

SHIP PUBLIC AND MEDIA ACTIVITY FORM

Legal Awareness

Complete all blanks for the first third of the form. Use one form per activity.

→Section 1 – Type of Activity

- A. **Interactive presentation to public – An interactive forum, speaking engagement, or seminar during which substantive knowledge on Medicare or the SHIP program is transferred by oral and visual means from a SHIP presenter to those persons attending the presentation. Includes In-person presentations, video teleconferences or satellite broadcasts. Do NOT include SHIP trainings, which should be reported on the second page of the client contact form.**

Attach sign-in sheets or estimates provided to you by the promoter and signed by the promoter. The promoter may provide rough head counts.

- B. **Booth/exhibit – Any event where general/program information and/or simple printed fact sheets are shared with or distributed to the public. The purpose of SHIP program participation in such events is to inform the public about the availability of SHIP services in their area. For example, some SHIP programs attend health or senior fairs or set up information booths in shopping centers in order to increase that community's awareness of their services and the need for individual counseling.**

Estimate the number of people potentially reached by using a tick-mark for each person that approaches your booth to take materials and /or speak with a SHIP representative or by counting the number of brochures/materials distributed.

- C. **Media/printed outreach – Includes radio/TV shows and public service announcements, Cable/local network television programming, targeted information mailings, and articles or PSA's in print media such as newspapers and newsletters. Media events can be live or taped. Report the dates you are aware the event was originally aired in Sections four.**

- D. **Web site events – Includes one-time or limited time interactive events sponsored by your SHIP, such as web conferences or forums and interactive "chatrooms". Visitors to other parts of your web site should be reported for the SHIP 6-month report completed by TDOA and contractor.**

Estimate the number of people potentially reached by estimating the number of visitors to these activities.

→Section Two - Target Audience & Subject Areas Covered

Check the appropriate boxes and described other under "Subject Areas Covered" Lastly, sign the report. AAA staff verifies the information when completed by volunteers.