

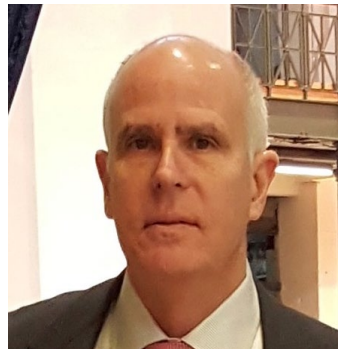
# IMPROVING COMMUNICATION EFFECTIVENESS

lee abrams  
media  visions  
— CONSULTING —

# WHO WE ARE



**Lee Abrams**  
Chief Creative Officer



**Steve Lieberman**  
Chief Operating Officer

# LEE ABRAMS

Lee Abrams has spent decades in the trenches reinventing Radio, TV News and Print

Consultant to over 1,000 Radio Stations, 12 major Print Publications, over 20 TV stations and cable networks as well as MTV, Rolling Stone and Disney

The Founding Member and designer of XM Radio programming

Newsweek listed Abrams as one of America's "100 Cultural Elite" for his contributions to creating the modern Radio

Abrams has been the subject of feature articles in Playboy, Esquire, The New York Times, The Los Angeles Times, The BBC, CNN and the Wall Street Journal

# STEVE LIEBERMAN

Steve Lieberman has over 40 years of senior leadership roles in privately held and publicly traded consumer products , direct selling, professional services and nonprofit organizations

He has held leadership positions including:

VP Consumer Products at SC Johnson USA

Managing Director of SC Johnson UK

President of Pearle Vision

CEO of Enzymatic Therapy

President Amway North America

# MEDIA AND MESSAGING CONSULTING SERVICES



Enhancing your current messaging to reach a specific target be it employees, distributors, dealers, franchisees and suppliers



Utilizing proven Psychographic and Demographic insights



Interpreting research into actionable ideas



Delivering insights on public thinking. How America ticks



Building creative cultures



Idea generation to solve challenges

# COMPANIES WE'VE WORKED WITH



# SOME OF THE MUSICIANS WE SUPPORTED



# MAJOR ACCOMPLISHMENTS



Radio



Print



TV News



New Products



Acquisitions



Sponsorships



# AMERICA'S LARGEST BROADCAST CONSULTANCY

## MAJOR ACCOMPLISHMENTS

**BURKHART/ABRAMS:** Created numerous new radio formats including FM Album Rock, Classic Rock, Urban, Kids and Alternative

For MTV: Consulted Senior Management on the rollout and creative direction

Worked with over 1,000 Radio stations and every major radio group to execute, market and sell the formats

A format launch took an average of one month, with multi year consulting activities to support the client stations

Left the company to join Satellite Radio with a stable of clients reaching record setting ratings and revenue



## MAJOR ACCOMPLISHMENTS

NBC SOURCE NETWORK: The first youth appeal News Network (16-34 target)

Designed the operating structure, programming elements and style

Delivered a finished 24/7 News service and oversaw the signing and communication with affiliates

Six months from idea to on-air

Later sold to CBS/Westwood One



## MAJOR ACCOMPLISHMENTS

SATELLITE MUSIC NETWORK (owned by ABC) The first Satellite-to-station Broadcast system

Invented numerous formats that reached over 2,000 radio stations with live 24/7 programming

Hands-on hiring and development of On Air, Management and Affiliate relations talent

An ongoing 10 year project

The premier satellite broadcaster

Later sold to Disney



## MAJOR ACCOMPLISHMENTS

XM SATELLITE RADIO : The worlds first Satellite-to consumer radio service

As a founding member, created 100 highly targeted radio channels

Was the creative leader of the company, educating programming and all departments (except engineering) on the chemistry and execution of the XM brand

An ongoing 10 year project

Became the highest billing radio company in the world



## MAJOR ACCOMPLISHMENTS

ROLLING STONE MAGAZINE: Modernized and refocused the magazine for the realities of the 80's (and beyond)

Executed a two-month deep dive into their existing and potential readership

Created and presented to Senior Management, a detailed plan for re-imagination

Three months until elements were executed

Increased circulation and greatly modernized the look and feel of the publication



## MAJOR ACCOMPLISHMENTS

TRIBUNE: A major owner of TV, Newspaper and Digital products

As Chief Innovation Officer, led the efforts to creatively and economically re-think print and TV

Relaunched and restructured numerous major newspapers and introduced new ideas at local TV stations as well as cable station WGN America

An ongoing three year project

Increased newspaper circulation and profitability at a very difficult era for print

# ACQUISITIONS NEW PRODUCTS TURN AROUNDS

\$1.1 Billion Drackett Acquisition

Over \$1 Billion in new products sales

Including:

- Glade Candles
- Glade Plug-in's Scented Oils
- Fisher Price Baby Care
- Re-launched the Amway name in North America with the first sustainable advertising campaign in its history



# NEXT STEPS

All consulting work begins with a one month Psychographic and Demographic deep dive with your employees, dealers, distributors, franchisees and suppliers

Once completed we present our results which can lead to either a retainer or project based relationship