

**MEMO# 978**

February 10, 1989

## **IRA PROMOTION**

February 10, 1989 TO: DIRECT MARKETING COMMITTEE NO. 5-89 PUBLIC INFORMATION COMMITTEE NO. 2-89 SALES FORCE MARKETING COMMITTEE NO. 4-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 3-89 RE: IRA Promotion

During our recent meetings in San Francisco, a number of you spoke about the importance of continued promotion of the IRA concept. Members of the Direct Marketing Committee and Public Information Committee expressed particular interest in encouraging existing shareholders of mutual fund IRAs to consolidate non-mutual fund accounts into their mutual fund accounts. To encourage financial writers and reporters to pick up on this theme, we will soon be issuing a feature news release about consolidation of several IRA accounts into one. We would appreciate any suggestions on how best to convey this message -- as well as examples of what is already happening in this area. In addition to the importance of encouraging consolidation of IRA accounts, we are also continuing our efforts to overcome the misunderstanding that many Americans have about basic IRA eligibility. To deal with this issue we are redistributing our TV and radio public service spots on IRA eligibility that were heavily used by many stations last spring. You may also be interested in the enclosed letter, which points out that a so-called expert provided TV viewers with misinformation about IRA eligibility. We plan to write similar letters to others who confuse IRA eligibility with deductibility in news stories and TV/radio interviews. You may want to do so as well. L. Erick Kanter Attach.

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