

PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements (PSAs) are public service messages that broadcasters air free of charge to benefit their audience and provide information that could significantly improve lives. Typically, organizations “pitch,” or encourage media outlets (which are required to donate some airtime for PSAs) to play these messages. PSAs are an excellent way to reach investors in your community through the media sources they see and hear each day. If you are interested in partnering with the FINRA Investor Education Foundation to localize these PSAs for your state, please contact Christine Kieffer by calling (202) 728-6970 or e-mailing InvestorEducation@finra.org.

Available PSAs include:

- ❑ Print: Pitch the print PSA to local newspapers to spread the word that investors should ask questions and verify answers through www.SaveAndInvest.org.
- ❑ Television: Contact local network and cable television stations and ask them to air the television PSA, entitled “Golf,” to alert investors about the importance of asking and checking.
- ❑ Radio: Radio readers are scripts which DJs read live on the air between songs. The sample scripts provided by the FINRA Investor Education Foundation can be used to promote the tools on www.SaveAndInvest.org or to publicize your workshop or event. When customizing the script, remember it should be no longer than 30 seconds in length.

How to Pitch PSAs

When pitching PSAs to local media outlets—whether to promote your event or increase awareness about the issue of investment fraud—the FINRA Investor Education Foundation recommends that you follow these steps:

1. Compile a media or contact list.

Collect names and contact information for public service directors who handle requests to air PSAs. You can find this information by searching media outlets' Web sites or simply calling the operator and asking for contact information to reach the public service director or person who is responsible for public service announcements.

2. Send a pitch letter or e-mail.

Customize the pitch letter with the details of your event or other campaign activities. The content of your letter should be tailored to the outlet—are you asking to air the TV PSA, run a print announcement or use a radio reader? Send the letter in the body of an e-mail to the public affairs director and attach an image of the print PSA, an electronic version of the TV PSA or completed radio reader script for his or her review.

Dear **[PUBLIC SERVICE DIRECTOR]**,

Investment fraud affects thousands of Americans and accounts for billions in lost savings every year. Research funded by the FINRA Investor Education Foundation shattered stereotypes when it revealed that a majority of investment fraud victims are not who you might think—they are financially knowledgeable, highly educated and self-reliant when it comes to investment decisions. Moreover, research found that a majority of investors ages 55 to 65 do not perceive themselves as vulnerable to investment fraud; yet many engaged in investment behaviors that put them at risk.

The truth is, regardless of age or circumstance, anyone with money is bound to hear from a fraudster at some point. But there are simple steps every investor can take—like checking to see if a financial professional is licensed or a product is registered—to protect their finances and family before making any investment decision.

[ORGANIZATION NAME] is partnering with the FINRA Investor Education Foundation—the largest foundation in the United States dedicated to investor education—to launch an Investor Protection Campaign in **[COMMUNITY]**. As part of the campaign, **[ORGANIZATION NAME]** will **[SUMMARY OF PLANNED ACTIVITIES HERE]**.

The attached **[PRINT/TELEVISION/RADIO SCRIPT]** PSA lets community members know about [our investor protection events OR free tools on SaveAndInvest.org].

I would appreciate a chance to discuss this with you and will call you to set up a time that is convenient for you.

Sincerely,
[NAME]
[ORGANIZATION]

3. Make follow-up calls.

Within one week of sending pitch letters or e-mails, follow up with the public service director at each station to see if he or she plans to run the PSAs. The FINRA Investor Education Foundation has provided some suggested talking points that should be customized for your pitch. It may also be helpful to have the Baby Boomers and Investment Fraud Research Findings fact sheet (found in the **Related Resources** section of the toolkit) in front of you so that you can be prepared to offer additional information and answer any questions about the issue. If you have local statistics about cases of investment fraud in your state or community, you may want to share them as well. Local facts make the most compelling case as public service directors are looking for issues with direct relevance to their audience.

Investor Protection Campaign Talking Points

- Hi. My name is **[NAME]** and I'm calling on behalf of **[ORGANIZATION NAME]**.
- Is now a good time?
 - If yes, move on with talking points.
 - If no, ask the reporter when it would be a better time to talk.
- **[ORGANIZATION NAME]** is joining with the FINRA Investor Education Foundation to launch an Investor Protection Campaign in **[COMMUNITY]**. The campaign is part of a national effort to help older investors recognize and prevent investment fraud—an issue attracting increasing attention.
- In the next **[WEEK/MONTH/YEAR]**, **[ORGANIZATION]** and local partners will hold **[EVENTS/INVESTOR FORUMS]** to teach investors the tactics commonly used by fraudsters and the simple steps every investor can take to reduce their risk.
- Specifically, on **[DATE]**, **[ORGANIZATION NAME]** will host a **[EVENT TYPE]** at the **[LOCATION]**.
- We have created public service announcements to inform the community about the campaign, the upcoming activities and free tools and resources available to them at www.SaveAndInvest.org.
- Would your **[STATION/OUTLET]** consider airing these as a public service? I am happy to provide you with copies for your review.
- Thank you for your time.

4. Measure and share your success.

Ask your contacts at the radio stations if they can provide you with specific information on when and how many times your PSA was aired and report this information to the FINRA Investor Education Foundation.