



FOR IMMEDIATE RELEASE

**THE DOCUMENTARY CHANNEL® PRESENTS U.S. TV PREMIERE OF  
“BROKE: THE NEW AMERICAN DREAM” BY MICHAEL COVEL  
IN PRIMETIME MONDAY, OCTOBER 12**

**Controversial Film Provides Honest & Humorous Account of the 2007-09 Economic Collapse.  
Incorporates Perspectives from Financial Gurus and  
Nobel Prize Winners to Professional Poker Players.**

**Fast-paced, Informative and Truthful; “Broke” is a Smart Story with a Michael Moore Edge.**

NASHVILLE, Tenn. (September 9, 2009) --- The Documentary Channel® (DOC) brings America’s 2007-2009 economic crisis into the forefront when it presents the exclusive U.S. television premiere of the controversial and critically acclaimed documentary, *Broke: The New American Dream*, by noted author and director Michael Covell on Monday, Oct. 12, at 9 p.m. ET/PT.

This non-partisan film features interviews with Nobel Prize winners Dr. Harry Markowitz and Dr. Vernon Smith, Bill Miller of Legg Mason, David Harding of Winton Capital, and dozens of other Wall Street pros, real estate agents, professional poker players, reporters, athletes and ordinary citizens. The riveting investigation breaks new ground in the field of behavioral finance and dispels the belief that government can solve personal money woes. *Broke* doesn’t denigrate capitalism, but rather it nails those who have perverted it. Most importantly, it shows viewers that Americans can have hope.

“*Broke* is a powerful film we all can relate to right now, and director Michael Covell is a kind of American 'Everyman' who tackles this sore subject with insightful depth and flair,” says Kate Pearson, senior vice president of programming at The Documentary Channel. “We’re proud to be the first network to make this fascinating work available to television audiences, because viewers are in for a thoroughly honest and thought-provoking examination of just what's going on in our economy, and where we go from here.”

“Government is the path to the poorhouse if you are counting on them for retirement,” believes Covell, the Nevada-based author of the bestselling *Trend Following* and founder of the internationally renowned Web site, TurtleTrader.com. “Either by bailing out the stock market or propping up a dead end Social Security system -- the President and Congress can't help you. If you don't take the personal responsibility to make sure you are in control of your money by using sound strategy -- you will go broke. My message goes square against traditional government, media and mutual funds -- and those powers have spent decades manipulating and indoctrinating everyone’s money to the wrong way.”

*Broke: The New American Dream* cracks down on the media’s influence upon money decisions. It takes a hard look at the state lotteries, drawing remarkable parallels to the U.S. Social Security system. It presents informative interviews and incorporates a 75,000-mile journey from New York to Tokyo and even a sheep farm in Virginia. An expose of financial decision-making and media confusion, *Broke* proposes a new personal accountability for financial action.

"I am excited that *Broke* will premiere on The Documentary Channel," says Covel. "My message is one that some people don't want to hear, but it is a hard hitting message very new for most people. Bottom line, the government, media and mutual funds are a path to a dead-end retirement. Ignore that message at your financial peril."

DOC is available on DISH Network (Channel 197), and several broadcast stations in major markets including NYC TV (Channel 25) throughout the greater New York metropolitan area.

**About The Documentary Channel<sup>®</sup>:** The Documentary Channel (DOC) is the USA's first 24-hour television network exclusively devoted to documentary films and the independent documentary filmmaker, providing viewers with round-the-clock opportunities to see fascinating, eclectic and award-winning documentary films of all lengths and genres. For more information on DOC, visit [www.documentarychannel.com](http://www.documentarychannel.com).

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**INTERVIEWS AND HIGH RESOLUTION PHOTOS AVAILABLE UPON REQUEST**

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