



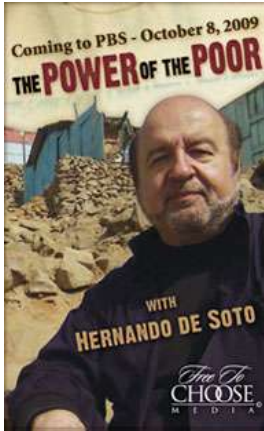
**R EISENBERG PRESENTS, INC.**

**Regina Eisenberg**

*regina@stationrelations.com* -510.550.1706

July 15, 2009

*"Filmed on location from Latin America to Africa, **The Power of the Poor** will demonstrate how free markets, individual freedom and especially the right to property can transform the poor into the most powerful resource in the world."*



***Shot in HD***

***The Power of the Poor***

***Producer: Free to Choose Media***

***Presenter: WTTW National Productions***

***Distributor: PBS/NPS***

***NOLA Code: POWP***

***HD Feed: October 8, 2009, 10 pm ET***

***Broadcast Rights: 4 Releases/3 Years***

***October 8, 2009, 10 pm ET – October 7, 2012***

***Non-Commercial Cable: Yes***

***School Record: 1 Year***

***TV-G***

***Screening DVD Upon Request***

Dear colleague:

WTTW National Productions is pleased to present ***The Power of the Poor***, the story of how award-winning economist and author Hernando de Soto helped defeat Peru's brutal Shining Path terrorists, pressured the government into making legal reforms lifting millions out of poverty and became a repeated target for bombing and assassinations. It is a look at the vital role that efficient, inclusive laws and private property play in prosperity and social peace.

Filmed on location from Latin American to Africa, ***The Power of the Poor*** reveals how corruption and bureaucracy lock two thirds of the world's population out of national and global economies. Forced to operate outside the rule of law, they create their own parallel, but extremely limited, extralegal systems. Facing the growing violence of Peruvian revolutionaries and armed with his brand of radical ideas, author/economist Hernando de Soto and his team passed legal reforms that helped lead to Peru's economic resurgence.

***The Power of the Poor's*** Hernando de Soto returned to his Peruvian birthplace after growing up in Switzerland where he retired young after success in business. Probing parallels he noted between Switzerland's lack of economic power in the 19<sup>th</sup> Century and contemporary Peru and investigating the changes that led to Switzerland's 20<sup>th</sup> Century prosperity, he developed a ground-breaking concept: the lack of formal property rights as the source of poverty in poor countries. These insights, along with his transformational work with poor Peruvians, led him to become the rare economist who found himself the target of terrorist bombings and assassination attempts. *The Economist* magazine identified his Institute for Liberty and Democracy as one of the Top Two think tanks in the world.

***The Power of the Poor*** is produced by Free to Choose Media and presented by WTTW National Productions. It is underwritten by The John Templeton Foundation. Local underwriting *is* permitted.

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

**R EISENBERG PRESENTS, INC.**

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fact sheet



**The Power of the Poor**

**Shot in HD**

**Program Summary:**

***The Power of the Poor*** tells the story of how a small group of economists helped defeat Peru's brutal Shining Path terrorists, pressured the government into making legal reforms that have lifted millions out of poverty, and in the process became repeated targets for bombing and assassinations. It is a look at the vital role that efficient, inclusive laws and private property play in prosperity and social peace.

**Episodes/Length:**

1/60

**PBS/NPS Premiere:**

October 8, 2009, 10 pm ET

**Rights:**

Broadcast: 4 Releases/3 Years.

Non-Commercial Cable: Yes

School Record: 1 Year

**Video:**

Shot in HD

**NOLA Codes:**

***POWP***

**HD Feed:**

October 8, 2009, 10 pm ET.

**Audio/Visual:**

HD Dolby Stereo/ shot in HD

**V-Chip Rating:**

TV-G

**Producer:**

Free to Choose Media

**Hernando de Soto:**

Returned to his Peruvian birthplace after growing up in Switzerland, where he retired young after success in business. Probing parallels he noted between Switzerland's lack of economic power in the 19<sup>th</sup> Century and contemporary Peru and investigating the changes that led to Switzerland's 20<sup>th</sup> Century prosperity, he developed a ground-breaking concept: the lack of formal property rights as the source of poverty in poor countries. These insights, along with his transformational work with poor Peruvians, led him to become the rare economist who found himself the target of terrorist bombings and assassination attempts.

In 1999 *Time* magazine chose de Soto as one of the five leading Latin American innovators of the century. *Forbes* magazine highlighted him as one of 15 innovators "who will re-invent your future." The *New York Times Magazine* wrote, "To the leaders of poor countries, de Soto's economic gospel is one of the most hopeful things they have heard in years." *The Economist* magazine identified his Institute for Liberty and Democracy as one of the Top Two think tanks in the world.

**Presenter:**

WTTW National Productions

**Distributor:**

PBS/NPS

**Underwriter:**

The John Templeton Foundation

**Local Underwriting:**

Local underwriting *is* permitted.

**DVD:**

Available through 1.866.387.8583

**Websites:**

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

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

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

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

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