

General Pitch Points for Marketplace: (updated 08/19)

Booms, busts, bubbles, recessions, inflation – today's financial world is complex, and often overwhelming. Navigating news and numbers is increasingly difficult, and increasingly important. That's where Marketplace comes in.

Marketplace raises the economic intelligence of the country through the unorthodox story, the casual conversation and the unexpected angle on the news.

Marketplace host Kai Ryssdal engages leading economists, politicians, journalists, newsmakers and everyday participants in the American economy to bring about greater understanding of how the news affects you.

Your listeners rely on Marketplace's smart, independent reporting and storytelling that help them understand the economy—which fosters informed decision-making and civil dialogue around issues that affect our lives every day.

Marketplace offers core strengths that audiences value, now more than ever:

- **Economic Intelligence:** Marketplace helps listeners understand what goes on inside the “black box” of the economy.
- **Explanation and Analysis:** Marketplace explains what's happening in our economy—through experts, economists, and the voices of real people—to help listeners understand the complexities of issues beyond surface level assumptions.
- **Credibility and Trust:** Marketplace offers audiences a trusted source for economic news.

And we do it all with a little fun, like our music. From in-between stories to the indicative "Let's do the numbers" music, Marketplace offers you a uniquely engaging approach to the news.

- *"Stormy Weather" when the Dow Jones Industrial Average is down.*
- *"We're in the Money" when the market is up.*
- *"It Don't Mean a Thing (If It Ain't Got that Swing)" when the market is mixed.*