



PROGRAM FACTS

The National Theatre for Children



Title:
Length:
Broadcast Window:
Barter Split:
Episodes:

Mad About Money
Weekly Half-Hour Program -- TRT 22:00
August 31, 2010 – August 29, 2011
3 1/2 Minutes Network – 3 1/2 Minutes Local
52 Episodes (22 original)

DESCRIPTION:

Mad About Money is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining the tween market. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think *Saturday Night Live* meets *The Electric Company*.



Mad About Money conveys important messages about money, saving, and investing in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous “man on the street” interviews, and viewer-created questions about money.

PROMOTION:

Mad About Money TV will be cross-promoted via a syndicated website that will generate 2 million hits a month and a live, in-school touring theatre production to 1,000 schools around the country.

Stations in key markets will be identified as “Mad About Stations” and have sole rights to air the show in that market. They can cross promote their stations at local schools through the live touring show, and the station logo will appear on student workbooks and teacher guides.

Window included in show for local billboards. A selection of on-air promos will be available via satellite. Downlink coordinates to follow.

SALES SUPPORT:

Please be sure to contact Big Fish as soon as possible with your air dates to help with advertising and TV listings. Air dates and times may be emailed to: andrea@bigfishentertainment.com

