Investor Class

Americas Majority believes that the historically unique growth of financial asset ownership among American wage earners has provided an economic bulwark against socialism, an incentive for stable families, and an encouragement for responsible long-term financial planning. These are all fundamental principles of a conservative polity.

The revolution in worker ownership of capital occurred through the expansion of 401(k) and 403(b) plans, which privatized employer retirement systems. It continues through Health Savings Accounts and Education Savings Accounts, which are gradually privatizing medical and education expenditures.

Personal Retirement Accounts (PRAs) within Social Security can continue this transfer of responsibility for life-cycle planning from the disinterested, irresponsible hands of the government, to the people themselves. PRAs can replace a government monopoly hurtling toward bankruptcy with a fully-funded, market-based system of private retirement insurance.

In 2005, Americas Majority produced and aired the following series of ads supporting Personal Retirement Accounts as part of the Social Security System.

The ads were aired over a six week trial period in Portland, Maine. A pre-poll and a follow-up poll correlated the airing of the radio ads with a 5 percent increase in support for PRAs, and a 5 percent reduction in opposition. Simultaneous pre-and post-polling in Bangkor, Maine, where the radio ads were not aired, showed a slight decline in support for PRAs over the same period.

To date, the Americas Majority radio ads document the sole successful example of a mass communications program that moved public opinion significantly in favor of Personal Retirement Accounts.

For a fuller description of the design of the program, and its effects, visit Richard Nadler's article on the President's Page of this site, dated 02/20/2006, titled: Personal Retirement Accounts for Social Security: A Paradigm for a Radio Campaign.

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To hear each ad, click on the play button or the link to download:

Property Rights {mp3}SocialSecurity/PropertyRights{/mp3} Link

Take Home Pay {mp3}SocialSecurity/TakeHomePay{/mp3} Link

Federal Workers {mp3}SocialSecurity/FederalWorkers{/mp3} Link

Talk About Gambling {mp3}SocialSecurity/TalkAboutGambling{/mp3} Link

Controlling Risk {mp3}SocialSecurity/ControllingRisk{/mp3} Link

Herman Cain {mp3}SocialSecurity/HermanCain{/mp3} Link

Social Insecurity {mp3}SocialSecurity/SocialInsecurity{/mp3} Link

Too Late {mp3}SocialSecurity/TooLate{/mp3} Link

New Math {mp3}SocialSecurity/NewMath{/mp3} Link

Reform (Spanish) {mp3}SocialSecurity/Reform{/mp3} Link

Young Workers {mp3}SocialSecurity/YoungWorkers{/mp3}Link

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Global Trends {mp3}SocialSecurity/GlobalTrends{/mp3} Link

No Chance At All {mp3}SocialSecurity/NoChanceAtAll{/mp3} Link

Star Parker {mp3}SocialSecurity/StarParker{/mp3} Link

Debt {mp3}SocialSecurity/Debt{/mp3} Link

Our Union Pension {mp3}SocialSecurity/OurUnionPension{/mp3} Link

Not Like Europe {mp3}SocialSecurity/NotLikeEurope{/mp3} Link

Imagine {mp3}SocialSecurity/Imagine{/mp3} Link

Stock Market (Spanish) {mp3}SocialSecurity/StockMarket{/mp3} Link

Lock Box {mp3}SocialSecurity/LockBox{/mp3} Link

Happy Returns {mp3}SocialSecurity/HappyReturns{/mp3} Link

Demographic Destiny {mp3}SocialSecurity/DemographicDestiny{/mp3} Link

Choices {mp3}SocialSecurity/Choices{/mp3} Link

Why Hurry {mp3}SocialSecurity/WhyHurry{/mp3} Link

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