

social frequency

the power of storytelling



CREATIVE SERVICES & CAPABILITIES

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THE STORY

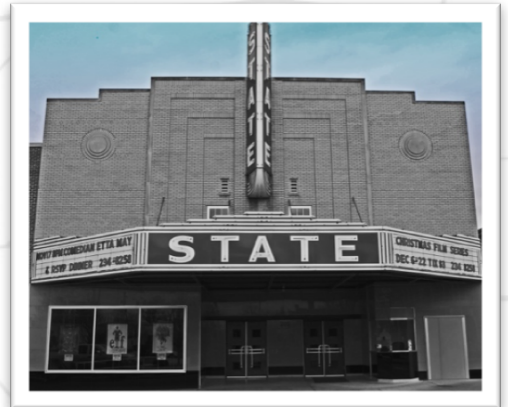


A Cassette Tape Recorder and a Bit of Familial Disobedience

My love for stories began as a child documenting my family's stories through an audio cassette tape recorder I would set up, sometimes unbeknownst to others, to capture daily family life. Though I was often told to turn off the recorder, I would keep recording as long as I could because I loved the honesty of my family's stories, unique truths, and my personal connection to it all.

Getting Lost at the State Theater

The State Theater, a 1940s-era movie house, was my childhood escape. Buzzing neon, the scent of a bygone era perfumed by the aroma of freshly buttered popcorn, I disappeared into the illumination of incredible stories glowing upon my window to the world, inspiring my own creativity a single frame at a time.



Small Towns are Fertile Ground for a Budding Storyteller

Growing up in a small Kentucky town raised by a mother from an even smaller Kentucky town, I developed an early understanding and affection for the simplicity, wisdom, and truths which form the bedrock of small towns. My father was a local businessman, barbecue pitmaster/restaurantier, and publisher of a shopper newspaper which documented local business storylines for over three decades turning many local business owners into extended family who I would visit often as a child tagging alongside my father as he made the rounds. In particular, I fell in love with food and the restaurant business through my father's barbecue restaurant and a local pizzeria and Italian restaurant run by the Pulcini family.





How a Borrowed Piano and My Brother's Piano Lessons Changed My Life

Around age 10, family friends loaned us a small upright piano. Perhaps it was the pecking order of age or lack of disposable income which explains why my brother was given piano lessons but not me. Still, I was absolutely entranced by the instrument and began teaching myself how to play and ultimately began telling musical stories through my own piano compositions and would continue for decades to come.

A Decades-Long Detour to My Authentic Story

Like many, self-doubt led me away from my authentic story and toward well-worn career pathways in search of a happy life. After a short political career, I found myself in the first year of law school longing only to pursue my creative life after losing my mother to cancer. I quit law school and moved to Chicago in search of my authentic story and creative life, which led to independent film scoring, photography, and documentary filmmaking while enjoying a career in association marketing, communications and executive management.



Social Frequency is Born

In 2009, at the height of the economic recession, I again grew anxious to move even closer to my authentic story and made the risky decision to leave behind a six-figure job to start up a creative production company which would encompass my deeply rooted creative passion for the power of storytelling working with clients and creating my own original documentary films and web series.



Unlocking the Power of Storytelling

A decade later, Social Frequency has worked with over 100 businesses, associations and other organizations on storytelling projects ranging from creative production to organizational strategy. Additionally, we have produced four original Social Frequency documentary films and an award-nominated web series consisting of over 25 episodes. The road ahead is extremely exciting and I look forward to welcoming you to the Social Frequency family as we work together to unlock the power of storytelling for you.

STUART MEYER
Founder & Chief Storyteller
Social Frequency

"Those who tell the stories rule the world." -**Hopi American Indian proverb**

"There is no greater agony than bearing an untold story inside you." -**Maya Angelou**

"Marketing is no longer about the stuff that you make, but about the stories you tell." – **Seth Godin**

"I only hope that we never lose sight of one thing – that it was all started by a mouse." – **Walt Disney**

"Facts don't persuade, feelings do. And stories are the best way to get at those feelings." – **Tom Asacker**

"Stories create community, enable us to see through the eyes of other people, and open us to the claims of others." – **Peter Forbes**

"Every great love starts with a great story..." – **Nicholas Sparks**

"Your story is your Life. Your life is your story."



"If history were taught in the form of stories, it would never be forgotten."

- Rudyard Kipling



Bring history to life through story, sight, sound, and motion

In the style of Ken Burns, Social Frequency takes the same approach to historical documentary storytelling. Our constant goal is to bring the past to life through story, sight, sound, and motion. Whether it's a town, biography, institution or other historical entity, we will work very closely with your historians, archivists, and knowledgeable storytellers to put history into motion for present and future generations.



HISTORICAL DOCUMENTARY SERVICES

- Off-Camera research interviews
- On-Camera interviews
- Photography restoration and colorization
- Sound design
- Motion editing of photos
- Script and narrative development
- Professional voice-over narrative
- Historical site video b-roll capture
- Oral history audio interview recording
- Legacy footage digitization services
- And more

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"Stories create community, enable us to see through the eyes of other people, and open us to the claims of others."

– Peter Forbes



Documentaries are a powerful “window” which transports your audience and also a “mirror” which reflects and connects with their shared beliefs

Whether inspiring members, future leaders, or donors, documentary storytelling is a powerful and compelling media for associations and non-profits which inspire action by creating a sense of connection, identity, and belonging.



ASSOCIATION and NON-PROFIT DOCUMENTARY SERVICES

- Story structure/development
- “Day in the life” documentary footage
- Sit-down on camera narrative interviews
- Web series development
- Motion editing of historical photos
- Full pre-production, production, and post-production services
- Documentary output provided in a variety of formats to optimize use in traditional, digital, and social media channels

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"I only hope that we never lose sight of one thing – that it was all started by a mouse."
- Walt Disney



Connect with the hearts and minds of your customers

Your business story is what differentiates you from the competition. At Social Frequency, we put your customers in the middle of your story in an honest and inspiring way to experience a "behind the scenes" look at the passion, devotion, and commitment behind everything you do.



BUSINESS DOCUMENTARY SERVICES

- Story structure/development
- "Day in the life" documentary footage of you and your business in action
- Sit-down on camera narrative interviews
- Motion editing of historical photos
- Full pre-production, production, and post-production services
- Documentary output provided in a variety of formats to optimize use in traditional, digital, and social media channels

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"Live your life from your heart. Share from your heart. And your story will touch and heal people's souls."

- Melody Beattie



Capture your family's story today for present and future generations

Family documentaries are extremely important to me. Having lost both parents to terminal illness, I've personally experienced firsthand the crushing reality of losing a loved one whose stories die with them. While ancestry sites and DNA tests tell us a little bit about where we come from, Social Frequency helps you dive deeper bringing the past, the personalities, the priceless words and visuals of our loved ones in their living years, and our cherished family stories to life for present and future generations.

Our stories and those of our loved ones are a big part of our identity, our sense of belonging and family connection. The time to capture those important family stories is now and at Social Frequency, I invest my award-nominated professional documentary filmmaking skills in every family documentary project, incorporating family photography, 8mm film footage, family interviews, b-roll footage of family homes, and more.



FAMILY DOCUMENTARY SERVICES

- On-Camera interviews
- Motion editing of photos
- Video capture of important family locations
- Photography restoration and colorization
- Oral history audio interview recording
- Legacy footage digitization services
- And more

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“90% of our taste buds are in our eyeballs.”
 – Mike “Hodad” Hardin

In the digital age, the visual storytelling experience of food has never been more important for your restaurant...

... but don't take my word for it. In the December 2016 issue of the *Brain and Cognition* medical journal, a study, entitled *Eating with our Eyes*, showed that, ***“Dramatic physiological and nuerophysiological changes are seen in response to food images.”***

Even more, hit restaurant-based shows, documentaries, and programming in the food entertainment world have created an almost insatiable appetite for restaurant stories. Your unique restaurant story elevates and differentiates you from the competition by creating a connection, appreciation, and the desire to experience your food firsthand. Great food stories make everything taste even better. While we can't promise you a segment on a hit restaurant TV show, Social Frequency can deliver you the next best thing with greater exposure and media shelf life.

Stuart grew up working in and around the restaurant business and has been producing award-nominated food media for nearly a decade. For 3 years, he ran the National Barbecue Association. From food photography, documentaries, and web series to story-driven branding, websites, and marketing strategy, you won't find a stronger ally in the restaurant business than Social Frequency.



RESTAURANT SERVICES

- Professional food photography
- Video documentaries and web video series
- Visual story-driven restaurant websites
- Restaurant story development and refinement
- Story-driven branding and marketing strategy

(see also, *Business Documentaries*)

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“Customers will never love a company until the employees love it first.”

– Simon Sinek

Storytelling plays a pivotal role in business strategy, culture, leadership, and management

Powerful business cultures, such as Disney, Facebook, and Apple, are “anchored” in uniquely humanizing stories and ongoing storytelling which creates connections, drives activities, inspires involvement, affirms shared beliefs, reinforces purpose, and provides an important reference point to keep the business aligned and on the right track.

Simply put, your culture is your business and your business is your culture. Storytelling creates a strong connection between business and culture.

The good news is businesses of all shapes and sizes can cultivate a strong story-driven business culture and Social Frequency can help you make it happen.

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

– Seth Godin

STORYTELLING CONSULTING SERVICES

- Business story development and optimization
- Story-driven business and organizational strategy
- Story-driven communications and PR strategy
- Business documentaries
- Special projects
- Digital and social media strategy
- Management coaching



“Stories create community, enable us to see through the eyes of other people, and open us to the claims of others.”

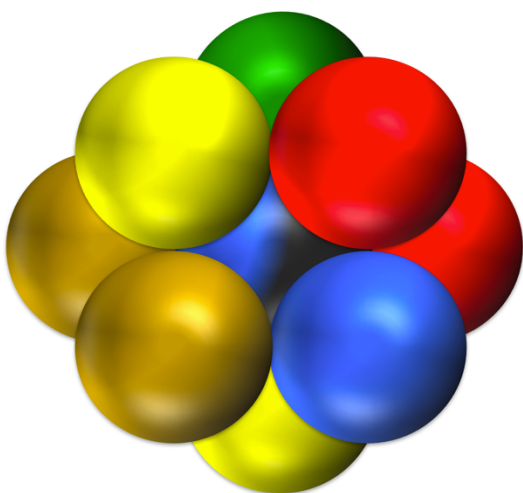
– Peter Forbes

Storytelling plays a pivotal role in an association’s business strategy, culture, leadership, and management

Powerful business cultures, such as Disney, Facebook, and Apple, are “anchored” in uniquely humanizing stories and ongoing storytelling which creates connections, drives activities, inspires involvement, affirms shared beliefs, reinforces purpose, and provides an important reference point to keep the business aligned and on the right track.

The good news is association’s of all shapes and sizes can cultivate a strong story-driven business culture and Social Frequency can help you make it happen.

Additionally, we take a story-driven approach to all traditional association consulting areas, including membership development, marketing, content, digital, components, management, and more!



ASSOCIATION CONSULTING SERVICES

- Story-driven business and organizational strategy
- Documentaries
- Quantitative surveys and focus groups
- Association expansion strategy development
- Organizational virtualization strategy
- Content and marketing strategy
- Digital and social media strategy
- Board strategic planning
- Special projects



"A podcast is a great way to develop relationships with hard to reach people."

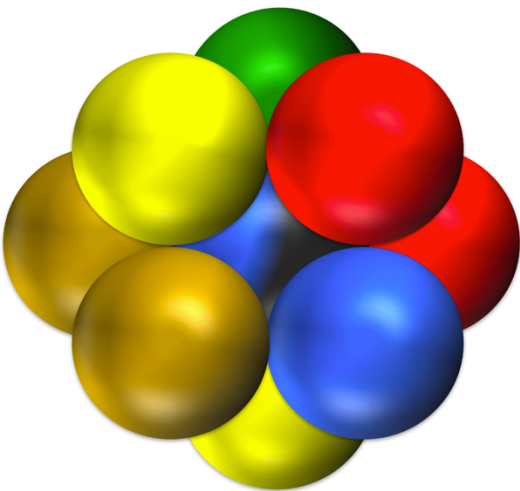
– Tim Paige

More than twice as many Americans listen to podcasts weekly vs. watching Sunday Night Football*

While Stuart has been involved in digital audio production for over two decades, his entry into the podcasting world dates back to 2006 when he started a monthly President's audio cast for the Emergency Nurses Association.

Weekly podcast listeners in America has risen to 48 million people in 2018*, up 6 million from 2017. The podcast medium continues to rise in popularity due to it's humanizing format, recurring episodic nature, portability, and the ability to do other things while listening to a podcast episode, such as a daily driving commute.

From podcast development and start-up to production and post-production, Social Frequency can serve a strong creative partner to your business or association.



PODCAST SERVICES

- Podcast concept and format development
- Podcast hosting strategies
- Audience strategies
- Podcast platform and channel development
- Episode development
- Episode coordination and remote production services
- Post-production editing, upload, and distribution
- Podcast marketing strategy

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** Source: Edison Research, 2018 Infinite Dial Study*



"The true beauty of music is that it connects people. It carries a message."

– Roy Ayers

Music is a powerful narrative which speaks directly to the heart and soul of the story being told

Stuart has been composing original music since age 11 and for nearly two decades has been composing and recording original music and scores for independent film. Credits include: *The Promise of You* (feature), *My Brother's Light* (feature), *Luci D* (short), *Rehearsal Time* (short), *Rubicon* (short), *Behind Ribfest* (feature documentary), *Small Town Flavor* (web series), *An American Small Town* (feature documentary), *Born to Love Ballet* (feature documentary), and additional smaller projects.

Stuart is also a founding member and keyboardist/guitarist for the 80s cover band, Members Only.

A collection of his work can be heard at: www.reverbnation.com/stuartmeyer



MUSIC PRODUCTION SERVICES

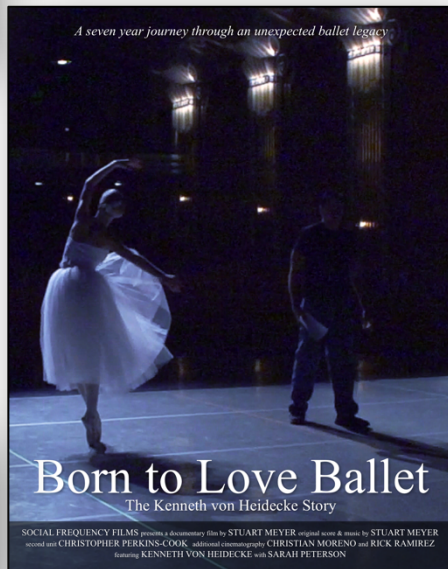
- Original compositions
- Film/TV/Commercial Music
- Web video and series

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"I'm always trying to create a 'window' into the lives of others and a 'mirror' which reflects back upon our own lives to deepen our human understanding and connection."

– Stuart Meyer



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