

Native Public Radio Stations Help Rural Women WISEUP about their Finances

All women need to WISEUP about their finances and saving for the future. But how do you bring that message and resources to Native women who live on isolated reservations or in rural communities throughout the western US? First, you collaborate with Native Public Media an organization who oversees more than 30 public radio stations on tribal lands and whose purpose is to “promote healthy, engaged independent Native communities by strengthening and expanding Native American media capacity.” Then you work with them to create financial messages by Native women that are aired on the local radio stations and promoted in other Native media. You also offer WISEUP classes in the communities so that grandmothers, mothers and daughters can learn about financial literacy together.

WISEUP is an online and classroom project funded by the U.S. Department of Labor, Women’s Bureau for Generation X and Y women to help them reduce debt and increase their savings and/or investments. For the past four years, this program has provided awareness and education through classes, conference calls and more than a million hits to their web site. Through an innovative project out of the Women’s Bureau San Francisco office, WISEUP information will now be available to Native Women in locations served by Native Public radio stations.

Public Service Announcements (PSA’s) were created using the voices of Native women who participated in a month long WISEUP class in Flagstaff, AZ hosted by Native Americans for Community Action and the Coconino County Career Center. These PSA’s reflect the experiences of Native women who want to strengthen their lives and their families by understanding money, saving and investments. Then the PSA’s became Podcasts that can be posted on various Native radio and community websites. Topics include understanding credit scores, planning & saving, understanding financial literacy, money management and balancing traditional life and finances.

Download all five Podcasts to hear the messages and stories of Arizona Native women. Then take action today to change your financial present and future. Participate in the WISEUP online curriculum at www.wiseupwomen.org or call the Women’s Bureau San Francisco office at 1-415-625-2638 or the Seattle office at 206-553-1534 to find out about local programs in your community.