

# *Grant M. Stuart*

Class of 1986

Inducted November 15, 2012

2000 - Present Vice President of VH1 On-Air Creative, Co-Branded Content, specializing in commercials that engage the audience by blending the channel's music and pop culture voice. Directs production of Integrated Marketing and Sales content, select VH1 image and episodic promos, VH1 "Save The Music" public service announcements, and big event promos for the "Do Something Awards" and "VH1 Divas."

Responsible for channel Upfront presentations, budget presentations, and quarterly executive presentations to major clients and the advertising community that annually generate multi-million dollar revenue.

Directs and supervises production of high-profile movie studio On-Air promos for MTV Networks Music Group, for titles such as "Sherlock Holmes," "Sex and the City 2" and soon-to-be released "Les Miserables."

Viewership tripled while overseeing On-Air promotion of VH1 Classic.

1996 - 2000 Produced branded spots that promoted events such as the Super Bowl on ABC, fall launch promos, and Stephen King mini-series "The Shining", also produced ABC affiliate meetings in New Orleans and San Francisco. Produced videos highlighting ABC's anti-drug programming commitment, for both ABC's presentation to the Congressional Office of National Drug Control Policy, and an ABC On-Air promotional campaign called "March Against Drugs." He also won several awards, including the PROMAX World Class Award for ABC.com On-Air promos, a PROMAX Gold Award for Electronic Signage for the ABC Times Square Jumbotron, as well as a PROMAX Silver Award for "Spin City/New York City Metro Card" local promotion that featured Metro Cards with Michael J. Fox.

Education Loyola University Chicago - B.A. Communications (Television and Film) and Theatre. Won Best Actor for role of Alan Strang in "Equus."

DePaul University Theatre School Chicago - Acting Conservatory study, accepted by audition.

## *Quote:*

"Dream Big! Never lose your sense of idealism, but always temper it with a lot of hard work, strategy, and perseverance. If you truly believe nothing can stop you, nothing will!"