

WHEN I'M



Ohio Engagement Project 2017

20k+

Ohio Households Reached

71.46%

U.S. Coverage of the Documentary

157

Event Attendees

“Wonderful information. Very helpful, and sometimes we know something in the back of our mind, but bringing it to the forefront brings about that urgency to do something about it now.”

-Event Attendee



Age 65. Whether it's far off or right around the corner, building a secure retirement is a concern for every American. With increasing healthcare costs, pension cuts, and the fate of social security in question, many are left to figure out and fund retirement on their own.

The *When I'm 65* Public Television documentary and engagement program gives gloss-free explanations, and offers can-do action plans to answer the questions posed by Baby Boomers, Gen Xers, and Millennials alike. In a financial landscape dominated by commercial interests, the *When I'm 65* Public Television initiative is a trusted guide to help navigate retirement no matter what your picture of retirement may be.

Detroit Public Television partnered with the **Investor Protection Trust (IPT)**, **The Ohio Department of Commerce - Division of Securities**, and **Association for Financial Counseling & Planning Education (AFCPE)** to launch a multi-platform engagement project, including free community events in Ohio to extend the impact of the Public TV documentary on a local level, and address financial problems specific to Ohioans.

The program brought together financial professionals, government officials, and community based organizations to help ALL Ohioans – regardless of age, income, or background – plan for a secure future. Events took place between May 2017 – September 2017 with **WOSU** in Columbus, **ThinkTV/CET** in Dayton, and **WVIZ** in Cleveland. Event panelists included **trained professionals**, like Andrea Seidt of the Ohio Division of Securities, Eric Ross of the Truepoint Wealth Counsel, Weslia Echols of Trinity Financial Coaching, Beth Kowalczyk of the Ohio Association of Area Agencies on Aging, and Ernestine Jackson of AARP Ohio.

More than **157** people from across Ohio attended the free events, and more than **20,000 households** tuned in to watch the *When I'm 65* documentary on Public Television in the state of Ohio. DPTV, IPT, and AFCPE now look forward to expanding the *When I'm 65* initiative in other states.



WHEN I'M

Ohio Press Coverage

- Ohio Statehouse Press Conference
- Akron Legal News
- The Daily Reporter
- The Independent
- Times Reporter Ohio
- CantonRep.com
- The Hannah Report
- The Columbus Dispatch
- StateNews.org
- Advertised on 27 NPR stations across the state

When I'm 65 Multiplatform Engagement Project

- WI65.org/ohio website featuring educational resources
- Airings of WI65 documentary on Ohio PBS stations
- Community events & panel discussions
 - May 19th in Columbus
 - July 20th in Dayton
 - September 14th in Cleveland
- Promotional campaign including on-air promos
- Production of [engagement videos](#) designed to address local financial issues, including investor fraud and saving for freelancers.
- Statewide survey to determine outlook and attitudes on retirement in Ohio.
- Ohio Statehouse press event
- Production of [promotional videos](#) highlighting audience reactions to each event

"It was a really exciting event as far as bringing in different people who are practitioners in the industry, and really giving people insight in understanding that in this industry there's a lot of confusion. It's absolutely key to raise your education level so you have clarity to move forward in your best interest."

-Event Attendee

