June 8, 2023

Memorandum to: William E. Bestani

 Policy Analyst

 Office of Information and Regulatory Affairs

 Office of Management and Budget

 Executive Office of the President

From: Manny Cabeza

 Regulatory Counsel

 Assessments and Legislation Group

 Legal Division

Federal Deposit Insurance Corporation

RE: Listening Sessions Regarding FDIC Deposit Insurance Public Awareness Campaign.

Under FDIC clearance entitled “Generic Information Collection for Qualitative Research” (OMB Control Number 3064-0198; Expiration Date: January 31, 2024), the FDIC hereby submits for OMB review our plan for conducting listening sessions regarding the FDIC Deposit Insurance public awareness campaign.

The FDIC’s Office of Communications (OCOM) is seeking information to improve the user experience of FDIC’s Deposit Insurance materials, including messaging related to a public awareness campaign (see Attachment 1). The focus groups will help us evaluate the campaign messaging with a focus on appeal and clarity, and these insights will help determine opportunities to improve communications materials through multiple channels as materials evolve.

Focus groups may occur at multiple intervals, including in the pre-building process through the campaign and to updating materials based on what we have learned. The focus groups would be informal conversations meant to help guide the process and gather information. Participants would not be paid.

The FDIC estimates that its Office of Communications will conduct approximately 12 focus groups through 2024. FDIC estimates that there will be an average of 10 participants per meeting, which may average approximately 60 minutes each.

The estimated annual burden is as follows:

*Estimated Number of Focus Groups 12*

*Estimated Average Number of Respondents per Event 10*

*Estimated Total Number of Respondents 120*

*Estimated Average per meeting 60 minutes*

*Total Estimated Burden: 120 hours*

Total estimated annual burden for the evaluation form is 120 hours. If you have any questions, please let me know. Thank you for your consideration.