
WHEN I'M 65

When I'm 65 is a groundbreaking national documentary and engagement program exploring how our financial and lifestyle choices today affect the whole of our lives. It is a generational look at the opportunities and obstacles that lie before us.



When Social Security was established, the average life expectancy of an American was 63 years.

In 2014, the average life expectancy of an American increased 15 years to 78.



When Baby Boomers began their careers, they expected to retire on a combination of Social Security, personal savings, and corporate pensions.

Then came the 401(k), and the 2008 recession.



Generation Xers and Millennials entered the workforce in times of economic disruption, resulting in stalled careers and financial difficulties. The "boomerang" phenomenon emerged: adult children and grandchildren returning to parents and grandparents for a "helping hand," creating an additional drain on family resources.

DOCUMENTARY DESCRIPTION

This 60-minute national documentary explores longstanding myths about retirement and living longer, as well as changing attitudes toward work, debt, housing and the financial realities of the 21st century.

Using case studies, engaging animations, and lively expert interviews, *When I'm 65* will look at how aspirations and financial planning for retirement have changed. This multi-generational approach will examine how each generational cohort is looking at and planning for retirement, based on the work and interviews of experts, for example:

- Ken Dychtwald, author of *Age Wave* and expert on the maturing population
- Teresa Ghilarducci, retirement security expert from *The New School*
- Marianne Kilkenny, creator of *Women for Living in Community*
- Knight Kiplinger, editor in chief of *Kiplinger's Personal Finance* magazine

The documentary will also address:

- How longer life expectancies are changing how we define "retirement"
- Practical, hopeful planning tips.
- Differentiate priorities of Baby Boomers, Millennials and Gen Xers.
- Planning financially for 20 or more years of life after a full-time career.
- Alternative housing and support services.
- Bipartisan support of retirement policy changes.

NATIONWIDE DISTRIBUTION AND ENGAGEMENT

When I'm 65 is expected to air numerous times in key markets across the PBS system. In addition there will be multi-market local ***When I'm 65* Engagement Program** to inform citizens and help them prepare for the new realities of retirement. Affiliated PBS stations will partner with investor education and protection experts all across the country to promote and conduct retirement planning workshops. In addition, Detroit Public Television and the Investor Protection Trust will promote the film in a number of national conferences in 2015 and 2016 targeting people who are working in the fields of aging, financial planning, and retirement lifestyles.





WHEN I'M



ENGAGEMENT

Rethinking Retirement in America
A national public television documentary proposal



Mission/Goals:

Many people think of retirement as a distant or even nonexistent phase in their future. The reality is that retirement will come and the money they save now for retirement is their future paycheck. The need to save and invest while protecting financial assets applies to all generations and all career fields. Depending on age and station in life, people are looking at different strategies and approaches to build a nest egg they can rely on for their futures.

The *When I'm 65* community education and engagement program begins with broadcasts nationwide of *When I'm 65*, a one-hour documentary providing trusted content on the changing realities of retirement from the nation's most trusted and valued public institution: PBS. *When I'm 65* will be a call to action for viewers to take control of their retirement planning and saving strategies.

When I'm 65 reveals that there are deeply rooted psychological reasons why people may not be saving for retirement. The *When I'm 65* engagement program is designed to encourage people through multiple platforms to take action in order to break down their resistance to saving. Engagement resources will model peer behavior and provide investor education and protection tools and resources.

Workshops and Community Meetings:

- Partnerships between public television stations and state and local community groups to bring retirement saving and investment education to communities across the country.
- A program coordinator to organize and assist with community and partner activities, events, promotion, new content and ongoing community relationships.
- Materials to support multiple workshop topics that can be facilitated by a professional trainer, HR manager, or financial planner in group settings.
- A discussion guide for general audience use in informal gatherings.
- Virtual workshops online providing self-guided curriculum with expert presentations and resource materials.
- Materials tailored to each generational cohort: Millennials, Gen X, and Baby Boomers.
- Quizzes, worksheets, planning tools, and helpful resources.
- Investor education and protection tools and materials in print-ready digital format.

Website/Digital Assets/Marketing Tools:

- *When I'm 65* will have a full-service website with a voice echoing the program's emphasis on unbiased, trusted, and encouraging information for consumers, updated regularly to reflect new trends and emerging issues affecting investments and retirement planning.
- The full documentary will be available online, along with excerpts useful in training workshops, additional video of interest not included in the documentary, as well as bonus interviews and engagement extras. All video materials can be easily embedded on third party websites.
- Monthly interactive streaming events – widely distributed and embeddable on third party websites – focused on investor education and protection, featuring special guests and educators, and sharing personal stories. Archived for on-demand viewing.
- A lively blog featuring guest commentators and writers.
- A regular update newsletter promoting new video, local events, and excerpts from blogs, research, and news about retirement planning.
- Social media toolkits, including scripts, reinforcing follow-up messages for workshop participants, direction to video and online resources, texting, etc.
- Marketing kits with digital and print-ready materials.





PBS Station Outreach:

- Grants to PBS stations nationwide to promote **When I'm 65** and work in concert with state agencies and local partners to schedule workshops and learning opportunities.
- Turn-key promotional and web materials to facilitate local community engagement.

Partnerships:

- Investor Protection Institute—www.ilinvest.org
- Investor Protection Trust—www.investorprotection.org

Community Outreach Organizations and Professionals:

- Financial Planners
- Human Resource Managers
- Financial Planning Publications
- Retail Distribution Outlets
- Colleges, Universities and Community Colleges
- State Securities Regulators

Detroit Public Television:

Detroit Public Television (DPTV) is committed to sustaining the **When I'm 65** engagement program over the long term, supported with a professional team to coordinate community and partner activities and generate new content to promote ongoing interaction. DPTV's goal is to inspire individuals and give them trustworthy resources they can use to solidify their financial future. DPTV has a solid track record implementing a number of successful, sustainable, initiative-based public campaigns:

- DPTV has been a lead organization for major national PBS media campaigns such as *American Graduate* and *Veterans: Coming Home*.
- DPTV created and is now working with PBS to scale a multi-platform, community-based program called *Pre-School U* that supports parents and early childhood education in underserved communities.
- In public media, DPTV is a pioneer in offering live streaming events that reach targeted audiences with important and urgent information.
- DPTV is a well-established producer of national programming for PBS stations nationwide and is known for the high quality and engaging content of its productions.
- DPTV is a leader in large-scale content projects providing information of significant public interest to citizens across the U.S. and Canada working in partnership with both public media and key stakeholder organizations.

Please join us in telling this crucial story for the future quality of life of many generations of Americans. Your organization's support will help create the necessary educational resources to support the outreach program. It will also ensure that the hopeful, helpful messages of **When I'm 65** are distributed widely across the country as well as across and between generations.

Contact:

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