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Television, Radio Campaign to Hit Airwaves

Campaign to promote payday loan alternatives for consumers

(Salem) — As part of Governor Kulongoski's effort to provide consumer-friendly, low-cost alternatives to payday loans, a statewide television and radio Public Education Partnership (PEP) campaign touting the benefits of such loans will begin airing Aug. 14. The campaign will run for a minimum of four weeks.

“The PEPs will further tell the story that there is an alternative to high-interest payday loans,” said the Governor. “The announcements will inform consumers that a 1-800 hotline and Web site are available to help them locate loans that better fit their needs.”

The television and radio campaign initially will run four weeks — Aug. 14-20, Aug. 28-Sept. 3, Sept. 11-17, and Sept. 25-Oct. 1 — on statewide commercial television and radio stations. PEPs are public education partnership on-air announcements that state government or non-profit organizations use to publicize a community message. The Department of Consumer and Business Services (DCBS) and the Credit Union Association of Oregon (CUAO) partnered on the campaign.

Consumers who are interested in obtaining payday loans can call 1-800-SAFENET or visit www.211info.org to find information about payday loan-type products offered by Oregon credit unions with significantly lower interest rates and fees than those offered by payday lending stores. The 1-800 number and Web site can match consumers with credit unions they are eligible to join that offer the payday loan alternatives.

DCBS has produced fliers and posters for credit unions and other organizations to promote these loans. For copies, call DCBS at (503) 947-7897. For further information and to see the televised PEP, go to www.dcbs.oregon.gov. Click on “Payday Lending Alternatives.”

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The Department of Consumer and Business Services is Oregon's largest regulatory agency. The department administers state laws and rules and protects consumers and workers in areas of workers' compensation, occupational safety and health, financial services, insurance, building codes, and targeted contracting opportunities for small business.