Fifteen Cents on the Dollar Authors

Award-winning Journalists
Co-authors, Fifteen Cents on the Dollar

Actionable insights on closing the racial wealth gap in America

Biography

Louise Story and Ebony Reed are co-authors of *Fifteen Cents on the Dollar*, an illuminating exploration into the origins of the Black-white wealth gap in America with insight on the work that must be done to close it. The book is part of a larger public impact project with three main goals: make the data on wealth gaps common knowledge; spur conversations about the many ways in which the wealth gap intersects with other social issues such as housing, employment, and education; and spread empathy through the sharing of deeply human stories. As part of this initiative, Story and Reed also co-teach a course on racial wealth gaps at the Yale School of Management and host wealth gap symposiums around the country.

Topics & Books

*Race*
*Wealth Gap*
*Journalists*
The book’s title speaks to the statistic that for every dollar of wealth a white family has, the average Black family has just fifteen cents. On a historical journey from slavery to modern-day banking discrimination, the authors explain how this gap came to be and why it hasn’t changed in generations. The impact of centuries of economic discrimination come to life on the page through the stories of seven Black Americans facing setback after setback as they work toward financial goals that prove to be increasingly out of reach. *Kirkus Reviews* deemed *Fifteen Cents on the Dollar* “an important book that should inform conversations about equity at every level.”

Louise Story is a prize-winning investigative journalist who spent more than 15 years at the *New York Times* and the *Wall Street Journal*, where she was the top masthead editor running coverage strategy. Her work investigating corruption led to the largest kleptocracy forfeiture in U.S. history, a scandal known as the 1MDB case. Her work during the 2008 financial crisis led to a multi-billion dollar settlement in the derivative market and to Goldman Sachs’s S.E.C. settlement. Projects she led have received honors including Emmy Awards, Pulitzer Prize final citations, and Online News Association awards. Louise’s film *The Kleptocrats* aired on the BBC, Apple and Amazon.

Ebony Reed is a seasoned journalist who has held editorial and operational leadership roles across regional news. She began her career as a reporter at *The Plain Dealer*, covering Cleveland public schools, and documenting public education’s inequities, with her work recognized by The Investigative Reporters & Editors organization. At the *Detroit News*, she managed the local coverage during the 2008 economic crisis. Now the Chief Strategy Officer at The Marshall Project, she has held other senior roles at the *Associated Press*, *Boston Business Journal*, and the *Wall Street Journal*. She has taught at more than a dozen universities across the United States.