



Women & Money

with Deirdre Bolton

CONTEXT

W o m e n
&
M o n e y

Women have more money than ever before AND more responsibility than ever before. According to The Bureau of Labor Statistics, 40% of American women are the breadwinners for their families.

Either they earn more than their partners, or the women are providing the sole income. In higher tax brackets, the female breadwinner role is around 34%; in the lower tax brackets, the number can go as high as 70%.

THE SHOW'S PREMISE

Professional women have broken many barriers but are still behind men in terms of power and money.

The show's host will invite a rotating lineup of **Expert Panelists** who can address practical money & investing issues and career issues.

The host will guide the panelists in providing excellent advice for female guests in their 20s, in their 30s, 40s, all the way up to the 80s. The expert panelists will tackle the guests' challenges that are "typical" to each decade in a professional woman's life.

The show will include mini educational / practical segments



Two Educational /Practical Segments



During the “BUZZWORD” segment, an investing term will be defined quickly and clearly. The show’s producers expect the investment *buzzword* segment to go viral via social media. Many finance professionals are shaky on basic knowledge; non-finance people need even more help. This segment will answer that need.

During the “ASK THE EXPERTS” segment, the show’s expert panelists will give advice on career issues such as:
“What do you do when you are the only woman on an investment committee and there is one man who constantly bigfoots you with his voice and repetitiveness. How would you handle that”?

SOCIAL MEDIA OUTREACH

The show has the potential to be a place for smart, connected, professional women to CONNECT; where they can share their perspective on money, investing, and career challenges.

The show's production team will keep track of viewers' and social media participants' questions. The production team will select questions from Deirdre Bolton's twitter feed and the show's Facebook page. The team will go out into the field and tape twitter and Facebook questioners in their home environment.

The audience will get to know the questioner and root for her success. The TV and social media audience will be able to follow the progress made by each woman in her category. The first filter will be age-based, so that the audience will be able to root for someone who has similar concerns, questions.

EMOTION

There are few topics that evoke as much emotion, in men or women, than when dealing with money. The show can address that emotion and be educative and informative as well.



Deirdre Bolton

TV Anchor | Content Creator | Journalist | Communications Expert

Deirdre Bolton is an established communications expert, journalist, creative thinker, mentor and thought leader. She has built and presented numerous TV shows at Bloomberg and Fox Business Network that cover public markets and private markets, politics, and pop culture.

Her style of interviewing has created unique, personal exchanges with high-profile guests including legendary investors Peter Thiel, Mark Cuban, Bill Ackman, and Carlyle Group's David Rubenstein; professional athletes such as Billie Jean King, Venus Williams, and football's Victor Cruz. She has also invited actors such as James Franco, Mark Wahlberg, Dule Hill and George Takei on to her shows, to her audience's delight.

Deirdre is a focused listener and as a result, the viewer gets a richer quality of conversation. You can find her full bio at

deirdreboltontv.com

DRIVING IMPACT

“Women & Money”



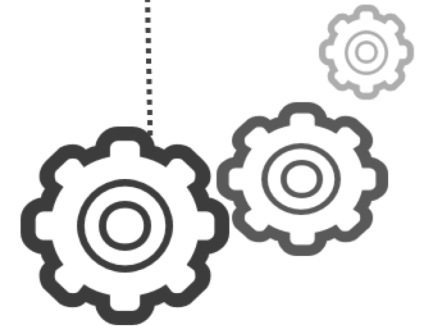
TV Content

- Provides expert advice
- Demystifies money
- Entertains and inspires



Social Media

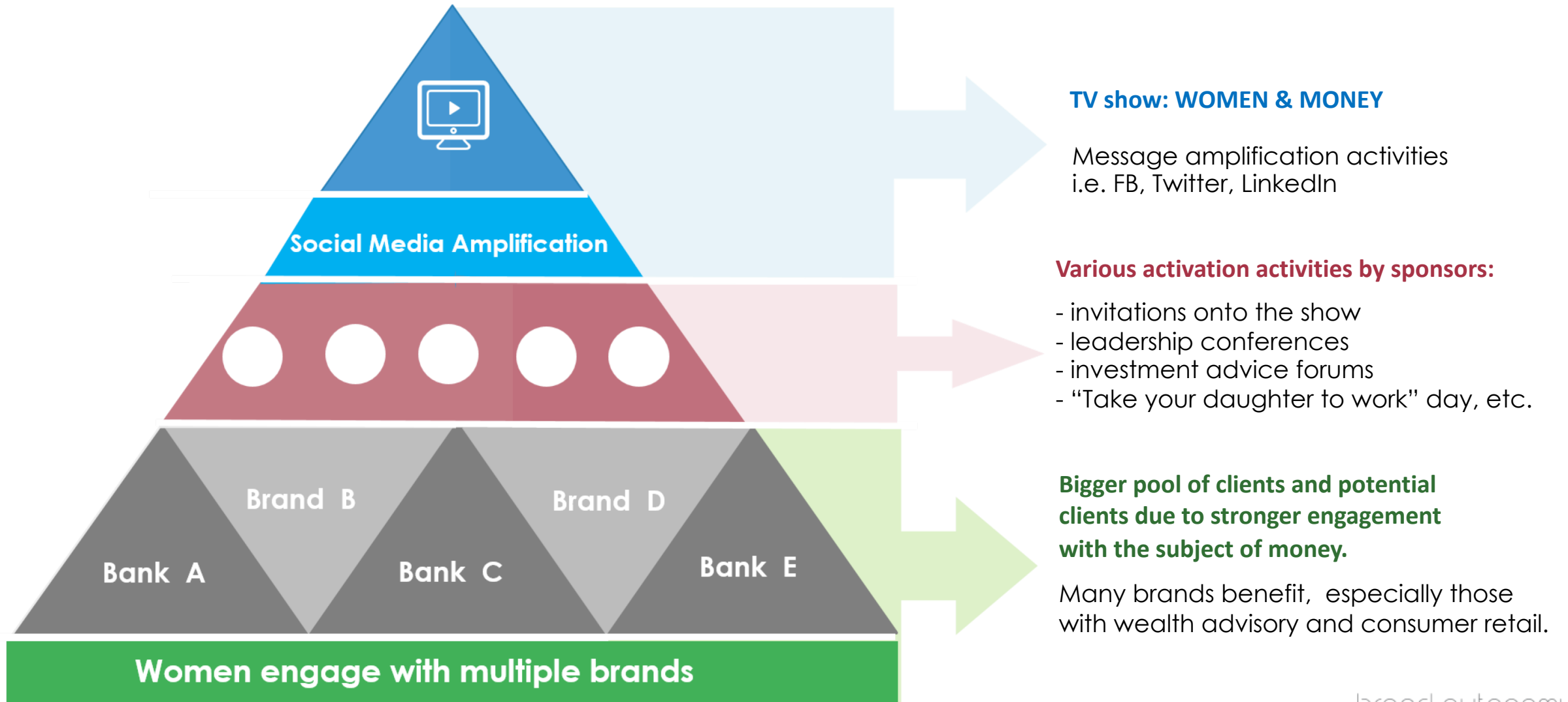
- Engagement
- Amplification
- Ecosystem expansion



Products & Services

- Financial services brands provide payment & investment products
- Drives economic growth and business revenue

TV Leads Engagement: Brands Activate Sales



LEARN MORE ABOUT DEIRDRE BOLTON

Website: <https://www.deirdreboltontv.com/> (with news reels)

Resume: [Deirdre Bolton CV](#)

Questions? Email: db@deirdreboltontv.com