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You Decide: KQED Asks What You Think About the Economy

-- Award-winning You Decide exercise challenges users' assumptions about economic issues -

January 5, 2010, San Francisco --- While indicators are pointing to economic recovery, many Americans are still struggling with the financial problems they face. To help make sense of confusing fiscal issues, public media organizations across the nation are producing stories and creating interactive tools and other resources related to the economy. KQED is proud to announce a new series of interactive You Decide activities (www.kqed.org/youdecide) focused on economic issues, on both the personal and policy levels.

The award-winning You Decide project has been visually reworked and focuses on a series of economic policy debates, allowing visitors to weigh the pros and cons of different options facing the government and individuals. Users are initially engaged by a provocative question, and are then presented with a series of facts and other visuals meant to challenge the users' initial presumptions. At the end of each activity, armed with more information and statistical evidence, the user is encouraged to reconsider his or her original opinion. A discussion space and links to more information are also provided. You Decide widgets and embed codes are available to any organization or individual who wants to feature You Decide on a website. There is also a widget available that will always update to feature the latest You Decide activity.

Some activities have already launched and include the following topics and questions:

- Stimulus spending: Is stimulus money for transportation and infrastructure going to the wrong states?
- Debt vs. savings: Should you spend more money to help boost the economy?
- Job retraining: Should the federal government pay for laid-off workers to go back to school?
- Home buying: Is now a good time to buy a home?

Future topics in the series include green energy, urban renewal, employment costs, and more.

KQED originally produced more than thirty of these popular online "devil's advocate" activities between 2001 and 2004. In February 2008, KQED launched another series of questions related to the issues prominent in the 2008 election debate. The new You Decide activities focus on the issues related to the current economic crisis. You Decide has won several awards including Grand Prize from the Batten Awards for Innovation in Journalism; Winner Best Non-Commercial Online Journalism from the Institute for Politics, Democracy, and the Internet; Finalist in Creative Use of the Medium from the Online News Association/USC Annenberg School for Communication Online; as well as a nomination for Best Politics Web Site from the Webby awards.

Through a grant from the Corporation for Public Broadcasting (CPB), a collaboration of public media organizations are producing a variety of stories and resources on the economy.

EconomyStory.org provides a one-stop shop for finding thoughtful editorial coverage of wide-ranging issues facing the American economy and their global implications. Partners in the collaboration include PRX, NPR, PBS, *PBS NewsHour*, Public Interactive, *Marketplace*, Capitol News Connection, Youth Radio, KQED, PRI's *The World*, *Nightly Business Report*, and WNYC. More info on the Economic Collaborative and its partners, as well as links to the Twitter and Facebook pages, can be found at <http://www.economystory.org>.

About KQED Interactive

KQED Interactive (www.kqed.org) develops content and applications for digital platforms and mobile devices. Since 1994, KQED Interactive has provided users with a place to interact, learn more, and connect with others on the issues and topics explored on radio and television. The website hosts online services for KQED Public Television, Public Radio, and Education Network, and serves as a community convener, providing event listings, resources, online polls, podcasts, blogs and other items of timely interest. KQED Interactive functions as KQED's third media platform, delivering content specifically acquired and produced for the Web.

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