH**  
Data Analyst

**CASEY GEORGE**  
Event Coordinator

**ALYSSA GORMLEY**  
Creative Director

**BACK TO TOP**

BOBCATS GET ON THE MAP	SITE	CONTACT	SOCIAL
	2020 Census	Team	Instagram
	Spotlight Signers	Scripta PRSSA	Twitter
	Events	PRSSA National	Facebook
	About Us		YouTube
			Pinterest

Prudently produced by Scripta PRSSA Business 2020

**SPOTLIGHT SIGNERS**

**KELLY LAMBERS**  
Sophomore majoring in Journalism, Strategic Communication

**VINCENT EGUAKUN**  
Sophomore majoring in Business Analytics and Marketing

**ALEXIS LOWE**  
Junior majoring in Business Analytics and Marketing

**MADISON LAIRD**  
Senior majoring in Exercise Physiology

**MADISON SEAMAN**  
Junior majoring in Psychology

**SPRING BREAKERS ON THE MAP**

Throughout Ohio University's spring break, we will feature Bobcats who are traveling around the U.S. and are committed to completing the 2020 U.S. census!

**TAKE OUR SURVEY HERE!**

BOBCATS GET ON THE MAP	SITE	CONTACT	SOCIAL
	2020 Census	Team	Instagram
	Spotlight Signers	Scripta PRSSA	Twitter
	Events	PRSSA National	Facebook

**OUR MISSION**

We are five Ohio University students raising awareness on the importance of taking the 2020 U.S. Census among the student body and Athens renters and encouraging them to participate through promotional events, collaborating with campus resources and reaching out on digital media.

**CONTACT US**

bobcatsgetonthemap@gmail.com

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Ask us anything: \_\_\_\_\_

Prudently produced by Scripta PRSSA Business 2020

## A28 Website Screenshot Three

**Trivia Night**

**Census Panel**

**Census Q&A**

**Focus Groups**

**Census Poetry**

**Focus Groups**

**Coffee Sleeves**

**Trivia Night**

**Census Treats**

**Painting the Wall**

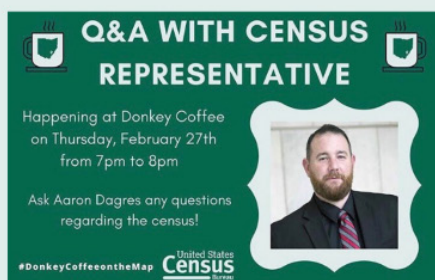
**Census Panel**

## A29 Events Collage



**WHIT'S FROZEN CUSTARD**  
Speciality sundaes and coffees  
on March 2nd and March 3rd


#hitsontheMap



**Q&A WITH CENSUS REPRESENTATIVE**

Happening at Donkey Coffee  
on Thursday, February 27th  
from 7pm to 8pm

Ask Aaron Dagues any questions  
regarding the census!

#DonkeyCoffeeontheMap 



A little bit of coffee...  
&  
a whole latte impact!

Stop by Front Room on February  
24th to get yourself on the map!

Can't make it?  
We've got you  
covered!

\*until supplies last



SCRIPPS PRSSA BATEMAN  
PRESENTS...

**DONKEY OPEN MIC NIGHT!**

Tuesday, March 3  
9 p.m.



Scripps PRSSA Bateman 2020 presents  
**Census Awareness Panel**  
February 25th at 7 PM in Schoonover 145

 **Amber Kohler**  
Chief of Staff for Ohio  
University's student senate

 **Janie Peterson**  
Chief of Staff for Ohio  
University's student senate

 **Lydia Ramlo**  
President of Ohio  
University's student senate

 **Chris Chmiel**  
Athens County  
Commissioner

#PanclontheMap



**Coffee for the Count**  
Court Street Coffee

March 16

Get yourself on the map  
with a census latte at Court  
Street Coffee!

#CourtStreetCoffeeontheMap

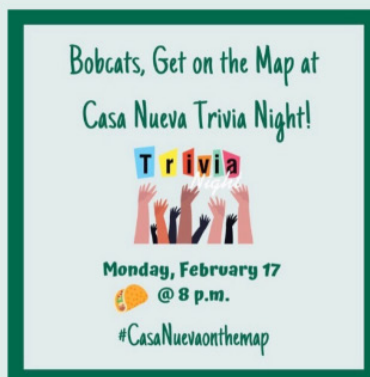


**BOBCATS.  
GET ON  
THE MAP**

[http://bit.ly/22ShJwC](http://http://bit.ly/22ShJwC)

SIGN UP FOR A FOCUS  
GROUP AND BE A PART OF  
THE CONVERSATION!

Sign up here:  
<http://http://bit.ly/22ShJwC>



**Bobcats, Get on the Map at  
Casa Nueva Trivia Night!**

**Trivia**

**Monday, February 17  
@ 8 p.m.**

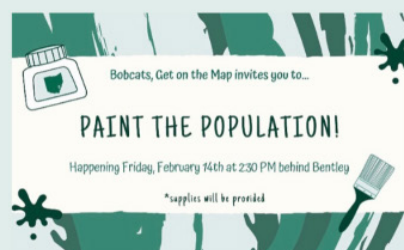
#CasaNuevaonthemap



**OPEN MIC NIGHT**  
AT THE FRONT ROOM COFFEEHOUSE

Grab a cup of joe and see the show!

BOBCATS, GET ON THE MAP WILL BE PERFORMING A  
CENSUS POEM ON FRIDAY, FEBRUARY 28TH AT 8 P.M.



Bobcats, Get on the Map invites you to...

**PAINT THE POPULATION!**

Happening Friday, February 14th at 2:30 PM behind Bentley

\*supplies will be provided

**A30**  
Event Flyers



Hey, how's it going? You might not know us, but we're here tonight to tell you about the Census!

The census is a constitutional duty, according to Article 1 Section 2 to be exact. Did you know the taking the census helps fund money, such as your federal Pell Grant? And that's a fact.

In 2010, Ohio lost \$1,206 for every person not counted. That's money that could have gone directly back to you, public works and your community. Now that's an opportunity.

To take the census, is easier than ever. Online, by phone or my mail you can take it whenever. It's only 12 simple questions, and it should take you 10 minutes or less, the questions are so simple you won't even have to guess.

You're counted where you live 51% of the time, so for all us Bobcats that's Athens, Ohio because we're here in the fall, winter and springtime. Athens is the poorest county in Ohio, and OU college students were the worst responding group in the 2010 Census. Now's your chance to support this essence.

Come April 1, you know what to do. Take the Census and get counted for not just me, but you.

Original poem by Vivian Moussa



A31

Census Poetry One

Do you know why you should take the census?  
It's a matter of representation  
By telling the census you exist here  
We get more representatives to speak to the nation  
The money we get from federal funds  
Depends on our population  
Jobs, scholarships, business, and schools  
Can benefit from your participation  
Online, in-person or on the phone  
The census can be taken anywhere you know  
Just the response matters  
Fill it out for your whole family though  
Mandated by the constitution  
The census helps build the right representation  
So shape your future  
And capture your creation  
Put Bobcats on the Map

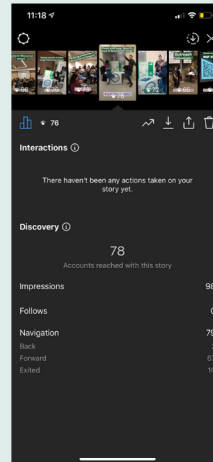
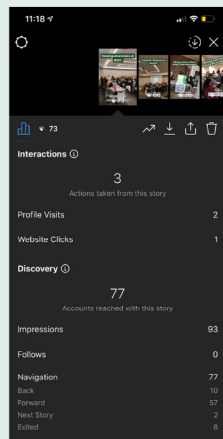
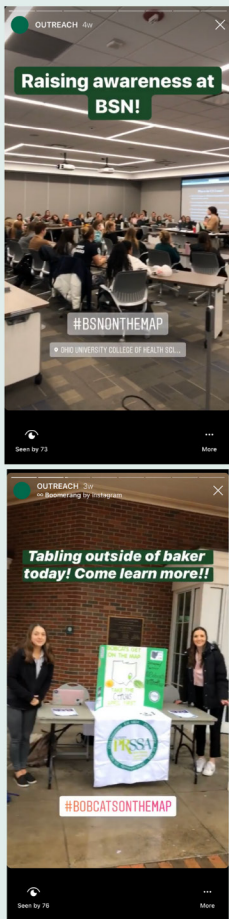
Original poem by Hardika Singh and volunteer contributor

A32

Census Poetry Two



21

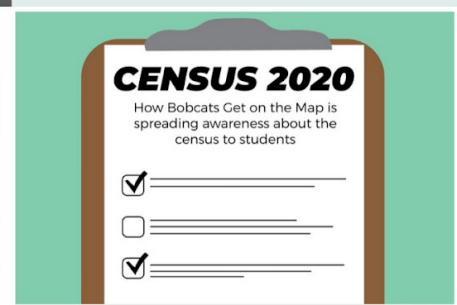


A33  
Campus Outreach

Podcast: Athens Happens – Joel Newby's pragmatic approach to governance



ASHLYNN MCK  
The members of Bobcats, Get on the Map (left to right) Casey George, Alyssa Gormley, Hardika Singh, Vivian Moussa and Alec Charron pose for a portrait in Schoonover Center on Wednesday March 4, 2020.  
03.08.20 / 10:14 pm  
**Bobcats, Get on the Map promotes U.S. Census in PRSSA competition**  
Abby Jeffers



02.27.20 / 11:21 pm  
**Athens County prepares for 2020 census**  
Kari Johnson  
This year marks the big 10-year headcount: the 2020 [United States Census](#).  
The census is a nationwide study that collects data on statistics about the American people and economy. [Census data tracks population growth, income, data, internet](#)

A34  
Student-Media Outlets



# Bobcats Get On The Map - Participate in the 2020 Census on April 1, 2020



Ohio University Community Ambassadors <harrisob@ohio.edu>

Thu 2/20/2020 5:05 PM

Moussa, Vivian



## Bobcats Get On The Map

Hey Bobcats;

The Scripps PRSSA Bateman team has been working on our campaign, Bobcats, Get on the Map!, to promote the U.S. Census and we need your support! Head to our website [bobcatsgetonthemap.com](http://bobcatsgetonthemap.com) and take our census survey and sign up to participate in our [focus groups](#) for the chance to win a gift card! We have a ton of fun events planned, including:

- Paint the Wall on February 14
- Census Trivia at Casa Nueva on February 17
- Census Awareness Panel on February 25
- Open Mic Night at Donkey on March 3

Stay up to date on our campaign and follow us Twitter, Instagram and Facebook @bobcatsonthemap!

If you have any questions, please reach out to managing director Vivian Moussa, [vm313916@ohio.edu](mailto:vm313916@ohio.edu)."

bobcatsgetonthemap.com

Raising awareness and spreading knowledge of the 2020 Census

- Bobcats, Get on the Map
- @bobcatsonthemap
- #bobcatsonthemap

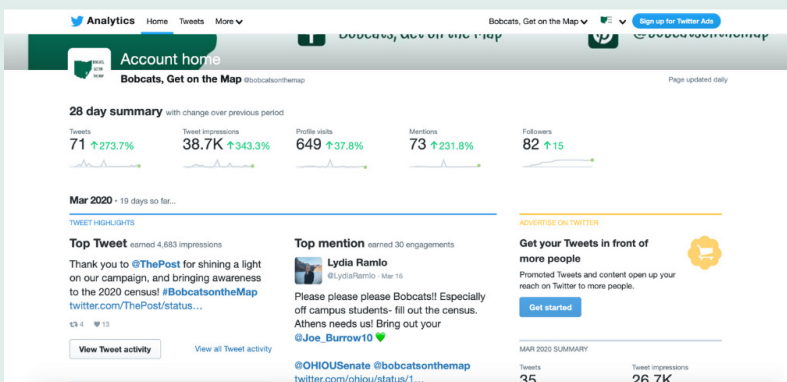
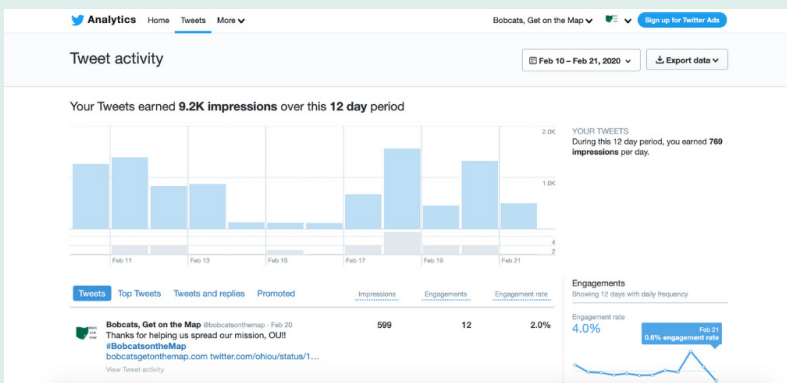
Take our survey!

**Casa Nueva Trivia Night**  
 Monday, February 17th  
 Beginning at 8:00 PM  
 Casa Nueva

**Census 2020 Awareness Panel**  
 Tuesday, February 25th  
 Beginning at 2:00 PM  
 Eisenhower Center

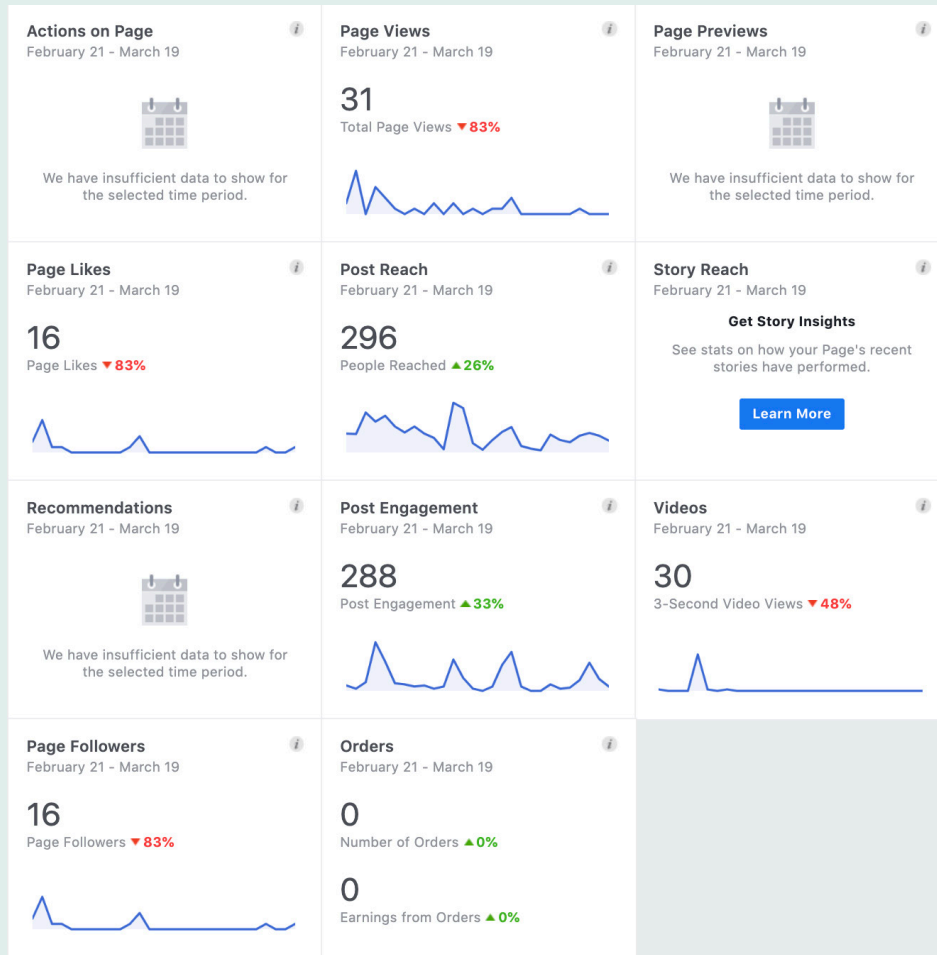
**Donkey Open Mic Night**  
 Tuesday, March 3rd  
 Beginning at 8:00 PM  
 Donkey On The

A35 SmartRenter Email



A36 Twitter Analytics

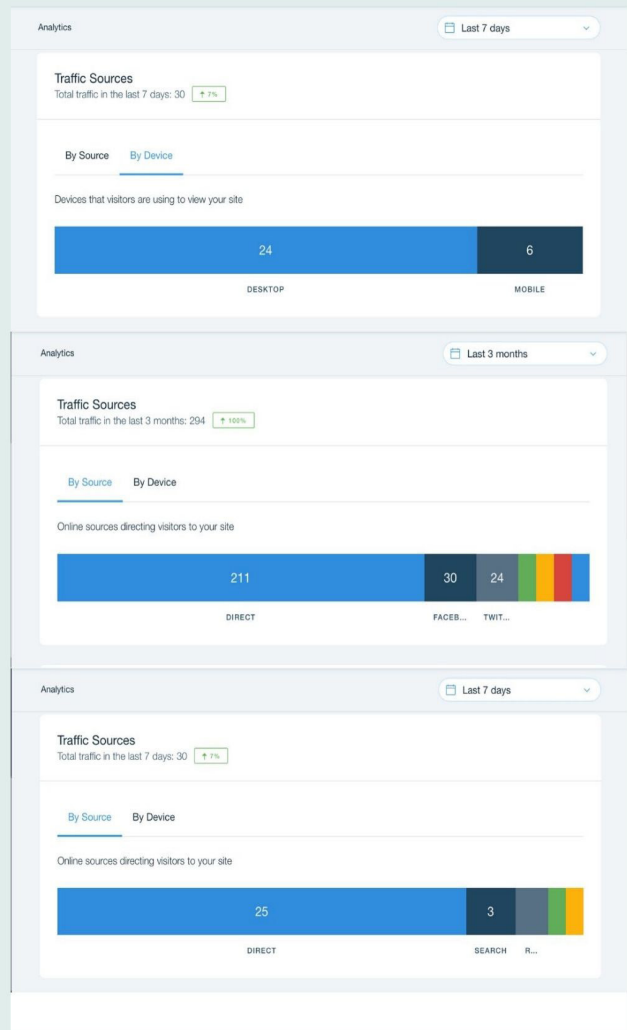
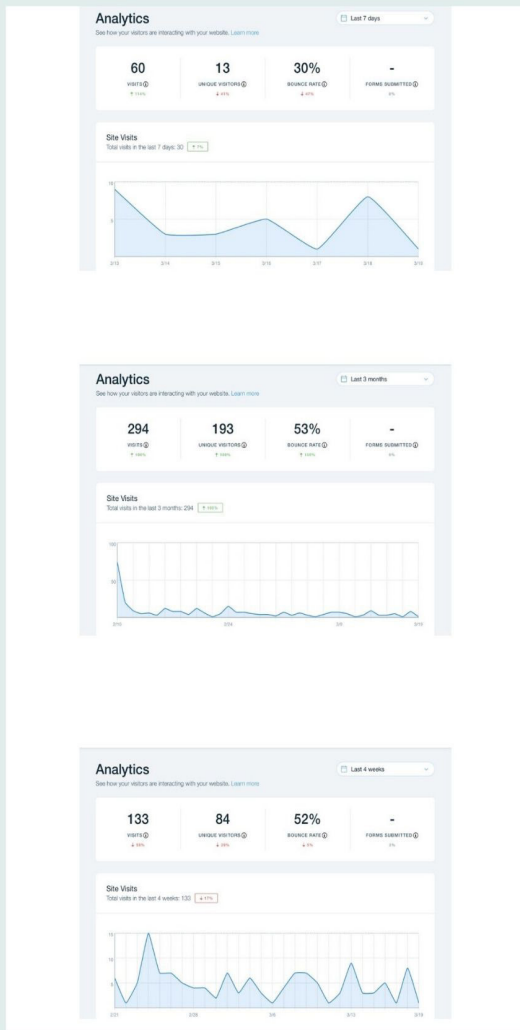




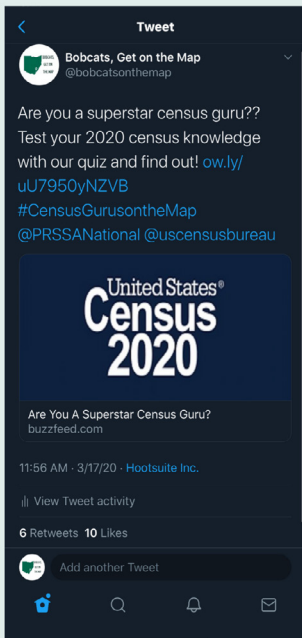
## A37 Facebook Analytics

<b>Impressions</b> 345 From Home 53 From Profile 2 From Hashtags 1 From Other 289	<b>Impressions</b> 304 From Home 94 From Location 210 From Profile 1 From Other 101	<b>Impressions</b> 222 From Home 129 From Location 2 From Profile 1 From Other 90	<b>Impressions</b> 186 From Home 119 From Location 2 From Profile 1 From Other 64	<b>Impressions</b> 197 From Home 123 From Profile 1 From Other 73
<b>Impressions</b> 236 From Home 138 From Profile 1 From Other 97	<b>Impressions</b> 232 From Home 122 From Location 8 From Profile 1 From Other 101	<b>Impressions</b> 203 From Home 127 From Location 3 From Other 70	<b>Impressions</b> 228 From Home 164 From Location 2 From Other 62	<b>Impressions</b> 210 From Home 138 From Location 8 From Other 64
<b>Impressions</b> 205 From Home 132 From Other 73	<b>Impressions</b> 163 From Home 123 From Other 40	<b>Impressions</b> 164 From Home 125 From Profile 39 From Location 1 From Other 1	<b>Impressions</b> 191 From Home 128 From Profile 3 From Location 3 From Other 57	<b>Impressions</b> 225 From Home 132 From Profile 1 From Location 1 From Other 91
<b>Impressions</b> 327 From Home 173 From Other 154	<b>Impressions</b> 206 From Home 153 From Location 7 From Explore 4 From Other 42	<b>Impressions</b> 244 From Home 181 From Other 63	<b>Impressions</b> 188 From Home 152 From Location 1 From Other 35	<b>Impressions</b> 186 From Home 147 From Location 1 From Other 38
<b>Impressions</b> 187 From Home 137 From Location 4 From Other 46	<b>Impressions</b> 215 From Home 147 From Location 3 From Other 62	<b>Impressions</b> 219 From Home 159 From Profile 1 From Location 59 From Other 43	<b>Impressions</b> 202 From Home 157 From Location 1 From Other 43	<b>Impressions</b> 340 From Home 163 From Location 1 From Other 176
<b>Impressions</b> 222 From Home 148 From Other 74	<b>Impressions</b> 198 From Home 143 From Location 20 From Hashtags 1 From Other 34	<b>Impressions</b> 247 From Home 144 From Location 3 From Location 1 From Other 99	<b>Impressions</b> 209 From Home 175 From Location 7 From Other 27	<b>Impressions</b> 191 From Home 148 From Location 7 From Other 36
<b>Impressions</b> 191 From Home 162 From Location 5 From Other 24	<b>Impressions</b> 186 From Home 153 From Location 8 From Other 25	<b>Impressions</b> 226 From Home 182 From Location 5 From Profile 39 From Other 44	<b>Impressions</b> 210 From Home 147 From Location 18 From Other 1	<b>Impressions</b> 188 From Home 156 From Other 32
<b>Impressions</b> 241 From Home 152 From Location 2 From Other 87	<b>Impressions</b> 200 From Home 145 From Location 5 From Other 50	<b>Impressions</b> 168 From Home 140 From Location 6 From Other 22	<b>Impressions</b> 145 From Home 134 From Location 2 From Other 9	<b>Impressions</b> 148 From Home 135 From Location 6 From Other 7
<b>Impressions</b> 344 From Home 15 From Location 5 From Profile 1 From Other 323				

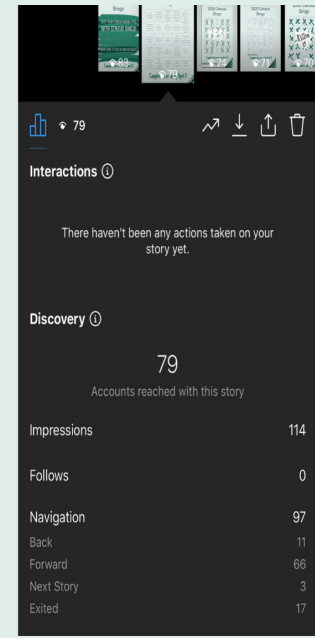
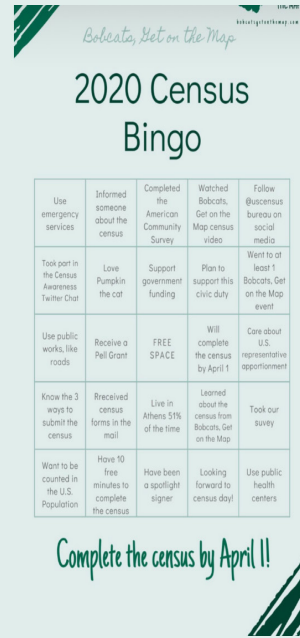
## A38 Instagram Analytics



A39  
Website Analytics

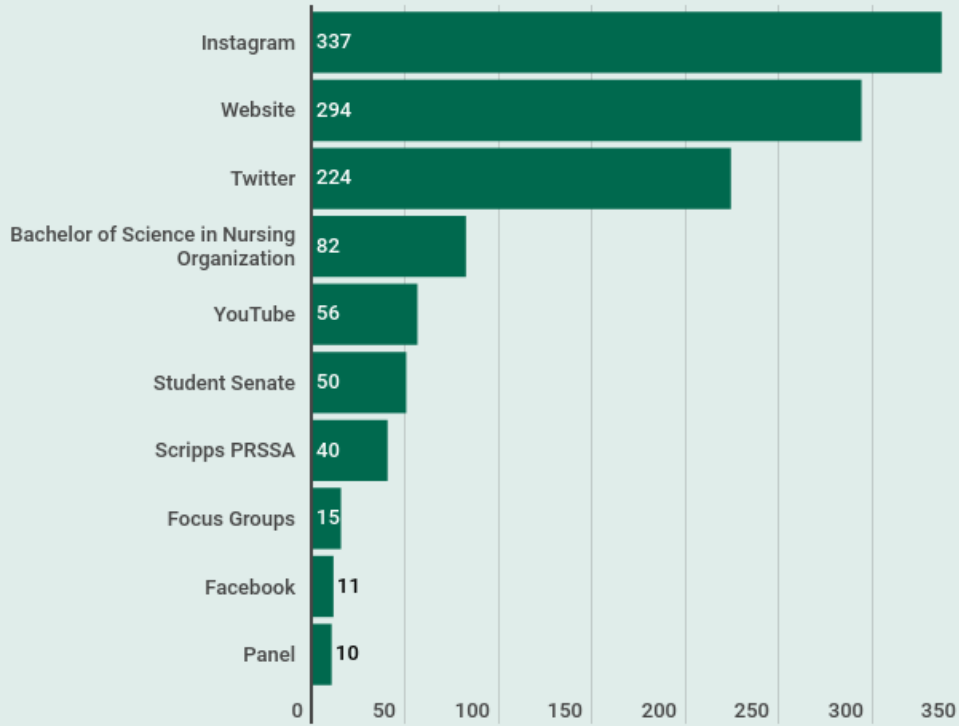


A40  
Buzzfeed Analytics



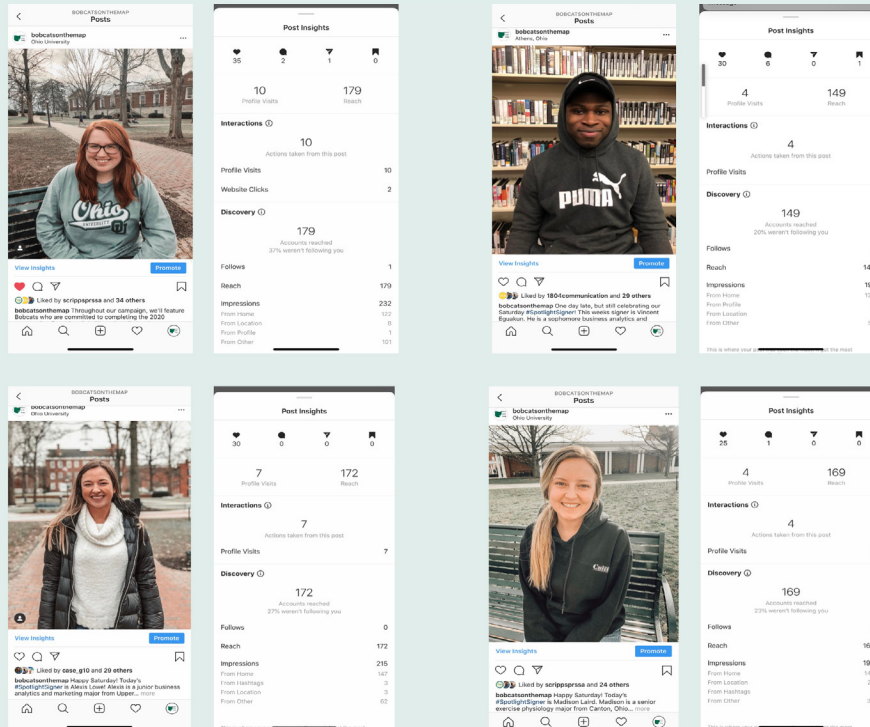
A41  
Census Bingo Analytics

# Video Views



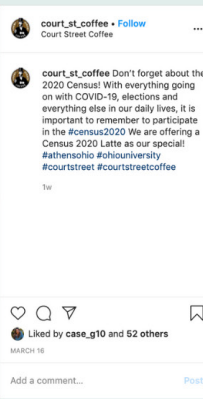
Total views: 1,119

A42  
Total Video Views



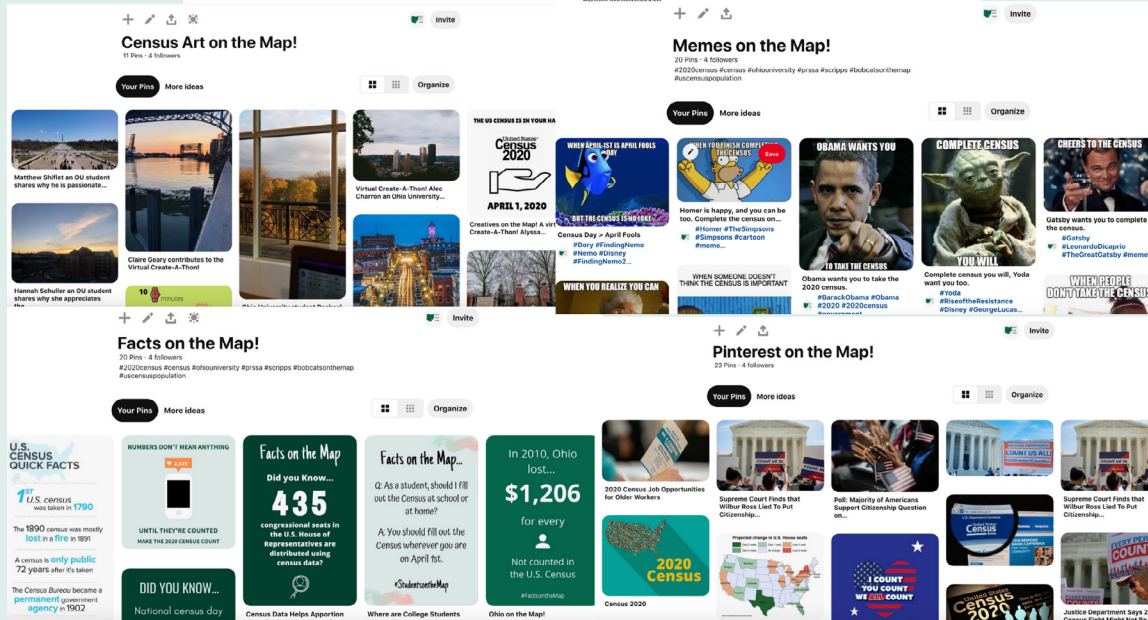
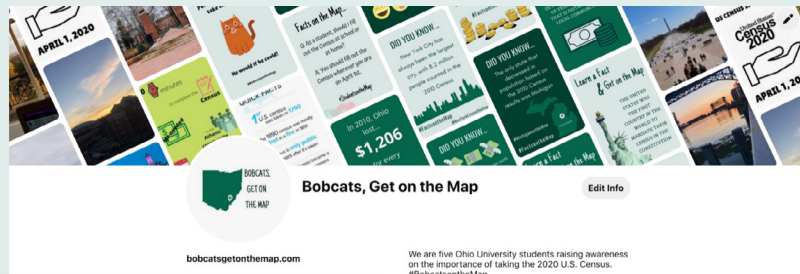
A43  
Spotlight Signers Social Media Analytics





## A44

### Social Media Collaborations



## A45 Pinterest Boards



## FOR IMMEDIATE RELEASE

### PRSSA Student-Led Campaign Takes Athens by Storm

**ATHENS, Ohio (Feb. 17, 2019)**- Five Ohio University students are leading a campaign, "Bobcats, Get on the Map," with the mission of raising awareness on the importance of taking the U.S. 2020 census.

Bobcats Get on the Map aims to inform and educate Ohio University students and Athens renters about the U.S. 2020 census by encouraging them to participate in promotional events and engaging on social media.

The campaign plans to reach historically difficult communities, such as renters and people of color, and wants them to take advantage of the census, which is available online, starting this decade.

According to the U.S. Census Bureau, the 2018 national poverty rate was 11.8%, while the average poverty rate in Athens County was 30%, the highest in the state. The census provides funding for state and local governments and an easy way for citizens to give back to their communities.

For every person not counted in the 2010 census, \$1,206 was lost in Ohio, [according to a 2018 study done by a George Washington University researcher](#). Taking the census allows the Athens community to receive appropriate funding for schools, hospitals, emergency services, public libraries and other vital public works. The census data also helps distribute Pell Grants to college students.

Some of the upcoming events in the campaign include:

- Census Awareness Panel: 7 p.m., Tuesday, Feb. 25, Schoonover 145
- Open Mic Night: 9 p.m., Tuesday, March 3, Donkey Coffee
- Census Awareness Twitter Chat: 8 p.m., Wednesday March 4, [@bobcatsonthemap](#)

"Growing up with a single mom, I've seen her work tirelessly to provide me with the best life possible," said Vivian Moussa, Director of Bobcats, Get on the Map. "Receiving the Pell Grant has allowed me to attend college and focus on valuable experiences, rather than accrue college debt. None of this would have been possible without the U.S. Census Bureau."

###

**Media Contact:** Vivian Moussa, Director, Bobcats Get on the Map, Bateman Case Study Competition, at [vm313916@ohio.edu](mailto:vm313916@ohio.edu) or 440-714-1815.

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### About Bobcats Get on the Map

The campaign is a part of the Public Relations Student Society of America (PRSSA) Bateman Case Study Competition. PRSSA is a pre-professional organization for college students interested in the journalism, communications and marketing industries. The U.S. Census Bureau is the client for the 2020 Bateman Case Study Competition.

## Letter: Census helps the community and college students

Mar 3, 2020

Editor, The Messenger:

Growing up with a single mom, I've seen her work tirelessly to provide me with the best life possible. When I decided to go college, my mom and I both tried to figure out how to pay the tuition.

Through some research, we learned about Pell Grants. And by applying for FAFSA, I got access to a Pell Grant, which allowed me to attend college and focus on valuable experiences, rather than worry about accruing college debt.



## OU students can do their civic duty by participating in Census

Mar 4, 2020

To the Editor:

Creating a well-run single mom, I've seen her work tirelessly to provide me with the best life possible. When I decided to go college, my mom and I both tried to figure out how to pay the tuition.

Through some research, we learned about Pell Grants. And by applying for FAFSA, I got access to a Pell Grant, which allowed me to attend college and focus on valuable experiences, rather than worry about accruing college debt.

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**Bobcats, Get on the Map promotes U.S. Census in PRSSA competition**

Students in Athens, Ga., began an entry into the Student Case Study Competition by a team of Ohio University students, but the students involved have since become involved in their goal of raising awareness for the U.S. Census.

"I have met a lot of people just excited to get involved with the census, and I want to get involved or even know what it is," Yvonne Holmes, managing director of the group, said. "Not all of us are as excited as I am, but it's directly impacts them, I think the interest rates."

The students in Athens, Ga., on the Map are members of the High M. Culbertson chapter of the Public Relations Student Society of America at Ohio University, a pre-professional organization for students studying public relations, journalism or communications. Holmes said. The group includes Managing Director Yvonne Holmes, Social Media and Public Relations Coordinator Alex Thomson, Public Affairs Director Hannah Smith, and Public Relations Coordinator Casey George and Creative Director Alexis Gormley.

The national PRSSA organization runs the Student Case Study Competition, which the group was invited to enter last year. PRSSA partners with an organization for the competition, and teams at PRSSA chapters across the country develop a comprehensive public relations campaign. This year's contest is for the U.S. Census Bureau.

Groups choose one or two target populations for their marketing plan from a list, and bobcats, live on the map those college students and off-campus residents.

**Local officials stress importance of cooperating with '20 Census**

By David Mertz, Feb 20, 2020

COMBINE & SAVE HOME. BOAT. CYCLE. TOO.

GEICO

**Podcast: Athens Happens - Joel Newby's pragmatic approach to governance**

By David Mertz, Feb 20, 2020

**COUNTRY ROADS: WHY I THINK TAKING THE CENSUS IS IMPORTANT**

POSTED ON MARCH 03, 2020 BY scrippsprssa

When I first came to the United States, I was in awe of all the well-maintained roads, even in the rural areas. The open, clear roads allowed me to go to all parts of Ohio as a reporter for Columbus Dispatch and Cleveland Press. The roads allowed me to do what I love: report on high school sports in the region.

All the highways, freeways, expressways and even the narrow country roads are funded by the federal and state governments. These governments get the appropriate funding to maintain the roads we use every day from the U.S. Census Bureau.

Taking the census allows the Bureau to receive data that helps calculate where the funds need to be allocated. The bureau also uses that same data to allocate funding to schools, hospitals and other vital public works such as community centers, libraries and more.

And I'm so glad that I got to communicate the importance of taking the census to my community through our campaign, "Bobcats, Get on the Map," for the U.S. Census Bureau.

Starting this decade, one can also take the census online. So, no need to answer to strangers knocking on our doors, asking to fill out the census.

And with just 12 quick questions that take a mere 10 minutes to fill out, taking the census is easy and benefits everyone. So why don't you take it today?

**Athens County prepares for 2020 census**

This year marks the big 10-year anniversary: the 2020 United States Census.

The census is a nationwide study that collects data on statistics about the American people and economy. Census data tracks population growth, income data, internet access, ethnicity and religion, among other things.

Census data is important for plenty of reasons. Chris Christie, Athens County commissioner, said. One reason, he explained, is federal funding.

"The main reason is 785 billion dollars in federal funding," Christie said. "That's either in representation in congress. (There are) all kinds of other reasons - planning and business development, (and)..."

Starting April 1, residents can take the census by mail, phone or online. This year is a milestone for the census in that it is the first census to collect results online.

Kirk Greenfield, a meteorologist for WTAR, was a census enumerator for the 1990 census. "Things were much different back then."

"My role back in '90 was on the ground, physical census," Greenfield said.

Greenfield distributed the census in Athens County. He learned a lot about the area, he said.

"I learned a lot about the county and where roads went," Greenfield said. "It really taught me a lot."

Greenfield added that he learned a lot about what the people of Athens County looked like. Though the census is more accessible than ever, he worries that internet access won't necessarily increase accuracy.

# A47

## OHIO News

### The Athens Messenger

### Article One for The Post

### Article Two for The Post

### The Athens News

### The New Political

### The Athens News

### Scripts PRSSA

**Tweet**

**Bobcats, Get on the Map** @bobcatsonthemap

"When I first came to the United States, I was in awe of all the well-maintained roads, even in the rural areas," @hardikasingh28 shares her experience with country roads, which are maintained with funds from @uscensusbureau data. [ow.ly/Tco050yR8Bo](http://ow.ly/Tco050yR8Bo) #BobcatsOnTheMap

**Country Roads: Why I think taking the census is important** scrippsprssa.org

11:34 AM · 3/20/20 · Hootsuite Inc.

3 Retweets 10 Likes

Alyssa Gormley @gormleyalysa\_7h Replying to @bobcatsonthemap

**Tweet activity**

**Bobcats, Get on the Map** @bobcatsonthemap

"When I first came to the United States, I was in awe of all the well-maintained roads, even in the rural areas," @hardikasingh28 shares her experience with country roads, which are maintained with funds from @uscensusbureau data. <http://ow.ly/Tco050yR8Bo> #BobcatsOnTheMap

**Impressions** 297  
times people saw this Tweet on Twitter

**Total engagements** 31  
times people interacted with this Tweet

**Likes** 10  
times people liked this Tweet

**Detail expands** 9  
times people viewed the details about this Tweet

**Link clicks** 5  
clicks on a URL or Card in this Tweet

**Retweets** 3  
times people retweeted this Tweet

**Profile clicks** 3  
number of clicks on your name, @handle, or profile photo

**Replies** 1  
replies to this Tweet

Reach a bigger audience  
Get more engagements by promoting this Tweet!

**BOBCATS ON THE MAP ANALYTICS 2/26/2020**

		BOBCATS: GET ON THE MAP
<b>TWITTER</b>	Retweets	20
	Likes	69
	Media Engagements	648
	Link Clicks	25
	Engagements	1,031
	Impressions	16,211
<b>FACEBOOK</b>	Shares	6
	Likes	259
	Views	1
	Link Clicks	457
	Comments	137
	Engagements	4,030
Reach	22,312	
<b>INSTAGRAM</b>	Reposts	50
	Likes	2,073
	Story views	3,309
	Story link clicks	23
	Profile Visits	221
	Engagements	2,191
Reach	19,784	
<b>LINKEDIN</b>	Shares	9
	Likes	270
	Link Clicks	635
	Engagements	916
	Impressions	18,680

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Scripps PRSSA Blog

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Ohio University Social Media Analytics

