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FOR IMMEDIATE RELEASE

KBYU Eleven Partners With Community To Offer “Economic Cents”

KBYU Eleven presents Economic Cents, programs focused on the current economic crisis and making it through tough times in Utah.

PROVO, UT (October 01, 2009) – KBYU Eleven, in partnership with organizations across Utah, will air programs focused on the economic crisis each Friday evening in October and November as part of a project entitled “Economic Cents.” Economic Cents emphasizes turning to trusted local resources for assistance with financial pressures.

Each Friday evening in October the programs will incorporate informative specials on varying financial topics with spotlights on specific Utah resources. Beginning on October 9th, Eleven will air programming focused on managing your money with the following Fridays focused on employment, relationships and foreclosure. In November, the scheduled programs will include call-in opportunities for viewers to get advice from financial experts both on- and off- the-air.

“We’re aware that the worldwide economic downturn is having far reaching affects that are impacting Utah families,” says KBYU Eleven’s station manager, Diena Simmons. “Utah already has the resources in place to help people deal with financial hardship; KBYU Eleven is a bridge between our viewers and the resources.”

The scheduled programs are just the beginning of a long-term partnership with organizations state-wide, which was put together as part of Eleven’s commitment to the community. KBYU Eleven initiated the collaboration between these organizations in an effort to more effectively teach financial literacy in Utah. KBYU Eleven will continue to work on Economic Cents through 2012 as part of a multi-year initiative on financial literacy.

The key message of Economic Cents is that there are options for those in difficult financial situations and that one of the best places to find the resources is 2-1-1 Resource and Information, a help line whose mission is to answers questions, provide assistance and offer help. 2-1-1 representatives provide a free and confidential service that directs viewers to reputable public and private agencies that can ease financial worries. Eleven has also provided a website with access to information about the programs and resources for relief that is available at www.kbyutv.org/economiccents.

KBYU Eleven’s Economic Cents is designed to be a trusted place to turn for direction in the current economic confusion.

KBYU Eleven is a viewer-supported public television service of Brigham Young University and broadcasts to the state of Utah. Nearly one million viewers tune in each week for educational, entertaining, and uplifting programs. For more information, visit www.kbyutv.org. Economic Cents is produced in partnership with The Utah Housing Coalition, Community Action Services and Food Bank, USU Extension



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Services, Community Action Partnership of Utah, United Way of Utah County, AAA Fair Credit Foundation, Utah Department of Workforce Services, and LDS Employment Resource Services.

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