

FROM THE PRODUCERS OF *BILL NYE THE SCIENCE GUY*



# Bringing Back More Fun Financial Literacy in Season Two!



where kids teach kids  
about money & business





the background





**Financial literacy...**

**Entrepreneurial education...**

**Cool kids, fun graphics, and solid content...**

Thanks to the compelling production elements and the enthusiastic response from stations, **Biz Kid\$** Season One was available to an impressive **91% of the country** through more than 320 stations soon after the January '08 premiere.

Now, **Biz Kid\$** is back with more fun and financial lessons in Season Two. It's easy to be inspired by the creative young entrepreneurs featured, with at least four stories in every episode. Whether it's a hybrid cab company, a paintball recreation center, or a snow cone shack, the businesses and young owners are certain to motivate viewers of all ages.

Silly spoofs on *The Wizard of Oz*, *The Matrix*, *Frankenstein*, *24*, and more add to the fun created by the producers of *Bill Nye the Science Guy*.

Each episode reinforces the importance of budgeting, saving, and giving back to the community. With learning objectives that are mapped to national financial literacy standards, the series is starting to be used by educators nationwide.

Free curriculum materials and family activities for every episode are available at [www.bizkids.com](http://www.bizkids.com).





the basics





## facts & figures

Title:	<b>Biz Kid\$</b>
Genre:	Children
Target:	Ages 6-12 and beyond (high school teachers use the series too!)
Length:	13 half-hour episodes (Season One offers an additional 26 episodes)
Format:	Standard Definition (SD) Letterbox & High Definition (HD) Closed Captioned
Distributor:	American Public Television Exchange
Producer:	<b>Biz Kid\$</b> LLP in association with WXXI
Rights:	Unlimited U.S. analog and digital broadcasts for four years from December 28, 2008, through December 27, 2012 Teachers have unlimited record and play rights during that time.
Promo Materials:	Available at <a href="http://aptonline.org">aptonline.org</a> : press release, guide article, descriptions, photographs, posters, flyers, graphics, and more — which can all be easily customized. Have questions or need ideas on outreach and promotion? Contact Jill Kemp at <a href="mailto:jkemp@wxxi.org">jkemp@wxxi.org</a> .
Web site:	<a href="http://www.bizkids.com">www.bizkids.com</a>

## contacts

Viewers:	Jessica Stavalone, 585-258-0222 or <a href="mailto:jstavalone@wxxi.org">jstavalone@wxxi.org</a>
Stations:	Jill Kemp, 585-258-0306 or <a href="mailto:jkemp@wxxi.org">jkemp@wxxi.org</a>
Media:	Laurie Fry, 503-399-7999 or <a href="mailto:l.fry@comcast.net">l.fry@comcast.net</a>





the content & outreach



## content development & outreach

The overall objective of **Biz Kid\$** is to engage young people and help them develop life skills in the areas of financial literacy and entrepreneurship. To accomplish this goal, each episode focuses on a specific learning objective. Using national financial literacy standards, episode specific curriculum will be developed by *Outreach Extensions*, the group known for creating educational materials for *Bill Nye the Science Guy*, *Liberty's Kids*, *Kratts' Creatures*, and other public television series.

## leveraging your local connections

To extend the reach of the series, your station is encouraged to partner with community groups with an interest in financial literacy, career exploration, or community service for youth. Prospective partners include youth organizations (Girl Scouts, Boy Scouts, 4-H, Boys & Girls Clubs), schools, after-school programs, and service clubs, as well as financial and business organizations which provide community service in your area (These could include local organizations of credit unions, Cooperative Extension, Lions, Rotary, Kiwanis, Junior Achievement, etc.).

## tools for your station

Tools to help you maximize your impact and strengthen your partnerships will be developed for you by The WXXI Educational Outreach Center. Several electronic kits will be provided, including the "Using **Biz Kid\$** in the Classroom Kit," the "**Biz Kid\$** Booth Kit," and others. Whether your station conducts teacher training workshops or holds events for families, you'll have turn-key materials to help your station increase local impact. Plus, **Biz Kid\$** is offering free pencils, promotional postcards, and temporary tattoos for stations to use at events.

## rights & online resources

With unlimited off-air record rights for four years for teachers and families, the series can be made available to more kids. Materials are also available through [www.bizkids.com](http://www.bizkids.com), including video clips, episode specific curriculum, activities, and an online game.



the kids







## the hosts

**ALEX:** speaks French & Japanese; claims schoolwork takes precedence

**AMANDA:** is friendly and outgoing & loves to have fun

**AUSTIN:** enjoys teaching kids about finances & appreciates perfectly timed jokes

**CHRISTINA:** has a large vocabulary, loves to laugh loud & sing louder

**DEVON:** boasts a Tae Kwon Do black belt, hip-hop dance skills, & honor roll grades

**KAELON:** loves to act, loves to work, & loves to help kids

**LIZZY:** designs her own clothing & is learning a lot about money

**LAUREN:** is passionate about personal finance, performing, & hip-hop dance

**MAIA:** appreciates shopping, music, & friends; enjoys teaching kids about money

**MIRIAM:** smart & somewhat sarcastic, she loves to make people laugh

## the business owners

To inspire viewers, **Biz Kid\$** searches nationally for stories of young business and social entrepreneurs. At least four profiles are included in every episode. A few of the businesses include:

- + **Small Town Skateshop**, a skateboarding shop housed in an historic red caboose
- + **Lava Bags**, custom-designed handbags utilizing scrap fabrics and materials
- + **Just Yell Fire**, self-defense DVD and products
- + **Elementeo**, a fun board game that teaches chemistry, too
- + **Serveitup.org**, a tennis coaching business
- + **Beams to Dreams**, takes kids with cancer on sailing adventure trips
- + **Shield of Green**, an online business to help stop junk mail
- + **Zephyr Productions**, sponsors hip-hop events
- + **You're On Deck**, customized decks of cards
- + **Big Quill Enterprises**, oyster farming business





# the episode descriptions

**201 – Have a Plan, Stan!** Explore the different elements of a business plan and see why it's crucial to develop a plan before you start your business.

**202 – Money Math – Who Needs It?** Math is a true building block in the business of your life. Whether you are calculating the tip on your dinner bill, making change at your lemonade stand, or figuring out how to quickly grow your savings, it's all about the math in money.

**203 – Building Your Business Online** In today's world, great tools are available for you to build a business online. The Biz Kids investigate the advantages and uncover pitfalls to avoid in Internet businesses.

**204 – Financial Institutions – All The Same?** You can have a savings account in one place, a checking account in another, and you can even bank online. Learn about the services offered by different institutions, including investment houses, stock exchanges, payday loan companies, and more.

**205 – How Credit Affects Your Life** Did you know that your credit score can make the difference in whether or not you get into the college of your dreams? Your credit score could even impact whether or not you get the job you're applying for. Join the Biz Kids, and you'll learn about building good credit and how the credit laws affect your life.

**206 – The Art of Negotiation** Discover strategies for effective negotiations with your parents, teachers, friends, siblings, and bosses. Even if you are simply working out the shared schedule with your brother to walk the dog, you'll find out how to achieve your goals and arrive at a winning solution for everyone.

## **207 – The World Is a Risky Place**

Taking risks in life is important, but you want to be smart about those risks. Learn the things you can do to protect your business, your assets, and yourself.

**208 – Economic Cycles (What Goes Up Must Come Down)** Trends in the economy go up and down. Learn how trends can affect a business. Discover how you can protect yourself against negative effects and plan for the positive trends.

**209 – The Green Economy & You** Join the Biz Kids on a mission and discover your impact on the environment. Explore different ways to become part of the green economy and learn how there's green to be made in thinking green.

**210 – Secrets to Success** The secret is actually simple – it's all about staying in school and building the best tool box for your future. Learn about the many ways to pay for your education and the importance of learning every day of your life.

**211 – The Marketing Mix** Now that you've decided on your business product or service, how will you promote it? Let the Biz Kids help you understand your target market and learn about the four P's of business success: product, price, promotion, and placement.

**212 – Hidden Careers** You don't have to be perfect at your passion to build a career in it. If you love baseball, but don't have the skills of a super athlete, you will see there are many different roles you can play behind the scenes. Learn about "behind the scenes" careers in sports, music, entertainment, art, and even aviation.

**213 – Learning From Failure** Have you ever made a decision you regret? Let the Biz Kids show you how several well-known companies overcame failures. You'll also discover how your mistakes can make you stronger. From Albert Einstein to Steve Jobs – they didn't give up until they got it right.



# the producers & partners



## **Biz Kid\$ LLP Executive Producers — Jamie Hammond, Jim McKenna, Erren Gottlieb, Jeannine Glista**

The talented **Biz Kid\$** team is best known for creating and producing *Bill Nye the Science Guy*. That series received numerous 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 more than 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 honors for various projects include two Gold Medals from the New York Festivals, the first Annenberg Foundation Award, two Monitor Awards, and two Environmental Media Awards.

## **WXXI Rochester, NY — Presenting Station & Co-Producer**

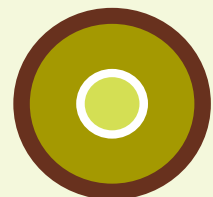
WXXI Public Broadcasting is an award-winning family of broadcast services dedicated to serving the lifelong educational needs of its viewers. Through innovation, outreach, community partnerships, and diversity of programming, WXXI uses the power of broadcasting to educate and enrich the lives of people 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. For more information about WXXI's programs, visit [www.wxxi.org](http://www.wxxi.org).

## **American Public Television (APT) — Distributor**

With more than 10,000 hours of programming in its library, American Public Television (APT) has been a prime source of programming for the nation's public television stations for 47 years, distributing more than 300 new program titles per year. APT milestones include distribution of the first HD series on public television and the 2006 launch of Create™ — the TV channel featuring the best of public television's lifestyle programming. Known for its leadership in identifying innovative, worthwhile, and viewer-friendly programming, APT has established a tradition of providing public television stations with program choices that strengthen and customize their schedules. Programs like *Biz Kid\$* and other children's series join a variety of prominent documentaries, dramatic series, how-to programs, and classic movies in APT's inventory. For more information about APT's programs and services, visit [www.APTonline.org](http://www.APTonline.org).

## **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.



mom &  
financial  
manager  
loves  
*Biz Kid\$*

“Your program is fantastic! We shared the show and website with several families and used the *cash flow* game at my daughter’s school. I want to get my hands on more *Biz Kid\$* shows!”

—Lori Vos Lathrop, Primerica Financial Regional Manager, Akron, OH

kids,  
parents,  
& teachers  
love  
*Biz Kid\$*

“I liked it when they interviewed kids from all over the United States. I learned how I could save money and spend it the right way without blowing it!”

—Tommy Webster, 11 yrs. old

“We love to see what the kids on the show have accomplished — it’s inspiring for adults as well. Thank you for helping kids understand the value of money and teaching them that you have to work to earn it. Tommy’s teacher loves *Biz Kid\$* too.”

—Catie Webster, Mom in Webster, NY

mom &  
the kids  
all love  
*Biz Kid\$*

“Thank you for *Biz Kid\$*! You have been an inspiration to us all. Even the neighborhood kids come over to watch your show. My oldest son, who is 13, is saving money for the first time (from his new lemonade stand). I believe my son is going to grow up to be a better man because of *Biz Kid\$*.”

—Cynthia Carrasco, Mom in Tulsa, OK



## stories from your community

If you hear about successful young entrepreneurs in your community, encourage them to submit their stories for possible inclusion in the series. Details can be sent through the website [www.bizkids.com](http://www.bizkids.com) by clicking on “You Can Be a Biz Kid.” Or, send the information to [bizkids@wxxi.org](mailto:bizkids@wxxi.org).

