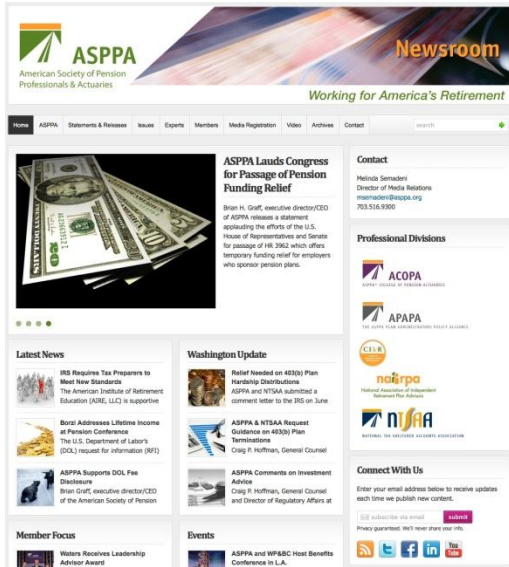


ASPPA News from the Field Submissions



Purpose:

The updates from ASPPA events (webcasts/conferences) will provide a unique opportunity for ASPPA to “tell its own story” by having members write short updates to be featured on the ASPPA Online Newsroom at www.asppanews.org.

Goal:

Provide first hand coverage of events by ASPPA and affiliates (NTSAA, NAIRPA, ACOPA, APAPA, ABC, AIRE CIKR etc). ASPPA conference committees generally recommend a member to write the post and they submit it for review by the conference committee and ASPPA.

Audience: External—primarily the media, non-member, influencers, public, etc.

Style: Written in Associated Press style www.apstylebook.com/

Submission Guidelines:

- **Length:** 300- 700 words
- **Audience:** Written for mostly external audience—public (non-members) and members
- **Style:** Associated Press style www.apstylebook.com/
- **Deadline:** Within 48- 72 hours after the event concludes
(preferably as soon as possible following session/event)
- **Graphics/Visuals:** Suggestions or photos from event appreciated but not necessary
- **Attribution:** Must check quotes with sources for their approval
- **Review:** ASPPA will review, edit, add graphics and post to www.ASPPAnews.org

Samples

- **EVENT:** 2011 ACOPA Advance d Actuarial Conference (486 words) Stephen Parks
<http://www.asppanews.org/2011/06/10/miller-discusses-retirement-plans%e2%80%99-impact-on-reducing-the-federal-budget-deficit/>
- **EVENT:** 2010 Western Benefits Conference (500 words): Sarah Simoneaux
<http://www.asppanews.org/2010/07/19/borzi-addresses-lifetime-income-at-pension-conference/>
- **EVENT:** 2011 NTSAA Compliance Resolution Summit (289 words) Jenny Cusick
<http://www.asppanews.org/2011/05/12/ntsaa-discusses-best-practices-at-403b-compliance-resolution-summit/>
- **WEBCAST:** 2010 TDF webcast: (450 words): Michael Chisnell
<http://www.asppanews.org/2010/09/16/changes-coming-to-target-date-funds/>

Questions

- Melinda Semadeni, Director of Media Relations (703) 516-9300 or msemadeni@asppa.org