



BCG-HRE

Your Dreams Are Our Goals

978 535 0704

P.O. Box 4183
Peabody, MA 01961

fbalboni@balbonicg.com
www.bcg-hre.com



FJB/BCG/HRE 2022 PROFILE

The Balboni Communications Group, LLC (BCG) is a full-service Public and Government Relations Agency under **Frederick J. Balboni, Jr.**, a veteran broadcast journalist, seasoned communication practitioner, and music creator.

Herb Reed Enterprises, LLC (HRE), a BCG subsidiary, holds the international Trademark of the Rock & Roll, Vocal, and Grammy® Halls of Fame group, The Platters®.

Combined, **BCG – HRE**, guided by the First-Best-Only (FBO) principle, strives for excellence in developing opportunities to bolster the success of their clients and interact synergistically to create innovative, tactical strategies that provide potent pathways to current and future durable stakeholders. Both entities have been operating as single-member, limited liability companies within the Commonwealth of Massachusetts since 2004 and 2005, respectively.

The Communicator: Broadcast Journalist, Publicist, and Public Affairs

Mr. Balboni is globally recognized as a communications expert, specializing in branding, broadcasting, government affairs, public and crisis communications, artist management, contract negotiation, radio-video-audio production, and promotion.

He began his broadcasting communications career, starting with a stint as an anchor/reporter for the oldest television station in the US, WBZ-TV (a former NBC affiliate), for a prime-time show called “!” written, produced, and presented by teenagers in the Boston metropolitan area.

Mr. Balboni achieved his Bachelor of Science degree in Speech from Boston’s Emerson College, concentrating on communication, politics, and law, later receiving his Massachusetts Department of Education Teaching Certification.

He honed his talents in media and communications in various capacities, including:

- Media Consultant to the Revere Teachers Association;
- Massachusetts Statehouse reporter for WERS Radio 88.9 (Emerson’s 50,000-watt non-profit radio station);
- General assignment reporter for WEEI Newsradio 59;
- Assistant Director of *Information Central: The Pope in Boston*, overseeing worldwide media credentialing and site management for Pope John Paul II’s historic visit to Boston;
- Investigative intern/producer at ABC affiliate WCVB-TV;



- Entertainment reporter for Top 40 radio innovator WXKS KISS 108FM under the direction of his friend and mentor Sunny Joe White and veteran Boston newscaster Bill Rossi;
- Director of Media and Promotion for the Chateau DeVille Corporation, where he learned all aspects of the entertainment business (media buying, talent buying, function, and nightclub management);
- Vice president of promotion for The Palace Entertainment Complex;
- Vice president of entertainment and marketing for State Street Stock Exchange, Inc., a nightclub entertainment holding company;
- Entertainment reporter for WZOU and JAMN' 94.5FM;
- Northeast Bureau Freelance Producer for CBS News, New York. He produced pool "LIVE Shots" for ABC, NBC, CNN, and FOX in this position.

The Formative Years: Government and Public Relations

Mr. Balboni learned the political landscape as a teenager, working on the campaigns of former Governor and 1988 Presidential Democratic nominee Michael S. Dukakis (D-Mass), who wrote, "... I have never met a person as interested in public affairs at such a comparatively young age [as Fred Balboni]." Later, Mr. Balboni was a campaign coordinator for the successful reelection of former United States Senator Edward M. Kennedy (D-Mass).

Throughout the 1980s and 90s, Mr. Balboni consulted with the Revere School Department on community relations and special events. The positive stories and events he created brought positive media coverage to the school district, with some achieving national media recognition.

In 1999, Mr. Balboni served as director of communication and government access television for Revere, Massachusetts. He was the mayor's official city government spokesperson and communications director in this capacity. In addition, Mr. Balboni worked closely with the Clinton White House in having Revere named an official White House Millennium Community, a designation made by then-President Bill and First Lady Hillary Rodham Clinton.

The Schwartz Years: Professional Advancement and Business Growth

To gain a broader understanding of "agency" culture, function, and management and prepare for establishing what would become BCG, in 2000, Mr. Balboni joined the team at Schwartz Communications, the most comprehensive independent technology and healthcare PR agency headquartered in Massachusetts. After identifying a need within that agency to diversify Schwartz's billable client offerings due to the break of the now-infamous dot com bubble in 2001, he co-founded the agency's government relations and special event practices.



After the tragic events of September 11, 2001, Mr. Balboni rapidly emerged as a bipartisan political operative. He produced one of the first-ever live Web chats between high-level officials within the National Security Administration, the Bush White House, and Schwartz security clients, moderated by the then-high-ranking chair of the House Science and Technology Committee, Sherwood “Sherry” Boehlert (R-New York), to address critical security infrastructure issues post 9/11. In addition, Mr. Balboni brought several qualified Schwartz clients to the Bush White House for high-level meetings with Cyber Security Czars Richard Clarke and Howard Schmidt. Schmidt was later named Cyber Security Coordinator for former President Barack Obama. Balboni would later produce a live webcast from Washington DC with Schwartz clients and Howard Schmidt to address increasingly problematic cybersecurity issues.

In January of 2003, West Pharmaceuticals (West), a prominent Schwartz client, suffered a tragic industrial explosion at its flagship manufacturing facility in North Carolina, killing five and leaving several employees seriously injured. During this tenuous time, Mr. Balboni led the West crisis communication team, establishing a credible flow of information between local, state, and national officials. In recognition of his work, he and his team received multiple industry awards.

For over a decade, Mr. Balboni created and managed numerous events with several US governors and members of their administrations. For example, he has actively lobbied for and co-wrote budget amendments, thereby creating “earmarks” for clients during the Bush Administration. In addition, Mr. Balboni was responsible for and contributed to writing an Executive Order signed by former President Barack Obama.

Through his position with West, Mr. Balboni was named executive director of the Consortium for the Advancement of Patient Safety (CAPS). In this capacity, he managed executives and regulators in several major pharmaceutical companies, including Johnson & Johnson, Merck, Allergan, Pfizer, and Glaxo-Smith-Kline, to prevent medical errors and increase patient safety. In addition, he bylined articles published in scientific periodicals concerning important CAPS initiatives.

Mr. Balboni also oversaw the policy platform working with the USP, FDA, CDC, the World Health Organization (WHO). In addition, he engaged an Ergonomics Study on patient safety with the University of San Jose in California.

As part of Schwartz’s special events unit, Mr. Balboni became the Avedis Zildjian Cymbal Company’s outside media representative. Working closely with CEO Craigie Zildjian, he created, produced, and publicized events surrounding the company’s 380th Anniversary as one of the world’s oldest family-owned businesses. In this capacity, Mr. Balboni oversaw and managed artist-media relations for the 2003 American Drummer Achievement Awards honoring Steve Gadd, with hosts Bill Cosby, James Taylor, and Paul Simon.



Throughout his tenure working with West, Mr. Balboni was the trusted government relations advisor to West Chairman and CEO Dr. Donald E. Morel.

The Independence of BCG

From 2009-2014, Mr. Balboni assumed the Government Relations and Special Events unit at Schwartz into BCG, taking on Schwartz as its client.

Built on a foundation of trust and knowledge, BCG prides itself on developing intimate relationships with influencers via traditional and emerging platforms across the media landscape. In contrast to the many agencies that engage in repetitive, “dialing for placement” PR campaigns, BCG leverages its long-standing relationships to accomplish creative, synergistic, targeted, and result-driven placements for its clients.

BCG uses the FBO principle to identify and develop each client’s unique message according to its professional dreams and goals. To achieve this, it “creates” media opportunities by placing client messages via conventional run-rate (news releases, media advisories, bylined articles, etc.) and new media platforms (Facebook, Twitter, TikTok, etc.). In addition, BCG often creates media events to bring clients’ messages to life, thereby providing additional placement opportunities to enhance its brand.

Recognizing social media’s emergence as a significant mass contact vehicle, BCG employs creative and personal integration approaches within this continually evolving arena. Depending on the client message, BCG can craft a specific or general missive via these innovative platforms furthering audience reach and engagement.

Under Mr. Balboni’s leadership, BCG develops multiple award-winning campaigns for placement across the media spectrum. An example of these include; TIME, People, and Rolling Stone magazines, the New York Times, The LA Times, The Boston Globe, ABC’s “Good Morning America,” NBC’s “Today,” “CBS This Morning,” CNN, FOX News, and business channels, BET, and MTV.

BCG - HRE Artist Development/Music Consulting/Promotion/Management/Motion Picture Producer

BCG’s success is due in part to its longevity in the continually evolving music arena.

Since 1982, Mr. Balboni has worked with many national and international recording artists, including; the legendary Frank Sinatra, Broadway Diva Jennifer Holiday, 90’s boy band sensations New Kids On The Block, the Backstreet Boys’ Howie Dorough, contemporary icon RuPaul, R&B icons Roberta Flack, Dionne Warwick, Snoop Dogg, dance music legends The Original Village People, K.C. & The Sunshine Band, country music legend Bobby Bare and many more diverse artists promote their music on various platforms.



BCG signed Herb Reed, the founder and naming member of The Platters, in 2005. His dual goal was to establish incontestability as the iconic group's superior trademark holder and introduce modern generations to its music, thereby keeping his legacy alive and thriving.

BCG commenced this journey by rebranding The Platters name, which continues today. BCG began the process by arranging, producing, and releasing an exclusive, limited-edition CD with the American Red Cross to benefit Hurricane Katrina victims.

In 2006, Mr. Balboni advised his client, Herb Reed, to formally create Herb Reed Enterprises LLC to manage his personal and professional business. Guided by BCG, HRE connected with relevant industry stakeholders. As a result, Messrs. Reed and Balboni worked in partnership to develop a long-term business plan to achieve Mr. Reed's goal of shoring up and re-establishing The Platters brand to meet his primary objectives.

Under Mr. Reed's auspices, BCG secured trusted legal counsel and assisted with managing, developing, and implementing strategies resulting in federal court decisions, which enhanced and strengthened federal trademark laws while reversing decades of imprudent legal decisions. But unfortunately, these nebulous rulings allowed hundreds of imposters worldwide to *steal* The Platters' identity while weakening the legendary vocal group's historic goodwill.

BCG/HRE's success in cleaning up the legal landscape has provided HRE with incontestable superior rights to all others in The Platters name and legacy. This action also protects future artists from having their goodwill and music left at the mercy of unscrupulous and larcenous individuals.

In December of 2016, BCG officially acquired HRE. Now, as CEO of HRE, Mr. Balboni is continuously evolving The Platters brand via comprehensive strategies founded on the FBO principle by creating synergistic, brand name imaging opportunities to broaden demographic exposure of Reed's timeless music. This crucial element of the effort is evidenced, in part, today by Marvel® Studios' placement of *Twilight Time*, one of the group's early timeless hits, as a focal point in the Disney Plus groundbreaking trailer for acclaimed series *WandaVision* via its social media channels. Throughout BCG's engagement with The Platters, strategic placements like this bolster the Platters' strategic plan through similar high-profile major television series and motion picture placements.

To support Mr. Reed's primary directive, HRE maintains carefully choreographed strategies and tactics necessary to oversee all aspects of artist development and presentation as it continues developing and rebranding The Platters into the 21st century—to overwhelmingly positive reviews in the US and abroad. Please visit www.theplatters.com for up-to-date information.

HRE's successful rebranding strategy sets the stage for new music slated for release in 2022.

In late December of 2021, Mr. Balboni's first feature-length motion picture as an executive producer was released. *Out of Nowheresville*, an offbeat thriller filmed in Palm Springs and New



Mexico with **Tom Sizemore** (Saving Private Ryan, Heat, Blackhawk Down) and **William McNamara** (Chasers, Copycat). The storyline centers around two women (newcomers Barbara Ann Kay and Andrea Jungert) trying to survive in a “man’s world.” They quickly discover the true meaning of friendship.

The film has achieved critical success, including Best Feature Film awards at the **FLICKS Film Festival** in London, the **Frostbite Film Festival** in Colorado Springs, and the **Thriller Film Festival** in Los Angeles with Best Supporting Actress win for both Ms. Jungert and Ms. Kaye.

Currently, Mr. Balboni is a District Advocate for Grammy® on the Hill, promoting federal laws to benefit musicians. In addition, he is a Mentor in the Grammy® University Mentorship program through his membership in the National Academy of Recording Arts and Sciences (NARAS). As part of his public service, Mr. Balboni is an education advocate for students with special needs in the Commonwealth of Massachusetts. He holds a teaching certificate in communications and performing arts K-12. Mr. Balboni is also an executive consultant to the Transcript Newspaper Group (ING), a newspaper publishing company in Revere, Massachusetts. It publishes several local newspapers, serving Revere, Chelsea, Winthrop, Everett, Lynn, and many neighborhoods of Boston.

HRE’s management of The Platters and dogged pursuit of equality and justice for music artists generally show the lengths to which Mr. Balboni and through him BCG - HRE will delve into promoting its clients and further their dreams.

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