



# #EatMyCake

SEASON 1

The Kaleidoscope channel and women's platform ensures that women can "have their cake and eat it too." With hiring imperatives that address deficit workforce metrics, gender marginalization or discrimination, and predatory or criminal behavior, the grossly imbalanced numbers in Hollywood can be addressed by investment into new content, new content protocols, and new opportunities defined just for women.

While the channel concept directly impacts the Hollywood workforce, the content and content model will echo beyond the platform, creating a new kind of content production and consumption ecology that supports women, and those nurtured and encouraged by the feminine principle.

By addressing the reality of a male dominated industry head on, K'TV offers a counter movement coup that usurps the media event momentum of #MeToo, and activist #TimesUp consciousness, into an actualized real world gender inequality social project known as #EatMyCake.

And while the focus may be on women's culture, by no means should this exclude men. In fact, and to the contrary, by addressing the negative cultural space inflected by patriarchy, many undefined social edges can be depicted. Using story and data to propagate the desirable relationship roles, identity politics, and behavior outcomes expected, *as a new social norm takes root*, also promulgates the sharing of power and opportunity required for equal gender.

And, to be in this brave new world – where value is forged by the most confident humans, who carefully consider the urgency of the present cultural reality for women – is one social horizon that will be addressed by *American Icon*, a "social emergence" series format.

AMERICAN ICON, "We create our social reality."

#MeToo + #TimesUp = #EatMyCake

K'TV hosted at: [PopDrag.com](http://PopDrag.com)