



Quality programs that inform, involve and inspire

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KCTS 9 ADDRESSES FINANCIAL ISSUES, SOLUTIONS IN 3-PART ECONOMIC SPECIAL IN MARCH

*KCTS 9 proudly presents **Tough Times: Rising Above the Financial Crisis: A KCTS 9 Special Report**, focusing on the current economic crisis—its effects and solution—in the Pacific Northwest, including Canada's Pacific Coast region.*

SEATTLE—KCTS 9, Seattle's PBS affiliate, will air a three-part series in March focusing on the economic crisis, its effects and solutions, in the Pacific Northwest and the Pacific Coast region of Canada. Hosts Enrique Cerna of *KCTS 9 Connects* and Josephine Cheng of *About The Money* explore the major financial issues impacting the Northwest and offer tangible help to viewers impacted by the economic crisis. Community partners WorkForce, WorkSource, Washington 211, the Department of Financial Institutions and AARP are working with KCTS 9 to directly serve viewers in need of solutions, and GMA Research will provide research and audience survey support.

Each one-hour episode, filmed live with a studio audience, will feature solution-focused information, in-studio interviews with financial experts, and in-depth analysis and commentary, as well as interactive elements online—including producer blogs, story sharing, video online extras and more. All three programs will also be dubbed in Spanish and broadcast on V-me, KCTS 9's digital channel providing Spanish-speaking viewers with free, high-quality public television programming and resources.

"The nation's economic crisis is having an unprecedented impact that we're just beginning to feel here in the Northwest. The global magnitude is leaving some of our viewers feeling like they don't know where to turn," says program co-host Enrique Cerna. "**Tough Times: Rising Above the Financial Crisis** is designed to help our community come to terms with what's happening—and out of that, empower individuals to take action and begin to emerge from the crisis more quickly than we otherwise might."

"**Tough Times** is the latest effort from KCTS 9 to address how viewers can take control of their own situations—connecting people with the resources they need," says program co-host Josephine Cheng of KCTS 9's **About The Money**. "Public television is in a unique position to assist viewers in finding solutions; as a local, nonprofit organization, our community comes first. With these programs, we're able to connect our region's workers, homeowners and investors to trusted information and resources that provide valuable assistance and solutions for unemployment, mortgage problems and the consequences of foreclosure, eviction and personal finance."

Part I – Unemployment

With regional unemployment numbers nearly double year-to-year, without accounting for massive layoffs from WaMu, Paccar and others set to occur later this year, KCTS 9 will examine the local job outlook: which sectors are most vulnerable; *what you can do if you lose your job*; and where to find retraining and job-hunting help. **Airs Tuesday, March 3, at 7 p.m.** Rebroadcasts on KCTS 9: Friday, 3/6, at 7 p.m. and Sunday, 3/8, at 10 a.m. On V-me: Friday, 3/6, and Saturday, 3/7, at 7 p.m.

Part II – Housing

Home prices are falling fast, but precious few are buying, leaving a glut of houses on the market. Meanwhile, layoff victims are faced with selling at a loss or inevitable foreclosure. Downtown, the loss of WaMu is contributing to skyrocketing office space vacancies. We examine the state of real estate: current home prices; is it a good idea to buy or sell right now; *what you can do if you are at risk of losing your home or eviction from a rental*; and the developing drama in the downtown real estate sector. **Airs Tuesday, March 10 at 7 p.m.** Rebroadcasts on KCTS 9: Friday, 3/13, at 7 p.m. and Sunday, 3/15, at 10 a.m. On V-me: Friday, 3/13, and Saturday, 3/14, at 7 p.m.

Part III – Personal Finance

While homeowners who took advantage of zero-down mortgages and the seemingly endless housing bubble were the first to lose in the subprime meltdown, others are suffering, too. Average people who bought homes they could afford and paid their bills on time are watching their investments and retirement accounts tumble. In the third installment, we take an in-depth look at investing: what you should do about your dwindling 401k or IRA; what investments are safest and riskiest now; how safe your bank is; and what you can ultimately do with your hard-earned money. **Airs Tuesday, March 17 at 7 p.m.** Rebroadcasts on KCTS 9: Friday, 3/20, at 7 p.m. and Sunday, 3/22, at 10 a.m. On V-me: Friday, 3/20, and Saturday, 3/21, at 7 p.m.

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The KCTS 9 mission is to improve the quality of life in the communities we serve by providing meaningful programming on air, on line, and in the community that informs, involves and inspires.