

MEDIA ADVISORY

Interview Availability Opportunity Knock\$ Season 2 on PBS

Families Cast, Opportunity Coach Stars and Producers Talk About ‘Unrigging’ the Financial System

[Opportunity Knock\\$](#), the award-winning personal finance series on PBS, returns for its second season, offering hope and practical solutions through an unscripted format. The series defies reality television stereotypes by prioritizing [social impact](#) results over exploiting cast-member families for ratings. As part of [The Opportunity Initiative](#), dubbed "The largest coordinated economic mobility campaign in US history," the series provides [tools](#), [The Opportunity Finder](#) and [The Opportunity Coach](#), for viewers to take actionable steps while following six families on their journey from debt-laden to financial stability.



Available For Interview

- **Jean Chatzky** is CEO of [HerMoney.com](#), former financial editor of NBC Today for 25 years, financial ambassador for AARP, and a New York Times and Wall Street Journal best-selling author. She serves as one of the financial coaches for the show.
- **Jamie Strayer** and **Brian Spoor** are the creator/executive producer and director/showrunner, respectively, of Opportunity Knock\$. Jamie’s work securing nearly \$1 billion in grants inspired the series. Brian is an Emmy-nominated director with a track record of directing and producing reality TV hits like Undercover Billionaire and Wahlburgers.
- **CDFI credit unions** involved with helping the families in the show including:
 - New Orleans Firemen’s Federal Credit Union in New Orleans
 - Raiz Federal Credit Union in El Paso, Texas
 - BECU in Seattle, Wash.
 - Pelican State Credit Union in Baton Rouge, La.
 - Telhio Credit Union in Columbus, Ohio
 - SkyPoint Credit Union in suburban Washington, DC
- **Six families** featured in the series, located in [Seattle, WA](#), [Columbus, OH](#), [New Orleans](#) and [Baton Rouge, LA](#), [El Paso, TX](#), and a suburb of [Washington DC \(DMV\)](#), who redirected themselves from financial crises – including eviction, foreclosure, car repossession, the financial stress of cancer and payday loans – to financial empowerment.
- And the [staff of the nonprofits](#) featured in Season 2.

Possible Interview Topics/Questions

- Why don’t people ask for financial help?
- Why is Opportunity Knock\$ different from other shows that give financial advice?
- What are the show’s [social justice values](#)?
- Where can people struggling to pay their bills get help?
- What are community development financial institutions (CDFIs)?

- What's wrong with budgeting and financial literacy?

To Schedule Interviews: Sarah Snell Cooke at sarah@cookeconsultingsolutions.com

Media Kit: <https://www.opportunityknocks.net/mediakit>

Full episodes are available for screeners.