



EBRI News

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Choose to Save® PSA Program Wins Regional Emmy Award

WASHINGTON—The Choose to Save® public service program designed to raise public awareness of savings, credit and financial topics, has won a regional 2006 Emmy award from the National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences.

Choose to Save®, currently in its ninth season, is a financial public education program developed by the nonpartisan Employee Benefit Research Institute (EBRI) and one of EBRI's programs, the American Savings Education Council (ASEC). The overall program uses public service announcements (PSAs) and print, broadcast, and Internet media to promote the idea that saving is vital to a secure financial future. It also suggests ways and provides online planning tools to help Americans set and achieve savings and retirement planning goals. The Ballpark E\$timate® planning worksheet—in either print or interactive form—is used by the program as the *action step* that individuals can use to take control of their financial futures.

The program's extensive Web site is at www.choosetosave.org. All of the PSAs can be viewed online at www.choosetosave.org/psas/. The award was presented at a gala dinner June 10 in Washington, DC.

This is the fifth year that Choose to Save® has won a regional Emmy for PSAs. "Store clerks, taxi drivers, maitre d's, every day someone comments to me that Choose to Save® has led them to open an IRA, create a plan, join their 401(k), or take other action steps to make for a better tomorrow," said Dallas Salisbury, EBRI president and ASEC chairman. "Television and radio have taken the message of visiting www.choosetosave.org and completing the Ballpark E\$timate® to individuals across the nation for nine years. We work to provide some balance against the drumbeat of borrow and spend!"

The Emmy-award winning PSA program this year consisted of 10 public service announcements that sought to drive home—sometimes in a humorous fashion—why retirement saving is important. Jon Sullivan, an Emmy-award winning producer and his team at WJLA-TV (ABC) in Washington, produced the PSAs. The National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences is a nonprofit, professional organization serving the Maryland, Virginia, and Washington, DC, television community. The academy's Emmy Award is the industry's benchmark for the recognition of television excellence.

The Choose to Save® public service announcements are underwritten through a grant from Fidelity Investments. Additional support from EBRI members and ASEC partner institutions support the Web site and national distribution. The Choose to Save® public service announcements, along with free savings tools and brochures to help individuals save and plan for retirement, are available at www.choosetosave.org, including the Ballpark E\$timate® worksheet.

EBRI is a private, nonprofit research and education organization based in Washington, DC, that focuses on health, savings, retirement, and economic security issues. EBRI does not lobby and does not take policy positions. Its Web site is www.ebri.org