



CAN

Cities Alliance Network
Creating The Global Village

what is CAN?

- Cities Alliance Network is the working title for a cable channel that will eventually be carried in every major city on the planet
- In an increasingly complicated and jaded world, it will be a voice of reason, sanity and hope that many are looking for.
- It will be a global brand with a global reach and an international feel, but locally run and adapted to the local market
- Think CNN meets BBC meets DISCOVERY CHANNEL meets MTV meets NATIONAL GEOGRAPHIC meets TELEMUNDO meets YOUTUBE

why do we need CAN?

- Despite their claims most media agencies are dominated by a single point of view, rather than a global perspective
- Most media is ratings and profit driven, oftentimes resulting in sensational story telling instead of responsible journalism. Bad news sells
- We are losing the propaganda war. Why are we trying to buy airtime on CNN or push BBC to cover our programs. If you can't beat them join them. Become a media giant
- CAN allows us to focus on good news for a change, to give hope and generate momentum needed to implement our projects successfully.

CAN and Cities Alliance

- Once the seminar is over, we go home and in most instances practices learned die a slow, natural death. Programs are difficult to sustain
- CAN gives us the reach to promote activities that raise awareness, disseminate information, and create a global base of knowledge on "best practices"
- CAN gives us the ability to share the lessons and knowledge acquired in formulating and implementing city development strategies.
- Cities make the ideal partners in this arrangement. They are more nimble and less bureaucratic than countries and as local governments are more directly in tune and have direct access to their constituencies

how do we set up CAN?

- Initial set-up and funding can be done by the UN, the World Bank and/or the ADB. At this point the business plan, concept and program material can be refined.
- It will need to initially bring together select members of the Cities Alliance and/or the United Cities and Local Governments to help create both the initial material, as well as to set up and promote the individual local affiliates
- The CAN center/s will be in charge of consolidating material from across the world into a consistent look and format
- Once critical mass and momentum is achieved CAN will have a life of its own
- Get young people to be the voice of CAN.

What is the business model?

- Advances in technology and telecommunications make it easier and easier to start up media organizations. CNN, ESPN, Bloomberg etc.. all started as small operations and then grew exponentially
- As a cable channel there is no need to buy a frequency or bandwidth. Only need to negotiate with Cable Service Providers
- Tech Convergence will eventually enable CAN to be viewed through a variety of channels-your home, your office, your phone
- The nice thing about CAN is that once it is running properly, it should be able to generate its own revenue stream. Wouldn't global brands want to advertise, push their message or tie-up with CAN. Local governments can be given a profit share and/or create regulated merchandising spin-offs

what is CAN's advantage?

- CAN's purpose fits precisely with the agenda and directives of the primary sponsors.
- The International agencies who set up CAN can make use of their "celebrity ambassadors" to give the network "star power"
- CAN leverages the various cities' strengths resulting in cost efficiencies. No need to set up operations or send people to each country. Each partner local government can set up and run the local affiliate
- By the end of the year, half of the world's population will be living in cities, with that number increasing at an accelerating rate
- The network of cities allows us to be up and running almost immediately. Alone we can do little, together we can do so much.

what are CAN guidelines?

- CAN should be a non-profit organization, but run like a private company. Revenue streams cover operating expenses, expansion and projects that the CAN foundation prioritizes
- There should be a consistency in the type and amount of international and local content that will be allowed.
- CAN should be attuned to local sensitivities. What is acceptable in Yangzhou may not be acceptable in Ekurhuleni (and vice versa)
- The network should be used to push programs and promote cities but not individuals or personalities and their political agenda
- Edutainment is the name of the game, since if we are to succeed we need to both educate and to entertain. Mindless entertainment and boring material are both no-no's

what can we see from CAN?

- Environmental documentaries from various parts of the world with celebrity hosts
- Local news program with more fact and less hyperbole. What's Going On
- The latest fashion trends, inventions, music etc...
- Travelogues, City features and programs, City History
- Educational programming that can be used in local schools
- Cooking show featuring cuisines from various parts of the world. You could also have cook-offs between two chefs from two different cities with celebrity judges. Same can be done for singing competitions, date shows, game shows etc...
- Crime dramas/Telenovelas from various locales with a positive message. CSI NY, CSI Miami, why not Sao Paulo, Manila or Cairo
- Films from the various cities in a sort of international filmfest

what can CAN achieve?

- Inclusive, Productive, Well Governed, Sustainable Cities
- Cities Working Together
- A Louder Voice And A Longer Reach
- Good News Selling For A Change
- People Making A Difference
- A Better World



there are those who say we cannot. but we say

yes we CAN