SUPPORTING STATEMENT FOR PUBLIC INFORMATION CAMPAIGN
OMB No. 0960-0544

A. Justification

1. **Introduction/Authoring Laws and Regulations**
The Social Security Administration (SSA) periodically conducts the Public Information Campaign. As part of this program, the agency releases public information materials, including public service announcements, news releases, and educational tapes, to public broadcasting systems so they can inform the public about various programs and activities conducted by the agency. Twice per year, SSA follows up on the public information materials mailings by sending business reply cards to the public broadcasting centers who received these materials. The purpose of the reply cards is to help SSA monitor the usage of, and obtain feedback on our public information materials. SSA collects this information under the authority of Section *205(a)* of the *Social Security Act (Act).*

2. **Description of Collection**
SSA uses the information from the Public Information Campaign to determine what media format and what markets the public broadcast media aired the materials, and to obtain suggestions for improving them. The respondents are broadcast television sources.

3. **Use of Information Technology to Collect the Information**
SSA did not create an electronic implementation of the Public Information Campaign under the agency's Government Paperwork Elimination Act (GPEA) plan because only 2,000 respondents complete the form. This is less than the GPEA cut-off of 50,000.

4. **Why We Cannot Use Duplicate Information**
The nature of the information we are collecting and the manner in which we are collecting it preclude duplication. SSA does not use another collection instrument to obtain similar data.

5. **Minimizing Burden on Small Respondents**
This collection does not affect small businesses or other small entities.

6. **Consequence of Not Collecting Information or Collecting it Less Frequently**
If we did not conduct this information collection, we would have no means of obtaining feedback on the public information materials we mail to the public. Since SSA conducts the information collection twice a year, the agency cannot collect it less frequently.

There are no technical or legal obstacles that prevent burden reduction.

7. **Special Circumstances**
There are no special circumstances that would cause SSA to collect this information in a manner inconsistent with 5 CFR 1320.5.

8. **Solicitation of Public Comment and Other Consultations with the Public**
The 60-day advance Federal Register Notice published on July 23, 2014, at 79 FR 42863, and we received no public comments. The 30-day FRN published on September 26, 2014, at 79 FR 58022. If we receive any comments in response to this Notice, we will forward them to OMB.

9. **Payment or Gifts to Respondents**
SSA does not provide payments or gifts to the respondents.

10. **Assurances of Confidentiality**
SSA protects and holds confidential the information collected from this Public Information Campaign in accordance with 42 U.S.C. 1306, 20 CFR 401 and 402, 5 U.S.C. 552 (Freedom of Information Act), 5 U.S.C. 552a (Privacy Act of 1974), and OMB Circular No. A-130.

11. **Justification for Sensitive Questions**
The information collection does not contain any questions of a sensitive nature.

12. Estimates of Public Reporting Burden

Modality of Completion	**Number of Respondents**	**Frequency of Response**	**Average Burden per Response (minutes)**	**Estimated Total Annual Burden (hours)**
Television	1,000	2	1	33

The total burden for this ICR is 33 hours. This figure represents burden hours, and we did not calculate a separate cost burden.

13. **Annual Cost to the Respondents (Other)**
This collection does not impose a known cost burden on the respondents.

14. **Annual Cost To Federal Government**
The annual cost to the Federal government is approximately $7,500. This includes staff costs to collect the information and return mailing costs for the business reply cards.

15. **Program Changes or Adjustments to the Information Collection Request**
There has been a decrease in burden hours. This decrease stems from discontinuing the distribution of Radio PSAs due to high-volume interest for audio products via the internet.

16. **Plans for Publication Information Collection Results**
SSA will not publish the results of the information collection.

17. **Displaying the OMB Approval Expiration Date**
OMB granted SSA an exemption from the requirement to print the OMB expiration date on its program forms. SSA produces millions of public-use forms with life cycles exceeding those of an OMB approval. Since SSA does not periodically revise and reprint its public-use forms (e.g., on an annual basis), OMB granted this exemption so SSA would not have to destroy stocks of otherwise useable forms with expired OMB approval dates, avoiding Government waste.

18. **Exceptions to Certification Statement**
SA is not requesting an exception to the certification requirements at 5 CFR 1320.9 and related provisions at 5 CFR 1320.8(b)(3).

B. Collections of Information employing Statistical Methods

SSA does not use statistical methods for this information collection.