

O-FACTOR



GENDER-based "social news" and talk.



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 technical) 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. Because of this we need to have a positive network around us that can help us to 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 / TALK FORMAT

Social media heralds a day gone by when news readers would write the columnist for friendly advice or an expert opinion. And digital media does hang the world's echoes on a grapevine for everyone to share in. Though, in essence, this series could be called Dear Oprah, it also offers an advancement for a writer and her column, with a strip format that is part news magazine, and part episodic talk show, with a twist.

Being crossmedia in nature, the social news design pulls in readers and viewers, through print, TV and online, to interact with the 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. *Visualization Music:* <http://bit.ly/1eoNNzx>

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 introverted. 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, is fundamentally exponential, in comparison to the viral transmission of value Oprah has validated for everything from transformative books that inspire personal development, to gift ideas that nourish the self. Knowing how to apply the o-factor, a direct byproduct of introspection, to your own life, is like having a secret pathway into a quantum dimension. But harnessing the o-factor eureka moment of self-realization requires a kind of personal utility designed to keep your perspective aligned to the horizon: the O-Factor strip 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 enables an intangible quantum value to be given proportion, at the human scale, through the benefit of a network of social sharing and voices that allow our fragmented psyches to resonate from the power of inner speech."



O-Factor

UNSCRIPTED FORMAT: O-Factor

DURATION: 30 Minutes

GENRE: Social News Magazine

FRANCHISE EXTENSIONS: O Magazine Letter to Oprah
(basis for news story,
visualization/data,
and POV/talk)

INTRO

A desk. Someone is typing. Dissolve to Oprah reading a letter she is holding. We see the words on the page and hear her voice as she reads: "Dear Oprah, It's been a few years since I was traveling across the country, on some unknown mission. But the experience stays with me that I was guided, like being pulled by a string. Sensing the force on the other side of the string meant always staying centered. And because the reality in front of me was so thin, it was easy to keep my head in a higher orbit. But I'm finding the string is not as linear as I imagined, and it seems like it's become more of a knotted ball of yarn. I think life doesn't always force you to choose the higher path. But right now it seems like all the paths look the same. How do you know when it's time to stay the course, or go offroad? Is the particular quality of the moment a reflection of what lies ahead, or is the ball of yarn the end of the string?" The rest of the letter is published and made available online before the show, so only the highlights are necessary to setup the first segment. The complete letter (limited to 1000 words) is published and made available online before the show, so only the highlights are necessary to setup the first segment. (Following a prompt, viewers can read the letter during the first commercial break.)

LOGO / BUMPER

A visualization of Aphrodite, showing some attitude, pushing da Vinci's David off his pedestal. Aphrodite summons a sidereal cartography, symbols for the navigation of inner space. As she assumes David's posture on the pedestal, light emanates from her eyes framing her in Michelangelo's Vitruvian architecture, known as a cosmography of the microcosm. This ideal scientific and aesthetic architecture contains Aphrodite in a prism of light, representing the force of intuition, or center of magnitude, which Aphrodite uses to shake her booty under the spell of an electronic beat, ultimately revealing the title design for "O-Factor."

BREAK

SEGMENT 1

The four panelists begin to identify the parts of the letter they connected with, and then with the help of a visualization artist the concepts and values are decoded and graphed. If there are any questions on the wording or meaning these can be resolved by direct query with the writer, in real-time. This roots the discussion of the letter to cardinal values before the formation of an interpretation.

BREAK

SEGMENT 2

The result of the graph is shown, with the problem broken down into components that are easier to digest for the viewer. This is basically a communication flow, using a visual grammar taken from clues written in between the lines of the letter, that attempts to unlock a perceived level of the writer's personality and situation.

This also supports each panelist to speak from within their own POV, building a dialogue from their own life experience, that is rooted in a graphed framework of knowledge. Each panelist thus makes a hypothesis, which they try to prove or shed light on, which will be commented on by viewers and debated by the panelists.

BREAK

SEGMENT 3

Once this lattice work of interpretation and vision is executed, each panelist presents a creative understanding to the writer who they have not met yet, who now walks into the room. This combination of insight is coordinated to data to organize a viewpoint or solution. Because no one really knows how any one person might access a catalyst, also defined as the O-factor, it is important to provide the writer with inspired stimulus to trigger the writer's own sensibility toward inner wisdom - or inspired action.

BREAK

SEGMENT 4

Sudden clarity, or a spontaneous decision, may not be the result of gaining greater evidence into one's own life. The often cryptic growth process thus requires an applied strategy, four POVs. So this segment allows for a summary of the query and the ground covered in architecting the writer's life course position -- which now the viewers can vote on, based on the panelists represented solutions, completing a personalized response to the query letter.

EYECATCH / EXIT

Aphrodite's inner vision contracted into a mandala, contained by a frieze, in which she harmoniously stands, as the animated logo gives way to the final credits.