



# News Release

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**January 11, 2008**  
NR08005

## **NMCC and KeyBank partner for new weekly televised educational series on personal finance and financial management**

**Aroostook County** - The results of an innovative, new partnership between Northern Maine Community College and KeyBank designed to provide valuable advice on how to better manage personal finances and to pass along financial management tips to the Aroostook County community will premiere on television later this month.

“Key to Your Finances,” a weekly series that will be broadcast on WAGM-TV CBS 8 and Fox 8 beginning January 21, will continue through the end of the year. The informational segments are produced primarily on the NMCC campus by faculty and students in the College business technology department. The segments will, once monthly, also feature personnel from KeyBank, sponsors of the project.

Each 90 second spot will focus on information the average consumer can use to help manage their money, to better plan for the future, and to empower themselves to make decisions where their finances are concerned by providing relevant and current information on key topics.

“This exciting venture will provide students in our business technology programs the opportunity to present the information they are learning in the classroom in a very public forum. As a community college, the ‘Key to Your Finances’ segment further serves as a valuable outreach tool that allows us to reach community members and share important information to assist them in managing their finances,” said Dwight Clayton, chair of the business technology department. “In addition to the increased visibility this will provide, it will enhance the overall experience of students in our affected programs.”

Topics that will be covered in broadcasts include managing debt, maximizing your credit score, planning for retirement, purchasing and refinancing a home, planning for the cost of higher education, avoiding identity theft, and maintaining a household budget, among many others.

Segments featuring NMCC faculty, students and on occasion alumni, will air each Monday during NewsSource 8 broadcasts. “Key to Your Finances” can be seen on WAGM CBS 8 between 6:00 and 7:00 a.m. on the Morning Edition, and again between 5:30 and 6:30 p.m. during the first edition. The broadcast can also be viewed on WAGM Fox 8 between 9:00 and 9:30 a.m., and again between 10:00 and 10:30 p.m.

“KeyBank is very excited to enter into this joint venture with Northern Maine Community College to deliver a weekly educational series on personal finance and financial management. Bringing the expertise and experience of both the KeyBank and NMCC teams together will enable the television segments to provide informative and helpful tips to assist consumers and businesses with their finances. We look forward to this ongoing educational series making a difference for all consumers,” said Cheri Doak, district retail leader, senior vice president, KeyBank.

Segment topics will regularly reflect issues that resonate with viewers in current context. One example is an upcoming series on tax tips that will be presented by accounting students participating in the Volunteer Income Tax Assistance program offered annually on the campus.

The timeliness of the segment topics is recognized by officials with both NMCC and KeyBank as especially important given the current economic climate.

“This series is very timely in light of unprecedented high consumer debt as well as an economy that is on the brink of a recession,” said Steven Gagnon, senior vice president and district business leader for KeyBank. “At this critical juncture it is more important than ever that business owners, as well as consumers, be educated on all aspects of conserving cash and investing for the future.”

“Key to Your Finances” segments will air through the end of April and go on hiatus during NMCC’s summer break. The series will resume in the fall and conclude in December.

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*Northern Maine Community College accounting instructor Nancy Cowett is featured in the first segment of “Key to Your Finances,” a joint venture by NMCC and KeyBank which will air on WAGM-TV CBS 8 and Fox 8 on Mondays beginning January 21.*