O-Factor

O-Factor is a strip news format,
enabling the formation of women's
point of view, using data and story
to encourage a positive force in
media for gender identity topics.

As a digital news format, content is subject to social contribution,
commentary, polls, and the "tetragraph" protocol, which introduces
a new design for social news. Focused on multi-linear view points,
and weekly crowdsourced topics, participatory conversations define
O-Factor. In practice, guests "news jockey" to posit POV from four
researched angles. The collective process uses data visualizations
and discourse, with an ultimate mission being to create understanding,
awareness, and choice, able to transcend personal or cultural limits
that act against a women's journey towards self-fulfillment.
(Of course, in reverse, any such limit is an opportunity factored.)

Who will be the first woman president?

O-FACTOR

"SOCIAL NEWS" MAGAZINE

Woman's News Outlet
Multi-linear POV (MLPOV)
Custom Web Application
Tetragraph Content Protocol
UGC/Social News Tools
Motion Graphic Communication/
  AV Data Visualization
News Metrics/Social Graph Technology
O-Factor Social News Polls
News Memes and Metabolic Talk
News Season Casting

O-Factor

GENDER-based social news and "MLPOV."

Meryl Streep   Oprah Winfrey   Maria Shriver   Susan Sarandon

Cross-Platform Topical (Weekly) (integrates with O Magazine editorial, and features daily news bites prepared for digital interactive channels, with social polls and networked visual data content.)

"Tetragraph" Content Design (our four female "host-jockeys" anchor soft and hard news POV – on topics that accelerate women's choice, perspective and vision across personal, national and global domains, emerging or historical – delivering the "tetragraph" protocol, via an enriched cooperative method.)

Enhanced "Social News" Format (our all-star heroines offer an investigative media outlook using research, data and conversational modes, to inflect an "inhabited" POV, more often overlooked by established news outlets; further, while aggregating story into four validated views, our news jockeys must also escalate a collective resolution that encourages women to face life's challenges as players enabled by knowledge and choice.)

MLPOV augments a woman's opportunity, social capital, and action!

TETRAGRAPH METAPHOR:

O-Factor (Green Screen Tea Parlor)

"A tetragraph is a sequence of four letters used to represent a single sound, or a combination of sounds, that do not necessarily correspond to the individual values of the letters. In German, for example, the tetragraph 'tsch' represents the sound of the English digraph 'ch.'"

O-Factor represents POV featuring a breakthrough format designed to showcase difference and a consolidation of view points, factored by metric method, and social input. Featured topics use a visual, data driven context that enables viewers to discover their identity using POV, learning where their peers currently stand. The "tetragraph" protocol, a news coop format, is established to make the news genre compelling, vital and actionable.

*Meryl, Oprah, Maria and Susan have already collectively taken fictional roles, served as real life role models, been under media seige or spotlight, and championed career choices that bring new light to being a woman in the 21st century. Collaborately, within O-Factor, a new platform is created to amplify what is universal for woman as they increase their presence, power and self-definition, both embracing and transcending gender frontiers.

O-FACTOR

GENDER-based social news and "MLPOV."

Jessica Lange   Oprah Winfrey   Maria Shriver   Gloria Steinem

"OPPORTUNITY" FACTOR *Difficulty is life's spiritual currency.*

Whether it's a flat tire that causes you to miss an interview, or the sudden loss of a loved one, life – *or to be more scientific, the time-space fabric* – might be extending you a *worm hole* into your future. A wrinkle in the fabric of time might seem more like Jennifer Lawrence tripping on her dress at the Oscars (it happened so fast that she didn't know Hugh Jackman helped her off the staircase) – but that is the way it works. A *call and response* between the *conscious and unconscious* helps you to echo-locate your relative position to the opportunity in your path. To access this deeper design we need to have a positive network around us that can help us stay tuned to these often very subtle signals that are embedded in the dramatic essence of everything that happens.

By asking questions, and staying curious, we can access the answers we need. But life is noisy, so we need each other to amplify the things that only someone else might sense or see.

NEWS / POV FORMAT

Social media invokes a day gone by when news readers would write the columnist for friendly advice, or an expert opinion. More so, digital media hangs the world's echoes on a grapevine for everyone to share in. Though, in part, this series could be called *"Dear Oprah and Friends,"* it offers an advancement for any writer and her readers, with a strip format that is part news magazine, and part episodic talk show – *with an interactive twist.*

Being crossmedia in nature, the social news design pulls in readers and viewers, through print, TV and online, to share with panelists, using a custom application that allows voting, comments, sentiment, and voice. *Their expectation . . . ?* To have their questions answered, to have their votes counted, to have their diverse POV represented by the panelists. *And*, most uniquely, to have a visualization featuring a dramatic reenactment, supporting data, and/or infographics – which rounds off the specific content mix of the show.

We've heard of the *Oprah effect*, but now we have the "opportunity factor," *O-factor* for short. While the Oprah effect accounts for *rapid mass communication with a positive global valence*, the "O-factor" is more intrapersonal. It asks viewers to find the hidden value, the underlying truth, the distilled quality that allows the problem to present its own solution. This disposition, the ability to factor, from any life circumstance, an elevated truth that is also actionable, can be an exponent for change. When people share, the viral transmission of value transferred between communicating humans inspires and accelerates new personal development, allowing ideas to nourish the self. Knowing how to apply the *O-factor – the love child of conflict and introspection* – to one's life, in real time, is like having a secret pathway into a quantum dimension. But harnessing the *O-factor* eureka moment of self-realization requires shifting awareness from the horizon into motivated personal action in the present – *the ultimate utility of the O-Factor series.*

When reality demands that you keep your attitude not on the symptom but on the underlying cause, you can catalyze the *alchemical nature of conscious reality*. The negative space that life often gives us, when we sense a locked door, or a foreshortened path, is really part of life's notification system. Life is asking that you turn on your inner GPS, because it is wiring you to a new destination. When Oprah and her girlfriends reach into your story, you will have a cubist mirror, made of *four viewpoints*, that allows you another way to see the moment, and find the right course of action for your life.

"O-Factor harnesses the intangible quantum reality in each person, using the collective power of the crowd, a network of social thought and voices, enabling our fragmented psyches to resonate with our own intuition."

"TETRAGRAPH"

GENDER-based social news and "MLPOV."

Jessica Lange   Oprah Winfrey   Maria Shriver   Gloria Steinem

GENDER-based social news and "MLPOV."

Julia Roberts   Uma Thurman   Viola Davis   Reese Witherspoon

GENDER-based social news and "MLPOV."

Alicia Vikander   Nicole Kidman   Aishwarya Rai   Angelina Jolie

GENDER-based social news and "MLPOV."

Lucy Liu   Mindy Kaling   Serena Altschul   Lupita Nyong'o

CREATOR'S NOTE

O-Factor: News Technology and Point of View

Ever since The Renaissance, <u>linear perspective</u> – *which can be described by graphing a single viewer looking toward a horizon* – has dominated visual art, and served as a tandem metaphor for the <u>scientific method</u>.

While it allows for realism in the representation of objects both on the horizon and in the foreground, maintaining scale and proportion is in turn constrained by a single viewer, and limited to a single vanishing point.

Depth of field and the behavior of light in space are therefore manageable on the canvas for the artist. And the assumption is that the viewer, staring at the canvas, will see the artistic representation with the same degree of realism as if she or he was looking off into an actual landscape.

If we, therefore, apply linear perspective, and the scientific method, to journalism and news objectivity, we arrive at a new model for news story delivery – one that is sorely needed in an age where progress in citizen journalism is challenged by "fake news," and branded news outlets have diluted editorial opinion into manufactured bias, and outright propaganda.

In journalism, anchors and news brands work inside a similar "single point perspective" – in such a way that broadcast is equivalent to veracity. If it's inside the proscenium of the screen, we tend to believe it. Further, because content is presented via familiar anchors, "truth" is given the benefit of a familiar face, and often a well-recognized media brand.

Because of these conventions, for many the news is evaluated using WYSIWYG (What You See Is What You Get) terms. *It is what it is*, and we don't challenge what we hear, or how it is presented. We see crime or injustice and know that it happened. But the news <u>itself</u> doesn't help us evaluate, or understand what happened.

And certainly with so much news, we don't have time to get to the fundamentals, where we investigate our principles and align our values, beyond questioning, toward right action.

Of course, there are news shows that make a point to debate viewpoints. And often times experts disagree, while moderators and cameras ping-pong. But the superficial format for presenting viewpoint elides the fundamental goal of critique: <u>root level thinking</u>. In other words, in what appears to be the presentation of point of view, we can find instead a radically similar polarization of difference, a duplicity affirming the status quo.

We must instead look more profoundly, at the horizon and the origin from which these viewpoints radiate to and from. As we learn to see difference and understand the complexity of human judgement, we will be able to tease out the underpinned flaws and truths that both separate and bring us together. This investigation of story and how we each ingest and express it, in our increasingly digital and global lives, requires new formats and technologies.

And that is the mission of *O-Factor*, to deliver multiple viewpoints without relying on polarization, but instead on causing a <u>knowledge effect</u> through aggregating, overlapping, contradicting, and catalyzing a diversity of angles and vantage points – so that we create a single "datagraph," from multiple views, freeing up truth into the hands of the viewer, who is also given the power to vote and act within the show format.

By introducing the scientific method and *"multi-linear" point of view* to a news format, we can more profoundly understand who we are, how we think, and what course of action we should collectively take, with both *personal* and *social* matters that are at once critical, aspirational *and* transformative.

#MeToo + #TimesUp = #EatMyCake

The format allows for change of the tetragraph partners
to occur each news topic, escalating viewpoints across
the course of one week, with a #EMC Friday finale.

(News seasons occur three times per year.
Fall, spring and summer, with summer
season reserved for emerging
heroines, from media and/or
spotlight industries, with a
cross-gen news focus.)

"Woman bend their identity, singular and collective, to shape new POV."