

Network Programming Proposal

Just the Facts

Pitch: I don't know anyone who is not discouraged by the increasingly hostile rancor that permeates so much of our politics, information sources, entertainment and civil discourse. Contributing to these divisions is our willingness to emotionally attach ourselves to largely inconsequential allegiances and silence contrary viewpoints. In doing so, we further encourage this toxic environment which, in turn, results in more and more anxiety and distrust between opposing factions. The good news is that I believe the majority of Americans want this harmful trend to be reversed. If it does not, I fear we will do irreparable harm to our society and this country that we love. While the issues can be complex, the solutions in the context of this proposal, are often simple: 1) start with serious questions not programmed answers, 2) address issues with more facts and less opinions, 3) elevate voices of reason and dial down shouts of rhetoric, 4) listen to one another's thoughtful viewpoints, 5) humanize our neighbor, and 6) constantly remind ourselves of the common goals and values we share. In light of that, I would ask you to consider the attached proposal for programming whose intent it would be to educate and unite, not inflame and divide.

Concept: Present a weekly unbiased, one-hour fact-based examination of today's most relevant issues to: 1) inform the public, 2) dispel erroneous rumors, 3) establish a common baseline for reasoned discussion, and 4) reduce the level of tension that comes from opinion and emotion-based journalism.

Slogan:

“We start with questions, not answers”
“We deliver facts, not opinions”

Target Audience: The Silent Majority

Preparation/Method: Team of professional researchers and analyst review relevant laws and regulations, trusted supporting material, and all serious and thoughtful opinions to develop the clearest picture of the issue at hand. Professional topic experts from various perspectives will augment the team for the duration of program material development.

1. Use legal standards for all analysis (“beyond reasonable doubt” or “preponderance of the evidence” or “insufficient evidence”).
2. Utilize unbiased team of researchers from diverse assortment of committed professionals.
3. Conduct internal research and confirm external sources.
4. Avoid speculation, opinion, and emotion.
5. Submit for independent review of conclusions.
6. Conduct routine updates.
7. Correct mistakes.

Format:

Network Programming Proposal

Segment 1: Introduction

1. Program mission statement/pledge to maintain transparency and credibility.
2. Review member credentials and program methodology.
3. State any assumptions or limitations.

Segment 2: Main Topic

1. Present specific objectives and scope.
2. Provide context:
 - a. Summarize the history of the issue.
 - b. Define governing framework (e.g. responsible agencies and relevant laws).
 - c. Describe the principal parties involved and their viewpoints.
3. Present facts/data: (from trusted neutral sources)
 - a. Present potential biases and/or limitations in any suspect data sources.
 - b. Attempt to balance biased data sources.
4. Present rumors surrounding topic and call-out outrageous claims.
5. Answer questions from public.
6. Conclusion:
 - a. Review objectives
 - b. Summarize findings
 - c. Outline follow-up initiatives

Segment 3: Human Interest - Associate main topic with real world stories designed to personalize issue.

Segment 4: Lighter Side

1. Present random curious facts on topic.
2. Highlight some positive initiative or conduct.
3. Correct a historical fiction.

Segment 5: Closing

1. Update previous topics.
2. Tease upcoming topic.
3. Quote of the Day: "Let us at all times remember that all American citizens are brothers of a common country, and should dwell together in the bonds of fraternal feeling." Abe Lincoln

Main Topics: (examples)

United States of America

Demographics

Constitution and Founding Fathers

Federal vs. State Governments

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Immigration

- Sanctuary Cities
- Border Security/Wall
- Legal Immigration
- Illegal Immigration

Racism/Bigotry

- Police Brutality
- Affirmative Action
- Oppressed Groups (ex. Jews, Christians, Muslims, LGBT, etc.)
- Activists and Hate Groups (ex. KKK/white supremacist, ANTIFA, Black Panthers, etc.)

Social Issues/Entitlement Programs

- Poverty
- Inequality
- Welfare
- Food Stamps
- Abortion
- Social Security
- Caring for Elderly

Environmental

- Climate Change/Global Warming
- Pollution
- Population Growth/Mass Migrations
- Water Management

Medical/Health Care

- Health Care vs Health Insurance
- Reform (ex. Obamacare, Single Payer, Market-based, etc.)
- Epidemics/Pandemics (ex. AIDS, Asian flu, SARS, Zika Virus, etc.)
- Disease (ex. Heart Disease, Cancer, Alzheimer's, Diabetes, etc.)
- Drugs (ex. Marijuana, opioids, alcohol, etc.)
- Mental Health

Crime

- Demographics/Trends
- Gangs
- Incarceration
- Gun Control

Economic

- U.S. vs World
- Principles (Trickle down/supply side vs Keynesian)
- Budget, Debt and Deficit
- Trade
- Free Market
- Taxes
- Energy (ex. electricity, fossil fuels, wind, solar, etc.)
- Jobs

Politics

- Campaign Finance/PACs

Network Programming Proposal

Red vs Blue Evolution

Democracy/Monarchy/Totalitarianism/Communism/Socialism

Political Parties

World

Military

War

Terrorism

China

Russia

Education

Alternatives (ex. School choice, Charter, etc.)

Successes and Failures

Religion

History/Trends

Analysis of Major Religions

Future

Artificial Intelligence

Extinctions

Technology

Project Forward Present Trends (ex. population, climate change, demographics, etc.)

