



#EatMyCake

Social Campaign

The Kaleidoscope channel and platform design enables women to “have their cake and eat it too.”

With hiring imperatives that address deficit workforce metrics, the grossly imbalanced numbers in Hollywood can be altered by investment into new content and content protocols, made by woman, for women, and those at core who are encouraged by the feminine principle.

By facing the male dominated industry head on, K’TV catalyzes a counter media culture with an upstart that accelerates the momentum of #MeToo, and activist #TimesUp consciousness, into a content equity project.

And while the focus may be on women’s culture, by no means should this exclude men. In fact, by addressing the negative cultural space inflected by patriarchy, the social edges of a new gender story can be depicted. Using story and data to propagate improved role and relationship dynamics, identity politics projected on K’TV screens can impact adaptive changes as a new social norm takes root: that women are powerful too.

To be in this brave new world, we must engage in a culture of continuous learning and growth where knowledge and opportunity is shared. The urgency of cultural change for women is one horizon that will be addressed by *American Icon*, Season 1, a “role model and social emergence” format.

AMERICAN ICON, “*Role models are created.*”

#MeToo + #TimesUp = #EatMyCake