

AMERICAN EXPERIENCE



PBS.ORG/AMERICANEXPERIENCE

The Crash of 1929

Monday, November 10, 2008 at 9pm on PBS (check local listings)

pbs.org/wgbh/amex/crash

“instructive and timely... It is fitting that the crash be treated as an epic—the way it is treated here—and grippingly.” *The Wall Street Journal*

“excellent... a winner!” *New York Daily News*

Today, the economic crisis is sparking a familiar fear and sense of despair across America; one fueled by a nationwide credit crunch, a wave of foreclosures, and an extreme downturn in consumer confidence. Seventy-nine years ago, on October 29, 1929, the Dow Jones Industrial Average plummeted, losing more than \$14 billion in value in just one day. The crash would lead Americans through sixteen years of economic turmoil, and today remains the biggest financial crisis of the 20th century.



On Monday, November 10, at 9pm PBS's AMERICAN EXPERIENCE will air *The Crash of 1929*, produced by Emmy Award-winners Ellen Hovde (*Benjamin Franklin, Liberty! The American Revolution*) and Muffie Meyer (*Alexander Hamilton*) and written by Ronald Blumer (*Alexander Hamilton, New York: A Documentary Film*). The one-hour film features interviews with former financial industry workers, economists, investors, and the descendants of some of Wall Street's most powerful men.

In the “roaring twenties,” while the stock market was rising, there were few critics. It was a “New Era” when everyone could get rich. Leaders of Wall Street such as Charles Mitchell, President of the National City Bank (which would become Citibank), stock specialist Michael Meehan, and Jesse Livermore, a Wall Street insider, found new ways to manipulate the stock market and grew incredibly wealthy, helping create the economic boom of that fabulous decade. Their success made them folk heroes of the day. The upward climb of the market seemed limitless. But in October of 1929, the market plunged downward taking with it the finances of the Wall Street titans and everyday investors alike.

“There are many parallels between today's situation and the burst of the 1920s economic bubble,” says AMERICAN EXPERIENCE executive producer Mark Samels. “There's a lot to learn here about the cyclical nature of the economy.”

more

EXCLUSIVE CORPORATE FUNDING FOR AMERICAN EXPERIENCE PROVIDED BY LIBERTY MUTUAL.

MAJOR FUNDING PROVIDED BY THE ALFRED P. SLOAN FOUNDATION, THE CORPORATION FOR PUBLIC BROADCASTING AND PUBLIC TELEVISION VIEWERS.

AMERICAN EXPERIENCE IS PRODUCED FOR PBS BY WGBH BOSTON.



ALFRED P. SLOAN
FOUNDATION



Corporation for
Public Broadcasting
A private corporation funded by the American people

WGBH

AMERICAN EXPERIENCE

CREDITS

Written by Ronald H. Blumer

Produced by Ellen Hovde and Muffie Meyer
Edited by Alison Ellwood

Director of photography
Alicia Weber

Associate producer
Susan Kipp

Narrated by Philip Bosco

AMERICAN EXPERIENCE is a production of WGBH Boston.
Series producer Sharon Grimberg
Executive producer Mark Samels

Exclusive corporate funding for AMERICAN EXPERIENCE is provided by Liberty Mutual. Major funding is provided by the Alfred P. Sloan Foundation. Additional funding is provided by the Corporation for Public Broadcasting and by public television viewers.

ACCESSIBILITY

AMERICAN EXPERIENCE is closed captioned for deaf and hard-of-hearing viewers, and described for people who are blind or visually impaired by the Media Access Group at WGBH. The descriptive narration is available on the SAP channel of stereo TVs and VCRs.

ABOUT AMERICAN EXPERIENCE

Television's most-watched history series, AMERICAN EXPERIENCE has been hailed as "peerless" (*Wall Street Journal*), "the most consistently enriching program on television" (*Chicago Tribune*), and "a beacon of intelligence and purpose" (*Houston Chronicle*). On air and online, the series brings to life the incredible characters and epic stories that have shaped America's past and present. Acclaimed by viewers and critics alike, AMERICAN EXPERIENCE documentaries have been honored with every major broadcast award, including twenty-four Emmy Awards, four duPont-Columbia Awards, and fourteen George Foster Peabody Awards, one most recently for *Two Days in October*.

ABOUT WGBH BOSTON

WGBH Boston is America's preeminent public broadcasting producer. More than one-third of PBS's prime-time lineup and companion Web content as well as many public radio favorites are produced by WGBH. The station also is a pioneer in educational multimedia and in access technologies for people with disabilities. For more information visit wgbh.org.

For more information about AMERICAN EXPERIENCE and *The Crash of 1929*, visit
pbs.org/americanexperience

more



AMERICAN EXPERIENCE

Promotional photography is available for download at <http://pressroom.wgbh.org> and pbs.org/pressroom

PRESS CONTACTS

Patrick Ramirez, WGBH, 617.300.4251, patrick_ramirez@wgbh.org
Jen Holmes, WGBH, 617.300.5388, jen_holmes@wgbh.org

PHOTO CONTACT

Laura Bowman, WGBH, 617.300.5332, laura_bowman@wgbh.org