



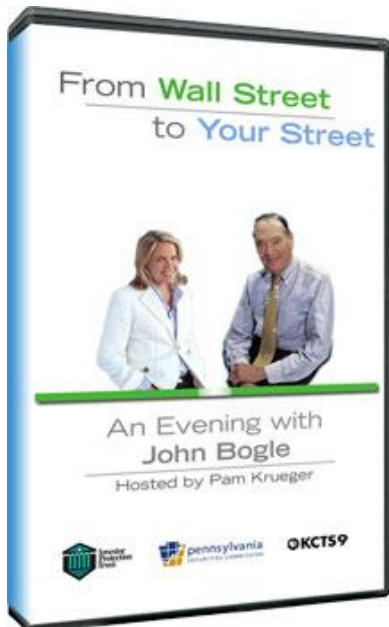
**R EISENBERG PRESENTS, INC.**

**Regina Eisenberg**

*regina@stationrelations.com* -510.550.1706

June 23, 2009

*One-hour special with Pam Krueger, legendary investor John C. Bogle and comedian John Gallagher that asks what just happened on Wall Street—imparting wisdom on speculating and investing.*



***MoneyTrack: From Wall Street to Your Street with John C. Bogle***

***Producer: NETworth Television Productions***

***Presenter: KCTS/Seattle Public Television***

***Distributor: American Public Television (APT), Exchange***

***NOLA Codes:***

***SD: JOBO 000 SD-Base Revision 001***

***HD: JOBO 000 HD-Base Revision 001***

**SD Feed for Record: September 6, 2009, 1700-1800ET /SD05**

**HD Feed for Record: September 8, 2009, 1000-1100ET /HD03**

**Broadcast Rights: Unlimited Releases/1 Year. 9/6/09–9/5/10**

**Non-Commercial Cable: Yes**

**VOD Rights: 1 Year**

**School Record: 1 Year**

**TV-G**

***A Screening DVD Will Be Mailed Early in July  
& Is Available upon Request***

Dear colleague:

KCTS/Seattle Public Television is pleased to present ***MoneyTrack: From Wall Street to Your Street with John C. Bogle***, a one-hour special available through APT Exchange starting September 6, 2009. During the hour, the program's hosts, Pam Krueger, John C. Bogle and John Gallagher, examine America's financial crisis, focusing on solutions and strategies for the average investor. With the financial crisis top-of-mind for viewers, the ***MoneyTrack: From Wall Street to Your Street with John C. Bogle*** special couldn't be available to your station at a more felicitous time.

In the first half of the special, Pam Krueger interviews legendary investor John C. Bogle (creator of the Vanguard Index Fund) about what happened on Wall Street, the degree of our trust in the financial system, and how the crisis is playing out for the majority of Americans. John Bogle imparts his wisdom on investing, covering speculation and the need for simplicity versus complexity in investment strategies. Viewers even get to hear some pearls of wisdom from author Ben Stein.

The second half of ***MoneyTrack: From Wall Street to Your Street with John C. Bogle*** contains elements from a town hall meeting where Bogle and Krueger answer questions from the audience while comedian and ***MoneyTrack*** series co-host Jack Gallagher takes questions from out in the field. The special ends with a summary segment: "What We've Learned" and includes information about where viewers can find additional resources to learn other basics of safe investing.

Pam Krueger (PBS' *NETworth*) and a former stockbroker, recently won American Women in Radio and Television's (AWRT) prestigious Gracie Award in recognition of her outstanding achievement as series producer.

John C. Bogle was named one of the "world's 100 most powerful and influential people" by *Time magazine* in 2004 and is the founder and former CEO of the Vanguard Fund.

Nationally recognized comedian Jack Gallagher—PBS' *Money Moves* and star of ABC's *Bringing Up Jack*—has appeared on *The Tonight Show* and *Cheers*.

***MoneyTrack: From Wall Street to Your Street with John C. Bogle*** is produced by NETworth Productions and presented by KCTS/Seattle Public Television. American Public Television (Exchange) is the distributor to public television stations. The one-hour special is underwritten by The Investor Protection Trust (IPT) and The Pennsylvania Securities Commission. Local underwriting *is* permitted with prior permission from the producer.

Please contact me if you have questions. I'll be in touch with you about your carriage plans during the next months. A fact sheet follows.

Very truly yours,  
Regina  
Regina Eisenberg

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## **fact sheet**

### ***MoneyTrack: From Wall Street to Your Street with John C. Bogle***

#### **Program Summary:**

***MoneyTrack: From Wall Street to Your Street with John C. Bogle***

#### **Hosts:**

Pam Krueger  
(PBS' *NETworth*) and a former stockbroker.

John C. Bogle  
Founder and former CEO of The Vanguard Fund.  
Named one of the "world's 100 most powerful and influential people" by *Time magazine* in 2004  
Named one of the investment industry's four "Giants of the 20th Century" by *Fortune magazine* in 1999.  
An advisory board member of the Millstein Center for Corporate Governance and Performance at the Yale School of Management, Bogle received an honorary Doctor of Laws degree from Princeton University in 2005.

John Gallagher:  
Nationally recognized comedian Jack Gallagher—PBS' *Money Moves* and star of ABC's *Bringing Up Jack*—has appeared on *The Tonight Show* and *Cheers*.

#### **Awards:**

Pam Krueger: Telly.  
***MoneyTrack***: Communicator.  
Damon Williams (***MoneyTrack 214***). Telly.

#### **Episodes/Length:**

1/60

#### **Rights:**

Broadcast: Unlimited Releases/1 Year.  
9/6/09–9/5/10

VOD: Yes

Non-Commercial Cable: 1 Year

School Record: 1 Year

**Video:**

Shot in HD

**NOLA Codes:**

**SD: *JOBO 000 SD-Base Revision 001***

**HD: *JOBO 000 HD-Base Revision 001***

**SD Feed for Record:**

9/6/2009, 1700-1800ET /SD05

**HD Feed for Record:**

9/8/2009, 1000-1100ET /HD03

**Audio/Visual:**

Stereo

**V-Chip Rating:**

TV-G

**Producer:**

NETWorth Television Productions

**Presenter:**

KCTS/Seattle Public Television

**Distributor:**

American Public Television (APT), Exchange

**Underwriters:**

The Investor Protection Trust (IPT)

The Pennsylvania Securities Commission

**Local Underwriting:**

Local underwriting *is* permitted with prior permission from the producer.

**Home Video:**

Order from KCTS/Seattle Public Television

800.937.5387

\$24.95 plus shipping & handling

**Websites:**

[www.moneytrack.org](http://www.moneytrack.org)

[www.kcts.org](http://www.kcts.org)

[www.stationrelations.com](http://www.stationrelations.com) (Note: this redirects to:)

[www.reisenbergpresents.com](http://www.reisenbergpresents.com)

**Contacts:**

**Station Relations & DVD Screener**

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**Viewer Questions & Comments:**

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