



EBRI News

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Choose To Save[®] Programs Win Regional Emmy Awards

WASHINGTON—A Choose to Save[®] public service campaign designed to encourage saving for retirement and a 30-minute CTS informational program have won regional Emmy awards from the National Capital/Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences.

Choose to Save[®] is a financial public education campaign developed by the nonpartisan Employee Benefit Research Institute (EBRI, www.ebri.org) and one of EBRI's programs—the American Savings Education Council (ASEC). The overall campaign uses the public service announcements (PSAs) and the power of print, broadcast, and Internet media to promote the idea that saving today is vital to a secure financial future and suggests ways to help Americans achieve that goal.

The Emmy-winning Choose to Save[®] campaign includes a half-hour television special entitled “Happily Ever After,” which uses a lighthearted but substantive approach to give viewers the nuts-and-bolts information they need to save for retirement, and more than 80 television and radio public service announcements in various lengths geared to motivate people to save and take responsibility for their retirement finances.

The half-hour “Happily Ever After” program, which won a separate Emmy for best informational program, used interviews with current retirees telling their own personal experiences and stories to explain the major steps involved in saving for retirement. Documentary-style PSA segments were included that gave the audience a quick history lesson through the use of archival footage about the history of Social Security and Medicare. Sometimes comical footage was used in the PSAs to make a serious subject more entertaining.

“We are very happy to receive this recognition,” said Dallas Salisbury, EBRI president. “But the most important point is that people understand and act on the message the PSAs contain—that it is important to save for retirement.”

Jon Sullivan, an Emmy-winning producer at WJLA-TV (ABC) is the producer for both Choose to Save[®] Emmy-winning entries. “We are thrilled with the awards,” Sullivan said. “We have also been asked to submit them to the National Emmys contest that will be announced later this year.”

All of the Choose to Save[®] public service announcements, as well as the 30-minute television special, were developed and produced for the Washington, DC, metropolitan area by CTS media partners WJLA-TV and Bonneville International Corp.—WTOP/WGMS Radio. The public service announcements and the television special have been circulated to additional television and radio stations throughout the country.

This is the second consecutive year a Choose to Save[®] entry has won an Emmy award. Last year, a CTS 30-second public service announcement featuring a series of professionals—including a physician and a policeman—was recognized for the quality of its writing.

The Choose to Save[®] public service announcements, Web site, and related materials were underwritten through grants from Fidelity Investments and additional support from EBRI members and ASEC partner institutions. The CTS public service announcements, along with free savings tools and brochures to help individuals save and plan for retirement, are available at: ChoosetoSave.org

Established in 1978, EBRI is an independent nonprofit organization committed exclusively to data dissemination, policy research, and education on economic security and employee benefits. The Institute's mission is to advance the understanding of employee benefits and their importance to the nation's economy. EBRI does not lobby and does not take positions on policy issues.