



# 2024 GEMA AWARDS

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TV/STREAMING LOCAL

# NOMINEES

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## Large Market (DMA 1-25)

### BRAND IMAGE PROMO: LOCAL STATION (DMA 1-25)

WTTV: WE KNOW INDY  
NEXSTAR

JOURNALISM: CONNECTIONS  
12NEWS (KPNX)

WETA UK: BRITISH TELEVISION AT ITS BEST  
WETA

8 ON YOUR SIDE BIG BRAND COVERAGE  
WFLA

ABC7 COMMUNITY  
ABC7

WMUR YEAR ENDER  
WMUR HEARST TELEVISION

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### BRAND IMAGE PROMO CAMPAIGN: LOCAL STATION (DMA 1-25)

WGN AT 75 STORIES  
WGN-TV

FIRST ALERT 4, BRAND LAUNCH CAMPAIGN  
KMOV/GRAY

PIX11 75 YEARS BY DECADE  
PIX11

### DEDICATED CAMPAIGN 12NEWS (KPNX)

DC NEWS NOW SUPER SERVING THE DMV  
DC NEWS NOW/DCW 50

WTTV: WE KNOW INDY  
NEXSTAR

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### NEWS IMAGE PROMO (DMA 1-25)

CROWDED CUBICLE  
WPVI-TV

YESSI'S STORY  
SCRIPPS\_KNXV ABC15

WPIX PHILLY ZOMBIES  
WPIX

REIGN ON ANTHEM  
WJZY-TV|QUEEN CITY NEWS

SKYWITNESS  
ABC7

THE ABC15 INVESTIGATORS  
SCRIPPS\_KNXV ABC15



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## Medium Market (DMA 26-50)

**BRAND IMAGE PROMO: LOCAL STATION  
(DMA 26-50)**

WLWT 75 YEARS  
WLWT/HEARST TELEVISION

UTAH WE LOVE THEE  
KSTU FOX 13

FOX13 70TH ANNIVERSARY  
WHBQ FOX13 MEMPHIS- IMAGICOMM

OUR STORY  
WXII

MY MEMPHIS  
WMC/GRAY

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**BRAND IMAGE PROMO CAMPAIGN:  
LOCAL STATION (DMA 26-50)**

NEWSCHANNEL 5 CARE WHAT HAPPENS CAMPAIGN  
WTVF NASHVILLE E.W. SCRIPPS

PURO SAN ANTONIO  
KABB - SINCLAIR

WWL 65TH ANNIVERSARY  
WWL LOUISIANA

**EARNING YOUR TRUST: FIRST COAST NEWS**  
FIRST COAST NEWS TEGNA

ALL STARTS WITH WDRB  
WDRB MEDIA

LOVE LOUISIANA  
WWL LOUISIANA



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## Small Market (DMA 50+)

### BRAND IMAGE PROMO: LOCAL STATION (DMA 50+)

CBS 6 FOR ALL  
*WTVR E.W. SCRIPPS*

WE TELL YOUR STORIES  
*HAWAII NEWS NOW*

HELLO QUAD CITIES  
*KWQC/GRAY*

KSBW 8 70 YEARS  
*HEARST TELEVISION*

SHARING THE MOMENTS  
*KCCI*

WAND NOW  
*WAND MEDIA*

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### BRAND IMAGE PROMO CAMPAIGN: LOCAL STATION (DMA 50+)

YOUR VOICE, YOUR COMMUNITY  
*WTVR E.W. SCRIPPS*

WDSU 75TH ANNIVERSARY CAMPAIGN  
*WDSU*

YOUR TV6 MARKETING CAMPAIGN  
*WLUC TV6*

WFIE 70TH ANIVERSARY  
*WFIE/GRAY*

WTOC THE SOUTHEAST NEWS LEADER  
*WTOC GRAY TELEVISION*

12 ON YOUR SIDE TODAY  
*WWBT-TV/GRAY*

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### NEWS IMAGE PROMO (DMA 50+)

YOUR VOICE, YOUR STORY PARALLAX  
*WTVR E.W. SCRIPPS*

12 ON YOUR SIDE AT 6P  
*WWBT-TV*

KSBW 8 70 YEARS  
*HEARST TELEVISION*

MAKING IOWA SPECIAL  
*KCCI*

ROB VOICES  
*WTVR E.W. SCRIPPS*

THE SPIRIT OF 12  
*WPRI TV*



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## Station, Channel, Platform Promotion

### CHANNEL ID

WGN AT 75 IDS  
*WGN-TV*

FOX 29 TO FOX SA  
*KABB - SINCLAIR*

TALENT IDS: BLUE NOTE  
*12NEWS (KPNX)*

THE GULF COAST'S FOX10  
*WALA FOX10/GRAY*

CW26 WINTER ID'S  
*WEIGEL BROADCASTING CO.*

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### HOLIDAY/SEASONAL PROMOTION

FOX LOCALS HERE  
*KMSP FOX 9*

FOX TELEVISION STATIONS HOLIDAY E-CARD  
*FOX TELEVISION STATIONS GRAPHICS HUB*

PEACE ON EARTH MURAL  
*WEEK-TV/GRAY TELEVISION*

19 NEWS HOLIDAY PROMOS - 2X :30  
*GRAY MARKETING GROUP*

WLWT HOLIDAY TRIVIA TALK  
*WLWT/HEARST TELEVISION*

ASIAN AMERICAN PACIFIC ISLANDER HERITAGE  
*FOX 11 LOS ANGELES*

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### SPECIAL EVENT PROMOTION

THE JOURNEY  
*WXII*

FOX DEPORTES SUPER BOWL LVII CAMPAIGN  
*FOX DEPORTES*

WJHG 70 YEARS  
*WJHG/GRAY*

ARIZONA'S BIGGEST SPORTS WEEK  
*ARIZONA'S FAMILY*

BIG BANG FIREWORKS  
*WISN-TV*



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## Station, Channel, Platform Promotion

WEBSITE OR APP PROMOTION

WAND NOW  
*WAND.MEDIA*

WTKR WHERE YOU ARE  
*WTKR NEWS 3*

BIG STORM COMING  
*WAGM/GRAY*

KSBW 8 VERY LOCAL  
*HEARST TELEVISION*

ABC7 APP  
*ABC7*

FOX DEPORTES YOUTUBE CHANNEL CAMPAIGN  
*FOX DEPORTES*



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## Program Promotion

### PROGRAM PROMO

WGN BACKSTORY

WGN-TV

REOPEN THE CASE: CENTER STREET

WTVR E.W. SCRIPPS

MOST BUFFALO GOOD TIMES

WGRZ-TEGNA

SUENA LA EDUCACION - THE STORY OF BELLE ORTIZ

KABB - SINCLAIR

TRUE CRIME: BEATEN AT THE BALL PARK

ABC7

PUNTO FINAL TALENT COMBO GENERIC

FOX DEPORTES

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### PROGRAM PROMO CAMPAIGN

WEATHERBALL 20TH ANNIVERSARY SPECIAL

TEGNA / 13 ON YOUR SIDE

REOPEN THE CASE: CENTER STREET

WTVR E.W. SCRIPPS

IT'S L.A. UNSCRIPTED

KTLA

TRUE CRIME ARIZONA: THE FORGOTTEN

ARIZONA'S FAMILY / GRAY TV

TAMPA BAY BUCCANEERS PRE-SEASON

WFLA

GOOD DAY LA 'MAKE IT A GOOD DAY'

KTTV FOX 11 LOS ANGELES

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### LIVE EVENT PROMO

BUFFALO BILLS ON WGRZ

WGRZ-TEGNA

SHOWDOWN FOR U.S. SENATE DEBATE

KTTV FOX 11 LOS ANGELES

WEHO PRIDE PARADE

KTLA

SUPER BOWL LVII PROMO CAMPAIGN

FOX DEPORTES

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### HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM PROMO

MARCH OF THE WOODEN SOLDIERS

PIX11

FIRST ALERT 4, "BACK TO SCHOOL MASTER"

KMOV/GRAY

THE MYSTERY OF THE MISSING PAINTING

KSTC-TV



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## Program Promotion

HOLIDAY LIGHTS ONESIES  
*WISN-TV*

TAMRON HALL IN LA  
*ABC7*

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### STUNT PROMOTION

OSCARS ON 8  
*WRIC NEXSTAR*

GEORGE PENNACCHIO ICON  
*ABC7*

NEWSCHANNEL 5 - BACK TO SCHOOL IS WILD  
*WTVF NASHVILLE E.W. SCRIPPS*

ONLY SPORTS POLITICAL AD BREAK  
*WTVR E.W. SCRIPPS*

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### SYNDICATED PROGRAM PROMO OR CAMPAIGN

PICTIONARY IN THE LAND OF 10,000 LAKES!  
*WFTC FOX 9+*

THE ISSUE IS IMAGE  
*KTTV FOX 11 LOS ANGELES*

A BOB'S BURGERS VALENTINE'S DAY  
*KSTC-TV*

KARAMO WITH LIVING LOCAL DMV  
*DC NEWS NOW/DCW 50*





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## News Promotion

### NEWS PROMO

YESSI'S STORY  
*SCRIPPS\_KNXV ABC15*

CROWDED CUBICLE  
*WPVI-TV*

WBTV NEWS THIS MORNING - BACK TO SCHOOL  
*WBTV*

FOX 11 - WE'RE THE ONES TO WATCH  
*KTTV FOX 11 LOS ANGELES*

YOUR VOICE, YOUR STORY  
*WTVR E.W. SCRIPPS*

REOPEN THE CASE  
*WTVR E.W. SCRIPPS*

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### SPECIAL NEWS REPORT OR EVENT PROMO

REOPEN THE CASE: CION CARROLL  
*WTVR E.W. SCRIPPS*

WE GET ANSWERS - UVALDE  
*WOAI - SINCLAIR*

50 YEARS OF HIP-HOP BOROUGH TO BOROUGH  
*PIX11*

WLWT INVESTIGATES - BRIDGE COLLAPSE  
*WLWT/HEARST TELEVISION*

FOX 11 SWEEPS COMPILATION 2023  
*KTTV FOX 11 LOS ANGELES*

OPENING DAY IN DETROIT  
*WXYZ - E.W. SCRIPPS*

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### NEWS: OPEN/TITLES/BUMPERS

TROUBLE ON TAP OPEN  
*ABC7*

FD TOTAL SPORTS 360 SHOW GRAPHICS PACKAGE  
*FOX DEPORTES*

GRAYONE 2023 GRAPHICS PACKAGE  
*GRAY TELEVISION*

STOP THE VIOLENCE TOWN HALL  
*WTVR E.W. SCRIPPS*

YOUR TURN GRAPHICS  
*TEGNA DESIGN TANK*

MOGRAPHS  
*WDRB MEDIA*



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## News Promotion

NEWS INFORMATIONAL/EXPLAINER  
GRAPHICS

GREAT AMERICAN ECLIPSE  
*TEGNA DESIGN TANK*

FD TOTAL SPORTS 360 SHOW GRAPHICS PACKAGE  
*FOX DEPORTES*

FIRST WARNING RADAR  
*WXII*

FD PUNTO FINAL SHOW GRAPHICS PACKAGE  
*FOX DEPORTES*



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## Weather Promotion

### WEATHER COVERAGE PROMO

WEATHERING TOMORROW  
*ABC7*

MONSOON METER  
*12NEWS (KPNX)*

WYNNE TORNADO PROOF  
*KAIT*

BEFORE, DURING AND AFTER THE STORM  
*ARIZONA'S FAMILY*

NIGHT OF TORNADOES  
*KWTV*

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### WEATHER IMAGE PROMO

STORM 5 WEATHER CAMPAIGN  
*WTVF NASHVILLE E.W. SCRIPPS*

STORMS HAVE STORIES  
*WXII*

EVERY STEP OF THE WAY  
*WPVI-TV*

WGN SKILLING ONE MORE WINTER  
*WGN-TV*

WLWT STORM TRACKER FLEET LAUNCH  
*WLWT/HEARST TELEVISION*

FOX4 WEATHER TEAM MOST ACCURATE  
*NEXSTAR MEDIA GROUP*



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## Sports Promotion

### SPORTS PROMO

CLIPPERS: REMEMBER THE NAME  
*KTLA*

PREP RALLY  
*WEEK-TV/GRAY TELEVISION*

PREP BOWL PROMOTION TRAINING  
*KSTC-TV*

RACING RETURNS  
*WXII*

THE GAME'S ON 4  
*WIVB / STEPHEN ARNOLD MUSIC*

ABC7/L.A. RAMS – BREAK THROUGH  
*ABC7*

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### SPORTS PROMO CAMPAIGN

WOMEN'S WORLD CUP  
*KABB – SINCLAIR*

YOUR HOME OF THE CHIEFS  
*KSHB / STEPHEN ARNOLD MUSIC*

ARIZONA'S FAMILY SPORTS, HOME OF THE  
PHOENIX SUNS  
*ARIZONA'S FAMILY*

SUPER BOWL LVII PROMO CAMPAIGN  
*FOX DEPORTES*

ONLY LOCAL SPORTS IN TOWN  
*WTVR E.W. SCRIPPS*

TOTAL SPORTS 360 TALENT CAMPAIGN  
*FOX DEPORTES*

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### SPORTS: OPEN/TITLES/BUMPERS

RVA SPORTS AWARDS  
*WTVR E.W. SCRIPPS*

SUPER BOWL LVII OPEN  
*FOX DEPORTES*

ABC7 RAMS PREGAME/POSTGAME/ HALF TIME  
*ABC7*

FD PUNTO FINAL SHOW GRAPHICS PACKAGE  
*FOX DEPORTES*



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## Print & Out-Of-Home

### OUT-OF-HOME AD OR CAMPAIGN

MOST LOCAL NEWS & FANS

*FOX5 KVVU*

FIRST ALERT 2, BRAND LAUNCH OUT OF HOME  
CAMPAIGN

*KMOV/GRAY*

KTLA 5 @ THE GREEK THEATRE

*KTLA*

DC NEWS NOW- COVERING THE ENTIRE DMV

*DC NEWS NOW/DCW 50*

YOU'RE IN THE 813 - WHERE 8 ALWAYS COMES FIRST

*WFLA*

TOTAL SPORTS 360 & PUNTO FINAL CAMPAIGN  
LAUNCH

*FOX DEPORTES*



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# Craft

### EDITING

CLIPPERS: REMEMBER THE NAME  
*KTLA*

YOUR VOICE, YOUR STORY PARALLAX  
*WTVR E.W. SCRIPPS*

WTKR WHERE YOU ARE  
*WTKR NEWS 3*

PURO SA TRANSPARENTE  
*KABB – SINCLAIR*

WWL LOUISIANA HYPE VIDEO  
*WWL LOUISIANA*

REOPEN THE CASE: CENTER STREET  
*WTVR E.W. SCRIPPS*

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### COPYWRITING

WTTV: WE KNOW INDY  
*NEXSTAR*

SUPER BOWL LVII OPEN  
*FOX DEPORTES*

ONLY SPORTS POLITICAL AD BREAK  
*WTVR E.W. SCRIPPS*

BRIDGES  
*WCSC/GRAY*

HISPANIC HERITAGE - PURO SAN ANTONIO  
*KABB – SINCLAIR*

CBS 6 FOR ALL  
*WTVR E.W. SCRIPPS*

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### DIRECTING

CBS 6 FOR ALL  
*WTVR E.W. SCRIPPS*

HISPANIC HERITAGE - PURO SAN ANTONIO  
*KABB – SINCLAIR*

SUPER BOWL LVII OPEN  
*FOX DEPORTES*

ROB VOICES  
*WTVR E.W. SCRIPPS*

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### MOTION GRAPHICS

HIDDEN STORIES  
*ABC7*

EVERY STEP OF THE WAY  
*WPVI-TV*

FOX TELEVISION STATIONS HOLIDAY E-CARD  
*FOX TELEVISION STATIONS GRAPHICS HUB*



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## Craft

**WEATHER ACROSS THE DMV**  
*DC NEWS NOW/DCW 50*

**MAX DEFENDER 8 RADAR MAN**  
*WFLA*

**VILLAGE NOSTALGIA**  
*WDRB MEDIA*

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## MUSIC WITH ORIGINAL LYRICS

**THE GAME'S ON 4**  
*STEPHEN ARNOLD MUSIC / WIVB*

**VICTOR WEMBANYAMA**  
*WOAI - SINCLAIR*

**KRQE CARES**  
*STEPHEN ARNOLD MUSIC / KRQE*

**GREAT NEW DAY - 11 ONE/MUSIC & WDRB MEDIA**  
*11 ONE/MUSIC*

**YOUR HOME OF THE CHIEFS**  
*STEPHEN ARNOLD MUSIC / KSHB*

**WE ARE CHARLESTON**  
*STEPHEN ARNOLD MUSIC / WCSC*



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## Special

### FUNNIEST PROMO

NEWSCHANNEL 5 - BACK TO SCHOOL NIGHTMARE  
*WTVF NASHVILLE E.W. SCRIPPS*

"FAST" BREAK FRIDAY NIGHT  
*KAIT*

THE ELEVATOR ENCOUNTER  
*KSTC-TV*

NEWSCHANNEL 5 - BREE BRINGS DONUTS  
*WTVF NASHVILLE E.W. SCRIPPS*

SUPER BOWL IMMOVABLE FORCES  
*WALA FOX10/GRAY*

SMACK DOWN!  
*KABB - SINCLAIR*

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### I'M NOT CRYING, YOU ARE!

ABC7 UNFORGETTABLE  
*ABC7*

BABY RAYON  
*WTVR E.W. SCRIPPS*

YESTERDAY AND TOMORROW  
*WVNS*

EVERYONE HAS A STORY  
*WXII*

A PICTURE'S WORTH  
*KWTV*

WMUR 2023 YEAR IN REVIEW  
*WMUR*

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### SOMETHING FOR NOTHING

GOOD MORNING, DETROIT!  
*WXYZ - E.W. SCRIPPS*

YESSI'S STORY  
*SCRIPPS\_KNXV ABC15*

CBS TEXAS: BETTER TOGETHER  
*KTVT CBS TEXAS*

COURTIS. CANCER. LET'S TALK ABOUT YOUR HEALTH.  
*WLWT/HEARST TELEVISION*

CBS 6 FOR ALL  
*WTVR E.W. SCRIPPS*

RED FRIDAY TAILGATE  
*NEXSTAR MEDIA GROUP*

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### PUBLIC SERVICE ANNOUNCEMENT

TENNESSEE MENTAL HEALTH - ALONE  
*WTVF NASHVILLE E.W. SCRIPPS*





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## Special

**CLEVELAND READS IMMERSIVE DISNEY CAMPAIGN:  
UNLOCK YOUR IMAGINATION WITH THE POWER OF  
READING**

*WKYC STUDIOS (TEGNA)*

**TENNESSEE MENTAL HEALTH - IT'S OKAY**

*WTVF NASHVILLE E.W. SCRIPPS*

**BIKE MS: SUPERHEROES**

*KTLA*

**HISPANIC HERITAGE - PURO SAN ANTONIO**

*KABB - SINCLAIR*

**EVERYDAY DISCOVERIES**

*ROCKY MOUNTAIN PBS*

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### **PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN**

**KGW SCHOOL SUPPLY DRIVE**

*KGW*

**FACES OF HOMELESSNESS**

*WMUR*

**KGW GREAT TOY DRIVE**

*KGW*

**KGW TALK ABOUT IT**

*KGW*

**ANIMAL TEETH**

*ROCKY MOUNTAIN PBS*

**KGW GREAT FOOD DRIVE**

*KGW*

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### **SOCIAL GOOD**

**SLEEP IN HEAVENLY PEACE**

*SCRIPPS\_KNXV ABC15*

**HILL'S PET NUTRITION: DAY IN THE LIFE\_PERRY**

*NBCU SKYCASTLE*

**REAL MEN WEAR PINK**

*WEEK-TV/GRAY TELEVISION*

**KPTV FOX12 WELL-BEING REVOLUTION "IT'S OK"**

*KPTV FOX 12 OREGON / GRAY BROADCASTING*

**CLEVELAND READS IMMERSIVE DISNEY CAMPAIGN:  
UNLOCK YOUR IMAGINATION WITH THE POWER OF  
READING**

*WKYC STUDIOS (TEGNA)*

**NEWSCHANNEL 5 - SAFE PLACES**

*WTVF NASHVILLE E.W. SCRIPPS*

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### **HISPANIC/BILINGUAL PROMO**

**HILL'S PET NUTRITION: DAY IN THE LIFE\_SULA**

*NBCU SKYCASTLE*

**HISPANIC HERITAGE - PURO SAN ANTONIO**

*KABB - SINCLAIR*



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## Special

HISPANIC HERITAGE MONTH - TRUST YOUR HEART  
*KMBC-TV*

AQUAPHOR BABY: GISELLE BLONDET IRL  
*NBCU SKYCASTLE*

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### MARKETING VIDEO/SIZZLE REEL/ PRESENTATION

WE'RE L.A.'S VERY OWN  
*KTLA*

FOX5 AT THE MOVIES  
*FOX5 KVVU*

WHAT WE DO IN MARKETING  
*WGRZ-TEGNA*

OLYMPIC SIZZLE REEL: CLIENT PARTNERSHIP  
INVITATION  
*NBC & TELEMUNDO CONNECTICUT*

VISION8 BY WGAL  
*WGAL 8*

MEET THE TEAM: NEW CLIENT INVITATION  
*NBC & TELEMUNDO CONNECTICUT*

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### ON-AIR COMMERCIAL ADVERTISEMENT

DARING ESCAPES  
*WAFB/GRAY TELEVISION*

COAST GUARD FESTIVAL 2023  
*TEGNA / 13 ON YOUR SIDE*

WKYT\_CM\_JAMESPEPPER\_BOURBAN  
*WKYT*

HOPE STATION - GIVE HOPE  
*WTVF NASHVILLE E.W. SCRIPPS*

LIFE OF THE LAND DAWSON  
*HAWAII NEWS NOW*

MODERNA: STAY IN THE GAME  
*NBCU SKYCASTLE*

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### SET DESIGN

FIRST ALERT 4, SET LAUNCH  
*KMOV/GRAY*

NEW YORK'S VERY OWN PIX11 NEW SET  
*WPIX-TV*

KTVZ (BEND, OR)  
*FX DESIGN GROUP*

WTVT FOX 13 TAMPA SET DESIGN  
*DEVLIN DESIGN GROUP*

WXIN: FOX59 SET  
*NEXSTAR*

KXAN (AUSTIN, TX)  
*FX DESIGN GROUP*