

Chairman's Report

—Dallas L. Salisbury

Spring 2010

The **ASEC Spring 2010 Partners Meeting** is scheduled for **Wednesday, April 14, 2010**. If you have any guests you would like invited to the Partners Meeting, individuals can [register online](#).

New Developments

Choose to Save[®] on the radio in Washington, DC, Metro area

ASEC has renewed a contract with WTOP radio in Washington, DC, to play the radio PSAs for 2010. The PSAs will also be running on the Bonneville Radio Network nationwide.

BizKids to Use Savingsman PSAs

[BizKids](#) is a public TV series where kids teach kids about money and business. BizKids will be using [Episode 7 Savingsman Rap](#). There are three main parts within the body of the BizKids show: Direct Education (sugar-coated medicine), Profiles (short stories of real kids), and Sketch Comedy. These parts are then connected with what they call “grout”— short bits of animation, archived footage with new voiceover, or random bits of craziness. Savingsman will be used as a grout element in episode 302, “Wheel of Misfortune.” This episode will cover the common financial mistakes that people make.

BizKids is interested in using other episodes of Savingsman in future programs.

ASEC Chairman's Appointments

ASEC Chairman Dallas Salisbury will serve on the Outside Scholar Panel for the Social Security Administration's (SSA) Financial Literacy Research Consortium (FLRC), which is composed of three centers. Each center will have six scholars providing advice on FLRC activities to both the centers and the SSA. Each center nominated three scholars to advise its respective center. The SSA nominated three scholars who will serve on all three center panels, and Dallas will be one. Dallas served on a review panel for submissions [regarding SSA's creation of a center \(or centers\) for financial literacy research](#) in summer 2009.

Also, Dallas has been elected to the board of directors of the [National Academy of Human Resources](#).

Washington, DC, Metro Area Outreach Program

ASEC is continuing the outreach program begun in summer 2009. Our first outreach event for 2010 was the NBC 4 Health and Fitness Expo at the Washington, DC, Convention Center on January 16–17. We handed out approximately 600 packets in English and 10 packets in Spanish. We would like to thank the following individuals for helping us staff the booth: Jyl Dupont and Yvonne Cooper, Federal Reserve; Denise Murray, Office of the Comptroller of the Currency; and Jessica Skretch, Federal Trade Commission. Upcoming events ASEC plans to attend include:

- Jump\$tart Financial Literacy Day on the Hill, April 27.
- U.S. Department of Transportation Financial Education Fair, April 28.
- Celebrate Fairfax, VA, June 11–13.
- Safeway National Barbecue Battle, Washington, DC, June 26–27.
- Loudon County Fair, VA, July 26–31.
- Montgomery County Fair, MD, August 13–21.
- Adams Morgan Day, Washington, DC, September 12.

If you would like to work with ASEC at a future financial education outreach event, know of any events that we could participate in, or have financial education materials for distribution, please feel free to e-mail either Ken McDonnell at mcdonnell@ebri.org or Liz Buser at buser@ebri.org

AmericaSavesWeek.org

America Saves Week 2010 was held February 21–Feb. 28. More than 500 national and local organizations participated in the *Week*, and data on their activities are being assembled and processed. Some preliminary highlights are:

- During —the week, 96 media outlets (newspapers, radio, TV, blogs, and Web site postings) featured stories on the event.
- U.S. Rep. [Eddie Bernice Johnson](#) (D-TX) introduced [H.Res. 1082](#) in support of *America Saves Week*. The resolution was co-sponsored by Reps. Rubin Hinojosa (D-TX) and Judy Biggett (R-IL).
- Three governors issued proclamations in support of the *Week*: Robert Riley, Alabama; Steve Beshear, Kentucky; and Christine Gregoire, Washington.
- We received statements of support from four leaders of federal government agencies; Sheila Bair, Federal Deposit Insurance Corporation; Ben Bernanke, Federal Reserve Board; John C. Duggan, Office of the Comptroller of the Currency; and Michael J. Astrue, Social Security Administration.
- Estimated reach (individual impressions):
 - Marketing posters, flyers, etc.: **424,005**
 - Signs/billboards: **211,050**
 - Web site: **824,000**
 - Postal mailings: **32,750**
 - E-mails: **516,450**
 - Ads, PSAs, media appearances: **1,308,550**
 - Tax site outreach: **123,300**
 - Events: **19,700**

Choose to Save[®] on Twitter and Facebook

The Twitter and Facebook pages are designed as a “one-stop shop” for Choose to Save[®] resources to help Americans learn to save for retirement and other life events. By following Choose to Save’s[®] Twitter account and becoming a fan of Choose to Save[®] on Facebook, followers will be able to get instant notice of new savings information, as well as links to Choose to Save’s[®] financial literacy tools, in the form of very short, one-line updates with a link to the full resource. We currently have over 415 followers on Twitter and more than 270 fans on Facebook. Additionally, we are partnering with AICPA to promote the Twitter hashtag **#FinLit10** during the month of April to highlight Financial Literacy Month. Please spread the word and become a fan and follower of Choose to Save[®] on both new media accounts.

Our Twitter name is **choosetosave**, at www.twitter.com/choosetosave

Our Facebook name is **Choose to Save**, at www.facebook.com/home.php#/pages/Choose-to-Save/56756038533?ref=ts

If you have any questions regarding YouTube, Facebook, or Twitter, or would like to add your organization’s contact information to the ASEC new media spreadsheet, please feel free to e-mail Liz Buser at buser@ebri.org

Ballpark E\$timate[®]

The [Ballpark E\\$timate[®]](#) continues to be a popular tool for retirement planning. Renowned financial author and advice columnist Terry Savage says the *Ballpark E\$timate[®]* “is the best online calculator for figuring out how much you’ll need in retirement, and how much you should be saving now.”

Below are some of the tool's latest uses:

In books:

- [Jean Chatzky's](#) new book, *The Difference: How Anyone Can Prosper Even in the Toughest Times*, features the *Ballpark E\$timate*.[®]
- [Terry Savage's](#) new book, *The Savage Numbers: How Much Money Do You Need to Retire?* features the *Ballpark E\$timate*.[®]
- FC&A Publishing is recommending the *Ballpark E\$timate*[®] to their readers in a forthcoming book, *Retiring Well on a Poor Man's Budget*, which will have an initial print run of 50,000 copies. Readers who do not have access to a computer can order a hard copy of the *Ballpark E\$timate*[®] by sending a self-addressed stamped envelope to EBRI.

Outreach Efforts:

- Naperville, IL, Public Library, as part of a grant from the FINRA Investor Education Foundation's and the American Library Association's [Smart Investing @ Your Library Program](#), distributed 250 copies of the *Ballpark E\$timate*[®] as part of their observations of National Save for Retirement Week 2009.
- The *Federal Ballpark E\$timate*[®] was posted at the top of a listing of online benefits calculators published in the [March 2, 2010, edition of the Washington Post](#).
- [National Reconnaissance Office in Chantilly, VA](#) requested 100 copies of the *Ballpark E\$timate*[®] for use in a financial management class. In their words, "these sheets come in handy as a first step in getting people to look at what their retirement will cost and how they can get started."

Working with Clients:

- [Farmers Insurance Group](#) has approved utilization of the *Ballpark E\$timate*[®] by their registered representatives across the country. The company finds it to be an excellent educational and motivational tool. Consideration is being given to using the tool in group settings with the company's employer-sponsored retirement plans to encourage and increase participation.

Retirement Confidence Survey (RCS)

This year marked the 20th anniversary of the Retirement Confidence Survey. The 2010 RCS was fielded in January and released on Tuesday, March 9, 2010. The survey had 31 underwriters. The full report and fact sheets are available on the [2010 RCS Web site](#).

Media Coverage of the 2010 RCS

From March 9, 2010, to March 22, 2010, partial tracking found the 2010 RCS mentioned in 127 newspapers, 25 periodicals, 11 news wires, and 22 blogs. In addition, 167 Web-based outlets (such as MarketWatch, CNNMoney) posted headlines and links on their Web sites. CBS and CNN featured taped interviews with EBRI Research Director Jack VanDerhei. PLANSPONSOR.com featured a podcast titled "Talking Points: Retirement Confidence" with Jack VanDerhei.

Usage by Social Security Administration

ASEC developed several "factoids" based on data from the 2009 RCS for one of the Social Security Administration's (SSA) *America Saves Week* 2010 efforts. These factoids were displayed on television screens in SSA waiting rooms in all of their field offices across the country during the 2010 *Week*.

Choose to Save[®] Web Site

The Choose to Save[®] Web site continues to be extremely active, with the CTS public service announcements (PSAs), savings tools, and outreach events consistently driving an increasing number of

visitors each month to the site. In 2009, the Web site generated over 16.7 million hits and just under 1.1 million unique visitors. Overall, traffic to the site has averaged approximately 84,400 unique visitors and 1.4 million hits per month. Thousands of visitors continue to be referred to www.choosetosave.org via links from ASEC Partners (including the PBS Web sites and books of Jane Bryant Quinn, Jean Chatsky, Terry Savage, and others), as well as *America Saves* and the *America Saves Week* Web pages. A significant percentage of the traffic to the site is from visitors to the *Ballpark E\$timate*[®] worksheet, which continues to be the most downloaded file on the Choose to Save[®] Web site, accounting for approximately one-fifth of all the downloaded documents. Last year, approximately 12,500 visitors downloaded the print *Ballpark*,[®] and at least 230,000 completed the interactive *Ballpark*.[®]

Use of Choose to Save[®] Brochures

[CHEC, Inc.](http://www.cheec.com) utilized Choose to Save[®] brochures for an event for National Save for Retirement Week, 2009.

A branch manager at [Raymond James Financial](http://www.raymondjames.com) is utilizing “Save for Your Family’s Future” with clients to “promote the mantra of pay yourself first.”

Choose to Save[®] PSAs

Promotional Efforts

If you have content that would be appropriate for any of these media outlets and would like a contact, please feel free to e-mail either Ken McDonnell at mcdonnell@asec.org or Alicia Willis at willis@asec.org

Television:

- Choose to Save[®] PSAs and long programming, such as *Mission Retirement*, are currently running on the [Starfish Television Network](http://www.starfishnetwork.com), a nonprofit organization operating on the [Dish Network](http://www.dish.com), airing news, entertainment, documentaries, and other programming about giving and service. The only sources of its programming are nonprofits, charities, and other cause-driven organizations.
- National distribution of the TV PSAs is ongoing through the [National Association of Broadcasters](http://www.nab.org) (NAB) and [Associated Press Network](http://www.apn.com).
- American Armed Forces TV Services have been updated with all of the Choose to Save[®] PSAs.
- [Cornell Cooperative Extension, Tompkins County, NY](http://www.cornell.edu), is sponsoring a TV show, “[Consumer Issues](http://www.consumerissues.org),” hosted by New York State Assistant Attorney General Mike Danaher. Choose to Save[®] PSAs will be running during this program.
- Choose to Save[®] PSAs are part of a Goodwill Communications CablePak. Goodwill Communications markets the CablePak to cable TV stations across the nation.

Radio:

- ASEC has contracts to play the Choose to Save[®] radio PSAs with WTOP radio in Washington, DC, and through the Bonneville Radio Network.
- All Choose to Save[®] television PSAs have been converted for use on radio and are available on NAB and the Associated Press Network radio feeds.
- American Armed Forces Radio Services have been updated with all of the Choose to Save[®] PSAs.

Internet:

- All Choose to Save[®] PSAs are available through the PSA viewer on the Choose to Save[®] Web site.
- ASEC *Savingsman*[™] PSAs with the [Military Saves](http://www.militarysaves.com)’ “[Take the Saver Pledge](http://www.militarysaves.com)” logo as an end slate are currently posted on the Military Saves Web site.

- Choose to Save[®] *Savingsman*[™] PSAs with the [America Saves Week.org](http://AmericaSavesWeek.org) logo are currently posted on the America Saves Week.org Web site.
- All of the Choose to Save[®] PSAs are currently available on YouTube. The account name is ctspas.
- Washington State Department of Financial Institutions has created a YouTube page that includes the Choose to Save[®] PSAs and *Mission Retirement*.

Other Outlets:

- Choose to Save[®] *Savingsman*[™] PSAs with the Military Saves' "Take the Saver Pledge" logo as an end slate are currently available on all U.S. military bases and navy vessels around the world.
- The [Washington State Department of Financial Institutions](http://WashingtonStateDepartmentofFinancialInstitutions) utilizes the PSAs for some of their financial literacy events across the state.
- Local Saver Campaigns solicited local television and radio stations to play the PSAs with the *America Saves Week* end slate during the *Week*.
- ASEC provides DVDs of our PSAs for the NAB's annual convention, and many local broadcasters attending the show pick up the DVD of the PSAs for use on their TV and/or radio stations.
- [First Congregational United Church of Christ](http://FirstCongregationalUnitedChurchofChrist) in Appleton, WI, has a flat-panel video system at their facility. ASEC provided a DVD with all of our PSAs to be shown on this system, which is in a space open to the public.

PSA Tracking

The most recent episodes and transcripts of *Savingsman*[™] were added to the PSA portion of the Choose to Save[®] Web site last year, supplementing the other PSAs, half-hour television specials, and transcripts. The PSAs were viewed at least 8,600 times in 2010. Additionally, all PSAs on Choose to Save's YouTube account have been viewed at least 7,000 times since the CTS YouTube channel was created last year.

ASEC Community Education

ASEC has participated by invitation in numerous community education events since the last Partners Meeting. These activities enable us to further promote our mission by educating community residents on saving for retirement and other life events. Please contact ASEC before your next financial education community event for Choose to Save[®] materials or participation.

Events since October 2009 include: [Greater Washington Jump\\$Start](#) Board Meetings; [Jump\\$Start](#) Governance & Education Committees conference calls; [AARP](#) Solutions Forum: How Consumers & Policymakers Can Stop Financial Fraud; [America Saves](#)' National Saver Forum; [President's Advisory Council on Financial Literacy](#); U.S. Department of Transportation's Open Season Financial Education & Health Fair; Jump\$Start Teacher Conference, Partner's Meeting, and Committee Meetings; [U.S. Office of the Comptroller of the Currency \(OCC\)](#) Financial & Health Fair; [U.S. Securities & Exchange Commission \(SEC\)](#) "Trick\$ of the Trade: Outsmarting Investment Fraud" movie screening; [Retirement Security Coalition](#) Advisory Board Meetings; [Consumer Federation of America](#) conference: The Consumer in Financial Services Revolution; [AICPA](#) reception for Carl George; [Financial Literacy and Education Commission \(FLEC\)](#) National Strategy Meeting; [Financial Capability Survey](#) Results (at Treasury); Release of the [Fidelity Survey on Generation Y Attitudes](#); [2010 HBCU Budgetball Scholars](#) Reception; Public briefing on "Choosing the Nation's Fiscal Future" (Report from [National Research Council \(NRC\)](#) & [National Academy of Public Administration \(NAPA\)](#)); [NBC4 Health and Fitness Expo](#); FLEC Meeting; Greater Washington Jump\$Start Partner, Communications, and Teacher Training Committees conference calls; Jump\$Start Board Meeting, Social Security Administration (SSA) Preview of the Improved Online Disability Application; [National Council of La Raza \(NCLR\)](#) National Call "What is Financial Literacy Anyway"; [ASEC](#) Government Interagency Group (GIG) conference call;

Newsmaker Press Conference with EBRI/CFA/FSR/Bank of New York Mellon/Northern Trust; U.S. Department of Defense Financial Readiness Fair at Pentagon for [Military Saves](#) Week; [Black America Saves](#) event at [Howard University](#); SEC Financial Fair; [Financial Services Roundtable \(FSR\)](#) Savings Committee conference call; [White House](#) Financial Capability Session; CFA's Consumer Assembly 2010; Military Saves meeting.

If you have an event you would like to share with us, please e-mail willis@asec.org

If you have ideas or events that your organization is working on, please contact Ken McDonnell at mcdonnell@asec.org If available, ASEC and/or ASEC Partners may be of assistance, as that is all part of the ASEC mission!

Thank You

I thank each of you for the contributions you are making to savings and financial education, retirement planning, and so much more. The importance of our mission only becomes more imperative as the baby boomers begin to hit their 60s and retirement, as the Social Security and Medicare programs approach their long-predicted funding shortfalls, and as many beneficiaries begin to discover the necessity of postponing retirement. The need has never been greater in the fight to educate people about choosing to save! Together we are making a difference!



salisbury@asec.org

