



From *Last Week Tonight* to *The Daily Show*, we're in a golden age of political satire. But in America — where democracy is tethered to capitalism, people vote their wallets, and 70% of the economy is driven by consumer spending — politics *is* the economy, stupid. So the new frontier of political satire is... *consumer* satire.

If *Consumer Reports* and *The Daily Show* had a baby, it would be **The Hot Dollar**. Seasoned broadcaster, comic, and consumer reporter Jimmy Rhoades leads a team of correspondents in not only finding ways to make a buck or save a buck, but in lampooning the people, products, and companies that would play us all for fools.

NOW'S THE TIME

Americans have been bracing for a recession since covid, inflation is high, and polls report lots of economic anxiety. Now more than ever, people need a trusted resource to help right their financial ship.

But here's the rub: People hate talking about money. In a 2018 Capital Group survey, Americans ranked divulging their salary as more taboo than talking about marital problems, religious beliefs, political views, sexual orientation, mental illness, or race relations. So they'd rather come out of the closet in front of their beard at a dysfunctional Thanksgiving family gathering dotted with MAGA hats than admit they didn't hold out for a raise.

So, sure, people need accurate, actionable consumer content. But they won't watch if it's not funny.





UNLIKE ANY OTHER SHOW

There are plenty of consumer advice shows. Not a single one of them is funny. Someone might mistake NPR's *Marketplace* for funny because host Kai Ryssdal strikes a casual, surfer-dude tone, but the appearance of funny is an optical illusion that happens when you place anything alongside Neil Cavuto. And Jim Cramer is loud, not funny. *Mad Money's* appeal lies mainly in placing bets on when Cramer will pop an aneurysm. And those programs certainly don't skewer the P.T. Barnums who are out to play you for a sucker.

There's a hole in the marketplace waiting to be filled, and a huge audience who will devour the content — if it's presented right.

ABOUT JIMMY

Jimmy Rhoades hosted Scripps' original program *The List*, which was broadcast in 40+ markets across the U.S.

Prior to being the show's host, he spent eight years as the Senior Correspondent covering consumer affairs. During that time, Jimmy constantly heard from financial industry experts who told him that nobody else covered consumer content like he does. And they loved it! Repeat bookings are easy, because experts want to see how Jimmy's going to creatively package their information for viewers.

For the first dozen years of his career, Jimmy was a professional, touring comedian, scoring appearances on *Star Search*, *The MTV Half-Hour Comedy Hour*, and Comedy Central. As a broadcaster, Jimmy has won five regional Emmy Awards for writing, producing, and on-camera hosting. For seven years Jimmy was the main on-air host for Fox Movie Channel, moderating live panel discussions, reporting from events, covering junkets, premieres, and star-studded afterparties and happenings, and routinely eating fantastic free food. He's even done sports play-by-play.

Along the way, his critically-recommended stand-up play, *Bark Like a Comic*, enjoyed an extended run at Chicago's Victory Gardens Theater. In its review of the play, *The Chicago Tribune* raved that Jimmy was "a cracklingly funny speedball on and off stage."

Jimmy's passion is the Legacies Project, a nonprofit project he co-founded that trains high school students to videotape, over multiple visits, comprehensive oral histories of senior citizens in their communities.