



# Quicken.Com

And Emedia Zone

## Hitting The Street

### **Situation:**

Not having learned about the economy until I was an adult left me confused about investing in the Stock Market. I wondered why they didn't teach this in High School. Meanwhile my radio station, WFAS, in NY serving over 1 million listeners, was looking for programming to appeal to a younger audience. Intuit's Quicken.com was also looking for a way to attract young people to their site and SMG.org was looking for more participants.

### **Strategy:**

Using my technology radio program, Emedia Zone, as a forum, I created a month long series, an experiment, to see if you could teach kids about the Stock Market using the internet as the vehicle. Experts and Educators would be invited to participate and teach a small group of high school students about the economy.

### **Obstacle:**

Finding High Schools willing to participate in the "experiment". Getting kids who would be animated, enthusiastic and interesting as well as interested is tough when teens are trying to be conspicuously reserved or cool. Adding more work to the High Schoolers' already busy homework schedule might make the project unappealing. Booking a new in-studio guest each week, who would teach the students a different aspect of the Economy and the Stock Market without bias, and who would interact well with the students and the Intuit people was a challenge.

### **Objectives:**

1. To teach the students about the economy and the Stock Market
2. To make students aware of how advertising and information impact the economy
3. To teach the students about researching and what resources are available to them
4. To attract a new demographic listener to WFAS by reaching a younger audience
5. To help Quicken attract younger viewers/surfers to their free online services site
6. To help SMG.org attract more teachers and students to participate in their edugame

### **Results:**

The students not only learned about the Stock Market, two of them have decided to make the Stock Market their careers. Quicken, SMG.org & The Woodlands School enjoyed a month of free publicity. ABC's World News did a story on kids and the Stock Market using our group. The Woodlands High School created a media class and a radio club. The students have taken over my weekly radio program and WFAS is reaching a younger audience.