

## For Immediate Release

### **Opportunity Knock\$: Season 2 Goes Beyond Reality TV Entertainment on PBS, Equipping Viewers Living Paycheck-to-Paycheck with Tools for Financial Empowerment**

*Viewers are connected to real solutions to ‘unrig the system’; Check local listings.*

(Seattle, WA) April 30, 2024— Are you one of millions of Americans silently struggling as groceries, gas, and housing costs skyrocket? According to a 2023 survey by Payroll.com, over three-quarters of people in the U.S. share this burden.

Starting May 1, [Opportunity Knock\\$](#), the award-winning personal finance series on PBS, returns for its second season, offering hope and practical solutions. The series presents a unique format that gives viewers much more than a passive viewing experience; its grant-funded tools, [The Opportunity Finder](#) and [The Opportunity Coach](#), empower viewers to take actionable steps while following six families on their journey from debt-laden to financial stability.

Check local listings for your local station’s viewing times. It will also be streamed on PBS.org, the PBS Passport app, and [opportunityknocks.net](http://opportunityknocks.net).

This season, prepare to be inspired as six families bravely share their journeys, proving that vulnerability is courageous and that asking for help can lead to success.

Three expert Opportunity Coaches guide the families:

- **Jean Chatzky**, CEO of HerMoney, New York Times and Wall Street Journal best-selling author, and 25-year financial editor for NBC Today
- **Louis Barajas**, CEO of Business Management LAB and the first Latino to serve as a Director on the Certified Financial Planner Board of Standards.
- **Patrice Washington**, CEO, Redefining Wealth, and financial expert on the Steve Harvey Show.

Season Two was shot in six cities:

- Seattle, WA
- El Paso, TX
- New Orleans, LA
- Baton Rouge, LA
- Columbus, OH
- Suburban Washington, DC (DMV)

Opportunity Knock\$ 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 TV series serves as public outreach.



Louis Barajas , Patrice Washington and Jean Chatzky star in Opportunity Knock\$ on PBS

Its tool, The Opportunity Finder, links users to a database of 17,000 community-based organizations, including social service agencies, nonprofits, CDFIs and not-for-profit credit unions. The Opportunity Coach offers financial health assessments and personalized financial journeys mirroring those of the families in the series and measures financial health outcomes.

In its first season, Opportunity Knock\$ won the Silver Anthem Award, honoring mission-driven media worldwide; a prestigious Silver Telly Award for Best Reality Television Program; and The Opportunity Finder received a Gold dotComm Award.



Louis Barajas (right) talks with Omar and Lynnette about their financial situation and how to get on the right path.

Jamie Strayer, creator of The Opportunity Initiative and Opportunity Knock\$ and executive producer, wants viewers to know, "Everyone deserves access to financial opportunities. Opportunity Knock\$ levels the playing field and breaks down barriers for families to get ahead."

Brian Spoor, showrunner, director and executive producer, shared, "This is a show that gives meaning to my life's work." Spoor is a Prime Time Emmy-nominated director/producer of Wahlburgers and 70 other reality TV hits, including Undercover Billionaire.

Opportunity Knock\$ is distributed to PBS stations nationally by American Public Television (APT) and presenting station WXXI Public Media. The show is funded by the nonprofit National Council for Financial Opportunities, The Wells Fargo Foundation, Balance and Callahan and Associates. Spoor, Strayer and Jenn George Hunter executive produce the series. For more information and resources, visit [opportunityknocks.net](http://opportunityknocks.net) and follow the series on social media at @opknockstv.

###

#### THE PRESENTING STATION

*WXXI Public Media is an award-winning broadcast family of services dedicated to meeting the lifelong educational needs of its viewers.*

#### THE DISTRIBUTOR

*American Public Television (APT) is the leading syndicator of high-quality, top-rated programming to the nation's public television stations. Founded in 1961, APT distributes 250 new program titles per year, and more than one-third of the top 100 highest-rated public television titles in the U.S. To find out more about APT's programs and services, visit [APTonline.org](http://APTonline.org).*

#### Media Contacts

Sarah Snell Cooke, Opportunity Knock\$, [sarah@cookeconsultingsolutions.com](mailto:sarah@cookeconsultingsolutions.com)

#### Media Kit

Photos, video and materials available at <https://www.opportunityknocks.net/mediakit>