



CENSUS 2010
The potential of We
"Anthem – final version"
:60 TV

IN THIS SPOT, A DIFFERENT PERSON WILL SPEAK EACH WORD FROM THE SCRIPT ON SCREEN. WE WILL CUT FROM HEADSHOT TO HEADSHOT TO HEADSHOT AS EACH PERSON SAYS ONE WORD, TO FORM ONE MONOLOGUE CREATED BY HUNDREDS OF AMERICANS. EVERY ETHNICITY AND CULTURAL GROUP WILL BE REPRESENTED. THE IDEA IS THAT THIS IS THE VOICE OF AMERICA, THE VOICE OF "WE", AND THAT WHEN THIS "WE" COMES TOGETHER GREAT THINGS CAN BE ACHIEVED FOR ALL OF US.

MONOLOGUE: The Census is more than just a form.
It's resources for our neighborhood.
More representation for our community.
A better future for our kids.
A louder voice for our people.
It's hope, change and reform.
It's 300 billion dollars at work.
These are the things we can have when we speak as one.
We the single mothers.
We the construction workers.
We the African Americans.
We the Asian Americans.
We the American Indians.
We who can speak as loudly as anyone.

(Note: The words "We who can speak as loudly as anyone" would be signed by eight different deaf people on screen. The words would appear as subtitles.)

MONOLOGUE: We the school teachers.
We the nurse practitioners.
We the immigrants.

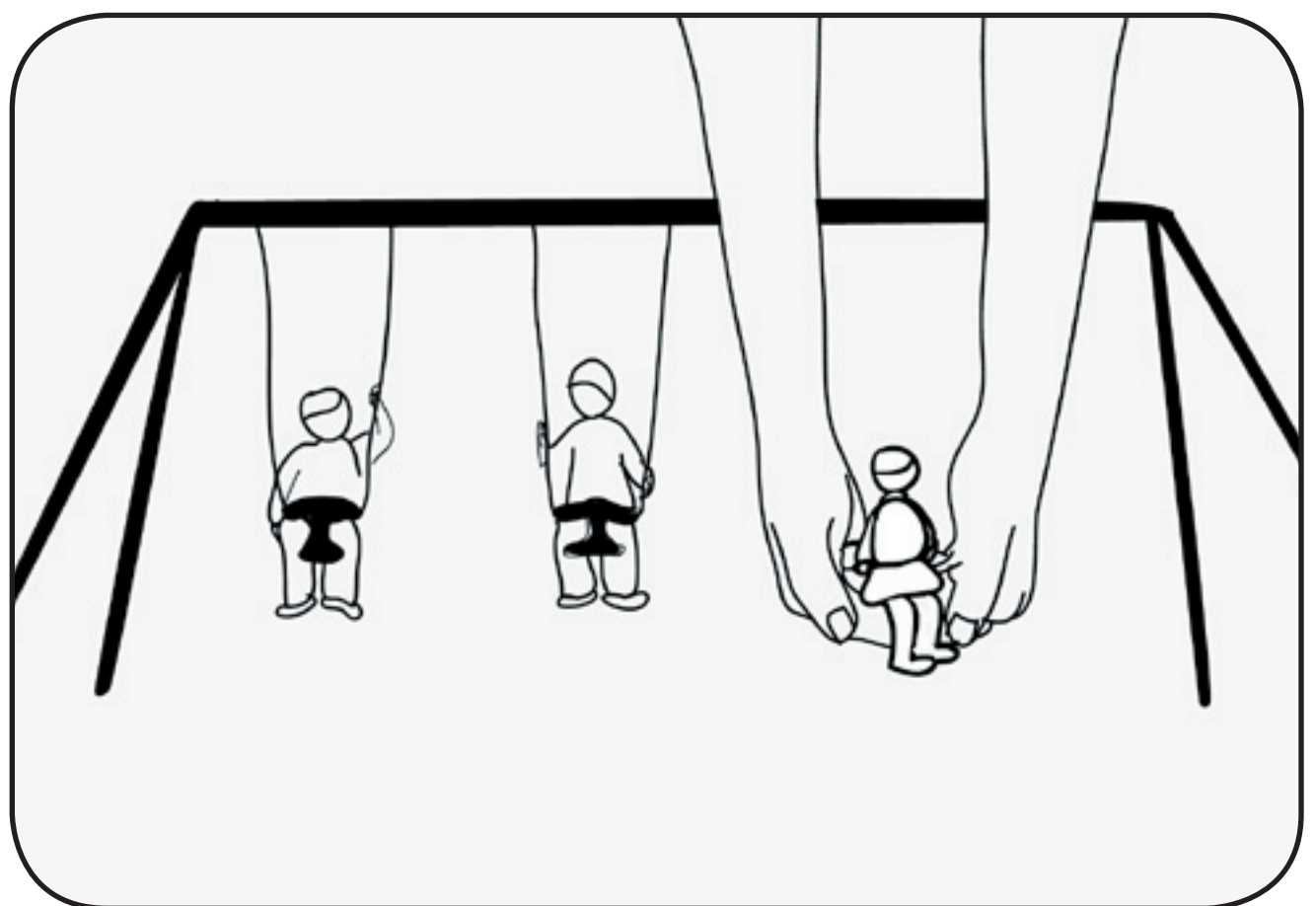
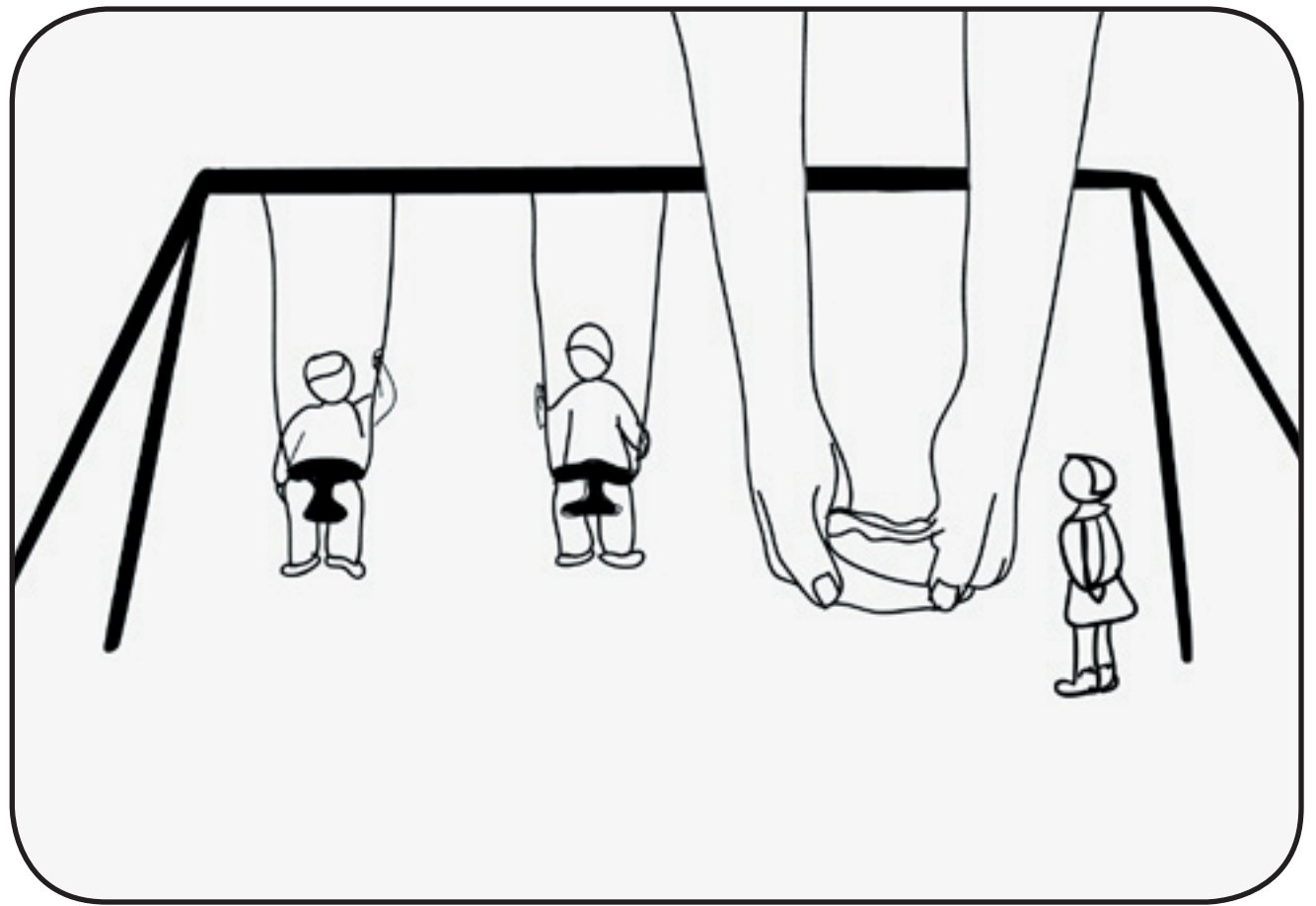
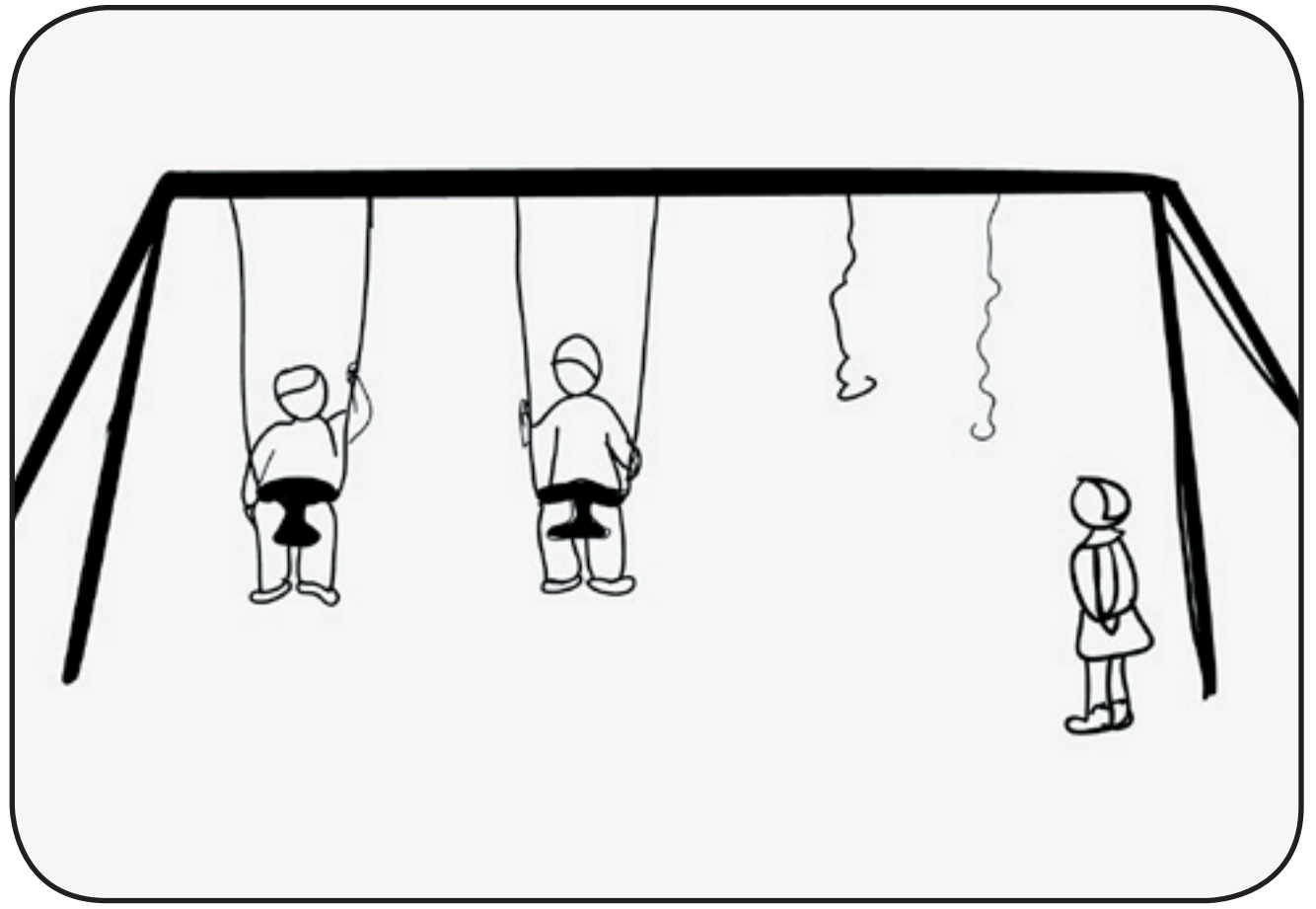
(Note: The words "We the immigrants" would each be spoken in a different language – possibly Spanish, Hindi, and Somali – by that native speaker. Again, the words would appear as subtitles.)

MONOLOGUE: We the artists.
We the engineers.
We the people.
Fulfill the potential of We this April,
and fill out your census form.

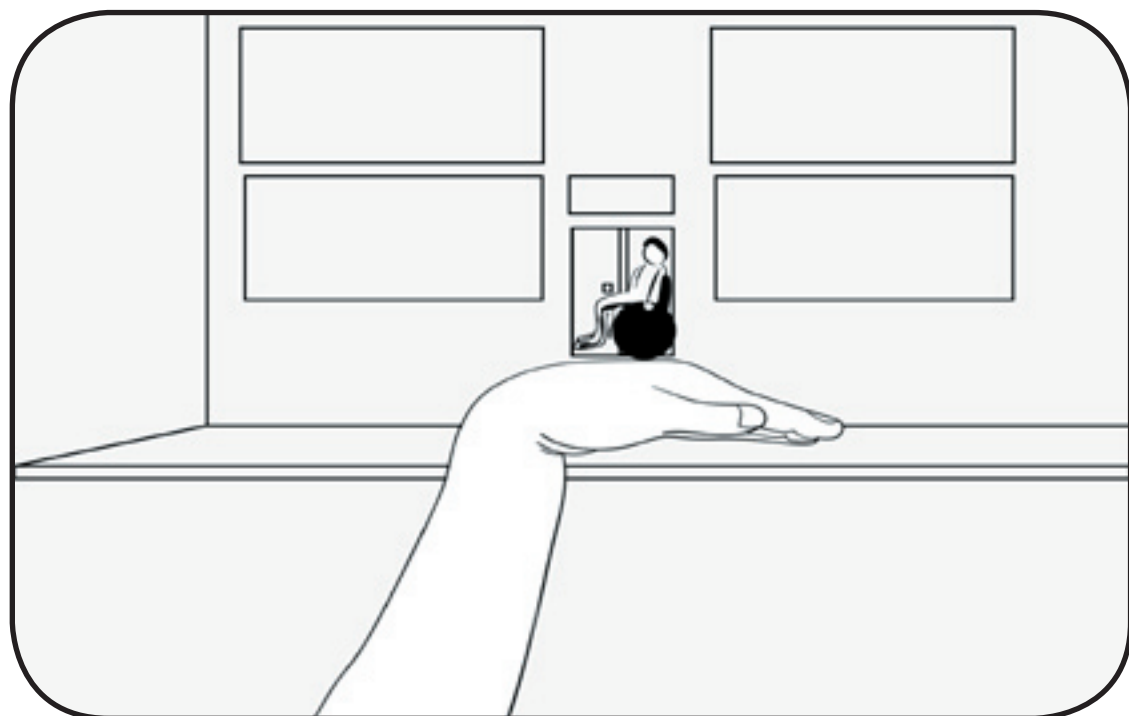
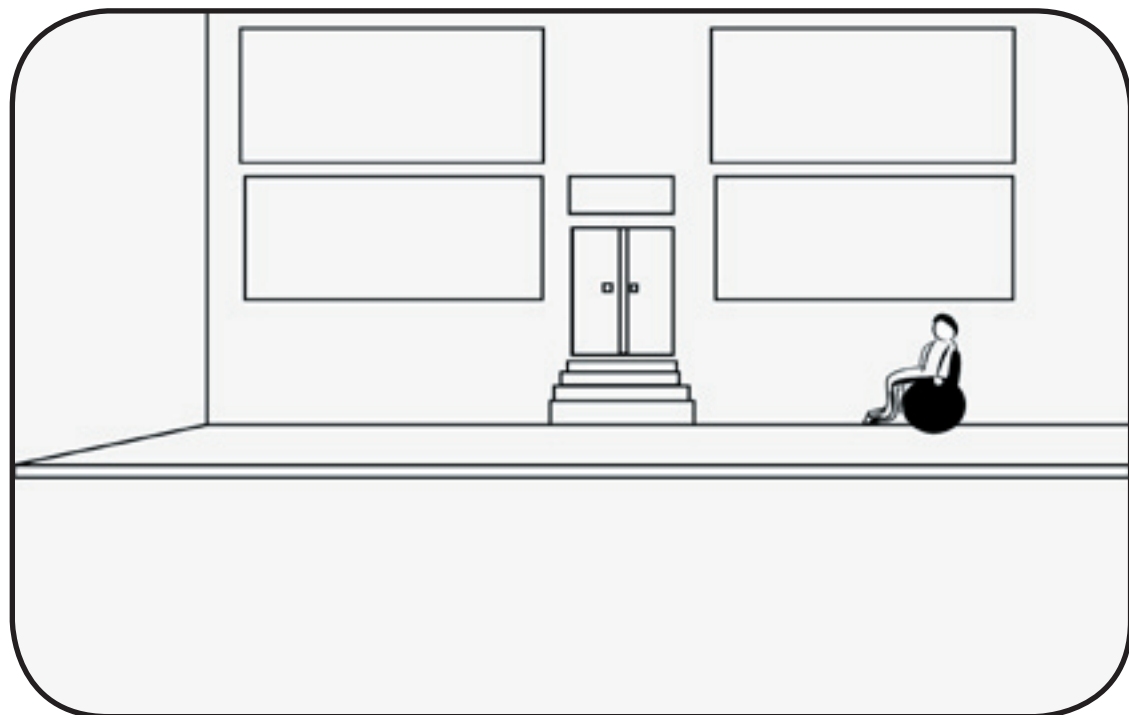
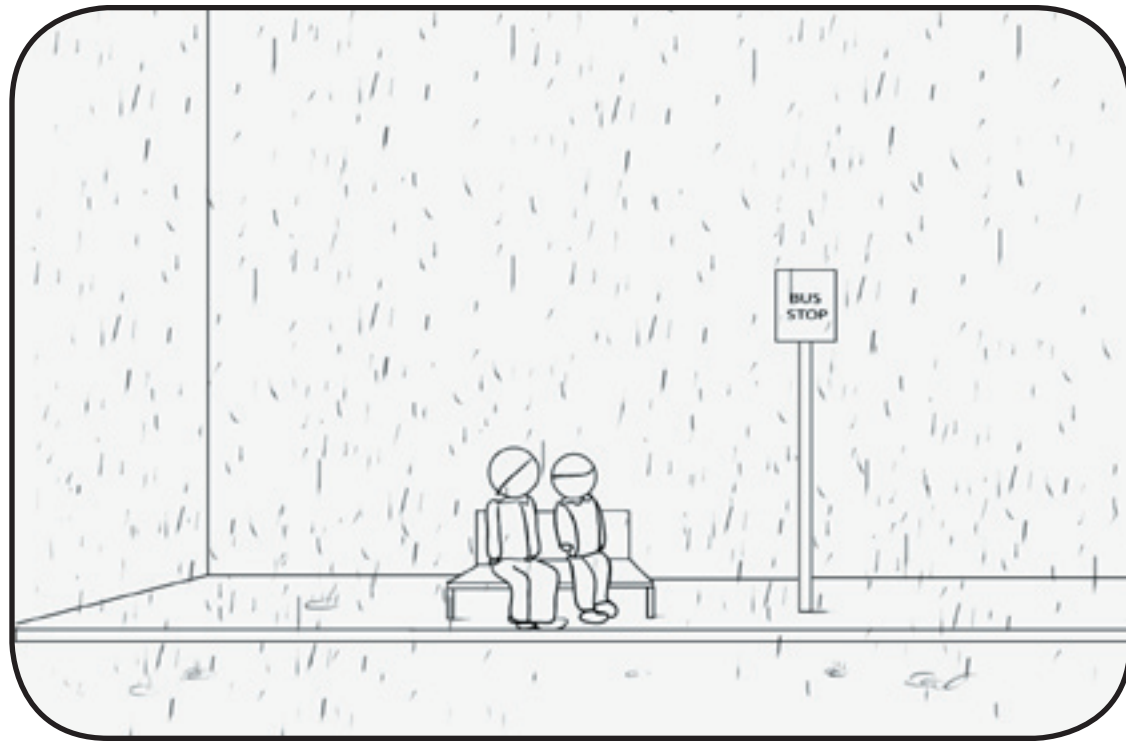
CUT TO END TREATMENT

LOGO + TAG: The 2010 Census.
The potential of We.

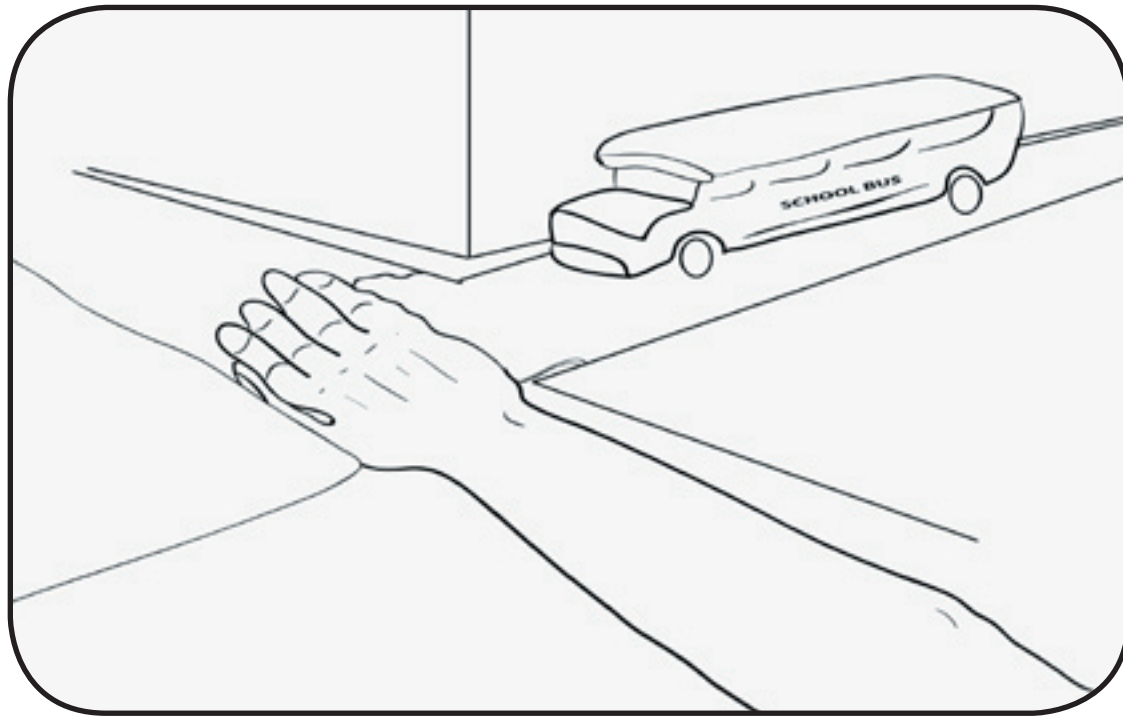
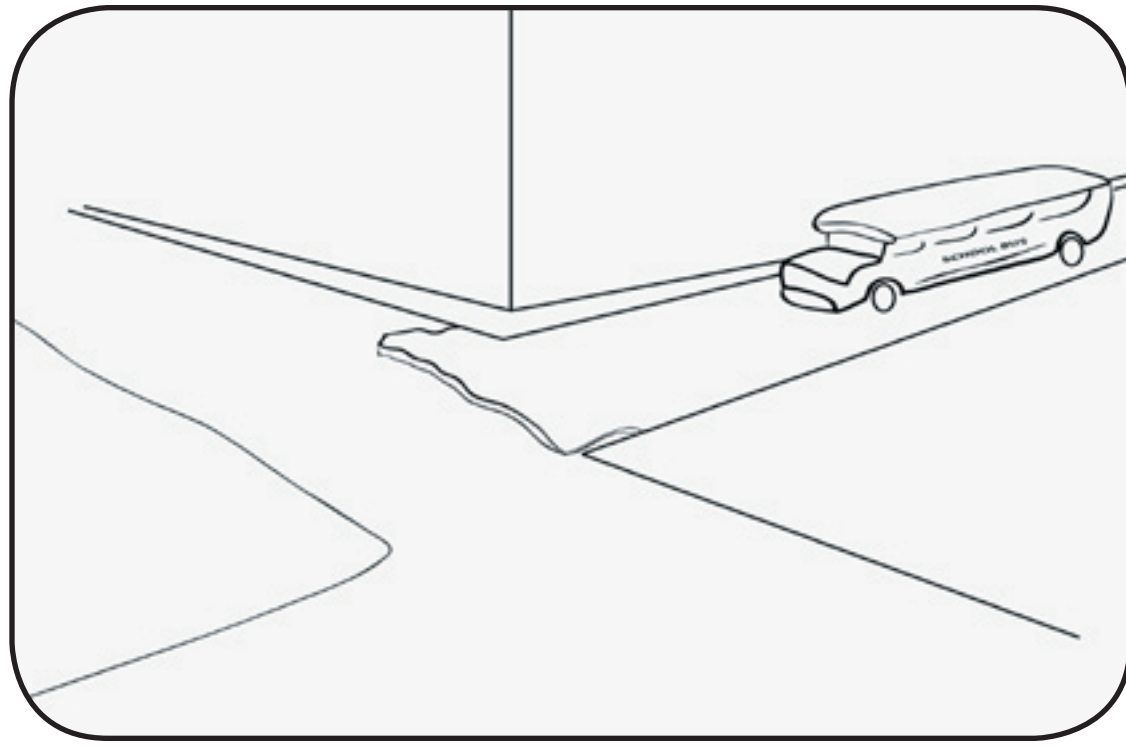
IT'S IN OUR HANDS
"HELPING HANDS"



IT'S IN OUR HANDS
"HELPING HANDS"



IT'S IN OUR HANDS
"HELPING HANDS"



Cut to a school bus approaching an uneven and patchy section on the road.

..our families and our community.

Just as the bus is going to go over it, hands come in from out of frame and cover the damaged road. The bus goes through smoothly.

Fill out the Census. It's easy and confidential.

Cut to a kitchen. On the dining table we see a blank census form and a pen.

A hand comes in from out of frame, grabs the pen and begins to fill out the census form.

AVO: *Together we can make a difference. Census 2010. It's in our hands.*



Gestures

TV 60ss

The purpose of this concept is to create an emotional connection between the audience and the 2010 Census. By showing the power behind common hand gestures, from painting on a canvas to drawing a simple X on a paper, we communicate the power behind filling the 2010 Census.

1. We see a woman's hands hugging a scared child.
Super: It's in your hands to soothe.
2. Cut to a teacher writing on a chalkboard
Super: It's in your hands to teach
3. Cut to an old man hands amusing a baby.
Super: It's in your hands to amuse.
4. Cut to a man's hand painting on a canvas.
Super: It's in your hands to create.
5. Cut to a policeman stopping traffic to let a group of boy scouts cross the street.
Super: It's in your hands to protect.
6. Cut to a woman's hand putting a band-aid on her son's elbow.
Super: It's in your hands to heal.
7. Cut to a man's hand filling out the 2010 Census form.
Super: And it's in your hands to secure a better future.

VO: This year the Census will help determine how 300 billion dollars get spent, money that's allocated to create a better future for our children, our community, and us. The power for change is in our hands. Fill out the 2010 Census questionnaire.

8. Close with Census logo and tag:
2010 Census. It's in our hands.



CENSUS 2010
It's in Your Hands
"Jack Hammer"
:30 TV

OPEN ON A LOCK-DOWN SHOT OF JACK HAMMER ON A WHITE SEAMLESS BACKGROUND.

A FEW SECONDS PASS. THEN A PAIR OF HANDS ENTER THE SHOT AND BEGIN TO CRUMPLE THE JACK HAMMER AS IF IT'S MADE OUT OF PAPER.
THE HANDS FINISH CRUMPLING THE JACK HAMMER INTO A LITTLE BALL, AND THEN MOVE OUT OF THE SHOT.

WE HOLD ON THE CRUMPLED BALL FOR A MOMENT.

THEN THE HANDS COME BACK INTO THE SHOT AND START TO UNCRUMPLE THE BALL. AS THEY DO, A VOICE OVER BEINGS TO SPEAK.

VO: When we throw away our Census form, we throw away the tools to improve our town. This year the Census will determine the allocation of 300 billion dollars, money that's meant to create a better future for us, our children, and our community.

AS THE HANDS SPREAD OUT THE CRUMPLED PAPER BALL, WE SEE IT'S NO LONGER A JACK HAMMER. IT'S A CENSUS FORM. THE HANDS CAREFULLY SMOOTH OUT THE FORM AND THEN MOVE OUT OF THE SHOT AGAIN.

VO: The power for change is in our hands. Let's use it. Fill out the 2010 Census form.

CUT TO END TREATMENT

LOGO

+ TAG: 2010 Census. It's in our hands.



**For those who think that 60 million
immigrants have no voice,
the immigrants would like to have
a word with you.**

THE POTENTIAL OF WE. IT'S A POWERFUL THING. It's what happens when we all speak as one. And it's what happens when we all fill out our Census forms. Not only do we make ourselves heard, but we secure our fair share of 300 billion dollars specifically set aside to improve our neighborhoods, our lives, and our children's futures. So let's maximize the Potential of We. Let's make sure we fill out the 2010 Census form.

United States
**Census
2010**

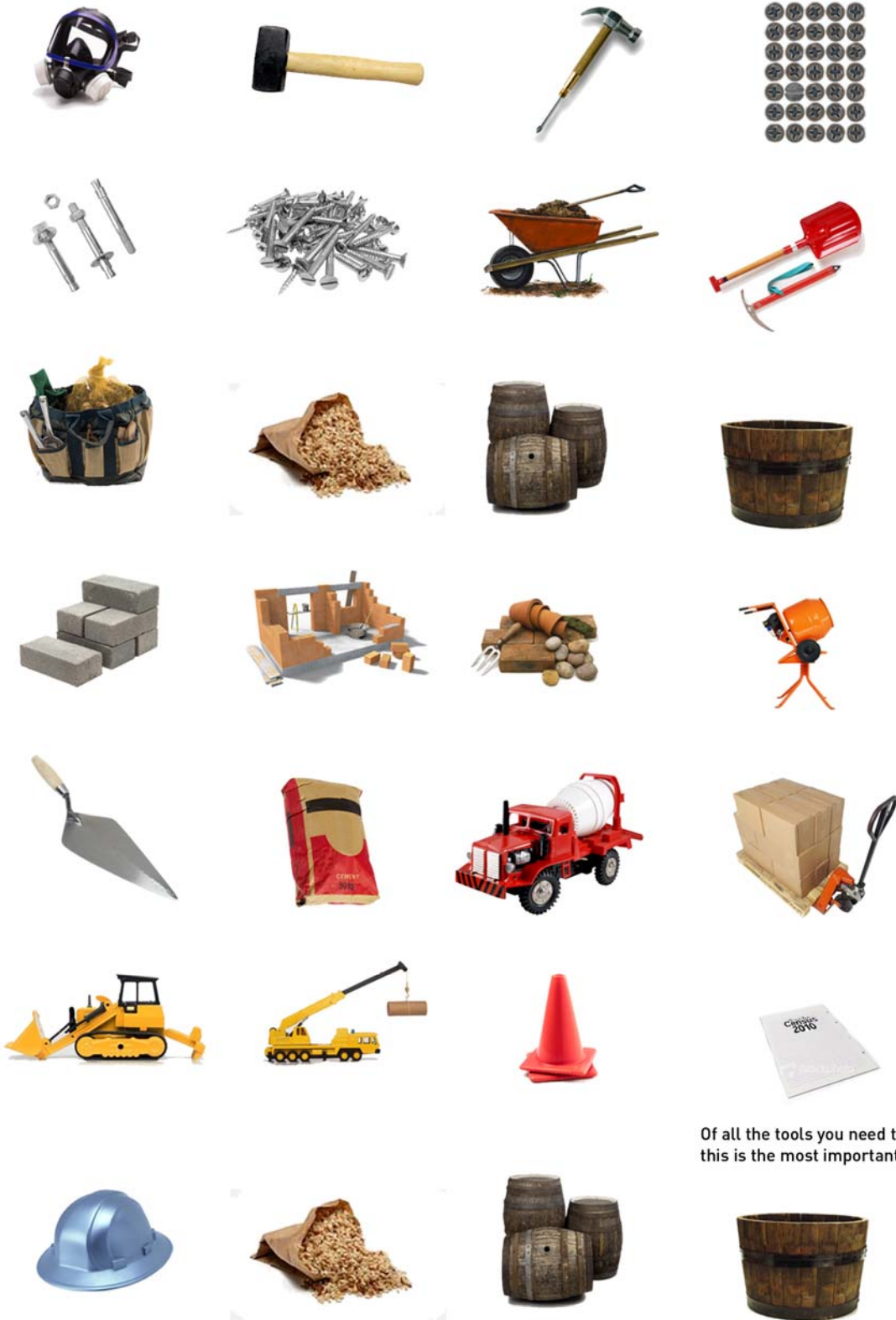


**When 45 million moms sit you down
for a little chitchat, you sit down
for a little chitchat.**

THE POTENTIAL OF WE. IT'S A POWERFUL THING. It's what happens when we all speak as one. And it's what happens when we all fill out our Census forms. Not only do we make ourselves heard, but we secure our fair share of 300 billion dollars specifically set aside to improve our neighborhoods, our lives, and our children's futures. So let's maximize the Potential of We. Let's make sure we fill out the 2010 Census form.

United States
**Census
2010**





Of all the tools you need to build a road,
this is the most important one.

The Census form is a powerful tool. One that will determine the allocation of 300 billion dollars, money that's set aside to create a better future for us, our children and our community. So let's make sure we use it. Let's make sure we fill out the 2010 Census form

United States
**Census
2010**
It's in our hands.

“Playground” TV :30



This is a film that celebrates a special day in an American town. We see a boy, excited, pulling his father from the house. His father holds a peculiar, 3-dimensional “X”. We see more and more people -- adults of all ethnicities surrounded by ecstatic children, holding an “X” and walking toward the town square. One woman plants her “X” into the ground.



We see that they are assembling something with their “X”s. They stand back and appreciate what they’ve built. But it’s not done yet. There is a tension in the air. A man checks his watch. Suddenly, we see a woman charge into the town square with her “X”, cheered on by her community. She inserts her “X” into the structure.



We pull wide to reveal an amazing playground constructed solely out of the citizens “X”s. The kids play wildly.

**ANNCR: YOUR CENSUS ANSWERS ARE THE BUILDING BLOCKS TO A BETTER LIFE.
FOR OUR CHILDREN, OUR COMMUNITY AND OURSELVES.
IT’S TIME TO MAKE YOUR MARK. START HERE. CENSUS 2010.**

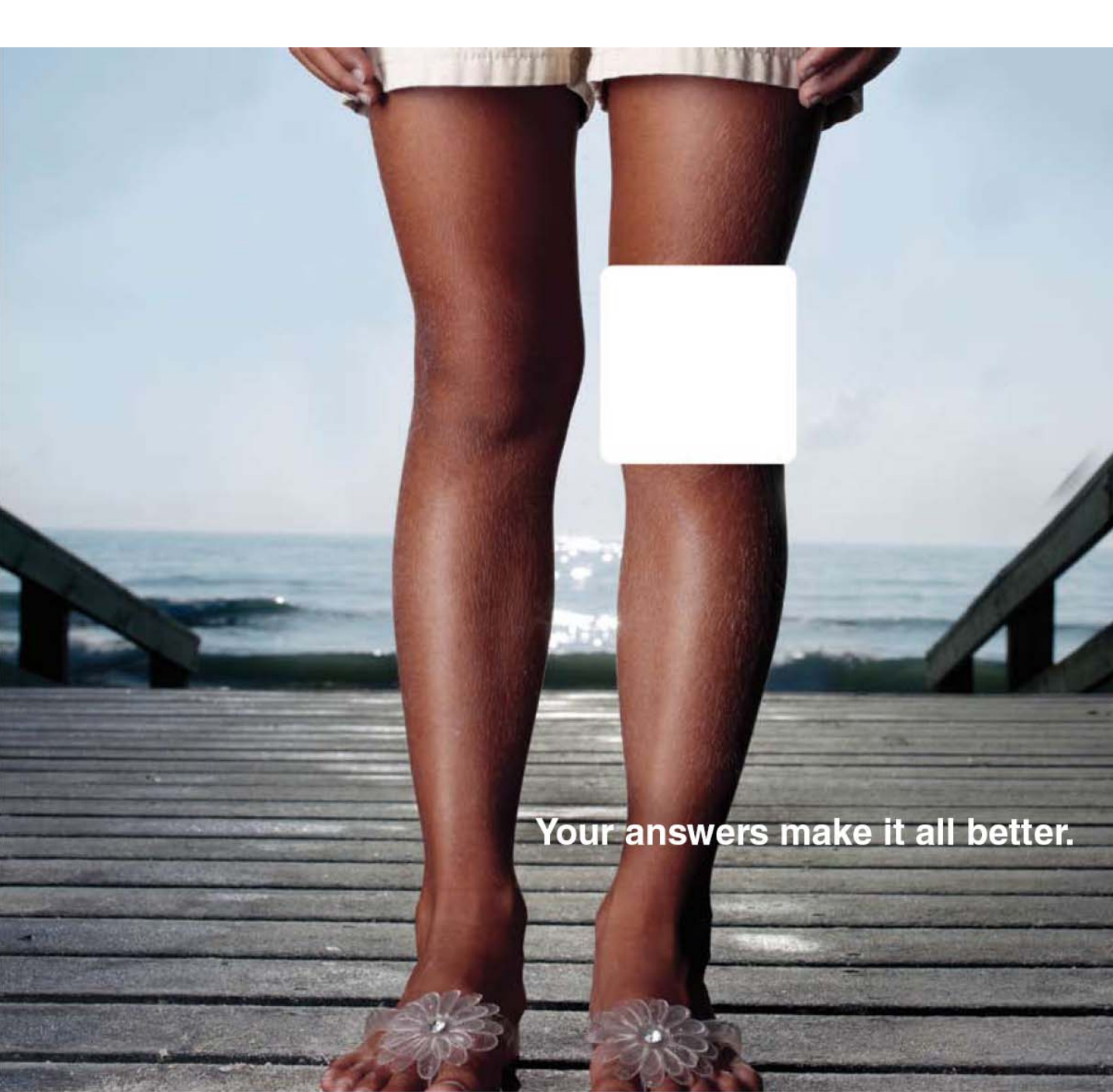


We dissolve from an “X” in the playground, to an “X” being filled into a Census questionnaire.

It’s time to make your mark.
Start here.



United States
**Census
2010**



Your answers make it all better.

When you answer the Census, you answer the healthcare needs of our community.

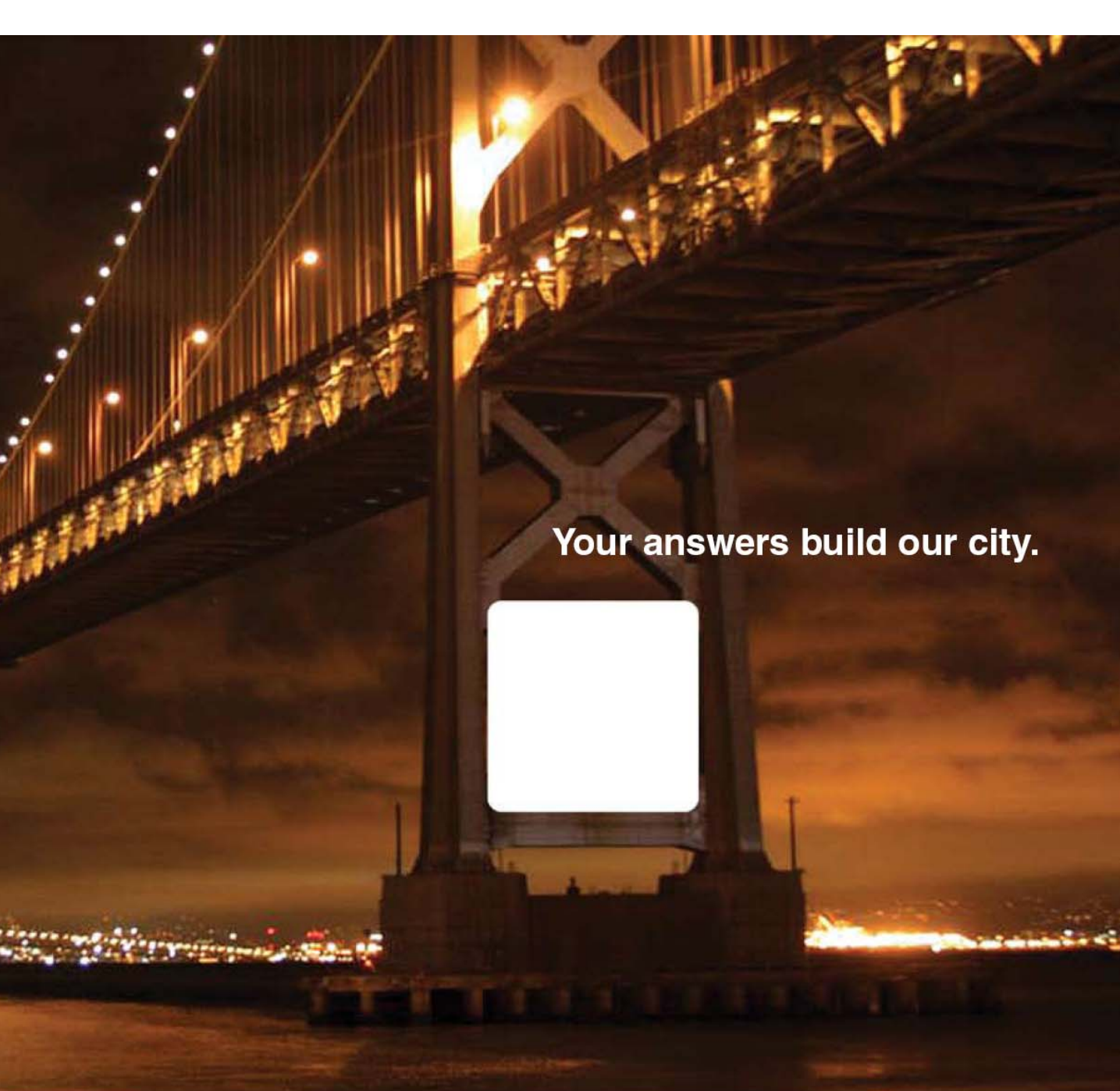
This year the Census will determine the allocation of 300 billion dollars, money that could help create a better future for us, our children, and our community.

**It's time for us to make our mark.
Start here.**



**United States
Census
2010**

makeyourmark.gov



Your answers build our city.



When you answer the Census, you answer the needs of our community.

This year the Census will determine the allocation of 300 billion dollars, money that could help create a better future for us, our children, and our community.

**It's time to make your mark.
Start here.**



United States
**Census
2010**

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