

THE SEX O'CLOCK NEWS

The Clash of Sex & Politics in a Divided America

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THE HOOK

Fuse the raw wanderlust of *Anthony Bourdain: Parts Unknown*, the cross-country curiosity of John King's *All Over the Map*, the unfiltered edge of HBO's *Real Sex*, and the sharp wit of *The Daily Show*'s Jordan Klepper, *The Sex O'Clock News* is a fearless 60-minute travel docu-series diving headfirst into the wild clash of sex and politics in a divided America, revealing how people's public personas don't often align with their private desires.



THE SHOW

SEASON 1

A raw road trip through
America's private truths

The Sex O'Clock News will roam a divided nation—red vs. blue, left vs. right—revealing the who, what, and why of how politicized Americans let loose when the sun goes down and the lights go off, uncovering why their private lives sync or clash with their public stances.

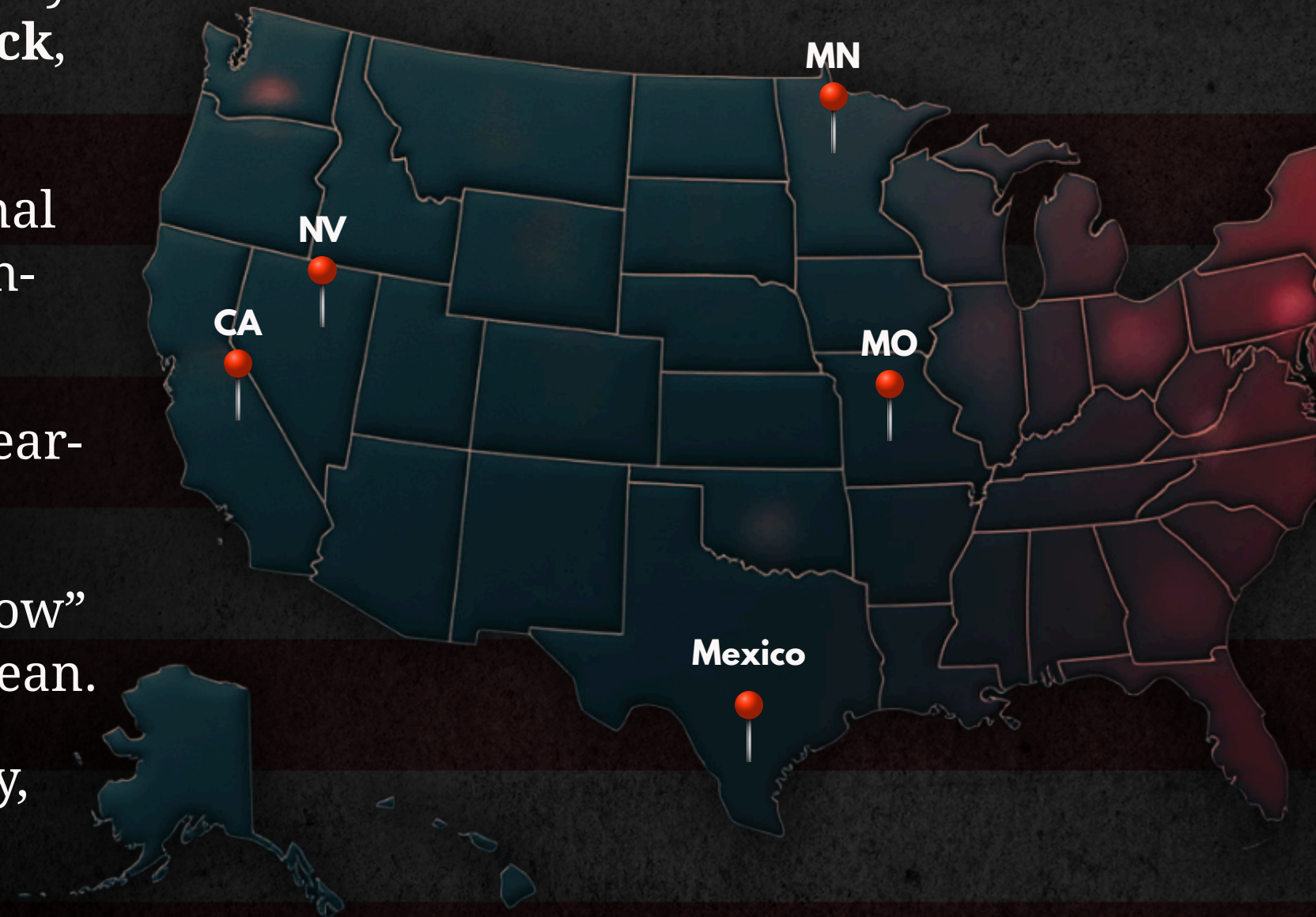
For example, in **Sandstone, Minnesota**, MAGA diehards preach family values by day, yet ditch their vows by night at events like **Swing Stock**, the world's largest swingers campout.

In **San Francisco**, progressives fiercely crusade against their personal oppression during daylight, only to somehow find their way to fetish-fueled parties like **Torture Garden** after dark.

In **Nevada**, the planet's most famous adult stars stump for Trump year-round, shattering decades of stereotypes with bold defiance.

And, just south of the border, an underground “if you know, you know” blissful haven exists that unites everyone, no matter their political lean.

In the end, Scott Potasnik's cameras will capture all sides of the story, unveiling unseen worlds state by state as your personal passport to America's underbelly.



EPISODE 1:

MINNESOTA'S SWINGING DOUBLE LIVES *(Sandstone, MN)*



Central Theme:

In Sandstone, Minnesota, MAGA loyalists wave flags for family values by day, but flock to events like Swing Stock by night, the world's largest swinger campout, trading vows for hedonism.

What Scott Investigates:

Why do these self-proclaimed traditionalists and covert liberals embrace swinging? Are their political beliefs a facade, or do they see no conflict between their values and desires? Do liberal attendees hide their participation from progressive neighbors, just as conservatives conceal it from churchgoing communities? Scott embeds with attendees, probing their motivations through candid interviews to explore how faith, politics, and desire coexist.



OPEN



EPISODE 2:

SAN FRANCISCO'S FETISH FRENZY *(San Francisco)*

Central Theme:

In San Francisco, progressive activists challenge the status quo by day, but embrace their boldest desires at night, flocking to underground fetish-fueled escapes like Torture Garden, one of the world's most exclusive, unapologetically daring fetish events.

What Scott Investigates:

Why do these activists dive into Torture Garden's extreme world of leather, latex, and power play? Is it empowerment, rebellion, or a secret escape from their progressive dogma? Do they conceal their attendance from activist peers, fearing judgment, or embrace it as defiance? Scott secures rare access, interviewing attendees amid the event's pulsating chaos to uncover the psychological, cultural, and political forces fueling this double life in a liberal stronghold.

EPISODE 3:

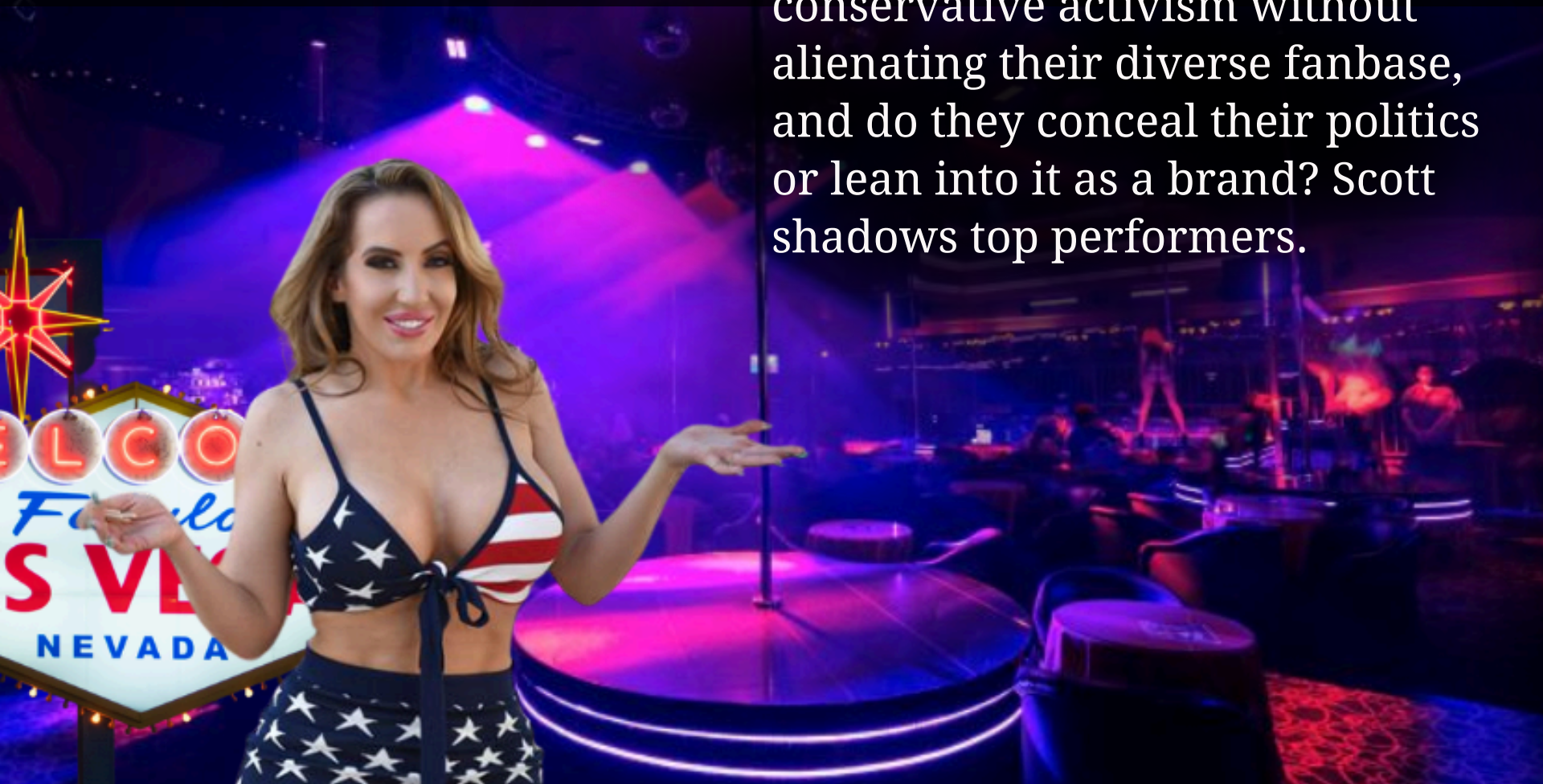
ADULT STARS, TRUMP'S ARMY *(Las Vegas)*

Central Theme:

In Las Vegas, world-famous adult stars eat, breathe, and live for Trump, shattering stereotypes of their industry's liberal leanings with fearless conservative activism among millions of adoring fans.

What Scott Investigates:

Why do these adult stars champion Trump's platform, defying their industry's progressive norms? Are they driven by personal beliefs, economic strategy, or is it a revolt against decades of expectations? How do they navigate their conservative activism without alienating their diverse fanbase, and do they conceal their politics or lean into it as a brand? Scott shadows top performers.



EPISODE 4:

SAN DIEGO'S SECRET SANCTUARY *(San Diego, CA / Mexico)*

Central Theme:

From San Diego, conservatives and liberals slip across the border to a hushed “if you know, you know” retreat in Mexico, where political divides dissolve in a sensual underworld. Scott gains rare access to this elusive haven seducing California's polarized tribes into shared ecstasy.

What Scott Investigates:

Why do California's red and blue Americans—staunch conservatives from inland suburbs and progressive coastal elites—cross into Mexico for this forbidden escape? Is it the pull of Mexico's no-rules mystique, a rebellion against California's polarized politics, or a craving for connection beyond tribal lines? Do attendees hide their nocturnal pilgrimages from San Diego neighbors, coworkers, or activist circles, or embrace them as defiance?



EPISODE 5:

PARTY COVE'S POLITICAL FREE-FOR-ALL *(Lake of the Ozarks, MO)*

Central Theme:

At Missouri's Party Cove, dubbed the "oldest established permanent floating bacchanal" at Lake of the Ozarks, conservatives, progressives, and libertarians collide in a wild, booze-fueled boating frenzy, ditching political tribalism for uninhibited revelry.

What Scott Investigates:

Why do conservatives from rural heartlands, progressives from urban hubs, and libertarians flock to Party Cove's chaotic waters? Is this unity a fleeting escape fueled by the lake's wild vibe or a deeper rejection of political divides? Do attendees hide their wild weekends from their home communities, fearing judgment, or flaunt them as liberation? Scott dives into the cove's underbelly.



EPISODE 6:

CAITLYN JENNER *(Malibu, Mexico)*

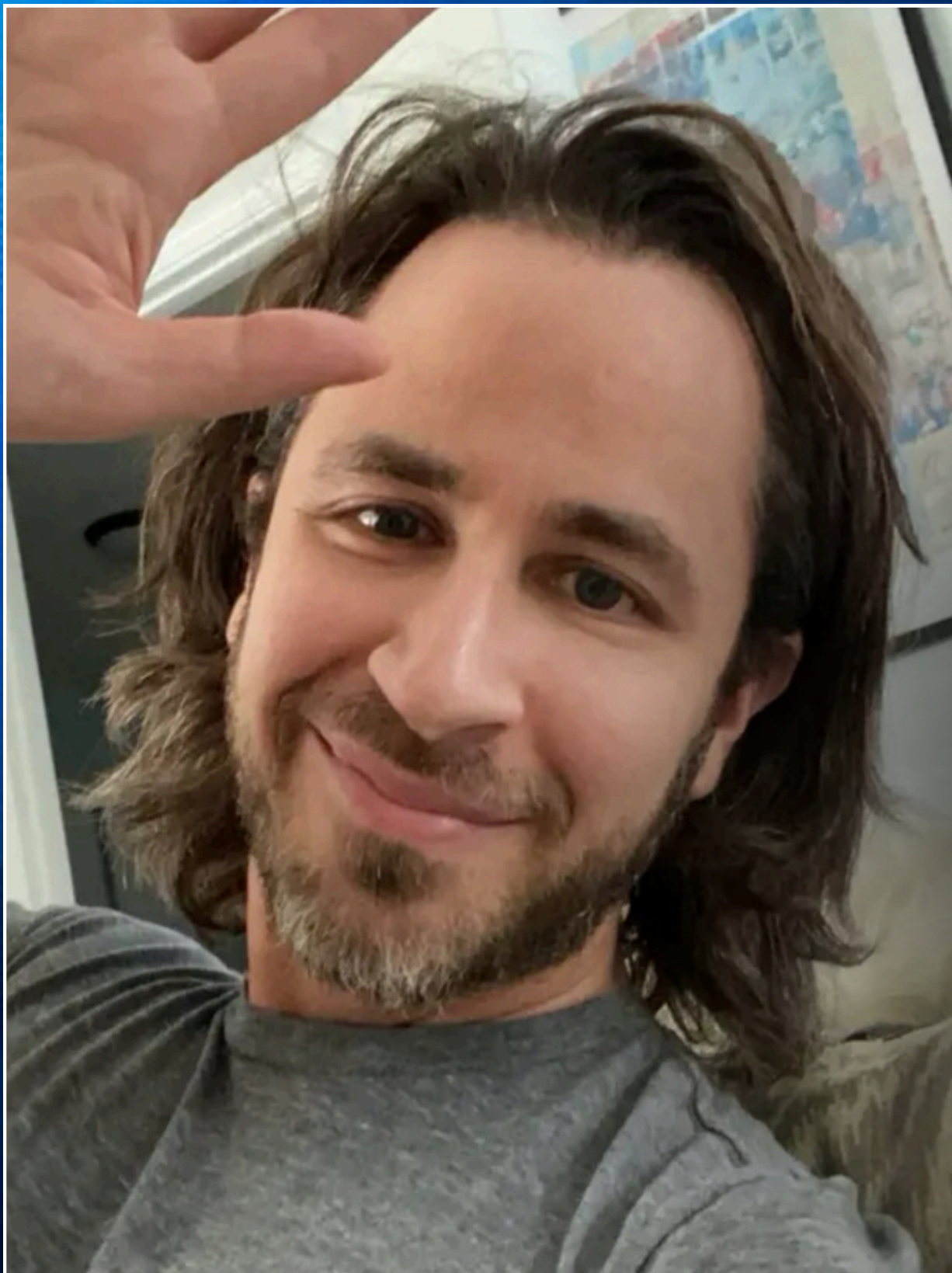
Central Theme:

The world knows Caitlyn Jenner as the most famous transgender woman, but her modern-day evolution—blending flirty GOP charm with fierce Trump loyalty—is wild and enigmatic, rooted in the mystery of her trans identity, her new circle of girlfriends, and conservative politics in a blue-state stronghold.

What Scott Investigates:

What fuels Jenner's devotion to Trump's conservative platform in her current chapter, and how does it intertwine with her trans identity and her new circle of girlfriends? Is her MAGA stance driven by personal conviction, a rebellion against liberal expectations, or a bid to stay relevant? Scott embeds in her Malibu haven, interviewing Jenner and her inner circle to decode the cultural, emotional, and political forces shaping her enigmatic, present-day persona.

THE HOST



SCOTT POTASNIK

HOST | CREATOR

Scott Potasnik, a seasoned storyteller with over 20 years of producing and hosting boundary-pushing content, will helm The Sex O’Clock News. A veteran of human sexuality narratives, Scott’s work spans high-profile platforms like Playboy TV, MTV, Comedy Central, Paramount TV, The Bob & Tom syndicated radio program, and digital media, where he’s earned a reputation for sharp insight and fearless exploration. His wit, street-smart savvy, and journalistic rigor make him the ideal guide to navigate the provocative intersections of sex and politics.



TONE & APPROACH

The Sex O'Clock News balances provocation with purpose, blending sharp investigative journalism with empathetic, witty storytelling. Scott Potasnik's neutral approach avoids sensationalism, focusing on authentic human stories that reveal universal truths about desire, identity, and politics.



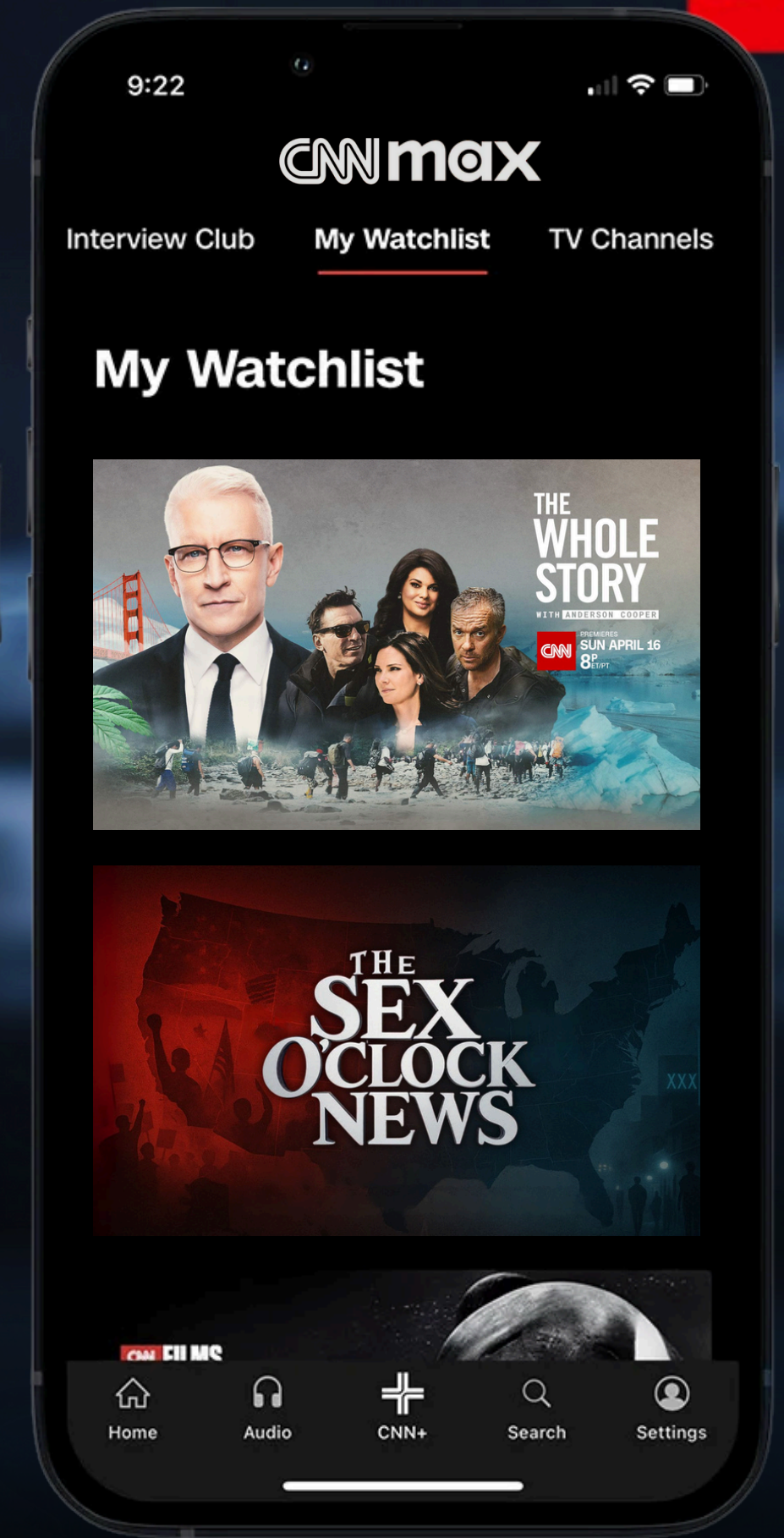
With CNN as its home-base, the series ensures respect for its subjects while delivering bold, conversation-starting content that resonates with diverse audiences.



WHY CNN?



CNN Max and the upcoming CNN All Access is the perfect home for authentic content to captivate Gen Z and Millennials, who increasingly consume news via streaming and social platforms (Pew Research, 2024). The Sean “Diddy” Combs trial, dominating digital news and streaming platforms like Hulu, proves audiences are gripped by stories exploring sex, power, and hypocrisy—making **The Sex O’Clock News** a timely, viral-ready series to skyrocket CNN Max and CNN All Access subscriptions. The series delivers a cultural lightning bolt, fusing the universal allure of human sexuality with America’s polarized politics to spark viral buzz and drive subscriptions.



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Contact Us:

CARL NICOLAOU

Managing Partner

Three Olive Media Advisors

✉ Carl@threeolivemedia.com ☎ 310-387-4900