



#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 addressed by investment into new content and content protocols, with opportunities defined for women, and those encouraged by the feminine principle.

By addressing the reality of a male dominated industry head on, K’TV creates a media culture upstart that catalyzes 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 would 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 desirable role and relationship dynamics, and as our identity politics impact adaptive changes and a new social norm takes root, we can learn that sharing power and story enriches our world.

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 horizon that will be addressed by *American Icon*, a “role model and social emergence” format.

AMERICAN ICON, “We create our social reality.”

#MeToo + #TimesUp = #EatMyCake