



PotLuck Network

Creating The Global Village

what is PotLuck?

- Potluck 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 PotLuck?

- 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
- Bad news wins the propaganda war. Why try to buy airtime on CNN to push good news. If you can't beat them join them. Become a media giant
- Potluck allows us to focus on good news for a change, to give hope and generate momentum needed to implement worthwhile projects successfully.

how do we set up PotLuck?

- Initial set-up and funding will be by a select group of international private investors.
- Potluck will then be “franchised” in the first set of locations, where the “franchisees” will help create both the initial material, as well as to set up and promote the individual local affiliates
- Additional funding can come in from international organizations such as the UN, the World Bank and/or the ADB, as well as the local government partners.
- Potluck 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 Potluck will spread to other locations

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 PotLuck to be viewed through a variety of channels-your home, your office, your phone
- The nice thing about PotLuck 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 PotLuck. Local governments can be given a profit share and/or create regulated merchandising spin-offs

What makes PotLuck unique?

1. Collaborative: Most of the material can be created or submitted by individuals outside the formal organization. In this day and age of participative journalism (youtube, current tv) we would rather watch home made vs. formal production... hence the popularity of reality TV
2. Economical: see #1. Not a lot of hard investments. Most stuff would be subcontracted
3. Global: Material would be coming from all over the world unlike that of a supposed global network like CNN where half the news is about Hillary & Obama
4. Customized: Each local affiliate carries its own local flavor and language, where the programming despite being international in content will be accesible to the local population (swedish cooking show in portugese in brazil)
5. Educational: There will be a purpose to the programming. MTV International & Telenovelas may be entertaining but they are mindless
6. Put all these attributes together and you have a one of a kind product

Will Good News Sell?

- Content Purchase - Cable Networks pay for content. Discovery, ESPN and all the rest get paid by cable companies based on the number of viewers/subscribers the cable companies have
- Franchise Fees - Each local affiliate pays a franchise/membership fee. This can be later passed on to the individual local governments that sign up
- Advertising Revenue - Eventually over a billion viewers worldwide, wouldn't you want to advertise

PotLuck and local governments

- PotLuck allows cities to promote activities that raise awareness, disseminate information, and create a global base of knowledge on "best practices"
- PotLuck gives cities the ability to share 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 and what's going on in their areas

what is our advantage?

- PotLuck's purpose fits precisely with the agenda and directives of the primary sponsors - promote good deeds, news & practices. No cigarette or liquor sponsors
- PotLuck leverages the various cities' strengths resulting in cost efficiencies. No need to set up operations or send people to each country. Each partner "franchisee" 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 city affiliates allows us to be up and running almost immediately. Alone we can do little, together we can do so much.

what are our guidelines?

- Potluck should maintain the values proposition of a foundation (do good), but be run like a private company.
- Do things on the cheap, but with quality - revenue streams should cover operating expenses, expansion and projects with room to spare for profit and charity work
- There should be a consistency in the type and amount of international and local content that will be allowed.
- Potluck should be attuned to local sensitivities. What is acceptable in Yangzhou may not be acceptable in Johannesburg (and vice versa)
- 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
- Get young people to be the voice of PotLuck

what can we see from Potluck?

- Environmental documentaries from various parts of the world
- 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 we achieve?

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

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PotLuck

A Global Network For The Global Village