2020 has been an unprecedented year that has brought into sharp focus the urgent need for public banking and postal banking.

As the country faced the coronavirus shutdown and its disastrous economic aftermath, the Public Banking Institute responded with the following initiatives:

- We wrote Open Letters to Congress, Governors and State Treasurers to outline our recommended immediate actions that would enable swift delivery of relief funds to individuals and states. The recommendations included establishing state-owned banks so states could tap into the Fed’s virtually interest-free money to respond to the multiple crises at hand.

- We released a strong media campaign about these recommendations that resulted in many high-profile radio and online interviews.

- We produced virtual Town Halls in New York, Colorado, California, Connecticut, Philadelphia, and Florida, with more to come in Ohio, Oregon, Alabama and Pennsylvania. These Town Halls have kicked the public banking movements in those regions into high gear and have inspired elected officials to work toward implementing public banks.
Banking in the Public Interest

PBI has managed to do all this with a bare-bones budget and volunteers.

- We created a video campaign, producing two multi-part series of short videos for our social media channels, gaining thousands of views and increasing our reach.

- We launched PBI LIVE, a new half-hour livestream show that examines the human side of the current economic crisis and how public banks and postal banks could make a real difference in people’s lives. PBI’s Board and Advisory Board participate with their analyses and insights.

- We substantially expanded the reach of the in-depth podcast It’s Our Money with Ellen Brown by adding the episodes to our YouTube channel.

- Jayuan Carter volunteered his time as Organizational Outreach Liaison to develop relationship and common purpose with allied organizations.

Our communications strategy has successfully increased PBI’s reach and momentum in the face of real crises, when the need to drive mainstream awareness about public banking is more important than ever. We are on the launching pad, ready to catapult public banking into manifestation.