

VIDEO NEWS MAGAZINES

BUILDING COMMUNITY
IN CORPORATE
ENVIROMENTS

The image features decorative geometric patterns in the corners. The top-right corner has a series of blue lines forming a nested, downward-pointing chevron shape. The bottom-left corner has a series of white lines forming a nested, upward-pointing chevron shape. The background is split into a solid blue left half and a white right half.

lee abrams
media  visions
— VIDEO NEWS MAGAZINES —

THE MISSION

Reinventing Corporate Communications by developing, producing and curating a new format - A 30 Minute Video News Magazine

With Broadcast Quality High Definition(HD) production values similar to 60 Minutes, 20/20 or Dateline

A seamless consistent format, message and tone presented by Company management and employees on an agreed upon basis

Each Video Magazine will be a “Show” comprised of short stories accessible by the user which will build a library of related stories overtime

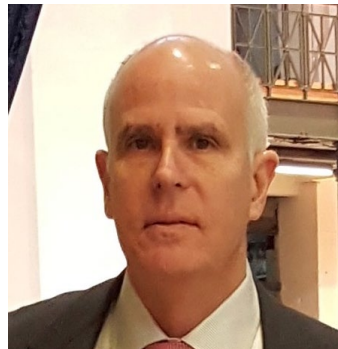
With a target audience of employees, dealers, distributors, franchisees and suppliers

To stay current and build a sense of community

OUR FOUNDERS



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

COMPANIES WE'VE WORKED WITH



SOME OF THE MUSICIANS WE SUPPORTED



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

THE PLAN

Enhancing your in-house communications by creating and curating a custom 30 minute Video News Magazine

Envision a News Magazine format with multiple coordinated messages that tell the story in a way that resonates with the target audience, builds community and provides motivating “news you can use”

Not simply housing various communications in one place, but crafting a seamless look and feel that connects each piece together to tell the story

TV Broadcast HD quality show professional scripted, produced and edited

THE PLAN

Produce a 30 minute News Magazines hosted on Company specific channel or website

Frequency to be based on Management discretion, availability and cost considerations

Each Magazine will be a “SHOW” comprised of short stories accessible by the user which will build a library of related stories overtime

Continuous User Research will be used to evaluate and adjust as we grow content

All communications will help build a positive company oriented culture

THE PROGRAMMING TEAM

Seasoned professionals with vast experience at such companies as CBS NEWS, SONY, YES (YANKEES) NETWORK, SINCLAIR BROADCASTING and WGN-TV

Similar to a Broadcast News Magazine, the team includes:

- Executive Producer
- Senior Producer
- Graphic Designers
- Motion Designers
- Writers
- Producer/Editors
- After Effects Editors
- Sound Scorer/Producer
- Narrator
- Coordinator

SAMPLE 30 MINUTE VIDEO MAGAZINE

00 INTRO

00-03 COMPANY HEADLINES: The big stories/events of the company

03-05 MESSAGE FROM MARKETING DEPT: Supported with graphics

05-07 THE COMPANY IN NUMBERS: Sales, customers and other relevant metrics

07-09 HR/WELLNESS: A report on HR and wellness matters

09-11 ADVERTISING: Examples of current advertising from the company and dealers

11-14 ASK THE CEO: CEO replies to questions from the field.

14-16 EMPLOYEE /DISTRIBUTOR/FRANCISEE OF THE MONTH

16-18 BEST PRACTICES: A company chosen topic that needs to be embraced through the company

18-20 SUPPLY CHAIN UPDATE: A spotlight on Production and Productivity

20-24 WHAT THEY DO: A "peek behind the curtain" at less visible, but important departments

24-27 LEARNING TOOL: Interesting video on topics that teach and relate to company goals

27-30 MESSAGE FROM THE CEO

30 CLOSING