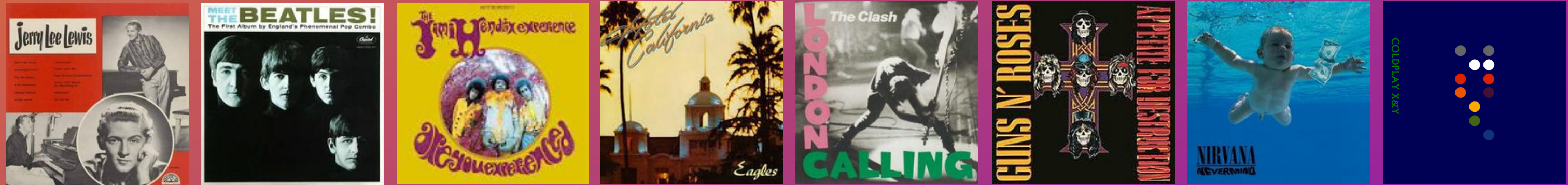


LEE ABRAMS MEDIAVISIONS & METEOR 17 PRESENT
A LEE ABRAMS & SPENCER PROFFER PRODUCTION

SONIC MESSENGERS

WHEN MUSIC AND RADIO CHANGED THE WORLD



SONIC MESSENGERS

WHEN MUSIC AND RADIO CHANGED THE WORLD

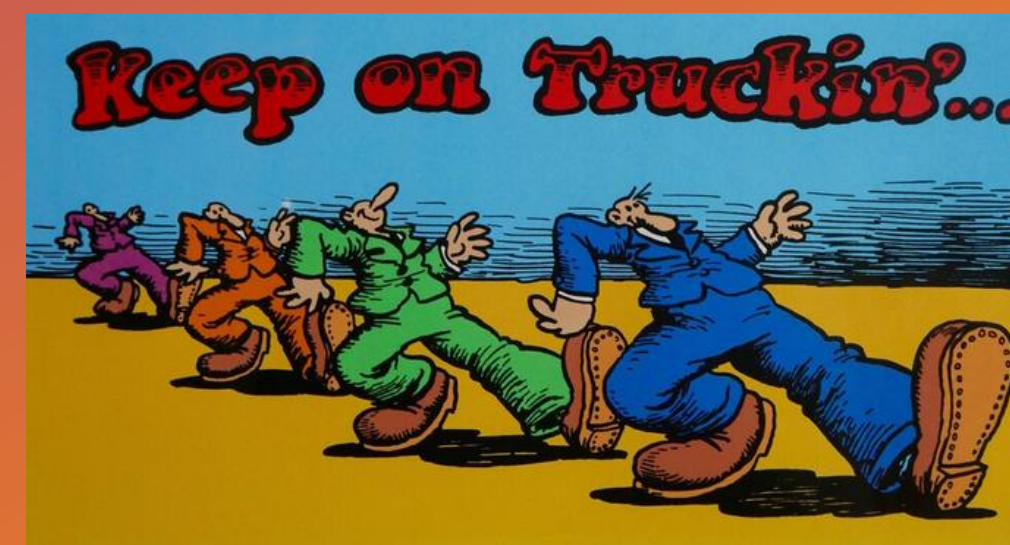
"There is nothing more purely American than driving down the freeway at 60, top down, and a great station blasting out killer tunes"

Sonic Messengers is the electric story of American radio and the music and culture it powered from the 1950's through today. Beyond that, it's the story of the very soundtrack of America and will transport audiences to a very special place and time.

The target demographic that will resonate to this 90 minute documentary, which will morph into a powerful docu-series, ranges from the streaming generation of today all the way through the 40 and older fans of timeless classic rock.

Sonic Messengers is ideal programming for:

- Major streaming outlets: Amazon Prime, Netflix, Apple TV+, Hulu, HBO+ and Viacom/CBS All Access
- Major U.S. networks who have and continue to exhibit music anchored documentaries and specials such as Showtime, A+E, CNN, HBO and National Geographic, in the U.S. alone



[CONT.]

Top networks who consistently feature music programming around the world include:

- The BBC : U.K/Ireland
- Canal+ : France
- RTL : Germany
- Fujisankei : Japan and SE Asia

These broadcasters amongst many others, have a solid consumer base for content directly as *Sonic Messengers* delivers. Abrams, Proffer and their team intend to produce the initial documentary leading to extended series of episodes, which will have worldwide appeal in the same manner as the music profiled has and will, for decades.

Sonic Messengers brings to life:

- The early state of radio, society, and music in the black and white 50's and the emerging Rock 'n' Roll culture on the streets of post war America
- The eras of theater-of-the mind of Top 40 radio through the rise of Beatlemania and into the emergence of cerebral FM Radio which reflected the new American mainstream of the '70's , progressing to the modern era of satellites and streaming
- The explosive highs and lows of multiple decades of pop culture as well as the excitement, madness, and diversity of the sounds that shaped our lives

Sonic Messengers will transport the viewer on a journey into the good, the bad, and ugly of Americana itself from via the lens of music and radio and the cultural shifts they reflected and generated, engaging a wide demographic range.



THE PROCESS

- Through interviews, verbal interchanges with icons and leaders of pop culture from recording artists, journalists and other known celebrities, film clips, which highlight compelling real- life stories, viewers will see behind the curtain of the culture changes, driven by music and radio.
- A technicolor experience – Viewers will be able to go deep to see portraits of the people, sounds, artists and movers that made it all happen for decades.
- *Sonic Messengers* will feature narration by a celebrity voice, in the manner of how Denzel Washington narrated the recent, acclaimed John Coltrane documentary. That film featured President Bill Clinton, Santana and Common, amongst others. Our narrators will be well known figures who lived and shaped our culture, will walk us through the eras, in a manner similar to the approach that Ray Liotta used in *Goodfellas*.
- We plan to keep the story focused and in chronological order, by narrating culture changing music-driven events which marked the era we are celebrating.
- Film clips and interviews will illustrate and maximize the story as the “narrator” provides context and background on what we are seeing.
- Interspersing behind-the-scenes moguls: record labels, managers, promoters, DJ’s, programmers and journalists along with music footage: radio air-checks, era specific eye candy and news footage will create a compelling narrative.

THE RESULT

The result will be an electric, documentary which will lay out the story of specific eras, from multiple, compelling angles including:

- The drug revolution's grip on music
- Political and cultural change — including the payola and corruption
- The Disco wars
- Music driven cultural conflicts
- The technology rebirth



Sonic Messengers is an epic, cinematic journey into the stories often heard but rarely seen. Like Alice in Wonderland, we will go deep down the rabbit hole into a fascinating world and experience all of the magic and mystery that music and radio passionately provided.

Sonic Messengers will take 12 months from funding to completion with the premier 3rd Quarter 2021

THE ERAS WE EXPLORE

Early Rock N Roll and the birth of the Top 40

The British invasion / mid-60's and the boss radio years

The emerging underground and free-form radio

The stadium rock years and FM rock explosion

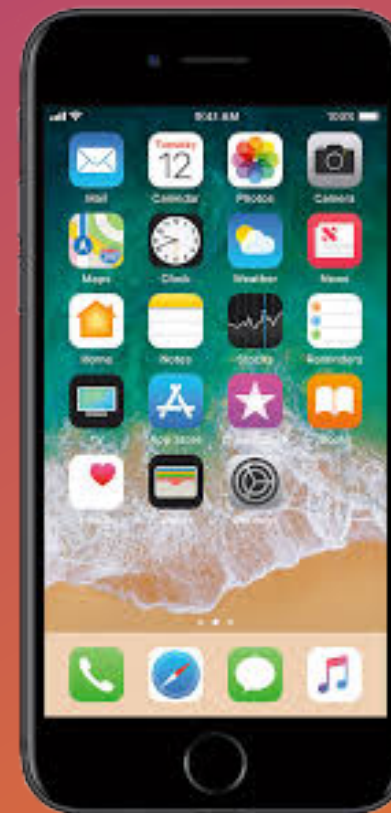
New Wave, Punk, MTV and disco / radios reaction

Hard rock and metal / radio gets hard again

Grunge / The Alternative radio boom

Tastes diversify / Satellite and digital radio

The digital music generation / streaming



THE RELEVANCE OF *SONIC MESSENGERS* IN TODAY'S WORLD



More people listen to radio than *any* other medium. Nearly 100% of the population consistently use radio. While the golden age of rock radio may be waning, this documentary explores the power and magic of radio and the reasons behind its creative decline that has opened the gates for new technologies. It's a story literally everyone can passionately relate to, as America is tied-to-the-hip by sound—- and radio is the great messenger.

Amplified by the current era of social and cultural upheaval, *Sonic Messenger* returns us to the powerful bliss that music on the radio delivers.

The sounds, the events, the tragedies and the cultural changes all come together in a tour de force of music and culture. A celebration for the FANS of radio and music

DIVE DEEPER

EXPLORE THE HISTORY AND THINKING BEHIND *SONIC MESSENGERS*

- For every music revolution there is a radio revolution
- You can't design the future without understanding the past
- Music and culture are cyclical with highs and lulls
- The music one likes between 16-20 is what you like for life
- Marketing music to Veteran Rockers
- What made...and killed the great stations

Click the image to discover the thinking that defined generations, and how it relates to 2020



ABOUT LEE ABRAMS

Lee Abrams has devoted decades to reinventing radio, tv news and print. He is widely known to be passionate about the past but focused on reimagining the future. Consultant to over 1,000 radio stations, 12 major print publications and numerous tv stations and cable networks, several consumer products and the designer of XM satelliteradio programming.

Lee Abrams, has been shaping the American radio and media industry for over five decades. He has brought unparalleled ratings and economic success to radio stations in over 400 markets, including 97 of the top 100. Newsweek listed Abrams as one of America's "100 Cultural Elite" for his contributions to creating the modern radio.

In the early 21st century, Abrams was The Tribune Company's Chief Innovation Officer responsible for helping re-invent the scores of TV stations, cable channels and newspapers that are owned by Tribune, as well as to help create a new and modern innovation focused culture.

For 10 years before joining Tribune, Abrams was XM Satellite Radio's Chief Programming Officer. With 150 stations to develop and program, Abrams was once again challenged to re-invigorate the radio landscape in America.

Amongst Abrams' other media projects, the redesign of Rolling Stone magazine, launch of TNT Cable Network, MTV, American marketing consultant to Swatch, Disney and advisor to dozens of entertainment companies stand out. In addition, Abrams has been the subject of feature articles in hundreds of consumer publications including Playboy, Esquire, New York Times, People, The Los Angeles Times, The BBC, CNN, The Wall Street Journal and is a frequent speaker at Universities and Industry functions.

Click here to explore Abrams current thinking and visions for brilliant media that peers over the horizon

lee abrams
media  visions

.....
www.leeabramsmediavisions.com

ABOUT SPENCER PROFFER

CEO OF METEOR 17

Spencer Proffer, CEO of Meteor 17, is a highly regarded, innovative media producer and strategist with a long history of connecting with audiences. His productions and those he has been integrally involved with, have garnered Academy, Golden Globe, Emmy, Grammy and Tony awards and nominations. As music producer, Spencer has sold millions of gold and platinum records. Spencer strives to make a difference in pop culture with projects that have meaning for people's lives, while entertaining them and making money.

Meteor 17 is a full-service organization that actively participates from conception and architecture through all phases of deal-making, production, marketing and distribution entities highlighted on www.meteor17.com.



An example of a current Proffer production is the Denzel Washington, narrated John Coltrane documentary, *Chasing Trane*, currently streaming on Netflix. Click the image to view the trailer

[Click here to explore more Meteor 17 projects](#)



METEOR 17

www.meteor17.com

lee abrams
media  visions

www.leeabramsmediavisions.com



METEOR T7

www.meteor17.com