



## About the Campaign

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity. Approximately 2 in 5 households headed by people age 55-64—over 9 million households—have no retirement assets saved at all. People age 50+ are the fastest growing age segment and can expect to pay for a longer retirement. Additionally, because of systemic and cultural barriers for women, saving for retirement has been even harder, and women are 80% more likely than men to live in poverty in retirement. (Source: [National Institute on Retirement Security](#))

AARP and the Ad Council have launched a new, women-targeted effort, called We Say Save It™, as part of their broader Saving for Retirement public service advertising campaign. This new creative inspires women to say “save it” to the old-fashioned advice and empty excuses that have surrounded women and money for years. The messaging empowers them to take control of their futures by investing in their independence. The unapologetic approach of the campaign reframes how women think about retirement savings and challenges them to actively save 2%, or 2% more, of their income toward their retirement. The PSAs direct viewers to [WeSaySaveIt.org](#) where they can find resources to help boost their retirement savings, including a free online three-minute chat with “Avo<sup>SM</sup>,” a digital retirement coach that offers users a free personalized action plan for saving for their retirement.

To view campaign materials, please visit [AdCouncil.org](#).

Air these PSAs in donated time and space to motivate 40-60 women with an annual HHI of \$40-\$99K to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age.

## Working with Your Local Media

The Ad Council distributes PSAs to a nationwide network of over 33,000 media outlets that includes TV and radio stations, print outlets (i.e., magazines and newspapers), outdoor (i.e., billboards, bus stops) and the internet (i.e., web banners). We rely heavily on our generous media partners to run our PSAs for free.

The Ad Council engages leaders at national media companies to secure donated media on behalf of all Ad Council campaigns and public service advertising (PSAs). Through the efforts of our National Account Directors, who personally engage with the top 32 markets, and our Media Marketing team, responsible for engaging all remaining markets, the Ad Council champions campaign messages, thereby securing local donated media. This multi-layered media outreach strategy maximizes national and local support to deliver premier media placements for public service advertising (PSAs).

Gatekeepers at media outlets and stations receive many PSAs in a typical month and have indicated that they place a priority on PSAs that benefit their local community. Having the Ad Council logo propels our spots to the top of the list due to their quality and the importance of the messages we brand.

Local media outlets provide a great deal of donated time and space on behalf of Ad Council public service advertising campaigns. But since the demand for advertising is high, the media cannot donate as much time and space to public service advertising. This is why local involvement in campaign outreach can have a critical impact.

As community members, you have a unique opportunity to reach out to media gatekeepers in your community, supplementing our efforts to convince outlets that these messages are important to their audiences.

## What Can You Do?

You can play a role in raising awareness about the Saving for Retirement campaign, not only by sharing the PSAs with your friends and colleagues through social media, but also by contacting your local media directors and encouraging local media to run these PSAs in donated time and space. Local media directors listen to their residents and local organizations, and they are more likely to run PSAs that address the issues that matter most to their local communities. **Help us get the message on the air by making it known that the Saving for Retirement campaign can encourage women to save for their retirement and invest in their financial future.**

*Take the following steps:*

1. Appeal directly to the media gatekeepers at stations and media outlets (please see the below target list for example contacts)
  - a. Meet with them personally to develop a relationship, or leverage an existing relationship you may have
  - b. Maintain contact with them to reinforce the importance of the issue
2. Demonstrate the issue's importance to the local community
  - a. Share statistics that have local relevance (ex: are there any retirement savings statistics specific to your area?)
  - b. Talk about events taking place in your area or your local organization
3. If applicable, offer your expertise or a media trained individual as a resource to the media for a potential in-person interview
  - a. Be available for interviews if serving as the designated spokesperson
  - b. Offer local statistics and research
  - c. Provide information for their news station web page
  - d. Provide content for news station social media posts
4. Point out the benefits of the PSA to the media outlet
  - a. The PSA issue complements the station's programming or news angle
  - b. It improves the image of the media in the community
  - c. It provides high quality advertising for otherwise empty space or time

## Develop a List of Targets

Concentrate on the local TV stations that you watch, the radio that you listen to, the newspaper that you read, the people who send you a cable bill, etc. These companies make up the media in your community.

Media Type	Description	Who to Contact
Television Broadcast affiliates Independent stations	<p>These stations produce their own local news and sell advertising to local businesses. These stations also have website and social media platforms to leverage. Many of these stations are affiliates of a broadcast network like ABC, CBS, NBC, FOX, and the CW.</p> <p>For instance, in Atlanta the ABC affiliate is WSB-TV. Be sure to contact the staff at your equivalent of WSB-TV and not at the national ABC television network.</p>	<p>Public Affairs Director Community Affairs Director General Manager</p>
Cable Cable systems	<p>Call the company listed on your cable bill, and try to contact all the cable systems in your area.</p> <p>Cable stations often have more time available to broadcast PSAs.</p>	<p>Advertising Director Marketing Director General Manager</p>
Radio	<p>Contact the radio stations that reach your target audience. Radio stations are formatted for very specific audiences. Remember that radio stations also have websites and social media platforms that should be leveraged</p>	<p>Public Affairs Director Community Affairs Director General Manager</p>
Newspapers	<p>Newspapers are the most difficult medium in which to place PSAs, because they can print only the number of pages needed to fit the articles and paid advertisements for that day. Try to persuade local papers to use these ads in a meaningful and timely way. Like TV and radio, work to leverage newspapers' websites and social media handles whenever possible.</p>	<p>Director of Advertising Editor-in-Chief</p>

### Initial Contact with the PSA Director

Try to set up a meeting the first time you contact (by phone or letter) the media in your community. You'll find that PSA Directors are generally people concerned with their community and may make time to see you. Most PSA Directors are familiar with the Ad Council and know that the Ad Council represents issue experts. They trust that Ad Council PSAs are of high quality.

In communication, you should also acknowledge that media outlets have likely already received the PSAs and heard directly from the Ad Council about the campaign. For TV and radio stations, media outlets will have received PSAs directly to their station traffic queue through Extreme Reach.

#### CALL THE MEDIA:

- About Saving and Planning Theme Months
- Around your upcoming local events
- If there is a motivating or impactful local story
- When new data is available

Familiarize yourself with the PSAs that are available ([AdCouncil.org](http://AdCouncil.org)). On the initial phone call, introduce yourself and explain that you would like to meet to discuss AARP and the Saving for Retirement PSA campaign. Be prepared to suggest a date and time and several alternatives.

**Keep in mind the content for this campaign is evergreen – it can (and should) be shared anytime throughout the year!**

## Introduce Yourself

Once you locate the right person, contact them with basic information on the campaign.

- Tell them why you are writing or calling (I want to meet with you; I want you to run these PSAs)
- Let them know that they should have already received the PSAs through PSA Central and Extreme Reach
- Give them two or three vital statistics pertinent to your community
- Briefly explain the goal and strategy of the campaign and how it will benefit their viewers, listeners or readers (refer to national outreach email)
- Personalize the issue for the PSA Directors (frame the issue around a local event or the media outlets programming)
- Outline next steps (set a meeting date, send the PSAs)
- Provide your contact information

Prepare a Saving for Retirement campaign packet to bring to your meeting. The packet can include:

- Letter to contact at the media outlet
- Saving for Retirement campaign fact sheet
- Local stats and facts on retirement savings statistics

These resources are available for download on the campaign's online toolkit.

Note: Ad Council orders will be fulfilled for media only. TV and radio PSAs are also available for download on [AdCouncil.org](http://AdCouncil.org) in broadcast quality.

## The Meeting

When you meet with the media, you need to know what you are asking them to do and what you are trying to accomplish. Do your research - find out what social issues are important to the company you are visiting, how they support those issues, any events they sponsor, and how they currently use their media platforms, including related websites and social media, to promote their pro-social efforts. This may uncover future partnership opportunities.

*Sample Questions:*

- Does your station/website/newspaper/magazine have a specific policy regarding public service advertising?
- Are you focusing on any particular public service or community initiatives?
- Are there opportunities to partner with you on upcoming events?
- How can we be a resource to your outlet?

**Do...**

- Show the PSAs
- Discuss the PSAs
- Make a personal connection
- Point out local relevance

**Don't...**

- Assume they understand the broad scope for the need for saving for retirement messaging
- Be unprepared...know the goals, benefits, and materials available

## Be Prepared – Possible Responses to the Campaign

***We produce our own station campaigns.***

Let's work together. We can support and enhance your public service initiatives by providing up-to-date information and research as well as local resources (websites, etc.). We can be a resource for you.

***We have a policy against supporting any PSAs.***

Try to find out why. This policy may be based on a misconception. Mention that this is an Ad Council campaign. Some stations will air PSAs from the Ad Council because of the production quality and the rigorous vetting process.

***This is not an important issue to our community.***

Discuss the issue on a local level. Help them understand why it is important in their community with local information such as the number of households that have not yet started saving for their retirements.

## Follow Up

After your meeting or phone call, follow up. Send a thank you note to your contact. Provide any follow-up materials.

## Questions?

For more information, please contact Mary Liz Burns, Communications Strategy Director (Financial Resilience) at [mlburns@aarpp.org](mailto:mlburns@aarpp.org).