

# MANAGING YOUR MONEY

## Giving Currency To An Ancient Maxim

(NAPSA)—“*Money alone sets all the world in motion.*”

Life was a lot simpler when a Roman philosopher made this observation in the first century B.C. What would he have thought about e-commerce, deferred compensation and 401k plans?

Enter *That Money Show*, a refreshing new weekly news magazine produced by Thirteen/WNET New York for PBS, with host and managing editor Betsy Karetnick.

“More than ever, money is a complex, emotionally charged issue for many people,” says Karetnick. “It’s a source of happiness, depression, anger, jealousy and, unfortunately, sometimes we go so far as to measure our own worth by it.”

Consequently, “It’s time to explore our relationships with money and that’s what this series is all about,” she says, adding:

“Don’t expect a focus just on stock picking or hedge funds or tax-free municipals. It’s about everything that money means to us in the 21st century. We’ll have a fast-paced weekly consciousness-raising—an adventure in money, with fun and discovery for viewers.”

Formerly best known as co-anchor of the daily morning program *CBS MarketWatch New York*, Karetnick served as a network television and radio correspondent, with regular appearances on the *CBS Morning News*, *The Early Show*, *Up to the Minute* and *CBS MarketWatch Weekend*.

Her on-air career debut, however, was a bit less conventional. She enjoys the unusual distinction of being an American journalist who broke in on-air as a nightly fixture on Japanese television. As a reporter for Dow Jones Television in New York during the early 1990s, Karetnick’s first on-air assignment was to report news from Wall Street as it was beamed to viewers of TV Tokyo—dubbed in Japanese, of course.

“It still makes me smile to think of my Western face being watched intently each night in Japanese households with the words coming out in a language I don’t understand,” she says.

Karetnick sees *That Money Show* as an opportunity to break new



**Betsy Karetnick examines the scooter craze with a store manager at Manhattan’s South Street Seaport for *That Money Show*.**

ground in broadcast journalism.

“Despite all the media attention on investments and personal finance, there is really little or nothing to help us understand our complex relationship to money,” she says. “And like other types of relationships, this one can enrich us or it can take control and make us miserable.”

As a teenager, “I never envisioned myself working on Wall Street and I was positive I’d never own more than one suit,” says Karetnick, who grew up in New Jersey and earned a Master’s in journalism at New York University.

Her husband, Joshua Kuvin, works for NBC’s *Dateline*. They have two children and reside on Manhattan’s Upper West Side. “We’re trying to teach them lessons about money,” she says, “but at ages four and two, they only understand the acquisition part.”

*That Money Show* is produced for PBS by Thirteen/WNET New York. Exclusive corporate sponsorship for the series is provided by TIAA-CREF, a leading national financial services organization and the premier pension system for people in education and research.