

GPO Annual Interagency Depository Seminar

Social Security Products and Services Social Security Administration

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Office of Communications Planning and Technology
July 26, 2010

Patty Duke Retire Online Campaign



- Patty Duke Retire Online Campaign Launched in January 2009
- Patty Duke Retire Online Public Service Announcement (PSA) has been played over 30,000 times including over 100 plays as an ABC network PSA!

- The PSA has generated over 248 million impressions!
- The PSA has a media value of over \$15 million!

(Media value is what it would have cost Social Security if we had to buy this air time)

Chubby Checker Extra Help Campaign



- The Chubby Checker campaign launched on January 8, 2010
- Chubby Checker PSA has been played over 10,000 times including over 800 plays as an ABC network PSA!
- The PSA has generated over 69 million impressions!
- The PSA has a media value of over \$32 million!
(Media value is what it would have cost Social Security if we had to buy this air time)

Patty Duke Family Medicare Online



- Patty Duke Family Medicare Campaign Launched in March 2010
- The Patty Duke Family Medicare PSA has been played over 6,600 times!
- The PSA has generated over 19 million impressions!
- The PSA has a media value of over \$1 million
(Media value is what it would have cost Social Security if we had to buy this air time)

Billboards, Bus Posters, and Airport Signage

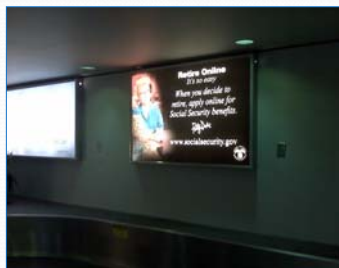


Bus Poster:
Philadelphia Region

Airport Billboard:
Fort Wayne, Indiana Airport
Chicago Region



Billboards, Bus Posters, and Airport Signage



Airport Billboard:
Myrtle Beach Airport
Atlanta Region

Billboard:
Columbia, SC
Atlanta Region



Billboards, Bus Posters, and Airport Signage

Billboard:
South of Latrobe, PA
Philadelphia Region



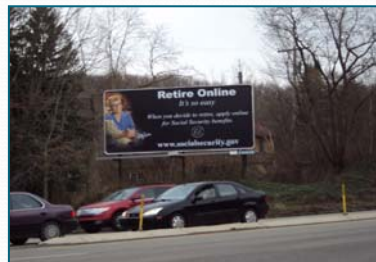
Billboard:
Duffield, VA
Philadelphia Region

Billboards, Bus Posters, and Airport Signage



Billboard:
New Stanton, PA
Philadelphia Region

Billboard:
Greensburg, PA
Philadelphia Region



Webinars

- A webinar is an Internet-based, real-time, interactive seminar that includes video, audio, and data transmission
- Why Webinars?
 - We are able to advance Social Security's mission through this web based technology at a cost savings to SSA and the targeted audience.
 - We are able to reach a National Audience of thousands and help them save time and travel expenses

Visit <http://www.socialsecurity.gov/webinars/> to watch our previously recorded Webinars

- Your Retirement Planning Questions Answered
- Internet Representative Payee Accounting
- Social Security for Wounded Warriors
- 2010 Changes to Medicare Extra Help
- Retire Online: It's So Easy!

Publications

- The Social Security Administration has produced over 200 English and Spanish Publications
- The fastest way to get a publication is www.socialsecurity.gov/pubs/index.html
- To get multiple copies of SSA publications for your libraries, call: (410) 965-2039, fax your request to (410) 965-2037 or email: OPLM.OSWM.RPT.Orders@ssa.gov

You may also write to:

Social Security Administration
Office of Supply and Warehouse Management
Attn: Requisition and Quality Control Team
239 Supply Building
6301 Security Boulevard
Baltimore, MD 21235

For additional assistance regarding Social Security products, contact Chinara Smith (410) 965-3534 chinara.smith@ssa.gov



Goodies to Go

- Online Retirement Planning CD
- Five Paper Publications (Retirement, Disability, When To Start Benefits, Medicare, SSI)
- Audio CDs with Five Publications for the Visually Impaired
- What You Can Do Online Fact Sheet
- Save a Trip Handout
- Social Security Bookmark

Thank You!

