

Network Programming Proposal

Operation Restoration

“It takes a village”

Background: I grew up in the small town of Port Allen, Louisiana which is on the west side of the Mississippi River across from the capital city of Baton Rouge. Incorporated in 1916, it continues to serve as a port city primarily for the petro-chemical industry whose many plants line the banks of the river. There are two bridges that connect the cities and each workday, the traffic headed east in the morning, and west in the evenings, is almost unbearable. But unfortunately, those commuters largely bypass Port Allen. I have since moved away but still have family in the area. And each time I visit, I am struck by the surrounding growth and expansion and how all that opportunity seems to be avoiding the dying little town smack dab in the middle. Its population has been in a slow decline since the 1980s (5,034 in 2017 for a -4.6% since 2000). Its estimated median household income is below the state average (\$39,678 compared to \$46,145), estimated median home value is below the state average (\$127,216 compared to \$162,500), and the percentage its residents living below poverty was 24.5% or twice the national average of 12.3%. Despite its advantageous location and the presence of stable existing industries, the world seems to be passing Port Allen by.

Logline: Super-size the current model of helping a single family rebuild a single home and instead help an entire community by reviving a small town.

Concept: Harness the public, private and commercial resources, skills and compassion of a community in a coordinated effort to resuscitate the public services (e.g. roads, schools, parks, community centers), and the private businesses, neighborhoods and individual homes of a town of less than 10,000 people. Qualifying applicants nationwide would submit a prospectus outlining the reasons why their town would be the best candidate. A team of qualified planning and design specialists would narrow down the submissions to the (12) best candidates. Programming would then introduce each of the (12) semi-finalists and a winner will be chosen following a nationwide vote. Programming would then track the entire restoration progress until completion.

Planning and Design Team:

Community Planner
Architect
Landscape Architect
Interior Designer
Public Works Specialist
Contractor
Sociologist/Psychologist
Marketing and Public Relations

Prospectus Provisions:

Demographics and statistics
Project scope
Local history and flavor
Industries and investments
Community involvement and giving back
Local Team
Fundraising, partnerships and sponsorship
Cost analysis
Sustainability

Network Programming Proposal

Format:

Episode One:

1. Introduce and provide backgrounds of the Planning and Design Team.
2. Layout goals and describe process.
3. Show interesting submissions that didn't make it to the finals.

Episode Two: Introduce (12) finalist.

Episode Three thru Six: Detail each individual prospectus for (1-4) semi-finalists.

Episode Seven: Summarize proposals for (1-4) semi-finalists and vote for one finalist.

Episode Eight thru Eleven: Detail each individual prospectus for (5-8) semi-finalists.

Episode Twelve: Summarize proposal for (5-8) semi-finalists and vote for one finalist.

Episode Thirteen thru Sixteen: Detail each individual prospectus for (9-12) semi-finalists.

Episode Seventeen: Summarize proposal for (9-12) semi-finalists and vote for one finalist.

Episode Eighteen: Summarize (3) finalists and vote for a winner.

Episode Nineteen thru twenty-two: Develop project scope and details.

Episode twenty-three thru completion: Track the progress.

1. Show individual projects being accomplished.
2. Highlight individual stories and lives being changed.
3. Highlight betterment initiatives (ex. shelters, clinics, day-care, literacy programs, playgrounds, etc.).
4. Show community events (ex. block parties, athletic events, celebrity concerts).
5. Highlight key partnerships (ex. celebrities, corporations, government, universities).

Final Episode/s: Reveal, open house and celebration!

Because:

“The best way to find yourself is to lose yourself in the service of others.” Mahatma Gandhi

