

Evaluating Thrift

A Report



About this Report

The goal of this report is to evaluate IAV's work on thrift, particularly since 2010.

Carrying out this evaluation has also led us to ask and seek answers to certain questions about the larger meaning of thrift in contemporary U.S. society, but we've pursued such questions, in this report, primarily in order to evaluate and contextualize one organization's efforts in recent years to study and strengthen thrift as an American value.

A word about causation. At times in this report we try to distinguish between outputs (things we do) and outcomes (changes in the world resulting from things we do). But in many cases these distinctions are quite hard to make and may reflect some degree of subjectivity. In addition, regarding everything discussed in this report, we are reminded of a social science truism—particularly when it comes to assessing society-wide social, attitudinal, and behavioral change, it's rarely if ever possible to demonstrate with any degree of certainty that intervention A caused result B. Correlations can be established, but not causation.

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What Do Americans Know about Thrift?

Three years ago, in the first ever attempt to reliably measure what Americans know about thrift, we posed a ten-question “Thrift Quiz” to a nationally representative sample of Americans. The 2011 Thrift Quiz was given in late 2010, as part of the American Saver Survey, a survey funded by the John Templeton Foundation, commissioned by the Institute for American Values, and administered by Knowledge Networks.

Thrift is a big idea, encompassing at least three components: industry, frugality, and stewardship. But, as we discovered in the 2011 Thrift Quiz, most Americans only relate thrift to savings and many associate thrift with penny-pinching miserliness. Since 2011, there has been much talk about sound financial practices as both government and consumer debt has been criticized as unsustainably high. Also, during this period leaders of the New Thrift movement have continued to encourage Americans to adopt more thrifty habits.

But is there any indication that Americans have actually learned more about thrift in the past three years? To find out, in late 2013 we again asked a representative sample of Americans to take our Thrift Quiz.



The ten questions of the Thrift Quiz are listed below. Before finding out how your fellow Americans answered, take the quiz for yourself.



The Questions

Q1. The word that is closest in meaning to thrift is:

- a) Thriving
- b) Saving
- c) Protecting

Q2. Being generous is:

- a) The opposite of being thrifty
- b) The same as being thrifty
- c) A part of being thrifty

Q3. Borrowing money:

- a) Can be a good if it will increase your wealth in the future
- b) Is never a good idea
- c) Can be good if it's for something that you really want

Q4. Thrift is:

- a) Wise use of money
- b) Always buying the least expensive thing
- c) Getting as much money as possible

Q5. Thrift focuses on:

- a) Earning
- b) Planning
- c) Saving
- d) All of the above

Q6. The OPPOSITE of thrifty is:

- a) Selfish
- b) Wasteful
- c) Generous

Q7. A thrifty person believes what I have:

- a) Is my private property to use as I wish
- b) Is a gift to be used for myself and others
- c) Belongs to the community

Q8. Over a lifetime, a thrifty person will probably:

- a) Spend less than a person who is not thrifty
- b) Spend more than a person who is not thrifty
- c) Spend about the same as a person who is not thrifty

Q9. In order to help the economy grow, it is better for Americans to:

- a) Save more
- b) Spend more

Q10. In your opinion, if Americans became more thrifty, what difference would it make?

- a) It would be good for the country
- b) It wouldn't make much difference
- c) It would hurt the country

The Answers

Q1. The word that is closest in meaning to thrift is:

- a) Thriving
- b) Saving
- c) Protecting

Proportion of Americans giving the correct answer: 2014 – 6.3%; 2011 – 8.7%.

While thrift has meant different things over time, the root of the word thrift is “to thrive;” it’s a pathway to living the abundant life. As in 2011, most Americans (87.4%) thought “saving” was the word closest in meaning. While saving is certainly a part of thrift, this answer shows that most Americans have forgotten the comprehensiveness of the thrift ethic, with its implications for our families, neighborhoods, economy, and planet.

Q2. Being generous is:

- a) The opposite of being thrifty
- b) The same as being thrifty
- c) A part of being thrifty

Proportion of Americans giving the correct answer: 2014 – 40.1%; 2011 – 37.6%.

In 2014, a slight majority of Americans (52.6%) said that generosity was “the opposite of being thrifty.” This misunderstanding may be due to an (incorrect) association of thrift with “stinginess” or “miserliness,” a misinterpretation that earlier thrift advocates constantly fought against. The slight increase in Americans who have the right idea about thrift and generosity is an encouraging sign.

Q3. Borrowing money:

- a) Can be a good if it will increase your wealth in the future
- b) Is never a good idea
- c) Can be good if it’s for something that you really want

Proportion of Americans giving the correct answer: 2014 – 46.4%; 2011 – 48.4%.

Once again, about half of Americans got this one right. Thrift isn't allergic to borrowing, though thrifty borrowing is for building wealth over time, not for purchasing consumables.

Q4. Thrift is:

- a) Wise use of money
- b) Always buying the least expensive thing
- c) Getting as much money as possible

Proportion of Americans giving the correct answer: 2014 – 79.5%; 2011 – 81.2%.

The association of thrift with “wisest use” apparently has remained strong. Of course, thrift involves more than just using money wisely. Thrifty people are wise stewards of all kinds of resources.

Q5. Thrift focuses on:

- a) Earning
- b) Planning
- c) Saving
- d) All of the above

Proportion of Americans giving the correct answer: 2014 – 62.5%; 2011 – 65.7%.

Maybe we gave this one away a little by including the “all of the above” option. Still, a third of Americans think of thrift as a single dimensional concept, and most of the people who got it wrong (28.0%) answered “saving.”

Q6. The OPPOSITE of thrifty is:

- a) Selfish
- b) Wasteful
- c) Generous

Proportion of Americans giving the correct answer: 2014 – 84.4%; 2011 – 87.1%.

Most Americans still get the idea that thriftiness is the sworn enemy of waste. “Selfish” isn’t a bad answer either, since generosity is an important part of a fully developed concept of thrift. Unfortunately, over a tenth of Americans (11.1%) thought that “generous” was opposite of thrifty.

Q7. A thrifty person believes what I have:

- a) Is my private property to use as I wish
- b) Is a gift to be used for myself and others
- c) Belongs to the community

Proportion of Americans giving the correct answer: 2014 – 45.1%; 2011 – 39.3%.

Americans made the biggest improvement on this question between 2011 and 2014, and that’s impressive because this is a tricky question. Many Americans (48.0%) answered that a thrifty person believes that “what I have is my private property to use as I wish.” Certainly, a thrifty person usually is a believer in private property. Thrifty generosity, however, is animated by an idea bigger than property law. The core idea of stewardship teaches that everything we own, we hold in trust with a moral obligation to consider our neighbors and future generations.

Q8. Over a lifetime, a thrifty person will probably:

- a) Spend less than a person who is not thrifty
- b) Spend more than a person who is not thrifty
- c) Spend about the same as a person who is not thrifty

Proportion of Americans giving the correct answer: 2014 – 5.9%; 2011 – 6.7%.

Here again, most Americans have apparently lost much of the richness of the thrift concept. A large majority (85.7%) thought a thrifty person would spend less over a lifetime, when in reality a person who saves and uses resources wisely will typically have more to spend and to give. The misunderstanding here is a key one because thrift is truly about creating, using, and sharing wealth, rather than hoarding it. Thrift is about increasing one's capacity to live and enjoy life, not about fearfully squirreling away as much as possible.

Q9. In order to help the economy grow, it is better for Americans to:

- a) Save more
- b) Spend more

Proportion of Americans giving the correct answer: 2014 – 42.4%; 2011 – 42.8%.

After being told for decades by advertisers, economists, and presidents that we should spend our way out of economic trouble, a slight majority of Americans agree and there has been virtually no change between 2011 and 2014. However, our results show that a large minority, when forced to choose saving or spending, still believe that saving more money is best to stimulate economic growth.

Q10. In your opinion, if Americans became more thrifty, what difference would it make?

- a) It would be good for the country
- b) It wouldn't make much difference
- c) It would hurt the country

Proportion of Americans giving the correct answer: 2014 – 50.1%; 2011 – 51.7%.

About half of Americans, a number virtually unchanged since 2011, take the position that more thrift would be good for the country. This is promising, but there is also plenty of room for improvement because 20% of Americans thought a mass move toward thrift would hurt the country. We suspect that the lukewarm view of thrift uncovered in this question exists because many Americans don't fully understand what thrift is (as the results above attest). The influence of the spend-till-you-drop debt culture is also a likely suspect in dampening enthusiasm for a New Thrift.

America's 2014 Thrift Quiz Average Results: 4.6 correct answers out of 10 (46%)

Between 2011 and 2014, it appears very little has changed in how much Americans know about thrift. The average quiz score in 2011 was 4.7, slightly better but not enough of a difference to say that anything has really changed. The answers to most individual questions were very similar as well, with no clear trends emerging. There was a small change on the several questions that concerned the generosity aspect of thrift, but the changes were not all in the same direction. Thus, the differences probably have more to do with sampling error (a normal part of survey research) than any real change in Americans' understanding of thrift.

So, three years later, Americans still don't know enough about thrift to earn a passing grade on our quiz. And once again, the average grade was very similar across social groups, though college-educated Americans performed about half a point better than their less educated counterparts. It looks like we'll have to keep repeating this class until everyone catches on.

While our grade analogy is all in good fun, there is a serious point to this quiz. Across the board Americans seem to have a withered idea of thrift. And what's at stake is more than just a quibble about the "proper" definition of a word. Thrift does imply avoiding waste, not spending what you don't have, and planning for a rainy day. But Americans are missing the core concepts: thriving, flourishing, and expanding. Thrift is about working inventively and industriously, investing and (yes) saving wisely, so that you can share and enjoy the fruits of your labors. As the quiz results continue to show, the New Thrift movement has plenty of work to do in educating Americans about the richness of thrift.



How Thrifty Are Americans?

The 2013 Thrift Index

Time for a New Thrift

In 2011 we produced the Thrift Index, the first attempt to measure the thriftiness of Americans. Then, in the wake of the Great Recession, there were some hopeful signs that Americans were moving to more sustainable practices, but it was also clear that there was much room for improvement. Now two years later we see a slight decline in the overall index, with small gains in some areas and slight declines in others. Encouragingly, Americans haven't returned to the freewheeling habits of the mid-1990s but it also doesn't appear that thriftiness is on the rise.

Why do we need a Thrift Index?

We don't have to look hard to find out how much Americans are spending. And nearly every day newspapers, websites, and newscasts tout the latest measure of how deeply the average American is mired in debt. We have a good idea of how much we're buying and selling and we get regular reports on business growth or recession, but how thrifty are we?

The Thrift Index helps the New Thrift movement in two important ways. It gives us:

- A way to check the health of thrift in America. It can be used as a diagnostic tool to gauge which aspects of thrift are flourishing and which aspects need to be resuscitated.
- A number to offer alongside the other important economic indicators widely circulated in popular culture. It is another way to put thrift back on the radar screen for many Americans.

Measuring Thrift

Thrift is a multidimensional concept that cannot be reduced to a single dimension, like saving or recycling or industriousness. While its multidimensionality makes thrift applicable in many situations, it also makes thrift tricky to measure.

We began with a conceptual model that we believe captures the most important aspects of thrift and experimented with different ways to measure them. We also solicited feedback from several social scientists and thrift experts. Some good ideas didn't make it into the final product, but we think the Thrift Index is a solid way to measure thrift in America.

What Does the Thrift Index measure?

Since thrift is multifaceted, a good index should capture all the major components of thrift. Thrift comprises three concepts: industry, frugality, and stewardship. Leave out any one of these concepts and you have something less than thrift.

Industry is hard work and inventiveness: making and doing things that contribute to human flourishing. Frugality is the wise use of resources. Frugality is not miserliness, but it is the opposite of waste. Stewardship is the prudent, responsible management of what is entrusted to our care. It is the altruistic dimension of thrift. All our labor and resourcefulness is not just for our own benefit. Stewardship recognizes our common humanity and that the good things of life are best enjoyed when they are shared within and across generations.

For each of the three facets of thrift, we've carefully selected two indicators to contribute to the index.

- Industry is measured by an indicator of entrepreneurial activity and a measure of the perceived value of hard work.
- Frugality is reflected by the personal savings rate and the percentage of Americans who have no credit card debt.
- Stewardship is composed of the municipal recycling rate and a measure of charitable giving.

Because the source indicators do not all measure the same kind of thing at the same level or using the same scale, we convert each indicator into a thrift score. The score is a number from 0 to 100 that gives us an idea of how we're doing in each area of thrift. We then average the numbers to get a combined thrift score for the year.

2012 Thrift Score = 39.3

SUMMARY

Industry	49.9
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Entrepreneurial activity	30.0
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Value of hard work	69.8
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Frugality	40.6
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Personal savings	27.9
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No credit card debt	53.3
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Stewardship	27.4
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Municipal recycling	34.7
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Charitable giving	20.0
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Industry [49.9]

Entrepreneurial Activity [30.0]

<i>Year</i>	<i>Thrift Score</i>
1996	31.0
2000	27.0
2005	29.0
2010	34.0
2012	30.0

Source: Kaufmann Index of Entrepreneurial Activity, multiplied by 100.

What does a score of 100 mean?

A 100 would mean that 1 percent of the adult population was starting a new business each month, a very high level of entrepreneurial activity.

Describing the trend

Industry is more than hard work alone. Inventiveness and the willingness to take a risk on a good idea are important parts of thrift. Of course, not every American can always start a new business, but a high degree of entrepreneurial activity means plenty of fresh ideas and opportunities. Small businesses promote thrift not only by providing opportunities for hard work, but by innovating the goods and services that contribute to human flourishing. Entrepreneurial activity has been relatively steady over the last fifteen years, with a small uptick in 2010. Certain subpopulations are especially thrifty when it comes to entrepreneurship: Latinos garner a 2012 thrift score of 40.0 and immigrants score 49.0, although these scores are both substantially lower than they were in 2010.

Value of Hard Work [69.8]

<i>Year</i>	<i>Thrift Score</i>
1973	64.5
1980	64.3
1990	65.8
2000	65.8
2010	69.6
2012	69.8

Source: General Social Survey, percentage of Americans saying hard work is the way to “get ahead.”

From the question: “Some people say that people get ahead by their own hard work; others say that lucky breaks or help from other people are more important. Which do you think is most important?”

What does a score of 100 mean?

A 100 would mean that 100 percent of Americans believe that hard work is more important than lucky breaks or help from other people.

Describing the trend

Hard work has always been an important part of thrift. Historically, Americans have been known for our work ethic—laboring long, productive hours until we get the job done. This indicator shows that the value of hard work is alive and well, perhaps even on the rise. Importantly, hard work is contrasted here with getting ahead by luck. Luck is closely aligned with the nearsighted, get-rich-quick values promoted by gambling interests and usurious lenders. While we don’t discount good fortune or a helping hand, hard work is the thrifty foundation for getting ahead.

Frugality [40.6]

Personal Savings [27.9]

<i>Year</i>	<i>Thrift Score</i>
1960	36.0
1970	47.0
1980	49.0
1990	32.5
2000	14.5
2010	26.5
2012	27.9

Source: Personal Savings Rate, as computed by the U.S. Bureau of Economic Analysis. Thrift score reflects a twelve-month average multiplied by five.

What does a score of 100 mean?

A 100 would mean that Americans are saving an average of 20 percent of their disposable income.

Describing the trend

Thrifty saving is prudential without being stingy. Hence, a thrift score of 100 represents saving 20 percent of disposable income, leaving the rest of one's income for necessary expenses, recreation, and giving. As seen in the trend line, Americans' savings habits have fluctuated over the last fifty years. The thrickest month over this period was June 1975, when Americans registered a thrift score of 73. Americans were especially thrifty in the early 1980s, while struggling to pull out of a deep recession. For example, over a ten-month period from 1981 to 1982, the thrift score never dipped below 50. By contrast, the booming mid-2000s were a time of wanton debt and spending. From January 2005 to May 2008, the thrift score never topped 15. This year's score reflects continued, but slow, movement toward greater personal savings.

No Credit Card Debt [53.8]

<i>Year</i>	<i>Thrift Score</i>
1989	60.3
1995	52.7
2001	55.6
2004	53.8
2009	56.8
2012	53.3

Source: 2012 estimate based on calculations by nerdwallet, a financial blog. <http://www.nerdwallet.com/blog/credit-card-data/average-credit-card-debt-household/> Previous-year estimates are based on the U.S. Federal Reserve Board's triennial Survey of Consumer Finance (SCF), percentage of families (i.e., households) holding no credit card balance, which was not available for 2012.

What does a score of 100 mean?

A 100 would mean that 100 percent of American households have no outstanding credit card debt.

Describing the trend

There are many ways to measure the indebtedness of Americans, nearly all of them attended by some dispute about whether the debt in question is “good” debt. Credit card debt, however, is easily measured and almost always considered a “bad” debt. Households that avoid carrying a balance on their credit cards are being frugal by avoiding a convenient, but high-interest, debt. The percentage of families avoiding credit card debt has remained fairly stable over the past twenty years. Though there were some encouraging signs post-Recession, the latest figure indicates a slight rise in credit card indebtedness.

Two additional points: (1) Not all Americans have access to credit cards. However, since the industry began exploiting the sub-prime market in the 1980s, the vast majority of American households can obtain a credit card. (2) The SCF probably over-reports the number of households with no credit card debt. Thus, Americans are probably less frugal than our measure indicates, and the need for a New Thrift is greater than these numbers show.

Stewardship [27.4]

Municipal Recycling [34.7]

<i>Year</i>	<i>Thrift Score</i>
1960	6.4
1970	6.6
1980	9.6
1990	16.0
2000	28.6
2009	33.8
2011*	34.7

*most recent date available

Source: U.S. Environmental Protection Agency, municipal recycling rate.

What does a score of 100 mean?

A 100 would mean that municipalities were recycling 100 percent of their solid waste.

Describing the trend

Stewardship includes taking into account the needs of future generations. Thus, long before the modern Green Movement, thrifty Americans advocated for wise use of natural resources. Despite the efforts of these thrift pioneers, Americans have sometimes earned (and deserved) a reputation for prodigality. It is encouraging, then, that no measure of thrift has seen more growth over the last fifty years than municipal recycling. The rise in recycling is surely due to the efforts of environmentalists who have alerted Americans to the many dangers of wasting our natural resources. Equally important has been the response of various municipalities to institutionalize recycling by including it as a regular and visible part of city utilities. The 2012 score (based on the latest available, 2011, numbers) shows continuing, gradual improvement in recycling.

Charitable Giving [20.0]

<i>Year</i>	<i>Thrift Score</i>
1970	20.0
1980	18.0
1990	17.0
2000	23.0
2010	20.0
2012	20.0

Source: Giving USA 2013, Annual Report on Philanthropy for 2012. Total giving as a percentage of the Gross Domestic Product (GDP), multiplied by ten.

What does a score of 100 mean?

A 100 would mean that total charitable giving was equivalent to 10 percent of the GDP, a very high level of philanthropic activity.

Describing the trend

Far from being miserly, thrift has historically been associated with generosity. In fact, one of the reasons to use resources wisely is so that we can share them with others and make sure they are available for future generations. Thrifty persons recognize that giving is one of the great joys of human life. Americans are certainly generous in absolute terms, which is reflective of the tremendous wealth our hard work and inventiveness has generated. In relative terms, however, there is plenty of room to share more of our abundance. Relative giving has remained remarkably stable for the past forty years.

Overall Thrift

<i>Year*</i>	<i>Thrift Score</i>
1996	37.1
2000	35.8
2005	34.8
2010	40.1
2012	39.3

**We use data from the nearest available year when one of our measures is missing data for a particular year.*

So how thrifty are we?

According to the 2013 Thrift Index, we've still got a long way to go. On the downside, credit card debt is on the rise and charitable giving remains stagnant. Not surprisingly, Americans' value of hard work is the strongest component of the index, but even here we observe declines in entrepreneurial activity.

Among the most hopeful signs of renewed thrift are steadily climbing recycling rates and a growing personal savings rate. The slight overall decline in the thrift index shows that thrift advocates must continue their work.

The encouraging 2010 numbers may have been driven by the wake-up call of the Great Recession but substantial, sustained gains will only come from a vigorous New Thrift movement.

How is Thrift Portrayed in the Media?

Background

Since beginning our work in 2005, IAV has reframed the positive aspects of thrift, in large measure, by releasing a number of communications and studies designed to broaden and popularize thrift as an historically significant idea, a mutually reinforcing set of core values, and an attractive contemporary ethic.

Our goal is to establish thrift as a broadly achievable, financially rewarding, and culturally favored way of life. We wanted to understand how thrift is being broadly communicated in a variety of media messages. We commissioned a media survey in hopes of getting a detailed picture of the visibility of thrift in the minds of Americans and around the world.

Project Objective

- Understand how thrift has been communicated in the media from 2001 – the close of 2013.
- Create a report that summarizes a quantitative view of the prevalence of thrift in the media.
- Compare the themes versus the messages by IAV via the coding process.
- Include support such as example messages, media sources, and dates in the report.

Methodology

Census

Unlike many projects for companies who want a quick read of the cultural landscape, this project was based on a census of articles rather than a sampling. A report from a sample is typically developed from 50-100 articles. In this case, we analyzed about 1,300 sources and every article identified to have the thrift words in it (1,167), except for 10 (>99% of articles.)

Articles Coded by Themes

Every article was coded to communicate one or more “positive” or “negative” thrift themes, depending on its focus and/or depth. We generated the following positive and negative themes as typical summaries of thrift discourse.

Positive Themes	Negative Themes
<ul style="list-style-type: none">• Saving your money for a rainy day• Managing your money wisely, have a budget• Not being wasteful• An ethical practice• Mention of National Thrift week• Gambling and payday is anti-thrift• Managing time wisely• Managing resources wisely (health, food)• Thriving• Stewardship of the natural environment.• Generosity linked directly to thrift• Historical contemporary- with persons name	<ul style="list-style-type: none">• Miserly or stingy or cheap• Hard hearted to those in need• Joyless, narrow minded, enjoy life• Unwise—penny wise and pound foolish, incomplete evaluation• Bad for the economy because spending is needed for the economy.

Additional Criteria

To give added dimension to the data and mirror our historical research on thrift, the articles were also coded as topically relevant to these spheres or activities:

- Public: Corporate
- Public: Government
- Private: Individual or Household

The sources were also coded by:

- premier vs non premier
- country
- national vs regional vs local
- type of source:
 - book review
 - newspaper, article
 - academic journal
 - audio visual
 - and wire vs non wire



Executive Summary

Overall Conclusion

The media is picking up the many aspects of thrift, yet most articles are in the traditional definition of “saving money.” The good news is that most of the articles are positive rather than negative. Also, IAV is communicating broader definitions of thrift and getting some pick-up, but there is an opportunity to increase awareness of the broader definition of thrift in higher reach vehicles. As a future opportunity, there is an emerging trend on thrift as an enabler to a simpler life. IAV could leverage this trend to get wider coverage of a broader definition of thrift.

Overall Findings

Number of articles

There were quite a few articles (1,167) that mentioned thrift from 2007-2013. The height of the number of thrift articles was in 2008-2009, driven by the recession, and more recently the number has tapered down again.

Number of positive vs negative

The articles are relatively more positive than negative, consistent with the IAV's objectives. This relationship remains over time.

Positive themes

It was commonly communicated in the media that thrift means "saving money for the future" and "being prudent with spending and resources." There is an opportunity to increase and expand the definition further to the themes of thriving and generosity.

Anti-thrift

IAV did get media adoption of their articles and books on the themes of gambling and pay day institutions as anti-thrift. However, this was not a broadly communicated concept so there is an opportunity for more communication on this. It was broadly communicated that the availability of credit led to more anti-thrift behavior.

Emerging positive theme of "simplicity"

There is an emerging theme connected with thrift that could be a platform to expand the definition further. Many sources started to link thrift to simplicity and reduction of stress in life. The need for simplicity is a growing trend and could encompass many aspects of thrift!

Negative themes

The main negative connotations for thrift were about the Paradox of Thrift and how less spending could further hurt the economy. Unfortunately, some of these articles, while few, were in high-profile and wide-reaching magazines like Newsweek. The other negative aspects of thrift (miserly, unwise) were not prevalent at all.

Events

Thrift Week was not discussed in many print articles, but World Thrift Day did get some coverage in some other countries. Also, there are several events related to thrift that could be expanded further (e.g. Thrift Festival, Free Tax Help).

Recommendations

Continue the positive thrift communication message

Continue to write books and articles with the expanded definition of thrift. Increase communication of the linkage to thriving and generosity. Increase communication of gambling and payday institutions as anti-thrift.

Expand the positive platform

Evolve the current thrift concept to be a part of a trend that is big, growing, and common by including its linkage to simplicity in all IAV communication. Ideas to communicate this idea could include a column in Real Simple and partnership with others who are writing about simplicity.

Focus the negative message battle on refuting the paradox of thrift

Since the main negative messages were about the paradox of thrift (and not “cheap,” etc.), IAV’s resources can be focused on refuting this message only rather than spreading resources too thinly on the other negative messages. A good example is David Blankenhorn’s article in The Weekly Standard.

Continue to communicate about anti-thrift institutions to get broader acceptance

Gambling and payday institutions as anti-thrift were not prevalent, but when they were, they did reference work from IAV. IAV should continue to find ways to communicate this message.

Communication vehicles

Continue to partner with academics and feed stories to reporters of premier sources. Focus on sources with wide and common reach (*AARP Magazine, Time, USA Today*), as well as the more intellectual and niche vehicles, to enable the broader definition of “thrift” to become a part of the common vernacular.

Events

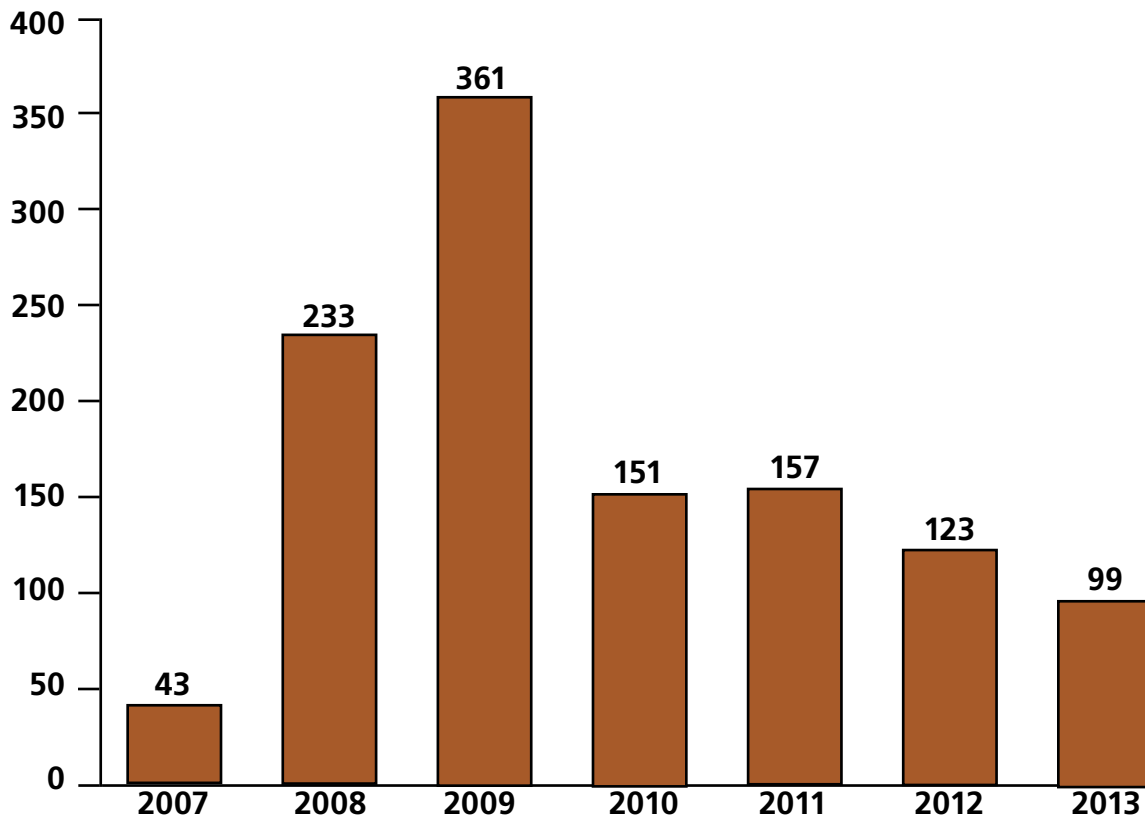
Thrift Week did not come up in many of the print sources, but there was coverage of other thrift events that could be reapplied broadly. IAV should continue to communicate Thrift Week and explore some of these other ideas that could make thrift practical rather than just educational. For example, one event was a Thrift Festival. Another provided free tax help and then invested the tax returns into U.S. Savings Bonds.

Overall Articles

Thrift was mentioned most during the recession.

Most of the sources are in 2009, likely due to the recession in 2008 and 2009. Most of the articles were either about how to be thrifty by saving money or debating if the lack of individual household spending, while right for a household, is wrong for the economy as a whole.

Sources by Year

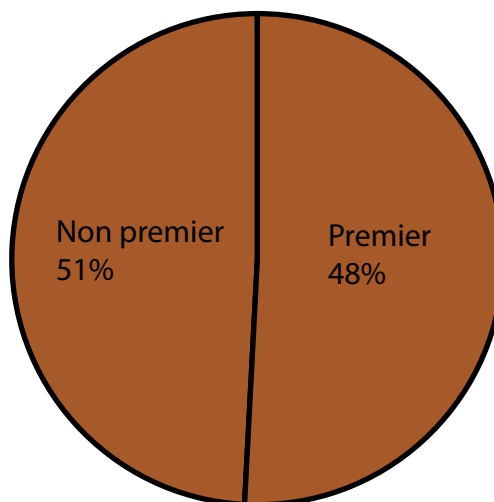


Premier and Non Premier sources are about split.

The premier sources were defined as either national newspapers or magazines, or influential sources (academic journals, small but influential weekly news or magazine).

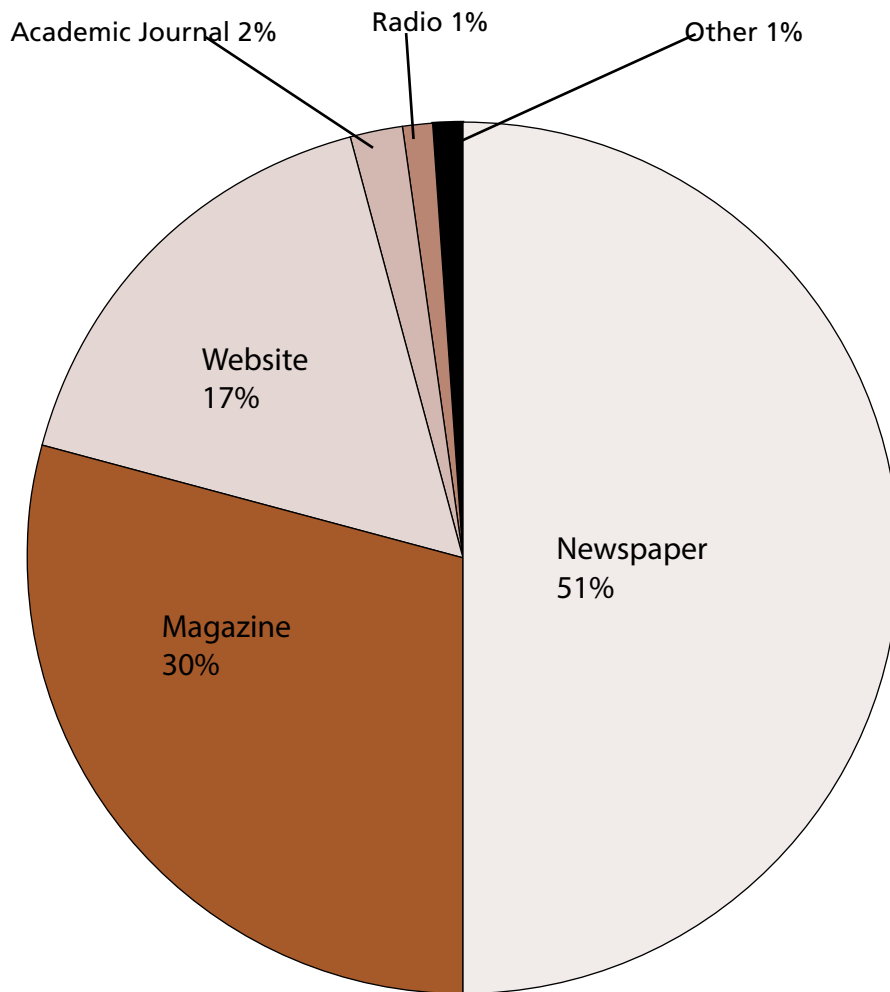
Non premier sources are defined as local or regional newspapers, or wire services.

Premier vs. Non Premier



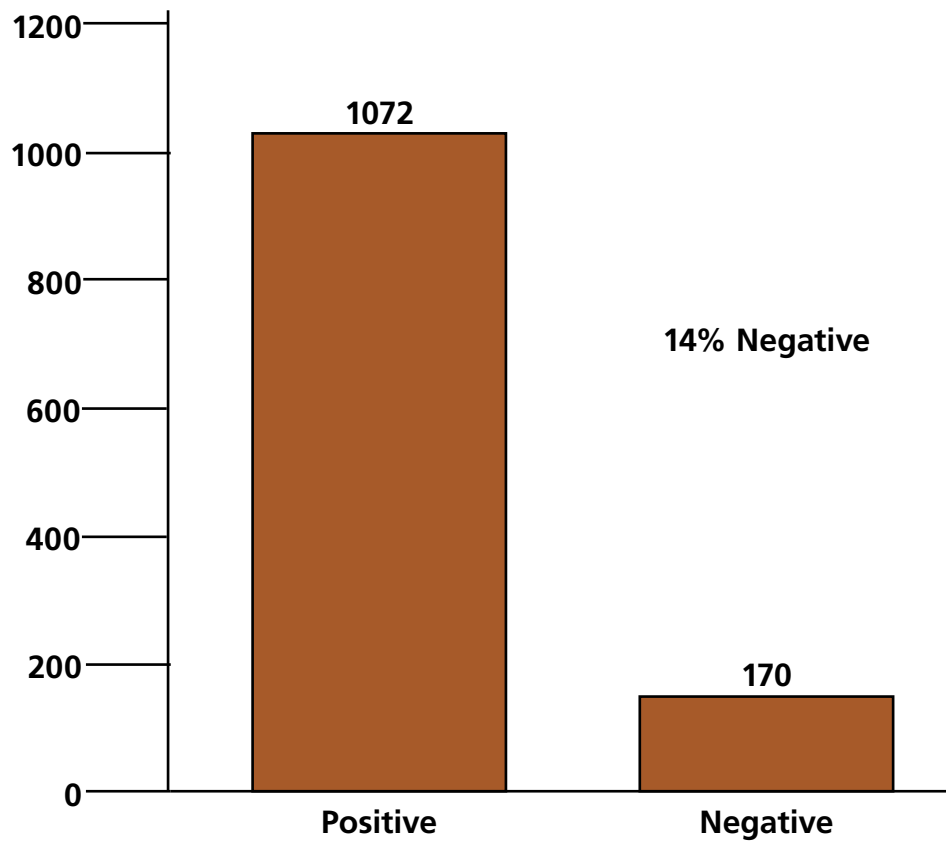
Newspapers and magazines dominated the sources.

Magazines and newspapers comprised 81% of the sources. Given that magazines and newspapers have a higher reach than academic journals, it is encouraging that most of the sources were print magazines or newspapers.



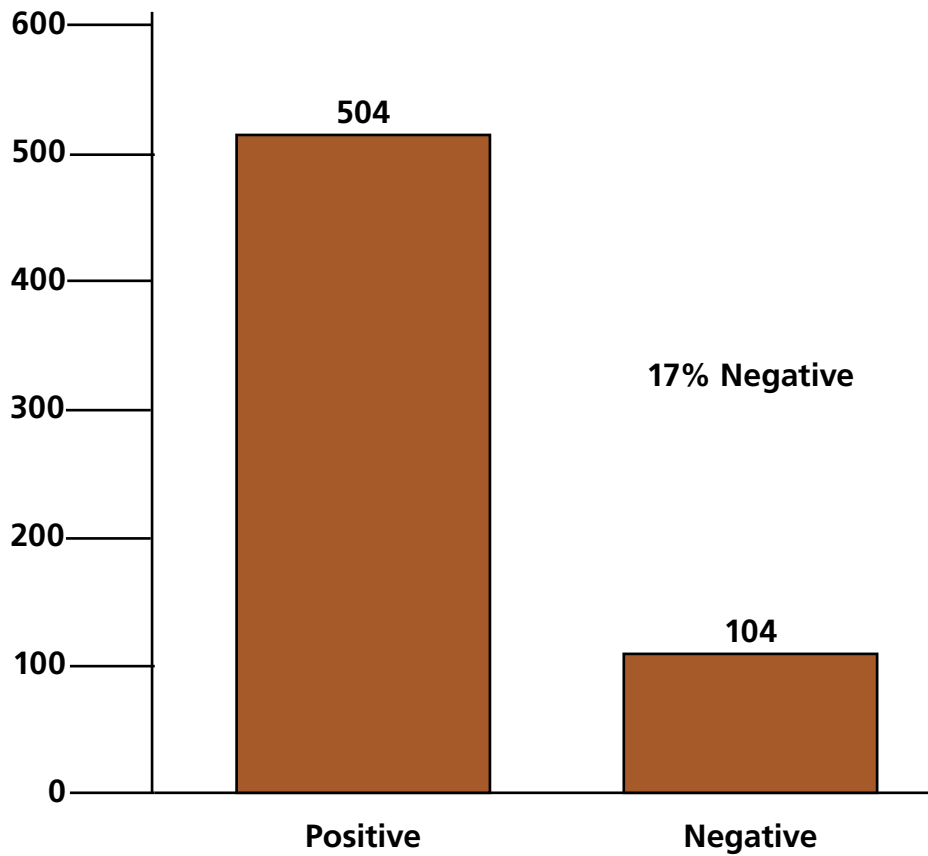
There are more positive themes than negative themes mentioned in the sources on thrift.

The good news is that even if an article had a negative theme, many times it would mention the positive aspects of thrift so that on a whole, media messages on thrift are consistent with IAV's objectives.



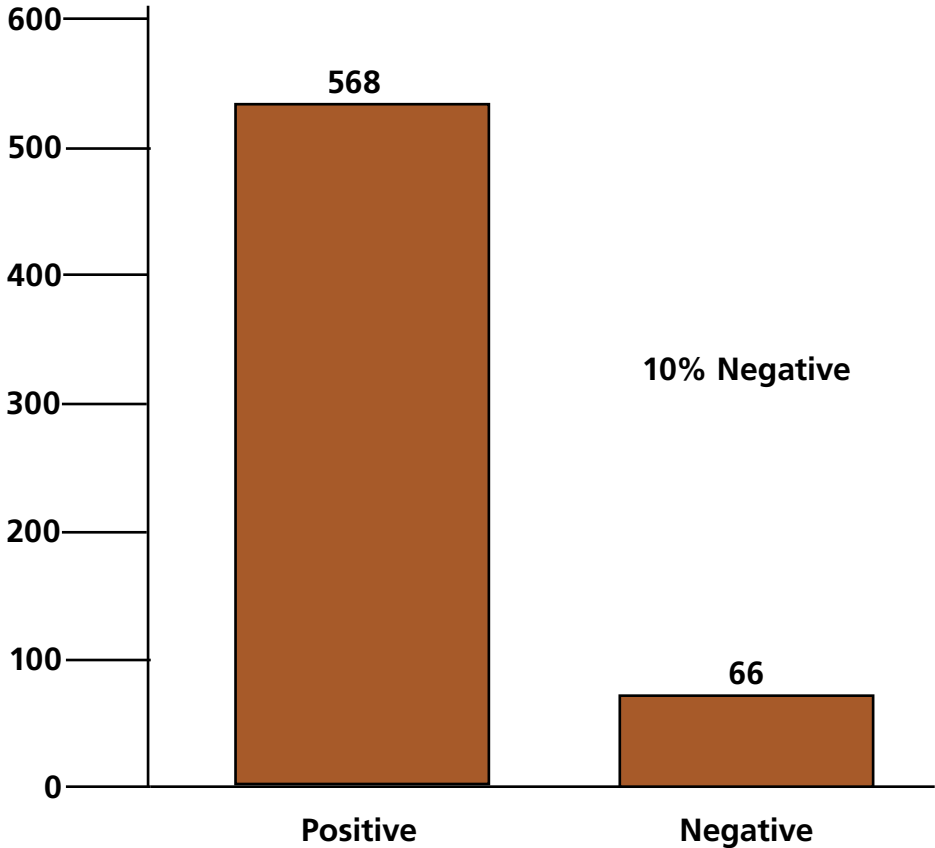
There are more positive than negative sources on thrift in the premier sources.

The premier sources still had more positive than negative themes although there were more negative mentions in the premier sources on a relative basis. This is because the premier sources were more likely to cover the debate on thrift's impact on the economy.



There are more positive than negative sources on thrift in the non-premier sources.

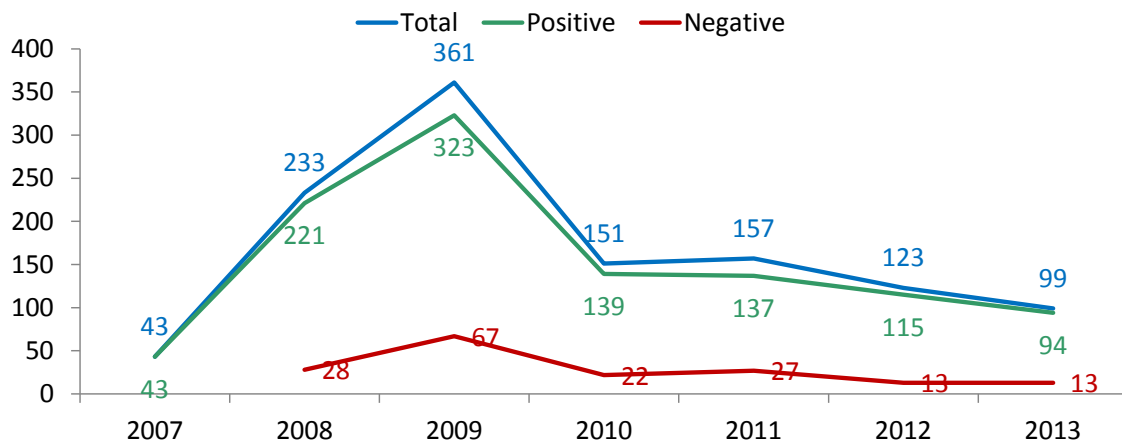
The non-premier sources still had more positive than negative themes.



Over time, there are still more positive themes.

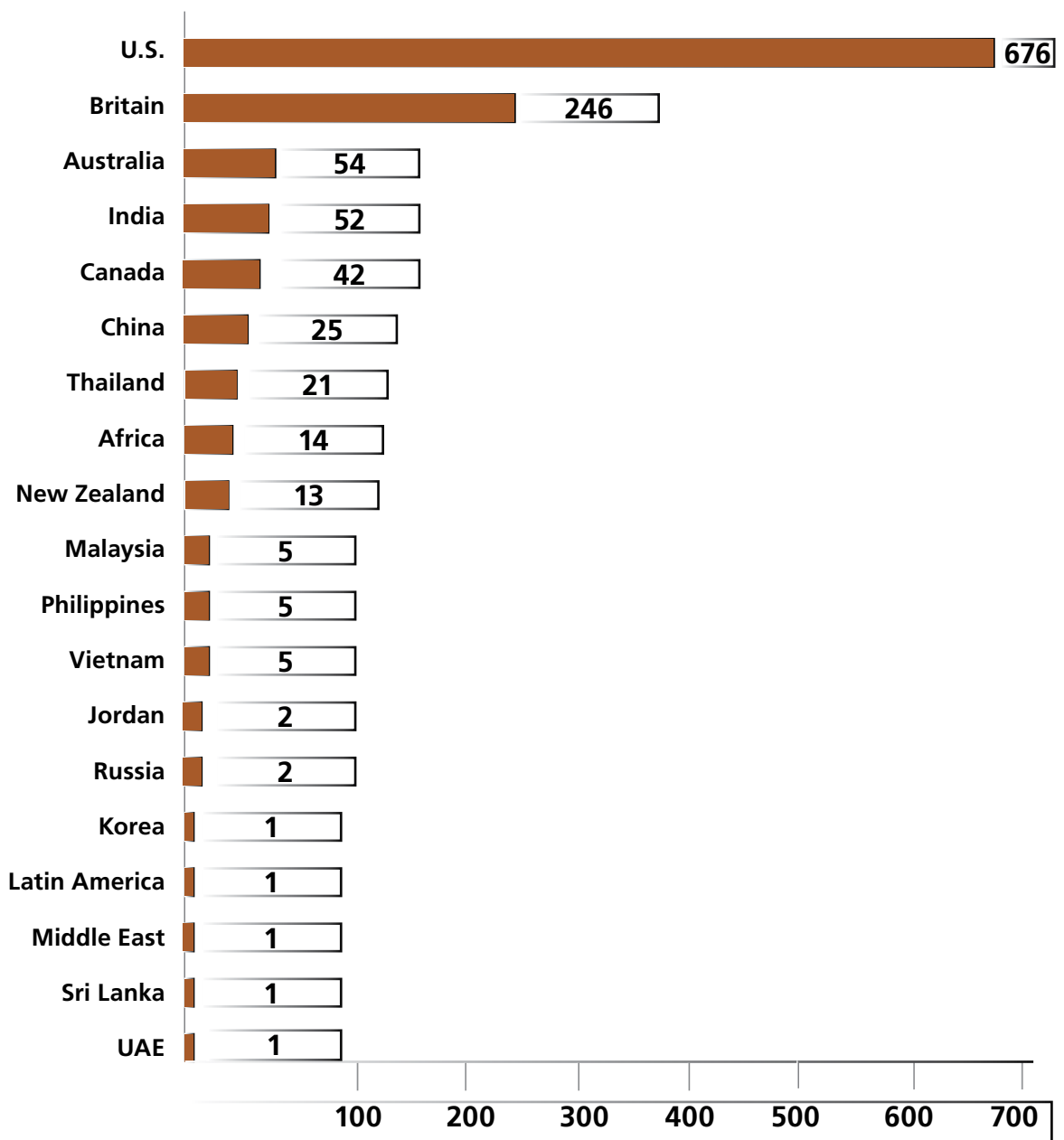
The number of thrift sources with positive themes declined over the years although there is still a higher level of positive themes.

Positive and Negative by Year



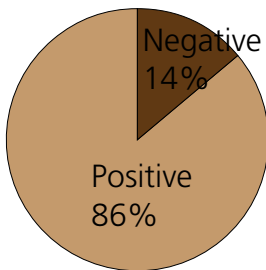
U.S., British, and Asian cultures all mention thrift.

Many of the sources were from the U.S., which explains why so many sources came from the US. But 114 of the sources were about the thrift initiatives and culture of the Asian countries.

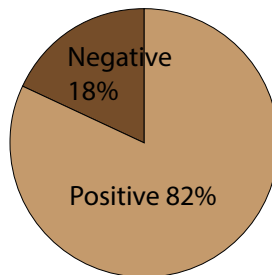


Asian cultures are more positive on thrift than the U.S.

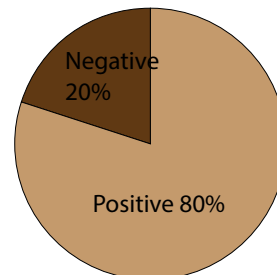
Asian countries either had articles that were 100 percent positive or a much higher percentage than the other countries. Countries with only positive articles: China, Jordan, Korea, Latin America, Malaysia, Middle East, New Zealand, Philippines, Russia, Sri Lanka, UAE, and Vietnam.



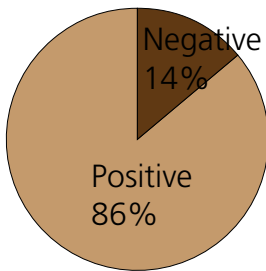
Africa



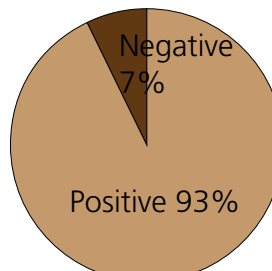
Australia



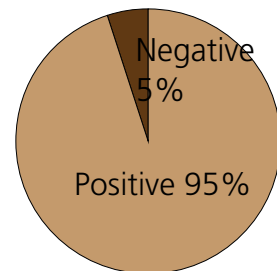
Britain



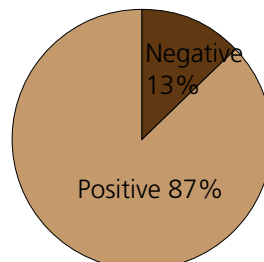
Canada



India



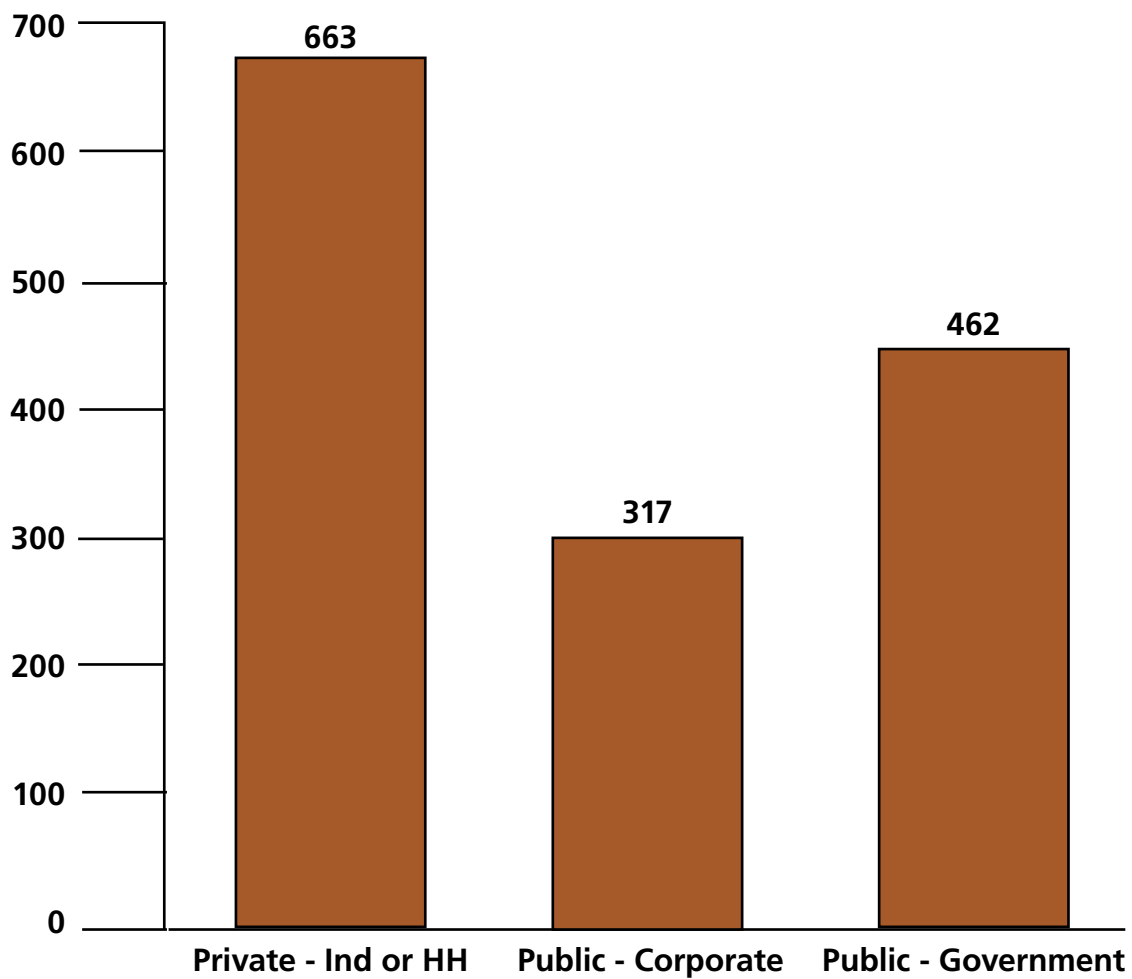
Thailand



United States

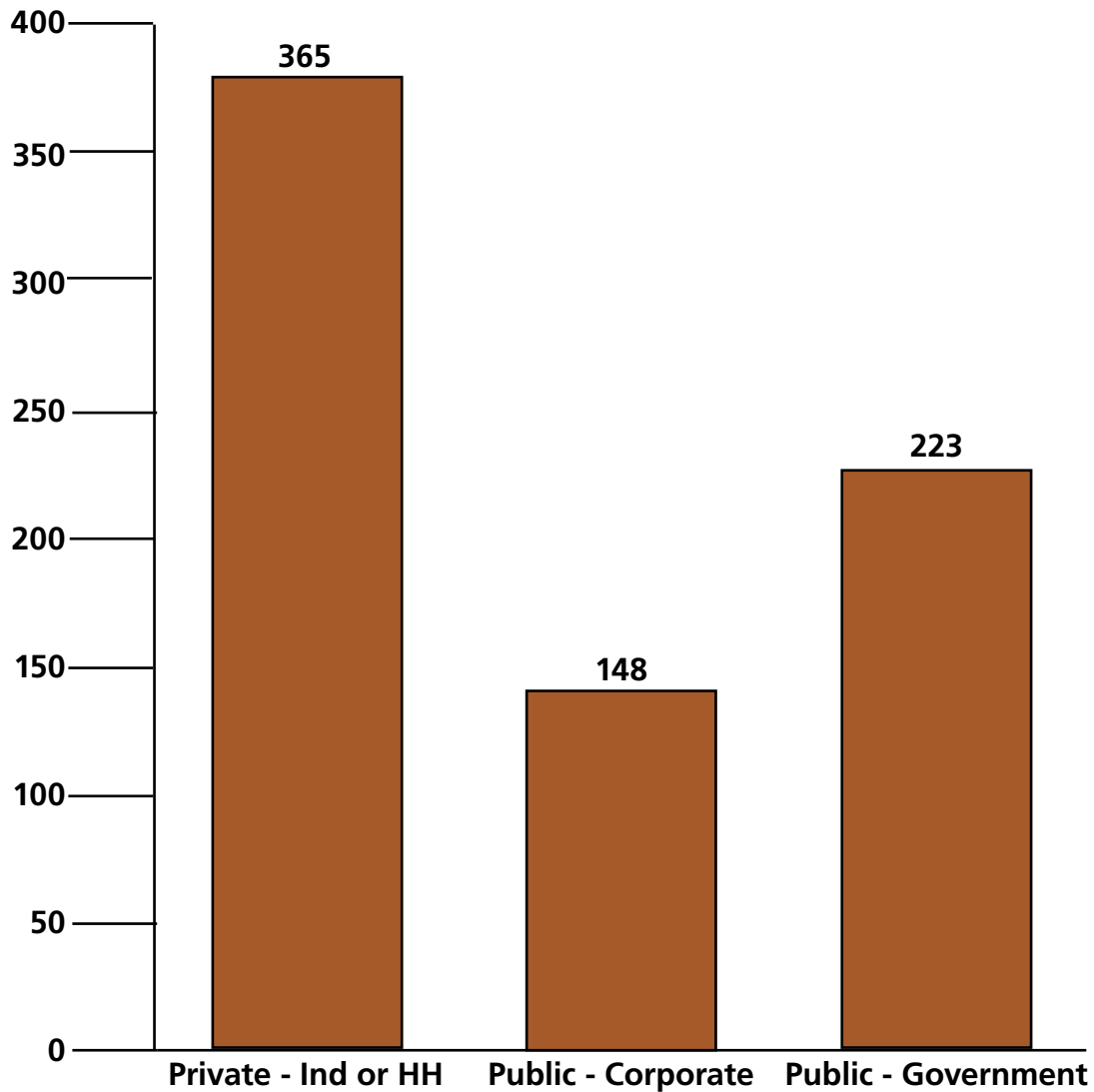
Articles covered individual, corporate, and government sources.

Most of the sources about thrift were about the individual household. This is because many times the public source articles about the economy would also discuss individual household actions.



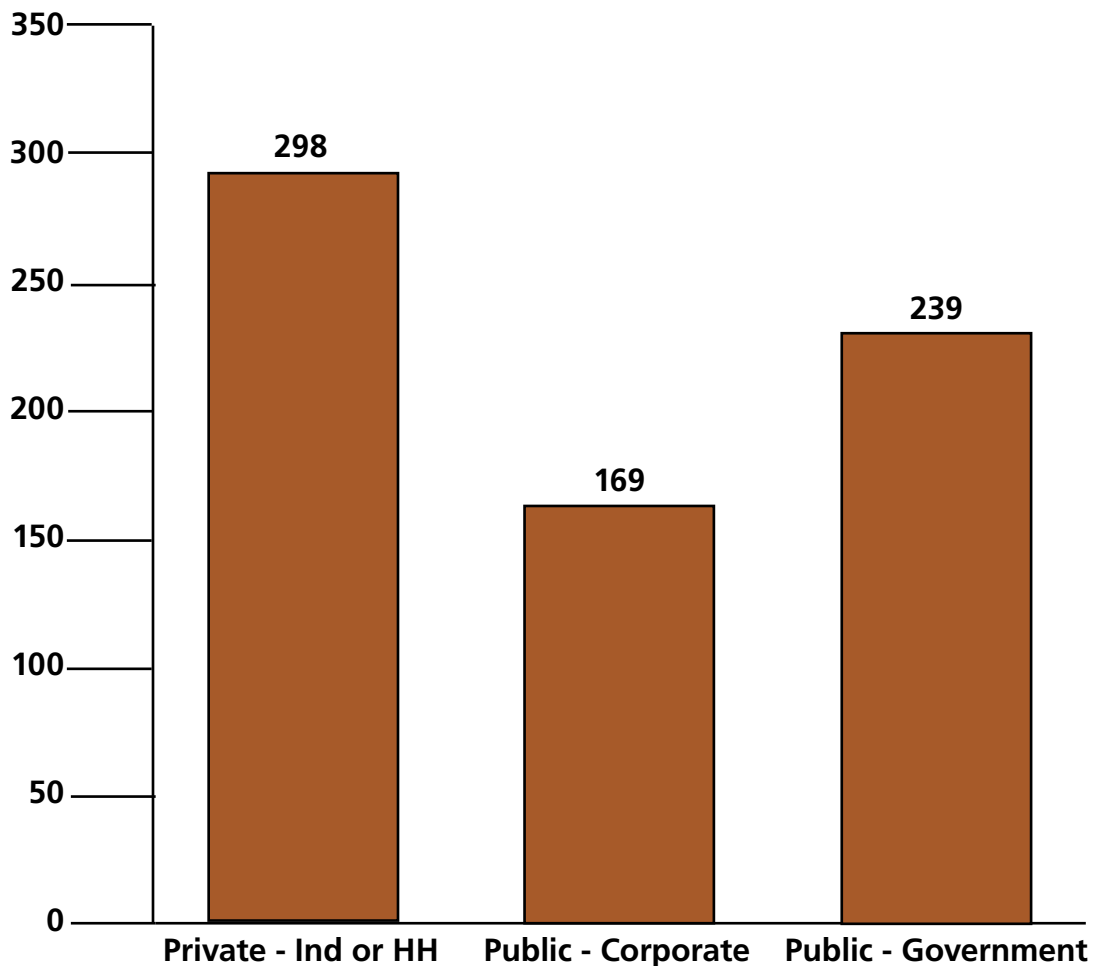
Articles covered individual, corporate, and government sources in the premier sources.

Most of the sources about thrift were about the individual household, even in the premier sources. This is because many times the public source articles about the economy would also discuss individual household actions.



Articles covered individual, corporate, and government sources in the non-premier sources.

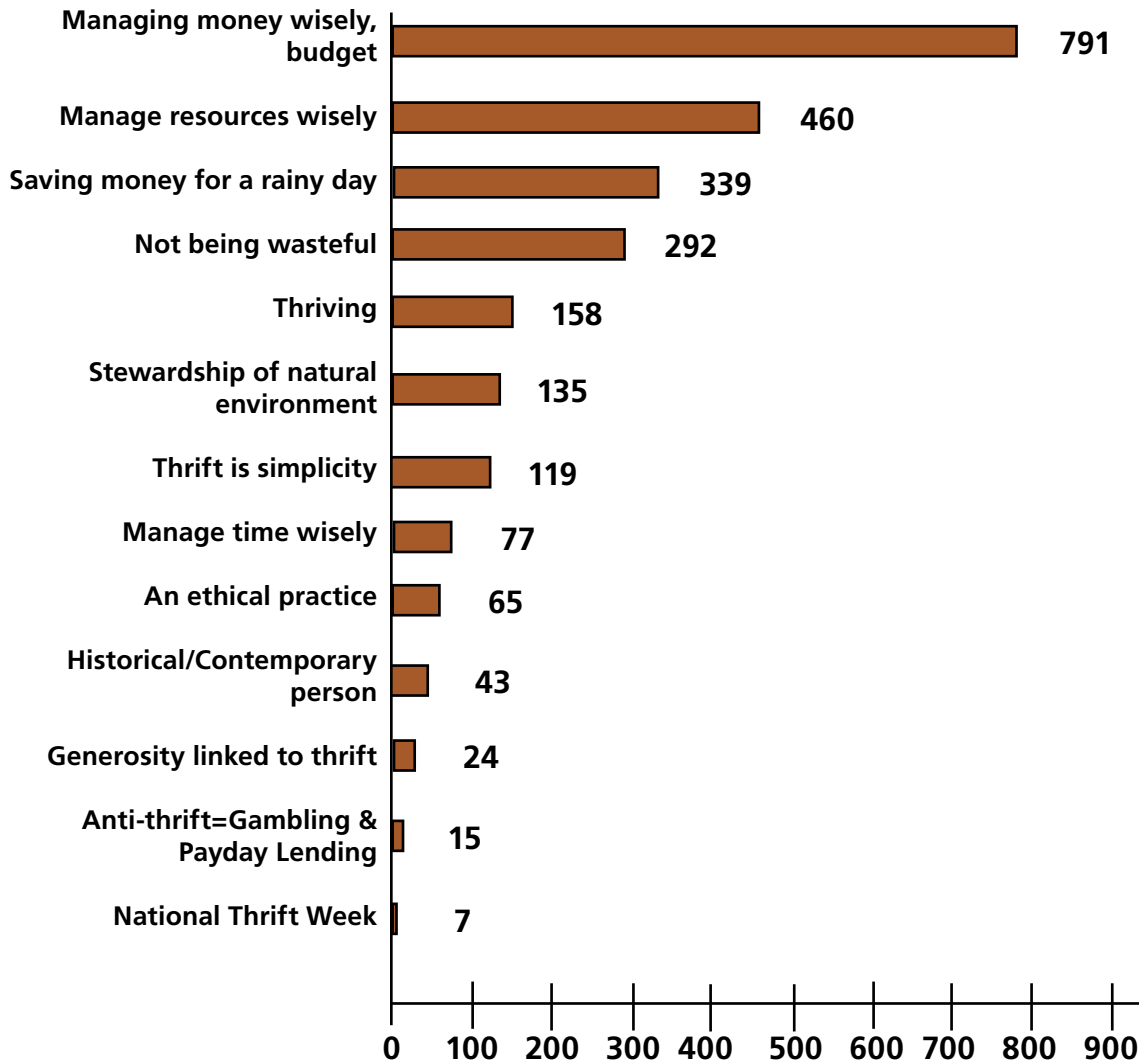
Most of the non-premier sources about thrift were about the individual household, even in the premier sources. This is because many times the public source articles about the economy would also discuss individual household actions.



Positive Themes

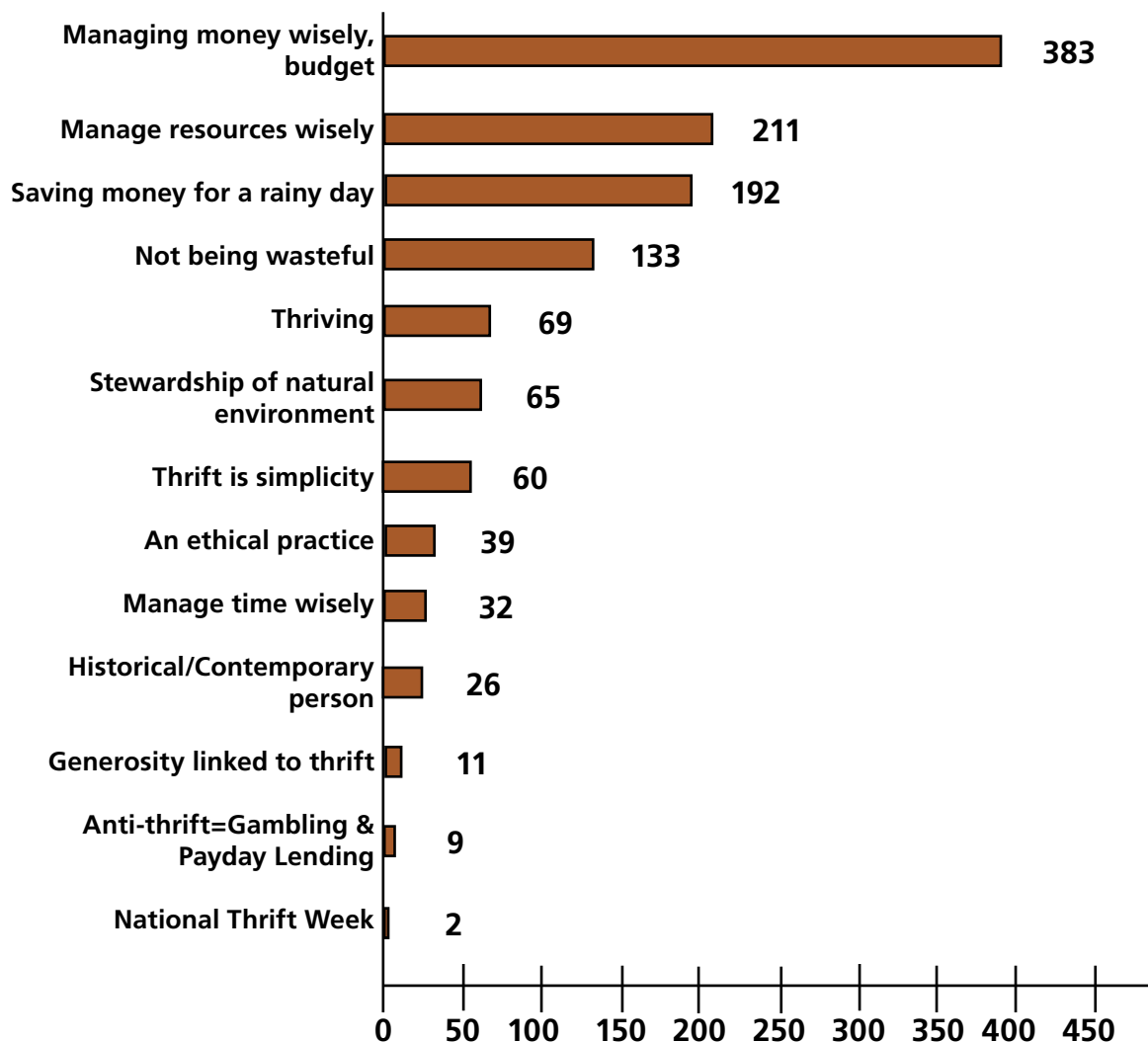
Managing money wisely dominates the positive themes.

The positive themes are most focused on saving money and managing resources wisely. Some articles had multiple positive themes. There is an opportunity to increase impressions of thrift as thriving and as linked to generosity.



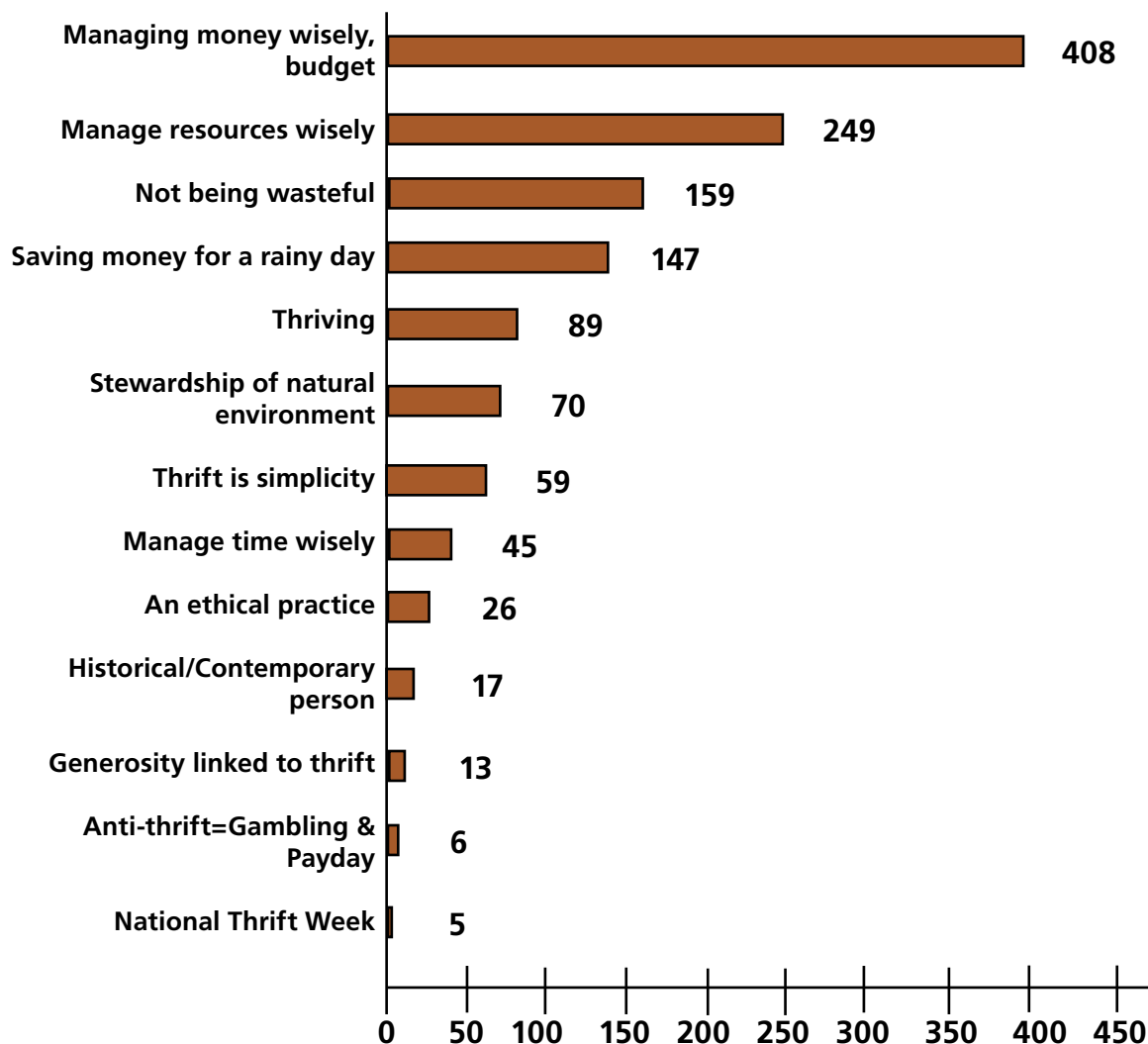
Managing money wisely dominates the positive themes of the premier sources.

There was no change in how the positive themes ranked in the premier sources vs the overall total.



Managing money wisely dominates the positive themes of the non-premier sources.

The non-premier sources that a higher relative incidence of “not being wasteful” as a part of the positive themes for thrift.



Managing money wisely was the top theme.

Harvard Business Review outlined how the consumer has become more thrifty:

“DISCRETIONARY THRIFT. Some consumers have no choice but to be thrifty. Increasingly, though, many affluent consumers are economizing as well, even though they don’t always have to. This is a relatively new trend, having emerged in the final three years or so of the pre-recession boom. Our research among more affluent consumers has revealed mounting dissatisfaction with excessive consumption. They’re recycling more, buying used goods.... The recession has made discretionary thrift acceptable—even fashionable.”
—Michael Willmott and Paul Flatters, “Understanding the post-recession consumer,” *Harvard Business Review*



Managing money wisely was a theme for corporations too.

This article called Thrift List ran in 2012 in *Entrepreneur* and called for corporations to be more thrifty:

Thrift list

Millionaire entrepreneurs share the money-saving strategies that helped their businesses grow.
entrepreneur.com/frugaltips

WHAT READERS ARE SAYING:

KEVIN DEE:
Set an example of frugality and reinforce it with your team as you grow. Don't travel business class as a rule (maybe on very long flights), stay in reasonable hotels, eat at reasonable restaurants, don't golf

SURFING EXPERT:
In-source. Dedicated sales are fine, but everyone in your company should be able to sell and support your product or service to some capacity.

GARY ROWE:
Limit salaries wherever possible or at least make a major component of employee compensation variable. While many employees will need a sustainable level of base compensation, equity and options can help

Some articles also praised governments for spending their money wisely.

In England:

“The Mayor’s precept, or share of council tax income to fund City Hall, the Met and fire services, is quite a modest proportion of most people’s council tax, but it is still welcome news that Boris Johnson intends to freeze this amount for the third year running. He has been helped by a grant of [pounds sterling] 23 million from the Government but that is, say ministers, by way of reward for Mr Johnson running a tight ship since he took office. During that time he has cut [pounds sterling] 2 billion from spending and has set out his stall for budget cuts in the year to come.” – London, England, “Mayoral thrift,” *The Independent on Sunday*, 2010.



Not being wasteful was a key theme.

The positive articles on not being wasteful either had tips or were nostalgic and called for the behaviors of the past to come back:

“My grandfather would not have understood. Nothing, but nothing, was wasted. In the tiniest of sheds there was always something in the vice being glued; something on the bench being reassembled. Under the bench there were boxes of newspapers, paint tins, wooden off-cuts. Parcel wrapping and brown paper bags were folded for re-use.



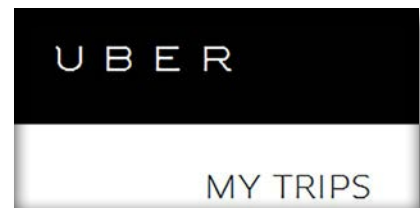
“Food scraps did not go to waste either. Strips of bacon rind and breadcrumbs were put out for the birds. Outer leaves of cabbage and broken eggshells went on the compost heap. In due course they fertilised his fruit and vegetable garden. And this was no country estate. Grandpa’s modest semi stood in a small plot in industrial Birmingham. In the prevailing climate of economic uncertainty, we would do well to cultivate just a little of his thrift.” – Rosemary Stride, “Thrift lost on cast-aside culture,” *The Australian*, 2012.

Managing resources is a big theme.

Managing resources was a big theme and covered efficiency with people or material resources, or as an ancillary to being green. One big trend that also came out was the sharing of resources like cars, rooms or bikes. One example is this article on the sharing economy:



“Rooted in age-old American principles of community and thrift, today’s sharing economy is a modern-day phenomenon, possible only because the Internet and mobile technology can facilitate frictionless exchanges between owners and renters using “reputation verification” systems, which appraise users’ online reputations, as well as maps and satellite positioning technology. Developed because people could not afford to sustain the hyper-consumptive patterns that led to the global financial crisis in 2008, the sharing economy is also about practicality — and the creation of new business models that capitalize on efficiency and pragmatism.” – Christian Cooke, “The Sharing Economy,” *Oregon Business Magazine*, 2013.



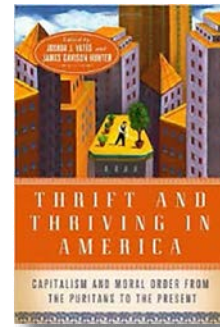
Thrift meaning “thriving” is not broadly known.

Thrift as thriving did not come out very often. The articles that did mention thriving talked about how thriving is the root of thrift or how “ill thrift” in livestock means it is not doing well.

Some examples include:

“The editors spend much time defining thrift and want readers to understand the term in its broadest possible sense. It is not merely frugality, they argue, but also an idea, a value, a virtue. The “subtext” of thrift is thriving, the authors contend, meaning that thrift is ultimately about what it takes to thrive or prosper.” – Gabriel J. Loiacono, “So Out It’s In: The History and Revival of Thrift in America,” *Reviews in American History*, 2012.

This is a review of the book we commissioned: Joshua J. Yates and James Davison Hunter, eds. *Thrift and Thriving in America: Capitalism and Moral Order from the Puritans to the Present*. New York: Oxford University Press, 2011. x + 622 pp.

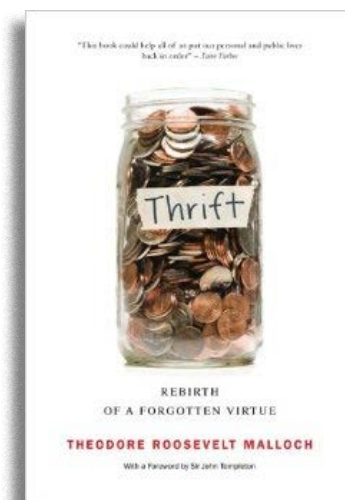


Thrift meaning “thriving” is an emerging concept.

Some articles did state that the road to thriving is through thrift:

“Is it possible to spend and yet not be spendthrift? It once was and had better be again, or we may all have had the course. (The name of the course is Western Civilization, Decline and Fall.) I don’t have enough knowledge of etymology to know whether thrift is the root of the word “thrive,” or thrive the root of the word “thrift,” but

no nation can hope to thrive without the ethos of thrift at its core. With our recent penchant for McMansions, Hummers, \$6,000 wristwatches, gourmet dog food and other items of opulent squalor, Americans could do worse than relearn, in fact memorize, the useful platitudes of thrift. – Joseph Epstein, “When Prudence Was a Virtue,” *Newsweek*, 2009.



“Words like “frugal” and “thrifty” get a bad rap sometimes, but living by these values can actually make your life easier and more satisfying—even happier.” – Patricia Dawn Robertson, “Thrifty Living—How to save money every day,” *Canadian Living*, 2012.

Thrift meaning “thriving” is common in livestock.

Articles about livestock talked about thrift as thriving and ill thrift as not thriving:

“A marginal selenium deficiency, underpinned by a critical iodine deficiency, means lambs are unable to use any of the selenium in the diet. If only treated with selenium these lambs will show a temporary improvement in thriftiness, but it will be short-lived,” says Mr Colston.” – Jeremy Hunt, “Post-weaning check or lack of trace elements?” *Farmers Weekly*, 2008.



Thrift as an ethical practice is rarely noted.

One exception are articles written by IAV Fellows and this article on Steven Covey: “Over the past six months, the world has witnessed the financial consequences of what happens when the basic principles of honesty, thrift, living within your means and saving for a rainy day are substituted for a me-first, win-at-all-cost, grab-all-the-money-you-can kind of culture.

“Financial success—prestige, wealth, recognition, accomplishment—will always be secondary in greatness,” Covey says. “Primary greatness is about character and contribution. Primary greatness asks, What are you doing to make a difference in the world? Do you live truly by your values? Do you have total integrity in all of your relationships? And when correct principles are not followed or ignored, the result can be catastrophic as we have witnessed the past year in the financial markets.” – Todd Eliason, “A highly effective leader: Stephen Covey says we need to help more people find their own purpose and unique contribution,” *Success*, 2009.

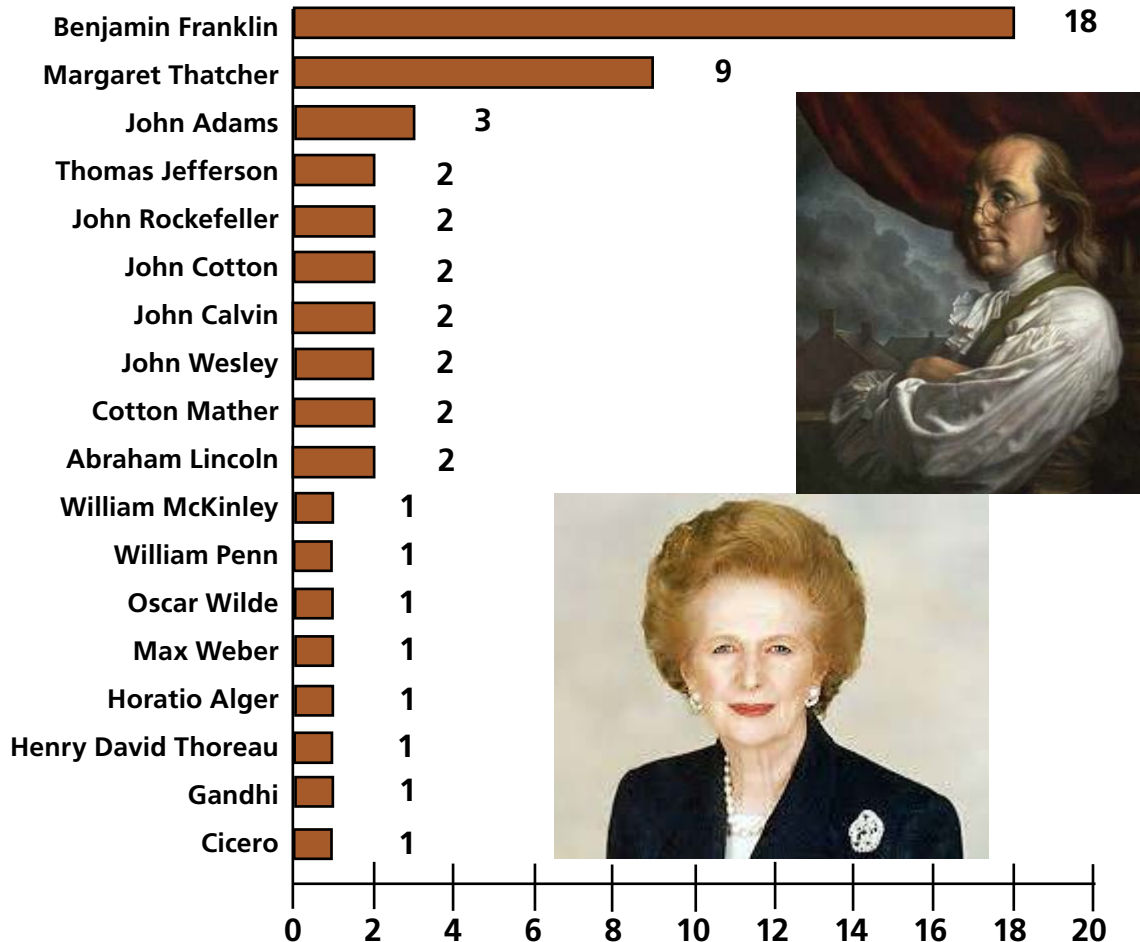
This book review also noted the ethics of thrift:

Review of Thrift: Rebirth of a Forgotten Virtue, by Theodore Roosevelt Malloch.

“As might be expected, the book’s overlapping themes include prudence and temperance, the wise use of assets, avoiding waste, giving to strangers and, above all, good stewardship. The author debunks up front the notion that thrift means “cheap” or “miserly” as he calls for a new vision of economic development. “How are economic growth and social progress linked to spiritual capital?” he asks. “Is saving—a key component in thrift—lost forever? If not, how can we make saving and conservation a part of sustainability, so as to end the consumption ethic? “The underlying motive of spending wisely, he writes, “is not greed but gratitude: gratitude to God for the gifts he has bestowed.” – “Spiritual Giants: Thrift Reborn,” *America*, 2009.

Thrift articles sometimes referred to historical proponents.

Most mentioned as proponents of thrift were Ben Franklin and Margaret Thatcher.



Margaret Thatcher – role model of thrift.

Margaret Thatcher articles on thrift include:

“Born in 1925, in Grantham, England, Margaret Hilda Roberts was the daughter of a grocery shopkeeper, but her determination was evident from her early years when she cultivated the culture of thrift and hard work.” – “Bye Iron Lady Thatcher,” *Africa News Service*, 2013.

She applied her experience in charge of a household to the economy of the nation. “Any woman who understands the problems of running a home will be nearer to understanding those of running a country,” she said. This meant not living beyond one’s means and putting something aside for tougher times. – Rosamond Urwin, “Formula for an Iron Lady,” *The Independent on Sunday*, 2013.

Thrift as an enabler to generosity is rarely mentioned.

Thrift and its linkage to generosity was not widely communicated. Here are a few exceptions: “Instances of Thatcher’s advocacy of the values of self-reliance, thrift, independence, enterprise, and the virtue of work occur throughout her speeches and other writings as both statements of belief and also brief asides. They could be taken to demonstrate a selfish individualism on Thatcher’s part, and many have suggested this. However, there are two other aspects of her philosophy, namely charitable giving, and the responsibility of the individual to family and community, which challenge such analysis and allow Thatcher to maintain the theological validity of her ideas.” – Graeme Smith, “Margaret Thatcher’s Christian Faith: A Case Study in Political Theology,” *Journal of Religious Ethics*, 2007.

“Save. Thrift and frugality were as natural to my parents as their generosity. Being prudent didn’t mean being stingy. To do without, to do more with less, to use all that you had, were matters of good stewardship. As Dad said, “God gave us abundance not to squander but to cherish.”” – Margaret Peale Everett, “It’s simple—save more, give more. Don’t Think Lack!” *Guideposts*, 2009.

Gambling as anti-thrift is rarely mentioned.

Very few articles mentioned gambling as anti-thrift, but some did result from work released by the Institute.

“Many of New York’s economists from the state’s leading colleges and universities agree that casino gambling is a bad bet for the Empire State, according to the results of an opinion survey released Tuesday. In fact, a majority of the economists who answered the survey view casinos as regressive. The findings, released by the Center for Thrift and Generosity at the Institute for American Values, a New York City think tank with a focus on addressing America’s personal debt crisis, directly contradict Governor Andrew Cuomo and other state officials who have claimed casino gambling will benefit New York.” – “New York Economists Agree: Casinos are a Bad Bet for the Empire State,” *Globe Newswire*, 2012.

“Some disapprove of gambling on religious grounds because it contradicts moral principles of thrift, hard work, and sober living.” – “The Economic and Social Effects of Casinos,” *Gambling: What’s at Stake*, 2007.



Thrift Week is not widely known.

Thrift Week was not mentioned in many of the articles, indicating an opportunity to increase awareness about it. Examples of where it was mentioned include:

“Florida CFO Jeff Atwater has sponsored a resolution recognizing Jan. 17–23, 2012, as ‘Florida Thrift Week,’ encouraging all Floridians to learn and implement the values of thrift and saving as steps toward long-term financial success. ‘Thrift Week’ was introduced and became an annual celebration that began each year on January 17th in honor of the birthday of Benjamin Franklin, America’s foremost thrift advocate. This celebration week dropped off in the 1960s, but the John Templeton Foundation recently launched a national campaign for the celebration to return.” – “CFO Jeff Atwater Sponsors Resolution Recognizing National Thrift Week,” *States News Service*, 2012.

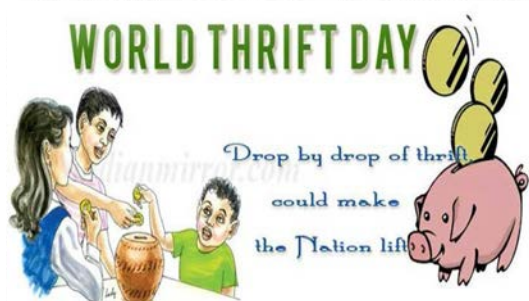
“A new normal that revolves around buying lots of stuff while bragging about our bargain-hunting skills doesn’t seem to reflect changed values. There are other possibilities that seem more considered and less reactionary: an organization called the Institute for American Values recently issued a report offering serious suggestions for cultivating a new thrift, like endorsing a public-education campaign; making the Thrift Savings Plan, which lets federal workers regularly sock a portion of their income into diversified investment funds, available to all working Americans; and even a revival of National Thrift Week.” – Rob Walker, “Talk Is Cheap,” *The New York Times Magazine*, 2008.

“Another was the historical reference: ENCOURAGING homeownership has been considered a national goal at least since “Own Your Own Home Day” was introduced in 1920 by various business and civic groups as part of a National Thrift Week.” – Robert J. Shiller, “Owning a home isn’t always a virtue,” *The New York Times*, 2013.

Other celebrations of thrift are opportunities, such as World Thrift Day.

Some other countries like India celebrate World Thrift Day:

“The Workshop was organized to mark the World Thrift Day which is being celebrated all over the world.” – “India: National Level Workshop on Voluntary Savings Organized on World Thrift Day,” *Mena Report*, 2013.



Other celebrations of thrift are opportunities, such as The Festival of Thrift.

In the UK, organizers made thrift fun by creating a festival where 25,000 people attended.

“Festival curator Wayne Hemingway says thrift is not about buying more stuff for less, but about consuming more intelligently, reusing, recycling and thinking cre-



atively about the way we live and consume. The fact that the cost of living crisis has made so many people worse off just makes it even more important to make do and mend. – Kim Stoddart, “Money: Selling thrift by the pound: Almost 25,000 people rocked up at a festival to celebrate penny-pinching last weekend. Was it austerity chic, or help for the hard-up?”, *The Guardian*, 2013.

There are some events that can be used to promote thrift.

This is a practical idea to promote thrift. This organization provided free tax preparation and then enabled the tax refund to go towards a U.S. Savings Bond. IAV could help expand ideas like this:



“The Green River Asset Building Coalition has opened 10 sites where low- to moderate-income working individuals and families may have their income tax reports filed—free. And this year, the broad-based coalition of public and private nonprofit groups and businesses is offering their clients an opportunity to use part of their tax return to buy a U.S. Savings Bond. This year, GRABC has 50 returning volunteers and 83 new people who have gone through the required tax preparation training.” – Joy Campbell, “10 free tax preparation sites now open,” *Messenger-Inquirer*, Owensboro, KY, 2012.



New Positive Theme

Thrift was reframed sometimes as “simplicity” and “less stress.”

Several of the articles reframed thrift as “simplicity” and “less stress.” We consider this a new finding, emerging in the aftermath of the Great Recession, correlating thrift to the explosion of knowledge and the need to exercise “wisdom” in navigating an ever more complex world.

“DEMAND FOR SIMPLICITY. A new thriftiness and desire for simplicity will combine with pent-up demand to shape buying behavior. Downturns are stressful and typically increase people’s desire for simplicity. Even prior to this recession, many consumers were feeling overwhelmed by the profusion of choices and 24/7 connectivity and were starting to simplify. The U.S. publisher Time Inc. recognized this trend early and capitalized on it by launching its highly successful back-to-basics magazine *Real Simple* in 2000. Apple likewise was responding to the trend when it launched the elegant and spare iPod in 2001.” – Michael Willmott and Paul Flatters, “Understanding the post-recession consumer,” *Harvard Business Review*, 2009.

“Mr. Brenner said he learned first-hand that simple things live the longest, such as when a father takes time to teach a child how to fish. Today, he misses those days gone by. “What happened to those wondrous years when people used to care about their neighbors? People live side by side today and seldom ever speak. We had hardships, but we cared.” – Janet Romaker, “Great Depression generation shares stories of survival: Tales of thrift, togetherness pepper area seniors’ essays,” *Blade*, Toledo, OH, 2009.

“True wealth comes not from having more but in wanting less.” – Editorial, “In short, be thrifty: Living within your means can make you secure beyond your hopes,” *Augusta Chronicle*, Augusta, GA, 2010.



Thrift meaning “simplicity” is likely to grow.

Thrift’s linkage to simplicity is a trend now and likely to increase since it is especially appealing overall and perceived as “cool.” It appears to be especially impactful to younger consumers:

“Yearning for a Simpler Life: And this new frugality might actually be OK with many of us. Consumers were ‘so glutted on everything that they had acquired and all the time that was robbed from them ... that they almost saw this [downturn] as a great opportunity to stop,’ says Faith Popcorn. In a recent survey, she found that 90 percent of respondents said they were considering options for ‘the simpler life.’

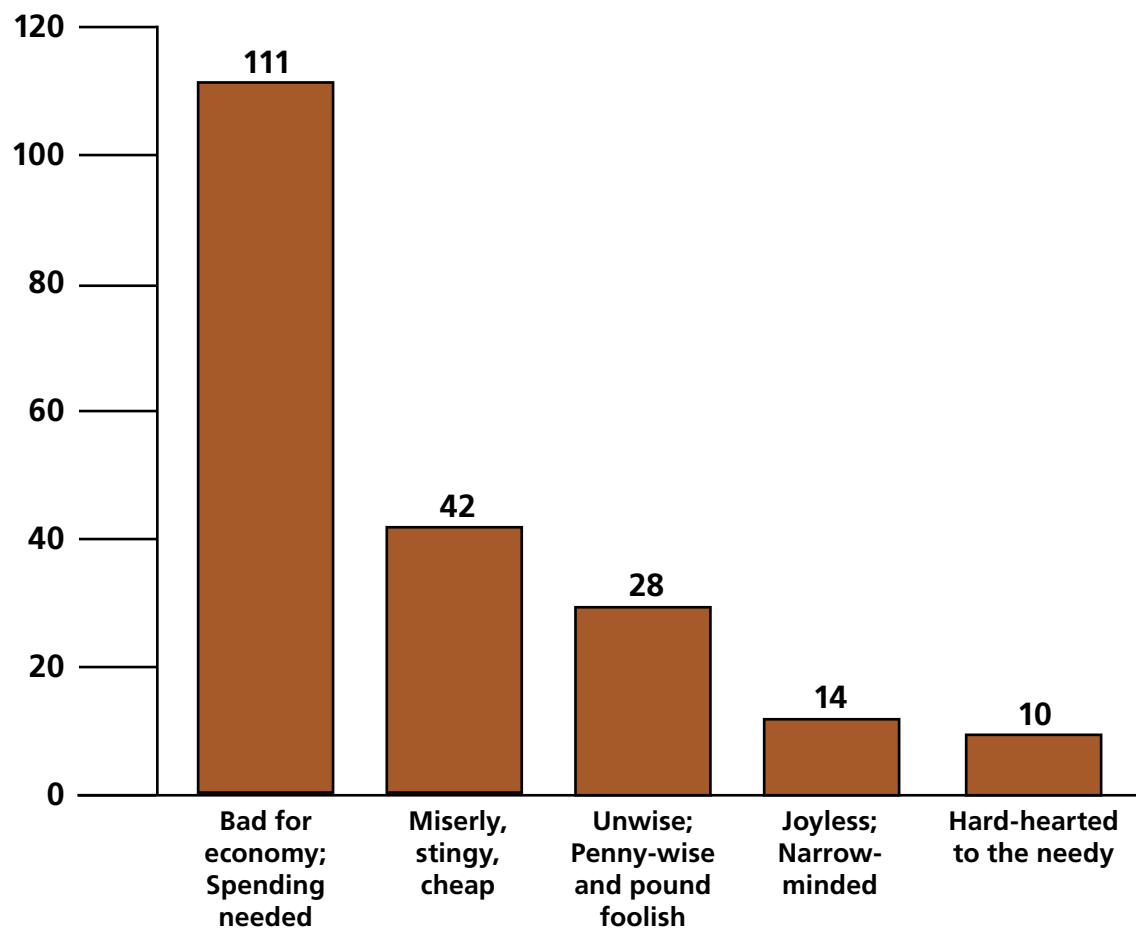
“The summer blockbuster *WALL-E* depicts a future world where spending and waste have spiraled so out of control that the Earth becomes a giant landfill. Magazines play up how celebrity moms like Victoria Beckham, aka Posh Spice, and Heidi Klum shop at Target for their kids. A simplification industry has spawned an annual Buy Nothing Day, books and blogs about not purchasing anything for a year, and Real Simple magazine. Curiously, many assessments of this development treated it as an exciting new trend— and maybe even an overnight realignment of where and how Americans find meaning and satisfaction in life. The lower-spending shopper of 2008 was promptly cited as evidence of a ‘new frugality’ or a ‘saving is cool’ mentality. ‘It’s a whole new reassessment of values,’ one commentator suggested.

“Young consumers in their 20s may be most affected by the shift to simplicity. In focus group research for her upcoming book on generation Y, consumer psychologist Kit Yarrow has found growing interest in secondhand stores. Young shoppers tell her that it’s a ‘way to get new stuff without creating stuff.’” – Kimberly Palmer, “The End of Credit Card Consumerism,” *U.S. News & World Report*, 2008.

Negative Themes

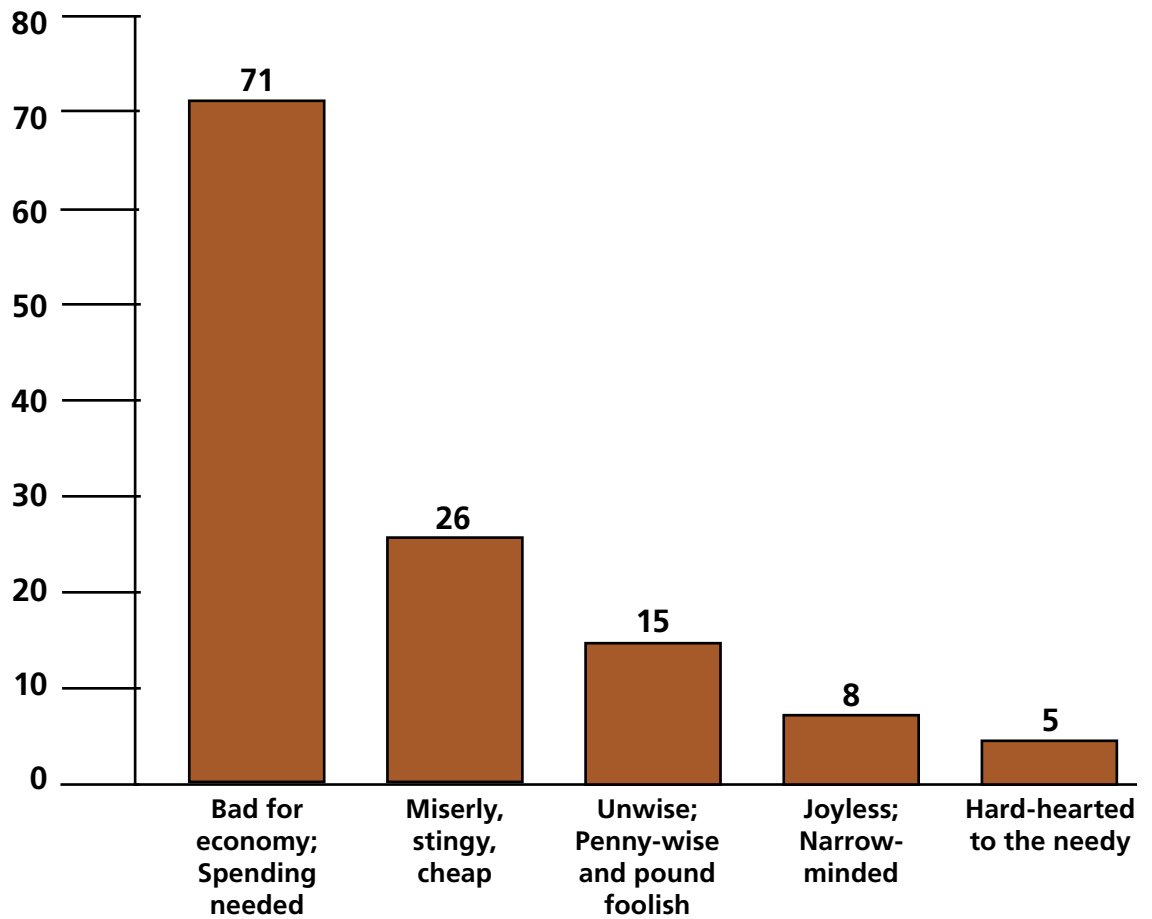
The Keynesian Paradox of Thrift dominated the negative themes.

The negative themes were primarily about “thrift” being detrimental to the economy or individuals who were “too cheap.”



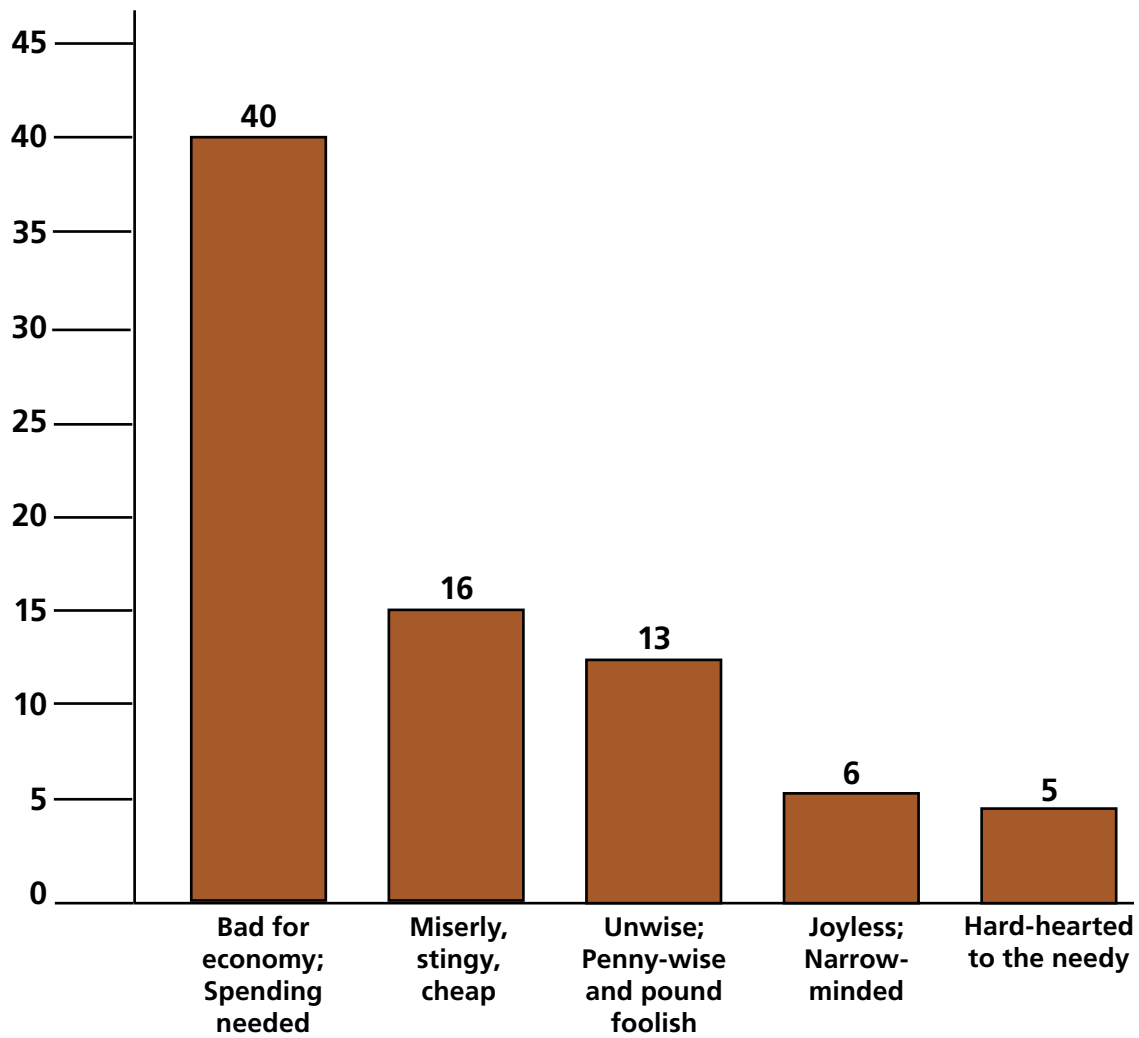
The Keynesian Paradox of Thrift dominated the negative themes of the premier sources.

The negative themes are primarily on “thrift” being detrimental to the economy.



The Keynesian Paradox of Thrift dominated the negative themes of the non-premier sources.

The negative themes are primarily on “thrift” being detrimental to the economy.



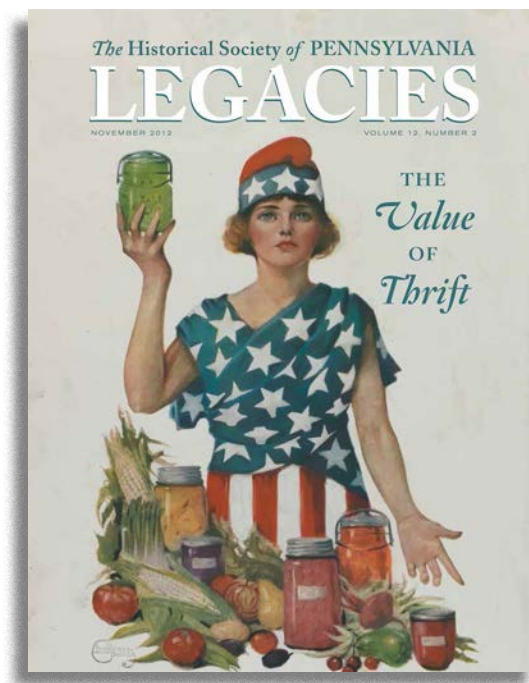
The Paradox of Thrift is the main negative theme.

Negative theme articles were mostly about the need for spending to stimulate the economy.

“With leading indicators peaking, the chief economist noted the US and UK are suffering from the paradox of thrift effect, as companies keep cash on balance sheets rather than investing. This paradox states that if people save more during recession, aggregate demand will fall and cause lower total savings because of the decrease in consumption and economic growth.” – James Smith, “Ignis predicts more quantitative easing,” *Investment Advisor*, 2010.

Some articles tried to combat this thought:

“You cannot bring about prosperity by discouraging thrift. You cannot strengthen the weak by weakening the strong. You cannot help little men by tearing down big men. You cannot lift the wage earner by pulling down the wage payer. You cannot help the poor by destroying the rich.” – William Boetcker and Tom Granahan, “Loose Change,” *Investment Dealers’ Digest*, 2008.



The Paradox of Thrift is in highly visible sources.

Unfortunately, some of the negative articles are in very high reach sources like *Newsweek* magazine and they are so provocative, they get other media coverage.

“As consumers hibernate and investors hoard cash, the economy is withering. This new age of thrift is understandable. But for a recovery to take hold, Americans will need to start taking risks again. For our \$14 trillion economy to recover and thrive, hoarders must open their wallets and become consumers, and businesses must once again be willing to roll the dice.

Nobody is advocating a return to the debt-fueled days of 4,000-square-foot second homes, \$1,000 handbags and \$6 specialty coffees. But in our economy, in which 70 percent of activity is derived from consumers, we do need our neighbors to spend. Otherwise we fall into what economist John Maynard Keynes called the ‘paradox of thrift.’ If everyone saves during a slack period, economic activity will decrease, thus making everyone poorer.”
– Jessica Ramirez, Daniel Gross, and Nick Summers, “Stop Saving Now!”, (cover story), *Newsweek*, 2009.



Thrifty meaning “cheap” was a negative theme.

There were very few articles that made thriftiness appear negative. Several exceptions include these articles:

“When I was younger, had more hair and ate fast food more often, I would consistently eat most of my burger and then put a hair in it and get another free,’ he told me in an e-mail. This particular move, he pointed out, was an ‘oldie but a goodie.’ Of course, a hamburger isn’t the only road to thriftiness. It’s possible to be a stealth cheapskate.” – Dave McGinn, “Secrets of a stealth cheapskate,” *Globe & Mail*, 2009.



“Nigella said on TV that she washes baking parchment for reuse. But it’s hard to clean without tearing, and it wrinkles when it’s dried. Any tips? Far be it from me to quibble with Nigella, but I don’t see the point in washing baking parchment. Yes, you can wipe it down with a damp cloth and dry it with kitchen towel, but I think you can take thrift too far.” – Matthew Fort, “Food for Fort: Taking Thrift Too Far,” *The Guardian*, 2011.

Note on Thrift and Austerity

We believe it is notable that references to the Paradox of Thrift occurred at the beginning of the Great Recession, yet have all but disappeared since. Instead, “austerity” has taken its place as the preferred complex of ideas, policies and behaviors that would restrict monetary supply, individual spending and debt in general. Thrift does not appear to have become a synonym for austerity. Economists of all stripes are very concerned about strategies to reduce both household and sovereign debt.

As we outlined in *For A New Thrift: Confronting the Debt Culture*, continued research and thinking is still needed to helpfully understand the relationship between different kinds of debt, and to influence new attitudes and responses to them.

Appendix: Sources

Facebook Pages on Thrift

There were several Facebook pages started by people with thrift in the name and they concentrated on providing tips:

Thrifty Momma Ramblings

www.facebook.com/ThriftyMommaRamblings

Thrift Diving

www.facebook.com/ThriftDiving

Thrift Shop Diva

www.facebook.com/ThriftShopDiva

Thrifty Nifty Mommy

www.facebook.com/ThriftyNiftyMommy

The Thrifty Couple

www.facebook.com/TheThriftyCouple

Thrift Hunters

www.facebook.com/ThriftHunters

Thrifty Decor Chick

www.facebook.com/ThriftyDecorChick

Thrifty Mama's Homestead

www.facebook.com/thriftyMamasHomestead

A Thrifty Mom

www.facebook.com/AThriftyMom

All Things Thrifty

www.facebook.com/AllThingsThrifty

Blogs Mentioning Thrift Week

It was out of scope to do an analysis of blogs, but we did do a quick Google search to see which blogs exist that may have thrift in the name or may talk about thrift. These blogs/websites all mentioned Thrift Week.

@jdroth, <http://twitter.com/jdroth>

The Atlanta Journal-Constitution, www.ajc.com

Bargaineering, <http://www.bargaineering.com>
Being Frugal, <http://beingfrugal.com>
Boston Gal's Open Wallet, www.bostongals.com
Bucksome Boomer, <http://www.bucksomeboomer.com/bring-back-thrift-week/>
Cash Money Life, <http://cashmoneylife.com>
Consuming Interests, <http://weblogs.balitmoresun.com/business/consuminginterests>
The Daily Green, www.thedailygreen.com
Deep Market, www.deepmarket.com
My Dollar Plan, www.mydollarplan.com
The Dollar Stretcher, <http://community.stretcher.com/blogs>
Dollar Wise blog, <http://dollarwiseblog.dallasnews.com>
Frugal Babe, <http://frugalbabe.com>
The Frugalista Files, <http://miamiherald.typepad.com>
Garden State Life Insurance Blog, <http://gardenstatelifeinsurance.blogspot.com>
Get Rich Slowly, www.getrichslowly.org
The Joy of Frugality, <http://frugaljoy.blogspot.com>
Live Journal, <http://ameliaamy.livejournal.com/258124.html>
Marketplace Today, www.marketplacemagazine.com
Military Finance Network, <http://militaryfinance.com>
My Daily Round, <http://mydailyround.blogspot.com>
New York Post, www.nypost.com
The Non-Consumer Advocate, <http://thenonconsumeradvocate.wordpress.com>
On Simplicity, <http://onsimplicity.net>
Rickety, <http://www.rickety.us/2011/02/thrift/>
Running Leaner and Greener, <http://runleangreen.com/2011011711/tackle-the-to-do-list/>
Serge the Concierge, www.sergetheconcierge.com
Single Guy Money, www.singleguymoney.com
Smart Money, www.smartmoney.com
Start Tribune Blog (Kara McGuire), <http://www.startribune.com/bios/10645396.html>
Tech Geer, <http://techgeer.com>
TFGI.com: The Debt Specialists,
<http://www.tfgi.com/201101/nation-celebrates-national-thrift-week/>
Thrift Store Confidential, <http://thriftsotreconfidential.com>
The Thrifty Homeowner, www.thriftyhomeowner.com
Times Union, <http://blogs.timesunion.com>
Vindy.com, www.vindy.com
Wealth Informatic\$,
<http://www.wealthinformatics.com/2011/01/16/national-thrift-week-jan-17th-jan23rd/>

Other Thrift Blogs include

Name	URL	Type
Surviving and Thriving	http://www.donnafreedman.com/contact/	blog
Living With Less	http://money.msn.com/	MSN Money column
Joyful Abode: Domesticity By Trial and Error	http://www.blogcatalog.com/blogs/joyful-abode-domesticity-by-trial-and-error	blog
New American Dream	http://newdream.org/blog/index.php	blog
The Story of Stuff	http://storyofstuff.org/blog/	blog
The Frugal Girl	http://www.thefrugalgirl.com/	blog
Child Wild	http://childwild.com/	blog
We the Savers	http://www.wethesavers.com/	blog
PFCU Moneyline Blog	https://www.pfcu.com/about-pfcu/moneyline-blog.aspx	blog
Whatever Happened to Thrift?	http://usthrift.wordpress.com/2010/02/	blog
Rowdy Kittens	http://rowdykittens.com/	blog
Change Wire	http://www.servicenation.org/blog/	blog
Living A Better Life	http://www.betterbudgeting.com/index.htm	blog
Money Girl's Smart Moves to Grow Rich	http://lauradadams.com/	blog and podcast
Practical Money Skills for Life	http://www.practicalmoneyskills.com/indexm.php	blog and podcast
Considering Frugal	http://consideringfrugal.blogspot.com/2010/10/easy-repurposed-furniture.html	blog
The Green Divas	http://thegreendivas.com/	blog and radio show
Apron Thrift Girl	http://apronthriftgirl.typepad.com/apron_thrift_girl/	blog
The Thrifty Gent	http://thriftygent.com/	blog
Thrift Core	http://www.thriftcore.com/	blog
Rise of the Innerpreneur	http://www.elasticmind.ca/innerpreneur/	blog
Compounding Returns	http://compoundingreturns.blogspot.com/	blog

Women's Saving Club	http://www.womenssavingclub.com/	blog and club
The Motley Fool	http://www.fool.com/	multimedia financial services
Savings Lifestyle	http://savingslifestyle.com	blog
Wallet Pop	http://www.walletpop.com/	consumer finance site
Money Crashers	http://www.moneycrashers.com/	website
Frugal Yankee	http://frugalyankee.com/	blog
The Poverty Diet	http://thepovertydiet.wordpress.com/	blog
Bargain Babe	http://bargainbabe.com/	blog
Penny Go Lightly	http://www.pennygolightly.com/	blog
Frugal Home Design	http://www.frugalhomedesign.com/	blog
The Frugalista	p://www.thefrugalista.com/	blog
NPR	http://www.npr.org/	blog
Moms who save	http://www.momswhosave.com/	website
Free Napkin	http://www.freenapkin.com/cgi-bin/auction/auction.pl	website
Savvy Chic Savings	http://savvychicsavings.com/	blog
Shoe String Mag	http://www.shoestringmag.com/	blog
Spend Less TV	http://www.shoestringmag.com/	free money saving videos
Blogging for Change	http://www.moneymanagement.org/Community/Blogs/Blogging-for-Change.aspx	blog
Living the Thrifty Life	http://imlivingthethriftylife.blogspot.com/	blog
Thrifty Decorating	http://thriftydecorating-nikkiw.blogspot.com/2011/04/thank-you-card-printable.html	blog
Thrift Culture Now	http://thriftculturenow.com/	blog
Love and Thrift	http://www.loveandthrift.com/2011/05/thrift-is-to-thrive.html	blog
Jim Blaine on Credit Unions	http://jimblaineoncreditunions.blogspot.com/	blog
Debt Free by 30	http://www.debtfreebythirty.net/	blog
The Frugal Find	http://thefrugalfind.com/	blog

Can Thrift Be Taught in Schools?

Overview

In the summer of 2012, 15 teachers from around the state of Pennsylvania gathered in Philadelphia for a week-long institute on teaching thrift. The Thrift Teacher Institute was staffed by scholars from the John Templeton Center for Thrift and Generosity and the Historical Society of Pennsylvania. Teachers had applied to attend the Institute, and most costs were covered for those who were accepted. In exchange for their participation in the Institute, the teachers were asked to develop and teach a unit on thrift sometime during the 2012-2013 academic year and cooperate with Institute staff to evaluate their experience.

The evaluation plan included three components. First, the participating teachers took pre- and post-tests before and after the Institute to test their attitudes toward thrift, thrift-related behaviors, and acquisition of basic thrift knowledge. Second, participating teachers were asked to administer pre- and post-tests to the “treatment” students to whom they taught thrift, as well as to recruit a “control” class of students in their school to take the same tests. Third, participating teachers were asked to complete a phone interview about their experience teaching thrift. Copies of the test questionnaires and the interview schedule are available in the appendices.

Fourteen of the 15 teachers completed the pre- and post-tests during the Institute. Of the 15 teachers, 11 actually went on to teach thrift in their classrooms; seven of these completed the interview. Only seven of the teachers were able administer the pre- and post-tests to their students, but these administrations resulted in data from approximately 300 students (nearly 200 treatment and a little over 100 control). Results from the various evaluation efforts are detailed below.



Thrift Teacher Institute Evaluation

Fourteen of the 15 teachers who attended the Institute completed both the pre- and post-tests. The pretest was included as part of the application process and teachers completed it using a web survey.

The post-test was administered on paper as one of the final experiences of the Institute. The test has two parts. The first 10 questions replicate the National Thrift Quiz while the next 10 questions ask about various thrift-related attitudes and behaviors.



As you might expect for a group of teachers who chose to give up a week of summer to study thrift, this group scored much higher on the pretest than the national average on the Thrift Quiz. The average Thrift Quiz score of the 14 teachers was 7.5 answers correct (out of 10) while the national average was only 4.7. After a week at the TI the teachers were nearly perfect on the Thrift Quiz. The average score on the post-test was 9.4. This gives evidence that a motivated group of thrift learners can rapidly acquire thrift knowledge, even when they already have a high degree of knowledge.

There were two questions in particular where the teachers showed clear gains in thrift knowledge. Before the TI, most teachers answered that the “word that is closest in meaning to thrift” was “saving.” After the TI, 71 percent of the teachers switched to the correct answer: “thriving.” The second question which showed large improvements asked teachers whether, over a lifetime, a thrifty person would spend more, less, or about the same as a person who is not thrifty. Before the TI, most answered “less” but after the TI, 64% improved to the correct answer: “more.”



The most frequently missed question on the post-test was when we asked teachers whether Americans should “spend more” or “save more” to help the economy grow. Nine of the fourteen teachers agreed that more saving was best, but five teachers said more spending was needed. Four of the five “spenders” had also given this answer on the

pretest but one teacher changed his/her answer from “saving” to “spending.” Perhaps he or she was convinced by author James Livingston who, during a debate at the TI, argued that spending is best for the economy.



We didn't really expect there to be any change on the questions that measured behavior and, if we did capture some change, we would hardly be able to attribute it to the TI. Participants need time to go back to their normal lives and implement changes. For this very reason, on the student evaluations, we prescribe a “waiting period” between when the teachers teach thrift and when they give the post-test. Nevertheless, there are a couple of interesting patterns to report from the teacher evaluations. First, on several of the behavioral questions the teachers actually gave a less thrifty answer on the post-test. This could be simply an oddity but it could also be that the teachers were more introspective and critical of their own financial behaviors after the TI and, thus, they gave a more “chastened” response. Second, some teachers did give a more thrifty response to some of the attitude questions after the TI. In particular, they were more likely after the TI to disagree with this statement: “When it comes to earning a good income today, being fortunate is more important than working hard.”



Overall, the pre- and post-tests from the TI showed expected gains on thrift knowledge with some evidence of improvement in thrift attitudes but no changes in thrift behaviors. These changes are consistent with what might be expected from a motivated group of learners in a week-long immersive experience.

Teacher Interviews

Though the teacher interviews were the final part of the evaluation process, they are presented here because they provide context that makes the student surveys more interpretable. Each teacher taught a unit of his or her own design. Units varied in

length from one class period to an entire semester. The synopses below highlight what the teachers did, their school and classroom characteristics, and what they learned from the experience. Pseudonyms are used in place of teachers' real names.

Cynthia taught thrift in an elective relationships class consisting of 10th through 12th graders, mostly female students. Her thrift unit was only one day and she introduced it by talking about how money often causes strain in relationships and thrifty living can help avoid money problems. Cynthia said her students initially thought thrift was miserly and selfish but seemed to grasp the authentic concept of thrift during a discussion about real examples of thriftiness vs. selfishness.



Cynthia's school has about a third of students on free or reduced lunch, indicating a socioeconomically diverse or lower middle-class group of students. Cynthia said she would use thrift in her classroom again but would like to bring in more historical documents, especially to generate discussion about how older thrift materials often present a double standard for behavior, assuming women will be spendthrifts unless they are "trained" otherwise. Cynthia also suggested teaming with advocates for teaching personal finance in schools in order to get more thrift education in PA schools.

Sybil's students participated in a three-day unit which included a half-hour discussion on the concept of thrift, followed by an assignment where students had to choose a thrift maxim and create a poster explaining and illustrating the maxim. Sybil taught thrift in a medical office administration class, an elective taken by 10th through 12th graders, mostly young women. Sybil said her students struggled with the traditional thrift language and most of them misinterpreted the maxims. Many of her students were distracted by the popular "Thrift Shop" song by recording artist Macklemore and had difficulty moving beyond a narrow vision of thrift.



Sybil did experience some success by bringing thrift language and concepts into later parts of the course, particularly the sections dealing with time management, economy of movement, and stewardship of office materials. This "micro-thrift" illustrates another way to integrate thrift into the classroom and could be particularly applicable in the

elementary grades where students have to learn basic classroom behaviors and where basic life skills training is often integrated into the curriculum.



Sybil said she would teach thrift again but that she would take a different approach, using a longer-term project and introducing the thrift language over time and in the context of the project or other classroom activities. In particular, she suggested a project where students would restore and/or repurpose some “found” object in order to sell it or share it as a gift.

Virginia focused her unit on Sarah Oberholtzer and school savings banks. She taught a week-long unit, about 30-40 minutes each day, in a fourth grade classroom. Virginia incorporated thrift concepts but, other than “thrift,” used simpler language to discuss the concepts. She had notable success with a game in which the students role-played a profession and encountered various earning, spending, and savings scenarios, similar to the board game Life. Her students also enjoyed interacting with the physical artifacts of thrift such as savings cards and savings banks used by Sarah Oberholtzer.

Virginia said that once she introduced the concept of thrift, she was able to recall it throughout the semester in various classroom situations. In particular she mentioned a story called “In the Days of King Adobe,” a required part of the 4th grade curriculum, which contains a character described as “thrifty.” The students were delighted to recall their knowledge of thrift and apply it to a new situation. Virginia described her students as coming from mostly working class homes, a group that, according to some of our earlier research, stands to benefit most from thrift education.

Denise taught thrift in two different sections of her Introduction to Business class, classes composed of 9th through 11th graders who varied widely in ability. She wedged the four-day unit in between required units on budgeting and credit. Each day highlighted one pillar of thrift (industry, frugality, and stewardship) with the fourth day bringing the three together and including student presentations of projects they worked on during the first three days.



Denise's fairly wealthy students were most interested in the stewardship component of thrift, especially where they could connect it with ideas (such as caring for the environment) from other classes. Denise did have a minority of underprivileged students and she said these students showed more interest in industry and the possibility of making their own fortune. The wealthier students were "unimpressed" with ideas of industry and hard work.

Betty's Family and Consumer Science classes consisted mostly of 9th graders and she focused her three-day unit around a song writing assignment. After hearing Sarah Oberholtzer's thrift song (performed by Betty herself!), and viewing a modern hip-hop rendition of Franklin's Way to Wealth, her students were challenged to produce their own thrift song. Betty said her students enjoyed the assignment but had difficulty moving



beyond thrift as a miserly or "cheap" living. Her students, like Sybil's, were distracted by the popular "Thrift Shop" song and its restrictive vision of thrift. Betty found some success, though, by recalling thrift language in a project later in the semester in which students were assigned to different family groups, each with different incomes, and had to explain how they would budget for various life expenses. Betty would probably integrate thrift concepts into her classes again, though she doubts her affluent students would be interested in a major unit on thrift.



Kelly taught about thrift for one day in her Cooking class of 9th through 12th graders. Her students had to create a budget for meal planning and she introduced thrift concepts and vocabulary to aid the students in making budgetary decisions. One notable tool Kelly used was a vocabulary rating sheet where she asked students to rate how well they understood thrift vocabulary at the beginning of class and then again after she had taught them about thrift. She said this helped the

students grasp and incorporate the language into the assignment. Kelly said she would use thrift again, but introduce it earlier and use it throughout the course in applicable situations.

Linda's experience was both the most successful and the most unusual. She had planned a week-long unit on thrift but her students were so taken by the material that she continued teaching thrift for the rest of the semester! Such flexibility was made possible by Linda's unique (among our teachers) school setting, a residential recovery school for girls who were unable to succeed in the regular system. Linda taught thrift

during the final period of the school day, a “life skills” class that included a mix of middle and high schoolers and girls of widely varying aptitudes.

Linda’s unit began with a three-day film on the life of Ben Franklin. She said the girls were inspired by how Franklin made so much out of what he had, especially when he lacked so many modern conveniences. The central element of the unit was a major project in which the girls worked in groups to develop businesses. The businesses were first role played in a game context (which they called “thriftopoly,” loosely modeled on the board game Monopoly), but as the semester went on, the groups found ways to actually implement elements of their businesses. The most popular businesses included childcare, hairdressing, and dressmaking. The girls had to learn about frugality as they thought about how to make their businesses cost effective. And they each had to develop ways to give back to the community, such as providing free hairdressing to needy girls for prom. At the end of the semester the girls were working on making a video documenting their efforts.

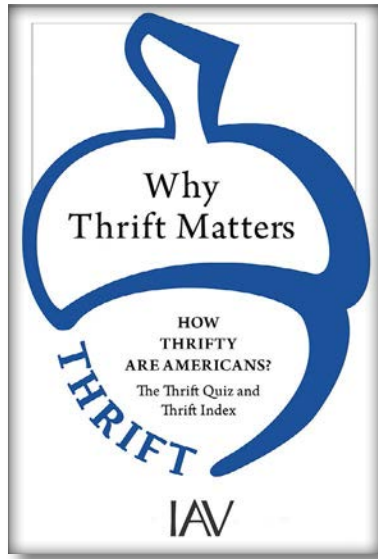
Surprisingly, given the wide age ranges and at-risk setting, Linda said her girls didn’t struggle too much with the historic thrift language. She credited their success to the way language was integrated throughout the program, beginning with the Franklin film, then reinforced with a word bank and encouragement to use the historical language in regularly scheduled writing assignments. Linda also credited the newspaper-based curriculum developed by the James Madison Institute with making thrift language and concepts accessible to her students. She said the students really appreciated the contemporary examples of thrift in the JMI curriculum.



Linda plans to continue teaching thrift in a similar way but she wants to bring in more thrift artifacts, primary sources, and contemporary stories to make the “possibility” of thrift more immediate to this group of girls who have seen few examples of thrift success. As with other students in lower income settings, Linda’s students were inspired by the industry aspect of thrift; many of them hadn’t considered making their own fortune by creating work for themselves. Industry didn’t stand alone in Linda’s curriculum, however, as frugality and stewardship were woven in as integral parts of running a good business. Though Linda’s setting is unusual, there is no reason why her good results should be. The thrift success of Linda and her students is due to the high degree of curricular integration she was able to achieve by organically weaving thrift concepts into a compelling real-life project.

Student Surveys

Seven teachers taught thrift and had their students complete pre- and post-tests. These administrations resulted in 197 “treatment” students who were taught a unit on thrift and 108 “control” students who took the tests but were not taught about thrift. This methodology provides three checks on thrift learning. First, treatment students’ responses are compared before and after exposure to a unit on thrift to see if and where



learning occurred. Second, comparing the scores of treatment and control groups checks whether or not any observed learning is simply an artifact of development or prior exposure to the test. Third, by combining the test scores of students from different classrooms, taught by different teachers from across Pennsylvania, who taught thrift units that varied widely in scope and content, we can begin to account for differences in teaching styles and aptitude as well as differences in student populations.

Before presenting the results of this section, two caveats are in order. First, even with over 300 students, our sample size is still small. While we

have some diversity among our teachers, schools, and student populations, we must be hesitant about saying that our results are generalizable to all types of schools and students. Some general conclusions about thrift learning can be taken as reliable, but more specific results must be contextualized. Second, and more importantly, the thrift teachers in our sample are almost certainly exemplary. These are teachers who had sufficient interest in teaching thrift to sacrifice time and money to spend a week learning about teaching thrift. Moreover, the teachers who administered the surveys actually prepared and taught a unit on thrift, cleared administrative hurdles to field the surveys, and (in some cases) recruited colleagues to assist with the control surveys. This is a highly motivated and capable group of teachers. We should not expect that all teachers would exhibit similar enthusiasm or facility for teaching thrift. Thus, while we can use these results to draw some conclusions about how students learn about thrift, we must be hesitant in making predictions regarding teaching about thrift.

Thrift Knowledge

The first section of the tests included the 10 questions of the national Thrift Quiz. The national average score on the Thrift Quiz is 4.7 questions correct. The treatment stu-

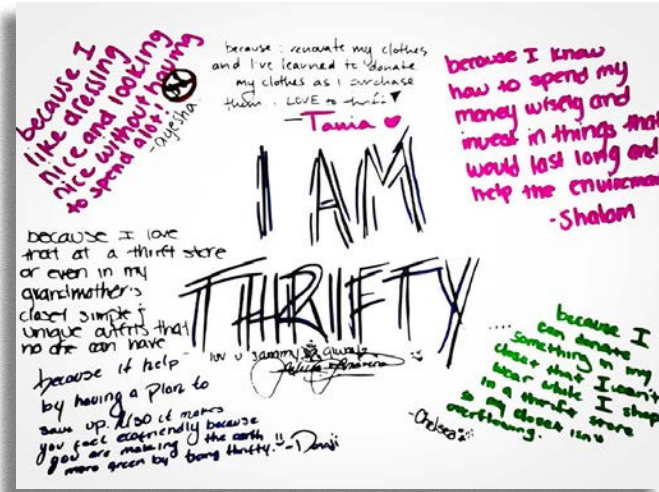
dents in our sample averaged 4.95 questions correct, while the control group averaged 4.41. This indicates an initial difference in thrift knowledge between the two groups but still close to the national average. Note that the national average is derived from surveys given to adults, while these students are mostly middle and high schoolers. The treatment group scored almost one question higher on the post-test, compared with the control group (5.93 for treatment vs. 4.73 for control). The post-test gains for the control group are likely due to prior exposure to the test, whereas the large and statistically significant gains for the treatment group are strong evidence for learning. In multivariate analysis the treatment group still showed an average score of one question higher than the control group, controlling for pretest scores, duration between tests, and student's educational confidence.

As for individual Thrift Quiz questions, treatment students showed significant improvement on 3 questions: Question 2 – “Being generous is: [A part of being thrifty]”; Question 4 – “Thrift is: [Wise use of money]”; and Question 7 – “A thrifty person believes what I have: [Is a gift to be used for myself and others].” Notably, two of these questions relate to the generosity aspect of thrift, which squares with the teacher's reports that generosity was the most appealing aspect of thrift. Among the treatment students there was also a significant decrease in correct answers for Question 8 – “Over a lifetime, a thrift person will probably: [Spend more than a person who is not thrifty].” Though we cannot be sure from the data, it is possible that more students missed this question because they learned the frugality aspect of thrift but without adding the more nuanced understanding thrifty persons also grow their income through industry.

We also asked students about their educational confidence (“How confident are you that you will graduate high school/college?”), and involvement in potentially pro-thrift influences such as church attendance, scouting participation, and spending time with the elderly. Among these potential influences only confidence in high school graduation predicted a better score on the post-test Thrift Quiz. It is not surprising that more academically confident students also proved to be better at acquiring thrift knowledge.

Thrift Attitudes

The student tests included a bank of questions on thrift attitudes. Though attitudes are generally more difficult to change than knowledge, treatment students scored an average of one point higher on the post-test for the six thrift attitude questions combined, even when controlling for academic confidence (high school graduation) and pretest attitude scores. Qualitatively, this average gain is the equivalent of each treatment student moving from “uncertain” to “agree” (or from “uncertain” to “disagree”



on Questions 13 and 15) on one of the thrift attitude questions. The only individual question to show statistically significant improvement for the treatment group was Question 14 – “In order to accomplish your goals financially, you have to spend less than you earn.” The improvements in Question 14 were not enough, however, to explain the overall gains demonstrated by the treatment group.

Thus, attitudinal improvements were likely scattered among the questions, depending on what aspects of thrift a particular student found most compelling.

Thrift Behaviors

We asked five questions about thrift behaviors. Behaviors are more difficult to change than knowledge or attitudes and we wouldn’t necessarily expect behavior changes from the relatively small “doses” of thrift teaching experienced by the treatment group. Indeed, we observed no statistically significant changes in behavior for either the treatment or control group. Interestingly, though, academic confidence, religious attendance, and spending time with the elderly all were associated with students having their own savings account.

Conclusions and Recommendations

Based on the findings of our evaluation, we can draw a number of conclusions and offer recommendations about effective practices for teaching thrift. Note that the following comments are not derived solely from the information presented above but on the total experience of planning, implementing, and evaluating a pilot thrift program in Pennsylvania.

Learning thrift knowledge is easy but the language is difficult and misunderstandings are widespread.

We know from teacher interviews and student surveys that students in elementary, middle, and high school can acquire thrift knowledge, even with fairly simple interventions. Highly motivated adult learners in an immersive setting (like the teachers

at the Teacher's Institute) can learn nearly all the basics about thrift. But like most Americans, PA students mostly misunderstand thrift as "cheap" and "miserly." Popular culture (like the "Thrift Shop" song) isn't helping, and the traditional language can sometimes present an additional barrier to learning. Our pilot teachers showed, however, that with good pedagogy and sufficient classroom time, thrift knowledge can be acquired despite the challenges.

Changing attitudes is hard, but changing behavior is harder.

This is not really surprising, but both surveys and teacher interviews showed that it is possible to change students' attitudes about thrift, but only when teachers can find a motivational "hook." For many lower income students, the thrift principle of industry was appealing; for higher income students, stewardship appeared to be the most compelling of the three pillars of thrift. The surveys didn't indicate any behavioral changes, but at least one of the teachers shared stories which demonstrate at least some experimentation with thrift behaviors.

History can't stay historical.

Several teachers integrated primary sources or other historical elements of thrift from the past but the ones who had the most success did so by finding ways to bring the history into the present. Current media must be carefully appropriated in order to avoid misleading students, but modern thrift success stories or updated versions of thrift classics can be inspiring.

Integration throughout is critical for learning.

Most of our teachers found that thrift concepts could be helpfully recalled in later units. In fact, current research on learning shows that regular, intermittent rehearsal of new concepts can be better for long-term learning than having the same amount of material presented in one intense period. Thus, introducing thrift vocabulary and concepts early in the school year, with plans to regularly apply and revisit the material is likely to produce the best results. Our teachers' anecdotal experiences affirm this approach.

Practicing thrifty behaviors can change attitudes and behaviors.

While changing attitudes and behaviors is difficult, one of the best ways to do it is to help students have successful experiences actually practicing thrift themselves. In structuring any such experience, it is critical that students have early "wins" so they see that thrift is relevant to their life and they begin to develop positive emotional

associations with thrifty behaviors. There is much about thrift that means enduring some short-term difficulty (forgoing instant gratification) in order to get something better later. In a world where such self-discipline is not often reinforced, teachers must find ways to make thrift enjoyable enough early so that students will sustain the effort long enough to make it a habit. Again, we see the value of integrating thrift throughout the curriculum, rather than focusing on one short intervention.

Elementary school offers great promise for teaching thrift.

Though we only had one teacher in our pilot who taught elementary schoolers, much of what we learned points to elementary school as fertile ground for thrift education. First, it is easier to teach something right the first time than to have to first “unteach” misunderstandings. With so many of our middle and high school teachers having to overcome wrong ideas about thrift, starting thrift education in elementary school offers a possible solution. Second, elementary school offers the easiest path to integrating thrift throughout the curriculum because elementary teachers often teach the same group of students throughout the day. Thus, elementary teachers have more flexibility in curriculum planning and better opportunities to instill and reinforce habits. Third, elementary students are at the best developmental stage for instilling lifelong dispositions and habits. Public health and environmental campaigners have long recognized the importance of getting their ideas to elementary schoolers. Sarah Oberholtzer and other school savings bank leaders had this good idea in an earlier season of thrift education; there is every reason to revive it.

Thrift education must move into “super-funded” courses in order to reach the most students.

Among secondary school options, thrift education most readily fits into courses such as personal finance or family and consumer studies. Unfortunately, as our PA pilot teachers’ classrooms demonstrated, these courses are usually elective courses and typically include few male students. In order to reach the bulk of secondary students, especially of both sexes, thrift educators must find ways to incorporate thrift education in math and science courses which are most likely to maintain funding and be required of all students. Because math and science teachers are often under strict time and content constraints, thrift educators must develop curricular components which are successful at meeting standards while helping to lighten the load for teachers. Whether standalone units that meet particular standards or fully integrated courses, thrift components will need to be marketable to districts, administrators, and ultimately teachers who are accountable to state math and science standards and who have a plethora of curricular choices.

Appendix A: Student Survey

Test ID #: _____

Date: _____

Circle the BEST answer:

1. The word that is closest in meaning to thrift is:
 - a) Thriving
 - b) Saving
 - c) Protecting

2. Being generous is:
 - a) The opposite of being thrifty
 - b) The same as being thrifty
 - c) A part of being thrifty

3. Borrowing money:
 - a) Can be good if it will increase your wealth in the future
 - b) Is never a good idea
 - c) Can be good if it's for something that you really want

4. Thrift is:
 - a) Wise use of money
 - b) Always buying the least expensive thing
 - c) Getting as much money as possible

5. Thrift focuses on:
 - a) Earning
 - b) Planning
 - c) Saving
 - d) All of the above

6. The OPPOSITE of thrifty is:
 - a) Selfish
 - b) Wasteful
 - c) Generous

7. A thrifty person believes what I have:
 - a) Is my private property to use as I wish
 - b) Is a gift to be used for myself and others
 - c) Belongs to the community

8. Over a lifetime, a thrifty person will probably:
 - a) Spend less than a person who is not thrifty
 - b) Spend more than a person who is not thrifty
 - c) Spend about the same as a person who is not thrifty

9. In order to help the economy grow, it is better for Americans to:
 - a) Save more
 - b) Spend more

10. In your opinion, if Americans became more thrifty, what difference would it make?
 - a) It would be good for the country
 - b) It wouldn't make much difference
 - c) It would hurt the country

Circle the letters below that show how much you agree with each statement:

SD	D	UN	A	SA
<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Uncertain</i>	<i>Agree</i>	<i>Strongly Agree</i>

11. I am good at sacrificing today if it looks like I can have something better tomorrow.

SD D UN A SA

12. I have noticed that one way I have more money is to keep track of my spending.

SD D UN A SA

13. When it comes to earning a good income today, being fortunate is more important than working hard.

SD D UN A SA

14. In order to accomplish your goals financially, you have to spend less than you earn.

SD D UN A SA

15. When I donate money it might help others but it doesn't help me.

SD D UN A SA

16. Being creative or inventive can help you get ahead financially.

SD D UN A SA

Circle the letters below that show how much you agree with each statement:

N

Never

S

Sometimes

F

Frequently

A

Always

17. I am saving up for something I plan to buy in a few months.
N S F A
18. Each month, I give some of my own money to a group (charity) that I think makes a positive difference in the world.
N S F A
19. I save money each month.
N S F A
20. I have my own savings account (circle yes or no). YES NO
21. I know how much money I have in my savings account.
N S F A
22. Every week I attend a religious worship service or youth service.
N S F A
23. Every week I spend time with an elderly person (like a grandparent).
N S F A
24. Every week I participate in Boy or Girl Scouts.
N S F A

Teaching Thrift in Civic Organizations

What follows is a narrative of significant accomplishments in developing a thrift curriculum and communication strategy in order to effectively disseminate the thrift message to a diverse group of organizations that are not schools, not churches, and not financial service organizations. Since the development of our core material began, both historically and pedagogically, in the classroom, milestones in achieving school curricula goals are woven into the story of our work in civic organizations. Underlying all these efforts is experimental progress in determining how best to evaluate thrift instruction and thrift messaging as we develop new tools of instruction and evaluation in each setting.

2010

Roy Bergengren Fellow

Chuck Stokes joined IAV in the fall of 2010 as our first Roy Bergengren Fellow. Stokes recently received his PhD in sociology from the University of Texas. He began working to develop scientifically valid measures for the Thrift Index, reviewing and analyzing the data from the Thrift Survey, and designing the instrument for the Lottery Survey and future surveys.



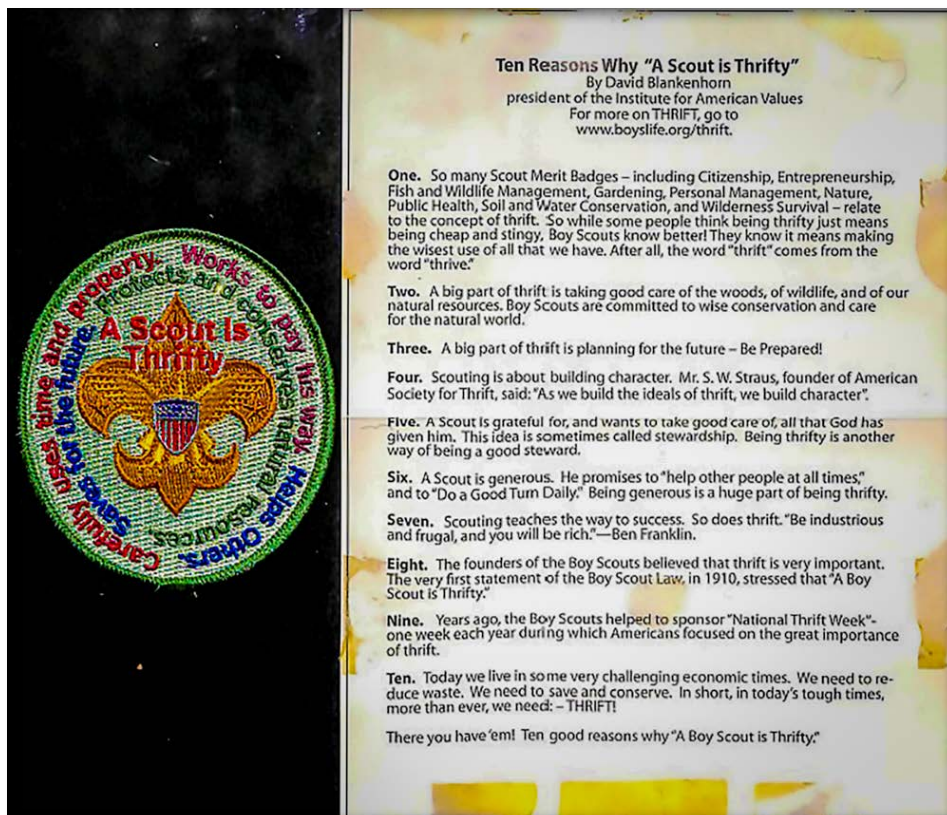
Study of the American Saver

“The American Saver: A National Survey,” based on the extensive National Thrift Survey, summarized key findings calling attention to the problem of non-saving and under-saving among American households. The report contains rich evidence on respondents’ participation in anti-thrift and thrift institutions, with special attention to the institutions of government sponsored gambling. This nationwide survey provides baseline statistics on Americans’ general knowledge, attitudes and behaviors around thrift and anti-thrift. Featuring oversamples in Kansas and Texas, the survey was conducted online by Knowledge Networks, an organization specializing in online academic, government, and business research. The National Thrift Survey oversampling in Kansas and Texas was used to produce additional reports.

The Boy Scout Pilot

Thousands of Boy Scouts, the largest youth service organization in the country, partnered with us to inspire our first effort to create a baseline measuring knowledge on thrift. 11,493 Scouts went online to complete a 15-question survey, based on the methodology and findings of the “The American Saver” survey. Thanks to Templeton Press, for every young person taking the quiz (up to 10,000), \$1 went toward a Scout Camp scholarship fund. David Blankenhorn’s essay, “Ten Reasons a Scout is Thrifty,” was also featured by the Boy Scouts as an educational tool on their website. The experience of engaging scouts with a renewed appreciation of one of their great traditions was rewarding. The data led to, among other things, a simplified and more pedagogically focused set of questions that would become our current 10-question Thrift Quiz.

In the second phase of our partnership, the Institute and Templeton Press offered ten players the opportunity to receive a \$500 savings bond and one grand prize of an all-expenses paid trip to Philadelphia for a weekend visit to thrift-related institutions and persons. To spur interest in the contest, Boys Life Magazine designed a special Thrift Patch. Entrants wrote short essays (and sometimes long ones) on how they were going to be thrifty and therefore thrive. A total of 813 scouts entered. The partnership team reviewed the essays and selected the best submissions. Templeton Press announced the winners, including the grand prize. In the end, over 4,400 of the patches were distributed to Scouts responding to the thrift pages through Boys Life.



Bring Back Thrift Week

During this time the Institute began coordinating with Templeton Press and several Philadelphia institutions, to generate the idea to “Bring Back Thrift Week.” These efforts included the Penn Charter Middle

School, who hosted a talk by David Blankenhorn and a service project; People for People, Inc. and Beneficial Bank, who co-hosted a “Thrift Roundtable” in Philadelphia; and Gerry Cuddy of Beneficial Bank, who penned an essay on thrift featured in the Institute’s quarterly publication, “Propositions.”



Thrift Education Coordinator prepares for Thrift Week 2011

Amber Lapp was added to the Institute staff to oversee our efforts on Thrift Week and the Thrift Curriculum. We combined these two aspects of our work as “Thrift Education.” Accordingly, Amber Lapp’s official title was “Thrift Education Coordinator.”



In preparation for the newly conceived Thrift Week 2011, we coordinated with several Philadelphia institutions, including the Penn Charter Middle School, People for People, Inc., and Beneficial Bank to hold a “Philadelphia Thrift Leaders Roundtable” – an event which drew 44 local civil

society organizations and over 80 attendees. We filmed a video of our Thrift Exhibit and later produced a short DVD of the Exhibit, “The Art of Living Well.” We also met with the Pennsylvania Office of Financial Education and the Historical Society of Pennsylvania in March to discuss creating a thrift curriculum, which will correspond with current educational standards and will be taught in classrooms across Pennsylvania. In addition to teaching a money management skill set, this curriculum will teach the ethic of thrift and the history of America’s thrift movement. In this way it is more holistic than a personal finance curriculum, and will complement the traveling Thrift Exhibit as an educational companion.

2011

Thrift Week 2011

Philadelphia became the first city in over fifty years to celebrate Thrift Week. Mayor Michael Nutter issued an official proclamation, and the Pennsylvania General Assembly passed a resolution in honor of the celebration. IAV coordinated with several Philadelphia institutions, including the Penn Charter Middle School, People for People, Inc., and Beneficial Bank to hold a “Philadelphia Thrift Leaders Roundtable,” an event which drew 44 local civil society organizations and over 80 attendees. Participants also had the opportunity to view the Thrift Exhibit, which was filmed and produced as a short DVD.

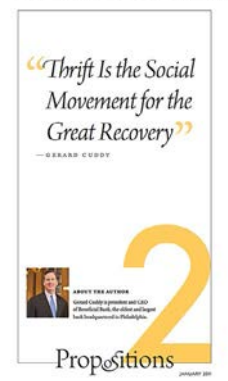


As part of the celebration, PFP Charter School, in partnership with PFP Community Development Credit Union, made available limited-match savings accounts for their students; William Penn Charter School held an assembly on “Thrift and Social Justice” and participated in a service project; and the news department from Channel 10, the NBC affiliate in Philadelphia, ran three separate segments on thrift (including a “Thrift Tip of the Day”).

Additionally, our January 2011 publication, “Thrift is the Social Movement for the Great Recovery,” by Gerard Cuddy of the Beneficial Bank, was distributed to 848 supporters and opinion leaders nationwide and also, as bulk orders totaling 1,250 copies, to nine Philadelphia-area organizations, including the Free Public Library, for distribution to their leaders and members.

In search for a set of evaluative tools

We continued our research on how best to evaluate our educational efforts, broadening our vision for a more universal and flexible tool that could be used in both the classroom setting and in others. The goal of producing a Thrift Quiz and Index, based on our National Savers Survey, was conceived and brought to completion during this year—and eventually published in January 2012 during Thrift Week 2012.



Way To Wealth Pilot



We piloted a weekly class using a draft version of our educational booklet, “The Way to Wealth,” which features five wealth-building rules backed by scholarly evidence, stories, and discussion questions. We partnered with Goodwill, ERDA Federal Credit Union, and Thrift Store Confidential for field trips and publicity for the class. The Way to Wealth is intended for use in civic organizations, to be used flexibly in a workshop setting.

Widening And Deepening Connections In The Thrift Community

We launched a “virtual thrift club” forum on the popular money management website, The Dollar Stretcher Community spreading the message of thrift and driving increased traffic to our main thrift website, NewThrift.org.

The Bring Back Thrift week “movement” required time intensive planning and maintenance of the community-based leadership network it depended upon for success. In addition, as we looked to plan our first ever Thrift Teacher’s Institute we incorporated a goal of integrating “field education” into our methodology of instruction, laying



groundwork for key relationships with Goodwill of Southern New Jersey and organizations like Neighborhood Bike Works and Community Gardens that had shown such keen interest in Thrift Week 2011. This networking was part and parcel of research into what would work in a more episodic, workshop oriented approach to teaching thrift in civic organizations.

2012

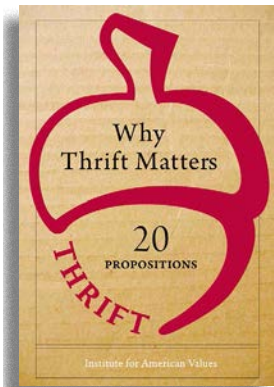
Thrift Week 2012

IAV partnered with People for People, Inc. to host a Conversation on “A Thriftier Philadelphia” moderated by David Blankenhorn, featuring the release of “Why Thrift Matters” and the first ever U.S. thrift index. Jeremy Nowak, President and CEO, William Penn Foundation and Chairman of the Federal Reserve Bank of Philadelphia, gave the lunch keynote address. A panel conversation featured these thrift leaders:



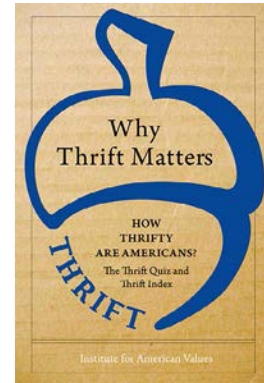
- Dr. John Elliott Churchville; Chairman and CEO, Liberation Fellowship Community Development Corporation
- Beth A. Twiss Houting; Senior Director of Programs and Services, Historical Society of Pennsylvania
- Dr. Jonathan Zimmerman; Professor and Director of the History of Education Program, NYU Steinhardt School
- Dr. Kimon Sargeant; Vice President, Human Sciences, John Templeton Foundation
- Jeff Carpineta; President, East Kensington Neighbors Association
- 118 people were in attendance.
- The event was filmed and packaged as a video podcast series on our website and YouTube channel.

Why Thrift Matters



We published and disseminated *Why Thrift Matters* in two documents: “*Why Thrift Matters: 20 Propositions*” and “*Why Thrift Matters: How Thrift are Americans? – Thrift Quiz and Thrift Index.*” These two publications contain three educational vehicles: 1) 20 propositions for a general audience; 2) A “quiz” generated from an analysis of a nationwide survey of thrift attitudes and behaviors; and 3) a model for generating a thrift index as an annual perspective on nation economic data.

The development of the Thrift Quiz as an evidence-based questionnaire assessing knowledge of thrift is one of the essential building blocks of the ongoing evaluation of the effectiveness of teaching thrift in both school and non-school settings.

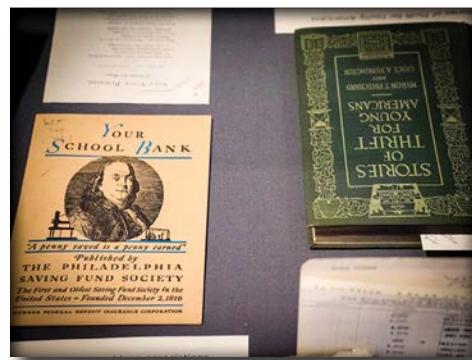


Thrift Education Initiative

Andrew Kline was appointed in April as Director of the Thrift Education Initiative. Aside from publishing articles in the national media on thrift, his primary goal was the successful planning, execution, and over all evaluation of the first Thrift Teacher’s Institute held at the Historical Society of Pennsylvania July 27- August 2.

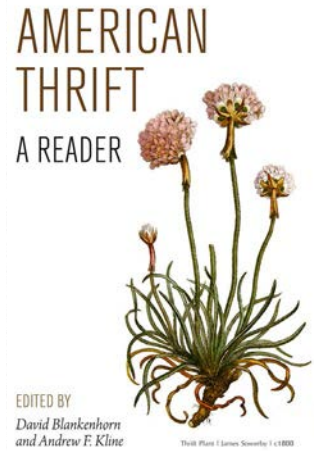
Learning from the Thrift Teacher’s Institute

While oriented toward the high school classroom, the Teacher’s Institute occasioned much learning and discovery of the community-based extra curricular resources required to effectively teach thrift. We engaged many community experts and organizations, not based in schools, to give the widest understanding of thrift to our teachers. In addition, most of our teachers’ interest in thrift derived from a natural location in their own schools as interdisciplinary forces and in non-standard academic courses, such as consumer science or financial education. Key to our learning at this time was also engagement with elementary and middle school teachers, which because of more interdisciplinary and behavioral approaches required of this age cohort, contributed to our understanding of approaches and resources to incorporate in a “civic curriculum.”



American Thrift: A Reader

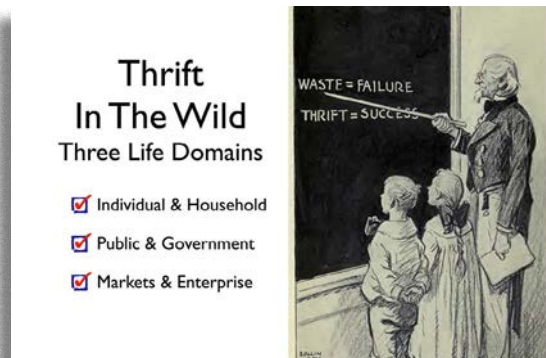
In preparation for the Thrift Teacher's Institute we published our 'beta' draft edition of "American Thrift: A Reader," which was used extensively during the conference and is intended to be a resource not only for schools but also for presenting authoritative material in a workshop format.



Learning from a Church Based Pilot

We piloted our thrift material at a church based stewardship workshop in September at Church of the Holy Spirit in Harleysville, PA. The history and ethical dimensions of thrift were compared to more traditional religious teachings on stewardship for both their similarities and possible new approaches to motivating increased generosity and connections to "wealth" and "well being," thrift, and thriving. The Thrift Quiz was used as a workshop baseline and a six-month check up reported not only a successful annual campaign, but that the workshop was the catalyst for lay lead programs in financial assistance and tax preparation, a greater awareness of the role of generosity in the economy at large, as well as an appreciation for a new look at what (in churches) can be an too well worn – and tuned out – topic.

Learning from a Business Based Pilot



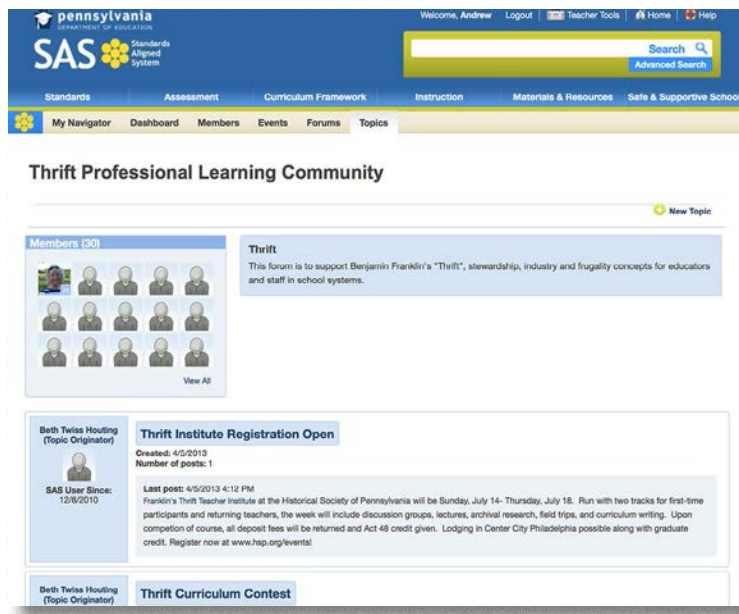
During the fall of 2012 we piloted a "business" thrift workshop with the Walters Group, engaging interest in several presentations at local Chamber of Commerce workshops. This curriculum is still in the beta testing phase. These meetings were always a great opportunity to hand out our materials and gauge interest among market based leaders about "waste" and "wise use."

Planting Seeds

We also gathered together a "thrift roundtable" at the invitation of the Omaha Chamber of Commerce in October. Our material is being used in this very lively venue in order to support their important work in advocating at the state level for pro-thrift lending policies regulating banks and payday lenders, and for reenergizing an effort overseen by the University of Nebraska at Omaha to initiate school savings bank programs throughout the state.

Evaluating Thrift

By the end of 2012, all fifteen teacher participants in our Teacher's Institute submitted lesson plans for their thrift units to Pennsylvania's SAS website. The Thrift Learning Community's page now hosts over two dozen lesson plans and over 200 supporting downloadable historical resources as part of a cooperative wiki page. Each lesson plan is related to the national Common Core Standards in over eight subject areas including: Mathematics, English Language Arts, Civics and Government, Economics, History, Family and Consumer Science, School Education and Work, and finally, Student Interpersonal Skills. In addition, the complete Thrift Reader is downloadable on the site.



2013

Thrift Week 2013



To open Thrift Week in Philadelphia IAV co-sponsored the Thrift Legacies curriculum contest with the Historical Society of Pennsylvania and worked with Andrew Hill, the Economic Outreach Director for the Philadelphia Federal Reserve to present new original research on the effectiveness of financial literacy education in general, in search of the connections with thrift education in particular. The luncheon and discussion were entitled: "Personal Financial Education: What Research Tells Us."

Podcasts And More Community Organizing

Dr. Hill's lecture was well received with 65 people, mostly from community-based organizations, in attendance on a very snowy January Saturday morning at the Historical Society of Pennsylvania. For instance, following this meeting we interviewed the Director of the Bicycle coalition to learn more about their model for creating and disseminating workshop curricula in schools and libraries.



During this time, as we prepared for our second annual Thrift Teacher's Institute, we were approached by elementary school educators to think about framing our curriculum in the future for a more behavior and character formation based approach. We also initiated our thrift based social media presence on our Facebook and Twitter accounts, including a podcast with Dr. Chuck Stokes.



Thrift Curriculum Contest Winners

We seeded our approach to broad based thrift education through extensive discussions with thrift leaders in Sacramento California desirous of starting their own Thrift Week observances for 2014 and sharing of materials with them.

Second Thrift Teacher's Institute

The second Thrift Teacher's Institute convened on July 14-17 at the Historical Society of Pennsylvania and became a pivotal experience in both finishing the project of creating a traditional high school curriculum and turning our attention to creating an authoritative "scope and sequence" of teaching thrift to all grade levels, and thus to a broader audience. We published a revised and expanded edition of *American Thrift: A Reader*.



PSFS Archives at the Hadley Museum

As for the Teacher's Institute, it became a small but highly effective working group of master teachers who committed to creating the frame for each significant division for our curriculum. This lesson framework is based on the conceptual work grounding *Thrift: A Cyclopedia* and was handed off to Bernadette McHenry, who was hired shortly afterward to complete the high school curriculum.

Focusing On A Workshop Model



Amber Lapp rejoined the team in the fall and led the work group responsible for publishing the booklet “Way to Wealth,” which debuted as the focal point of a series of Way to Wealth Workshops at Thrift Week 2014. Inspired by Franklin’s famous essay, the booklet highlights four simple (yet often difficult) rules to help young adults achieve financial independence: work hard and honestly; spend less than you earn; give back as much as you can;

and have a plan. The booklet teaches Franklin’s principles for a contemporary audience—and is complete with real life stories, evidence from the research, and practical tools, including a Thrift Plan and Budget Worksheet.

Our goal in developing this particular publication and associated workshop materials is to introduce young adults (high school and beyond) to the wisdom of Benjamin Franklin in a contemporary way, one of the key goals of our civic organization’s initiative, a true cornerstone for teaching thrift in civic organizations.



2014

Thrift Week 2014

The focus of Thrift Week 2014 was once again at People for People, Inc. in central Philadelphia. We put on an ambitious program—morning and afternoon Way To Wealth workshops, a luncheon preceded by a mayoral proclamation, an encouragement from Rob McCord, Treasurer for the state of Pennsylvania, a documentary film debut and discussion of *Faith and Credit: Rita*



Haynes, Faith Community United Credit Union, and a personal tribute to Rita Haynes in attendance. There were a total of seven events held throughout the week including a teacher’s workshop at the Historical Society of Pennsylvania and three workshops at local YMCA’s based on the new workshop. David Blankenhorn also spoke at a James Madison Institute lunchtime discussion centered on Benjamin Franklin’s “The Way To Wealth.”



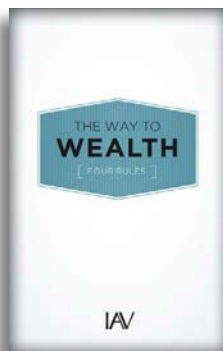
We partnered with People for People, Inc. (PFP) to host the luncheon and film screening. The program also included a conversation with Rita Haynes and Raymond Blankenhorn, one of the directors of the film, as well as a presentation by Pennsylvania State Treasurer and 2014 gubernatorial candidate, Rob McCord. Mayor Nutter was scheduled

to read the “Thrift Week Proclamation,” but due to weather, no one from the mayor’s office was able to make it. Based on RSVPs, we expected a crowd of 125. However, because of the snowstorm, attendance was cut in half. There were instead 70 attendees, not including IAV and PFP staff, in attendance. Most of these attend-



ees were workshop participants from PFP programs like the EARN center, Project Dad, and Project Restore. Even so, the content of the event was high-quality and was filmed and will be produced and disseminated as a video podcast series for IAV’s website. Additionally, workshop participants, many of whom were completely unfamiliar with the credit union movement, were introduced to the concept.

The Way To Wealth Workshop Description



In total, 650 copies of “The Way to Wealth” were disseminated through events at the YMCA, Goodwill, the Historical Society of Pennsylvania, the James Madison Institute, and People for People, Inc.

Materials were created and produced, including a presenter’s guide and handouts. The workshop was piloted four different times during Thrift Week, reaching 190 people. Unfortunately,



two additional workshops were canceled due to weather. Workshop evaluations and Thrift Quiz evaluations were collected from participants and are being analyzed.

The workshops are interactive, discussion-based, and involve a game element in which participants are given a character identity and use dice to answer questions about

their character's thrift habits and progress on the way to wealth. Participants have the opportunity to make a personalized Thrift Plan, and to make a savings goal through AmericaSaves.org.

Although geared for a group of 10-20 participants, the workshop can be adapted to a larger or smaller group. Of the four workshops conducted, two had 30 people, one had 6 people, and one had 125 people. The size affected the amount of discussion, but we found that the workshop content could be taught in a small workshop setting, as well as in a lecture hall.



Although the presenter's guide and materials are geared for young adults (ages 18 - 35), the workshop can be adapted for middle school or high school audiences. Of the four workshops conducted, there were two for adults over 18, one for high school students, and one for middle school students.

The workshop for middle school students was a very simplified version of the workshop, in which we presented and discussed the four rules and led students through the process of working in pairs to create a Thrift Plan. Instead of making a savings

goal through AmericaSaves.org, students received "Save for Change" boxes and discussed their savings goals. We found that, of all the audiences, the middle school audience exhibited the most enthusiasm for the topic, which may be a reason to focus on this age group in the future.





The workshop for high school students was conducted in a large room with 125 students. We found that the interactive game element worked well for high school students. High school students seemed most interested in Rule #4, “Have a Plan,” especially as it pertained to relationships and marriage.

The two workshops for young adults were hosted at People For People, Inc. Participants included those from a welfare-to-work program, a program for ex-offenders, and a program for non-custodial fathers. These two workshops were hosted simultaneously, in adjacent classrooms, but each was unique. In Group A, participants arrived early, took their seats, and participated in the game element. In Group B, participants trickled in up to twenty minutes late, which was disruptive, and the game element did not work because the group didn’t follow instructions or was not present when instructions were given. However, Group B had a livelier discussion than did Group A, and post-course evaluations from both groups were positive. 68 percent of participants rated the session overall as good or excellent.



Comments from participants included:

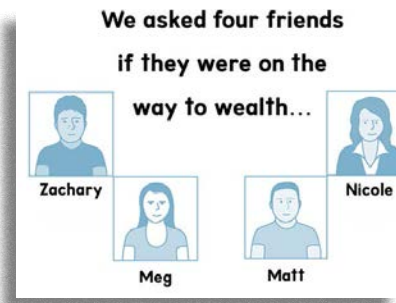
- “I thought the workshop was really good and engaging. It also allowed the participants to communicate with one another, giving some a boost of confidence.”
- “I will take heed to everything I learned and I think this workshop will help me a lot.”
- “Awesome and so not boring.”
- “I’ve learned how to plan more and how to save money. Very helpful.”
- “Well done!!!!”
- “Gave me a clear understanding in saving for the future.”
- “I learned additional ways to save money.”
- “Great speakers.”





One woman remarked after the workshop that she was excited about the resources listed in the Thrift Plan charts in “The Way to Wealth.” Another woman commented that she didn’t know about filing her taxes for free through VITA and was excited to save money by doing so.

Given our experience piloting the workshops during Thrift Week, we feel that more piloting would be helpful before we teach the model to other facilitators. Eventually it would be ideal to have a training video online, in addition to the presenter’s guide and handouts, to teach others how to lead “Way to Wealth workshops” in their own groups. We currently are working with Goodwill Industries of Southern New Jersey and Philadelphia to discuss the possibility of conducting workshops for their employees, Job Club, and alternative high school. People for People has requested additional workshops as well.

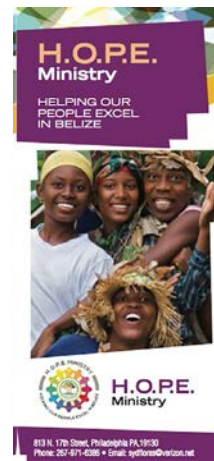


Postscript: Way To Wealth Workshop – Belize

Our partners at People for People took 80 Way to Wealth Workshop packets down with them as the centerpiece for a week long women’s empowerment conference in Belize. On Saturday August 23rd over 100 women between the ages of 18 and 40 gathered for the annual conference in Dangriga Belize. The women were challenged about being thrifty introduced to the four rules of wealth with the women gathered:



- Work Hard and Honestly
- Spend Less Than You Earn
- Give back as Much as You Can
- Have a Plan



The Rev. Sydney Flores noted: “After the conference several women expressed interest in starting a business. We have been working with this community for many years, and felt that, thanks to this new material, they now have new motivation and vision to really create something, no matter how small. Many thanks to Institute for American Values for your support with the the Way to Wealth booklets and bags.”



Thrift Week Crawl

Correlating a “market driven” approach of disseminating our ideas with civic organizations broadly understood, we piloted a Thrift Week Crawl in partnership with vintage and popular fashion bloggers Sammy Davis and Christina Zeigler aka Philly Diva.



Sammy Davis acted as emcee for the day. Participants were given a National Thrift Week tote bag that included some of IAV’s books and thrift reports, “I Love Thrifting” magnets, National Thrift Week buttons, promo materials for Thrift Store Runway, and a Goodwill-made-from-recycled materials lunch bag with snacks and water for the day. The event was also a fundraiser, as tickets were sold for \$15 a piece, and ticket proceeds were donated to Goodwill Industries. Ticket proceeds could instead be used to help cover expenses, if need be.

Evaluations from the day were positive. Most respondents ranked their experience a 10 out of 10. Goodwill saw a boost in their sales for the day. Comments included:

“This was very organized. The price was great. Love Sammy.”

“The event was an awesome time. Loved the event and meeting new people. More styling tips next time!”

“I think the event was great. Sammy was amazing; very engaging. I learned and saved.”

“I had a blast! Perhaps you could advertise future crawls at universities.”



We have often said that thrift stores would make the perfect “neighborhood offices” for the thrift movement. The energy and enthusiasm around this event supports that idea. Sammy Davis describes herself as a “thrift evangelist” and is very interested in replicating the Thrift Crawl experience around the country. She has received emails from Austin, Texas and Traverse City, Michigan requesting that she bring the Thrift

Week Thrift Crawl to their towns. Goodwill Industries of Delaware and Delaware County also reached out to us, asking how they might get involved in future Thrift Week celebrations. One of the advantages to the Thrift Crawl strategy is that it allows us to tap into a group of people already interested in the idea of thrift—and to expose them to the broader meaning of thrift and its implications. This can be done especially during the lunch program, during which Amber Lapp presented a short presentation on thrift and Thrift Week and Sammy Davis spoke of her own “thrift journey.”

Thrift Week: The Impact of Social Media



In an effort to increase awareness about Thrift Week in 2014 we expanded our social media presence: combined social media reach was 339,530 people.

Specifically, we engaged 1,264 people through 25 posts of pictures and promos on Facebook. On Twitter, 24 people

used the #ThriftWeek hashtag to share pictures or thoughts about the week’s events. This resulted in a total Twitter imprint of 332,527. Additionally we reached 4,914 people on Instagram and 2,089 people on YouTube.

In addition to the 339,530 people reached, we can note that the number of people reached through Facebook is actually larger because of posts made by partner organizations. We do not have access to our partner’s Facebook analytics, but we can note the potential reach of the following Facebook pages that posted about Thrift Week:

James Madison Institute: 1,947 likes

Sammy Davis Vintage: 6,168 likes

Thrift Store Runway: 607 likes

Bring Back National Thrift Week:
1,030 likes

People for People, Inc: 20 likes

The Domesticated Dad: 292 likes

Institute for Family Studies: 113 likes

Overpowered by Funk: 82 likes

Goodwill of Southern New Jersey and Philadelphia: 1,308 likes

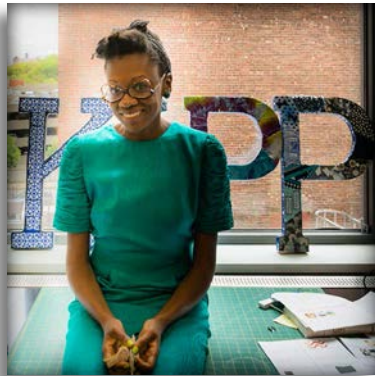


Total potential reach of partner organizations on Facebook: 11,567 people

KIPP Thrift Fashion Camp Pilot Project

KIPP NYC College Prep is a free college-preparatory public school serving lower income families from New York City, supporting their development through the knowledge, skills, and character needed to succeed in top-quality colleges and in the world beyond. Students complete four years of math, science, English, and social studies, and at least three years of a foreign language.

In addition students are offered a wide range of co-curricular activities, including a unique course in Fashion Design developed over the past four years by Lesley Ware, aka “Creative Cookie,” at the South Bronx campus. Begun as an afterschool program, its popularity, richness, and inventiveness has made it one of KIPP NYC’s most popular elective courses, with over 300 enrolled for the fall of 2014.

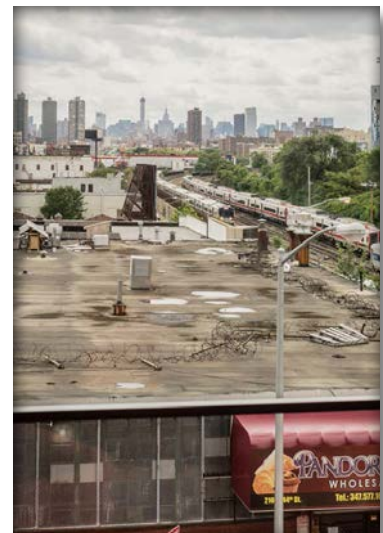


This spring and summer Lesley joined with Sammy Davis, a frequent contributor to the class and well known thrifting fashion blogger, to pilot “Just Thrift: The Ethic of Wise Use in Fashion.” Just Thrift, even in this first iteration, incorporates key

elements of IAV’s new high school curriculum with an innovative approach to teaching young people thrift. One goal of the pilot was to evaluate student learning and reaction to this type of curriculum, both through the results of the baseline of the thrift quiz and a journal record. to use our learning to help plan. Another goal was to take our learning from teaching this hands on course and understand what we needed to create or modify in order to fully adapt Lesley’s larger and more traditional curriculum, and create a model for other KIPP schools to adopt to teach not just fashion, but thrift.

Quick facts about KIPP NYC College Prep

- Located in the South Bronx
- Opened in 2009
- Number of students 799
- 99% of students are Latino or African American
- 87% receive free or reduced lunch
- 17% classified with special education needs
- 4% yearly attrition rate



The Fashion Design program is unique to KIPP NYC College Prep and includes an intro and advanced fashion course, an after-school elective, and the summer intensive which Just Thrift was piloted. The program focuses on the eco-side of fashion, exposing students to ways to reuse/rescue materials, the other side of fast fashion, and upcycling as thrifting. A respectable number of men also take the school year course, and some have an idea of pursuing a career in the fashion industry broadly understood.



2014 Just Thrift Program Participant Demographics

- Student grade range 10 - 12
- Student age range 15-18
- Number of participants 7
- 100% female

KIPP NYC College Prep is committed to making sure that students succeed from high school through college and has established a savings program for enrolled students. To that end, parents have the option to opt into Citibank’s KIPP College Account Program (KCA) and most do because college graduates have a big advantage over those that only possess a high school degree. KCA helps reduce financial barriers for KIPP students planning to go to college. This is a new program at KIPP but we can get data on the number of enrollments, matching funds, and so forth, if this data is useful to the grant proposal. Of the seven girls enrolled in Just Thrift, six of them were participants in the Citibank KCA program.

During the two-week program, participants explored the vast and rapidly changing world of fashion through experiences such as field trips to fashion colleges, fabric

shopping in New York’s Historic Garment District, facilitated thrift chats, and a thrift trip to the Goodwill NY/ NJ Headquarters and Outlet. A special emphasis on thrift and how to “use resources wisely” was infused into the fashion intensive through looking at the 4 “Ss” of being thrifty: style, savings, sustainability, and social good.



By the end of this experience participants had:

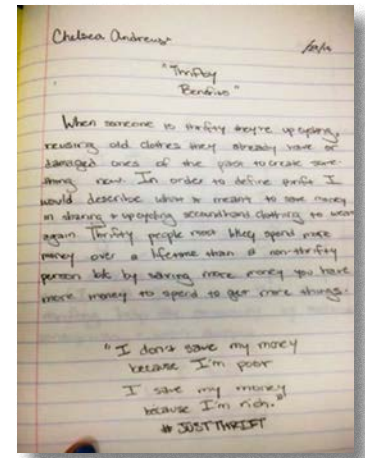
- a stronger thrift vocabulary;
- a broader understanding of post-high school options for thriving fashion careers;
- hand and machine sewing skills; and
- a toolbox of ways to be frugal with fashion choices, including ways to reuse scraps of fabric and up-cycle garments.



We also found that they exited the program with a stronger identity and were able to see themselves as savvy consumers, not to mention producers of their own accessories and garments.

Just Thrift Program Highlights

- Facilitated discussions are effective for engaging students in conversation of thrift. The students were interested in discussing the material at hand during each fashion chat and responses were more often than not correct. In testimony, Chelsea commented that she understood the material because “she was able to discuss it in her own words.” Students were especially interested in communicating their thoughts during the sustainability chat, as inspired by two impactful videos they watched on fast fashion.
- Students were seen expressing generosity through thrift. We witnessed the students adapting “generosity” as inspiration for their thrift purchases. Miriam bought an outfit for her mother, Ayesha commented she would let her mother wear some of the clothes she thrifted at the outlet, and during testimony, each student commented that they were excited to help the environment and contribute to the programs of Goodwill by shopping thrift stores.
- Being “on message” from the start with vocabulary is essential. By conclusion of the two-week fashion intensive students were able to correctly speak on industry lingo and the IAV definition of thrift. “Saving,” “sustainability,” “generosity,” “thrift to thrive,” “thrift,” “up-cycling,” “smart spending,” and other buzzwords were adapted into the students’ language during end of program testimony. Big picture ideas, such as “borrowing money being a good thing,” and “thrifty people spend more money over a lifetime than non thrifty people,” registered with approximately half of the students, according to documented journal entries and testimony.



- Exposure to thrift with a group of like-minded individuals leads to a positive experience. We observed that students are much more receptive to the idea of thrifting when they are with a group. All girls wore their thrifted finds the next day to the fashion intensive and were excited about the idea of saving money. This experience strengthened their identity as thrifters by opening their eyes to ways that they can obtain better quality clothing for less. The Goodwill field trip was a worthwhile investment for a firsthand experience. Students voiced that they plan on visiting thrift stores independently of the classroom setting, one girl even exclaimed, “I want to make this a girls’ night out!”
- Learning about style aided in the participants being thriftier. The content in the fashion chats, especially the first on Style, and the hands-on sewing workshops helped girls to hone in on their individual fashion tastes during the two-week intensive. This was underscored during our thrift trip when girls were asked to edit what was in their carts based on their style profile. To that end, they purchased less and were wiser about what they took home.
- More time is needed for students to understand “big picture” ideas. Not all values of thrift were as easily understood as others, and findings revealed that “borrowing money can be a good thing,” (and when it is a good thing) as well as “thrifty people spend more over a lifetime than non thrifty people,” will require more time and exposure to activities to help students understand and apply these ideas to their own lives now, and for the future. Additionally, the specific ideas behind “The Way to Wealth” (steps such as “having a plan” and “working hard”) would require more time to deliver and for students to grasp.

Just Thrift Trip Summary and Student Testimonials

Excluding Miriam, KIPP graduate, class of 2014, who took Thrift Quiz but split her time between the program and assisting us with students.

- # of students who had never thrifted (purchased something): 5
- # of students who had thrifted (purchased something): 2
- Total amount of \$ spent: \$16 + \$13.69 + \$21 + \$14 + \$7 + \$20.28 = \$91.97
- Average amount of \$ spent: \$15.32

One of our goals for this pilot was to identify messages, which are effective and culturally relevant to teaching thrift in a specific demographic. To better understand how students had absorbed the material and were able to communicate it back in conversation, Sammy sat down with students and asked them a series of questions on the final day of the program.



Students responded most favorably to the experience of visiting Goodwill, shopping the outlet and learning about sustainable fashion. Testimony showed that 100 percent of students would like to thrift store shop again, with many students sharing the value of “savings.” It’s safe to say that each student now identifies themselves as “thrifter.”



Tania

“I didn’t know the full definition of thrift before the program. I thought thrift was specifically about thrift stores. Overall I didn’t know the meaning. After the workshops I learned that thrifting is to save, and reuse, save your stuff and be generous, give your extra stuff you don’t need to other people. That’s the main thing I learned about thrifting, because I didn’t know the full definition. I used to think that thrift was a word invented for thrift stores.”

I am thrifty because ... “because I reinvent my clothes and I’ve learned to donate my clothes as I purchase them. I love to thrift!”

Felicia

“I have a whole bunch of clothes that I haven’t worn for years. After everything I learned maybe it’s better that I give it to the thrift stores to someone who needs them.”

I am thrifty because ... “I love that at a thrift store or even in my grandmother’s closet (I can find) simple & unique outfits that no one can have.”

Shalom

“My favorite part of the workshops was actually going out and putting everything we talked about into play, being thrifty and doing this or that. It was good to talk about it but once you can actually do it, hands on, is when you can really become a believer.”

I am thrifty because ... “I know how to spend my money wisely and invest in things that would last long and help the environment.”

Donaji

“(I learned to be thrifty by) Having a plan and learning how to save up. I was telling my mom that if I get a job, I’m going to have three types of piggy bank. One for me, one for school and to the bank.”

I am thrifty because ... “it helps by having a plan to save up. Also it makes you feel eco friendly because you are making the earth more green by being thrifty.”

Chelsea

“I think I can be more thrifty by when we go to buy clothes at thrift stores or vintage stores, we can actually go through our closet and donate something as we’re buying something, so our closet isn’t overflowing, and we don’t have stuff we don’t wear.”

I am thrifty because ... “I can donate something in my closet that I can’t wear while I shop in a thrift store so my closet isn’t overflowing.”

Ayesha

“I liked learning about fast fashion and the ways it hurts the environment, and the ways to stop it.”

I am thrifty because ... “I like dressing nice and looking nice without having to spend a lot!”

Just Thrift Journal Highlights

On the first day of the fashion intensive each student was given a journal to answer questions prompted by Sammy at the end of three workshops. The discussion questions allowed students to condense and share their thoughts in written form and relate to the content in their own words. Here are some interesting highlights from their journals.

On whether a student would prefer more things at less quality or less things at good quality

“I would like to have less things at better quality because it maintains durability. The material can be worn all times - not just a few times or a few months.”



On why thrifting is good ...

“Thrift shopping is good for saving and helping non profit charities. Also it helps a good cause. To thrift is to thrive. Also it provides good opportunity to save.”

On the definition of thrift ...

“Thrift is choosing where, when and how you would spend your money on items you want/need.”

Students were 50/50 on understanding how thrifty people spend more over a lifetime

“Thrifty people spend less than non thrifty people over a lifetime because they don’t buy everything new.” - slight disconnect

“Thrifty people most likely spend more over a lifetime than a non thrifty person because by saving money you have more money to spend to get more things.”

On how to be thrifty ...

“Ways to be thrifty is buying things I know will last a long time and shopping at quality stores.”

“When someone is thrifty they’re upcycling, reusing old clothes they already have or damaged ones of the past to create something new. To define thrift I would describe what it meant to save money in sharing and upcycling secondhand clothing to wear again.”

A New and Exciting Way Into the Thrift Ethic

Just Thrift highlighted a side of the fashion industry youth are unable to see. Incorporating the ethic of thrift, wise use, sustainability and sewing into a two week fashion intensive exposed students to the less extravagant—but equally fulfilling—side of fashion not represented in today’s mainstream media.

By embracing this new way of consuming fashion they now have a stronger identity as “thrifters” and were able to discover new things about themselves, as highlighted in their testimonials. The workshop was full of self-discovery for the young participants involved and we, as instructors, immensely enjoyed facilitating it and learning first-hand how to most effectively teach the tenets of thrift through fashion.

To thrift is to thrive—and these seven students definitely graduated on August 7th with a positive attitude to independently investigate how to be more thrifty in their lives not just for a cool wardrobe, but to be lifelong environmental stewards and proactive savers with smart shopping habits.

An ever growing and adapting Thrift Curriculum

What can we say? The sky is the limit for the future of this program!

Ideas can span from a week-long thrift experience at KIPP NYC to a weekly course on thrift to a national conference for youngsters that aids in the unleashing of a new cadre/generation of thrifty Americans. The teen demographic is ripe for this type of program, and we look forward to continuing this important conversation on ways to celebrate, promote and advance the tenants of thrift.



It is clear that this program made real connections for young people between the thrift ethic as an academic ideal, and the hands-on, daily practice of thrift. It is not only teaching them the values of hard work, wise use, and giving back, it is inspiring them to be passionate about these values, by helping them express their style and identity, stylishly and colorfully, through thrift. Developing their identity through a personal style is critical for many teenagers. Therefore, fashion can be a powerful tool for inspiring them to invest in the thrift ethic, particularly when it is presented in the positive and empowering way Lesley Ware and Sammy Davis demonstrated in August.

The expansion of this program to a semester or year-long course at KIPP or another school would allow time for students to become more academically involved in studying thrift through a systematic incorporation of the thrift curriculum, as well as sufficient time to develop and practice tangible thrift habits through fashion and personal style. Because the thrift curriculum is built modularly, it serves not only as a year-long in-depth study of thrift, but also as a platform from which to launch other thrift education initiatives.

In the case of a program for teaching thrift through fashion, for example, the first unit of the existing curriculum would be used as an introduction. An instructor with expertise in fashion such as Mrs. Ware or Ms. Davis would create new lessons specific to the history and theories of fashion, as well as lessons to teach sewing and design skills. She would then work with a member of the IAV Thrift Education team to choose relevant lessons from the thrift curriculum—particularly, in this case, lessons on the contemporary and personal application of the pillars and the history of thrift visionaries—to make a seamless transition between thrift fashion and the thrift ethic that would inspire students to see fashion as a single dimension of the more holistic lifestyle of thrift.

Using Video in Thrift Education

Getting the word out

In the rapidly changing media landscape of recent years, IAV has experimented with and adapted audio and video productions that deepen our public arguments about both thrift and anti-thrift while extending our online presence. Whether filming documentaries and news conferences, posting entire symposia, creating the context for in depth public conversations or timely topical interviews, we are adding constantly to the growing library of audio and video resources dedicated to describing the world of thrift and its antagonists.

In this section we summarize productions illustrating the positive aspects of thrift that are most likely to be of interest to young people or those first interested in understanding the broad range of concerns that answer the question ‘what is thrift’. On the next two pages is a listing of these videos by title with corresponding links at YouTube and at the IAV Catalogue on our website. Screenshots of each video then follow in order on the next pages. For a more complete inventory of all of our video productions, please go to YouTube and search for InstAmericanValues or search our Catalogue at americanvalues.org. for title, subject and/or type.



Why Thrift? Why Here? Why Now?

[YouTube](#) [IAV Catalogue](#)
<https://www.youtube.com/watch?v=sGSALUkRezU>
<http://www.americanvalues.org/search/item.php?id=2038>

American Thrift

[YouTube](#) [IAV Catalogue](#)
<https://www.youtube.com/watch?v=a2WSwsY7pLM>
<http://www.americanvalues.org/search/item.php?id=2552>

Amber Lapp on Thrift Week

[YouTube](#) [IAV Catalogue](#)
<https://www.youtube.com/watch?v=R1X963AKjqE>
<http://www.americanvalues.org/search/item.php?id=2556>

Why Thrift Matters

[YouTube](#) [IAV Catalogue](#)
<http://youtu.be/xIOByW-Est8?list=PL4A5AE3C426F0FC32>
<http://www.americanvalues.org/search/item.php?id=2559>

Thrift Week 2012: Keynote Speaker –Dr. Jeremy Nowak

[YouTube](#) [IAV Catalogue](#)
<https://www.youtube.com/watch?v=IxETJcN8I4s&list=PL4A5AE-3C426F0FC32>
<http://www.americanvalues.org/search/item.php?id=2554>

Thrift Week 2012: Keynote Speaker, Q&A

[YouTube](#) [IAV Catalogue](#)
<https://www.youtube.com/watch?v=95ERdFyT2zY>
<http://www.americanvalues.org/search/item.php?id=2557>

Thrift Week 2012: A Thriftier Philadelphia

[YouTube](#) [IAV Catalogue](#)
https://www.youtube.com/watch?v=Iipb8xe_Zuo

Thrift Week 2012: A Thriftier Philadelphia Q&A

[YouTube](#) [IAV Catalogue](#)

<https://www.youtube.com/watch?v=nRlaGpVV2QA&list=PL4A5AE3C426F0FC32>

<http://www.americanvalues.org/search/item.php?id=2555>

Mayor Michael Nutter Talks about Thrift Week

[YouTube](#) [IAV Catalogue](#)

<https://www.youtube.com/watch?v=dxyZRRmHZLc>

<http://www.americanvalues.org/search/item.php?id=2558>

Beyond Our Means

[YouTube](#) [IAV Catalogue](#)

<https://www.youtube.com/watch?v=oJSFXqb3hi8>

<http://www.americanvalues.org/search/item.php?id=2008>

Will Inflation Gut the American Saver?

[YouTube](#) [IAV Catalogue](#)

<https://www.youtube.com/watch?v=XN22PkFH9ek&list=PL0-a7eXH-z8Q2a-LEj6iOpa6wpLwLiAmAF>

<http://www.americanvalues.org/search/item.php?id=2010>

Generosity Unbound

[YouTube](#) [IAV Catalogue](#)

<https://www.youtube.com/watch?v=QpQvuUyWuAg&list=PL0-a7eXH-z8SY-CBCzuAbPjbPjMjGDxxnP>

<http://www.americanvalues.org/search/item.php?id=2113>

Is Thrift Good for America? A Debate

[YouTube](#) [IAV Catalogue](#)

<https://www.youtube.com/watch?v=JsODOjBozh8>

<http://americanvalues.org/search/item.php?id=2009>

Rita Haynes: Faith and Credit

[YouTube](#) [IAV Catalogue](#)

<https://www.youtube.com/watch?v=qyWuWzk8XKI>

<http://www.americanvalues.org/search/item.php?id=724>

David Blankenhorn
President, Institute for American Values

American Thrift

InstAmericanValues

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Uploaded on Oct 19, 2011
David Blankenhorn discusses the value of Thrift during a Thrift Week celebration in Philadelphia on January 21, 2011.

Amber Lapp on Thrift Week

InstAmericanValues

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70 views

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Uploaded on Jan 14, 2011



Dr. Barbara Dafoe Whitehead
Director, John Templeton Center for Thrift and Generosity

0:09 / 19:22

Thrift Week 2012: Why Thrift Matters

InstAmericanValues

IAV [Subscribe](#) 121

45 views

[+](#) Add to [<](#) Share [...](#) More [👍](#) 0 [👎](#) 0

Uploaded on Feb 8, 2012
Dr. Barbara Dafoe Whitehead, Director, John Templeton Center for Thrift and Generosity; Dr. Charles E. Stokes, Roy F. Bergengren Fellow, John Templeton Center for Thrift and Generosity.
A Conversation on "A Thriftier Philadelphia" hosted by David Blankenhorn and featuring the release of "Why Thrift Matters," the first U.S. thrift index. Lunch keynote address by Jeremy Nowak, President and CEO, William Penn Foundation and Chairman, Federal Reserve Bank of Philadelphia. January 18, 2012.



7:16 / 19:22

Thrift Week 2012: Why Thrift Matters

InstAmericanValues

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Thrift Week 2012: Keynote Speaker: Dr. Jeremy Nowak



151 views

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Uploaded on Feb 8, 2012

Paul Davies, Maggie Walker Fellow, Institute for American Values; Dr. Jeremy Nowak, President and CEO, William Penn Foundation, Chairman, Federal Reserve Bank of Philadelphia.
A Conversation on "A Thriftier Philadelphia" hosted by David Blankenhorn and featuring the release of "Why Thrift Matters," the first U.S. thrift index. Lunch keynote address by Jeremy Nowak, President and CEO, William Penn Foundation and Chairman, Federal Reserve Bank of Philadelphia. January 18, 2012



Khadijah Jones Executive Director, Campaign for Working Families



48 views

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Uploaded on Feb 8, 2012

Khadijah Jones, Executive Director, Campaign for Working Families. Jeff Hornstein, Solutions for Progress. Kim Sajet, President, Historical Society of Pennsylvania. Les Bernal, Executive Director, Stop Predatory Gambling.
A Conversation on "A Thriftier Philadelphia" hosted by David Blankenhorn and featuring the release of "Why Thrift Matters," the first U.S. thrift index. Lunch keynote address by Jeremy Nowak, President and CEO, William Penn Foundation and Chairman, Federal Reserve Bank of Philadelphia. January 18, 2012



Thrift Week 2012: A Thriftier Philadelphia



259 views

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Uploaded on Feb 8, 2012

Dr. John Elliott Churchville, Chairman and CEO, Liberation Fellowship Community Development Corporation. Beth A. Twiss Houting, Senior Director of Programs and Services, Historical Society of Pennsylvania. Dr. Jonathan Zimmerman, Professor and Director of the History of Education Program, NYU Steinhardt School. Dr. Kimon Sargeant, Vice President, Human Sciences, John Templeton Foundation. Jeff Carpineta, President, East Kensington Neighbors Association.
 A Conversation on "A Thriftier Philadelphia" hosted by David Blankenhorn and featuring the release of "Why Thrift Matters," the first U.S. thrift index. Lunch keynote address by Jeremy Nowak, President and CEO, William Penn Foundation and Chairman, Federal Reserve Bank of Philadelphia. January 18, 2012



Thrift Week 2012: A Thriftier Philadelphia Q&A



52 views

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Uploaded on Feb 8, 2012

Mary Duffy, Director of Development, Bicycle; Yvonne Haskins.
 A Conversation on "A Thriftier Philadelphia" hosted by David Blankenhorn and featuring the release of "Why Thrift Matters," the first U.S. thrift index. Lunch keynote address by Jeremy Nowak, President and CEO, William Penn Foundation and Chairman, Federal Reserve Bank of Philadelphia. January 18, 2012



Mayor Michael Nutter Talks about Thrift

IAV [Subscribe](#) 121

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Uploaded on Jan 24, 2011

Mayor Michael Nutter appears at the Philadelphia Thrift Leaders Roundtable to talk about the importance of thrift and to proclaim Thrift Week. This version includes introductions and comments by Rev. Dr. Herbert H. Lusk, II, Dr. John Templeton, Jr., and Frank Robinson.





Sheldon Garon
Nissan Professor of History and East Asian Studies,
Princeton University

Beyond Our Means, The Conversation

InstAmericanValues
IAV [Subscribe](#) 121

229 views

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Uploaded on Nov 18, 2011

From "Beyond Our Means: Why America Spends While the World Saves," a conversation with Sheldon Garon, held on November 10, 2011 at the Institute for American Values's Center for Public Conversation. Sheldon Garon is Nissan Professor of History and East Asian Studies at Princeton University. Hosted by Barbara Dafoe Whitehead, Director of the John Templeton Center for Thrift and Generosity at the Institute for American Values. Visit www.centerforpublicconversation.org for more information.



William P. Mumma
President and CEO,
Mitsubishi UFJ Securities (USA)

Will Inflation Gut the American Saver? Conversation

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135 views

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Is Thrift Good for America? The Conversation



141 views

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Published on Sep 13, 2012

From "Is Thrift Good for America?" A Conversation with Sheldon Garon, Nissan Professor of History and East Asian Studies at Princeton University and James Livingston, Professor of History at Rutgers University. Moderated by David Blankenhorn, President of the Institute for American Values. August 1, 2012. Visit www.centerforpublicconversation.org for more information.



Faith and Credit: Rita Haynes, Faith Community United Credit Union



146 views

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Published on Jun 7, 2013

IAV's flagship documentary profiles the life and vision of Rita Haynes, the founder of the Faith Community Credit Union in Cleveland, Ohio. This inspiring story is a testament to both personal faith amidst great challenge and the genius of America's cooperative financial institutions. Rita and her husband James were able to attend the premier at People for People, Inc in downtown Philadelphia during Thrift Week in January of 2014.

Audio Visual Resources Included in IAV's Thrift Curriculum

Below are some of the videos used in our thrift curriculum. Please note that following this list is a corresponding screenshot of each video.

As a "guest lecturer" to provide direction instruction in a different voice:

- Unit 2–Lesson 4: Arguments Against Thrift: Consumerism
Thrifty Threads 365, Patrice J. Williams, 2014
<https://www.youtube.com/watch?v=bZYCXMQPFew>
- Unit 4–Lesson 4: Savings Application: the Ethic of Deferred Gratification
Don't Eat the Marshmallow!, Joachim de Posada, 2009
http://www.ted.com/talks/joachim_de_posada_says_don_t_eat_the_marshmallow_yet#t-232214

To use humor or celebrity to provide a contemporary connection to the lesson:

- Unit 3–Lesson 3: Contemporary Work Ethic
Will Smith on work ethic, various years
<https://www.youtube.com/watch?v=2k74r1aoMc0>
- Unit 3. –Lesson 3: Contemporary Work Ethic
Ashton Kutcher's Teen Choice Award speech, 2012
<https://www.youtube.com/watch?v=FNXwKGZHmDc>
- Unit 8–Lesson 1: Scientific Management
Office Space, 1999
<http://vimeo.com/54739845>

As an instruction aid for a tactile project:

- Unit 10–Lesson 5: Elbert Hubbard
Japanese Bookbinding Tutorial, 2012
https://www.youtube.com/watch?v=j-r6c_trSxY

As a non-literary primary source:

- Unit 11–Lesson 2: Credit Unions
Faith & Credit: Rita Haynes, Faith Community United Credit Union
<http://www.americanvalues.org/search/item.php?id=724>



Thrifty Threads 365 - No New Clothes for a Year



Patrice J. Williams

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Joachim de Posada:

Don't eat the marshmallow!



TED2009 · 5:58 · Filmed Feb 2009
Subtitles available in 43 languages

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In this short talk from TED U, Joachim de Posada shares a landmark experiment on delayed gratification — and how it can predict future success. With priceless video of kids trying their hardest not to eat the marshmallow.

[This talk was presented at an official TED conference, and was featured by our editors on the home page.](#)

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The Work Ethic Wisdom Of Will Smith



Melissa Knecht

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Why is Will Smith such a great actor? These clips show his GREATNESS began in his mind! So great to see one of Hollywood's biggest names with such a great head on his shoulders!



Ashton Kutcher Speech - Teen Choice Awards (HQ)



Brandon Myers

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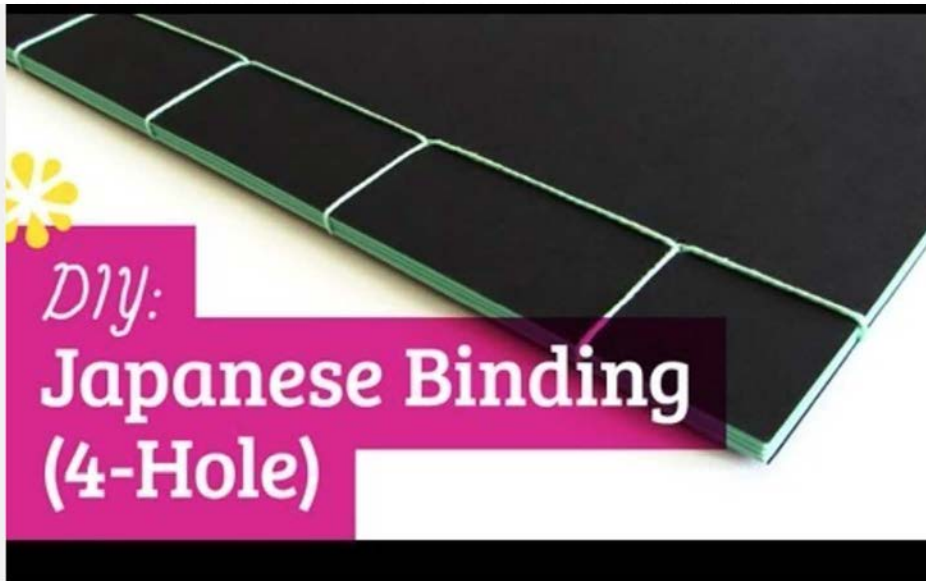
Published on Aug 13, 2013

(High Quality) Encouraging words from an unlikely source. Someone in Hollywood finally telling our kids (and whoever else is listening) 3 keys: building a life rather than living one, find your opportunities, and always be sexy.



Office Space Interview with the Bobs

from Beth Hagendorf 1 year ago NOT YET RATED



Japanese Bookbinding Tutorial: 4-Hole



Sea Lemon

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Faith and Credit: Rita Haynes, Faith Community United Credit Union

Institute for American Values, 2013

IAV's flagship documentary profiles the life and vision of Rita Haynes, the founder of the Faith Community Credit Union in Cleveland, Ohio. This inspiring story is a testament to both personal faith amidst great challenge and the genius of America's cooperative financial institutions. Rita and her husband James were able to attend the premier at People for People, Inc in downtown Philadelphia during Thrift Week in January of 2014.

Executive Producer- Raina Sacks Blankenhorn

Subject: [Thrift](#)

[Watch the video \(00:08:18\)](#) [Share](#) [Email to a Friend](#)

Providing Primary Resources for Thrift Education: The IAV Thrift Collection

The IAV Thrift Collection is the nation's most comprehensive repository of thrift research and the world's most extensive collection on the meaning, history, and possibility of thrift. To date, the Collection consists of more than 700 items, including books, advertisements, artifacts, and photographs, and continues to grow. It is a valuable tool that puts original, historical, and contemporary resources on thrift into the hands of teachers, students, scholars, and anyone interested in the concept of thrift as a public virtue.

Thrift: In Search of the Art of Living Well

The creation of the Thrift Collection was inspired by our 2008 exhibition, "Thrift: In Search of the Art of Living Well." The exhibit attempted to provide guests a visual context on the meaning of thrift in the United States by showcasing objects of material culture that explored the historical background and evolution of the term and



concept, and encouraged viewers to reanalyze its meaning in modern times. The 250 items that were collected, mainly from online auction sites, consignment shops, and garage sales, and displayed in the exhibit, highlighted the importance and appeal of





thrift in domestic life, patriotism, education, and conservation during the nineteenth and twentieth century U.S. thrift movement.

After viewing the exhibit, Dr. Templeton requested that we make it available online, a request that encouraged us to create, launch, and maintain the Thrift Collection and strengthen our thrift education initiative.

The Thrift Collection Homepage

The aim of the Thrift Collection is to create a user-friendly database where the public can easily access thrift related resources. To do this, we work closely with our web designer, Lisa Webb, to develop areas that online visitors can use to navigate through the Collection. The various areas include:

- Categories – allows users to search the Collection by themes or subjects related to thrift, such as household thrift, wartime thrift, teaching thrift, and environmental thrift.
- Item Types – allows users to search items in the Collection by type, such as advertisements, books, cartoons, and thrift box/bank.
- Authors – allows users to search the authors of the publications within the Collection, such as Benjamin Franklin, Bolton Hall, Elbert Hubbard, and Samuel Smiles.
- Dates – allows users to search the Collection by time period, such as before 1500, 1800-1899, 1900-1980, and 2000s.
- Visitors also have the option to search the Collection by keyword.

The Thrift Collection Child Pages

Although the majority of the items in the Thrift Collection were acquired from eBay and similar sites, we do our best to provide online users with as much detailed information for each item as possible. The child page for each item displays the title, date, a brief description, subjects that the item is classified under, a PDF of the text (for print materials), and an image, when possible. We hope that by providing basic information on each item, users will have the means to explore thrift related topics and perform further research, either within the Collection itself or through outside sources.

IAV Thrift Collection Homepage

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Welcome to the world's most comprehensive collection on the meaning, history, and possibility of thrift.

Items in the Collection: 703

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CATEGORIES

Thrift Collection (703)
 Alternatives to thrift (1)
 Paradox of thrift (1)
 Anti-thrift institutions (11)
 Lotteries/casinos (7)
 Payday/predatory lenders (3)
 Cooperatives (325)
 Building and Loan/Savings and Loans (77)
 Credit unions (27)
 Fraternal/friendly societies (25)
 Savings banks (181)
 Thrift clubs/associations (29)
 Environmental thrift (4)
 Generosity (10)
 Health thrift (3)
 Household thrift (84)
 International thrift (33)
 British (18)
 French (1)
 Libraries (2)
 Money management (308)
 Saving (170)
 Wise borrowing (8)
 Wise spending (41)
 Regional thrift (8)
 Midwest (3)
 New England (1)
 West (1)
 Teaching thrift (358)
 Creeds (4)
 Curricula (3)
 Games/toys (8)
 Proverbs/maxims (13)
 Public education/advocacy (48)
 National Thrift Week (14)
 School savings programs (8)
 Storybooks (14)
 Thrift boxes/banks (48)

ITEM TYPES

Advertisement (78)
 Article (2)
 Book (108)
 Brochure (4)
 Cartoon (83)
 Coin (8)
 Document (31)
 Game/Toy (1)
 Misc (88)
 Newspaper/Magazine (58)
 Pamphlet (88)
 Photograph (8)
 Pin/Button (22)
 Plate (10)
 Podcast (1)
 Postcard (80)
 Poster (8)
 Program/Flier (12)
 Thrift Box/Bank (45)

AUTHORS

William Harrison Ainsworth (1)
 Horatio Alger, Jr. (2)
 Joseph H. Appel (1)
 Irving Bacheller (1)
 Charles Barnard (1)
 Phineas Taylor Barnum (1)
 Alvin Bartlett (1)
 George C. T. Bartley (1)
 Lewis Baumer (1)
 Catherine E. Beecher (1)
 Katherine I. Bemis (1)
 Roy F. Bergengren (1)
 William Lewery Blackley (2)
 George Blake (1)
 Roy G. Blakey (1)
 David Blankenhorn (2)
 Edward W. Bok (1)
 Arch G. Bowie (1)
 Elbridge S. Brooks (1)
 Mary Wilcox Brown (1)
 Porter Emerson Browne (1)
 C.C. Buel (1)
 John Bunyan (1)
 Thornton W. Burgess (1)
 Annie Payson Call (1)
 Richardson Campbell (1)
 Mabel Mason Carlton (1)
 Andrew Carnegie (1)
 Thomas Nixon Carver (2)
 Arthur Henry Chamberlain (1)
 James Franklin Chamberlain (1)
 Frank A. Chase (1)
 Elizabeth Hebert Childs (1)
 Horace F. Clark (1)
 William W. Clay (1)
 Amy Dacvczyn (1)

DATES

Date Unknown (15)
 Before 1500 (2)
 1800-1899 (45)
 1900-1999 (828)
 1980s (5)
 1990s (3)
 2000s (4)
 2010s (3)

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RECENT ADDITIONS



[View World Thrift, 1939 \(Excerpts\)](#)



[View World Thrift, 1929, No. 2](#)



[View The Money-Box in History and Ethnography](#)

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[+]


Abe Lincoln Liberty Penny Bank

ca. 1920

A penny bank for children, complete with an image of Lincoln and a thrift motto. The idea is for the child to save a dollar, penny by penny, to learn a thrift saying in the process, and to connect the idea of saving with the idea of freedom.


Subjects: Thrift boxes/banks, Teaching thrift, Saving, Money management, Thrift Collection

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Boy Scouts of America Coins

1972

The Boy Scout Law commits the Scout to 12 character traits, the 9th of which is always to be "Thrifty." The Boy Scouts were an early and long-time co-sponsor of National Thrift Week. The famous American artist Norman Rockwell, one of whose works inspired the obverse of the coin located in the lower left-hand corner, had a long and deep connection with the Boy Scouts - he painted many Scouting scenes over the years and donated many of the paintings to the Boy Scouts, where they can be seen today at Boy Scout headquarters.

Subjects: Creeds, Teaching thrift, Thrift Collection

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A Golden Collection of Best Old Songs

The Mutual Home and Savings Association, ca. 1924

Many mutual savings banks, credit unions, and building and loan associations (later often called savings and loan associations) used to distribute educational and inspirational pamphlets (often centering on thrift) to members, depositors, and other community residents, often with a particular focus on reaching out to children. This booklet of "best old songs" was produced in about 1924 by the Mutual Home and Savings Association of Dayton, Ohio.

[+]

Subjects: Building and Loan/Savings and Loans, Cooperatives, Thrift Collection

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"Covered" – The Credit Union Umbrella

Joseph Stern

1924

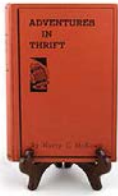
This is a short video from the 1920s, created for the credit union movement, on "the little man under the umbrella." It's by Joseph Stern, the cartoonist, who also created at the request of Roy Bergengren the print version, "The Little Man Under the Umbrella," which for decades served as the logo of the credit union movement and its main organization, CUNA. It's one of the great thrift images ever – note that the little man is carrying and protecting a bundle called "thrift."

Subjects: Thrift Collection, Cooperatives, Credit unions

More by: [Joseph Stern](#)

[Watch the video \(00:00:39\)](#) [Share](#) [Email to a Friend](#)

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Adventures in Thrift

Harry C. McKown

School Activities Publishing Co., Topeka, Kan., 1946 - 305 pages

A book intended, as the author puts it, "to suggest to young people and their teachers, in a non-sermonic way, some of the possibilities in thrift education." The author, Harry C. McKown, dedicates the book to his father, "a fine old gentleman who first interested me in thrift." His other books include "Character Education," "Fools and Foolishness," and "The Student Council."

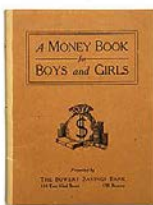
Subjects: [What is thrift?](#), [Storybooks](#), [Teaching thrift](#), [Thrift Collection](#)

More by: [Harry C. McKown](#)

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A Money Book for Boys and Girls

The Bowery Savings Bank, 1900-1979

An aid to thrift for children distributed by the Bowery Savings Bank of New York City.

Subjects: [Public education/advocacy](#), [Teaching thrift](#), [Money management](#), [Savings banks](#), [Cooperatives](#), [Thrift Collection](#)

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Amsterdam Savings Bank

ca. 1918

A postcard of the savings bank in Amsterdam, New York, erected in 1912.

Subjects: Cooperatives, Thrift Collection, Savings banks

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A Good Star to Hitch to Illustration

YMCA, ca. 1920

This cartoon is one of a series produced by the YMCA, probably in the late 1910s, as a part of its annual "Thrift Exhibition" that appeared in many communities around the country each January as a part of celebrating "National Thrift Week." For most of its history National Thrift Week took place each January 17th-23rd (January 17th being the birthday of Benjamin Franklin). This cartoon tells us that "hitching our star" to thrift will produce many good things for us, including a "brighter outlook!"

Subjects: Teaching thrift, Thrift Collection

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American Thrift Army Banker Lapel Pin

1900-1979

This (tiny!) pin was for U.S. school children, probably in the 1910s or 1920s, possibly connected to a school-based savings program, and possibly reflecting one of the thrift drives during the First World War. Besides "American Thrift Army," the pin also says "Every Boy and Girl a Banker."

Subjects: Wartime thrift, Public education/advocacy, Teaching thrift, Thrift Collection

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Thrift: Financing the War Through Thrift and Reconstruction Through Conservation

1918

Proceedings of the Committee on Thrift Education, National Council of Education and N.E.A. July 1918 meeting

Subjects: Teaching thrift, Public education/advocacy, Wartime thrift, Thrift Collection

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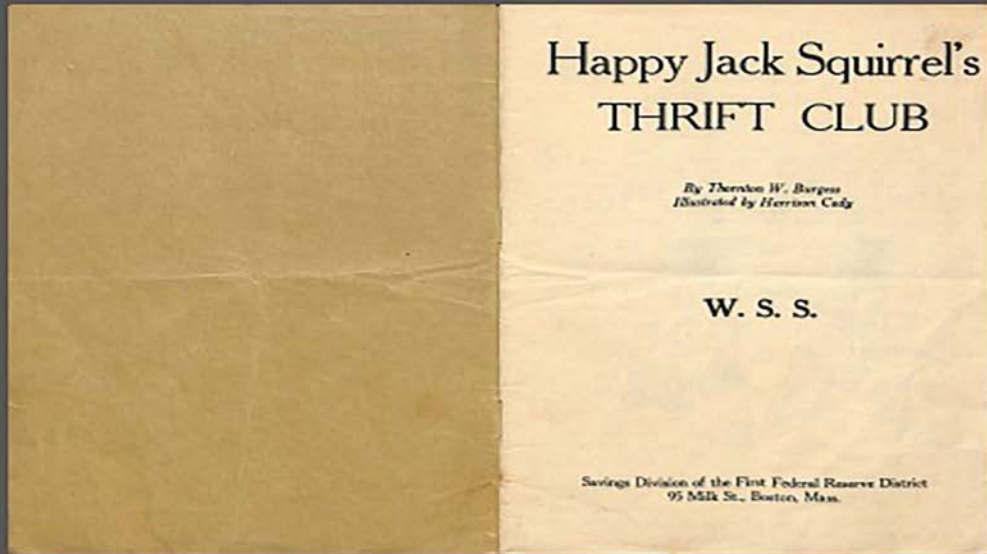
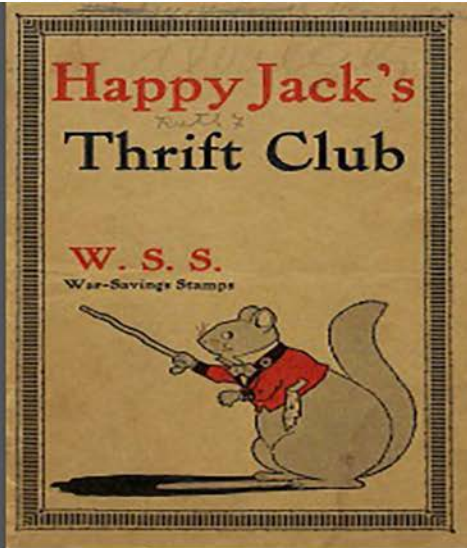
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Developing Excellence In-House

Populating the online Thrift Collection with significant thrift resources was no easy feat. Our desire to provide the public access to read primary resources online posed a challenge, especially when it came to publications published in the late nineteenth and early twentieth century.

After careful research, we purchased an overhead scanner that allows for contactless scanning and automatic correction of page distortion. The scanner allows us to digitize delicate materials, such as old bound books, without damaging them. Thanks to the scanning performance of the machine and the competence of our intern, Noel Manu, the Thrift Collection has nearly doubled in size from 404 items at its launch in December 2013 to 703 items. We are still collecting artifacts and primary source materials and plan to keep adding to the Collection over time.

Happy Jack's Thrift Club - [Excerpts] by Thornton W. Burgess



Frank was back with his cheeks stuffed just as they had been when Peter first saw him. He vanished in the same place in the same way and promptly appeared out again with empty paws. Two or three times the same thing happened before Peter got up courage enough to ask another question.

"What are you taking down in that old well?" he asked.
 "Food," replied Striped Chipmunk solemnly.
 "What for?" demanded Peter with a puzzled air.
 "To eat next winter when food will be scarce," replied Striped Chipmunk. "That is thirft, Peter," he added as he prepared to start for another load. "It is just plain, common-sense, every-day thirft. Think it over."
 Peter did. It fact he couldn't find anything else to do. There was no one to play with excepting Johnny Chuck, and Johnny was too fat and lazy to play. Everybody else seemed to have joined Happy Jack's Thirft Club. Anyway that is the way it seemed to Peter. And this is why on such a fine morning he was disconsolate, and why to save him he couldn't think of anything else but thirft and Happy Jack's new club.

Peter Rabbit Tries to Join The Club

WHEN Peter Rabbit found that it was wholly useless to try to get things for himself to stay with and play - little, or even gossip, he sat around and watched until he grew tired. All the time he was thinking about Happy Jack Square's Thirft Club. He couldn't think of anything else. Finally he made up his mind that he would find out for himself if it were true that Happy Jack wanted to have other rabbits added to look for Happy Jack.



"Happy Jack Square's Thirft Club," declared Whitefoot proudly. He hadn't gone far when he met Whitefoot, the Wood Mouse. Whitefoot was in such a hurry that he nearly tripped in Peter and would have passed right by if Peter had not stepped squarely in front of him.

"What's your hurry, Whitefoot?" demanded Peter. "Have you been to town to trading an old frowl like that? Stop and eat." "Simply can't do it, Peter," declared Whitefoot. "Can't afford to waste the time. It's a terrible thing to waste time going. Besides, it is against the rules of our club to waste time." Whitefoot said this with an air of such importance that it was really funny to see a little mouse. Peter had to get in spite of himself.
 "What club is that?" he demanded.
 "Happy Jack Square's Thirft Club," declared Whitefoot proudly. "It's a member. Just as soon as Happy Jack discovered that I was storing up seeds for next winter he made me a member. It's a very nice club. You ought to join it, Peter."
 "Did the fox," replied Peter. "Tell me how I can."
 "Why—why—why just be thirft," replied Whitefoot, patting his whiskers thoughtfully with his dainty white hands.
 "Can't any one who isn't thirft join?" asked Peter a wise bit later.
 "No one!" declared Whitefoot. "And that reminds me that I'll lose my good standing and perhaps my membership if I sit here gossiping any longer." With a sudden bound he passed Peter and was gone.

Peter looked at Happy Jack Square. Happy Jack Square looked at Peter. "Hi, you long-eared lumpy-lumpy-lumpy! Where are you headed in such a hurry?" it demanded.
 Peter didn't need eyes to look to know who the speaker was; it was Chatterer the Red Squirrel. Peter stopped abruptly.
 "Are you a member of that Thirft Club?" he demanded.
 "Certainly! To be sure!" of course!" boasted Chatterer. "I'm the thirftiest member in it. My little name is thirft. I'm not more thirftier than any three other members, and most of them are fat. I wouldn't be as fat and thirftier as some folks I might name for the world."
 "Meaning what?" replied Peter, looking at Chatterer suspiciously.
 "I'm not mentioning any names," declared Chatterer. "All the time he had been talking he was searching about among the leaves searching for hidden nuts. He hadn't wasted a moment. Peter tried to be provoked. You see he knew well enough that Chatterer meant him. But the truth is it was too much for him to get provoked.

"I wouldn't belong to your old club if I could," retorted Peter, though of course that wasn't the truth. "Who else belongs to that club?" demanded Peter.
 "That's where you suppose wrong. Try again Peter," snapped Chatterer rather sharply. "You know so much about the affairs of your neighbors that you ought to guess right away who the members of our club are."
 Peter tried to think. He stroked his whiskers. He scratched his long left ear with his long right hind foot. He scratched his long right ear with his long left hind foot. That was all he could think of. Thinking is real work sometimes, you know, and alas, Peter doesn't like work of any kind.
 "I give it up," said he.
 "Nah!" said Chatterer. "Ho-ho! Well, if you really want to know, Jerry Meadow Mouse is a member."
 "I might have known that," said Peter.
 "And Paddy the Beaver is thirftier," continued Chatterer.
 "Oh, no!" replied Peter. "I don't know anything about him."
 "And Danny Meadow Mouse," added Chatterer.
 "To be sure," said Peter.
 "And my cousin, Timothy the Flying Squirrel," Chatterer went on.

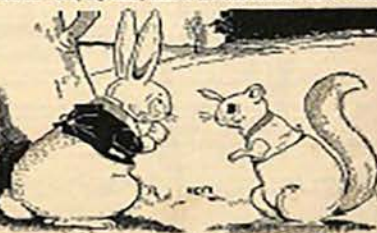
"He's in the family so he doesn't count," cried Peter.
 "And Sammy Jay," added Chatterer.
 "What?" cried Peter, sitting on very straight and looking quite as if he doubted what those long ears of his had just heard.
 "I told Sammy Jay," repeated Chatterer, rather crossly.
 "But if he can be a member I can!" cried Peter excitedly.
 "Why can't I, Chatterer? Why can't I?"
 "Go ask Happy Jack; it's his club," replied Chatterer, and went away with some nuts for one of his thirftiest.
 Peter went on and presently he asked Happy Jack the Gray Squirrel. At once he began to hurry, lumpy-lumpy-lumpy, lumpy-lumpy-lumpy. His own state of mind when he reached the place where Happy Jack was sitting over the leaves is search of his chestnuts.
 "If you please, Happy Jack, I should like to join your new club," panted Peter, without wasting any time.
 Happy Jack looked up long enough to shake his head in a most decided way.

"You can't join, Peter," said he. "I'm sorry, but you can't join."
 "But Sammy Jay has joined! If Sammy Jay can be a member why can't I?" cried Peter, and he was so excited that he almost stuttered.
 "Sammy Jay is thirftier and you are not," retorted Happy Jack.
 "Sammy Jay thirftier?" cried Peter. "That's a joke! How long since Sammy Jay turned thirftier?"
 "He always has been thirftier," retorted Happy Jack. "If you want your eyes on such a fat, you do very much you would have seen. Every fat Sammy Jay takes away a lot of seeds to eat in the winter when ice and snow will make it hard to find enough otherwise. If you don't believe it just watch him eat."
 Peter remembered how he often had seen Sammy Jay flying off with an arm in his bill, but always supposed that Sammy was merely going off somewhere to eat it at once.
 "I wish I might name for the world," said Peter. "I wish I might name for the world."
 "No-o-o," replied Peter slowly as if it were hard work. "I can always find something to eat if I look hard enough."
 "That's all right," said Peter. "I wish I might name for the world."
 "No-o-o," replied Peter more slowly than before. "That's an old beam of Mr. Chuck's, but he got through with that one. It is rather fat-but-but, but it is good enough for me. I don't see any use in naming my thirftier off excepting when I can find a hole myself to dig."
 "You don't, ah?" exclaimed Happy Jack.
 "Oh thirftier, thirftier Peter Rabbit, when thirftier becomes a hole. It leads to hunger, rags and tatters. And will respect to really thirftier?"

With this Happy Jack disappeared on his way to store away some fat nuts. Peter waited a few minutes and then started for his home in the dense Old Pine-forest. Every time that he would stop and stare at nothing in particular. Peter was thinking over what Happy Jack said.

Peter Rabbit Tries Hard to be Thirft

IF ever in all the Great World there was a surprised Rabbit that one was little Mrs. Peter when Peter suddenly announced that he was going to buy up a store of food for the winter just as Happy Jack Square and his relatives do.
 "You see," explained Peter, as he sat in his favorite place in the dense Old Pine-forest chewing the end of a stem of clover, "I've come to the conclusion that after all there is nothing quite like thirft. Yes, my dear, that is the conclusion I have come to."



"Peter," said he, "you haven't yet learned the meaning of the word thirft." You know how it is in winter with me; we live from hand to mouth. We seldom have a surplus word when we do so never know where the next one is coming from. Now see how different it is with Happy Jack and Chatterer the Red Squirrel and Striped

Growing A Real Treasure

As the Thrift Collection grows, we will broaden our acquisition process in part by partnering with historical and cultural institutions who share our interest in thrift helping to digitize their collections so that we may incorporate additional rich material into our Collection for teachers, students, scholars and the general public to enjoy. The Hagley Museum and Library in Delaware and the Kansas Historical Society are among those on the projected partnership list.

By constantly expanding our Collection to include more primary source thrift material, we will provide teachers and students with an online resource to support and to use in conjunction with the curricula that we are currently developing to bring thrift education into school classrooms, youth-serving organizations, houses of worship, libraries, and other organizations of U.S. civil society.

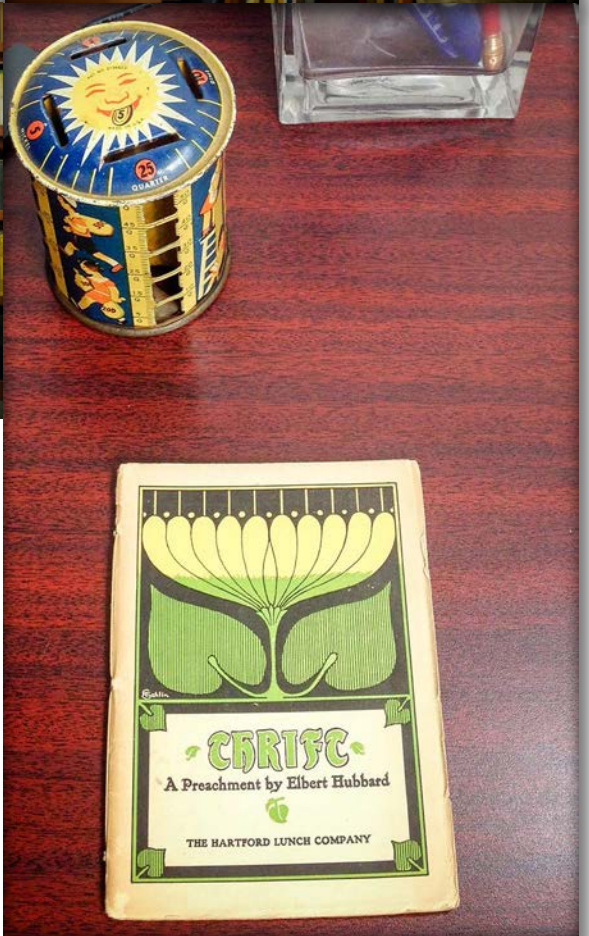
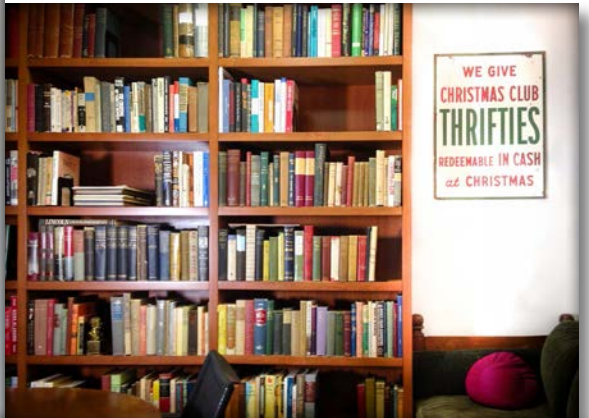
IAV Thrift Room



The IAV Thrift Room houses books and periodicals on thrift, including quite a few antiquarian and out-of-print publications, contains a small meeting table and a couch, and also has a desk and work station for visiting scholars interested in thrift.

The Thrift Room also displays many thrift curiosities and material culture artifacts, including a collection of 19th century English children’s plates (so-called “ABC plates”) featuring the thrift maxims of Benjamin Franklin.

We are proud to make this Thrift Room an integral part of the IAV office!





Developing a Research-Based Public Education Initiative on Government Sponsorship of Gambling

IAV's work on gambling grew out of its work on thrift. To discuss thrift, one needs to understand the forces of anti-thrift.

The easy credit boom spurred a sharp increase in practices that undermine the foundation of thrift, including rent-to-own businesses, payday lenders and subprime mortgage firms. But the most insidious and disturbing anti-thrift trend involved the rapid increase in state-sponsored gambling, namely casinos and lotteries.



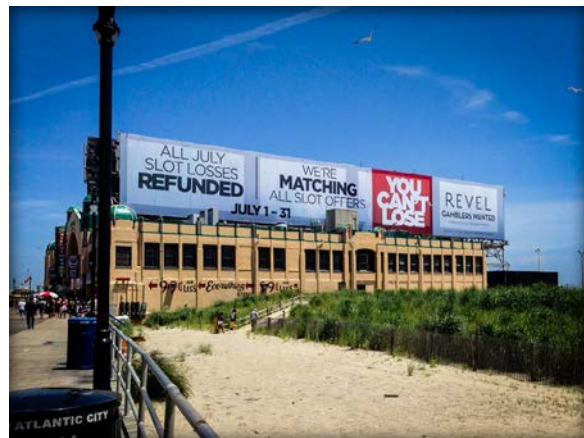
The emergence of gambling as a public policy of state governments is not well understood. Nearly all of the research is funded by the gambling industry. Casino-industry lobbyists drive public policy decisions. Elected officials — eager for tax revenue — rush into gambling with little study or debate.

The Institute for American Values determined that the impact of gambling policies needed to be understood and examined in conjunction with efforts to bolster the idea of thrift. No other independent think tank in the country is conducting any research about gambling. In just a few years, IAV has emerged as a thought leader on the issue of state-sponsored gambling. Our writings and research have helped to shape the public debate and influence elite media opinion on the issue.

2010

Campaign launch

In 2010, IAV partnered with Stop Predatory Gambling, a grassroots organization devoted to combating the spread of gambling. This alliance enabled IAV to gain a better understanding of the issues surrounding the spread of gambling. From the start, the partnership has helped to inform the public debate as well as shape and influence elected officials and elite media.



In early 2010, Les Bernal, the head of Stop Predatory Gambling, met with two producers from “60 Minutes.” He pitched a story about the government’s role in legalizing slot machines and other forms of gambling in the name of jobs and revenues. Bernal invested more than two dozen hours researching specific aspects of slot machines and gambling addiction research. In June 2010, he was interviewed on camera by “60 Minutes” reporter Lesley Stahl in Boston. The segment aired in January 2011 and played a major role in informing the public about the impact of the growth in state-sponsored gambling.



Lottery documentary

In April 2010, Bernal traveled to Seattle to meet with a producer who was interested in making a documentary that examined the impact of state lotteries. The producer used the interview to raise funds to produce the film. The documentary is scheduled to be submitted to the Sundance Film Festival in September 2014.

Fighting casinos in Massachusetts



In April, Stop Predatory Gambling brought together opponents of the effort to legalize casinos in Massachusetts. The meeting sowed the seeds of the burgeoning Massachusetts casino repeal movement. After the state legalized casinos in 2011, activists set out to collect the 70,000 signatures needed to get a referendum on the ballot to repeal the legalization of casinos. Bernal personally collected 1,000 signatures. A vote to repeal the legalization of casinos is scheduled for November 2014. This is the first time in 100 years Massachusetts residents have successfully placed such a referendum on the ballot. If approved, this would signal a major change in the fight against the spread of state-sponsored gambling.

Massachusetts's media effort

In April 2010, Stop Predatory Gambling published a casino op-ed in *The Boston Globe* that drew a response from the influential American Gaming Association's President Frank Fahrenkopf. IAV's partner organization has played a key role in other media efforts in Massachusetts, including providing information to *The Globe* about the economic loss of casinos. Bernal gave a live interview on New England Cable News during the casino debate. He published a letter to the editor in *The Boston Globe* responding to a poorly-conceived editorial. Bernal published another letter in *Commonwealth Magazine*. He was quoted in several other stories challenging the misinformation about jobs and other data by casino supporters.

United States Social Forum

In June 2010, Bernal traveled to Detroit to make a presentation on casinos and lotteries to the United States Social Forum, a four-day gathering of more than 15,000 activists dedicated to economic and social justice issues. The aim was to push government sponsored gambling onto their agenda. At the event, Stop Predatory Gambling established a relationship with the Center for Responsible Lending, the nation's leading non-profit against predatory lending.



The Economist gambling debate

In July 2010, Stop Predatory Gambling was a featured presenter in a gambling debate hosted by *The Economist*. The link is here: <http://www.economist.com/debate/days/view/547>.

Taking on Internet gambling

In July 2010, Bernal published an op-ed about internet gambling that appeared in *The New York Times*. Here is the link: <http://www.nytimes.com/roomfordebate/2010/7/29/should-internet-gambling-be-legalized/internet-gambling-is-one-of-the-most-predatory-businesses>.



2011

Testifying to state lawmakers

Stop Predatory Gambling presented testimony about weaknesses surrounding the policy of state-sponsored gambling to state legislatures in Minnesota, Massachusetts, and Rhode Island.

Organizing in Texas

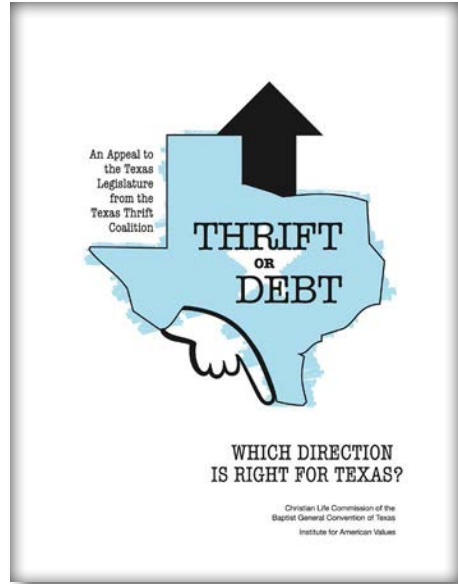
Bernal traveled to Austin and Dallas for five days to meet with constituency groups to help boost the statewide opposition there against gambling and to present before the Texas Baptist Christian Life Commission Annual Convention.

Fighting the lottery in Georgia

In cooperation with two sections of Savannah College of Art's advertising program, we developed printed materials for public service ads on the lottery.

Promoting thrift in Massachusetts

Stop Predatory Gambling wrote and submitted an entry in Pioneer Institute's national Better Government Contest (Pioneer is the Massachusetts arm of the national State Policy Network organization) titled: "Save Massachusetts: How We Can Rebuild Our Public Infrastructure and Help Our Citizens Become More Financially Secure By Promoting Savings." It made the case that government would work better and more efficiently if it phased out the state's promotion of gambling and instead positioned the state in the role of promoting savings bonds to citizens.



Organizing in Oklahoma

Stop Predatory Gambling convened two statewide meetings with Oklahoma citizens to help launch Stop Predatory Gambling division in Oklahoma. Former Oklahoma State Rep. Forrest Claunch emerged as its leader.

Problem Gambling Conference

Bernal presented at the National Council of Problem Gambling Annual Conference in a plenary before 500 problem gambling treatment professionals from across the country as part of a panel titled “Who is Responsible for Responsible Gaming?”

The Texas debate

Les Bernal debated Marybel Batjer, Vice President of Public Policy and Corporate Social Responsibility of Caesars Casinos before an audience of 150 Texas opinion leaders at the Texas Lyceum held in Corpus Christi.

Speaking to lawmakers in California

Bernal was a featured speaker at the National Conference of Legislators from Gambling States meeting in California. The audience included more than one hundred legislators who support government’s active role in the predatory gambling business. He delivered two presentations: one on internet gambling and the other on slot machines as a “product.”

IAV’s Maggie Walker Fellow

In June 2011, the Institute for American Values hired Paul Davies as the Maggie Walker Fellow to research and write about gambling issues. Davies is an award-winning journalist who has worked as a reporter at *The Wall Street Journal* and the *Philadelphia Daily News*, where he wrote a series about predatory lenders taking advantage of poor, elderly and minority residents in the city. The series appeared in 2001, years before the housing collapse. Before joining the Institute, Davies was the deputy editorial page editor at *The Philadelphia Inquirer*, where a series of editorials he wrote about the legalization of casinos in Pennsylvania was nominated for a Pulitzer Prize.



One of his first steps at the Institute was to launch a blog focused on gambling issues that can be found at www.getgovernmentoutofgambling.org. In the first year, the blog had more than 500 posts. The blog soon became a robust site for news, information, and analysis about the spread of gambling.

Philadelphia Magazine

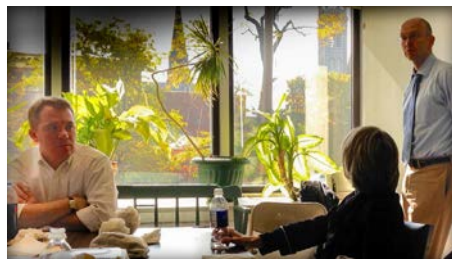
In August 2011, Davies published a piece for *Philadelphia Magazine* that detailed a disturbing byproduct brought on by the opening of casinos in Pennsylvania: scores of gamblers were leaving their children locked in cars in the parking lots of casinos while they gambled for hours on end.

Building a Network

Stop Predatory Gambling began the design and build out for the “In Your State” section of the SPG website which will create a mini-website for each state connected to our national SPG site. It will provide the opportunity for citizens from any of the fifty states to manage their own state’s site. Each state site will: 1) be the source of information about government’s predatory gambling program in the state; 2) provide state and local activists the strategy and the materials to take action against government gambling in their region; 3) connect citizens from diverse backgrounds together and then provide them a structure to collaborate and develop into a statewide community; and 4) have a separate URL that functions in tandem with the national SPG site. Five SPG state chapters have been formed and are ready to manage their mini-websites: Stop Predatory Gambling Texas, Stop Predatory Gambling Oklahoma, Stop Predatory Gambling New Mexico, Stop Predatory Gambling South Dakota, and Stop Predatory Gambling Kentucky.

The New York Initiative

In fall 2011, New York Governor Andrew Cuomo became the latest elected official to propose legalizing casinos as a new form of economic development. Just eight months after taking office, Governor Cuomo proposed changing the state constitution to allow casinos without first conducting any independent studies or holding any public hearings.



IAV saw this as an opportunity to shape the public debate about gambling. Given that the casino issue was coming to New York, the Institute believed this provided a perfect opportunity to engage the national media on a topic that had so far received little public scrutiny.

Meeting with New York Media

In December, Davies traveled to Albany to meet with members of the Albany press corps to distribute information about gambling and make them aware of IAV's coming efforts.

2012

IAV Survey of Economists

In January 2012, just as Cuomo was gearing up to formally propose legalizing casinos, the Institute released a survey that it completed of leading New York economists that found more than two thirds said casinos were a regressive policy that would do more harm than good for the state. Davies and David Blankenhorn traveled to Albany to distribute the survey to the Albany press corps.



Making a Public Argument

On Jan. 2, David Blankenhorn authored the first of many op-eds that would serve as a broader public education campaign about the impact of state-sponsored gambling. Blankenhorn's first op-ed appeared in *The Albany Times Union*, the newspaper of record for the state capital, which poked holes in the economic arguments in favor of casinos being offered by Governor Cuomo and his supporters.

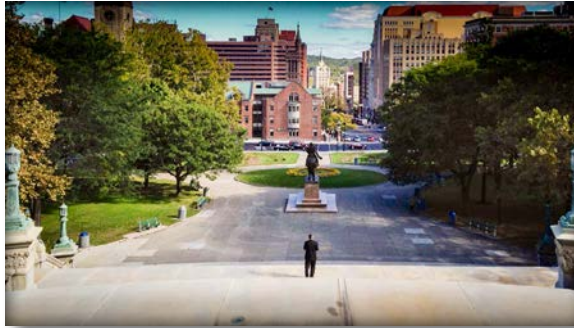


The New York Daily News

On Jan. 4, Blankenhorn published another op-ed in the *New York Daily News* that urged Governor Cuomo to follow his father's lead: Former Governor Mario Cuomo opposed casinos when he was in office.

The New York Times

Two weeks later, Davies published an op-ed in *The New York Times* that detailed how casinos have failed to live up to their promises in other states, while also leading to increases in crime and addiction. The day the op-ed appeared, Eleanor Randolph, a member of *The Times's* editorial board who writes about New York, contacted Davies. She said the op-ed was essentially the editorial that she wanted to write in the paper but she had been unable to convince the majority of her colleagues to support her argument. Davies and Randolph spoke for more than an hour. She asked Davies to continue to send her information about the economic and social costs of gambling.



Propositions

In January, the Institute devoted its issue of *Propositions* to a lengthy essay by Davies that detailed the spread of casinos across the country. The issue was the most widely read.

Using YouTube to Shape the Gambling Debate

In February, Stop Predatory Gambling released a YouTube video titled “The Smartest Guys NOT in the Room.” It detailed how many casino owners don’t personally gamble. Major media outlets, including *The Boston Globe* and *Fox News*, have made it a centerpiece of their coverage.



The National Review

On March 19, 2012, *The National Review* published a lengthy article about the spread of casinos titled “Play to Extinction: Gambling is a racket, not a tool of economic development.” Davies was quoted throughout the piece. When reporter Kevin D. Williamson first contacted Davies, he said he was a libertarian and did not see any problem with the legalization of casinos. People should be free to spend their money however they want, Williamson said.



Davies spent more than three hours on the phone with Williamson refuting his arguments and providing specific details that demonstrated how casinos actively worked to lure and addict gamblers. Davies also explained to Williamson how the economic and social costs outweighed the benefits. Davies explained why casinos were a bad public policy. Davies also emailed a number of supporting studies to support his points.

Williamson's final article was a 180-degree turn from his original thesis that casinos were about freedom of choice. In the end, Williamson's piece cited many of the points and studies that Davies supplied him. Even the title of the piece was taken from an anecdote that Davies gave Williamson about how the stated goal of slot machine designers was to get gamblers to "Play to Extinction."

Are Casinos Like Cocaine?

In May 2012, the Institute sponsored a symposium on casinos at its headquarters in New York. The symposium was titled "Are Casinos Like Cocaine for the Brain?" The featured speaker on the panel was Hans Breiter, a neuroscientist at Northwestern University's Feinberg School of Medicine. The discussion explained how slot machines in particular are extremely addictive and cause some gamblers' brains to respond in the same way as if a person was using cocaine. Several dozen people attended the event, which was also covered by the leading newspaper in Westchester County, New York.

The New York Daily News

In June 2012, Davies published an op-ed in the *New York Daily News* that detailed the economic and social costs of casinos. The op-ed cited a study by Baylor University Economics Professor Earl Grinols who found that every \$1 in revenue a state generates from gambling costs taxpayers \$3 in social welfare, criminal justice, and regulatory costs. The op-ed also detailed how a large chunk of a casino's revenue comes from repeat and problem gamblers. The op-ed reported how the general manager of the Harrah's Casino in Chester, Pennsylvania boasted at a gambling conference that his customers visited an average of 4.5 times a week, or more than 200 times a year.



The Atlantic

In August 2012, Institute affiliate scholar Amy Zietlow published a piece in *The Atlantic* that detailed how casinos cater to senior citizens. The piece highlighted the fact that instead of enacting policies to create wealth, the government legalization of casinos strips wealth from the many of the state's most vulnerable citizens.

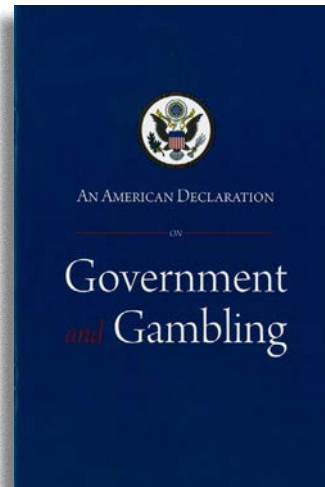


The Baltimore Sun

That same month Davies published an op-ed in *The Baltimore Sun* that argued why Maryland Governor Martin O'Malley, like New York Governor Cuomo, was misguided in his efforts to legalize casinos. As mayor of Baltimore, O'Malley had called efforts to legalize casinos to fund government operations "morally bankrupt." But as governor, O'Malley was now pushing to legalize casinos in Maryland.

The American Declaration

In the fall of 2012, the Institute published "The American Declaration on Government and Gambling." The Declaration included signatures of dozens of leaders who supported the main argument that the government's use of gambling revenues to fund operations had been a failure and that it was time for government to end its partnership with organized gambling interests and to embrace a fundamentally different and higher vision of the path to American prosperity.



IAV and Stop Predatory Gambling began gathering signatories to "The American Declaration on Government and Gambling" and made it available for citizens to sign it online at our national SPG website. The goal is to collect the signatures of 500 opinion leaders, and more than 500,000 citizens.

Collecting Signatures in Oregon

In September, Bernal traveled to Oregon to collect signatures for "The American Declaration" as part of an event held at the state capital in Salem for Problem Gambling Awareness Day. SPG collected more than 75 signatures of former gambling addicts, their family members, and gambling addiction treatment providers.

Opposing Internet Gambling

In October 2012, SPG organized a press conference to oppose efforts to legalize internet gambling. The event was held in Arlington, Texas, the heart of U.S. Representative Joe Barton’s congressional district. Barton is the chief House sponsor of the internet gambling bill. The event was covered by *The Fort Worth Star Telegram*. SPG also released a detailed Fact Sheet to members of Congress and the national media. It can be found here: <http://stoppredatorygambling.org/wp-content/uploads/2012/12/2012-America-Does-Not-Like-Facebook-Casinos.pdf>.

The State Policy Network

In November, Stop Predatory Gambling attended the State Policy Network’s national conference. The gathering included most of the major national and state-level free market and libertarian think tanks. Bernal collected almost 100 “Declaration” signatories, equal to about 15 percent of the attendees. This audience historically has been indifferent to the gambling issue.

The National Council on Problem Gambling

SPG attended the annual conference of the National Council on Problem Gambling, an organization that styles itself as a voice for problem gamblers even though it is funded largely by America’s gambling interests. Held in Milwaukee, SPG gathered more than fifty signatures from the gambling treatment community to “An American Declaration” — about 20 percent the total attendees.

Alabama Baptist Convention

In November, SPG collected more than eighty signatures of church leaders and their staffs at the Alabama Baptist Convention Annual Meeting. Overall, SPG has collected more than 2,400 signatures.



A Legal Strategy

In the fall of 2012, SPG began organizing what has become known as the Predatory Gambling Liability Project. We convened a national summit of experienced attorneys from across the U.S. to develop a litigation effort against government sponsored gambling. The project's Board of Advisors is chaired by former Assistant U.S. Attorney and current SPG Board member Mike Fagan, who also teaches International Money Laundering, Corruption, and Terrorism at Washington University School of Law. It also includes Terry Noffsinger, one of America's top litigators against commercial gambling operators and who just recently was invited to present on casino litigation at Harvard Law School's "Frontier Torts" program, and Northeastern School of Law Professor Richard Daynard, regarded by many historians as the leading legal strategist against tobacco companies and whose national expertise in public interest and public health-oriented coordinated litigation dates back to the 1980s.

2013

Focus on New York

In early 2013, the Institute sharpened its focus on the effort to legalize casinos in New York. Davies devoted dozens of blog posts to the ongoing developments in Albany. He also continued to report and write a book that examined how elected officials and gambling interests worked together to legalize and build casinos in Pennsylvania. The Keystone State legalized casino in 2004 and emerged as the model that other states, including New York, have been following.



Making the Case in Utah

In February, Les Bernal had separate meetings with Utah Governor Gary Herbert; Lt. Governor Greg Bell; and the editorial board of *The Deseret News*. He also spoke to the entire Utah legislature. Utah has been recognized as one of America's best managed states for building a business and for its enviable fiscal stability. It is also as one of only two states without a state lottery or a casino. SPG proposed holding an event to highlight Utah's fiscal policies.

Making the Case in New York

In March, Bernal traveled to Albany to speak about how New York State’s experiment with gambling has failed. He spoke to an audience of 1000 people at the Empire State Capitol Convention Center in Albany as part of New Yorkers for Constitutional Freedoms Annual Legislative Day.

Gambling Litigation Summit

In April, SPG organized a national Gambling Litigation Summit meeting in Indianapolis. The purpose of the all-day meeting was to bring a group of litigators from across the U.S. face-to-face to develop a litigation effort against government-sponsored gambling, the first-ever meeting of its kind. Thus far, about 20 attorneys have committed to participate, paying their own expenses to Indianapolis. As part of the preparation for this meeting, SPG met with Denny Harrigan, who founded the Brady Center’s Legal Action Project Against Gun Violence.

Casino Land Reports

By the summer of 2013, the Institute began work on a series of reports about gambling timed for release in the fall just as New Yorkers were expected to vote on a referendum on whether or not to legalize casinos. At the same time, the Institute set out to write a series of op-eds in an effort to inform and educate the public about the economic and social costs of gambling — an issue that was missing from the larger debate.

Syracuse Post-Standard

In July 2013, Davies published an op-ed in the *Syracuse Post-Standard* that argued that lawmakers overlooked the many problems that comes with casinos because they were blinded by the promise of millions of dollars in tax revenue.

Albany Times Union

That same month, Blankenhorn published an op-ed in *The Albany Times Union* focused on Governor Cuomo’s oft-repeated claim that legalizing casinos would generate “over \$1 billion of economic activity.” Blankenhorn did some



digging and discovered that the source of the \$1 billion figure came from a quote by powerful Albany lobbyist James Featherstonhaugh, who was also the head of the New York Gaming Association. Featherstonhaugh is also a longtime Cuomo family friend and part-owner of the Saratoga Racetrack that is vying for a casino license.

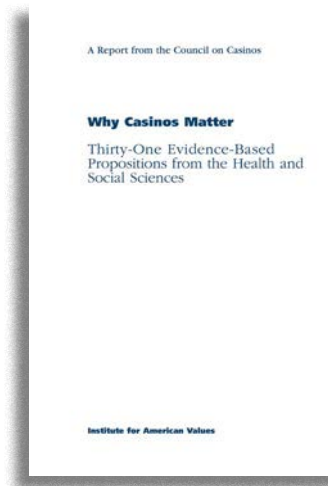
Featherstonhaugh's \$1 billion claim was not backed by any study or economic analysis. It was merely a number he tossed out during an interview with an Albany business magazine. Blankenhorn performed the type of accountability journalism that is often missing from the casino debate. This is the type of reporting that should have been done by the Albany press corps.

Newsday

In August, Davies published an op-ed in *Newsday* that detailed why casinos would fail to generate even the benefits being touted by Governor Cuomo. Cuomo had said the casinos were all about “jobs, jobs, jobs.” Yet, as the op-ed pointed out, the last time New York considered legalizing casinos, a 2002 study commissioned by then Governor George Pataki found 1,208 more jobs would be lost than gained. That's because other existing area businesses — mainly restaurants and entertainment venues — would be hurt by the casinos.

Why Casinos Matter

In September, the Institute released the first of its Casino Land reports. The 56-page report titled “Why Casinos Matter: Thirty-One Evidence-Based Propositions from the Health and Social Science,” was written by Barbara Whitehead and signed by 38 scholars and public policy experts. The report pulled together many of the best studies to date that show the economic and social costs of casinos.



The report resonated with conservative and liberal media outlets. Michael Gerson, a former Bush speechwriter and conservative columnist for *The Washington Post*, called the report a “crash course in the political and social hazards of funding public purposes through the exploitation of human weakness.”

Boston Globe columnist Carlo Rotella cited the report in a piece that argued why he was shifting his support in favor of repealing the casino law in Massachusetts. Rotella, an English professor at Boston College, admitted that he was not morally opposed to casinos but changed his mind after spending some time understanding the harms. “I’m convinced that casinos are bad for just about any community.”

The Albany Times Union posted a link to the report on its website. A number of other media outlets cited the report, including *The New York Times*, *Newsday*, *The Philadelphia Inquirer*, *The Christian Science Monitor*, CNN, the *National Catholic Register* and the *Desert News* in Utah. A free PDF of the report was downloaded from the Institute's website nearly 500 times.

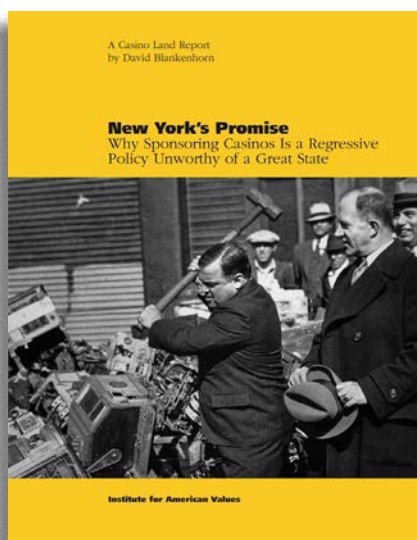
Meeting with Editorial Boards

In September, David Blankenhorn and Paul Davies traveled to upstate New York to meet with editorial boards at newspapers in the major markets. Blankenhorn and Davies met with the editorial board members at the *Syracuse Post-Standard* on Sept. 24, the *Rochester Chronicle & Democrat* on Sept. 25, the *Albany Times Union* on Sept. 26, and the *Journal News* on Oct. 10. Additionally, Davies had telephone conversations and email correspondence with members of editorial boards at the *New York Times*, the *New York Daily News*, *The New York Post*, *Newsday*, the *Buffalo News*, and *The Poughkeepsie Journal*.

Albany Times Union

The Institute continued to publish its own op-eds as well. In September, David Blankenhorn co-authored a piece with the former mayor of Rochester William Johnson in the *Albany Times Union*. In September, Blankenhorn appeared on the leading public radio show in Albany to explain why casinos were a bad public policy in New York.

New York's Promise



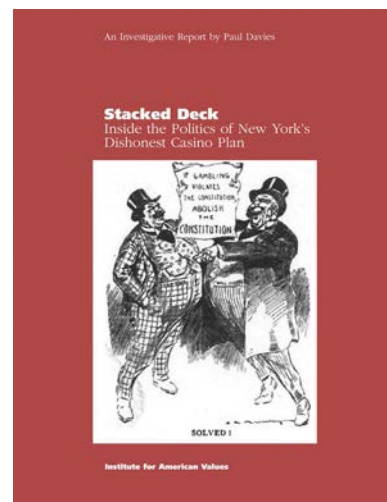
In late September, the Institute also published its second Casino Land report titled “New York’s Promise: Why Sponsoring Casinos is a Regressive Policy Unworthy of a Great State.” The 148-page report was written by Blankenhorn and provided insightful historical perspective to the casino debate. Blankenhorn detailed how legendary New York Mayor Fiorello LaGuardia crusaded against illegal slot machines, which he called “mechanical pickpockets.” LaGuardia used a sledgehammer to smash the slot machines in public and toss them into the East River. The report is available as a free PDF on the Institute’s website and has been downloaded more than 140 times.

Shaping Public Debate

In October, *New York Daily News* editorial board member Harry Siegel wrote a column that never mentioned the Institute by name. But his column referenced LaGuardia’s crusade against slot machines as detailed in David Blankenhorn’s report. The column also detailed how former Governor Mario Cuomo opposed the idea of casinos now being promoted by his son — a fact that Blankenhorn and Davies had made in previous op-eds. Siegel’s column also referenced how Governor Andrew Cuomo’s claim that casinos would generate \$1 billion in activity came from an interview by a casino lobbyist — a point that Blankenhorn unearthed.

Stacked Deck

In October, the Institute published its third Casino Land report titled “Stacked Deck: Inside the Politics of New York’s dishonest Casino Plan.” The report was written by Paul Davies and details how Governor Cuomo conspired with deep-pocketed casino interests to change the state constitution to legalize casinos. The report was turned into an e-book and is available as a free PDF on the Institute’s website where it has been downloaded more than 60 times.



The Buffalo News

In October, Blankenhorn published another op-ed in *The Buffalo News* that explained why casinos would do more harm than good for New York. Blankenhorn also appeared on journalist Phil Reisman’s radio show in Westchester County, New York. Blankenhorn also published a letter to the editor in the *Albany Times Union*.

The New York Times

On Oct. 9, Barbara Whitehead published an op-ed in *The New York Times* that explained how casinos were engines of inequality.

The Albany Times Union

On Oct. 10, David Blankenhorn published a letter to the editor in the *Albany Times Union* responding to a critique of the Institute’s “Why Casinos Matter” report by the head of the American Gaming Association, the industry’s leading lobbying organization.

The New York Daily News

On Oct. 11, David Blankenhorn published an op-ed in the *New York Daily News* explaining why he planned to go to Albany and smash a slot machine outside the state capitol building.

**Should government
be in the business
of gambling?**

with **Robert Frank**
Professor of Economics
Cornell University

The Poughkeepsie Journal

On Oct. 13, Paul Davies published an op-ed in the *Poughkeepsie Journal* that explained why Governor Cuomo was not being honest with voters as to the economic and social costs of casinos. That same day, David Blankenhorn, Barbara Whitehead, and Jonathan Haidt published an op-ed in *The Westchester Journal News*.

Huffington Post and Syracuse Post Standard

On Oct. 14, David Blankenhorn published separate casino op-eds in the *Huffington Post* and the *Syracuse Post Standard*.

Slot Machine Smashing

On Oct. 15, David Blankenhorn and others gathered in Albany to smash a slot machine. The event was part media stunt, but it was backed by a substantive message. For starters, the event was modeled after similar actions by Mayor LaGuardia. Second, the event was designed to distribute and draw attention to the various reports published by the Institute. Lastly, the event was aimed at getting the TV news to report on the casino debate.



The majority of New York's residents get their news from television. With just two weeks to go before New Yorkers were set to go to the polls to vote on an important issue of whether to change the state's constitution, local TV had remained largely silent on the casino issue. Sadly, TV news needs pictures to tell stories. The thinking behind the Institute's action was to provide TV the pictures needed to tell the larger more substantive story surrounding the impact of casinos.

Indeed, every major local TV network covered the slot machine smashing. The story was picked up in other media markets and also was distributed widely on the internet.



A number of print publications covered the event, including *The New York Times*, *The Albany Times Union*, *The Syracuse Post Standard*, and *The Poughkeepsie Journal*. The Associated Press also covered the event. Its story appeared in scores of markets across the country, including Seattle.

Just prior to the smashing of the slot machine, Paul Davies., Paul Davies was a guest on the radio show broadcast from capital hosted by Fred Dicker, a longtime *New York Post* columnist and dean of the Albany press corps.

Oxford-Style Debate

On Oct. 16, David Blankenhorn was part of a casino debate sponsored by Syracuse University and held on its campus. The Oxford-style debate pitted Blankenhorn against casino supporters. At the end of the debate, the 50 people in attendance were asked to vote which argument was more persuasive. Before the debate, the room was evenly divided: 23 opposed casinos, 20 were in favor, and seven were undecided. After the debate ended, 33 said they opposed casinos and 17 favored the casinos. The event was covered in the *Syracuse Post-Standard* and broadcast by the local NPR affiliate.

Rochester Democrat & Chronicle

On Oct. 17, Paul Davies published an op-ed in the *Rochester Democrat & Chronicle* that explained why legalizing casinos was a losing bet.

Legislative Gazette

On Oct. 21, the *Legislative Gazette* wrote an article about the casino debate that quoted David Blankenhorn and Paul Davies. On the same day, *The New York Times* wrote a story detailing how the casino opponents had mounted a tough fight despite not having deep pockets like the casino industry or Governor Cuomo's bully pulpit. David Blankenhorn described the Institute's efforts to *The New York Times* this way: "We don't have much except good arguments and shoe leather," he said. "But that might be enough."

Yale Club Debate

On Oct. 23, the Citizens Budget Commission held an hour-long debate at the Yale Club in Manhattan on the pros and cons of legalizing casinos. David Blankenhorn was the lone opposition voice the panel. The other three panel members supported casinos. The event was recorded and is available on the internet. That same day, Blankenhorn published another op-ed in the *Huffington Post*.

The New York Times Editorial Board Takes a Stand

On Oct. 24, *The New York Times* editorial board weighed in with its position on the casino referendum. A week before the editorial ran, Eleanor Randolph, *The Times*' editorial writer, contacted Paul Davies and asked him to send her all of the studies and best arguments against casinos. Davies and Randolph had emailed regularly and spent hours on the phone since his op-ed ran in *The Times* in 2012. Davies had sent her a number of studies and news stories about gambling during that time. Now Randolph wanted the arguments pulled together and summed up. Davies supplied her with a detailed memo that outlined all the best studies. He supplied the reports published by the Institute as well as other news stories to support each of the arguments. *The Times* writer used the memo to make the case to the rest of the editorial board, which she said had been divided on the casino issue. Randolph's argument won the day. *The New York Times* editorial was titled: "No to More Casinos in New York." The editorial cited many of the key points in the memo Davies sent her. Here is an email she sent Davies the day before the editorial appeared: "Thanks so much for your help. We're now good. Sorry about not arranging a visit. We were pretty much overwhelmed with pro and con on this. But your help was crucial. Thanks."

Corporate Crime Reporter and Westchester Journal News

On Oct. 25, the Corporate Crime Reporter did a long article on the casino opposition. The only person quoted throughout the piece was David Blankenhorn. That same day Paul Davies published an op-ed in the *Westchester Journal News* that argued how Governor Cuomo had failed to level with citizens about his casino plan.

New York Daily News, ABC News & Syracuse Post Standard All in One Day

On Oct. 27, a Sunday, Paul Davies published an op-ed in *The New York Daily News* that detailed the negative economic effects of casinos. That same day, the ABC affiliate in New York City dedicated its entire Sunday morning program titled "Up Close" to the casino debate. Les Bernal was one of the featured speakers on the roundtable discussion. Also on Oct. 27, the *Syracuse Post-Standard* did a long front page story

about the casino vote. The story detailed the arguments from both sides and quoted David Blankenhorn.

Rochester Debate

On Oct. 28, David Blankenhorn traveled to Rochester to participate in a debate about casinos sponsored by the Asbury First United Methodist. The event was covered by the *Rochester Democrat & Chronicle*. While there, Blankenhorn did a long interview with the local Binghamton television station that was broadcast during its news program and is available on its website.

The New York Post Editorial Board Takes a Stand

On Oct. 29, the *New York Post* published its editorial on the casino referendum. Davies had likewise been in contact with The Post editorial board and supplied them the studies published by the Institute as well as other studies and news stories about the economic and social impact of gambling. The Post, which is owned by Rupert Murdoch, rarely agrees with *The Times* on editorial position. Yet like *The Times*, the Post editorial cited many of the key arguments supplied by the Institute: “If the governor wants to revitalize New York, let’s not do it by taxing those who can least afford it. Let’s do it the old-fashioned way: by building an economy that encourages thrift, investment and enterprise.”

Huffington Post

On Oct. 30, David Blankenhorn published another op-ed in the *Huffington Post* outlining the arguments against legalizing casinos in New York.

New York Daily News

On Oct. 31, Errol Louis, an African-American columnist for the *New York Daily News*, published a column arguing against more casinos titled “Think Twice Before Rolling the Dice.” His piece detailed the millions spent by the casino industry to influence the vote along with individual stories of people who lost hundreds of thousands of dollars after getting addicted to gambling and quoted from David Blankenhorn’s report. “They are the cost of gambling that rarely gets discussed,” Louis wrote. “David Blankenhorn of the Institute for American Values think tank has written a long argument against gambling that includes the plea: ‘To prey upon human weakness, for money? Is that who we are in New York?’ Forget the deceptive, casino-bought wording of the referendum: that’s the real question on the ballot next week.”

Public Radio and Huffington Post

On Nov. 1, David Blankenhorn was the featured guest on WYNC, the public radio station in New York City, where he again discussed the economic and social costs of casinos. On the same day, Amy Zietlow published a piece in the Huffington Post that argued how casinos in New York would cater to seniors.

The New York Times

On Nov. 2, *New York Times* columnist Ross Douthat published a piece titled “Pots and Jackpots” that quoted from the Institute’s “Why Casinos Matter” report. “As the Institute for American Values report points out, the alliance of state governments and gambling interests is essentially exploitative, and the tax revenue casinos supply comes at the expense of long-term social welfare,” Douthat wrote. “Casinos tend to lower property values and weaken social capital in the places where they’re planted, they’re more likely to extract dollars from distressed communities than to spur economic development, and their presence is a disaster for the reckless and the addiction-prone.”

The Post Star

On Nov. 2, *The Post Star* in Saratoga, New York, did a story on the casino debate that quoted David Blankenhorn and Paul Davies.

Syracuse Post Standard Editorial Board Takes a Stand Against Casinos

On Nov. 3, *The Syracuse Post-Standard* published its editorial opposing the legalization of casinos. Like the Times, *The Post-Standard* editorial writer contacted Davies and asked him to sum up his best arguments in writing. Davies supplied the paper with a detailed memo that cited the key points and studies that showed the economic and social costs of gambling. *The Post-Standard’s* editorial adopted the Institute’s main argument: “We think the social costs outweigh the benefits,” the paper wrote. The editorial also featured a photo of the Institute’s slot machine smashing in Albany. The end of the editorial provides a link to the debate at Syracuse University that featured David Blankenhorn.



New York Radio

On Nov. 4, the day before the casino referendum vote in New York, the Manhattan affiliate CBS Radio station dedicated a segment of its program to the casino vote that quoted Blankenhorn. That same day David also was the featured guest on Brian Lehrer's WYNC public radio program. Lehrer is considered the most influential talk radio host in the city.

Election Day

On Nov. 5, voters approved the referendum legalizing casinos. Fifty-seven percent of voters supported the referendum and 43 percent opposed it. The final tally is deceiving because Governor Cuomo ordered the ballot question to include rosy wording. Instead of just asking voters whether they wanted to change



the state constitution to allow casinos, the ballot said allowing casinos would result in “promoting job growth, increasing aid to schools, and permitting local governments to lower property taxes.” This historic change to the state constitution was ordered after polls showed about 50 percent of residents opposed casinos.

While the vote was a disappointment, the Institute achieved its broader goal of using the vote in New York to increase awareness and have a public larger debate about the economic and social costs of gambling. Indeed, the Institute, its scholars and its Casino Land reports were featured in 127 distinct news articles in 78 media outlets. The Institute also used a variety of social media outlets to get its message out, including hosting a debate on Twitter and doing video podcast interviews on YouTube.

New York Post

More encouraging, the debate in New York has not ended. On Dec. 2, *New York Post* columnist Nicole Gelinas urged New Yorkers to continue to fight the casinos. She pointed to the movement in Massachusetts where residents were organizing to repeal the legalization of casinos. In fact, residents in Saratoga Springs, a town with a long gambling history, are fighting efforts to build a casino there. Likewise, residents in Tuxedo, New York, are also opposed to having a casino there. Residents in both towns have contacted IAV for help in their fight.

2014

Making a Public Argument in Florida

The Institute's efforts in New York provided a roadmap for other states. In fact, shortly after completing the intensive efforts in New York, IAV shifted its focus to Florida.

At that time, Genting, a Malaysian-based casino giant, had been driving the efforts to legalize commercial casinos in Florida. The company bought the Miami Herald property on Biscayne Bay and proposed building a \$4 billion mega casino resort. Genting hired dozens of lobbyists and was spending tens of millions of dollars on campaign contributions in an effort to influence Florida lawmakers to do its bidding.

The Florida legislature was expected to consider a casino bill in March. That gave IAV two months to make its case.

Meeting with Editorial Boards

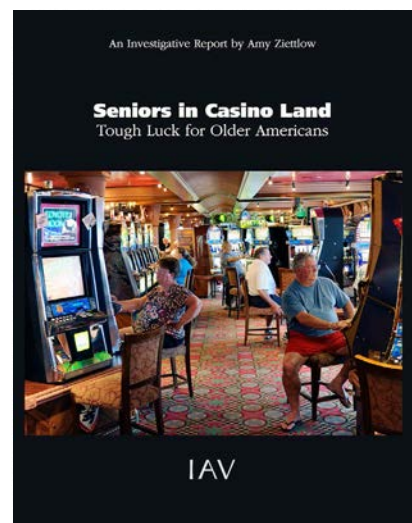
David Blankenhorn traveled to Florida on several occasions in January and February of 2014. In late January, Blankenhorn and Davies met with editorial boards at *The Tampa Bay Times*, *The Tampa Tribune*, *The Orlando Sentinel* and *The Gainesville Sun*. Following those meetings, the *Tampa Bay Times*, the most influential newspaper in the state, wrote several strong editorials arguing against the legalization of casinos. Several other leading newspapers wrote editorials against casinos as well.

"Pushing Luck" Documentary

Around that same time, a nonprofit organization opposed to casinos in Florida released a documentary film that was shown at a number of venues around the state. The documentary, titled "Pushing Luck," features interviews of IAV scholars Barbara Whitehead and Paul Davies. Here is a link to the documentary: <http://www.pushingluckfilm.com/>

Florida Op-Ed Campaign

As part of its Florida effort, the Institute mapped out an op-ed writing campaign. Over a 10-week period, the Institute placed 12 op-eds in newspapers in all of the major media markets across the



state, including Miami, Palm Beach, Fort Lauderdale, Orlando, St. Petersburg, Tampa, Sarasota, Gainesville, and the state capital of Tallahassee. Paul Davies wrote five of the op-eds, and co-authored a sixth with Barbara Whitehead. (One of Davies' op-eds was written the day the legislature unveiled its casino bill. The op-ed appeared in the *Fort Lauderdale Sun-Sentinel* the next day and poked holes in the bill.) David Blankenhorn wrote two op-eds. Affiliated scholars, John Kindt, Robert Goodman, Earl Grinols and Amy Zietlow, published the other four op-eds.

Why Casinos Matter

The Institute compiled outreach lists of reporters, scholars and other opinion leaders in the state. The Institute's "Why Casinos Matter" report was sent to everyone on the list as well as to members of the state legislature.

Making the Case in New Hampshire

In the middle of the Florida campaign, casino opponents in New Hampshire contacted the Institute seeking help fighting efforts to legalize casinos in the Granite State.

On Feb. 5, Paul Davies published an op-ed in the *New Hampshire Union-Leader* that detailed how the casino industry is struggling in Delaware and recently received a taxpayer bailout. New Hampshire lawmakers that supported casinos had been pointing to Delaware as a model for the Granite State.

On Feb. 19, Davies traveled to New Hampshire to speak with lawmakers about the casino bill. He was the keynote speaker at a luncheon sponsored by No Casinos New Hampshire. More than 200 state lawmakers attended the luncheon. Copies of the Institute's "Why Casinos Matter" report were distributed to all 400 state lawmakers. Davies also met privately with the House Speaker and the head of the gaming committee to discuss the casino issue. Copies of Davies' speech were distributed via email to all of the state's elected officials.

Seniors in Casino Land

On Feb. 27, David Blankenhorn and Amy Zietlow led a public forum in Florida that focused on how casinos cater to senior citizens. The forum at Stetson University's College of Law in Tampa coincided with the release of Zietlow's report titled "Seniors in Casino Land: Tough Luck for Older Americans."



Florida Lawmakers Reject Casinos

On March 3, Florida lawmakers decided not to move forward with the legalization of casinos because there was not enough support. This was a major win in a large state. But the casino interests have not gone away and continue to spend money on lobbying and campaign contributions. Lawmakers are discussing proposing a new casino bill in 2015.

Back in New Hampshire

On March 11, Les Bernal published an op-ed in the *New Hampshire Union-Leader* that detailed how many casino owners and elected officials have stated publicly that they do not gamble because they understood the odds were stacked against them.

On March 12, Paul Davies published an op-ed in the *Concord Monitor* in New Hampshire that explained how casinos cater to the elderly who are particularly susceptible to gambling addiction.

On March 13, the New Hampshire House rejected a bill proposed by the governor that would legalize casinos. It was the second victory in two weeks against casino interests in two states. But like Florida, gambling supporters in New Hampshire continue to push to legalize casinos there.

Casino Book

On June 4, Paul Davies submitted the draft of his book about the legalization and spread of casino gambling in Pennsylvania to the Temple University Press. The book is tentatively titled: “Casino State: How Pennsylvania Became the East Coast Gambling Capital.” The 245-page book is currently undergoing a peer review. A response from the scholars reading the book is expected in August. The initial response was positive. The same day the book was submitted, Senior Editor, Aaron Javscas said he met that afternoon with his editorial colleagues, “who gave an enthusiastic green light to send it out for review.”

The New York Times

On June 21, Barbara Whitehead published an op-ed in *The New York Times* titled “Gaming the Poor” that detailed how many new local, convenience casinos catered mainly to the poor and working class, which was exacerbating the growth in inequality. The Times contacted Whitehead and commissioned



the piece. It was the clearest sign yet that the Institute and its scholars have emerged as the national thought leaders on gambling issues.

The Tampa Bay Times Editorial Board Takes a Stand

On July 18, *The Tampa Bay Times* wrote a strong editorial that was a warning shot aimed at gambling interests that continue to push to legalize casinos there. The editorial is titled: “More Gambling a Losing Bet for Florida.” *The Times* editorial writer contacted Paul Davies to get a sense of what was going on across the broader casino landscape. Davies supplied her with several relevant points regarding the looming closing of casinos in Atlantic City and the recent comments about casino saturation by Donald Trump. Those points were all included in the editorial.

Florida Conference

On July 24-25, the Institute sponsored a conference in Florida attended by many of the leading scholars on gambling, including a professor from MIT who has written the definitive book of slot machines titled “Addicted by Design.” Another scholar traveled from London to attend the event—yet another sign of the Institute’s reputation as the thought leader on gambling issues.



The Institute’s work the past few years demonstrates the stunning void in rigorous and independent research about gambling issues that are reshaping the American economy in many ways for the worse. The Institute has stepped into the breach and emerged as the leading, if not the only, think tank in the country that is focused on the economic and social impact from the spread of gambling.

The Atlantic

On Aug. 7, David Frum wrote a piece in *The Atlantic Magazine* titled “A Good Way to Wreck a Local Economy: Build Casinos.” Two weeks before the piece ran, Davies supplied Frum with many of the key points referenced in the piece. Frum also referenced IAV’s “Why Casinos Matter” report to bolster his argument. “The Institute for American Values has gathered the best evidence on the social consequences of casinos,” he wrote. “That evidence should worry any responsible city government.”

Selected Articles, 2010 – August 2014

Thrift: Lesson of the ‘Pete Pig’ Campaign Relevant Today

By David Blankenhorn

Deseret News

August 22, 2014

Our story begins on a fine day in April 1913 in the small town of White Cloud, Kansas, when a 10-year-old boy named Wilbur Chapman meets a visitor named William Danner.

Wilbur’s parents were missionaries. Both had found their life’s calling as part of a YMCA-inspired youth religious revival which, according to one historian, “swept like a prairie fire” over Kansas in the late 1880s and early 1890s. Inspired by their faith, the young couple dedicated their lives to a new organization called the Gospel Missionary Union. By April 1913, Wilbur’s father, Charles, was home on leave, having spent more than a decade selling Bibles and preaching the gospel in Ecuador and Colombia. His mother, Manie, whose health had become too poor to remain overseas, supported their work in many ways from their home in White Cloud.

One thing she did was start prayer groups to seek God’s help in caring for the world’s lepers. When she thought the time was right, she wrote to the head of the American Mission to Lepers, a man from Boston named William Danner. “Come visit us in White Cloud,” Mrs. Chapman wrote. “We’ve been praying for the lepers. If you’ll visit our churches,” she said, “I believe you can raise \$250, enough to care for ten lepers for a year.”

A good and dedicated man, Danner went to White Cloud. He stayed in the Chapman home. He befriended young Wilbur. He visited four local churches — in a town of about 750 people — and raised a total of \$225 for the mission. A disappointed Mrs. Chapman apologized to him for not meeting their goal of \$250.

At the train station before dawn, waiting to head back East, Chapman recalls that he took three silver dollars out of his pocket and “slipped them into Wilbur’s hands as I said good by, asking him not to show these to anyone till morning.”

Several weeks later, Danner got a letter from Wilbur. In the fall, Wilbur wrote, I'll use the \$3 to "buy a pig, and feed him, and see if he will not grow big so I can sell him for enough to support a leper for a year ... Mother's tenth leper! Do you see?"

Danner saw. In November he got a second letter. Wilbur had saved the \$3 all summer. Now he'd bought the pig. Moreover, the pig was becoming a local celebrity. People had learned about Wilbur's idea, and many children in town were eager to help Wilbur feed "the leper pig." The pig was growing. Wilbur had named him Pete.

In the spring of 1914, Wilbur sold the pig and sent \$25 to the American Mission to Lepers, finally raising White Cloud's contribution to \$250 and completing the pledge for "Mother's tenth leper."

That's how the story begins. Moved by what Wilbur had done, Danner shared the story with friends at a prayer meeting. One of those friends worked at the Sunday School Times, a national publication serving Sunday School teachers. He asked Danner to write a story for the Times about Wilbur and the pig. Danner agreed.

The story caught on. Sunday School teachers across the country began collection drives in which children would contribute coins to "feed Pete" so as to help the lepers. Soon the American Mission to Lepers was distributing thousands of metal (later, plastic) "Pete the Pig" banks for children to fill with coins. By 1919, 11,000 "Pete the Pig" banks had been distributed to U.S. Sunday Schools. By 1938, the number had reached 100,000, and contributions to the American Mission to Lepers from U.S. Sunday School children had exceeded \$1 million.

Today, this story is all but forgotten. But it's worth remembering.

When you were a child, you probably had a piggy bank. Do you wonder who conceived this idea and what made piggy banks so popular? There's no single answer. For example, earthenware penny pigs were popular among British children in the late 19th century. But one important answer, at least in the U.S., is the success of the Pete Pig campaign that grew out of Wilbur Chapman's big idea in 1913.

That big idea can be summed up in one word: thrift. It comes from the word "thrive," and it's one of the English language's oldest and most important words. It's particularly relevant to problems facing us today. Thrift is an ethic, stemming ultimately from the idea of stewardship. The best definition of thrift is wise use. The opposite of thrift is waste. In practice, thrift usually means working hard and honestly, being frugal and saving all you can and giving back all you can. Like Wilbur did.

*David Blankenhorn is president of the Institute for American Values
and the author of "Thrift: A Cyclopedic."*

Legalizing Casinos: Jobs Have Nothing to Do with It

By David Blankenhorn

Deseret News

July 11, 2014

Whenever it comes to defending casinos and pushing for more of them, the theme of “jobs” is invariably front and center.

In New York, which recently legalized casinos, the main political action committee promoting casinos was called “New York Jobs Now” and Gov. Andrew Cuomo’s favorite pro-casino argument was that they “promote job creation.” In Massachusetts, where voters this fall will decide whether to repeal the pro-casino law passed by the legislature in 2011, by far the loudest message coming from the casino lobby is jobs, jobs, jobs.

The argument is highly misleading. To see why, let’s start with Economics 101.

If I open a business that employs people, I’m “creating jobs,” but does that prove that I’m helping the economy? Of course not. Economics 101 teaches that the question is not “Do people work here?” but rather “Does this activity contribute to economic growth?” And current economic research clearly suggests that casinos do not help the economy.

The reason isn’t hard to understand. What expands the economy is producing things of value, and casinos produce nothing of value. If I open a doughnut stand, I’m producing doughnuts. If I build a tire factory, I’m producing tires. The only thing a casino produces is people losing their money. The economic impact is similar to throwing your money on the street so that someone else can pick it up — it’s redistributing wealth without creating it.

But it gets worse, because what casinos do isn’t neutral, either ethically or economically. Casinos prey upon people’s weaknesses to separate them from their money. Slot machines and other casino games are forms of fraud, similar to loan-sharking, false advertising and price-gouging.

Economists have much to say about the economic impact of businesses that cheat and exploit people, and it’s the opposite of what the casino lobby says. If I start a loan-sharking business in your town, it’s true that I’m “creating jobs.” I’m also creating jobs if I open a brothel or turn an abandoned building into a crack house. But would any of this help the economy? Of course not. Such activities typically drag a commu-

nity down, economically and in other ways. Bad ethics usually lead to bad economic outcomes.

In “Gambling in America: Costs and Benefits,” generally viewed as the definitive study of the topic, Earl Grinols estimates that every dollar of economic gain from casinos is offset by three dollars of economic loss. If you like that ratio, you may want to consider playing slot machines twice a week as a way to improve your personal finances.

Why do casino advocates center their public argument on “jobs, jobs, jobs” when the argument is so obviously misleading? There are three reasons.

The first is economic illiteracy. Many people, including many in public life, do not understand the difference between counting “new” jobs and assessing an activity’s overall economic impact.

Second, the argument gains undeserved ground because the economic gains from casinos flow to specific and well-organized groups — casino owners, casino employees and state governments — while the losses, although greater than the gains, are much more widely diffused. Which wheel is more likely to squeak loudly and get the grease — the influential few who will gain a lot, or the general public who will pay through the nose over time?

Finally, I’ve learned from personal experience that casino lobbyists will say nearly anything to avoid discussing the actual reasons for casinos. That’s why even the act of publicly engaging their talking points about “jobs” drives people like me nuts, because once the cameras are turned off and the public has been fed its pabulum, none of the inside players even remotely believe that “jobs” are what this debate is really about.

Rest assured that in the real world casino owners are not philanthropists seeking to provide you with employment. They are predators seeking to take your money in exchange for nothing by enticing you to play rigged games of chance in which they always win and you always lose.

It’s the same with the politicians who legalize and promote casinos. You can be confident that they aren’t doing it to spread economic sunshine. They’re doing it because they see in casinos a big sign made specifically for them that says “free money.” A few decades ago, when mobsters ran casinos, they regularly gave suitcases filled with cash to the politicians who protected them. The same thing happens today, except that the payoffs are legal and are called taxes. But the process is the same and so are the ethics. And “jobs” have almost nothing to do with any of it.

Gaming the Poor

By Barbara Dafoe Whitehead

New York Times

June 21, 2014

In a referendum in November, voters approved as many as seven new casinos to join New York State's existing nine gambling facilities. And New York is hardly alone. In recent years, 23 other states have legalized and licensed commercial (as opposed to Native American) gambling facilities. In the casino-dense Northeast and mid-Atlantic regions, where 26 casinos have opened since 2004 and at least a dozen more are under development, most adults now live within a short drive of one.

Not surprisingly, the closer casinos come to where people live, the more likely people are to gamble at one. As casinos have spread into de-industrialized cities, dying resorts and gritty urban areas, the rate of gambling participation has grown among lower-income groups.

In America's increasingly two-tier economy, casino industry leaders realized that they didn't have to cater exclusively to well-heeled consumers in order to rake in profits. Payday lending, rent-to-own stores, subprime credit cards, auto title loans and tax refund anticipation loans all evolved to extract high profits from low-income groups. And the newly established state-licensed casinos have their methods, too.

A research team from the University at Buffalo and SUNY Buffalo State has conducted studies that offer new evidence of the exploitative effects of casino gambling on lower-income Americans. For example, the researchers found that the rates of casino gambling participation and frequency of visits have increased among lower-income groups. Easy access to casinos is a key factor. Living within 10 miles of one or more casinos more than doubles the rate of problems from excessive gambling. Another factor is easy access to slot-machine gambling. Women and the elderly have become more likely to gamble in recent years, partly because of a preference for nonskill slot-machine gambling.

The casinos' method is to induce low-income gamblers to make a huge number of small bets per visit, to visit the casino several times per month, or even per week, and to sustain this pattern over a period of years. The key to executing this method is the slot machine.

Most regional casinos are essentially slot parlors. Slot machines are nowadays sophisticated computerized devices engineered to produce continuous and repeat betting,

and programmed by high-tech experts to encourage gamblers to make multiple bets simultaneously by tapping buttons on the console as fast as their fingers can fly. Natasha Dow Schüll, an anthropologist at the Massachusetts Institute of Technology who has written the definitive work on gambling-machine design, notes that as gamblers deepen their immersion, they become less interested in winning itself than in simply continuing to play.

Slots will accept bets in denominations as small as a penny – one reason they are attractive to small bettors. But even penny bets placed on each of multiple lines for each spin, after hundreds of spins, can result in large losses.

The goal, though, is not to clean out the gambler in a single visit; it's to provide an experience that will induce the gambler to prolong the time spent on the device. The slots achieve this by carefully regulating the rhythm, tempo and sound ambience of the play, while doling out occasional small wins even as the players' losses slowly increase.

One way these computerized pickpockets milk their customers is by generating “near misses,” whereby the spinning symbols on the machine stop just above or below the winning payline. The feeling of having come oh so close to a win prompts further play.

A second goal is to ensure that gamblers visit more often and continue to do so over time. Through player loyalty cards and other marketing programs, casinos collect a vast amount of information on their customers. This enables them to devise customized strategies to get gamblers to adhere to this pattern of frequent play over long duration.

Casinos also gather information on their customers' worth, as well as their “predicted lifetime value.” From this information, we might be able to calculate what percentage of customers come from the bottom half of median income distribution, as well as how much these low-income gamblers lose as a percentage of their income. We might also be able to tell how the regional casinos catering to lower-income gamblers are affecting income inequality in their localities.

The casinos do not, of course, disclose this information, and the states that share in the revenues generated through gambling losses do not press their commercial partners to do so. As a result, the limited data available to the public on the impact of casino gambling has been gathered by a few outside sources.

A large-scale survey of adults, conducted by the Buffalo group in 2000, found that lower socioeconomic and minority groups who visited casinos had more gambling-re-

lated problems, including financial difficulties. This suggests that their losses, as a share of their income, were greater than those in the upper income distribution.

Examining 15 types of legal gambling, the researchers came to a striking conclusion: Casino gambling had by far the most harmful effects on people at the lower end of the income ladder.

*Barbara Dafoe Whitehead is the director of civil society initiatives
at the Institute for American Values.*

Seniors in Casino Land: Tough Luck for Older Americans

By Amy Zietlow

Huffington Post

March 26, 2014

As with many adventures, I didn't know I was on one until I was deep in the belly of a south Louisiana casino where 35-cent bets flowed faster than the free Diet Coke. My elbow rested on the walker of a silver-haired gentleman as I craned my neck to hear him over the sounds of the Lucky 7s slot machine. He worried I was going to waste all my money, and I thanked him for his grandfatherly concern. As our attention returned to the screens before us, we sank into silence, enveloped in waves of pulsating sound and light... – Read more...

I never imagined that my life in health care would lead me to a casino. I am a former hospice chief operating officer and chaplain. Currently, I lead a qualitative research project on end-of-life care and serve a congregation as a Lutheran pastor, but a term coined by journalist Gary Rivlin caught my attention:

“Casinos are a daycare for the elderly.”

Oh my, I thought. Could this be true?

Two years ago I began researching casinos and older Americans as a potential public health issue. I visited casinos midweek, midday when researchers like Omar Moufakkir have charted seniors prefer to visit. I then put those ethnographic observations into conversation with academic research on seniors and gambling to gain a better understanding of why we should assess for casino visit frequency as a potential complicating factor as individuals age.

Here's a brief recap of what I learned.

- According to the annual American Gaming Association's State of the States report, in the 23 states with commercial casinos, roughly half of the patrons were 50 and over in 2012.
- Little research was done on trends in geriatric gambling until the late 1990s, when the National Gambling Impact Study Commission reported that the number of older adults who had ever gambled in their lifetime had more than doubled from 35 percent in 1975 to 80 percent in 1998. This growth can be attributed to increased access to regional casinos vs. the previous dominance of destination casinos like Las Vegas or Atlantic City.

- I quickly observed that casinos cater to the physical needs of older Americans. They provide wheelchairs, scooters, and Depends for their older patrons. They offer free transportation, cheap breakfast and lunch deals, free play rewards, and medication discounts. One casino even introduced an in-house pharmacy where 8,000 slot club points, awarded for frequent play, cover the \$25 co-pay. I had never been in an entertainment venue where people with walkers, canes, wheelchairs, and oxygen machines far outnumbered those without. I was impressed by the hospitality and customer service shown to those with hearing impairment and mobility assistance needs.
- Seniors are a valuable market to regional casinos because they prefer to visit during low-peak hours and because they prefer to play the slot machine. According to the Harrah's casino industry surveys, 75 percent of older Americans favor the slot machine.

Therein lies the potential public health risk.

Cultural anthropologist Natasha Schull traces the evolution of the modern day slot machine to become a no-skill computerized device engineered to addict people. It produces a mesmerizing experience of sound, lights, and repetitive motion that Schull describes as the “machine zone.”

- This sensation can be intensely desirable for people who seek escape from their troubles. For seniors, medication, cognitive impairment, depression, and grief can interfere with judgment and decision-making.
- Neurologists see that slot machines may also be harmful to the aging brain. The overload of stimuli, along with the lack of natural light in the casino, can contribute to diminished cognitive function, disorientation, and mental confusion.
- In terms of public health, a gambling addiction not only harms the individual but the community as a whole. Studies show an individual with a gambling problem adversely affects at least five other people. Most state assistance for problem or compulsive gambling is seriously underfunded. One gambling addiction treatment center in Las Vegas reported recently that 40 percent of those treated for gambling addiction are seniors.
- The University of Windsor has created a Seniors' Problem Gambling Screen but beyond that tool little attention has been paid to the unique risk factors posed by older Americans and gambling.

In my tour through casinos, I witnessed what happens when slots and seniors come together. Slots stretch for miles across the casino floor. A silver-haired person with a

cane, walker, or wheelchair filled every seat in the rows of slots. Each person sat silent and solitary, frozen in the ergonomically-designed chairs, eyes locked onto the electronic screen, moving just one finger to hit “repeat bet” again and again. I had imagined people pulling levers on a “one-armed” bandit. But those mechanical devices are long gone. Now it takes just a quiver of a muscle and a fraction of a second to make multiple bets on a single computerized machine.

At a recent forum I spoke with seniors who care about this issue. When I asked them why they thought seniors prefer the disembodied draw of the slot machine, one woman replied, “We don’t want to be a burden on other gamblers. Well, we don’t want to be a burden on anyone.”

Addiction to a slot machine is not a character flaw or moral failing but a natural human response to the pulsating lights and response conditioning of the modern-day, computerized slot machine. A reward system that dribbles affirmation – that feeds a common human need to know that I am valued, I have worth, I am not a burden.

What do you think?

Do you see gambling as a public health concern?

Is casino hospitality for older adults like RX discounts, Depends, a fair business strategy or taking advantage of older adults?

What might society learn from casinos in terms of valuing older Americans?

Amy Zietlow is an affiliate scholar at the Institute for American Values in New York City and co-investigator of a three-year study funded by the Lilly Endowment titled Homeward Bound: How We Live When Our Parents Die.

Why Don't Casino Advocates and Executives Patronize Casinos?

By Les Bernal

New Hampshire Union Leader

March 11, 2014

If you learned there was a financial advisor in your community who never invested his own money in any of the financial products he offered, would you encourage your friends and neighbors to give him their money? Would you trust the future of your own family with a guy like that? Of course not.

So if you knew casino operators, slot machine makers and the politicians they partner with don't use slot machines or gamble, why would you allow them to target your family and the citizens of your community, luring them to gamble away their savings, often turning their lives totally upside down? Because that's exactly what you will be doing if you allow New Hampshire state government to sponsor casinos.

While many state leaders say that they are committed to fighting unfairness and inequality, their policy of sponsoring casinos is actually intensifying the very unfairness and inequality that they decry. And the most perfect example of it is this: a casino is the only product or service where the people who profit from it and promote it don't use it.

Despite reaping billions of dollars from the have-nots in America, nearly every major casino operator, including Steve Wynn, Gary Loveman, CEO of Caesars, and Jim Murren, CEO of MGM, does not gamble, which they have confirmed in media interviews.

What about the guys who make the slot machines? In 2004, New York Times reporter Gary Rivlin toured the headquarters of International Gaming Technology (IGT), America's biggest maker of electronic slot machines. Rivlin tells the story of his visit to IGT: "Most of the people I met inside I.G.T. told me they never played slot machines on their own time. When I asked one I.G.T. artist if he ever plays, he acted as if I had insulted him. 'Slots are for losers,' he spat, and then, coming to his senses, begged me to consider that an off-the-record comment."

Slots are for losers, he said. Many of those losers will come from your family, your friends and your community.

But casino operators and slot makers are not the only ones who don't gamble. Nearly all of the politicians who sponsor casino legislation and promote this public policy across their states don't gamble either.

Let's look right here in New Hampshire. Gov. Maggie Hassan has made partnering with casinos a top priority. Yet despite being a relentless advocate for casinos, she admitted she has never even visited a casino.

How about the state's leading advocate for casinos for the last 15 years, State Sen. Lou D'Allesandro? Remarkably, but not surprisingly, D'Allesandro confessed to an Associated Press reporter in January 2014 that "I don't gamble." After all, according to our friend the IGT slot machine designer, it's for losers.

Often described as "predatory gambling," government sponsorship of casinos (and lotteries) is based on cheating and exploiting citizens. It is a mathematical certainty that the more citizens spend on gambling sponsored by the government, the more money they lose.

Most indefensibly of all, a mounting pile of independent evidence further confirms that government's public policy of promoting casinos is contributing to the unfairness and inequality in our nation. It is harming health, draining wealth from people in the lower ranks of the income distribution, and contributing to economic inequality. These are among the findings of "Why Casinos Matter: Thirty-One Evidence-Based Propositions from the Health and Social Sciences," a report released from the Council on Casinos in September 2013, an independent group of scholars and public policy leaders convened by the Institute for American Values, a nonpartisan New York City-based think tank.

A vote against casinos is a vote for fairness and equality. A vote for casinos is a vote for unfairness and inequality. Or echoing the unforgettable words of the IGT slot designer, it's another way of saying New Hampshire citizens are losers.

*Les Bernal is the national director of Stop Predatory Gambling,
based in Washington, DC.*

Florida Will Lose with Gambling

By Paul Davies

Tallahassee Democrat

February 28, 2014

State Sen. Garrett Richter's sweeping gambling plan for Florida is long on expansion and short on reform.

Give Richter, R-Naples, credit for understanding that Florida's current gambling policy is a hodgepodge of plans slapped together over the years to fit the various desires of different gambling interests. But his three bills – including one 453-page bureaucratic behemoth – are mainly about legalizing two Las Vegas-style casinos in South Florida.

The rest is a smokescreen. The biggest reform is laughable: dog tracks will have to report injuries to greyhounds.

To be fair, the bill would create a five-member Gaming Control Board appointed by the governor. It remains to be seen if the Gaming Board would be about regulating or rubber-stamping the gambling industry.

In Pennsylvania, the gaming control board was quickly packed with cronies who awarded casino licenses to a bunch of politically connected applicants. One winning applicant was a major donor to a state senator and a convicted felon who later was indicted, charged with lying about his mob ties. The chairman of the gaming board was the governor's college buddy, who eventually left the board and resumed running a large Philadelphia law firm that represents some of the casino operators.

In Massachusetts, the gaming commission has yet to issue a casino license and is already ensnared in scandal regarding lavish travel expenses for luxury hotels, expensive flights and meals and top-rated restaurants around the world.

To be sure, creating an independent, regulatory framework to oversee all the gambling options already available in Florida is a good idea. But the state should focus on implementing the regulatory structure before enabling a major expansion of gambling. Pushing casinos and reforms at the same time – as Richter's unwieldy bills show – is akin to trying to change the tires on a moving race car at the Daytona 500.

This gets to the larger question: Why is Florida even considering more gambling? Residents are not clamoring for casinos. In fact, Florida voters have rejected efforts to legalize casinos in 1978, 1986 and 1994. A plan to bring three casino resorts to South Florida died just two years ago.

Lawmakers are merely responding to the gambling industry's ferocious lobbying and outsized campaign contributions. This is a public policy issue being driven by special interests. The impact of more gambling on the public is an afterthought.

In fact, only after casinos are legalized does Richter's bill call for a constitutional amendment to give voters a say in any future gambling expansion. Talk about closing the proverbial door after the race horses, greyhounds, slot machines and poker players are out of the barn.

The big casino operators driving this bill – Genting and Las Vegas Sands – would likely welcome a constitutional amendment after they get their casino licenses. Such a provision would make it harder for competitors to come into Florida.

If lawmakers really wanted the public's input, they would pass the amendment before moving forward with more gambling. Even better, if the lawmakers really cared about the public interest they would tell the Malaysian-based Genting and Las Vegas-based Sands to go away.

After all, studies show that where casinos locate there is an increase in crime, bankruptcy, suicide and divorce. One study by economist Earl Grinols found that every \$1 a casino brings in creates \$3 in social and economic costs.

Casinos do not generate much new spending but instead divert it from existing businesses. Even more problematic, studies show that anywhere from 30 percent to 60 percent of casino customers are repeat and problem gamblers. In particular, today's slot machines are sophisticated computers that are designed to addict gamblers.

Does the state really want to fund the government by preying on more gamblers?

Richter's bill overlooks one other major detail. Allowing commercial casinos could nullify the state's compact with the Seminole Tribe, which gives the state \$230 million a year from slot machines and card games at its casinos.

Sen. Richter doesn't know if the proposed additional gambling would offset the potential loss of revenue from the tribes. In other words, Florida could end up with more gambling but even less money for state coffers.

Talk about a bad bet.

Paul Davies is the Maggie Walker Fellow at the Institute for American Values, a nonpartisan think in New York, where he writes about gambling.

Gambling Bill Faces Long Odds on Producing Any Reforms

By Paul Davies

Sun Sentinel

February 26, 2014

Sen. Garrett Richter's gambling plan for Florida is long on expansion and short on reform.

Give the Naples Republican credit for understanding that Florida's current gambling policy is a hodgepodge of plans slapped together to fit the various desires of different gambling interests.

But, the senator's three bills - including one 453-page bureaucratic behemoth - is mainly about legalizing two Las Vegas-style casinos in South Florida. The biggest reform is laughable: dog tracks will have to report injuries to greyhounds.

The bill would also create a five-member Gaming Control Board appointed by the governor. It remains to be seen if the Gaming Board would be about regulating or rubberstamping the gambling industry.

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To be sure, creating an independent, regulatory framework to oversee all the gambling options already available in Florida is a good idea. But, the state should focus on implementing the regulatory structure before enabling a major expansion of gambling. Pushing both gambling and reforms at the same time – as Sen. Richter's unwieldy bills show – is akin to changing tires on a moving race car at the Daytona 500.

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Paul Davies is the Maggie Walker Fellow at the Institute for American Values, a nonpartisan think in New York, where he writes about gambling.

The Harmful – Even Deadly – Effects of Casino Gambling

By Amy Zietlow

The Tampa Tribune

February 23, 2014

The headline was stark: “Gambler jumps to his death at the Resorts World Casino at the Aqueduct Racetrack in Queens, N.Y.” A few spare details followed: A man, name not released, leapt from the second-floor balcony of the gambling hall on Feb. 7, at 5:50 p.m. He died at Jamaica Hospital three hours later.

Just a few months ago, I stood in that very spot in the sprawling Queens slots parlor run by Genting, the Malaysian-based gambling giant that is pitching a similar mega-slot facility in Miami. I hadn’t come to the casino to get lucky, let alone think about suicide. I had come to Queens to see for myself what was going on in one of America’s fast-proliferating regional casinos and to talk to people who were spending a bright summer day inside a dark slots barn.

What I discovered gave me insight into the deadly effects – including the ultimate act of human despair – that are linked to modern casino gambling.

Florida lawmakers need to think about these effects as they weigh whether to expand gambling in the Sunshine State.

Casino gambling is not new, but two features are. One is the growth of gambling participation among older adults. In the 23 states with commercial casinos, roughly half of the patrons are age 50 and over. In Florida, with nearly 37 percent of the population 50 and over, gambling represents a huge potential market.

The second new feature is the 21st-century slot machine. Gone are the traditional one-armed bandits. They have been replaced by sophisticated, highly technical computerized devices that have simultaneously democratized gambling and intensified gambling problems.

Simply put, the new slot machine is engineered to addict people. It produces a mesmerizing experience of sound, lights and repetitive motion that makes both time and money vanish. Players talk of “disappearing” into the machine and getting into a zone.

Seniors, who may suffer from physical, mental and emotional health problems, are especially at risk of succumbing to computerized slots. Medication, cognitive impairment, depression and just plain sadness can interfere with judgment and deci-

sion-making. And the casino itself – dark, smoky, and filled with incessant noise, pulsating light and dizzying carpet patterns and layout — can contribute to mental confusion and disorientation. It is not uncommon for older people to suffer sudden heart attacks while playing the slots. Most casinos now have cardiac defibrillators on site.

Casinos cater to seniors in order to reel them in. They provide wheelchairs, scooters, and adult diapers for their older patrons. They offer come-ons like free transportation, cheap breakfast and lunch deals, free play rewards, and medication discounts. One casino even introduced an in-house pharmacy where 8,000 slot club points, awarded for frequent play, cover the \$25 co-pay.

In my tour through Resorts World, I witnessed what happens when slots and seniors come together. Slots stretch for miles across the casino floor. A silver-haired person with a cane, walker or wheelchair filled every seat in the rows of slots. Each person sat silent and solitary, frozen in the ergonomically designed chairs, eyes locked onto the electronic screen, moving just one finger to hit “repeat bet” again and again. I had imagined people pulling levers on the one-armed bandits, but with the new computerized devices it now takes just a quiver of a muscle and a fraction of a second to make multiple bets.

At the Prince of Lightning slot machine, I met Judy, who wore a retractable cord connecting a player’s card on her belt to the machine. Casinos use the cards to track when gamblers come and go and how much they spend. In return, gamblers get rewards points to keep coming back.

I had to speak loudly over the constant din of machine sound and repeat myself several times to catch her attention. I asked her how to play.

“You want four of the ladies in a row, and the lightning guy is always good,” she answered, without taking her gaze from her screen.

I asked if she came to the casino often, and Judy replied, still staring at her machine, “Uh, two or three times a week.”

“Do you like coming?”

“Oh, I guess ... it’s something to do,” she shrugged, still fixated on the screen. According to researchers, older women like Judy are the new face of gambling.

Unlike men, who generally are “action” gamblers, women are “escape” gamblers. They turn to slots for the morphine-like dulling of emotional pain from stress, loneliness, depression and the burdens of caregiving.

Women tell researchers that they want to “zone out,” to feel numb, to forget their troubles for a while. Slots, some say, are their therapy.

Older women, who report high levels of frequent emotional distress, are susceptible to escape gambling and to faster onset of full-blown addiction.

All the seniors I spoke to echoed Judy’s apathetic reply for why she comes, and thus casinos should change their ads to:

“Come Kill Time at the Casino. You Have Nothing Better to Do.”

I left the casinos feeling depressed myself and was not surprised to learn that Las Vegas displays the highest level of suicides both for residents and visitors.

After casinos opened in Atlantic City and other towns, the number of suicides there increased.

My thoughts return again and again to the gambler in Queens who ended his life at the Resorts World casino.

I cannot forget the image of his leap or ignore the dark irony of his suicide at an “entertainment” licensed by the state and marketed as wholesome fun.

Nor can I dismiss this singular act as something done by a disturbed person and “not my problem.”

If casinos were private businesses, I could stop patronizing them. But casinos are licensed and regulated by state governments.

Non-gamblers like me may benefit from the tax revenue states collect from casinos, but we also share in the social and economic costs.

So when a man jumps from a casino balcony at 5:50 p.m. on a Friday in February, his death is our problem, too.

Amy Zietlow is an affiliate scholar at the Institute for American Values and the author of the forthcoming “Seniors in Casino Land” report. She is speaking at an event co-hosted by the Center for Excellence in Elder Law at Stetson University College of Law at noon on Feb. 27 at the Tampa Law Center, 1700 N. Tampa St.

Casinos' Economic Harms Trump Gains

By David Blankenhorn

Orlando Sentinel

February 20, 2014

The gambling lobbyists who've converged on Tallahassee are excellent at making promises. Fantastic economic growth, billions in new revenue, smarter children, redder roses — all this and more will soon be ours, they assure us, if only Florida's legislators will give them what they want, which is a string of Vegas-style casinos in South Florida.

But while gambling-industry leaders make rosy predictions about the future — after all, these are the folks who say that putting your money into their slot machines will bring you “luck” — they are noticeably reluctant to discuss what is actually happening in the United States right now. This reluctance should not surprise us. Recently, a group of 40 scholars and leaders from across the country (I was one of them) carefully reviewed the current social-science evidence on the role and impact of casinos in America. Our report, “Why Casinos Matter,” makes it quite clear why gambling advocates would rather predict the future than discuss the present.

First, independent research overwhelmingly shows that casinos do not contribute to economic growth over time, mainly because they don't produce anything of value. A tire company makes tires. A doughnut shop sells doughnuts. All a casino does is take your money. That's why most economists conclude that gambling doesn't create wealth; it just redistributes it. In addition, casinos contribute directly to economic problems, including higher crime rates and higher levels of bankruptcy and household debt. That's why, according to many economists, casinos not only fail to help the economy, they actually weaken it.

The gambling industry likes to brag that new casinos will provide jobs for the construction workers who build them and the people who work in them. That's true. But what they never tell you, and what study after study shows, is that those economic gains are typically outweighed by the larger economic harms that casinos represent.

Second, a range of careful studies shows that from 35 percent to 55 percent of all revenue from casino gambling comes from problem gamblers — people whose excessive gambling is causing serious harm to themselves and to those around them. Casino owners say that only a small proportion of Americans are problem gamblers. That's true. But what's just as true, and what they'd apparently rather not admit, is that their business model depends decisively on money taken from highly vulnerable problem

gamblers. Would we want our government to favor and help to expand the liquor industry if half of that industry's income came from alcoholics?

Third, casino gambling today primarily means slot-machine gambling. Casino owners like to create ads showing happy, upscale people watching a spinning roulette wheel or playing card games at a table. But the reality is quite different and much uglier.

More than two-thirds of casino revenue today comes from slot machines, and more than two-thirds of casino floor space is devoted to slot machines.

Slot machines are particularly noxious gambling devices. No skill is involved. Slot machines are highly addictive and are intended to be so. They frequently attract vulnerable people seeking temporary escape from fear, depression, stress or boredom.

Slot-machine players are disproportionately lower-wage workers, minorities and retirees — the people least able to afford the inevitable losses. And of course, the players can't win. Some individual spins win more than was bet, but no steady player can beat a slot machine. That's why casino owners love them. If you put your money into one, you are betting against a computer that has been programmed to cause you to lose. Slot machines are rip-offs, plain and simple.

Finally, legalizing casinos is a terrible way for the government to raise money. It's regressive, basically a transfer program from the have-nots to the haves. It's quite costly. One respected study shows that every dollar going to government from casinos is matched by about \$3 in social costs. And it's shockingly inefficient. The proportion of a gambler's losses that goes to government is fairly minor compared to the amount that goes to the casino owners, with no positive social result.

When casino owners lobby lawmakers, the big promises flow thick and fast. And who knows? Maybe tomorrow, all evidence notwithstanding, horses will fly and we'll all get something for nothing. Wanna bet on it?

*David Blankenhorn is president of the New York City-based think tank IAV
and a signatory to the report Why Casinos Matter:*

Thirty-One Evidence-Based Propositions from the Health and Social Sciences.

Wanna Bet? Gambling and the Decline of Decency

By David Blankenhorn

The American Interest

Winter (January/February) 2014, Vol. IX, No. 3

Control the vocabulary of a public policy debate, and you control the debate.

Are you curious why so many U.S. states—New York recently became the 25th—are turning to casinos as a source of revenue, and why so many voters seem to favor the idea? Perhaps politicians and citizens alike are unperturbed because the key words needed to speak intelligibly about the subject, not least “gambling” and “casino,” have lost nearly all integrity and moral charge. Indeed, you can hardly find these words at all in recent debates. Those with big money at stake in the gambling industry—pardon me, the “gaming” industry—have spent enormous sums of time and money trying to convince Americans that what they once viewed as “gambling” does not exist and that “casinos” are places where Americans go for harmless entertainment. They are lying about this, and they are lying for the basest of reasons: greed. Gambling does not mean playing games. It is anything but harmless, and cannot honestly be described as simply another form of entertainment.

The incomparable Lewis Carroll alerted us long ago to the perilous fungibility of language: “‘When I use a word,’ Humpty Dumpty said in rather a scornful tone, ‘it means just what I choose it to mean—neither more nor less.’” And the equally incomparable George Orwell counseled us what to do about it. He first warned that “political language . . . is designed to make lies sound truthful and murder respectable, and to give an appearance of solidarity to pure wind.” He later added: “We have now sunk to such a depth at which the restatement of the obvious is the first duty of intelligent men.” That, precisely, is what we are about to do as we examine the pernicious role and brazen encroachments of gamble-speak in our national conversation.

The Oxford English Dictionary tells us that historically a “gambler” was a “fraudulent gamester” or “sharper” (someone who cheats) and that “gambling” meant cheating or playing unfairly in games of chance involving a financial exchange. The OED follows Samuel Johnson’s famous Dictionary of 1755, which defines a “gamester” as “a knave whose practice it is to invite the unwary to game and cheat them.” It defines the phrase “to game” as “to play wantonly and extravagantly for money.” The OED and later the Encyclopedia Britannica both state that the terms “gambling” and “gambler” have historically been “terms of reproach.”

The notion of gambling as cheating, more specifically as treating another person (especially a vulnerable person) unfairly to gain possession of that person's money, is deeply ensconced in American culture and law. A U.S. church commission once called gambling "theft by indirection."¹ Entirely typical, too, was the Oklahoma penal code of 1919, which specified various types of "vagrants," including beggars, drunkards, anyone involved in what the law delicately called a "house of ill fame," and "any professional gambler, or gamblers commonly known as tin horn gamblers, card players or card sharps." In *The Hustler*, Walter Tevis's masterful 1959 novel about the world of big-time pool players, "gambler" is another term for "hustler," which means a skilled player who deceives the unwary. Notwithstanding the efforts of today's "gaming executives" to convince us of the benign quality of casino "entertainment" and the pleasures of "destination gaming locations," the notion of unfairness that permeates these words lingers, as well it should.

Just as "gambler" and "cheat" often went hand in hand well into 20th-century America, so the terms "bandit" and "sucker" have been publicly linked to slot machines ever since their invention in New York and California in the 1880s. A 1950 *Life* essay called the mid-century slot machine "the biggest sucker trap in gambling." More recently, a 2004 *New York Times Magazine* essay called the modern, computer-based slot machine a "pulse-quickenning bandit." These traits, inextricably connected to the quality of unfairness, help explain why most American political jurisdictions made slot machines illegal in the first place.

But we're not quite finished with this remarkable word, "gambler." If, as we've seen, a professional gambler (as opposed to friends who sit down for a private recreational poker game from time to time) is someone who makes his money by victimizing the vulnerable at games of chance, a contemporary "gambling house" does exactly the same thing, only on a larger, more organized scale. And consider the irony in this: Notwithstanding the use of the word "gambling" to describe such people and institutions, "gambling" in the sense of taking a risk is exactly what these people and institutions never do. The business model of the gambling house avoids actual gambling with as much fastidiousness as a Sunday school superintendent and all the determination of an old-fashioned temperance crusader.

Hence the notorious criminal Arnold Rothstein was often described in the press as a "gambler," but he never actually gambled. When he fixed baseball's 1919 World Series for the sake of a large insider bet against the Chicago White Sox, he was betting on a

¹ "Report of the Committee Against Gambling," in *Minutes of the National Council of the Congregational Churches of the United States* (Congregational Sunday School and Publishing Society, 1898), p. 322.

sure thing, since he had already bribed the White Sox to lose.² So it is with gambling houses. Gambling houses never gamble. To gamble, Godfather author Mario Puzo wrote in his 1977 book *Inside Las Vegas*, is to risk—and gambling houses in America take in billions each year precisely because they do not take risks. Puzo dearly loved Las Vegas. He gambled there often and with great pleasure for many years. At the same time, he knew that a real-world bottom line exists, which he aptly called the “ruin factor”: “Gambling is foolish because you cannot win. The casino or house has that 2 percent to 14 percent edge on the player in every kind of gambling. A gambler is a loser.”

Gamblers Anonymous, the self-help organization for gambling addicts, agrees; as one member put it, “Show me a winner, and I’ll show you a liar.”³ Even those who design slot machines concur. Researching his 2004 piece for the *New York Times Magazine*, Gary Rivlin asked a prominent slot machine designer at International Game Technology if he ever put his own money into the machines he designed. The man “acted as if I had insulted him,” Rivlin wrote: “‘Slots are for losers,’ he spat.”

The designer is right, and he should know. After all, the primary goal of today’s slot machine designers is to take a simple computer that has been programmed to cause the player to lose, and imbue it with enough lights, animation, interactive videos, noisemakers, spinning colors, “cherry dribbles” (small payouts) and “near misses” (false suggestions that you “nearly won” your last spin) to maximize what they call “time on device.” This metric matters immensely, because it determines how much money the casino makes and how much, on average, the player loses. And let’s be clear: There are no exceptions to this rule. Whether the slot machine “game” in question is being “played” by a math genius from MIT or a casually curious chimpanzee, the results do not and cannot vary over time. For the steady player, it cannot be a question of winning or losing. The only question is how fast you lose—and that’s a question the designers care about deeply.

These facts explain why professionals in the “gaming” industry almost never themselves “game.” Of what other profession can this be said? Movie moguls watch movies. Auto executives drive cars. Tobacco company executives typically take pride in pointing out that they themselves are smokers. But the people who run organized gambling seem never to spin a wheel, throw dice or put some of their own money into a slot machine. Why would they? Gambling is for losers.

² See Michael MacDougall’s 1939 *Gamblers Don’t Gamble*, still one of the best books about the crookedness inherent in professional gambling.

³ Quoted in “Gamblers Anonymous Bids City Consider It a Safe Bet,” *New York Times*, March 16, 1971.



“Professional gambler” Arnold Rothstein

Everyone in and around the gambling industry knows this. David G. Schwartz’s 2003 book *Suburban Xanadu* exalts the value and wholesomeness of casino gambling, possibly in part because his Center for Gaming Research at UNLV is funded by gambling corporations. Not surprisingly, Schwartz begins the book with this sentence: “A great number of Americans gamble although some, like me, don’t.” Steve Wynn, Chairman of the Board and Chief Executive Officer of Wynn Resorts, Limited, and the man who more than anyone else created the modern Las Vegas strip, thinks Schwartz’s book is terrific, and yet he doesn’t gamble either. “The only way to win in a casino is to own one,” Wynn said in an interview⁴

Casino owners prefer the word “gaming” rather than “gambling” to describe what goes on in their establishments, but the best word of all from their perspective is “entertainment.” To hear them tell it, it’s all about how we choose to “entertain” ourselves. Some choose the opera, others prefer baseball games, and some choose casinos. The gambler—sorry, the person being “entertained” by the casino—is alleged to be saying, in effect, “I enjoy betting, and I pay for the pleasure, just as you pay for travel or the theater.”

⁴ “Casino Mogul Steve Wynn’s Midas Touch”, *60 Minutes*, April 12, 2009.

Sorry. Entertainment, as a dictionary will tell you, is activity that aims to delight, amuse or please. Sometimes it involves a financial exchange (buying a concert ticket), and sometimes it doesn't (playing charades). When a financial exchange is involved, the exchange (buying the ticket) exists only to facilitate something else (enjoying the concert).

But gambling is always and in essence a financial exchange. Any entertainment connected to the exchange—any pleasure, excitement or stimulation—stems from the exchange itself and cannot exist without it. (Would people go to casinos if no one could win or lose money in them?)

Gambling, then, is a non-instrumental financial exchange, which takes place not in order to facilitate something else, but for its own sake. Conflating the terms “gambling” and “entertainment” therefore constitutes a category mistake. It is disingenuous to claim that the former can be a sub-category of the latter. There is some subtlety to acknowledge here, just as there is subtlety in other comparisons of non-alike experiences. For example, some people prone to violence may be delighted or entertained by killing their enemies. Some people suffering from depression may derive pleasure from getting drunk with their friends. But neither murderers nor drunkards have ever proposed that murder and drunkenness are simply two forms of entertainment, because to do so would constitute an obvious attempt to mislead.

All forms of casino gambling have in common numerous characteristics that don't exist in actual entertainments, such as attending your daughter's soccer game or listening to music. For example:

No other form of “entertainment” causes significant harm to people who “enjoy” it frequently, including the loss of thousands of dollars per hour.

No other form of “entertainment” depends on profits generated by those who suffer from problems of addiction linked to the entertainment.

No other form of “entertainment” is often urged (and typically refuses) to provide information to those being entertained about its risks.

No other form of “entertainment” provides free alcohol to those being entertained with the express purpose of encouraging impulsivity, faulty cognition and reckless behavior.

No other purported form of “entertainment” requires such high levels of taxation, regulation and government oversight when it constitutes a business as opposed to a private, small-scale activity and, most regrettable of all:

No other form of “entertainment,” in recent times, is heavily promoted by government.

Just as gambling does not mean gaming or entertainment, a “casino” these days is not a casino. A “casino” is the diminutive of the Italian word “casa,” so casino is literally “a small house.” Today, in Italian, the word “casino” mainly means a bordello. So how did the word acquire its contemporary English meaning?

In 1897, *Architectural Record* published a long photo essay titled “The Villas of Rome.” The word “casino” appears many times in this essay, along with photos of lovely old casinos, since for most of the word’s history “casino” referred to the pleasure-house, or second or country home, of the Italian aristocracy. Over time, however, especially as the owners of these homes, in Spain as well as in Italy, made them increasingly available for certain upscale public purposes—theatrical performances, musical concerts, public balls and artistic exhibitions—the word shed its connotation of private and assumed the connotation of a public space.

By the 19th century, the word “casino,” at least in the United States, had come to mean a public house used for purposes of pleasure and entertainment. In New York City, the Central Park Casino, which opened in the mid-1860s, housed expensive restaurants and nightclubs catering to the political elite. The Metropolitan Casino, located at Broadway and 41st Street, opened as a theater in 1880. By the early 20th century, scores of casinos devoted to popular entertainments had spread across the city. A popular play of the era, too, was *The Casino Girl*, a farce by Harry B. Smith in which the heroine sings and dances in a casino. In a prematurely ironic use of language, when in 1911 the New York gambling magnate Richard A. Canfield was forced to close his high-end gambling “clubhouse” in Saratoga, the premises Canfield had so elegantly refurbished (he had gone to Europe to study its famous “casinos”) were purchased by the village of Saratoga Springs. Saratoga Springs officials then proudly announced their plan to convert the building into a “free casino”, complete with reading rooms open to the public.

In much of Europe, meanwhile, “casino” was coming to mean a facility that houses and accommodates gambling activities. In 1856, the ruling family of Monaco, facing bankruptcy, opened a “Grand Casino” in Monte Carlo, which soon became the world’s grandest and most famous gambling house. (Monte Carlo truly was a “destination gaming location”, complete with a rule prohibiting local residents from even entering the Grand Casino.) The Italian spa community of Bagni di Lucca, as well as the German spa towns of Baden Baden and Bad Homburg—where Dostoevsky compulsively gambled and which he described in his novel *The Gambler*—similarly operated well-known gambling casinos catering to the European elites who visited in

summer to relax in luxury, watch (and gamble on) horse races, and enjoy the waters and the exclusive company.

Not surprisingly, then, when Nevada became the first U.S. state to legalize most forms of gambling in 1931, the mobsters and their partners who built the swanky gambling houses in Las Vegas turned to the upscale, gambling-centric, Europeanized conception of “casino” to describe their new business ventures. A new vocabulary developed in the desert: out-of-state “marks” and “whales” checked into gaudy “resorts” along the “Strip.” There was a lot of booze, rich food, “entertainment,” and many “girls.” And when it came time to gamble—the main activity and focal point of the visit—one only needed to stroll over to the glittering “casino,” usually adjoining the hotel.

This meaning of “casino” remained fairly stable for many years, until it was hijacked by today’s corporate predators. The multinational corporations that mainly build and operate today’s American gambling houses still boastfully use the word “casino” to designate these establishments, but they hardly resemble the Vegas-style resort casino that is part of our cultural consciousness. To understand what is actually meant in almost every instance today by the word “casino,” we need a new word. I propose “slotino,” defined as any gambling location in which most of the floor space is devoted to slot machines and most of the house revenue comes from them.

Consider how useful this word might have been in the recent debate on legalizing casino gambling in New York State. Often people spoke of “casinos”, usually in the context of “destination gaming resorts.” Sometimes they spoke of “racinos.” And sometimes Governor Andrew Cuomo and other politicians referred to “video gaming terminals” or “video lottery terminals.” Some of the main differences among these various operations involve either permissible location sites—a “racino,” for example, has to be located near a race track—or which private sector companies are eligible to compete for operating licenses.

Now, given the superficial diversity of forms, one might get the idea that various forms of gambling are somehow in competition with one another, and that, accordingly, policymakers and concerned citizens need to weigh the pros and cons of each. This idea would be wrong. If you walk into a casino, the main activity you’ll see is people putting money into slot machines. If you walk into a racino, nearly the only activity you’ll see is people putting money into slot machines. And if you walk into a video lottery terminal or a video gaming facility, all you’ll see is people putting money into slot machines. Gambling operatives and their political sponsors are using diverse and confusing names for the same basic activity.

There are two ways, already noted in the definition of a slotino, to measure the slot machine’s conquest of the modern American gambling house: percentage of floor

space and percentage of revenue. If we follow the money we recognize that the turning point occurred in 1983, when revenue from slot machines for the first time surpassed revenue from table games in Nevada casinos. By 1989, slot machines were generating nearly 60 percent of Nevada's gambling revenue. That same year, Charles N. Mathewson, chairman of International Game Technology, the world's leading producer of slot machines, bragged that "the lowly slot machine is now the life blood of the casino industry."⁵ By 2000, slot revenue had reached 64 percent of all gambling revenue in Nevada; in 2008, it had topped 67 percent.

Across the country, the story is basically the same. According to a widely used 2009 hospitality industry textbook, slot revenue constitutes about 70 percent of all Atlantic City gambling revenue and 70–75 percent of total gambling revenue from Indian-owned riverboat and newer (regional) casinos. As for the latter, according to a 2008 textbook on casino management, about 86 percent of all casino gambling revenue in Illinois comes from slot machines. In Missouri, the figure is 88 percent; in Iowa, 89 percent. The textbook author, E. Malcolm Greenlees, concludes that "the most significant change" in the casino industry over the past two decades is "the growing domination of slot machines as the major revenue generating sources in most casinos, regardless of their type, ownership, or geographic location."⁶

To what degree do slot machines dominate casino floor space? About 60–70 percent of the floor space in casinos along the Las Vegas Strip is dedicated to slot machines. A 2013 Albuquerque Journal story, "Casinos Make Even More Room for Slots," reports that slot machines now take up 70–80 percent of all floor space in New Mexico's casinos. And a 2010 report by the predictably named American Gaming Association says, "the slot machine's share of the gaming floor at American casinos has grown from about 40 percent in the 1970s to almost 70 percent today." That is particularly revealing because in 1978 there were virtually no legal slot machines in the United States outside of Nevada. In 1991 there were about 184,000, and by 2010 about 947,000, a more than five-fold increase in less than two decades. That means that virtually all the post-1978 expansion in casino gambling in the United States has been dominated by slot machines.

By now there are certainly more than a million of these machines on casino floors. How, exactly, are they "entertaining" us?

⁵ Quoted in Richard W. Stevenson, "Slot Machine Maker Hits Jackpot," *New York Times*, September 12, 1989.

⁶ Greenlees, *Casino Accounting and Financial Management* (University of Nevada Press, 2008).

MIT anthropologist Natasha Dow Schüll recently spent several years studying computer-based slot machines and interviewing those who play them. Analytically most important to her is what she calls the “machine zone”, which fosters addiction. She examined the machines’ pulsating rhythms and rapid repetitions: Press the button and get the jolt, press the button and get the jolt, occasionally a very large jolt, over and over. These patterns are designed to usher the gambler into an unreal world, to provide an escape from reality, in which time, physical space and even social identity are suspended. It is, as the title of her book puts it, “addiction by design.” Very talented people design these machines. They know their neuroscience. They know that addiction to substances and experiences both involve chemical and metabolic changes in the addict. Schüll writes:

Every feature of a slot machine—its mathematical structure, visual graphics, sound dynamics, seating and screen ergonomics—is calibrated to increase a gambler’s “time on device” and to encourage “play to extinction”, which is industry jargon for playing until all your money is gone.

What does the addictive experience look like from the perspective of the victim? Heavy and problem gamblers report that being in the “machine zone” is an intensely desirable feeling, like the rush of ingesting cocaine. While it lasts, boredom, depression, anxiety and the humdrum drudgeries of life fade out. Gamblers in the “zone” therefore often go to considerable lengths to avoid interrupting the flow of play. Sometimes they urinate in paper cups, which they put on the floor beside the machine to be removed later, rather than taking time out to use a toilet, thereby re-entering the world of real time. Frederick and Steven Barthelme, themselves heavy gamblers in the late 1990s and today our best writers about modern American casinos, describe the experience:

You’re ready to leave and go look for your wife, find her sitting at a slot machine in a dark, smoky aisle several rows over. “Melanie,” you say a little loudly, so as to be heard over the music of the machines, the bells ringing and horns tooting and quarters slapping down into the trays. She makes another bet, hits the button, spins the reels again. “Melanie”, you say, still louder, a little closer to her ear, so close that you have to check whether it is Melanie, because if it isn’t you’re going to get arrested. Still nothing. She keeps playing the machine, winning, losing. You touch her shoulder, and she glances up in your direction, then quickly back at the machine in front of her, punches the Bet Max Coins button, and the wheels spin again. Finally, instead of out-and-out shouting, you get her attention by putting a hand between her and the buttons. Only then does she recognize you, with a slightly puzzled look, and return from wherever she has been.

Studies consistently show that 35–55 percent of all casino gambling revenue comes from problem gamblers whose addiction causes serious problems for themselves and those around them. It is upon these vulnerable people that casinos decisively depend for their revenue base.

A room full of modern, computer-based slot machines is perhaps the ultimate plug-in drug. But “gaming” executives never use such language and deny its applicability when others use it. They try to make the evil they do disappear by gaining control over vocabulary in such a way that it cannot be named. As the criminal mastermind Keyser Söze says in Christopher McQuarrie’s 1995 film *The Usual Suspects*: “The greatest trick the Devil ever pulled was convincing the world he didn’t exist.”

Here is the rule of thumb: If a practice is basically dishonest, its advocates will speak of it dishonestly. They will call it by wrong names. They will allege that its purposes are other than what they are. They will engage in this fraudulent language partly to hide the dishonesty of the actual activity, and partly because they themselves are at least somewhat ashamed of what they are doing. And they should be ashamed. Slot machines are inherently dishonest. As far back as the 1930s, the great New York City Mayor Fiorello La Guardia called them “mechanical pick-pockets,” and in those days the mechanisms took your money more slowly and with less illusion. La Guardia created a brochure for New Yorkers called “You Can’t Win in the Slot Machine Racket.” Because you can’t. Slot machines are cheating machines that prey upon the very people who can least afford it. There is nothing lovely or uplifting or redeeming or genuinely entertaining about them.

If you want a sad experience, go into a casino and watch people putting their money into slot machines. And I say “watch” advisedly, because watching someone else is as close to this activity as you are likely to get. If you are reading this essay, the likelihood that you regularly put your own money into slot machines is extremely low—about as low as the likelihood that your state Governor consistently puts his or her money into slot machines, or that any of your old college friends do. This class divide, when it comes to who is being fleeced by slot machines and who is benefitting in some ways from the fleecing, is the dirty little secret of state-sanctioned gambling today, and one of the deepest reasons for its bi-partisan popularity among state politicians looking for ways to pay for state government without raising property taxes for the affluent.

Contrary to the claims of their political sponsors, the casinos now rapidly spreading across our country do not exist to provide jobs, grow the economy, or expand entertainment options for the American public. (Much research suggests that casinos do not contribute to economic growth over time, primarily because they don’t produce

anything of value.) State leaders today in both red and blue states, from Mississippi to Massachusetts, are supporting casinos for one reason only: to take money from the vulnerable and unwary, overwhelmingly via slot machines, and deliver a large portion of that money to the state.

They should be ashamed of what they are doing. Some of them are, at least in part, which is why you never see photos of them visiting casinos or “playing” slot machines, and why they so reflexively resort to gamble-speak whenever they are asked in public to explain what they are supporting. Gamble-speak is one of their best friends and most important allies. Gamble-speak has their back. Gamble-speak aims to, and often does, render those who oppose state-sponsored gambling largely tongue-tied, turning the most important words into gibberish before the conversation even starts.

For anyone who cares about the politics and economics of American gambling, and particularly about public policies contributing to inequality, one of today’s most important tasks is to put gamble-speak in its natural place in our public discourse: as a source of inspiration for joke writers, a recognized indicator of second-rate thinking, and, above all, a telltale sign of the intention to deceive.



Race Goes to the Thrifty

By Bernadette McHenry

The Philadelphia Inquirer

January 22, 2014

My education in thrift began in the Philadelphia public schools. I taught in a massive, old building where the heat ran too hot or not at all and the ceilings leaked in hard rain. Though staff and students alike chipped in regularly to brighten the dismal physical environment, everything was falling apart.

One day, finding a torn cover on a textbook, I pulled out my tape to fix it and flew into an impromptu lecture on carelessness. I cited the cost of books against the list of endless repairs the school needed.

With my limited classroom budget, I had become a master of thrift. I knew how to repurpose supplies and pinch pennies, and I wanted my students to learn it too. I wanted them to share my pride in providing for them, which was at least as great as my frustration with a city that ignores their needs. I expected my words would be met with bored faces. Instead, I saw instantly that they understood, and they were interested. This was relevant and immediate to them.

I started to incorporate thrift into my lessons. I taught about household resources in the Golden Age of Immigration, collective conservation during the World Wars, and consumer budgeting in the Cold War era. Whenever the administration welcomed a guest speaker who could teach a practical economic skill, I volunteered my classroom as a host. Above all, I stressed personal responsibility and the power of an individual to effect positive change in a community. I know my lessons had an impact, because I still receive letters from my graduates thanking me for what they learned in my class and asking for further advice.

To me, that's what thrift is all about. It's about practicing financial and social responsibility with an eye to the next generation. It combines traditional wisdom with innovation, and it demands diligence and dedication.

Here in Philadelphia, this is Thrift Week - a celebration of industry, frugality, and generosity held annually since 1916. National Thrift Week reminded people to work hard, spend wisely, and be charitable. The tradition faded from popularity in the latter part of the century, but was revived here in 2011 by a coalition seeking to reinvigorate the spirit of American thrift.

A hundred years ago, thrift education provided students with domestic and financial skills in the vein of home economics. Today, thrift must incorporate rigorous academic lessons in social studies and literacy with tangible skills that will help young people live sustainably as adults: how to plan for achieving career goals; how to choose a savings institution and navigate interest and credit; and how to research consumer decisions with regard to budget, well-being, and the environment.

This year, I am celebrating Thrift Week as a disciple and teacher of thrift. This ethic is woven throughout our national history, and I've found it in my own life as well. I've come to see thrift as a holistic approach to life, and its most vital aspect is its potential to transform a community. Collective hard work can turn a vacant lot into a community garden or paint and repair rundown schools.

Philadelphia has no shortage of need, but neither has it a shortage of people willing to donate effort and resources to our neighborhoods and our children. Thrift can help save this city, and it can start with taping up a textbook.

*Bernadette McHenry works on the Thrift Education Project
with the Institute for American Values.*

Slot bash opposes casino vote

Sledgehammer used against slot machine

By Casey Seiler

Albany Times Union

October 15, 2013



David Blankenhorn, president of the Institute for American Values, uses a sledge hammer to strike a slot machine during an event put on by the institute in West Capitol Park on Tuesday, Oct. 15, 2013 in Albany, NY. Participants taking part in the event took turns using a sledge hammer to hit a slot machine. (Paul Buckowski / Times Union)

Policy matters are rarely expressed with a sledgehammer, but opponents of the expansion of casino gambling in New York made their feelings known with each shattering blow to a vintage slot machine.

The Tuesday press event in West Capitol Park was organized by the Institute for American Values, a Manhattan think-tank that has recently issued reports warning of the potential social costs from increased gambling addiction.

“It felt great,” said David Blankenhorn, the institute’s president, who took the first whacks at the machine. “I’ve wanted to do this for a long time.”

The protest was modeled on a Depression-era episode in which New York City Mayor Fiorello LaGuardia bashed illegal slot machines (which he called “mechanical pick-pockets”) before authorities dumped them in New York Harbor.

State voters will head to the polls on Nov. 5 to decide a constitutional amendment that will allow for the development of seven resort casinos — the first four upstate, including one in the Capital Region.

“Mayor LaGuardia knew that (gambling) was a bad way to raise money for the government,” Blankenhorn said, adding Gov. Mario Cuomo felt the same way.

Advocates for gaming expansion argue that New York’s compulsive gamblers are already putting their money down at casinos in neighboring states. Keeping them closer to home, they claim, would make them easier to identify while also increasing the stream of casino-derived funding for the state’s treatment efforts.

Casinos a Form of Government Malpractice

By David Blankenhorn, Jonathan Haidt and Barbara Dafoe Whitehead

The Westchester Journal News

October 13, 2013

Imagine that you were sick with anemia, getting weaker by the day, and your doctor prescribed bloodletting as the treatment.

It would be grounds for malpractice, since draining blood can only make things worse. Now imagine instead that you are a working-class American, falling further and further behind in our increasingly unequal society, and your state government legalizes casino gambling. It should be grounds for malpractice too.

Casino gambling used to be mainly an upper-class activity. Legal in only two places in the U.S., Nevada and Atlantic City, it attracted affluent vacationers who could travel long distances to a resort, play live table games, and lose money without losing their shirts.

Today, casino gambling has moved into the economically struggling neighborhoods of the working and middle class. The patrons of these new regional casinos are not high rollers who jet in from distant locales. They are low rollers who live nearby, arrive on buses or by car, and who come back again and again. The slow and steady drain of low-roller dollars makes up the large share of casino profits.

If you are in the upper third of the income distribution, chances are that you have rarely, if ever, set foot in one of the new regional casinos, much less spent hours pushing the buttons of a slot machine. If you are in the lower two-thirds and live in one of the 23 states with new regional casinos, chances are good that you have done so.

Indeed, the rise of the regional casino has contributed to the growing inequality that we see in education, work, and family life. The new regional casinos are based on the idea that “if you build it, provide free alcohol, permit smoking and offer a nice buffet, local people will come and play.” And they do.

But proximity to a casino also increases the chances of becoming a problem gambler. Research shows that nearly half of today’s casino gambling revenue comes from problem and pathological gamblers.

Moreover, if frequently visiting a regional casino is a risk factor, try working in one. Not only are the wages low and the benefits poor – the standard “bad job” package –

but working in a casino also appears to increase the risk of the worker herself becoming a problem gambler.

Working in a casino also appears to elevate the risk of lung disease (most casinos allow smoking), alcohol abuse (most casinos provide free alcohol to gamblers) and sleep and eating disorders (most casinos never close, which means shift work and irregular hours for employees).

What makes this especially troubling is that regional casinos are largely the creations of state government.

They would not exist without the grant of a regional monopoly, special regulatory exemptions, and even new infusions of support when casinos face increasing competition and declining revenues.

The casinos are intended to bring in money for the state but this dynamic creates a serious conflict of interest. In their capacity as regulators, state governments are charged with protecting the public from the very business practices that generate revenue for the state and which the state is actively co-sponsoring.

Today, politicians in both red and blue states, from Mississippi to Massachusetts, including Gov. Andrew Cuomo here in New York, seem to believe that more and more casinos are the key to a better future for the struggling working and middle class.

They are wrong.

It's time for a serious debate about this institution that is draining dollars and spreading addiction among citizens.

The working class and the middle class are suffering, and the bloodletting of regional casinos, prescribed by too many of our elected officials, is, in our opinion, a form of governmental malpractice.

Jonathan Haidt is a professor of psychology at New York University and the author of "The Righteous Mind: Why Good People are Divided by Politics and Religion."

Barbara Dafoe Whitehead and David Blankenhorn are director of civil society initiatives and president, respectively, of the New York City-based Institute for American Values.

Why I'm Smashing a Slot Machine

By David Blankenhorn

New York Daily News

October 11, 2013



La Guardia smashing slot machines in 1934

Smashing slot machines is an honorable American tradition.

Many U.S. leaders have happily applied the working end of a sledge hammer to them, including iconic New York Mayor Fiorello LaGuardia, who called them “mechanical pickpockets” and their owners “chiselers.” In 1934, he organized an “expose” in Rockefeller Center, featuring 50 slot machines that the public could examine for free. He brought in professors from Columbia to explain how they worked and distributed thousands of brochures to the public entitled “You Can’t Win in the Slot Machine Racket.”

LaGuardia did not believe slot machines were wrong because they were illegal so much as he believed they were illegal because they were wrong. He hated ordinary New Yorkers getting cheated — particularly the lower-income New Yorkers who could least afford it, and particularly when politicians were profiting from the cheating.

The purpose of a slot machine hasn’t changed. It’s a device built to ensure that you lose more than you win.

But the modern slot machine is far more predatory and addictive. When you put money into one now, you are betting against a computer that has been programmed to keep you playing. Everything that happens after you press the “bet” button has been pre-established by programmers and psychologists to get you to press the button again — because the more times you press the button, the more you lose.

Today, slot machines are the face and heart of American casino gambling. In earlier times, when casinos existed only in Nevada and Atlantic City, the main action was high rollers playing table games. In the regional casinos that now dominate, the main action is middle and low rollers putting their money into slots.

More than 70% of all floor space in U.S. casinos is devoted to slots, and about three-quarters of all casino gambling revenue comes from them.

In 1978, there were virtually no legal slot machines in the U.S. outside of Nevada. Today, there are nearly a million.

Studies consistently show that from 35 to 55% of all casino gambling revenue comes from problem gamblers, who hurt themselves and others through excessive gambling. And slot machines — whose steady players are disproportionately low-wage workers, retirees, minorities and women — are designed to foster addictive behavior.

In earlier times, politicians like LaGuardia literally smashed slot machines because they take money from the poor and vulnerable and give much of the take to politicians. Today, politicians like Gov. Cuomo want the government to sponsor them for just that reason.

I'm with LaGuardia, and Andrew's father, former Gov. Mario Cuomo, who famously said that casinos "don't create wealth, they just redistribute it," mainly from the haves-nots to the haves.

In November, New York voters will decide whether their state will become the 24th in the nation to sponsor casino gambling as a way to raise revenue for the state. Should New York change its Constitution to create a string of commercial casinos dominated by slot machines?

To me, the choice is clear. That's why, at noon on Oct. 15 on the Capitol Steps in Albany, New York, my colleagues and I will smash a slot machine to smithereens, in honor of LaGuardia and other New York leaders who knew that destroying them is a public service and legalizing them so the state can collect its cut is a disgrace.

Blankenhorn, the president of the Institute for American Values, is the author of New York's Promise: Why Sponsoring Casinos is a Regressive Policy Unworthy of a Great State.

Study: Adding Casinos Bad Bet

By James M. Odató

Albany Times-Union

October 7, 2013

Few things are clear about the expansion of casinos in New York, but additional slot machines will add significantly to problem gambling and may not be economically rewarding for the state, according to a fresh study by the Institute for American Values.

The Manhattan-based think tank, which had its work approved by a host of university scholars and academics, chose not to rely on data from the American Gaming Association, the industry lobbying organization. The AGA regularly funds studies on gambling addiction through its National Center for Responsible Gaming. The AGA sharply discredits the institute study. “They believe their values are better than others,” said Geoff Freeman, president of the AGA. “They’re trying to throw the baby out with the bath water.”

The institute’s new report, “Why Casinos Matter,” is based on several government and academic studies here and abroad. The authors arrived at several conclusions:

The new American casino is mostly a center filled with slot machines — essentially sophisticated computers designed to addict players. The machines figure out betting patterns and provide just enough in rewards to keep a person hooked for hours. “The more you play, the more you lose,” the report says, backing up the statement with findings by MIT anthropologist Natasha Schull. Schull details her observations in the 2012 book “Addiction by Design: Machine Gambling in Las Vegas.”

Modern slot machines “engineer the psychological experience of being in the ‘zone’ — a trancelike state that numbs feeling and blots out time/space. For some heavy slot players, the goal is not winning money,” the study said.

Casinos depend on problem gamblers for their revenue base, drawing 40 to 60 percent of slot machine revenues from these people, many of whom are low rollers.

Living near a casino or working at a casino increases the chance of becoming problem gambler. Those who live within 10 miles of a casino are twice as likely to be a problem gambler than those who do not.

Problem gambling is more widespread than many casino industry leaders claim. The problem gamblers frequently go to a casino, and their lives and livelihoods may be adversely affected by their betting. They are not necessarily the heavy gamblers who

are pathological and who suffer from increasing preoccupations to gamble and a loss of control.

The benefits of casinos are short-term and easy to measure, but many costs pop up during the longer term that are harder to quantify. Economic stimulus fades after the casino becomes a dominant business that drives out established local businesses, such as restaurants, replacing them with pawnshops, auto title lenders and check-cashing stores. And since problem gambling develops over four to seven years, the stress on families and finances may gradually become apparent.

State regulation of casinos creates a conflict of interest. Government is supposed to protect people from harmful business practices, but the state is a partner with casinos or is co-sponsoring gambling. In New York, the Cuomo administration announced last week that it anticipates \$430 million a year in annual revenues — \$192 million for local governments and \$238 million for schools or property tax relief — from four new upstate casinos. The New York Division of the Lottery reported almost \$9 billion in revenues last year, a record, with more than \$3 billion of that going to public education.

The institute says it is not biased. But Institute President David Blankenhorn has agreed to argue against the casino expansion on the November ballot in a debate scheduled for Oct. 16 at Syracuse University's Maxwell School. He said he has heard state leaders talk about the economic benefits of casinos, and gaming representatives talk about the small number of the customers with gambling problems. "These findings show a lot of it is just rhetoric," Blankenhorn said.

"'Why Casinos Matter' is definitely a response to some of the pro-casino argument," said Barbara Dafoe Whitehead, the chief author. She said a problem she encountered in doing her report is that New York government does not know how many problem gamblers there are in the state. Plus, the state needs data on the demographics of the regions where casinos may be built. "The state should be doing that (research)," she said. "It's a weakness on information available so people can do the research and inform the public."

State analysis is dated: New York's Office of Alcohol and Substance Abuse Services reported in 2007 that about 5 percent of 5,100 adults it surveyed experienced problem gambling in 2006 and may be in need of treatment services. OASAS also reported in 2007 that 10 percent of students in grades 7 through 12, roughly 140,000, experienced problem gambling in 2006. Another 10 percent, or an additional 140,000, indicated that they may be at risk of developing problem gambling.

The American Gaming Association's Freeman said the institute's conclusions are based on tired arguments and inaccuracies. He said many communities benefit markedly from casinos, such as Bethlehem, Pa., Kansas City, Mo. and French Lick, Ind. He said he had not read Schull's book on slot machine engineering, but that all technology has evolved. He said just 1 percent of the population have pathological addictions and that the other 99 percent should have the "entertainment they desire." The AGA's research points to 2 percent to 3 percent of the adult population having gambling problems.

Freeman was not able to estimate how much of the revenues of casinos come from problem gamblers. It would be in the billions, based on the institute's estimates. In 2012 nationwide, tribal casinos collected \$27.9 billion and commercial casinos accounted for \$38.3 billion.

Freeman said his members, which include Resorts World Casino at Aqueduct Race Track, report that most of the casino revenues are from "whales" — big gamblers who can afford their spending. He said the average debt of a pathological gambler isn't enormous: about \$5,000. The industry focuses its marketing on people who can afford and enjoy the experience, he said. The institute described people driven toward "playing to extinction," or until they're broke.

"What's wrong with this is that the Institute for American Values (is) saying what American values are," Freeman said. "They leave no stone unturned trying to lay blame on the feet of casinos."

Casinos Will Do More Harm Than Good to New Yorkers

By David Blankenhorn

The Buffalo News

October 2, 2013

Should we change our State Constitution so that politicians can spread commercial casinos across New York? The answer is “No,” and here are the top five reasons why.

- Casinos produce nothing of value. Car companies make cars. Doughnut shops make doughnuts. The only thing that happens in a casino is that people lose their money. As former governor Mario Cuomo said: “Casinos don’t produce wealth, they just redistribute it.”
- Casinos retard economic growth. Gov. Andrew M. Cuomo says that casino gambling will be good for New York’s economy, but he does not cite a single study or research finding to justify this assertion. And how could he? No such study exists. Independent research overwhelmingly shows that casinos do more harm than good to the economy.
- Living near a casino is bad for you. Cuomo says that “tourists” will be the main customers for New York’s casinos, but not a shred of evidence supports this claim. Most people who frequent casinos live near those casinos. And living near a casino increases your chances – and your neighbors’ and your family members’ chances – of becoming a frequent or problem gambler. Not to mention the other problems that casinos bring, such as higher crime rates, more stress on families and more personal debt. Do you love pawn shops? Casinos and pawn shops go together like peas and carrots.
- Casino taxes are regressive. Casinos do provide revenue for the state, but where does that money come from? Casino gamblers are disproportionately low-wage workers, retirees, minorities and women. Is it ethically desirable for the state to raise its revenue in this way? Do we want our government to increase inequality by transferring resources from the have-nots to the haves?
- Casinos put the state in the business of hurting people. Casinos are sponsored by government, and they exist primarily to provide revenue for the government. But studies show that from 35 to 55 percent of all casino gambling revenue comes from problem gamblers. As a public health matter, the state’s job is to try to help vulnerable people, not fleece them. Cuomo says that we “already have” gambling in New York, so why not have more of it? But it’s never a good idea to do things that will hurt people, even if we already have some people who are hurting.

Even though our Constitution is at stake, there has not been one public hearing on the casino issue. There has not been a single independent study. So far, Cuomo has confined his public statements almost entirely to repeating the PR slogans provided by the gambling industry. But it's not too late for the citizens themselves to figure this issue out.

*David Blankenhorn is president of the Institute for American Values
and the author of "New York's Promise: Why Sponsoring Casinos is a Regressive Policy
Unworthy of a Great State."*

Social Impact of Gaming in America

By Harold Brubaker

The Philadelphia Inquirer

September 18, 2013

The spread of casino gambling, embraced by politicians as a surefire way to boost tax revenues, is contributing to poorly understood changes in health, economic, politics in the United States, according to a report released Monday by the Institute for American Values.

The 55-page report, “Why Casinos Matter: Thirty-one Evidence-based Propositions from the Health and Social Sciences,” relies heavily on research from Great Britain, Canada, and Australia, where governments have commissioned rigorous research on the impacts of gambling on society.

But in the United States, the biggest source of money for gambling research is the gambling industry itself, the report said.

That industry-sponsored research has focused primarily on gambling addiction as a mental illness that afflicts a limited number of people, with relatively little attention to industry practices that foster addiction, the study said.

The Institute for American Values is a New York nonprofit devoted to researching and educating the public about family well-being and civil society.

This week’s report, endorsed by 33 scholars and others with an interest in casinos’ socio-economic impact, also describes the evolution of the casino industry since the early 1990s, when it was still concentrated in Las Vegas and Atlantic City.

“Casino gambling as a once or twice year vacation has given away to casino gambling as a once or twice a month or twice a week more a week pattern of life,” the report said.

Mark Boyd, president and chief executive of Goodwill Industries of Southern New Jersey and Philadelphia, is in the group that signed on to the study. He said government’s deep involvement in casino gambling made his skin crawl.

“There’s something wrong with our society if we have to depend on gambling to keep the revenue coming,” Boyd said.

On Second Thought, Repeal Casinos

By Carlo Rotella

Boston Globe

September 27, 2013

I have been getting e-mails and calls for the past couple of months from a group called Repeal the Casino Deal, which has set out to amass 69,000 signatures by Nov. 20 as a crucial step in the process of putting a repeal of the state's casino law on the ballot in 2014. At first I resisted, mostly out of instinct: The law already passed. It's a done deal. Why are these do-gooders bothering me? But they wore me down. I will sign their petition, and I think it's worth explaining my reasons.

It's not because I feel any kind of moralizing urge to meddle in the business of my fellow citizens. If consenting adults derive ritual satisfaction from transferring their capital to large corporations in the course of playing repetitive sedentary games against quixotic odds, I am not moved to interfere. You want to gamble? Knock yourself out.

I'm also not particularly moved by the concept of gambling addiction, a medical-sounding label for what I see as an unwillingness to put up a real struggle against impulses that fall something short of irresistible. If that sounds hardhearted and unenlightened to you, this will sound worse: If casinos ever do get built in Massachusetts, I will probably spend time in them because they will likely host a better class of boxing matches than the state offers now. I might even gamble a little while I'm there, if there's roulette, mostly because I enjoy the skip-ticking of the ball on the wheel, the croupier's patter, and the look and feel of chips on green felt — at least until the fundamental tedium of the game eclipses its sensory pleasures.

But I will sign the petition to repeal the casino law because I'm convinced that casinos are bad for just about any community. It's in my narrow self-interest to try to stop them even if nobody's trying to build one in my town — if they're bad for the state, they're bad for my family — and I also feel a certain broader duty as a citizen, one neighbor among many.

The preponderance of good research on the subject is summarized in a recent and widely cited report entitled "Why Casinos Matter: Thirty-One Evidence-Based Propositions from the Health and Social Sciences," issued by 33 creditable scholars and other experts assembled by the Institute for American Values. For me, the essence of their argument is that casinos tend to erode and destroy the social, economic, and political fabric of a community.

The report observes that “the benefits of casinos are short-term and easy to measure while many of their costs are long-term and harder to measure.” For example, “the opening of a new regional casino may offer an economic stimulus to distressed communities, but the stimulus fades over time, as the presence of a casino drives out established local businesses and attracts other gambling-linked businesses, such as payday lenders, pawn shops, auto title lenders, and check cashing stores.”

There are other effects to take into account — like rises in crime, government corruption, and problem gambling — beyond the core finding that casinos extract wealth from communities and weaken nearby businesses and property values. And as more and more of them compete for a region’s dollars, a process now underway in New England, we can expect a “downward economic spiral of market saturation, sluggish state revenues, and failing casinos.”

There’s one more reason I’ll sign. I find it encouraging that citizens are getting together to stand up for themselves against the companies and politicians offering them a bad deal. Like the voting-down of casino initiatives by towns around the state, the gathering into a budding repeal movement of various local anti-casino coalitions and other groups (including not only some I admire but also some I don’t, like the intolerant scolds of the Massachusetts Family Institute) is a sign of life in our political culture. Corporate gambling, like marketing in general these days, is all about separating individuals from each other — reducing a community, a polity, to a set of disconnected consumers who don’t add up to much more than their respective data profiles and net worth. Saying no to casinos is also saying no to that.

Carlo Rotella is director of American studies at Boston College.

His latest book is “Playing in Time: Essays, Profiles, and Other True Stories.”

As More States Back Casinos, Inequality Rises

By the Monitor's Editorial Board

The Christian Science Monitor

September 25, 2013

What once happened only in Vegas – casino gambling – is clearly no longer staying in Vegas. Since 1990, nearly half of American states have allowed casinos to open. And the trend keeps feeding itself. More states are now competing to lure gamblers from neighboring states and to rake in big revenues from casino profits.

People in the Northeast and mid-Atlantic states can now easily drive to a casino. New York may soon join Massachusetts in jumping on the trend. But a visitor to a casino won't find the average American there. Casinos draw a disproportionate number of low-income workers, retirees, minorities, and disabled people, according to a new report by the nonprofit Institute for American Values.

And because almost all gamblers lose more than they win, and because today's slot machines are designed to keep people playing, these states have become co-conspirators in today's economic and social inequality.

“State sponsorship of casinos is a policy contributing to patterns of inequality in America,” according to the report, which was endorsed by 33 scholars and based on numerous studies in the United States and elsewhere.

Atlantic City's high unemployment rate in 1978 – the excuse to open casinos there at the time – is still nearly the same. Casinos cannibalize surrounding businesses. They increase the number of compulsive gamblers within 50 miles of them. A study by Baylor University economist Earl Grinols found gambling creates \$3 in social costs for every \$1 it generates. The very term “gambling” has become so associated with problems that the industry tries to persuade journalists and others to use the word “gaming.”

The report points out that the leading funder of gambling research is the gambling industry, which only skews how state officials weigh the long-term disadvantages of casinos and other forms of gambling. The industry also tries to convince states that negative effects can be contained and managed, like a regulated brothel on the far side of town.

Independent research on gambling is rare in the US. Other countries, such as Britain and Australia, are far ahead in tracking gambling's effects. Various studies, for example, show that 35 to 50 percent of casino revenues come from habitual or pathological

gamblers, many of whom ruin their lives or the lives of loved ones. Do states really want to be a party to that? And pick up the social costs?

“Casinos are now popping up across the nation, near a shopping mall or a river dock near you, with the full support and sponsorship of the very state governments that only yesterday had outlawed them,” says the report.

In their rush to sponsor casinos, states rarely do enough homework or ask the right questions. The evidence for casinos adding to inequality is becoming clearer. But the report also asks if states can answer this important ethical question: Do casinos help erode the idea – one that is essential to democracy and a market economy – “that what happens to us depends more on what we do than on whether we are lucky?”

Humanity’s progress was not accomplished through a belief in chance. History is made by smart thinking, not dumb luck. States that give a nod to casinos are heading for the wrong side of history.

Gambling Proposition Opponents Make the Rounds

By Randy Gorbman

WXXI News

September 25, 2013

The proposal for expanding casino gambling in New York State that is on the November ballot has brought out a downstate group opposed to the idea.

A New York City based organization called “Institute for American Values” has been making the rounds of upstate media organizations this week, to get its message out that expanding gambling would be a bad idea. The president of the organization, David Blankenhorn, says all these casinos would do is prey upon those who already have problems with gambling.

“Between 35 and 55 percent of all the money that gets spent in casinos comes from problem gamblers, people who really have an addiction, they spend way too much money on these slot machines. They cause a lot of problems in their lives and in their family’s lives. “

Governor Cuomo believes the referendum will pass in November, but he expects a close decision. The ballot proposition language states that the proposal to authorize up to seven casinos is being made for the purposes of promoting job growth, increasing aid to schools, and helping local governments to lower property taxes. Some groups have questioned whether that ballot language is slanted too positively in favor of casino gambling.

Casinos a Bad Gamble for the State

By William A. Johnson and David Blankenhorn

Albany Times-Union

September 24, 2013

A new institution in American life is contributing to the growing gap between the haves and have-nots. That institution is the regional casino.

Until about 1990, casinos were legal only in Nevada and Atlantic City. But then casinos began popping up across the country, with the support and sponsorship of the very state governments — now 23 and counting — that previously had outlawed them. In November, New York voters will decide whether to change our constitution to allow casinos here.

How do the new casinos contribute to inequality? While casinos do not create wealth, they redistribute it, overwhelmingly from the have-nots to the haves. Gov. Andrew Cuomo and other casino advocates often use terms such as “destination gaming resorts” to describe them, but the label is highly misleading. Anyone who has actually visited America’s regional casinos knows that they are quite different from Vegas-style resort casinos.

A resort casino is a place you might visit once a year, but a regional casino is a place you can conveniently visit several times in a month or a week. Whereas Vegas-style resort casinos historically have catered mainly to high rollers partial to table games, the new regional casinos cater overwhelmingly to middle rollers and low rollers who play slot machines. In short, the business model of the new regional casino depends on attracting gamblers of modest means who live near the casino.

These new casinos both prey upon vulnerable people and increase their number. Women, low-wage workers, and retirees account for a large and disproportionate share of casino revenue. In addition, studies show that living near a casino increases the chances of becoming a problem gambler.

And while most people who visit casinos are not problem gamblers, a significant body of scholarly research suggests that from 35 to 50 percent of today’s casino gambling revenue comes from problem and pathological gamblers.

Isn’t it the role of government to protect people from being exploited? Think again.

For starters, regional casinos are largely the creations of state governments, intended first and foremost to raise revenue for the state. This dynamic creates a fundamental conflict of interest.

In their capacity as regulators, state governments are charged with protecting the public from the very business practices that generate revenue for the state and which the state is actively co-sponsoring.

This conflict of interest affects nearly every aspect of states' sponsorship of casinos, including the number and location of casinos, the design and payout of the slot machines, and the many and constantly evolving casino strategies aimed at encouraging heavy gamblers to, as casino insiders put it, "play to extinction."

Many forces currently contributing to the rise of inequality, such as globalization and technological change, cannot be directly controlled by public policy.

But the new casinos are a public policy — they exist only because policymakers want them to exist.

Do we want them in New York? To us, the answer is no. We need policies that create wealth rather than redistribute it in the wrong direction. We need policies that are progressive rather than regressive.

We need policies that strengthen our families rather than weaken them, encourage the work ethic instead of the luck ethic, and build up our communities rather than drain wealth from them.

Most of all, we need policies that bring us together into one New York family rather than policies that divide us into the people doing the fleecing and the people being fleeced.

William A. Johnson is the former mayor of Rochester and a retired professor of public policy at the Rochester Institute of Technology. David Blankenhorn is president of the Institute for American Values. They are among co-authors of a new report, "Why Casinos Matter: Thirty-One Evidence-Based Propositions from the Health and Social Sciences," available at www.americanvalues.org.

The Harm That Casinos Do

By David Frum

CNN

September 24, 2013

What harm does it do?

That's the challenge the casino industry puts to its critics. A new report by the Institute for American Values presents the answer.

Until the late 1980s, casino gambling was illegal almost everywhere in the country. Today, casinos are allowed in 23 states. These newly authorized casinos are not Las Vegas-style grand hotels. Their customers come from nearby. They don't stay overnight. They don't watch a show or eat in a fine restaurant. Perhaps most surprisingly: they don't play cards.

Modern casino gambling is computer gambling. The typical casino gambler sits at a computer screen, enters a credit card and enters a digital environment carefully constructed to keep them playing until all their available money has been extracted.

Small "wins" are administered at the most psychologically effective intervals, but the math is remorseless: the longer you play, the more you lose. The industry as a whole targets precisely those who can least afford to lose and earns most of its living from people for whom gambling has become an addiction. The IAV report cites a Canadian study that finds that the 75% of casino customers who play only occasionally provide only 4% of casino revenues. It's the problem gambler who keeps the casino in business.

Slot machine payouts vary state by state. Some states set a required minimum: 83% in Arkansas, for example. Others leave that decision up to the casino, as in Georgia and California. Some states require casinos to disclose their payouts. In others, that information is kept confidential. Based on what is published, however, it's a fair generalization that a player can expect to lose 10% to 15% of his or her stake at every session. The cheaper the game, the lower the payout: slots that charge \$5 per round pay better than slots that charge a penny.

When New Jersey allowed casinos into Atlantic City back in 1977, casino advocates promised that gambling would revive the town's fading economy. The casinos did create jobs as promised. But merchants who expected foot traffic to return to the city's main street, Atlantic Avenue, were sorely disappointed. The money that comes to the

casinos, stays in the casinos. Liquor stores and cash-for-gold outlets now line the city's once-premier retail strip.

The impact of casinos on local property values is “unambiguously” negative, according to the National Association of Realtors. Casinos do not revive local economies. They act as parasites upon them. Communities located within 10 miles of a casino exhibit double the rate of problem gambling. Unsurprisingly, such communities also suffer higher rates of home foreclosure and other forms of economic distress and domestic violence.

The Institute for American Values is sometimes described as a socially conservative group, but with important caveats. Its president, David Blankenhorn, has publicly endorsed same-sex marriage, and its board of directors is chaired by Bill Galston, a former policy adviser to Bill Clinton. The IAV is as worried that casinos aggravate income inequality as by their negative impact on family stability.

Before the spread of casino gambling, the IAV comments, the typical gambler was more affluent than average: it cost money to travel to Las Vegas. That's no longer true. Low-income workers and retirees provide the bulk of the customers for the modern casino industry. And because that industry becomes an important source of government revenue, the decision to allow casino gambling is a decision to shift the cost of government from the richer to the poorer, and, within the poor, to a subset of vulnerable people with addiction problems.

From the IAV study:

“Modern slot machines are highly addictive because they get into people's heads as well as their wallets. They engineer the psychological experience of being in the ‘zone’ - a trance-like state that numbs feeling and blots out time/space. For some heavy players, the goal is not winning money. It's staying in the zone. To maintain this intensely desirable state, players prolong their time on the machine until they run out of money - a phenomenon that people in the industry call ‘playing to extinction.’”

How heavily does gambling weigh upon the poor, the elderly, the less educated, and the psychologically vulnerable? It's difficult to answer exactly, because U.S. governments have shirked the job of studying the effects of gambling. Most research on the public health effects of gambling in the United States is funded by the industry itself, with a careful eye to exonerating itself from blame. To obtain independent results, the Institute for American Values was obliged, ironically, to rely on studies funded by governments in Britain and Canada.

But here's what we can conclude, in the words of the Institute:

“[S]tate-sponsored casino gambling ... parallels the separate and unequal life patterns in education, marriage, work, and play that increasingly divide America into haves and have-nots. Those in the upper ranks of the income distribution rarely, if ever, make it a weekly habit to gamble at the local casino. Those in the lower ranks of the income distribution often do. Those in the upper ranks rarely, if ever, contribute a large share of their income to the state’s take of casino revenues. Those in the lower ranks do.”

Is this really OK? Are Americans content to allow the growth of an industry that consciously exploits the predictable weakness of the most vulnerable people? 27 states still say “no.” If yours is one such state, fight to keep it that way. If not, it’s never too late to find a better way. Read the full Institute for American Values study for yourself and see how much is, quite literally, at stake.

Casino Gambling Deepens Inequality, Study Finds

By Eric Schulzke

Deseret News

September 23, 2013

State-sponsored casino gambling is a growing scourge masquerading as a harmless source of entertainment and government revenue, argues a new report by a group of scholars and community leaders.

The report entitled “Why Casino’s Matter” was spearheaded by the Institute for American Values in New York City and vetted and endorsed by 33 scholars and civic leaders from across the political spectrum.

The study grew out of an earlier report that addressed predatory lending institutions, said Barbara Dafoe Whitehead, the researcher at the Institute for American values who spearheaded the report.

Among its key contentions is that casino gambling preys on poor communities and exacerbates inequality. The authors focus on the rapid expansion of casino gambling, which until recently was legal only in Nevada and Atlantic City, New Jersey.

Casinos, the study notes, are “popping up across the nation, near a shopping mall or a river dock near you, with the full support and sponsorship of the very state governments that only yesterday had outlawed them.”

The rapid growth of state-sponsored gambling, the authors argue, is “affecting our health, our economics, our politics, our ideas and social values, and perhaps even who we are as a people and what obligations we have toward one another.”

The gaming industry sees little new or convincing in the “Why Casinos Matter” report.

“Basically they have just taken out of mothballs a lot of long-discredited arguments against casinos that have been made by gambling opponents for decades,” said Judy Patterson, executive director of the American Gaming Association. “Many of the researchers cited in the report have a tendency to cite each other’s research in a very circular fashion.”

A commission unheeded

“This all began with the National Gambling Impact Commission,” Patterson said, referring to a 1999 report commissioned by Congress to investigate the impact of a

massive expansion of legalized gambling. Congress commissioned the study in 1996 — not coincidentally, the same year the industry established the National Center for Responsible Gaming.

The commission was spurred by concerns that a social shift had occurred with little attention to its possible impacts. The commission noted that in 1975 just 10 percent of Americans reported playing at a casino, jumping to 24 percent by 1998. Twenty-four percent bought a lottery ticket in 1975. In 1998, 52 percent did.

The commission recommended the rapid expansion of gaming be curtailed, urging that the National Institutes of Health, the Justice Department, the Department of Labor, and the Substance Abuse and Mental Health Services Administration all be asked to open relevant lines of data and research centered on gambling.

The 1999 Commission held that too little research had been done on critical questions, including the impact of gambling on local communities, economics, savings and investment, and possible sociological impact of pathological gambling on families and communities.

“There are surprisingly few independent studies that have addressed issues such as these,” the 1999 report stated, “And as for the impact on the national economy, efforts to estimate the net impact of gambling on national statistics such as investment, savings, economic growth, and so forth, break down in the face of our limited knowledge.”

Industry responds

Beginning in 1996, the gaming industry decided to get out in front of gaming addiction issues, founding the National Center for Responsible Gaming. The industry has funneled more than \$22 million into research, using careful firewall protocols modeled on the National Institutes of Health model, with an independent science advisory board. The NCRG does not play any role in deciding which research projects to fund, and never sees them until after they are published.

In contrast to tobacco executives, who as recently as 1994 infamously testified before Congress that tobacco was not addictive, AGA president Frank Fahrenkopf has openly asserted that gambling is addictive and can “affect brain chemistry in ways that are similar to substance abuse,” as he put it in a 2009 address.

But the gaming industry argues that only one percent of the adult population has been found to be vulnerable to damaging behavior. Industry research has focused efforts on identifying and containing those problem gamblers.

Whitehead acknowledges the gaming industry-supported research has been of high quality and that the firewalls have been adequate. But she argues that the resulting research has focused narrowly on individual pathological gambling, sidestepping some critical questions.

“The danger is greater than one percent, and it is increasing as casinos become more accessible,” Whitehead said.

An 80/20 problem

A key contention in the “Why Casinos Matter” report is that 40 to 60 percent of casino revenue comes from problem, i.e. addicted, gamblers.

It’s a classic 80/20 problem, with 80 percent of the payoff being driven by 20 percent of the clientele, critics of the industry argue. In an appendix, the report points to 11 different sources for this data, including peer-reviewed studies and government reports from Canada and Australia.

The one percent problem gambler figure is an adult population estimate, Patterson said. She said she is not aware of any data on the percentage of casino customers who fit that profile, nor the percentage of revenue that is driven by problem gamblers.

Unanswered questions

Fifteen years later, the commission’s report had little impact, and little has changed on the research front, with the exception that industry-funded research through NCRG has produced substantial information about the psychology and treatment of individual gaming addiction.

The larger sociological and economic questions remain largely unasked and unanswered, Whitehead said. That may explain why the new report by the Council of Casinos offers more questions than answers, and sometimes slips into generalization rather than offering data and footnotes.

To Judy Patterson and the gaming industry, this lack of hard data coming from critics is a symptom of weakness in their arguments.

And yet, Patterson likewise had no data to offer on one key question pressed by Whitehead, namely, the ratio of casino revenue that comes from problem gamblers. That data would be difficult to collect, Patterson protested, because it would involve intrusive customer surveys.

Our Casino-Government Complex

By Michael Gerson

The Washington Post

September 19, 2013

After decades of politically useful fiscal mismanagement, many states and localities have become little more than underfunded pension systems with a few public services attached. At last count, they owed more than \$6 trillion to creditors and public employees, leaving dwindling discretionary dollars for things such as libraries, police protection and schools.

A number of states — 23 at last count — have turned to gambling as a source of revenue, essentially forming joint ventures with gaming companies to squeeze some public benefit out of a common vice. This source of government funding has the added benefit of being voluntary. No one is forced to go to a riverboat casino or to play the racetrack slots.

For a public policy innovation this large, the casino-government complex has received little scrutiny, which a new report by the Institute for American Values, “Why Casinos Matter,” seeks to remedy. It is a crash course in the political and social hazards of funding public purposes through the exploitation of human weakness.

Modern gaming is different from the traditional image of destination resorts with swimming pools and showgirls. Now casinos are geographically distributed — often purposely located in communities desperate for development. They depend on commuters instead of vacationers — people who come in a few times a month, or a few times a week. Their target market is the middle and working class.

And the technology of gambling has been fine-tuned to encourage addiction. Slot machines — the main source of revenue — are sophisticated computers designed to elicit Pavlovian responses. Players are fed a diet of small wins on the way to larger losses. They are encouraged to enter the “zone,” to have a smooth, gradual “ride,” until their money is exhausted, known as “playing to extinction.” In this case, compulsive behavior is not the unfortunate side effect of a game of chance. It is the intended result of a software program.

State governments, which have often been improvident in their own finances, have turned to the active encouragement of improvidence in citizens as a source of revenue. In for a pound, I guess. But it is even more disturbing than this. “Why Casinos Matter” points to studies indicating that 40 percent to 60 percent of slot-machine revenues come from problem gamblers. Would the government exploit any other disability

in this manner? Would it raise money from brothels catering to sex addicts? Open crack houses to profit from drug addiction?

This should disturb the libertarian right. Government, in this case, is not merely permitting private, consensual behavior. It is granting monopolies and awarding regulatory advantages to favored firms. States sometimes conduct casino border wars, positioning new facilities to poach revenue from their neighbors. This has little to do with limited government. It is the active, predatory state.

And the casino-government complex should naturally disturb the left. The whole enterprise amounts to regressive taxation by stealth. Revenues are drawn disproportionately from low-income workers and retirees.

Yet, as the Institute for American Values points out, “State sponsorship of casinos is one of the most successful bipartisan public policies in today’s politically polarized culture. . . . States like Mississippi and Massachusetts may be worlds apart politically, but both have decided . . . that casino gambling is a good way to win hard-won dollars from citizens who can least afford to lose them.”

For those of us in the remnant believing that statecraft can be soulcraft, the case is particularly clear. Most theorists of self-government have maintained that certain modest virtues are necessary to democracy and free markets: deferred gratification, diligence, a prudent concern for the future. There is an ongoing American debate about the degree to which government can or should promote such virtues.

But here is an extraordinary case of government actively undermining the moral underpinnings of market capitalism for its own benefit. It holds out the promise of sudden wealth without work or productive investment, engaging in a purposeful and profitable deception. A corrupting fantasy becomes a revenue stream, dependent on persuading new generations to embrace it. Perhaps we have given up on government as a source of moral improvement. Does this mean we must accept a government that profits by undermining public virtues?

Nearly 20 years ago, William Galston and David Wasserman wrote, “While history indicates that gambling is too ubiquitous to suppress, moral considerations suggest that it is too harmful to encourage. The most appropriate state stance toward gambling is not encouragement, but rather containment.”

Now we are seeing the cost of gambling, uncontained.

*Michael Gerson is a nationally syndicated columnist
who appears twice weekly in The Washington Post.*

Why Casinos Matter

By David Nolan

First Things blog – First Thoughts

September 19, 2013

The Council on Casinos recently released a report titled “Why Casinos Matter” which highlights, among other things, the now pervasive presence of gambling in American life. Regional casinos, rather than resort casinos, are the norm: “In the Northeast and mid-Atlantic states, nearly every adult now lives within a short drive of a casino.” And, the report argues, even if one has no moral objection to casinos specifically or gambling in general, it is impossible to ignore the effect of these institutions on the behavior of the American public.

While the report helps illuminate many elements of the recent casino boom, of particular interest is its description of the spread of slot machines. Far more than any other gambling game, slot machines are driving the success of casinos: “In 2013, the percentage of casinos’ total gambling revenue deriving from slot machines is estimated at 62 to 80 percent, with racinos (racetrack casinos) getting 90 percent of their take from slots.” A modern slot machine is a “sophisticated computer” fine-tuned to encourage a specific psychological response—the desire to keep gambling.

Besides the detrimental effect slot machines have on many economically vulnerable Americans, their pervasiveness also indicates a certain flattening out of American vices. There is no flair in slot machines; there is none of the excitement of a horse race, or the human element of a poker game. Caleb Stegall identified the growth of slot machines as a result of the “culture of pornography”—a culture that affirms a utilitarian calculus of sin: “It is sin carefully processed, packaged, marketed, shopped for, and stored away in the cupboard, ready to satisfy any late night craving we may have. The attraction of the midnight snack is that it perpetuates the illusion of free and responsible adulthood while all the while allowing us to submit completely to the slavery of desire.”

Sins like passionate extramarital affairs, Stegall argues, at least “affirm us as spiritual beings in all of our fallenness,” whereas the prevalence of pornography speaks to a spiritless and materialist understanding of love, pleasure, and sex. Dmitri Karamazov’s zealous sin is more human than the apathetic immorality bespoken by a slot machine. But we live in a culture that struggles to see that “no victim” sins usually harm the actor himself. And in the case of gambling addiction, that active part of the actor decreases dramatically. Our sins, in a certain sense, have become less human.

While casino revenues will continue to tempt states to allow widespread slot machines, perhaps “Why Casinos Matter” will serve as a warning to policymakers hoping for a short-term pay-off at the expense of long-term prosperity.

State Vote on Casinos Is a Test of Confidence as 'Inevitability' Looms Large

By Tom Precious

The Buffalo News

September 15, 2013

Pro-gambling interests have privately discussed spending up to \$20 million on an advertising campaign to urge voters to pass the state's greatest-ever expansion of casinos in a November referendum.

But some of the nation's top casino companies and real estate developers looking to build gambling halls in New York State have a growing sense that they might have to open their wallets only slightly to win the referendum.

"There seems to be an inevitability about the passage of it. We're just not seeing any opposition," said Michael R. Treanor, an investor in a proposed casino and hotel project at a shuttered Catskills resort.

If that confidence is not overstated, and the referendum does pass, it would be due in no small measure to the fact that opponents are cash-starved and far from organized to wage a statewide battle against casino expansion. A variety of deep-pocket business and labor groups supports the plan that Gov. Andrew M. Cuomo and lawmakers have approved.

For the casino expansion to happen, voters must first approve it in the referendum.

Opponents of expanded gambling say they plan to rely on a grass-roots – and inexpensive – effort using social media, church bulletins, email chains and the news media to promote their side of the issue.

"We took a small ad out in the Pennysaver in Sullivan County for \$600. That's about it," said Stephen W. Shafer, chairman of the Buffalo-based Coalition Against Casino Gambling in New York.

But opponents face more than just a money disadvantage. They say the battle is unfair because the gambling companies have the full support of state government.

While Cuomo is legally barred from spending state money to promote a yes vote on the referendum, the state can help in other ways.

In fact, state officials already have.

Consider the wording of the ballot measure. It doesn't just ask voters to approve seven new casinos. It tells voters that by voting yes for the proposition, they would be "promoting job growth, increasing aid to schools and permitting local governments to lower property taxes through revenues generated."

Moreover, the governor took some of the wind out of the sails of the opposition by insisting on a clause that four gambling halls – three upstate and one on Long Island – will be built even if the referendum fails. Those facilities would not be able to offer table games as Las Vegas-style casinos might, but they would have devices known as video lottery terminals, or VLTs, which look, sound and play like slot machines.

Governor 'very calculating'

"The governor is a very calculating man. He knows what he's doing. This was one more way to undermine opposition because, no matter what happens, we're going to have gambling expansion," said the Rev. Jason J. McGuire, executive director of New Yorkers for Constitutional Freedoms. The conservative religious group has long fought expansion of gambling, including the Seneca Nation's Western New York casino operations.

Pro-casino voices also cite the governor's influence in advancing their position.

"I would agree the insertion of the VLT language has had the likely effect of blunting opposition. You have a very smart governor," said Treanor, the would-be casino developer.

And that may mean lower-volume opposition.

"I don't see a very large media campaign," McGuire said of money his organization might spend opposing the referendum. He vowed, though, to push opposition with his member churches and congregants across the state.

It was also no accident that the governor cut the casino deals he did this spring with the Seneca Nation and two other Indian tribes. All three have existing casinos and had the capacity to spend millions opposing the governor's casino plan. But by settling outstanding issues with the tribes and guaranteeing their casinos will operate exclusively in their geographic regions, the governor put the three tribes and their possible anti-casino expansion campaign money out of the equation.

The deal he cut means the first four of seven casinos would be able to locate in three upstate regions: the Southern Tier near Binghamton, the Catskills and Mid-Hudson Valley areas, and the Albany/Saratoga Springs region. There are ways around it, but

downstate, including New York City, would not be eligible for full-blown casinos for at least seven years.

A who's who of casino developers met last Wednesday in the Manhattan offices of Jeffrey R. Gural, a real estate developer who owns two upstate tracks with VLT casinos, including one near Binghamton where he wants to build a full casino with slots and table games. He did not return a call seeking comment.

The companies agreed to spend two weeks conducting statewide polls, according to people with knowledge of the meeting. When the numbers are crunched, the developers will determine whether to conduct a media campaign and, if so, where.

Most insiders believe that upstate, already home to more than a dozen Indian and racetrack casinos, will side with the referendum because residents already are accustomed to casinos. That comfort by the industry is not there now, though, for New York City voters. A robust turnout may occur because of a New York City mayoral campaign. But an ad campaign there would cost millions of dollars.

That leaves some advocates pressing for Cuomo to start personally raising the issue with New York City voters.

"It's his baby," State Sen. John J. Bonacic, an Orange County Republican, said of Cuomo's casino plan.

Bonacic, chairman of the Senate Racing and Wagering Committee, hopes to get two of the casinos in his Catskills-area district, where the prospect of casinos helping the tourist industry has been discussed for two generations.

Bonacic called Cuomo's assistance for the vote in New York City "critically important" to passage of the referendum.

"The governor has been kind of quiet. At some point, I'd like to see him step up to start lobbying for the casino referendum in New York City," Bonacic said, noting that Cuomo can help without violating rules against spending state money on ballot issues.

"I think it's pretty well-covered upstate. We need somebody talking in New York City," he said of Cuomo.

The Cuomo administration would not reveal its strategy for getting the governor's plan approved by voters.

Out-of-state money

The stakes are high in the Catskills, where Bonacic said at least six entities have expressed an interest in locating a casino. They include some proposals unveiled years ago, as well as other interest, he said, from Las Vegas and other areas, including MGM Resorts International, Boyd Gaming, Caesars Entertainment and Sands Entertainment.

A question is whether out-of-state casinos will spend money here to try to stop new competition. Some, such as Foxwoods, the Indian-owned casino in Connecticut, already have their eyes on possible New York casino sites.

But others, also in Connecticut, as well as in Atlantic City, N.J., and Pennsylvania, might be tempted to find ways to halt New York's expansion. "I worry about it, but I have no indication that it's happening yet," said James D. Featherstonhaugh, a lobbyist and part-owner of a racetrack casino in Saratoga Springs.

Some observers believe that out-of-state casino firms don't care much – for now – because the initial round of casinos in New York would be limited to upstate areas, far from their gambling halls.

Featherstonhaugh is also president of the New York Gaming Association, a group of racetrack-based casino operators. Some tracks, such as Featherstonhaugh's facility, are lining up to try to get a full casino license if the measure passes, while others, such as three Western New York tracks, are barred from becoming full casinos because of the deal Cuomo made with the Seneca Nation.

There are several fronts developing. Cuomo and his team are working, for now, in the background. Besides the casino companies, the face of the support team will be several business groups, such as the Business Council of New York State, which will join with labor organizations representing hotel workers and others to push the measure.

On the opposition side, voter education efforts are to begin this week with the release of a report by the nonpartisan Institute for American Values, a Manhattan-based group that has promoted everything from fathers' rights to the concept of thrift.

While some casino opponents were hoping the group could help with money, its federal tax status prevents that. Instead, the institute is planning to provide research information to opponents to help them push against the referendum, said Jody Wood, public education campaign director for the group,

"We're helping people who are doing the grass-roots work," she said.

First up: Convince voters that gambling is more risk than reward.

“The main concern is that it will affect the most vulnerable persons of our community, the lower-income people and seniors who are big targets for casinos,” Wood said.

One strategy by casino backers is to just stay quiet. Why raise the profile of a controversial issue?

Nonetheless, Bonacic has met with casino executives to urge them to get together to mount a serious effort to ensure that the constitutional amendment passes.

Bonacic believes that areas such as Buffalo will support the referendum because of jobs that will come to other struggling areas. “We need a game-changer here,” he said.

As they await the latest polling, casino developers are ready to spend what’s needed.

As evidence, look to West Springfield, Mass., with a population of under 30,000. Voters there last week rejected a Hard Rock plan to build a casino. Hard Rock and its backers spent \$1 million on the failed campaign.

Low-budget opposition

The money for a pro-casino campaign is there “if there is evidence that money needs to be spent,” said Treanor, the hopeful Ulster County casino developer. “If we don’t have to spend the money, we’re not going to spend the money,” he said.

For now, Shafer, the head of the anti-gambling group that was founded in Buffalo in 2004, isn’t waiting for money to help turn voters his way.

“It sounds ludicrously cheap, ... but if we had \$1 million to spend, we’d still be trying to basically do the same thing,” he said of the group’s grass-roots efforts to reach voters via social media and newspaper letters to the editor.

“I think downstate is going to turn the tide. Many upstate communities are forced to believe the lie that casinos are going to bring economic development and lots of new jobs and so forth,” he said.

“The people downstate don’t have to accept that lie and may be more ready to look at some of the truth behind it.”

Gambling Won't Be the Jackpot New York Needs

By Paul Davies

Newsday

August 1, 2013

This week, Gov. Andrew M. Cuomo signed legislation to expand casino gambling in New York. The plan authorizes four upstate casinos, which must also be approved by voters in a statewide ballot referendum in November.

The governor has said the move is all about jobs, jobs, jobs. To be sure, casinos will create jobs. But the large-scale expansion of gambling across the state is a zero-sum game. Many studies show the social and economic costs of casinos outweigh the benefits.

Baylor University economist Earl Grinols found that gambling creates \$3 in social costs for every \$1 it generates. Even the job gains -- the cornerstone of Cuomo's case for more gambling -- are offset by job losses as casinos cannibalize existing businesses, especially in the restaurant, retail and entertainment sector.

In Atlantic City, the number of independent restaurants decreased from 48 when the first casino opened in 1978 to 16 in 1997, according to a New York Times report. One third of the city's retail stores closed within four years after casinos arrived, according to Hampshire College professor Robert Goodman's 1995 book titled "The Luck Business: The Devastating Consequences and Broken Promises of America's Gambling Explosion." A several-block stretch of discount retail stores has since been added, but the unemployment rate last year was 17.8 percent, just below the 18.1 percent in 1977. The poverty and crime rates have also increased since the arrival of casinos.

The last time New York considered legalizing casinos, a 2002 study commissioned by then-Gov. George Pataki found 1,208 more jobs would be lost than gained. That's because unlike Las Vegas, which attracts millions of tourists and conventioners, the isolated casinos proposed for upstate New York will feed mainly off locals.

As such, the casinos won't generate much new spending for the local economies. Instead, casinos shift spending in what economists call the substitution effect. In extreme cases, money for food, rent, medicine, child support and other necessities will get plowed into slot machines.

This is where Cuomo and other casino supporters are particularly wrong to try to build an economy and state revenue model that relies heavily on gambling. The first

duty of elected officials is to protect the public, not enable an industry that strips wealth from residents and creates costly social ills.

Studies show casinos lead to an increase in theft, violent crime, substance abuse, divorce, suicide and bankruptcy among the people who live near them. One study by Baylor's Grinols, University of Georgia's David Mustard and the University of Illinois' Cynthia Dilley found 8 percent of crime in counties with casinos could be traced to gambling. A study by the St. Louis Federal Reserve found riverboat gambling in Mississippi increased personal bankruptcies in the state and neighboring counties.

In New York, there's been little effort to conduct an independent study or invite public discussion. Instead, Cuomo has repeated a claim that casinos could generate over \$1 billion in economic activity. Where did he get that figure? A footnote in Cuomo's 2013 State of the State report cites the source as a newspaper quote from James Featherstonhaugh, an influential lobbyist and president of the New York Gaming Association.

Cuomo dismisses the costs of gambling by arguing that New Yorkers already gamble in other states, so why not keep the revenue here? The problem with this argument is that placing casinos closer to home leads to more frequent visits and creates new problem gamblers -- people whose gaming behavior causes psychological, physical, social or vocational disruption in their lives.

The National Gambling Impact Study Commission found that having a casino within 50 miles of home doubles one's likelihood of becoming a problem gambler. In Philadelphia, customers visit the casino that opened there in 2010 an average of three to five times a week -- or 150 to 250 times a year.

Grinols estimated that 52 percent of the revenue at a typical casino comes from problem gamblers. A study in Ontario put the figure at 35 percent. In either case, many regional casinos depend largely on repeat and problem gamblers.

There's a reason why New York's forefathers thought it was important to ban gambling in the state constitution. Cuomo and the Legislature have trampled on that precedent. But voters should keep it in mind before taking the extreme step to change the constitution in the fall.

Paul Davies is an adjunct journalism professor at Temple University and a research fellow at the Institute for American Values, a think tank based in New York City.

Gov. Cuomo's Magic Number

By David Blankenhorn

Albany Times Union

July 28, 2013

Regarding the benefits of casino gambling in New York, Gov. Andrew Cuomo's magic number is very large and easy to remember. It's one billion. That's the number of dollars of economic activity that the new casinos will allegedly generate.

In June of 2012, in his Progress Report to the state, the governor announced that changing the state constitution to permit casino gambling would "generate an estimated \$1 billion in economic activity." In his 2013 State of the State report, he repeated the claim: "It is estimated that over \$ 1 billion of economic activity can be generated from casino gambling."

This number stands out for three reasons. The first is its size and majesty. One billion! The second is its solidity. In a debate largely devoid of specifics, here is something concrete, something we can hang our hats on. One billion. And the third is its isolation. The number is unaccompanied by conditions or qualifications. One billion — over what period of time? A year? A decade? And based on how many casinos in which locations? Three casinos upstate and one big one in New York City? Or some other set of assumptions? None of this information is attached. The number simply operates on its own, like a beautiful eagle flying through an empty sky. One billion.

People who conduct studies and issue reports on such matters work hard to establish a credible methodology for their work. The issues involved can be complex.

Let's briefly consider just one.

If I open a new hamburger joint in the neighborhood, that will generate economic activity. But if my new establishment drives an already existing hamburger joint out of business, the amount of overall economic activity in the neighborhood might change very little, if at all. Economists use the term "substitution" to describe this possibility, and any researcher who wants his or her work to be taken seriously must handle this issue (and many others like it) competently. So what is the methodology behind the claim of one billion? And who did the research?

Finding the answer required some digging. In most cases, the governor simply says what he says, and that's that.

But in the written version of his 2013 State of the State, buried in a footnote, we can actually discover the source and meaning of the governor's assertion that "over \$ 1 billion of economic activity can be generated from casino gambling."

The source is the New York Gaming Association, the organization created in 2011 to lobby in Albany for casino expansion. Its members are the owners of New York's nine race-track casinos.

There is no study, no report, not even a piece of paper. Just James Featherstonhaugh, the association's president, and several other association members talking with two reporters from the Albany Business Review in late 2011.

The story itself reads like a parody.

Here is Daniel Gerrity, the majority owner of the Saratoga Casino and Raceway, on the economic benefits of changing the constitution: "It would definitely increase our business. We are steadily growing, and this is a natural progression." Others offering their expert economic assessments include Featherstonhaugh, who is also an owner of the Saratoga Casino and Raceway, and Jeffrey Gural, who owns race tracks and casinos in the towns of Nichols and Vernon, New York.

Does anyone have a hard time seeing the problem here?

Q: Mr. Prisoner, we're considering letting you out of prison? What do you think?

A: Terrific idea! It would supercharge the economy! It would make everyone's taxes go down!

Press Release: Governor Cuomo today said that New Yorkers' taxes would plummet dramatically if only the state would

Q: Mr. Fox, we're considering letting you into the henhouse? Do you approve?

A: Yes! It would boost tourism and protect the planet!

Press Release: Governor Cuomo today released a comprehensive plan to boost tourism and protect endangered species in upstate New York

Surely any person of good will can recognize that, if the question is whether to give economic privilege to a particular group, we shouldn't depend on that group, and that group alone, for an objective assessment of the pros and cons of giving them the privilege.

And what does this episode tell us about Gov. Cuomo? In most states, governors who want gambling at least go through the motions of proper due diligence. They have a study to cite. They hold a hearing or two. They give a speech that qualifies as serious, they face some questions from the public.

They at least pretend to be listening to someone other than the casino owners themselves. But so far it appears that Gov. Cuomo can't even be bothered go through the motions. He is intent on doing this thing, and if doing it means saying things like "more than \$1 billion," he's simply going to say them, and apparently we are supposed to like it.

It's pretty insulting.

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NY Blinded by the Money and False Promises of Casinos

By Paul Davies

Syracuse Post-Standard

July 15, 2013

Gov. Andrew Cuomo has portrayed the state's push to add casinos as a way to boost tourism and revitalize the economy.

But the entire process has been fungible and driven more by money and crass politics. There is no substantive economic plan. That's because - despite the hype - most regional casinos provide about as much economic impact as a big box retailer.

Yes, casinos generate jobs and tax revenue. But gambling also strips wealth from the local economy and especially preys on the most vulnerable. Just take a look at how little 30-years of casinos have done to revitalize Atlantic City.

Cuomo has provided no evidence to his claim that upstate casinos will become tourist magnets. (Quick show of hands: How many are planning a getaway if a casino comes to Albany?) Casinos in similar markets are hardly the glitzy Las Vegas-style. So don't look for anything like a Bellagio in upstate New York.

From the start, Cuomo's casino plan appeared out of nowhere and quietly oozed into its current state. First the governor proposed seven casinos. Then three. Now it's four - all upstate for now. (Rest assured casinos will come soon to New York City if the referendum passes.) As a candidate for governor, Cuomo never discussed casinos. Gambling was not mentioned in any of the eight policy books that outlined his vision for New York.

Just eight months after taking office, Cuomo floated the idea of casinos as a cornerstone of his economic agenda. Initially, he said he was "actively investigating" the idea of adding casinos across the state.

If there was an investigation, the public was never privy to it. Instead, four months later, Cuomo used his January 2012 state of the state address to propose amending the constitution to build seven casinos. He also announced a deal with a large Malaysian-based casino operator to build a \$4 billion convention center in Queens, next to the Aqueduct Racetrack and Resorts World slots parlor operated by the same company, Genting.

Cuomo did not provide an independent study that examined the benefits as well as the social and economic costs of adding more casinos. He did not explain how or

why he decided on seven casinos. Nor was there any request for proposal or public bid process for a major public works project like a convention center.

That deal quickly fell apart when Cuomo reportedly could not guarantee Genting exclusive gambling rights in New York City. But how it came together is instructive.

In October 2011 - around the time Cuomo was supposedly “investigating” legalizing commercial casinos - Genting pitched the convention center idea at a fundraiser. Two months later, Genting, gave \$400,000 to the Committee to Save New York, a non-profit set up at Cuomo’s urging. The New York Gaming Association later kicked in another \$2 million to the nonprofit.

The river of money offers a window into how gambling money drives policy decision in Albany. In fact, gambling and horseracing interests have spent nearly \$50 million combined in New York on lobbying and campaign contributions between 2005 and 2012, according to a report by Common Cause.

That may best explain why the casino proposal sailed through two votes in the state Legislature without any rigorous debate, public hearings or independent studies. It almost assuredly explains why a provision to prohibit campaign contributions from gambling interests was removed from the bill hours before the final vote.

It may also explain why the Legislature used a bogus emergency provision to circumvent the required three-day waiting period before passing the casino.

Cuomo and state lawmakers may believe casino gambling is about tourism, jobs or revitalizing the economy. But history shows that convenience casinos like the ones proposed for upstate New York mainly rely on repeat and problem gamblers. The dubious way the casino bill was proposed and passed seems to indicate Gov. Cuomo and lawmakers have been blinded more by the money and false promises that come with gambling.

Paul Davies is an adjunct journalism professor at Temple University and a research fellow at the Institute for American Values, a think tank based in New York City.

Toward American Financial Fluency

By Andrew Kline

The Philadelphia Inquirer

January 25, 2013

A 2010 Brookings Institution survey found that half of American adults flunk such financial literacy questions as this: If the interest rate on your savings account were 1 percent per year, and inflation were 2 percent, would you be able to buy more than, exactly the same as, or less than today with the money in this account after a year? (The answer is less.)

Other surveys show that women, African Americans, Hispanics, and the less educated are consistently less likely to be financially literate. Twenty-five percent of Americans have no savings, and 40 percent have no money set aside for retirement. An American earning the average annual income, \$43,000, has an average of only \$3,800 in the bank and \$35,000 in retirement funds. More problematic, average household debt is \$117,000, and total college debt has surpassed consumer debt for the first time, reaching \$1 trillion.

We clearly need to improve personal financial decision-making. The problem is that most financial literacy programs offer too little, too late. Today's students rely on a patchwork of electives at best. And adults turn to on-the-job workshops, financial industry advisers, and get-out-of-debt gurus.

Americans are making major financial decisions long before they seek or receive financial education. Take going to college: The decision, which may require taking out large loans, is made by teenagers, perhaps with some guidance from parents and loan officers. Or consider retirement: Planning and saving for it should begin in one's early twenties, but it usually starts much later.

Financial literacy programs also tend to be isolated efforts. They fail to engage with other disciplines or consider research by behavioral economists on how people make financial decisions.

The U.S. government's newest clearinghouse for economic education, MyMoney.gov, offers excellent resources. But few know it exists, and good luck deciding how it all goes together.

If we're serious about improving financial knowledge and behavior, we have to move beyond this catch-as-catch-can approach.

Other countries and cultures are addressing the challenge more systematically. Australia has just launched an ambitious K-12 interdisciplinary curriculum that integrates financial math, history, economics, and behavioral science with competence testing. Canada is testing its own national curriculum.

We also must develop cultural values that undergird financial literacy and encourage financial competence. Thrift is one of these. Researchers are gleaning new examples from immigrants who have made thrift the key to surviving and thriving in America. Thrift is also the focus of the newest issue of *Pennsylvania Legacies*, a magazine published by the Historical Society of Pennsylvania.

Thrift should be part of the debate about the future of the American middle class. To that end, as part of this year's Thrift Week celebration in Philadelphia, Andrew Hill of the Philadelphia Federal Reserve will present important new research on teaching financial literacy in area high schools. Hill will gather with educators at the Historical Society on Saturday to address the challenges of personal financial education. At a luncheon open to the public, they will explore how research on financial education illuminates the understanding of thrift as a cultural movement and value.

The hometown of Ben Franklin is an ideal place to test the kite of financial education in the thunderstorm of financial decision-making. We owe our children a lesson on thrift and the wisdom it takes to thrive.

Andrew Kline is the director of thrift education for the John Templeton Center for Thrift and Generosity at the Institute for American Values.

America's Money Tree: Debt: Present and Future, Private and Public

By Andrew Kline

The Free Lance Star

January 22, 2013

Americans struggle mightily with spending more than we earn and not saving for a rainy day. Peter Tufano of the Harvard Business School discovered in a recent survey that more than half of Americans could not raise \$2,000, within 30 days, from all available resources, including family and friends. Two thousand dollars, he reasoned, was a good figure to represent the usual “life happens” emergencies. Just the problem of poor and unfortunate folk? He found that only 25 percent of Americans making between \$100,000 and \$150,000 could come up with \$2,000 in the same timeframe! This hits home because it shows how even the financially literate might feel like they live paycheck to paycheck.

Consider the gloomy statistics about preparedness for retirement. Our individually funded defined contribution plans will only deliver a familiar standard of living if each of us saves roughly 15 percent of our salary from when we start working in our 20s until when we hope to retire in our 60s. This requires discipline. The miracle of compound interest will not work if we borrow against these funds for college education or spend them for medical and employment emergencies.

As it stands, 40 percent of us will never save for retirement and the average amount saved in a retirement fund is \$35,000. Twenty percent have no savings at all. And 46 percent of Americans die with virtually no financial assets. Currently, average annual household income is \$43,000. The average total bank account balance is \$3,800. The statistic that matters most? The average household debt now stands at \$118,000.

Shall we look for other people to blame for this? There is a public side to debt, of course. Our national debt is registered not in billions but in trillions. If we can hardly tread water now, how will our children make those interest payments? Passions are high. Pledges have been made never to raise taxes or to keep entitlements at all cost. Reputable economists cannot show you that the economy grows or shrinks according to the tax rate; it's just not true. And yes, something must be done about runaway health care costs. None of us are going to get away without making sacrifices.

With all the hand-wringing and shouting most of us have never worked our way through the federal budget (much less crafted our own). We don't really know what's in it. We've been told: unfunded wars, tax expenditures (i.e., loopholes), and so much

social insurance (Medicare, Medicaid, and Social Security) that someone else will have to pay for it. Yet we have never heard anyone explain at length how, with revenue dialed up here, and an expense dialed down there, we could over time balance the budget.

A Moral Document

I was instructed by “White House Burning: Founding Fathers, The National Debt and Why It Matters To You.” Despite the provocative title, two economists from MIT explain how a nip here and a tuck there can make all the difference. We’ve done it, or failed to do it, before. In 1812, we went to war without bothering to appropriate the means to pay for it. The White House was burned to the ground. We got serious about raising taxes and primitive central banking.

A budget is a moral document. Meditate on this fact: We spend the same amount on the military (\$670 billion) as we do on Medicare, Medicaid, and Social Security combined. On a chart it is the same piece of pie. In the real world they are two utterly different but desirable things. We want a world at peace and our interests protected. We want a society that takes care of its elderly and less fortunate. The choices we make in each category tell us what kind of society we want. The pie is the picture of what the infamous “sequester” is all about.

As “White House Burning” points out, the government’s finances are not like a family’s finances; it is rather more like the finances of a family business. Businesses live and die by borrowing. Sole proprietors hear all the time that there is all sorts of capital seeking to be invested in enterprises just like theirs. Yet the family business that has operated for years with a line of credit can’t get the loan to stay open or expand in uncertain days and months. What is going on? What makes it work?

It’s the financial sector. That’s where the stories of public and private debt come together. Louis Hyman has written an entertaining history of consumer debt titled “Borrow: The American Way of Debt.” He insists we see borrowers and creditors through the same lens. His great insight is to note that the birth and growth of consumer credit has correlated with the shifting of capital investment away from asset creation to the creation of securitized financial instruments.

Investing In Debt

As the American Dream of home ownership recedes on the horizon, he lets us in on a secret: “Without a good alternative, capital continues to be invested in consumer debt. It is more important to ask why there was so much money to invest in mortgage-backed securities than to ask about the particulars of how those investments

went awry. Don't ask just why Americans borrowed; ask why our financial institutions lent!"

His solutions will not seem practical to many. He suggests creating a new market for small-business investment, modeled on the FHA or Fannie Mae, which he calls Bobby Mac, that will make it more profitable for the financial sector to lend to entrepreneurs and small businesses than to speculate on paper promises.

He is onto something. There is nothing like good old-fashioned value. We need to value those who create things again – not those who just leverage assets in order to break them up and sell them off.

American As Apple Pie?

Thrift was summed up by Benjamin Franklin as “industry, frugality, and generosity.” Thrift is not just about “saving” or “bargain-hunting.” Thrift is a big idea. Stated as a theorem, thrift is “the ethic of wise use.” Ever since “Poor Richard’s Almanac” laid a claim on the American character, we have learned that “the way to wealth” is some combination of being productive, shunning waste and extravagance, saving and learning to build capacity, and being a steward who is future-minded about the better legacy we are meant to leave to our fellow citizens. In order to thrive in every imaginable condition, both individuals and governments are challenged to use their resources most wisely.

In 2008, when all eyes were on the bailout of our financial institutions and on the emerging outlines of the public and personal debt crisis that would be christened the Great Recession, the Institute for American Values published a report to the nation titled “For a New Thrift: Confronting the Debt Culture.” No less than David Brooks of the New York Times said: “This may be damning with faint praise, but it’s one of the most important think-tank reports you’ll read this year.” The analysis and proposals etched in the report are even more important today.

Five Recommendations

Start a public educational campaign, create national savings plans, build new thrift institutions, repurpose the lottery, and incentivize thrifty behavior in every area of our lives. It is a call to personal responsibility, and a reminder of the crucial role that sound institutions guided by creative public policy play.

We don’t spend a lot of time moralizing about this debt culture. We take note of the free riders, the undisciplined, and the predatory alike. Complaining about personal and corporate rent-seeking is too easy anyway. Rather, we lift up those who have

solved past the problems of creating social mobility and access to markets. We highlight the history of credit unions, the promise of community development financial institutions, models of reform that have both succeeded and failed. We challenge our leaders to provide alternatives to the contemporary payday lending (usury) industry; we challenge ourselves to teach people to build real wealth.

Pick up the report and read it. The most important phrase you will never learn if you don't is this: "anti-thrift institution." We may drive by a payday lender or a rent-a-center every day and not think about it this way: "Anti-thrift institutions do more than simply hand out expensive credit. They also establish social norms and promote cultural values. For today's anti-thrifts, the effort to influence values takes the form of highly organized and self-conscious marketing and lobbying campaigns. These efforts are necessary to lower psychological and social inhibitions against over-borrowing and over-indebtedness."

Take the largest, most potentially corrupting, anti-thrift institution of them all: government sponsorship of gambling. One can hardly think of a more regressive, predatory practice than the state lottery – unless you bring in slot machines. Every day, the lottery taxes the poor by selling them a lie that their best (and only bet) is to get rich quick. "For a New Thrift" puts the contrast starkly: "With pro-thrift institutional incentives, many low- and moderate-income Americans might be able to join the class of savers and investors. Instead, the lottery has managed to recruit them into a class of habitual bettors." We might just as well run the numbers: a class of habitual losers.

Bring Back Thrift Week!

Even as state-sponsored gambling seems accepted by all, something cries out to be done. Take a look at groundbreaking research on a savings vehicle called Prize Linked Savings. It turns out that credit unions, notably in Michigan but also elsewhere, have developed a "Save to Win" account that repurposes the lottery. The pooled resources of this classic savings account goes to awarding monthly and annual prizes. And it works. More people open accounts and more people save. However, it is illegal in most places because of the government's monopoly on gambling.

Get the government out of gambling. Do more than stay out of debt: celebrate thrift.

Debt is not our only problem. It is merely the consequence of not knowing how to distinguish wants from needs and thereby resist slavery. The real solution, after we have paid down our debt, is to reform ourselves and our institutions so that we make it as easy as possible to remain free.

One last suggestion: “Bring Back Thrift Week,” which was celebrated nationally from 1916 to 1966 on Benjamin Franklin’s birthday. From Jan. 17 to 23 – this week in fact – we can share ideas about how we can encourage the small saver and revive the middle class. Drive through your neighborhood and take note of those anti-thrift institutions, resist your spendthrift ways and reflect on our national priorities, and find out what thrift institutions make your community stronger. We can discover together what will make us more productive in our work, creatively frugal in the stewardship of resources, and progressively generous as future minded citizens.

Do your part, and we will all be in your debt.

Andrew Kline is the director of thrift education for the John Templeton Center for Thrift and Generosity at the Institute for American Values.

Thrift & Generosity: A Loving Couple

By Andrew Kline

The Free Lance Star

December 23, 2012

‘Tis the season for end of the year giving! There are connections between the forgotten American ideal of thrift and generosity, and ways to give wisely.

The first point is that we cannot be generous with what we do not have. Thus thrift has always been associated with not spending more than we make, to wit, saving. Secondly, in order to be generous we must build capacity to give; this involves both working and investing, or leveraging talent and time to build wealth. Yet, as research shows, those who have the most ability to give are not, necessarily, the most generous. This requires some detective work.

Thrift found its first voice in the flowering of global capitalism in the 17th century and peaked as a social reform movement just before the Great Depression. Thrift takes into account what it takes to thrive, and has been described as both “the ethic of wise use” and the art (or spiritual discipline) of “earning all you can, saving all you can, and giving all you can” – John Wesley’s justly famous maxim.

A Big Concept

Thrift is a big idea, equally at home in Benjamin Franklin’s America and the modern entrepreneur’s workshop. It integrates mind-fulness, industry, zero tolerance for waste, diligence, foresight, innovation, creative application and resourcefulness. Thrift is about giving every person a future. It has always been the ethic of “the small saver” and the “rising classes.”

Thrift is at the heart of cooperative savings-and-loan institutions – the credit union and a loose network of community development financial institutions (CDFIs) are still standing. Because of their community focus and opportunity ethic these movements are growing and finding new customers everyday. (Witness especially CDFI’s notable new partnership with Starbuck’s through their “Create Jobs!” campaign.) Thrift’s inspiration and its most important by-product is generosity.

From a hardwired perspective, however, generosity precedes thrift. It shows up as an impulse – a baby’s smile or a stranger’s outstretched hand. Seedbeds of generosity are in our dependence upon the group for survival. Most of us want to go deeper because

we have experienced expressions of generosity that leave us surprised by joy. The Good Book captures this in one of its shorter sentences: “God loves a cheerful giver.”

But does that mean we put sentiment in the driver’s seat? To counsel thrift at such moments is not to urge stinginess but to admit we need to do the numbers. The frugal husband or wife worthy of the name is happiest knowing the cold hard facts, including those about our disposition to give.

Take inventory. How much do we spend on ourselves? How much on others? What counts as “waste”? What lies as untapped resources? What do we count as assets that we steward and share: our stuff, our profession, our families and friends? What significant investments, if any, have we made? As we answer, we realize we are in search of an answer to a more fundamental question: “Am I a generous person?”

A rich definition of generosity may help. Christian Smith, a sociology professor at Notre Dame and lead authority on the new science of generosity, defines generosity as “the virtue of giving good things to others freely and abundantly. Generosity also involves giving to others not simply anything in abundance but rather giving those things that are good for others. Generosity always intends to enhance the true wellbeing of those to whom it gives.”

This deceptively simple definition grows in complexity through each sentence. If freedom and abundance define one pole, so do measures of intention and wellbeing. Strikingly it suggests that “true generosity” rules out “mere charity.” Generosity is social, intentional about consequences, to the core. It is not so much about the gift, but the social meaning of the gift exchange.

Hand In Hand

Generosity and thrift go hand in hand to build our capacity to give, just like small prudential investments made over time. Here are some of the ways to grow in generosity:

Tie your giving to a relationship you want to deepen. In a relationship you learn what is needed and can match what you can give. Invest in people, not things, and don’t expect something in return. Start a reciprocal feedback loop strengthening mutual wellbeing.

Plan to make a gift. Longstanding research shows that those who plan their gifts give more.

Allow faith to inspire you. Those who belong to houses of faith that inculcate the discipline give more.

Remember that generosity is not defined by wealth. Those with more money do not necessarily donate more, certainly as a percentage of their wealth.

Guilt or sentiment is not a great motivator in the long term. The cynics and resourced strapped non-profits both remind us that volunteerism always increases around the holidays. Be someone who heeds that call year-round.

Concentrate on the joy and freedom of giving to bestow wellbeing. Studies of older populations show that those who volunteer live longer!

Generous Time Of Year

This time of year is truly defined by generosity. Let's do more than count our blessings. Let us be revived by the thought that we can feel an inexplicable affection for all.

These are tough times for many people. Americans are no longer looking just for jobs but for a living wage with a future dream attached. The great thrift-based parables of abundant caring and sharing have always emerged at times of economic and social upheaval. In the face of industrial revolutions and post-Depression uncertainties, miracles do happen: Scrooge buys the turkey for Tiny Tim and everybody understands that George Bailey is the richest man in the world.

Generous behavior is a light that shines through the darkness. Giving, informed by thrift, by what we have created, earned, nurtured, husbanded, invested in, and saved, is all the more powerful. Make a plan. Initiate a relationship. Take small things and think big. Give.

But there is one more thing. In response to the question of how much one should give, one of the wisest practitioners of the art shared this bright shining sentence: "Give just enough, until it hurts." Real generosity carries with it always the sweet smell of sacrifice. Honor both your thrift and your generosity. Thankfully, you have a whole new year ahead to increase both.

Andrew Kline is the director of the John Templeton Center for Thrift and Generosity at the Institute for American Values.

New York's Bad Bet

By Paul Davies

The New York Times

January 22, 2012

The governor of New York, Andrew M. Cuomo, is sending his state down the same wrongheaded path as other states that are trying to gamble their way out of economic trouble by legalizing commercial casinos.

The casinos might create jobs and generate revenue for state coffers, but those gains would come at a cost that casino supporters ignore or play down. Various studies, including research by the economist Earl L. Grinols at Baylor University, have shown that casinos produce little to no economic spinoff and in fact divert spending away from surrounding businesses like restaurants, movie theaters and live entertainment. In the worst cases, some problem gamblers spend money that is needed for groceries, rent or child support.

More broadly, casinos are nothing more than a regressive tax that extracts wealth from the very citizens who can least afford it. The details of Governor Cuomo's plan — which requires changing the State Constitution — remain largely under wraps but will likely follow the blueprints of other states that have allowed casinos at select locations.

While those casinos are billed as “destination resorts,” they are really convenience casinos — typically the size of a big-box retailer — that rely mainly on repeat gamblers who live in the area. Many are located in rural and working-class towns and cities that cater mainly to low rollers, not James Bond-type jet-setters.

A casino in downtown Cleveland is opening this year in a former department store. Steve Wynn wants to build a “low rise” casino in Foxborough, Mass., near a shopping center and the New England Patriots' football stadium. The Sands opened a casino in Pennsylvania in 2009 on the site of a Bethlehem Steel plant.

Florida, Illinois, Kentucky and Maine are among the states considering similar moves to raise revenue. It is all part of a broader gambling expansion that includes efforts to legalize Internet gambling at the federal level and in several states. New Jersey wants to legalize sports betting.

Thirty years ago, Las Vegas and Atlantic City were the only legal casino destinations in the country. But over the last few decades there has been a steady increase in lottery offerings, riverboat casinos and gambling on Indian reservations. Today, 41 states have some form of casino gambling, and all but 7 have a lottery.

Governor Cuomo is correct that New York — which has a state lottery, casinos on Indian reservations and video lottery terminals at the Aqueduct Racetrack — is already in the gambling business. Many New Yorkers also travel to Atlantic City, Pennsylvania and Connecticut to gamble. But making gambling even more convenient to residents is not the answer to the state's budget or unemployment woes. Lawmakers are sworn to protect residents, not make it easier for them to lose money.

The economist Paul A. Samuelson described gambling as the “sterile transfer of money or goods between individuals, creating no new money or goods.” Warren E. Buffett called gambling a “tax on ignorance.” Governor Cuomo's father, Mario, himself a former governor, understood the negative impact. “There is a respectable body of economic thought that holds that casino gambling is actually economically regressive to a state and a community,” he wrote in a 1994 book, “The New York Idea.”

Indeed, studies show that where casinos are established there is often an increase in crime, bankruptcy, divorce and suicide. A study last year by the University of Maryland, Baltimore County found that one in every 30 state residents had a gambling problem. Those most at risk for developing gambling addictions are single men between the ages of 18 and 29, either African-American or Latino, with less education and income than the overall population.

For New Yorkers, opening casinos closer to home would create new gamblers and prompt many residents to gamble more often, especially low rollers who are more likely to get hooked on slot machines. That has been the case in Pennsylvania, which legalized slots in 2004.

At the Parx Casino in Bensalem, Pa., many gamblers come in an average of three to four times a week — or roughly 150 to 200 times a year, David Jonas, the former president and the chief operating officer of the casino, said at a gambling conference in 2010.

Over all, the number of calls to Pennsylvania's problem gambling help line jumped by 26 percent in the first quarter of last year, according to the Pennsylvania Council on Compulsive Gambling.

New York can expect the same payoff from its bad bet.

*Paul Davies, a journalist and a fellow at the Institute for American Values,
edits an anti-gambling blog.*

The Debt Crisis We're Ignoring

By Andrew Yarrow

The Philadelphia Inquirer

January 17, 2012

While Washington has spent the last year (and much of the last quarter-century) fighting about the national debt, most of our leaders have blithely ignored America's staggering level of household debt. The subject has barely been broached by the White House or in the campaign for the Republican presidential nomination.

Despite an uptick in the savings rate following the Great Recession, U.S. households are still struggling to build wealth. Indeed, that modest increase in the personal savings rate - to a still-paltry 5 percent - stems from debt repayment, not asset growth.

Thanks largely to the housing bust, Americans' average assets fell 23 percent from 2007 to 2009. By the middle of 2011, household debt stood at 115 percent of after-tax personal income, according to the Federal Reserve. As household debt inched downward between April and June, household wealth also fell.

Worse, one in four U.S. households has a negative net worth, or more debt than assets, according to the Economic Policy Institute. One in 45 households suffered a foreclosure in 2010, and an estimated 1.5 million Americans filed for bankruptcy last year.

Most of those who aren't in the red still have scant savings. Fifty-six percent of workers and 54 percent of retirees have less than \$25,000 in savings, and only 45 percent of workers participate in retirement-savings plans, according to the Employee Benefit Research Institute. Even relatively affluent Americans have frighteningly little in the way of assets.

Of course, millions of Americans can't save because they can't earn more than enough to cover their basic needs. With a quarter of American children in poverty, a sixth of workers unemployed or underemployed, and a fifth of adult workers earning \$10.65 an hour or less, we need to generate more good jobs to help families build assets.

Yet most Americans can save, and we have done so before. As recently as the 1980s, the U.S. savings rate topped 10 percent. And looking ahead, younger Americans will likely have to save more for education, health care, and retirement.

Which brings us to the oft-maligned concept of thrift. It's a topic that would have been in the news nearly a century ago around this time of year, when the nation

kicked off National Thrift Week on Benjamin Franklin's birthday, which is today. Thrift Week, which is being revived in Franklin's hometown of Philadelphia, promoted not only saving, but also the value of conservation, efficiency, and frugality.

Then, as now, the call to thrift was spurred by a sense that Americans were spending beyond their means and wasting resources. "The American people are prodigal in the highest degree," wrote Arthur Chamberlain, a leading apostle of the thrift movement of the 1910s and '20s. "They are, as a general rule, wasteful of personal and natural resources."

The motley movement included conservationists denouncing the clear-cutting of forests and prohibitionists railing against those wasting their paychecks in saloons. But it also embraced those who staunchly believed in private- and public-sector action to promote thrift.

Bankers, union leaders, and schoolteachers joined social reformers, government officials, and charitable organizations such as the YMCA in major public-awareness campaigns, telling Americans how and why they should save. Savings banks were organized in thousands of schools, and more than four million children had school-based savings accounts by 1927. The postal savings system provided a safe, accessible place for small depositors to invest from the '10s through the '60s.

Our current personal debt and savings crisis suggests we might gain much from revisiting some of these ideas. As the U.S. Postal Service flounders, reviving postal savings could repurpose community post offices. Mandatory saving policies could improve Americans' retirement security. In the 2008 presidential campaign, Hillary Clinton called for government-issued "baby bonds" like Britain's to help families save for college. Others have proposed selling "savings tickets" at lottery outlets, with purchasers eligible for prizes. We might even take a page from the Italians, who are being encouraged to buy a stake in their national debt, saving while they help alleviate a fiscal crisis.

Some proposals to promote saving may elicit partisan fire, but the fundamentals of thrift are decidedly nonpartisan. While America needs to foster greater opportunity and economic security, it also needs to encourage wiser use of the resources we have.

Andrew L. Yarrow teaches history at American University and is a senior fellow at the Institute for American Values. He is writing a book about the American thrift movement.

Cuomo vs. Cuomo on casinos: Andrew, heed Mario

By David Blankenhorn and Andrew Yarrow

New York Daily News

January 4, 2012

As Gov. Andrew Cuomo makes his case this week for amending the New York State Constitution to legalize casino gambling, we should also listen to his father, former Gov. Mario Cuomo. While the current governor seems likely to trot out familiar talking points — that casinos will generate revenues for state government and create jobs — his father bluntly said in 1994 that bringing casinos into a state “doesn’t generate wealth, it just redistributes it.” He warned that, if the Legislature proposed a constitutional amendment to bring casinos to the state, he might “fight the proposal in public debate.”

In his 1994 book, “The New York Idea,” Mario Cuomo cited civic, religious, personal and economic reasons for his opposition to casinos. “There is a respectable body of economic thought that holds that casino gambling is actually economically regressive to a state and a community,” he wrote.

By contrast, in a Dec. 26 Daily News story, Andrew Cuomo argued that “the economic boost from casino gambling far outweighs the increase in crime and compulsive gambling and other social ills that critics say the industry fosters.”

Who is right, the father or the son?

Economists broadly agree with the father. “Casino gambling is not just economically regressive, it is sociologically destructive to the community,” economics Prof. Mary O’Keeffe of Union College has said.

Prof. Robert Frank of Cornell concurs: “Legalized casino gambling encourages people to pin their hopes on games of chance that are stacked against them. Those who are determined to gamble will find some way to do so, but why lend government’s imprimatur to predators’ efforts to exploit people who can least afford to bear the inevitable losses?”

And speaking of a “respectable body of economic thought,” Paul Samuelson, one of the 20th century’s foremost academic economists, instructed millions of students in his best-selling textbook that gambling “involves simply the sterile transfers of money or goods between individuals, creating no new money or goods.” He continued: “Although it creates no output, gambling does nevertheless absorb time and resources. When pursued beyond the limits of recreation . . . gambling subtracts from the national income.”

Mario Cuomo also grasped that casinos tend to rip off the poor and harm communities. He poignantly remembered the effects of race track gambling in the poor neighborhood where he grew up: “My father owned a grocery store in Queens and he gave credit to people, and he resented when people didn’t pay him, but they did go to the bookmaker and pay him. The best-dressed guy in the neighborhood was the bookmaker.”

His son would do well to grasp the same point.

While the casino lobby likes to portray casinos as lavish, Monte Carlo-style “resorts” catering to the wealthy and glamorous, the reality is quite different. Most casinos today are little more than “slot barns” preying on the poor and vulnerable, just like the bookmaker in Queens was doing in the 1930s. Most revenue from today’s casinos is not from high rollers who have flown in from faraway places to stand in front of roulette wheels or dice tables, but from nearby residents who sit in front of high-speed slot machines that employ merciless algorithms to separate them from their money. Former Mayor Fiorello LaGuardia called slot machines “mechanical pickpockets.”

Not only is most of the clientele for casinos the working poor and the elderly hoping for an impossibly “lucky break,” but studies show that casinos increase the risk of overindebtedness, credit delinquency and bankruptcy. Nearby casinos elevate the incidence of at-risk, problem and pathological gambling and are also associated with higher crime in areas where they are located.

The current Gov. Cuomo says that — given the lottery, race tracks and other related gaming — New York is already in the gambling business (as are 47 other states), and that if it doesn’t open casinos, the potential take will keep going to Atlantic City, Connecticut and elsewhere. But research shows that new casinos do not so much alter gamblers’ destinations as create new gamblers and more gambling, with all the attendant problems of debt, addiction and crime.

When asked this same question 18 years ago, Mario Cuomo responded: “There is no question that we have made concessions to gambling. All I’m saying is, enough is enough. Casinos are a whole different breed. It changes communities.”

Indeed it does. As Mayor Bloomberg, an opponent of gambling who, nonetheless, has pledged to support the governor, said: “History shows it really doesn’t do much for the neighborhoods around casinos.”

Blankenhorn is president of the Institute of American Values. Yarrow, who teaches at American University, is the author of “Measuring America: How Economic Growth Came to Define American Greatness in the Late Twentieth Century.”

More Casinos? Think Again

By David Blankenhorn

Albany Times Union

January 2, 2012

Gov. Andrew Cuomo, Senate Majority Leader Dean Skelos and Assembly Speaker Sheldon Silver seem to have agreed, apparently without consulting anyone except one another and some casino industry lobbyists, that we should bring casino gambling to New York. This might be announced to the public in a matter of days. If so, it's a terrible idea wrapped in a cynical process.

Cuomo says that he has already decided in favor of casino gambling and will urge the Legislature to take steps to change the state constitution to permit casino gambling.

And as that vote in Albany takes place, what does the governor envisage as his next step?

He has said that his next move will be to “research the issue” and have his administration “do our homework” and “put together intelligent committees and do a real study.”

But isn't that exactly the opposite of what the process should be? Wouldn't it make sense for the governor and his team to study this issue first — learn a little something — and then decide what they believe and want to do?

Shouldn't any responsible leader think first and then act, rather than the other way around?

There's actually a lot to learn about casinos. For example, the casino lobby brags that casinos will create jobs and it's true that any new economic activity — from loan sharking to triple-X movie theaters — will create jobs.

But research shows that only some of these activities actually contribute to economic growth, and casinos — mainly because they produce nothing of value — are not among them. Some research suggests that casinos actually retard economic growth. Paul A. Samuelson, whose “Economics,” is the largest-selling economics textbook of all time, concludes that gambling “involves simply the sterile transfers of money or goods between individuals, creating no new money or goods. ... When pursued beyond the limits of recreation, where the main purpose after all is to ‘kill time,’ gambling subtracts from the national income.”

In his book, “The New York Idea,” former Gov. Mario Cuomo writes that “there is a respectable body of economic thought that holds that casino gambling is actually economically regressive to a state and a community.”

As he put it in an interview with the New York Times in 1994, bringing casinos into a state “doesn’t generate wealth, it just redistributes it.”

The reporter interviewing him pushed back:

Why didn’t the then-governor publicly oppose racetrack betting? Why did he push for an expansion of the state Lottery?

Cuomo answered:

“There is no question that we have made that concession to gambling. All I’m saying is, enough is enough. Casinos are a whole different breed. It changes communities.”

My colleagues at the Institute for American Values recently surveyed New York state economists on this issue. The results are not definitive, since we received only 64 responses from the 126 scholars we contacted. But of those who responded, 69 percent believe that casino gambling is economically regressive to a state and a community.

Surely, if the issue is changing not only our communities but our state constitution, the burden of proof — the requirement of presenting actual evidence and giving serious explanations that have been vetted by serious people — must be borne primarily by those who seek the change.

Surely it’s not too much to ask of our leaders in this case that they bear this burden responsibly and with integrity and that they therefore take a period of time actually to think, and to allow us to think along with them, before they act.

It’s not too late, Governor Cuomo, Leader Skelos and Speaker Silver, to get this issue right.

David Blankenhorn is president of the Institute for American Values in New York City.

Thrift Week? It Makes Sense

By Gerald P. Cuddy and David Lapp

The Philadelphia Inquirer

January 17, 2010

As the economy pulls out of the recession, ask yourself this simple question: Should we revert back to a personal savings rate of below zero—back to the mindless consumerism and independence-killing indebtedness that helped start this recession?

It's clear that when it comes to use of money and resources, we need a better set of guiding principles. But we don't have to invent these principles—we can draw inspiration from one of our own great, though largely forgotten, traditions: National Thrift Week.

National Thrift Week began Jan. 17, 1916 - the anniversary of the birth of Benjamin Franklin, the “American Apostle of Thrift”—and soon spread to more than 300 cities and communities across the country. Scores of civic, religious, business, and youth-serving organizations sponsored the event.

Savings banks partnered with schools to help children open their own savings accounts. Businesses set up programs for employee savings. Communities held parades. Civic leaders gave speeches. Preachers gave sermons. Beginning with Woodrow Wilson, U.S. presidents issued proclamations in praise of thrift. The movement was so popular that, in 1927, organizers reported “some hundred odd addresses” at Kiwanis and Rotary Club meetings across the country, and the “life and work of Benjamin Franklin were featured at many of these meetings.”

National Thrift Week promoted practices that are as sound today as they were a century ago: Work hard, make a budget, stick to that budget, establish a savings account, carry life insurance, pay bills on time, and invest prudently.

But the leaders of National Thrift Week didn't limit their vision to encouraging sound financial management. They had a higher purpose in mind. They invited Americans to cultivate thrift as a virtue. They believed that thrift, instilled early in life and practiced diligently, is an “affair of character,” that helps build integrity, responsibility, stewardship of resources, and generosity to others.

In this larger sense, thrift enables and drives generosity—which is why one day of National Thrift Week was “Share With Others Day.” As one thrift leader explained, people are “under obligations to treat material resources as a sacred trust and to share

a definite and liberal proportion of them with others by giving to the church and to worthy individuals and causes.” Precisely because a person is thrifty—because he or she wants to use resources wisely for the sake of human flourishing—that person is also generous.

It’s this broad, rich vision of thrift that all Americans—bankers and environmentalists, Republicans and Democrats, Wall Street executives and Main Street small-business owners - can rally around today.

A revival of National Thrift Week offers endless opportunities for civic and business engagement. Banks and credit unions could partner with local schools or youth organizations to establish savings clubs for young people and to teach about the “miracle of compound interest.” Community groups could sponsor classes in budgeting and savings. Greening of America projects could build “thrift cadres” for local conservation and recycling efforts. Organizations from various sectors could work together.

For instance, *Boys’ Life* magazine (official magazine of Boy Scouts of America), the Institute for American Values (a think tank), and the John Templeton Foundation are already teaming up to hold a thrift quiz, in which 10 young people will win a \$500 savings bond. Businesses and foundations could similarly partner with schools and youth-serving organizations to educate young people about thrift.

What got us into the economic downturn is a corrosive culture of debt, waste, and arrogance. What will put us on the path toward sustainable, shared prosperity is a culture of thrift. Bringing back National Thrift Week would be a good start—and the home of America’s Apostle of Thrift is the perfect city to lead the way.

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David Lapp is a research assistant at the Templeton Center for Thrift and Generosity at the Institute for American Values in New York.

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- Slot machine smashing, Karen Tararache, *YNN Hudson Valley*, 10/15/2013
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- Social impact of gaming in America, Harold Brubaker, Philly.com, 09/30/2013
- They Don't Cut Ribbons for Casinos, David Mills, *First Things First Thoughts*, 09/30/2013
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- The Ugliness of Gambling, R. R. Reno, *First Things First Thoughts*, 09/30/2013
- The Impact of Casino Gambling, Father John Flynn, *Zenit*, 09/30/2013
- David Blankenhorn, Kate Breslin, Siena Poll, IOGA, Susan Arbetter, *Capital Pressroom*, 09/30/2013
- On second thought, repeal casinos, Carlo Rotella, *Boston Globe*, 09/27/2013

- Casino Amendment No Sure Bet, Editorial Board, *Rochester Democrat and Chronicle*, 09/26/2013
- As more states back casinos, inequality rises, Editorial Board, *Christian Science Monitor*, 09/25/2013
- Casino Opponent Discusses Drawbacks of Expansion, Rachel Barnhart, *Rochesterhomepage.net*, 09/25/2013
- The harm that casinos do, David Frum, *CNN.com*, 09/24/2013
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- Casino gambling deepens inequality, study finds, Eric Schulzke, *Deseret News*, 09/23/2013
- Anti-casino campaign kicks into high gear, Yancey Roy, *Newsday*, 09/23/2013
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- State vote on casinos is a test of confidence as 'inevitability' looms large, Tom Precious, *The Buffalo News*, 09/15/2013
- In Praise of Thrift: An Old Idea for a New Economy, Lori Blatzheim, *Get Rich Slowly*, 02/08/2011
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- Turning a Culture of Debt into a Culture of Thrift, John Hall, *Associated Baptist Press*, 04/12/2010
- Thrift Is the New Fashion, Daniel Gross, *Newsweek*, 11/03/2008
- The Great Seduction, David Brooks, *New York Times*, 06/10/2008

III. Books

- *American Thrift: A Reader*, Edited by David Blankenhorn and Andrew F. Kline, Broadway Publications, 2013
- *Franklin's Thrift: The Lost History of An American Virtue*, Edited by David Blankenhorn, Barbara Dafoe Whitehead and Sorcha Brophy-Warren, Templeton Press, 2009
- *Generosity Unbound: How American Philanthropy Can Strengthen the Economy and Expand the Middle Class*, Claire Gaudiani, Broadway Publications, 2010
- *New York's Promise: Why Sponsoring Casinos is a Regressive Policy Unworthy of a Great State*, Institute for American Values, 2013
- *Thrift: The History of an American Cultural Movement*, Andrew Yarrow, University of Massachusetts Press, December 2014 (forthcoming)
- *Thrift and Thriving in America: Capitalism and Moral Order from the Puritans to the Present*, Joshua Yates and James Davison Hunter, Oxford University Press, 2011
- *Thrift: A Cyclopedic*, David Blankenhorn, Templeton Press, 2008

IV. Briefs

- "10 Reasons a Scout is Thrifty," David Blankenhorn, Boy Scouts of America, 2010

V. Contests

- Thrift Challenge Contest, Boy Scouts of America and IAV, February 2010

VI. Curriculum

- *Teaching Thrift: A Curriculum*, Institute for American Values, 2014 (forthcoming)

VII. Documentaries, Podcasts, and Videos

- Amber Lapp on National Thrift Week, Institute for American Values, 2011
- “Are Casinos Like Cocaine for the Brain? A conversation with Hans C. Breiter, M.D., Psychiatrist and Neuroscientist, Northwestern University Feinberg School of Medicine; Paul Davies, Maggie Walker Fellow, IAV; and Kathleen Kovner Kline, M.D., Chief Medical Officer at the Consortium. Hosted by David Blankenhorn, President, IAV. New York City, April 26, 2012.
- “Beyond Our Means: Why America Spends While the World Saves.” A Conversation with Sheldon Garon, Nissan Professor of History and East Asian Studies at Princeton University. Hosted by Barbara Dafoe Whitehead, Director of Civil Society Initiatives, IAV and held at IAV’s Center for Public Conversation in New York City, Nov. 10, 2011.
- “Does New York Need More Casinos? – with Robert Frank, Cornell University,” Institute for American Values, 2013.
- “Does New York Need More Casinos? – with William Johnson,” Institute for American Values, 2013.
- “Does New York Need More Casinos? – with Paul Davies,” Institute for American Values, 2013.
- *Faith and Credit: Rita Haynes*, Faith Community United Credit Union, Institute for American Values, 2013.
- “Generosity Unbound.” A Conversation with Claire Gaudiani, author of *Generosity Unbound: How American Philanthropy Can Strengthen the Economy and Expand the Middle Class*, and David Blankenhorn, President, IAV. Held at IAV’s Center for Public Conversation in New York City, September 23, 2010.
- “The Smartest Guys Not in the Room,” Stop Predatory Gambling, 2012.
- “Smash A Slot Machine,” Institute for American Values, 2013.
- “Smash A Slot Machine, Part 2: Press Conference,” Institute for American Values, 2013.
- “Thrift: In Search of the Art of Living Well,” Institute for American Values, 2011.

- “Thrift Week 2012: A Conversation on ‘A Thriftier Philadelphia,’ Institute for American Values. January 18, 2012.
- “Thrift Week 2012: Keynote Address by Jeremy Nowak, President and CEO, William Penn Foundation and Chairman, Federal Reserve Bank of Philadelphia. January 18, 2012.
- “Thrift Week 2012: Thrift across America,” Institute for American Values. January 18, 2012.
- “Thrift Week 2012: Why Thrift? Why Here? Why Now,” Institute for American Values, January 18, 2012.
- “Will Inflation Gut the American Saver?” A Conversation with William P. Mumma, President and CEO of Mitsubishi UFJ Securities USA and Barbara Dafoe Whitehead, Director of Civil Society Initiatives, IAV. Hosted by Sean Fieler, Managing Member of Equinox Partners, LP and held at IAV’s Center for Public Conversation in New York City, June 9, 2011.

VIII. Editorial Board Meetings

- September 24, 2013: *Syracuse Post-Standard*
- September 25, 2013: *Rochester Chronicle & Democrat*
- September 26, 2013: *Albany Times Union*
- October 10, 2013: Lower Hudson, *Journal News*
- October 24, 2013: Eleanor Randolph, *New York Times* (via telephone)
- January 16, 2014: *Gainesville Sun*
- February 10, 2014: *Tampa Bay Times*
- February 11, 2014: *Tampa Tribune*
- February 12, 2014: *Orlando Sentinel*

IX. Exhibitions

- Thrift: In Search of the Art of Living Well, 2008

X. Radio and TV Broadcasts

- Debating New York's Gambling Ballot Question, WYNC, 11/4/2013
- Voters Consider Las Vegas-style Casinos in New York, WNYC, 11/1/14
- David Blankenhorn discusses casinos, *The Road to City Hall*, NY1, 10/30/13
- How to kill a slot machine, Rick Karlin, *Albany Times Union* blog Capital Confidential, 10/15/2013
- Casino opponents smash slot machine outside Capitol, Jon Campbell, *Poughkeepsie Journal*, 10/15/2013
- David Blankenhorn and NY casino gambling, Phil Reisman, *The Phil Reisman Show*, 10/09/2013
- Glenn Loury and David Blankenhorn, The Glenn Show, Bloggingheads.tv, 10/07/2013
- Opposition to Gambling Amendment Heats Up, Karen DeWitt, WXXI News, 09/30/13
- Casino amendment draws opposition, Karen Dewitt, North Country Public Radio, 09/30/2013
- NY Voters Polled On Casino Gambling, Dave Lucas, WAMC Northeast Public Radio, 09/30/2013
- Gambling Proposition Opponents Make The Rounds, Randy Gorbman, WXXI News, 09/25/2013
- Slot Machines: The Big Gamble, Lesley Stahl, *60 Minutes*, 1/9/11

XI. Reports

- *An American Declaration on Government and Gambling, Stop Predatory Gambling*, 2012
- *Evaluating Thrift: A Report*, Institute for American Values, 2014
- *For a New Thrift: Confronting the Debt Culture*, Commission on Thrift, Institute for American Values, 2008

- *The Incredible Shrinking Problem: Gambling Research and the Politics of Expert Knowledge*, Barbara Dafoe Whitehead, Institute for American Values, 2014 (forthcoming)
- *Interconnections between Thrift and Marriage: Salient Themes in the Research Literature*, Alex Roberts, Institute for American Values, 2010
- *Seniors in Casino Land: Tough Luck for Older Americans*, Amy Zietlow, Institute for American Values, 2013
- *Stacked Deck: Inside the Politics of New York's Dishonest Casino Plan*, Paul Davies, Institute for American Values, 2013
- *Thrift or Debt: Which Direction is Right for Texas?*, The Texas Thrift Coalition, Institute for American Values, 2011
- *The Way to Wealth*, A team of researchers led by Amber Lapp, Institute for American Values, 2014
- *Why Casinos Matter: Thirty-One Evidence-Based Propositions from the Health and Social Sciences*, The Council on Casinos, Institute for American Values, 2013
- *Why Thrift Matters: How Thrifty Are Americans?: The Thrift Quiz and Thrift Index*, Institute for American Values, 2012
- *Why Thrift Matters: 20 Propositions*, Barbara Dafoe Whitehead, Charles E. Stokes, Amber Lapp, Institute for American Values, 2012

XII. Surveys

- “New York Economists Agree: Casinos Are a Bad Bet for the Empire State,” January 3, 2012

XIII. Symposiums, Lectures, Panel Discussions, and Other Public Events (in reverse chronological order)

- “Gambling Addiction and Society: Thinking Anew,” (Discussion of the report, *The Incredible Shrinking Problem: Gambling Research and the Politics of Expert Opinion*), Boca Raton Resort & Club in Boca Raton, Florida, July 24-25, 2014

- “Casino Gambling and Older Americans,” (Release of the report, *Seniors in Casino Land: Tough Luck for Older Americans*), Stetson University College of Law, Tampa Law Center, 2nd Floor Seminar Room, February 27, 2014
- Luncheon and film screening of *Faith and Credit: Rita Haynes*, Faith Community United Credit Union, National Thrift Week, Philadelphia, PA, January 17-23, 2014
- Thrift Crawl with Goodwill, National Thrift Week, Philadelphia, PA, January 17-23, 2014
- “The Way to Wealth” Workshops, IAV leaders, held at various locations, including People for People, Inc.; YMCA Y Achievers; Good Will Job Circle; and James Madison Institute, National Thrift Week, January 17-23, 2014
- Teachers Workshop on Thrift, Historical Society of Pennsylvania, National Thrift Week, January 17-23, 2014
- A Community Forum on the “Pros and Cons” of Proposition 1 (Jim Bertolone, President of the Rochester AFL-CIO vs. David Blankenhorn, IAV), Asbury First United Methodist Church, Rochester, NY, October 28, 2013
- “The Casino Gaming Referendum: A Panel Discussion” (John Crotty, New York State Gaming Commission; Hon. John Bonacic, New York State Senate; Hon. Gary Pretlow, New York Assemblyman; and David Blankenhorn, IAV). Hosted by the NYC Citizens Budget Commission, The Yale Club, New York City, October 21, 2013
- “A Debate on the Casino Gaming Referendum” (Ken Pokalsky, Business Council of New York State, and Marc Baez, Citizens for NYS Gaming Inc. vs. Stephen Shafer, Coalition Against Gambling in New York, and David Blankenhorn, Institute for American Values), Maxwell School of Public Affairs, Syracuse University, October 16, 2013.
- Slot Machine Smashing and Press Conference, IAV Leaders, Albany, NY, October 15, 2013
- “Why Casinos Matter,” Press Luncheon, Center for Public Conversation, IAV, NYC, September 17, 2013
- “Second Annual Teacher’s Institute on Thrift,” Historical Society of Pennsylvania, July 14-17, 2013

- “Personal Financial Education: What Research Tells Us” Andrew T. Hill, Economic Education Advisor, Federal Reserve Bank of Philadelphia, Historical Society of Pennsylvania, National Thrift Week, Philadelphia, PA, January 17-23, 2013
- “First Annual Teacher’s Institute on Thrift,” Historical Society of Pennsylvania, Philadelphia, PA, July 29-August 2, 2012
- “Is Thrift Good for America?” A Conversation with Sheldon Garon, Nissan Professor of History and East Asian Studies at Princeton University and James Livingston, Professor of History at Rutgers University, held at the Historical Society of Pennsylvania. Moderated by David Blankenhorn, President, IAV, August 1, 2012.
- “Are Casinos Like Cocaine for the Brain?” A Conversation with Hans C. Breiter, M.D., Psychiatrist and Neuroscientist, Northwestern University Feinberg School of Medicine; Paul Davies, Maggie Walker Fellow, IAV; and Kathleen Kovner Kline, M.D., Chief Medical Officer at the Consortium. Hosted by David Blankenhorn, President, IAV. New York City, April 26, 2012.
- “A Thriftier Philadelphia.” A panel discussion moderated by David Blankenhorn and featuring the release of *Why Thrift Matters* and the first ever U.S. thrift index. (Jeremy Nowak, President and CEO, William Penn Foundation and Chairman, Federal Reserve Bank of Philadelphia, gave the lunch keynote address.) National Thrift Week, Philadelphia, PA, January 17-23, 2012
- “Beyond Our Means: Why America Spends While the World Saves.” A Conversation with Sheldon Garon, Nissan Professor of History and East Asian Studies at Princeton University. Hosted by Barbara Dafoe Whitehead, Director of Civil Society Initiatives, IAV and held at IAV’s Center for Public Conversation in New York City, Nov. 10, 2011.
- Philadelphia Thrift Leaders Roundtable, People for People, Inc., National Thrift Week, Philadelphia, PA, January 17-23, 2011
- “Generosity Unbound.” A Conversation with Claire Gaudiani, author of *Generosity Unbound: How American Philanthropy Can Strengthen the Economy and Expand the Middle Class*, and David Blankenhorn, President, IAV. Held at IAV’s Center for Public Conversation in New York City, September 23, 2010.

XIV. Websites

- IAV | Gambling: <http://americanvalues.org/gambling/>
- IAV | Thrift: <http://americanvalues.org/thrift/>
- IAV | Thrift Collection: <http://americanvalues.org/thrift-collection/>
- IAV | Teaching Thrift: <http://americanvalues.org/teaching-thrift/>
- Get Government Out of Gambling (blog):
www.getgovernmentoutofgambling.org