



Food for thought for
eager young minds\$.



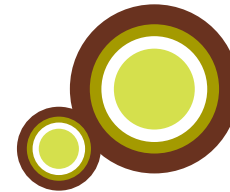
**biz
KID\$**



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QUESTIONS?

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the background



Financial literacy...

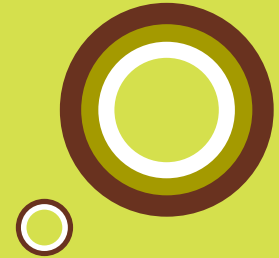
Entrepreneurial education...

Cool kids, fun graphics, and solid content from the producers of **Bill Nye the Science Guy**.

Fast-paced and fun, the new **Biz Kid\$** series teaches kids about managing money. Each episode features compelling stories about kid entrepreneurs and reinforces the importance of budgeting, saving, and giving back to the community. The series is shot and mastered in High Definition (HD).

By interspersing elements of direct education with real-life profiles, comedy sketches, kooky characters, animation, and music, **Biz Kid\$** appeals to both kids and their parents. These elements work together to support the learning objectives of each episode, which were developed in partnership with Junior Achievement Worldwide. Resources for parents, teachers, and students are available at no cost on www.bizkids.com.

fact\$ and figure\$



Title:	Biz Kid\$
Genre:	Children
Target:	Ages 6-12
Length:	26 half-hour episodes (28:46:00)
Format:	Standard Definition (SD) Letterbox and High Definition (HD)
Closed-Captioned:	Yes
NOLA:	BIZK
Distributor:	American Public Television Exchange
Producer:	Biz Kid\$ LLP In association with Junior Achievement and WXXI
Rights:	Unlimited U.S. analog and digital broadcasts for four years from January 6, 2008, through January 5, 2012
SD Feed Information:	Weekly, beginning Sunday, January 6, 2008, at 12 Noon EST
Transponder:	511
HD Feed Information:	TBA on DT2A (tentatively scheduled for late January 2008)
Web site:	www.bizkids.com
Publicity Materials:	Available at aptonline.org (click on Press Materials and go to Catalog)
Contact:	Jill Kemp, 585-258-0306 or jkemp@wxxi.org

content and educational outreach

The overall objective for **Biz Kid\$** is to engage kids and help them develop life skills in the areas of financial literacy and entrepreneurship.

Each episode focuses on one or two specific learning objectives, which were developed in partnership with Junior Achievement Worldwide and culled from national standards on financial literacy and entrepreneurship. Although every episode builds on the previous one, each can stand alone as an individual topic.

Outreach to schools across the U.S. is a key component of **Biz Kid\$**. The production team is working with Junior Achievement on episode-related outreach curriculum. These materials, along with off-air record rights, will be initially distributed to more than 180,000 classrooms in the U.S. All outreach materials will also be made available—at no cost—to teachers, parents, and students through www.bizkids.com.



the biz kid\$ host\$

Who Are Biz Kids?

Biz Kids are cool.

Biz Kids are smart and they are usually ahead of their parents.

Biz Kids know about money.

Biz Kids don't know everything, but they're willing to learn.

Who Are the Biz Kid\$ Hosts?

ALEX: A 17-year-old junior at Lakeside School, his future expectations are equal to the school's other famous alumni, Bill Gates and Paul Allen. Alex speaks French and Japanese and claims schoolwork takes precedence over most other activities.

AMANDA: Friendly and outgoing, Amanda loves attention and wants to have fun in life. She claims her **Biz Kid\$** experience has already become the most exciting thing she has ever done.

AUSTIN: With a dry sense of humor, Austin enjoys teaching kids about finances and the stock market. He is a hard worker who appreciates a perfectly timed joke or good-natured prank.

CHRISTINA: A self-described perfectionist, Christina laughs loud and sings louder. She enjoys computers, has a large vocabulary, and likes being the "brain" of **Biz Kid\$**. In her role as world traveler "Francine Fairtrade," she imparts extensive knowledge of all things exotic and financial.





DEVON: Only 11 years old, this black belt in Tae Kwon Do and super hip dancer is also an honor student and can read at a high school level. Devon already won a Junior Achievement award for having the most profitable business in a business development game.

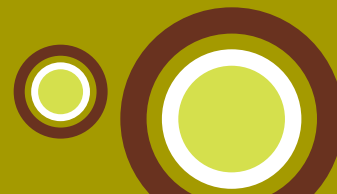
KAELON: Smooth and suave, this blond-haired, blue-eyed Biz Kid stands 6' 3" tall. Kaelon has been acting since he was seven and claims he is usually cast as the All-American Stereotypical Kid. He says, "I am a Biz Kid because of my career. The connections and the experience I will get from working on this series will last a lifetime."

LIZZY: A creative designer, Lizzy makes her own clothing and brings her sewing machine to work to use during down time on the set. Her specialty is altering prom dresses to increase the perception of a more expensive garment. And yet when she first started with **Biz Kid\$**, she said she didn't know anything about money!

LAUREN: Busy in school and with her hip-hop dance team, "Kuttín Up," Lauren's passion is performing. The best part of **Biz Kid\$**, says Lauren, "is that I learn something new at every shoot. I never knew people used spears for money or that when Caesar was killed they engraved it onto coins. That is so cool."

MAIA: Although she loves shopping, music, and friends, Maia says her ultimate goal is to help the American girl create a better self-image. She says: "I want to portray a real girl and teach kids a thing or two about money."

MIRIAM: Smart, sarcastic, and funny, Miriam loves to make people laugh. She claims coordination is not her strong suit. She says, "I'm pretty clumsy, honestly. I end up running into things a lot so I'm great for slapstick."





biz kid\$ entrepreneurs\$

To inspire viewers, **Biz Kid\$** searches across the country for stories of young entrepreneurs. Several profiles are included in every episode.

WORM POOP? WHO KNEW? Tom Szaky's journey started when he and a friend submitted an entry to Princeton's annual business plan competition to sell an organic plant food made from the castings (poop) of worms. Although they failed to win any prize money, they continued to work on the idea. TerraCycle's big break finally came when Home Depot agreed to distribute their organic plant food, which led to additional distribution agreements with Target and Wal-Mart. Their flagship product is a vermicompost tea packaged in reused plastic soda bottles. Every aspect of their business uses reused or recycled materials, including the spray tops and the shipping boxes. TerraCycle's plant food is now the top seller in its category. After only three short years, Tom annually sells over 2 million bottles of vermicompost tea and generates almost \$5 million in annual sales.

ROCKIN' ON AT AGE 10 Ben Weymiller was only 10 when he visited his cousin in the hospital. He was deeply affected when he saw his aunt crying because her baby was ill and she couldn't rock her due to the lack of rocking chairs. Ben donated \$45 to the hospital, the equivalent of four months' allowance, in order to buy a rocking chair. What he didn't realize is that hospital-grade rocking chairs are \$750 each. Undeterred, Ben started a rock-a-thon and a Web site to raise more money. Within a few months, Ben raised over \$85,000. He provided enough rocking chairs for several hospitals!





GOOD KARMA Abandoned at birth and raised in numerous orphanages and foster homes, Chris “Karma Kazi” Rolle had been accustomed to a nomadic lifestyle. As a homeless youth, Kazi joined a program called “Art Start,” which encourages at-risk youth to express their issues through art. It was here that he started to rebuild his life. Kazi then had a vision for replicating the program using the business of hip-hop. While Kazi lures the kids in with the vehicle of hip-hop, his true mission is all about social entrepreneurship, self-empowerment, and overcoming personal obstacles. Kazi’s story is so powerful that a film called *The Hip-Hop Project* was created by Bruce Willis and Queen Latifa, which documents the journey of the kids who participated.

THIS THRASHER CAN GRIND Fourteen-year-old Jordan Wilsted loves to skateboard and loves to make movies. At age 12, he started designing and manufacturing his own skateboard “decks” and selling them through local shops. His designs proved popular, and he was quickly able to generate a profit. He then launched a second business based on his other passion of filmmaking and started a Web site called Riptube.com. His Web site offers user-submitted videos on skateboarding, snowboarding, and dirt biking. This Biz Kid knows his business!



**101 What Is a Biz Kid?**

You'll learn that anybody can be a Biz Kid with effort and the right attitude. Biz Kids identify a need, make a plan, and take action. Join us and you'll meet a skateboard designer, a rap music producer, a boy who started a rock-a-thon to raise money for hospital rocking chairs, and more. You'll also discover the entrepreneur who built a wildly successful garden products business on ... worm poop. All successful. All Biz Kids.

102 What Is Money?

The Biz Kids say: "Show me the money!" Join us and you'll take a grand tour through the history of money from the days of bartering, through the first coins and currency, all the way to the electronic transfers of today. Watch as the Biz Kids put on cowboy boots and get a crash course in the art of negotiation and exchange at a high-energy cattle auction in Colorado.

103 How Do You Get Money?

Join us and you'll explore many ways to make money. Follow a Biz Kid on a job hunt—reviewing help wanted ads, filling out the application, and going through the interview. Hear from business celebrities, including Amazon.com founder Jeff Bezos, as they talk about their very first jobs. The Biz Kids also look at the many ways kids get and use allowances. Meet a young person whose love of animals turned into a profitable dog-walking business.

104 What Can You Do with Money?

Decisions, decisions! Join the Biz Kids and you'll ponder the merits of spending, saving, donating, and investing money. Visit the New York Stock Exchange, get tips from the author of [Not Buying It](#), and learn to avoid compulsive shopping. You can also learn how to create a financial diary and track spending. Meet an ambitious teen who opened a candy store at age 15 and in the process fulfilled a dream and revived an ailing business district in her small town.

105 Money Moves

When money moves between individuals or groups it is called a transaction. Join the Biz Kids and you'll follow a single dollar bill as it moves from a depositor's hand across the counter, down to the vault, over to the Federal Reserve, and finally out to a project the bank is financing. Visit the branch of a real credit union inside a high school where the students are the tellers. Watch the ebb and flow of money as the kids examine the concepts of supply and demand. Meet a young man who began collecting books to read to his grandmother and soon found himself as the head of a national book business.

106 Taking Charge of Your Financial Future

Join the Biz Kids as they figure out where they want to be financially and make plans on how to get there. You can work on your plans and meet some new kid entrepreneurs, too. Follow along as a Biz Kid sets up his first savings account. We also look at an innovative program that rescues street kids and gets them back into education and business.



107 A Biz: What Is It?

You'll see that a successful business supplies goods or services and makes profit when it earns more money than it spends. Meet the junior high school boy who makes healthy dog biscuits, the high school twins with a cake decorating company, and the college student seeking investors for his successful corporation.

108 How to Succeed in Biz-Ness by Really Trying!

A business can be anything from babysitting to owning vending machines. You'll discover the three key steps to success: identifying a need, making a plan to fill a need, and taking action. Join us as we meet the prep school boy whose new take on the old school tie caused a sensation. We also meet the young founder of *Logan* magazine.

109 Cash and Credit

You'll learn about the power and pitfalls of credit, which is essentially using someone else's money temporarily (for a price). Meet a young entrepreneur who used credit to start a successful bath salts business and another who launched a successful design firm. And, as a cautionary tale, we talk to a young woman who had fun buying with credit until she found herself in bankruptcy.

110 How to Achieve Your Financial Goals

Join us and you'll learn to track your expenses, get control of your spending, and invest what's left over to reach your financial goals. You'll see the importance of starting young, while time is on your side. Meet some high school entrepreneurs who started a sports business.

111 Don't Blow Your Dough

Biz Kids Beware. Protect the money you already have by putting it in a safe place. Beware of scams and schemers. You'll discover ways to avoid the growing problem of identity theft. Meet with Washington State's Attorney General Rob McKenna and the Better Business Bureau. You'll also see young people who did blow their dough, and find out what that experience has taught them.

112 Introducing Entrepreneurs

You'll discover an entrepreneur is someone who sees a financial opportunity and acts upon it. Learn the stories behind the Frisbee, the Slinky, and blue jeans. Meet an entrepreneur who started a lemonade stand to raise money for playground equipment, then grew so successful she was able to make over an entire park.

113 The Biz Kids Challenge

The Biz Kids learn the world of marketing through the "Project Lemonade Challenge." Two teams, two identical lemonade stands. It's up to the kids to decide the price and promotion strategy to sell the most product. The proceeds go to their favorite charities. You'll see the preparation and the results when they are critiqued by marketing guru Scott Bedbury, the force behind Nike's slogan "Just do it."



114 How to Be a Smart Consumer

Get the most for your money. Join the Biz Kids and you'll explore smart shopping strategies. Learn how to avoid common pitfalls and traps set by savvy marketers and high-pressure salesmen. Meet some smart consumers and successful entrepreneurs.

115 Using Your Credit—Crazy or Compelling?

Don't live on borrowed time. Join the Biz Kids and you'll see the true cost of purchasing with credit. You'll also have an unsettling look at credit scores and the increasing number of people and places (employers, insurers, colleges, etc.) who are using these scores to make major decisions that could affect your future. Meet entrepreneurs who have successfully navigated credit pitfalls.

116 Budgeting Basics

The Biz Kids learn the first rule of money management: you can't manage what you don't know. Join the kids and you'll look at spending and expenses and examine several proven methods on how to gain control of both. You'll also meet several successful entrepreneurs.

117 Understanding Business Ethics

Do the right thing! You'll learn with the Biz Kids as they examine several aspects of ethics in business. You'll also see the downside of not following ethical business practices. In this episode you will discover what it means for management to lead by example, and how employees must take responsibility for their behavior. Meet several entrepreneurs who are successful on all levels.

118 Saving and Investing for Your Future


You'll learn along with the Biz Kids about the powerful potential of starting a savings plan early in life. You'll also discover various savings and investing options available to young people. As always, you'll meet individuals who are successful at saving and at their businesses.

119 A Closer Look at Financial Careers

When is a job more than a job? The Biz Kids look at what it takes to find your true calling. You'll learn ways to start exploring careers. The kids talk to several celebrities and find out how they got their start and how they keep achieving their dreams.

120 The Global Economy

Around the world with the Biz Kids! Join us and you'll follow the flow of imports and exports that make up the interconnected world economy. You will discover who makes the many things we use every day that come from all over the world. You'll also see how several entrepreneurs have made a success of their businesses, despite the pressures of the world economy.



121 Bulls, Bears, and Financial Markets

Kids and bulls and bears, oh my! The Biz Kids examine stocks, bonds, commodities, and the markets where each of them are traded. You will discover various ways young people can get involved with the transactions, aim for profit, and avoid risk. Meet some successful entrepreneurs along the way.

122 Sell, Sell, Sell (The Science of Sales)

All sales final. Join the Biz Kids in sales training as they explore philosophy and sales techniques. Discover the traits common to all good salespeople. You'll meet several entrepreneurs who demonstrate superior sales skills!

123 Understanding Income and Expenses

Go with the cash flow. The Biz Kids watch the ebb and flow of income and expenses. Join them and you'll learn proven methods for getting expenses under control while growing income with new ideas, smarter work habits, and innovation. Meet some entrepreneurs who have seen success with cash flow and more!

124 Building and Growing a Business

From start-up on up! Follow the Biz Kids as they learn the necessary steps for organizing, staffing, training, and building a new business. You will see how effective communication increases morale and makes the business grow. As always, you'll meet some individuals who have successfully built their businesses.

125 Understanding Your Paycheck

What's on your stub, bub? The Biz Kids use a modern American pay stub to explore various social movements of the last century. From unions to social security, and from workman's compensation to the 401(k) plans of today—it's all there on the stub. Plus, you'll meet entrepreneurs and explore how they started their businesses.

126 Social Entrepreneurs

Join the Biz Kids and you'll meet social visionaries who use the same tools as profit-oriented entrepreneurs. Yet instead of building companies and large profits, these people create thriving organizations and powerful movements for social change.





producers\$, partner\$, and funder\$

Biz Kid\$ LLP — PRODUCERS

The talented **Biz Kid\$** team is best known for creating and producing **Bill Nye the Science Guy**. The series received multiple awards, 26 national Emmys (including two for Outstanding Children's Television Series), and in 1999 received the National Science Board Public Service Award, among others. Over the past decade, the producers have also created over 275 episodes for PBS in the areas of How-To and Natural History. The team's experience includes working with Danny Thomas, Bob Hope, David Letterman, Willie Nelson, Gary Coleman, and many others on projects for NBC, CBS, ABC, The Food Network, General Electric, General Motors, Microsoft, National Geographic, and President Bill Clinton. Other awards include two Gold Medals from the New York Festivals, the first Annenberg Foundation Award, two Monitor Awards, and two Environmental Media Awards.

Junior Achievement Worldwide — CURRICULUM PARTNER

The goal of Junior Achievement (JA) is to inspire and prepare young people to succeed in a global economy. Located in Colorado Springs, the JA Worldwide® headquarters provides support for JA operations throughout the U.S. and in nearly 100 countries around the world that carry out the mission. JA Worldwide annually reaches approximately 7.5 million students worldwide. Through age-appropriate curricula, JA programs begin at the elementary school level, teaching children how they can impact the world around them as individuals, workers, and consumers. JA programs continue through the middle grades and high school, focusing on the key content areas of entrepreneurship, work readiness, and financial literacy. All of this is accomplished with the help of volunteers.

WXXI Rochester, NY — PRESENTING STATION and PARTNER

WXXI Public Broadcasting is an award-winning family of broadcast services dedicated to serving the lifelong educational needs of its viewers. Through innovation, outreach, community partnerships, and diversity of programming, WXXI uses the power of broadcasting to educate and enrich the lives of people in Rochester and beyond. Among WXXI's recent national public television productions are: **The Rochester International Jazz Festival**, **Flight to Freedom**, and **Second Opinion**. WXXI produces **Homework Hotline**, which airs on public television stations across New York State, and **Assignment: The World**, the nation's longest-running instructional television program airing on approximately 100 stations. WXXI operates multiple television and radio stations, along with Reachout Radio for those with visual impairments.

America's Credit Unions — PRODUCTION FUNDERS

Credit unions understand both the importance of financial education and the necessity of investing in their communities. That is why a coalition of America's Credit Unions have joined together to provide production funding for **Biz Kid\$** and its educational initiatives. A credit union is a cooperative financial institution owned and controlled by members who use its services. As a not-for-profit organization, the credit union exists to provide a safe, convenient place for members to save money and obtain loans at reasonable rates. Similar to other financial institutions, credit unions are closely regulated and operate in a very prudent manner, with deposits ensured by an agency of the federal government. However, what is different is that banks are owned by groups of stockholders who are in business to make a profit and credit unions are there to benefit the members. There are more than 9,000 federal and state-chartered credit unions nationwide.

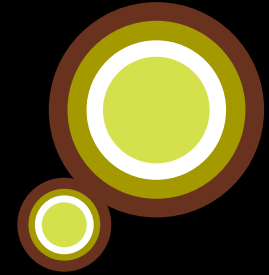


biz kids\$ in your community

biz kids\$

- Uncover stories of successful young entrepreneurs in your community. Encourage them to submit their stories to the national producers for possible inclusion in the series. Information can be sent through the Web site www.bizkids.com by clicking on "You Can Be a Biz Kid."
- Promotional materials will be provided for you to customize for your station, including a press release, program guide article, descriptions, photographs, posters, flyers, and more. Templates or graphics are also available for t-shirts and promotional giveaways. Please see www.aptonline.org and click on Press Room to access materials.
- For more ideas on outreach and promotion, contact Jill Kemp at 585-258-0306 or jkemp@wxxi.org.





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