

HAZTE
CON[✓]TAR

BE
CO[✓]UNTED

Make yourself count



The commitment of **Telemundo** to empower the Hispanic community through our award-winning corporate social responsibility initiative, “The Power Within You,” continues with “Hazte Contar.” This campaign seeks to increase Hispanic participation in the 2020 census, which will help improve our quality of life through a fair distribution of federal funds.

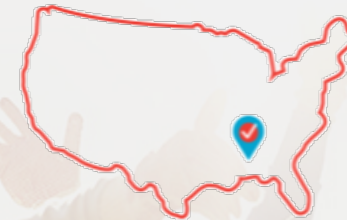
The census

HAZTE **T44** | BE **4** COUNTED
CONTAR | **COUNTED**

In the United States, a census is conducted every 10 years by constitutional mandate to count all the people who inhabit the territory and inquire about important aspects of their quality of life.

When will the census take place?

Wednesday, April 1st, 2020



Where will the census be taken?

In the 50 states and in the territories of the United States such as Puerto Rico, the Northern Mariana Islands, Guam, among others.

How to participate?

Through an online form, by mail, by phone or in a face-to-face interview.

[More information](#)



Why is this important for you?



01

Ensures



Ensures the equitable distribution of federal funds.

The results of the census help to distribute fairly about \$800 billion of federal funds each year, among different states and localities.

02

Allows



Allows for the execution of projects based on real figures.

The census allows our leaders to make informed decisions in order to invest in education for your children, roads and infrastructure, medical coverage, employment and much more.

03

Defines



Defines the number of representatives per state in Congress.

Senators and representatives are your voice in power. They represent your interests and those of your community.

04

Guarantees



Guarantees the protection of civil rights.

Knowing who we are, where we are and how we live allows us to self identify and be identified as individuals with duties and rights.

Important Data

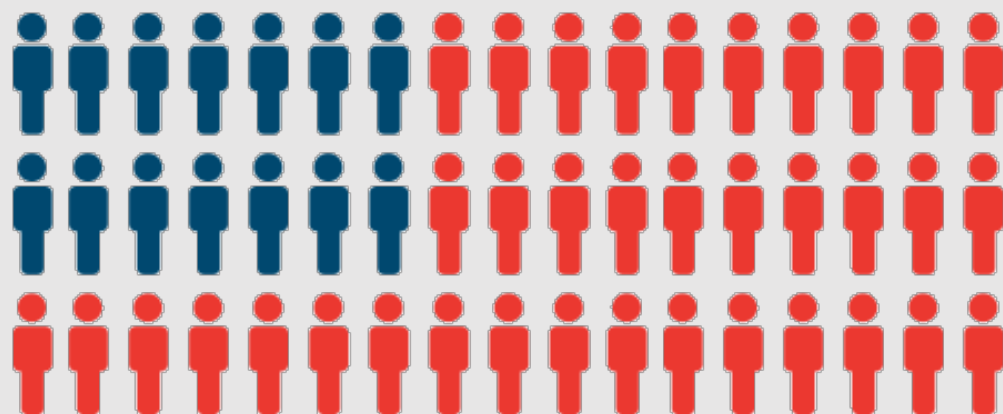
Here is some data of the 2010 Census that could interest you.
How do you think the data will change after the 2020 Census?

Participate in our social networks with #MakeYourselfCount



Trabajando Para Ti

326 million people live in the
United States



58 million
are of Hispanic origin.

We are



of the population of
the United States.

Ensuring our communities are educated

Census2020



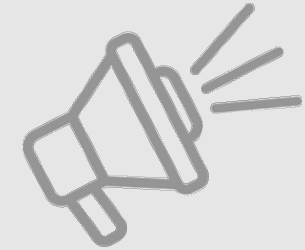
Phone Banks

viewers call in to experts
with census questions



Community Empowerment Tour

Explaining the census across DC, MD & VA
Experts & registration stations on-site



Public Service Announcements

featuring local NBC4 & T44 anchors & reporters
Customizable & sponsorable PSA's



Community Partnerships

with local nonprofits organizations,
jurisdictions and stakeholders



Digital Guidebook

includes census assistance locations, polling
locations, voter info tools
Provide online tips & advice

Online Hazte Contar

Click here to see the Hazte Contar website: www.haztecontar.com



In the National Media



[Click here](#) to see Un Nuevo Día's segment

HispanicAd.com™ Hispanic Market Guide 2018 [REPORT] - available for download

HOME AGENCY MARKETING MEDIA BUSINESS PROFILES EVENTS NEWSLETTER

CMC 2019 HISPANIC MARKET GUIDE
Everything a marketer needs to know about Hispanic consumers, media, top advertisers and trusted agencies. Available NOW!

Telemundo Launches Hazte Contar
March 29, 2019

NBCUniversal Telemundo Enterprises announced Hazte Contar (Be Counted), a robust civic engagement campaign under the umbrella of its award-winning corporate social responsibility platform "El Poder En Ti" (The Power in You). The multi-year campaign will tap into Telemundo's fast-growing, multiplatform portfolio and influence in the U.S. through greater civic engagement.

"We are thrilled to launch Hazte Contar, a robust civic engagement campaign under the umbrella of its award-winning corporate social responsibility platform 'El Poder En Ti' (The Power in You). The multi-year campaign will tap into Telemundo's fast-growing, multiplatform portfolio and influence in the U.S. through greater civic engagement," said NBCUniversal International Group. It is a privilege to have the trust and engaged and informed. The future of effort and underscore the role of His

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Telemundo lanza Hazte Contar para potenciar la creciente influencia de los hispanos de Estados Unidos a través del censo de 2020 y las elecciones presidenciales

La campaña multi-anual de participación cívica aprovechará los recursos multiplataforma de Telemundo para aumentar la participación cívica de la comunidad latina y garantizar una representación precisa en el próximo censo.

Telemundo se asociará con más de 50 organizaciones hispanas nacionales y locales, entre ellas UnidosUS, Hispanic Federation, NALEO Educational Fund, Voto Latino, League of United Latin American Citizens (LULAC) y la National Hispanic Association of Hispanic Journalists (NAHJ) para informar, conectar, involucrar y movilizar a millones de latinos en todo el país.

NEWS PROVIDED BY
NBCUniversal Telemundo Enterprises →
Mar 28, 2019, 08:05 ET

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MIAMI, 28 de marzo de 2019 /PRNewswire-HISPANIC PR WIRE/ -- NBCUniversal Telemundo Enterprises, la empresa líder de medios que sirve a los hispanos, presentó "Hazte Contar", una robusta campaña de participación cívica bajo el paraguas de su galardonada plataforma de responsabilidad social corporativa "El Poder En Ti". La campaña multi-anual aprovechará el portafolio multiplataforma de rápido crecimiento y las asociaciones comunitarias de Telemundo para

Integrate with station initiatives

Census2020

JAN: NBC4 T44 Health & Fitness Expo

70,000 attendees

45% MD	55% 	39% black/AA
28% DC		14% hispanic
26% VA	45% 	11% asian

Be Counted Pavilion - Census2020

on-site activation	census2020 content & games
1 on 1 guidance	on-stage panel conversations

Harris' Heroes

Every Friday, News4 Anchor Leon Harris highlights people & organizations doing good in our community

segments

air weekly on Friday & Saturday

billboards

Promoting Harris' Heroes and the US census

promos

tagged with census creative & logo

online

sponsorship of Harris' Heroes webpage

Héroes Entre Nosotros

T44 Anchor Alban Zamora highlights individuals helping the Hispanic community

segments

Air Fridays during 5p & 11p news

billboards

and commercials aligned with segment

promos

tagged with census creative & logo

online

sponsorship of Héroes Entre Nosotros webpage

FEB: Black History Month

Celebrate African Americans by showing their impact on the Census

half hour

on-air & online BHM special

logo inclusion

on the BHM page at NBCWashington.com

customized

vignettes with BHM census participation

on-site

at the BHM reception celebrating diversity

MAR: Women's History Month

Celebrate women across the nation by showing their impact on the US Census

half hour

Women's History Month special

logo inclusion

on the WHM page at NBCWashington.com

customized

vignettes showcasing women in census

on-site

at the WHM reception celebrating diversity

APRIL: Decision2020

T44 News & Community will educate viewers about the election & polling processes

segments

Air Fridays during 5p & 11p news

billboards

and commercials aligned with segment

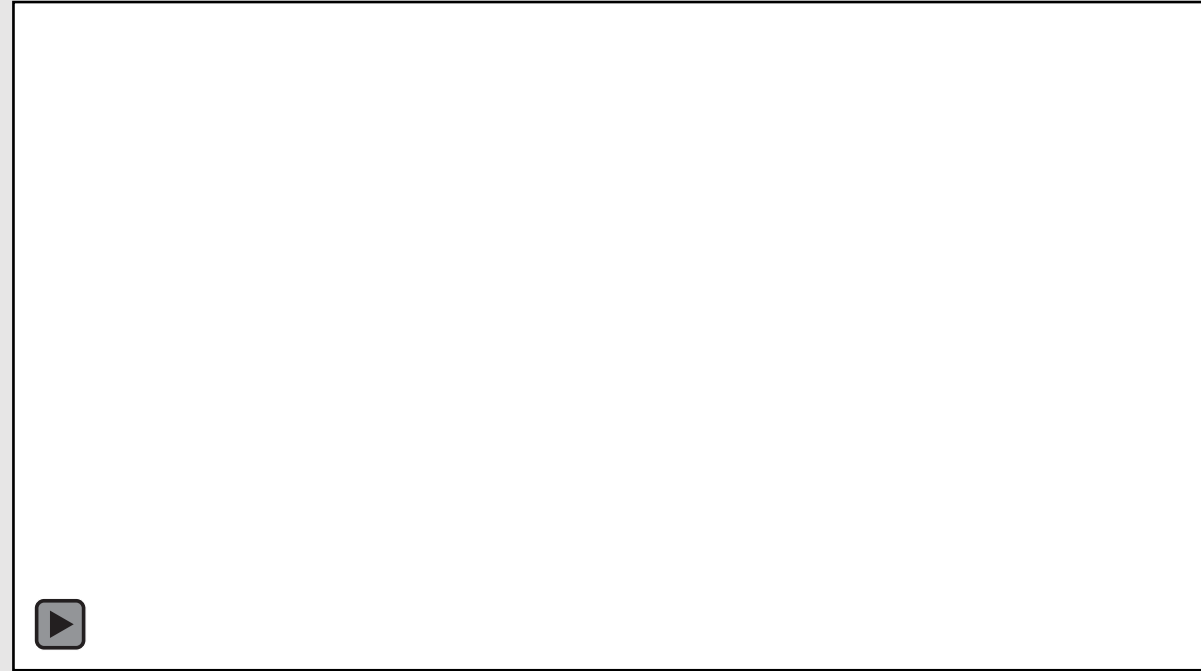
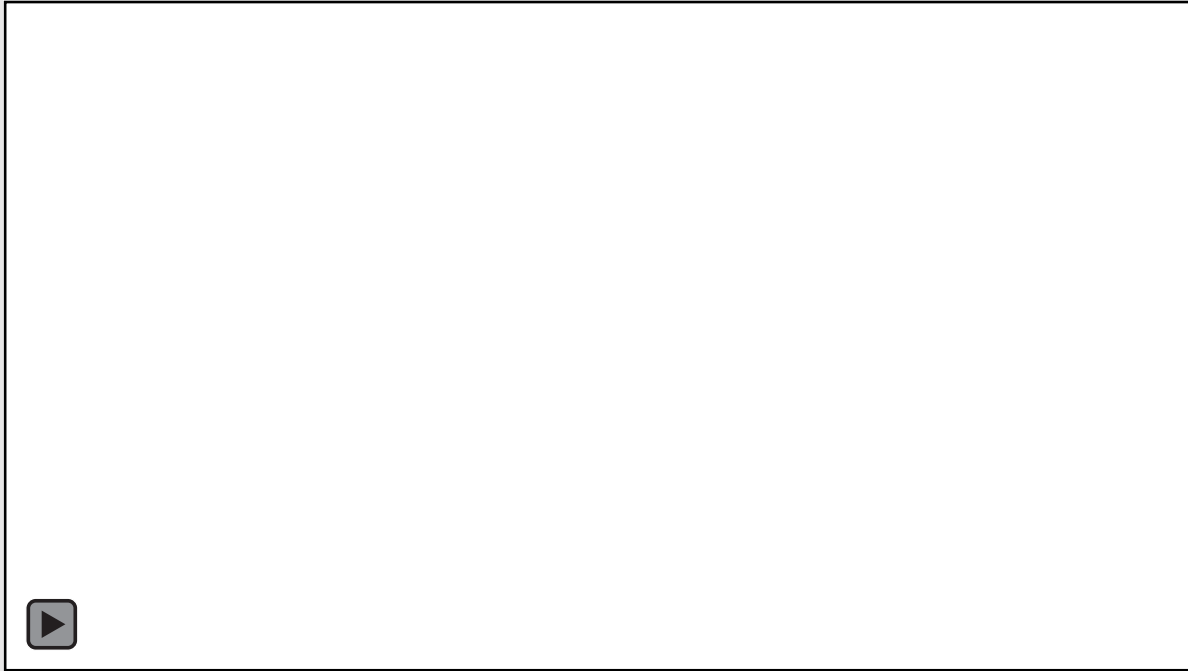
promos

tagged with census creative & logo

online

census tips & advice on the decision2020 webpage

Local Voter Advocacy **Decisión2020**





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¡Gracias!

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