



ICON

ROLE MODEL TALENT COMPETITION

Celebrity and Special Guest Panel
Host and Social Media Host
Role Model Profile System
On-location Candidate Portrait
Tailored Missions, Tasks and Challenges
Appointed Angels and Elders
New Cultural I.P. and Language
New Product Market Launch
Starball Awards Ceremony
Social Emergence and Endorsements
Integrated Brand Identity Management
New Publicity/Privacy Platform
One-Year ICON Mission Tour
Lifetime ICON Family Membership
Collateral “Reality Hero” Series

SPECIAL NOTE: Actual packaging is not represented.
Use of a particular celebrity, in photo or by name, is
purely a function of previsualization, and does not
represent final casting, or an attachment.

The ICON as Crossover Star



On-location visiting
contestant's hometown.



"Being popular and being different just collided into a new purpose. Sometimes you have to 'make yourself up' because there are no models around you that suit your development. If you feel this way, you just might be an Icon!"

Old Hollywood meets New Hollywood

This series allows Mrs. Moore, and panel, a model role and tool for revealing a person's influences, strengths and abilities within various performance and interview contexts, including formats taken from extreme culture, Hollywood, fashion and Madison Avenue, while also expanding the existing definition of the portmanteau referring to both celebrity and social emergence. In this sense, becoming an *Icon* takes on new dimension, allowing attributes of both the interior and exterior self to be presented, and celebrated, within the domain of popular media culture.

For the American viewing public, the ongoing reality TV dialogue about personality, style, intelligence and talent finds a new point of view with the *Icon* role model series. Through powerful interview and role play formats, we learn who can best bridge hidden identity barriers and give us new image of our individual and collective potential. In forging new heroes and heroines, the *Icon* series will launch elected personalities into roles, especially where those roles do not yet exist. An *Icon* leads from within their 'real life movie' offering unique contribution for the celebrity media landscape.

The series project, to create new stars, is outlined in the series launch movie special which sets up a redefined context for a coming *Icon* culture, which Mrs. Moore and panel will lead with and present. Modeling the interior self within a product-oriented culture requires factoring events, artifacts, and thought processes into elements that reveal decision making and choice. With improved method, the power of a star-based entertainment and communication system can be enlisted to represent accelerated prospects for personal development.

"Icon candidates are met on tour, on first-person terms, where they can share most naturally the world that has shaped them."



ICON

Series Concept, Franchise and Intellectual Property

The *Icon* series, referencing the celebutante portmanteau (hybrid celebrity/debutante status), reframes social emergence to capture real-life figures from across diverse disciplines (the arts, sports, science, business, and more), whose examples define unique cause and perspective, as presented within an immersive multi-interview format, which seeks to discover a leading escort and deb to reign and rule as contextual models, for the duration of one year.

This newly designed role model competition, parametrically inverse to the Miss America or Miss Universe pageants--with focused intent on "interior beauty, perspective, virtue and intellect," and with counterpart pairing of real-life guys and girls--is designed to suit the media horizon with "icons," real-life role models whose personal missions can lead toward and launch new territory for popular culture.

The *Icon* franchise includes *Icon's* personal profile system, *Celebunaut* magazine (collateral co-branding context, republishing model, and offscreen with the stars), and The Star Ball Awards Ceremony (blue carpet event)--which together present a recontoured media culture (and "frontstory"), in order to model and establish new control points for an improved celebrity culture.

Special considerations include the pro forma celebrity "Interstitial Rights" project, regarding publicity, privacy, and security protocols that protect against brand infringement, identity exploitation, and "brand experience" profiteering.

----- "Brand new stars coming your way!"

***Contextual Modeling**

A lateral application of contextual advertising in which ad content spills off from a planned syntax of in situ micro-events, captured wild, or as if wild, for subsequent re-presentation. An Icon, or crossover star, is a "contextual model"--referring simultaneously to more than one context (to a profession, to a philosophy, to a product culture value, . . .)--who is employed to represent such a point of view for the duration of one year, with journey through various timbres of identity, personality, style and culture. This design deliberately showcases how concepts, services and products look, feel and function within real-life circumstances, presented according to real-life people. Contextual modeling can also be conceived of as a reality-based marketing design operating according to a rigorously prequalified "first-person test market" with engaging personalization/co-branding. With the support of product culture, successful lifestyles and attitudes can be promulgated, moving the star system into a higher orbit of functionality.

***Interstitial Rights**

The opportunity and circumstances of ongoing and new social and mass media formats describe unique conflicts of intrusion, dilution, dissociation, and more, where private self and professional self, already accessibly blurred, more explicitly because of digital, require new exostructures valued to protect brands, brand experiences, and such established or invested value each maintains--managed as a set of monetized media referents or packages, bundled or discrete. In this design, two worlds (onscreen and offscreen) are extricably interconnected and overlapping, which can be articulated such that each moment maintains an interstice with rights that can be enacted--interstices where contract is observed between media figure and media entity, and thus so constrained by elements of area/site, time of day/duration, and such specific, elective parameters.

ICON Season (#): The Role of Women in Culture



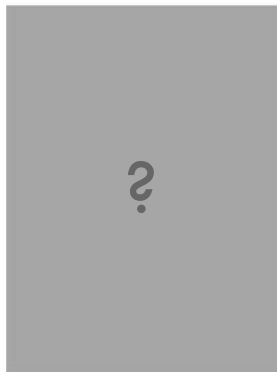
Angelina Jolie

Angelina is a radical humanist, whose cause shows underrepresented female compassion, and a new model for global identity, however gritty and unglamorous its undertaking may be.



Gotham Chopra

Gotham represents a different perspective on the feminine -- as the spiritual self, and as the intangible force that both creates and challenges its subjects to apprehend the more metaphysical reality we inhabit.



Central Cause Figure

TRANSFORM CULTURE

ICON's debut season will look at women's roles in media and across various social architectures that currently define women's opportunity. Transcending the inflection assigned by patriarchal tradition, albeit one that is changing, often yields a discontinuity between philosophical modes and real life choices. As a women's forum, the focus will not just be on female identity, but on the value of choosing the creative force in life.

How one woman defines herself, presented publically, can affect the well-being of many, and moreover place emphasis or pressure on media outlets to offer new representations, across a woman's many roles, at home, in the community, and at work. Any intrinsic difference that can be framed to escalate POV is the bespoke territory of challenges set for the ICON candidates. In fact, from our heroines and heroes presenting themselves for emergence, we will be shaping the show according to their profile (to enhance their life experiences and finesse outlook, voice, and communication skills), as applied to specific media formats candidate ICONs are tasked with, and elected, to represent.

New cultural ideas, products, and practices will be tested and evaluated -- while each deb and escort attempts to promulgate their unique perspective and contribution. Season One's focus on gender will coincide with a refocus of OWN on content for women, redefining gender as a 21st century principle that both men and women can resolve to adapt towards for the greater improvement it offers. Inspiration, self-knowledge, intuition, creativity, transcendence, innovation, and even faith, each emanate from the feminine principle as it manifests itself in life's epic moments and everyday vignettes.

The ICON format allows (2) guest panelists (who co-represent the featured social cause), and (1) anchor panelist (whose life brings measure and continuity), to bring into focus emergent voices, selected through popular vetting and panelist sentiment, who in turn will be shepherd towards the project of installing new vital culture and cultural products.

Additional Seasons:

Driver, Road and Vehicle Safety |



Jeff Gordon,
NASCAR

Brain Typing and BrainSports |



Paul Allen,
Brain Science VC

Citizenship and Political Process |



President Clinton,
Public Educator

Sexuality, Health and Identity |



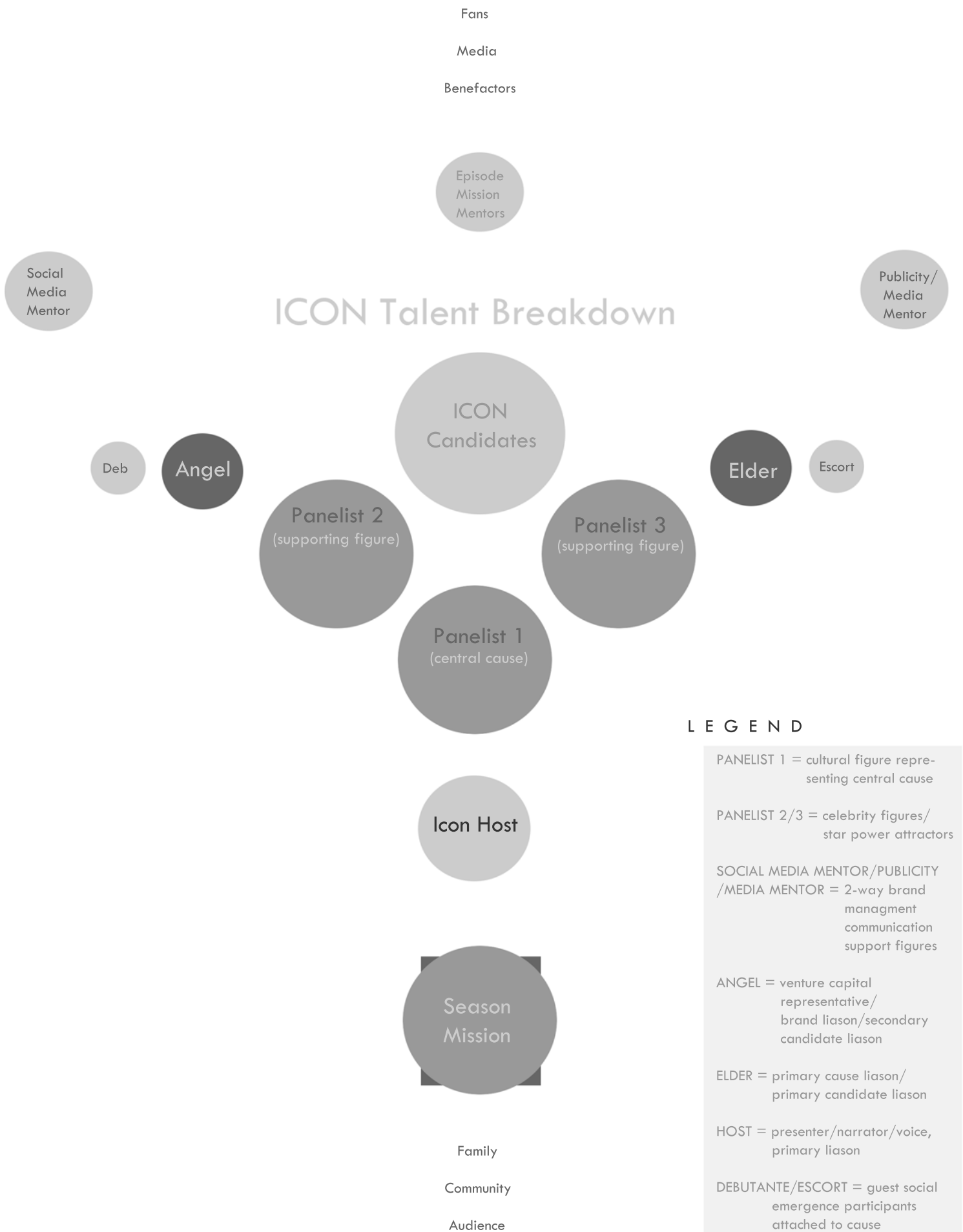
Dr. Drew Pinsky,
Popular Sex Ed

Alphabetic Culture and Media Literacy |



First Lady Laura Bush,
Educator/Library Science

and more.





Profile Liason/Host

The host intimately connects with the candidates, interpolating the social emergence experience, and serving as the face of the series as it progresses from season to season. *Panelists are mission specific only.*

Knowing candidate backgrounds and taking in real life location context, which will be produced as profile vignettes (for the two hour series opener), creates an interaction experience that uniquely enables the host to express virtues extolled as each cohort progresses.

Unlike the panelists, the host partakes of the offscreen world each season, along with the Elder and Angel, whose stance more readily attempts to balance objectivity with focus on profile metrics (as a means to manage perspective with opportunity).

Articulating the candidates is the host's central mission, while also negotiating media points and panelists' disposition. Tracking the center of good will, the host personifies the search for virtue as each candidate takes us into their experiences, challenging viewers to find inspiration that can bring change and new culture.

ICON enables the discovery of new "voice" talents that will help shape an improved popular culture and progress the American perspective as influencers and innovators, both at home and abroad, as so challenged by each ICON mission and season.

ICON PROFILE

S p e c i a l G u e s t

EVA VERTES: YOUNG SUPERSTAR SCIENTIST



<---- Role Model

SOCIAL EMERGENCE:
*featured young
scientist on ICON*

VIDEO: http://www.ted.com/talks/eva_vertes_looks_to_the_future_of_medicine.html

With ICON we can improve everyday life by introducing new stars whose lives demonstrate extraordinary ability and unique examples of universal value.

ICON

Role-Model Talent Discovery Competition

“. . . introducing the cross-over star!”

Title: Demi Moore's ICON

Genre: Role Model Talent Discovery Competition

Tagline: *"Movie stars are cast into roles. Icons invent them."*

Logline: *"Demi and panel challenge up and coming 'debs and escorts,' from a host of America's most prominent, and most promising families, communities and institutions, to see who will become the next real-life role model and vanguard Icon."*

Synopsis: In this mash-up interview, talent competition and lifestyle showcase (harnessed on the role-based social profile) real-life figures are given a chance to become crossover stars, whose promise is tested and evaluated. The show's mission and format leads to discovery of who might best make new contribution towards innovating personal and social identity when aligned and amplified using the *Icon* platform.

Preference is given to those who excel at mass media functions and creative challenges, and those whose representation of a cause, lifestyle choice, or mission brings new light to popular culture. Along the twelve-week journey, contestants will have a chance to showcase how well they can adapt to the *Icon* spotlight, while revealing significant virtues and talents. *"Your kindness, intelligence, communication skills, humor and goodwill can make you a star worth knowing."*

Demi, panel and viewers will search profiles and your invitation to discover your 'interior world,' and the lesser known path that has shaped your life's experiences, which others can emulate and benefit from through the year long emergence extravaganza -- where a new *Icon* deb and escort pairing enables a new and vital social role to be launched.

The Competition

Getting to Know the Candidates: Icon Profile and Location Tour

'Socially emerging' candidates are poised to reveal their lifestyle interests, attitudes, ideals and potential mass appeal, as Demi and panel review personal profiles and visit location-based settings exploring each candidate's intriguing origins, and the inspirations

which set them onto the role model pathway. Segments highlight where they grew up, relationships, friendships, ambitions, schooling and grooming, giving a big-fish-little-pond background portrait that enables viewers to gain perspective on the candidates' community disposition, first-person character traits, notable and remarkable accomplishments, career aspirations, and potential fit as a role model figure. After careful review of their online profile submission, essay questions and video self-interview, our panelists will head out on tour to meet selected candidates. For efficiency, the task is split between the three panelists, with each panelist making visitation with one-third of the selected twelve. This in-person meet-up provides the viewers and panelists alike with a sense of origin, as well as a tactile sense of the uniqueness of each personality, within their own real world context.

Testing the Candidates: Mission, Vision and Star Qualities

Next, in-studio and remote scenarios provide a practice-oriented framework for candidate 'debs and escorts' to showcase their media graces, foreground their viewpoints and demonstrate the raw talent needed to communicate and direct popular attention. Using an array of *Icon* role-based formats, candidates will undergo "situational screen tests, extreme product demos, hosting cameos, rigorous interviews and assigned cooperative tasks," designed to showcase character, speaking voice and disposition for potential crossover *from 'real-life role model' to 'future icon.'* Here, *Icon* candidates are both boot-camped and projected into the limelight. As well, in this segment, candidates are put through a sequence of more traditional, and more extreme circumstances, that public figures and celebrities often must engage and endure - with also, functions and tasks that illuminate each candidate's 'interior image,' and potential success as an *Icon* (role-model brand). These challenges are designed to expose each candidates unique mixture of personal identity coupled to their dedicated interests, while also offering a sense of how the *Icon* platform brings forward motion to the priorities of social value met by thoughtful personal contribution. These challenges, designed to be entertaining, immersive, and comic, test and reveal the public confidence required by the competition.

Format and Levels of the Competition

Phase 1 – Search for the Icon: Review Tools and Process

The preliminary search relies on the personal profile and is based on the candidates' submission, and not the audition. As a function of personalization, this initial search phase is hinged on several custom profile tools including: part A) an automated multiple-choice or keyword survey; part B) a thirty second video slate combined with a short answer essay (120 words); and part C) a one page visual story board, which is referred to as a qualitative "mood or voice" piece designed to allow expression of subjectivity. All of these elements are arranged into a custom digital profile format, which is designed to maximize efficiency required during the initial selection process, occurring as a "remote interview." No crowds. No big lines. No auditions. Just your best digital self. (NOTE: only part A) is enabled to be automatically scored. It foregrounds a census-like data set to characterize the population, per the individual applicant. Also, a user can petition to add a keyword to Part A) of the survey database.)

Profile part A) addresses both qualitative and quantitative personal information including: i) "Who are you?" which is designed to capture demographics such as age, hometown, job, education; ii) "What differentiates your identity?" which should capture your goals, your mission and your means; and, iii) "How are you changing culture?" which should define how you see your role in society, in career, in your friendships, in your family? Also, as a precursor, candidates should have just completed a one year plan (waived for the first season), and should be able to discuss a five year plan (which is intended with or without *Icon* status), as a means to discuss what the role model path looks like given other road map possibilities, and/or personal or business opportunities. These broad questions are arranged into nested menus, or trees, which can be crunched into graphic displays of data, providing insight into the applicant pool and what sort of role model is potentially out there and needed.

Such scaled metrics on the applicants ultimately signals existing patterns and instances of uniqueness – vital data towards identifying who might possess criteria to be an *Icon* candidate, and what type of

season would need to be built around such prospective candidates. Once this data is assembled, and candidates are drawn from the pool, review of part B) and part C) is initiated, on a manual basis. At this point, the selection process has filtered what type of role model may be out there, which, in turn, builds towards how the casting process can be coordinated to maximize thematic for the season. Certain emerging patterns taken from the metrics will assist with this decision. Further, parts B) and C), which rely on human decision making, now can be used to enable discovery of potentially capable role models, original points of view, and the talent required of the final elected deb and escort, whose captivating personalities and insight will serve to launch them as beacons of social contribution, and as the principle human interface to the assigned *Icon* season mission.

Phase 2 – Testing and Developing the Talent (Identity, Backstory and Mission)

This segment presents a broad scale initiation. *Icons*, like stars, are subjected to all kinds of tasks that put them in front of the public eye, on camera, and on the spot at times as well. *"Can you handle the pressure and keep up with what often amounts to unreasonable work schedules and personal compromise, and the demand for undivided focus invested towards achieving unparalleled excellence in crafting new identity and parallel social missions?"*

This second interval serves as the training ground for *Icons* in the making. Here contestants will be monitored, encouraged, mentored and critiqued, revealing how well they are making an illustration of voice, virtue and vision, as they move along the path toward *Icon* status, where motivating populations and creating change must be more than an aspiration or fleeting endeavor.

Phase 2 includes: A) a two-part screen test (monologue and dialogue); B) a corporate spokesmodel event for a product demo (commercial or PSA); C) researching, writing and publishing an article (or video article); D) a public speaking engagement, tandem with a keynote speaker; E) a location-based interview featuring a social issue (docu/reality/news piece); F) a personal profile piece, reversing the table, where qualities of another public figure are addressed and assessed (critique). Candidates must complete two of the six tasks per round: one task is assigned, and one is elective. If the candidate

makes it though the elimination round, the process repeats itself, until the final three sets have completed all of the six tasks. Candidate pairings are switched per each task, with each candidate's fate aggregated on both sole efforts (audience tabulation) and collaborative results (judge tabulation).

This exposition process is designed to put the candidate in as many "mediated" circumstances as possible, while customizing the experience according to each candidate's profile - with also tracking for alignment to task and appropriateness of task selection, with each ongoing interview level recording self-management -- and, as well, servicing as a means, for *Icon* candidates to hone skill towards increased self-awareness against the installed, real world media apparatus and *Icon* series process. *(Tasks increase in level of difficulty as candidates progress, with initial tasks exploring the familiar aspects of product culture, family life, etc., and then moving on towards social issues.)*

(NOTE: The official demographic for the *Icon* contestant is restricted only by age (on one side), i.e. one must be a legal adult, 18 years old (the minimum age for voting), with the ideal contestant filling a need, not an age requirement. Though it may occur the series skews in such a way that there are characteristic types: an undergraduate or someone with a couple years of travel; a career entry or career change status; or some other keyframe pivot point where knowledge and opportunity can be coordinated towards the season mission. And so because of a candidates status and progress, panelists must maintain a real-time editorial approach to ensure the tasks and challenges are fair, suitable, enriching and illuminating. However, due to the inclusive nature of the series, and front-sided access to a data set identifying the "iconographic" disposition of the applicant pool, there are also subjective or intuitive assessment criteria that may come into play as phases of the series unfold, that may need to be manually reset or offset. In any case, panelists will shape and reduce the applicant pool during Phase 2 using appropriate contextual criteria that can only be apprehended in process, and according to continually assessed guidelines.)

Icon takes the stand and point of view that experience, maturity, wisdom, and personal development is not a linear process. Because the

series is designed as a democratic machine for social emergence and social change, there are more relevant brackets today (than age or education or status) regarding personal development, because we as digital humans are now more enabled to learn and explore the world in vastly different formats than even just ten years ago. And the prospect and opportunity as digital humans we are facing post-millennium identifies new method towards continuous reinvention of what our everyday culture can be, and how we arrive at it (*by collective vote on a TV show, via new internet tools, and so forth*). Those who are making a difference, from any disposition, will have a chance to present who they are and how they might succeed if featured as vanguard *Icons*.

At the conclusion of Phase 2, panelists will have a progress review in keeping with identity, mission and manifested potential to determine who can continue into Phase 3. This is the heart crushing aspect of reality television -- and even more so for one defined on social graces and social cause. It is conceivably offensive even to judge in what way who and their cause might be worthy to keep or eliminate, and for this reason there are take-home funds assigned for each contestant and their personal mission and charity efforts.

So that there is no mistake, the show is not about choosing what charity, point of view, or personality has more value, but where the panelists feel and discover there is highest priority to place a role model for one year. Because there are two role models to be selected, a deb and escort, this allows effectively for more than one cause to be selected, such that a complimentary pair can be cast into the limelight, placed as a pairing of great causes or dispositions, each amplifying the other, while, in the least, arithmetically, increasing human value.

Also, all prospects who complete candidate testing are adopted into the *Icon* family network, which will provide continuous opportunities through the DNA foundation, Demi and Ashton's innovative platform, already seeded towards digital initiatives and citizen-based cultural activism.

Phase 3 - Making the Brand: Oral Review and Final Selection Process

This is the final phase of the competition where our candidates must prepare and deliver an oral review of their experience as an *Icon*

candidate and finalist. This story within a story should be revealing, and ultimately self-defining of their “brand” value and the mission they are seeking to put forward. As the competition reaches closure, the candidates will stage one last effort in this final public speaking engagement, which can offer insight into the their potential within the slated itinerary and guided *Icon* spokesperson role model experience. This oratory delivery will serve as a final composure of the *Icon* experience and its opportunity to become a spokesmodel/crossover star catapult into *Icon* status. In addition, Demi and panel will observe and reflect on each candidate’s intangible qualities, against the outward evidences presented during the competition, in order to select who has the best package with the most relevant cause for adoption, promotion and release into the limelight.

As a result, each potential *Icon* role model’s brand is considered for its impact on *Icon* fans, who will be able to explore and enrich their own personal profiles, and social contexts, with planned topics and experiences co-opted into the ongoing collateral *Icon* culture. An *Icon*’s role model capacity is based on criteria that reference both the more classical ideals, and more modern role model considerations, about what properties a celebrated man and woman might possess. The classic sensibility can be viewed to include aesthetic and ethical appreciation, social purpose and action, academic achievement and career, and notable contributions and recognition. With the more modern approach indicating a next-generation of repositioned ideals where forecasted is a heightened focus on personalization, i.e. virtues based in personality skills, creative identity, self-knowledge, communication skills, and a benevolent point-of-view that can inspire forward motion, aspiration and adaptive attitudes. Thus, by embracing both the more classic and more modern role model criteria, the *Icon* series maintains equivalence in its position towards christening the candidate with the best articulated attributes, background, perspective, vision and character, which comprehensively can issue a new force in mass culture, now available through the sponsored *Icon* role model status.

Final Phase - The Ruling *Icon* Pair: Commitment and Contract

The deal is sealed with featured promotional contracts, publicity events, scheduled *Icon* appearances, and career introductions for the elected who meet and exceed *Icon*’s criteria for positioning into role

model status. Defined as a basis for launching new points of view, and projecting forward thinking identities into the mass media market, the *Icon* role model series presents a noble opportunity to serve and communicate -- signaling also the birth of a new American institution intended to capture the continuing New World quest for heroic individuality, cultural innovation and a 'celeb-tech' or reinvented star system approach and means to accomplish a new kind of branded identity.

As a duo, our *Icon* pair will embark on a year-long tour into missions that extend our collective understanding of human value and its architectures that connect us locally and beyond. Our ruling *Icon* deb-princess and escort-prince will host this grand journey departing from their unique pre-*Icon* offscreen live's, leading into the newly initiated onscreen world that will feature destinations, meetings and venues able to bridge 'social emergence' for one and for many. Those seeking new paths and access to personal development will be offered an updated method for discovering the adventure of "shared identity," applied through social action, while enabling in effect the development of new point-of-view, as articulated within *Icon's* planned rich media culture (including the *StarBall* ceremony and ongoing *Celebunaut* media events).

Special Panelists

Angels and Elders (Story Guides)

Angels and Elders are figures who manage the opportunity the series is presenting from an outside point of view. From the perspective of the panelists, they are purely moderators whose purpose is to be sovereign of the higher virtues. Angels and Elders can choose to intervene on behalf of any of the candidates. They are voices: the Angel standing in the universal (on behalf of the process itself), and the Elder in the particular (on behalf of the candidate her or himself). Angels and Elders can intervene to offer insight or pose a query, either presented as a direct aside with the panelists, or by employing Golden Leaf intervention (a written word address).

The Golden Leaf is symbolic of a page from the book of life, and when it is called upon, that page can be used to intervene in real-time,

offering the choice of a proscribed intervention, such as a mass audience vote, or a re-task. The Angel or Elder's proscription is submitted to the panelists who must observe the recommendation, which is maintained as a sealed event, contained by the Golden Leaf itself. The logic offers that sometimes it may necessary to enact an intervention on behalf of another in order to ameliorate an opportunity, or offer another justice. Sometimes a value or truth may be exceptional, yet difficult to qualify or quantify. Golden Leaf privilege is an adaptive mechanism that ensures a candidate or a process is being served or observed. Ultimately, Angels and Elders are responsible to a higher order, perhaps beyond the domain of the series, yet still responsive to steering the best interest of the series, while enabling more interactivity (in adapting the series as it evolves). Angels and Elders are also public liaisons keeping feeds on public opinion and working within it, or to define it, as the case may be. In some ways, a Golden Leaf is like the supernatural act in classical theatre, or otherwise as a reconciliation of integrity, which is assigned in particular to Angels and Elders as their primary role within the show format.

As a corollary, Angels and Elders can be approached by the panelists as well, when there is uncertainty in process or a shift observed that should be considered, specifically at a scale such that the existing show format may require adjustment to address fulfillment of the show's mission. (Note: A Golden Leaf can only be called upon within the last eight minutes of any particular episode, which then allows for both an instant poll and for the adjustment requested to be activated before the consecutive episode. Otherwise, any approaches employed would normally be addressed by the panelists during periodic offscreen meetings.)

The Golden Leaf, ultimately, is a way to inscribe more utility into the show format in real-time, adding an impromptu facility and measured means for installing a higher grade of justice -- a virtue which many cultures and religions maintain in their tenets, yet are forced to forego in the real world.

Finally, the primary function of the Angels and Elders, in that they are not cast members of the show per se, is to be on-call, during

offscreen events, on behalf of the candidates. Angels and Elders then do have a privileged opportunity to interact more directly with the candidates taking queries, and in-confidence personal exchanges, on behalf of the *Icon* process. Angels and Elders also serve as bastions against the competitive process, encouraging a candidate's application to their purpose and to the show process. In this relationship, candidates are enabled take make personal exchanges and queries on behalf of their own unique experiences as subjects of the *Icon* process, directly within their relationship to Angels and Elders. Any communications to Angels and Elders are public in that they are directly available for review (online media) to enhance the audience/viewer experience. It is an open communication format with some standard process/protocol, or semi-scripted content, i.e., visitation by an Angel and Elder is perfunctory, something like a visit from a doctor. Under no circumstances is there provision for candidates to directly address the panelists, regarding the competition process, since this is a mediated process as directed by an intervening Angel or Elder whose Golden Leaf stresses the importance of the panel receiving an awareness.

The Finale

Ultimate Mission: The *Icon* as Cross-Over Star

The challenge is on. It's a new kind of stardom with its own rules, rewards, codes, duties, and celebrations. From the breeding grounds across America, and from within the arenas of the arts, sports, science, design, leadership, and more, *Icon* will present new advocates and personality figures whose missions are as unique as they are. Newly forthcoming into the limelight, and the pop American landscape, is this rival and vital format for launching cross-over stars, a new kind of celebrity which seeks to reinvent how we expand our mass identity, discover direction, and shift perspectives collectively. The *Icon* series (assisted through the *Icon* profile system, its portal tools, show challenges, collateral culture and programmed series content) offers a means to accelerate a person's development (identity, perspective, outlook, . . .), while sharing it through a system of brand-based experiences and real-life role model trajectories, enlisted to challenge and inspire personal values and cultural goals. Through vital missions that increased knowledge of the human experience,

seeking to impact it for the better, the particular pairing of one deb and one escort will have a chance to represent new identity, shape popular opinion and influence collective behavior. After all, this is what an Icon is for.

Creator's Note (Candidate Scenarios): As the competition is role-based and real-life roles are not the same as starring roles (as in a movie or on a sports team, for instance), the Icon role instead may manifest as some hybrid of a starring role, which the competition is designed to discover and present. A pro-athlete, for instance, may have the understanding to promote the benefits of a fall-back degree (not uncommon), and to complement this the Icon panelists may choose to integrate promoting physical conditioning for the everyday athlete, or a regime of tips for preventative sports medicine. Or, as another example, a racecar driver may intend to promote both driver and road safety concerns, through practical skills education, and the Icon panelists may add to this vehicle maintenance education. In either case, the winning candidate, as the elected Icon may then be placed into sports-related or auto-related commercials, cameo roles, and other endorsements or public speaking engagements that further the rounded-out cause -- in effect synchronizing the elected mission to many mass culture channels. As another example, a game designer might want to educate novice gamers on gaming genres, ergonomics and how to pick controllers, perhaps. The Icon panelists may test the candidate on offering advice on how to pick games that are suitable for parents to acquire for their kids, since that may be a direction they feel can be amplified through the Icon role. And since the Icon role is not linear, or simply a one-on-one correlation, the candidate has to be able to respond to how their role within a mission might function. Meanwhile observable traits, or any evidence of qualities required for achieving such a task, are being addressed within the assigned challenges. Candidates are measured for authenticity, as well as social relevance and urgency. As a further example, Ryan Reynolds, as a teen, in an effort to do the right thing, decides not to drive home with friends who had been drinking, and gets hit, as a pedestrian, by a drunk driver. If he were an Icon candidate, his real-life story would be a cause worth considering for candidacy, because his own life challenges and measures improved safety concerns. So, in review, in these

scenarios, we have a candidate racecar Icon, pro- athlete Icon, and gamer Icon, on basically an open platform for launching any kind of Icon into the mass media engine of popular culture -- which as an effect can improve the variety of stars we know, and the represented makeup or content of such stars. As well, the media context of their mission is fit to projects such as "radio single lyrics, movie dialogue, scenes or plot content, product ads or lifestyle features," . . . which serve as the "contextual modeling" framework (see page 1) for introducing new or improved social or cultural values within an already existing media culture context. Icon defines and serves this new cultural product using the "star system" approach, applied for modeling best lifestyle choices. "Icons make real-life role modelling attainable!"

ICON: The Greatest Adventure is Becoming



Reaching into the community to learn about contestants' origins, influences, support structures and destinations, Demi encounters family members, elders and teachers that make a difference in shaping a life -- the pieces of someone whose experience is identified as universal, and so arranged into ICON missions for many to learn from.

The ICON format uses a personal profile system that extracts personal difference algorithmically. Automating the preliminary selection process, a pool of candidates are identified as intrinsically models of a lifestyle, reaching into the margins to discover both patterns of life circumstance (hardship), or life capacity (gift). This initial selection phase of the competition, once completed, is then enhanced by a data graph (called the personal graph) which reveals the total picture of the at-hand population. Following these reduction trials, strategy then becomes more hands-on and more one-on-one, with location-based appointments that foreground each person's life story with 3D-like depth and perspective. From this point we are ready to begin the ICON experiences that can both help mold character and expose it. All candidates are born into the ICON family by merit of the enhanced selection process, but only one paring of the twelve female-male sets will be cast into role model status, and launched into the limelight for the ICON one year public journey -- where the season mission will reach fruition.

The ICON series reframes the apex and influence of social network effects by using the profile, and parallel social media (communication) formats, to engage and connect candidates and audience members alike.

Because the series is centered on shaping a new brand of celebrity within an existing landscape of popular culture and consumer brands, ICON must make new strides for applying social media towards social science, while retaining a specific blend of realism, optimism, playfulness and purpose.