



2024 GEMA AWARDS

TV/STREAMING LOCAL

WINNERS BOOK



2024 GEMA AWARDS

TV/STREAMING LOCAL

Congratulations!

Dear G.E.M.A. Community,

On behalf of the Board of Directors and myself, it's with great pride and excitement that I extend my warmest congratulations to the nominees and winners of this year's GEMA Awards for TV and Streaming. Your creativity, drive, and innovation are the very heartbeat of the entertainment marketing industry. You bring stories to life, spark joy, ignite passion, and inspire fandom in ways that leave a lasting impact. Today, we celebrate you - the visionaries behind the campaigns, the ideas, and the work that captivate audiences around the world.

Every single submission this year represents the power of storytelling and the magic of marketing. Each one is a testament to the talent and passion that make this industry so dynamic and vital. Together, you are the driving force pushing the boundaries of what's possible, and it's truly inspiring to witness.

I'd like to take a moment to spotlight and express my gratitude to our incredible supporters - our members, partners, and sponsors. Your dedication and belief in G.E.M.A.'s mission fuel everything we do. Your unwavering support allows us to continue pushing boundaries and raising the bar for excellence in entertainment marketing. It is through your contributions and collaboration that we are able to recognize and honor the outstanding talent in our industry.

A special thank you to our judges and jurors, who bring their expertise and passion to the table, not for the accolades, but for the love of this industry and the creativity it inspires. Your dedication helps elevate the remarkable work we are all here to honor.

As we look toward the future, the possibilities are endless. This industry is constantly evolving, and together, we are writing its next chapter. G.E.M.A. will continue to grow and be a hub for innovation, creativity, and community, a place where the brightest ideas are celebrated and where we can continue to push the boundaries of entertainment marketing.

Let's continue to break new ground, spark creativity, and build an even brighter future.

Congratulations once again to all the nominees and winners. Here's to the incredible work you've done and to the amazing things still to come!

With gratitude and excitement,

Stacy La Cotera
President, CEO
The Global Entertainment Marketing Academy of Arts & Sciences



2024 GEMA AWARDS

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Judges

KEVIN ADLER
CAMPBELL ALLEN
SCOTT ALTUS
ROBERT AYSON
MATT BARRICK
TIM CAMPBELL
SHERRY CARPENTER
BRENT CHAPIN
BART COX
SEAN DIXON
JASON DOYLE
RICHARD ELLER
PAUL FARMER
ERIN FINNEGAN
DOMINIC GAUNA
JILL GENTER
RHONDA HALAREWICH
DIXON JOHNSTON
DEAN JONES
MICHAEL KOMMERSMITH
JOHN KUKLA
ERIC LARSEN
DAVID LAWRENCE
ANDREW LENNIE
DALE LOCKETT
JOHN LOVELACE
SUZI MAHE
KARA MCGINN
CORY MCRAE
DANIEL MEYERS
LIZ MONTIJO
MARC MORRISTON
EMILY MOWERS KURTZ
JOSHUA PADILLA
ARI PITCHENIK
CHRISTINA RULE
PETER SALKOWSKI
DAVID SHEARER
DANIEL SPANGLER
BOB ST CHARLES
TOM STEMMLER
DAVID STOTTS
SUSAN TRACY-DURANT
DAVID WASHBURN
JAY YOVANOVICH



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TV/STREAMING LOCAL



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

GOLD WINNER

WTTV: WE KNOW INDY
NEXSTAR

SILVER WINNER

JOURNALISM: CONNECTIONS
12NEWS (KPNX)



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

GOLD WINNER

WGN AT 75 STORIES
WGN-TV

SILVER WINNER

FIRST ALERT 4, BRAND LAUNCH CAMPAIGN
KMOV/GRAY



NEWS IMAGE PROMO (DMA 1-25)

GOLD WINNER

CROWDED CUBICLE
WPVI-TV

SILVER WINNER

YESSI'S STORY
SCRIPPS_KNXV ABC15



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TV/STREAMING LOCAL



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

GOLD WINNER

WLWT 75 YEARS

WLWT/HEARST TELEVISION

SILVER WINNER

UTAH WE LOVE THEE

KSTU FOX 13



BRAND IMAGE PROMO CAMPAIGN:

LOCAL STATION (DMA 26-50)

GOLD WINNER

NEWSCHANNEL 5 CARE WHAT HAPPENS CAMPAIGN

WTVF NASHVILLE E.W. SCRIPPS

SILVER WINNER

PURO SAN ANTONIO

KABB - SINCLAIR



BRAND IMAGE PROMO: LOCAL STATION (DMA 50+)

GOLD WINNER

CBS 6 FOR ALL

WTVR E.W. SCRIPPS

SILVER WINNER

WE TELL YOUR STORIES

HAWAII NEWS NOW



2024 GEMA AWARDS

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

GOLD WINNER

YOUR VOICE, YOUR COMMUNITY
WTVR E.W. SCRIPPS

SILVER WINNER

WDSU 75TH ANNIVERSARY CAMPAIGN
WDSU



NEWS IMAGE PROMO (DMA 50+)

GOLD WINNER

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

SILVER WINNER

ROB VOICES
WTVR E.W. SCRIPPS



CHANNEL ID

GOLD WINNER

WGN AT 75 IDS
WGN-TV

SILVER WINNER

FOX 29 TO FOX SA
KABB - SINCLAIR



2024 GEMA AWARDS

TV/STREAMING LOCAL



FOX LOCAL'S HERE

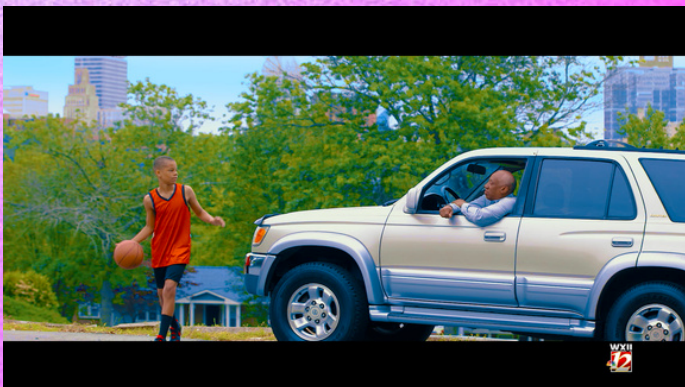
HOLIDAY/SEASONAL PROMOTION

GOLD WINNER

FOX LOCALS HERE
KMSP FOX 9

SILVER WINNER

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



SPECIAL EVENT PROMOTION

GOLD WINNER

THE JOURNEY
WXII

SILVER WINNER

FOX DEPORTES SUPER BOWL LVII CAMPAIGN
FOX DEPORTES



WEBSITE OR APP PROMOTION

GOLD WINNER

WAND NOW
WAND MEDIA

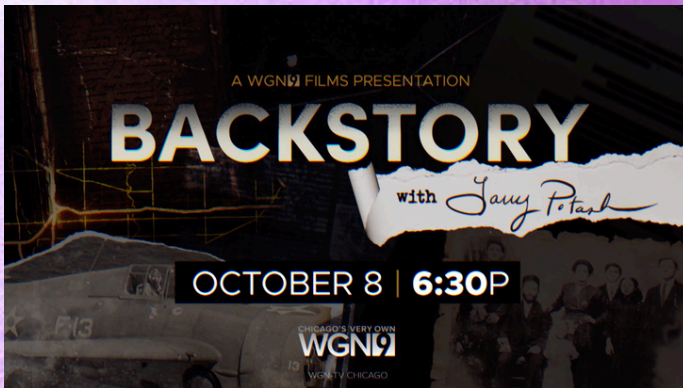
SILVER WINNER

WTKR WHERE YOU ARE
WTKR NEWS 3



2024 GEMA AWARDS

TV/STREAMING LOCAL



PROGRAM PROMO
GOLD WINNER
WGN BACKSTORY
WGN-TV

SILVER WINNER
REOPEN THE CASE: CENTER STREET
WTVR E.W. SCRIPPS



PROGRAM PROMO CAMPAIGN
GOLD WINNER
WEATHERBALL 20TH ANNIVERSARY SPECIAL
TEGNA / 13 ON YOUR SIDE

SILVER WINNER
REOPEN THE CASE: CENTER STREET
WTVR E.W. SCRIPPS



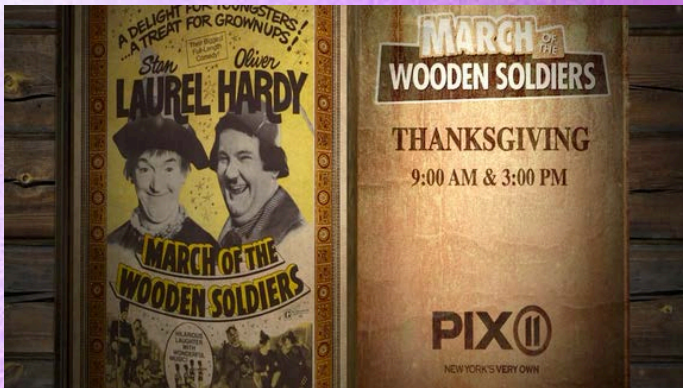
LIVE EVENT PROMO
GOLD WINNER
BUFFALO BILLS ON WGRZ
WGRZ-TEGNA

SILVER WINNER
SHOWDOWN FOR U.S. SENATE DEBATE
KTTV FOX 11 LOS ANGELES



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HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM PROMO

GOLD WINNER

MARCH OF THE WOODEN SOLDIERS
PIX11

SILVER WINNER

FIRST ALERT 4, "BACK TO SCHOOL MASTER"
KMOV/GRAY



STUNT PROMOTION

GOLD WINNER

OSCARS ON 8
WRIC NEXSTAR

SILVER WINNER

GEORGE PENNACCHIO ICON
ABC7



SYNDICATED PROGRAM PROMO OR CAMPAIGN

GOLD WINNER

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

SILVER WINNER

THE ISSUE IS IMAGE
KTTV FOX 11 LOS ANGELES



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TV/STREAMING LOCAL



NEWS PROMO
GOLD WINNER
YESSI'S STORY
SCRIPPS_KNXV ABC15

SILVER WINNER
CROWDED CUBICLE
WPVI-TV



SPECIAL NEWS REPORT OR EVENT PROMO
GOLD WINNER
REOPEN THE CASE: CION CARROLL
WTVR E.W. SCRIPPS

SILVER WINNER
WE GET ANSWERS - UVALDE
WOAI - SINCLAIR



NEWS: OPEN/TITLES/BUMPERS
GOLD WINNER
TROUBLE ON TAP OPEN
ABC7

SILVER WINNER
FD TOTAL SPORTS 360 SHOW GRAPHICS PACKAGE
FOX DEPORTES



2024 GEMA AWARDS

TV/STREAMING LOCAL



NEWS INFORMATIONAL/EXPLAINER GRAPHICS

GOLD WINNER

GREAT AMERICAN ECLIPSE
TEGNA DESIGN TANK

SILVER WINNER

FD TOTAL SPORTS 360 SHOW GRAPHICS PACKAGE
FOX DEPORTES



WEATHER COVERAGE PROMO

GOLD WINNER

WEATHERING TOMORROW
ABC7

SILVER WINNER

MONSOON METER
12NEWS (KPNX)



WEATHER IMAGE PROMO

GOLD WINNER

STORM 5 WEATHER CAMPAIGN
WTVF NASHVILLE E.W. SCRIPPS

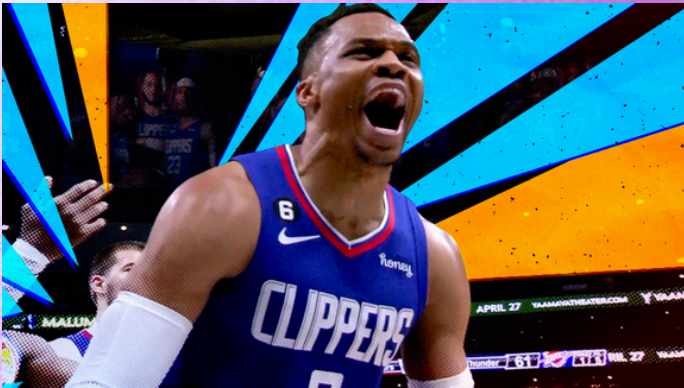
SILVER WINNER

STORMS HAVE STORIES
WXII



2024 GEMA AWARDS

TV/STREAMING LOCAL



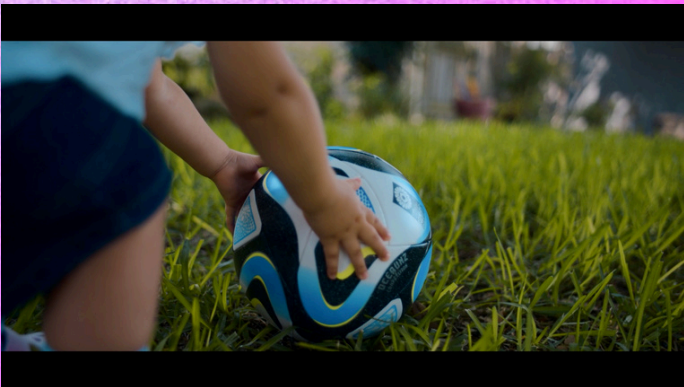
SPORTS PROMO

GOLD WINNER

CLIPPERS: REMEMBER THE NAME
KTLA

SILVER WINNER

PREP RALLY
WEEK-TV/GRAY TELEVISION



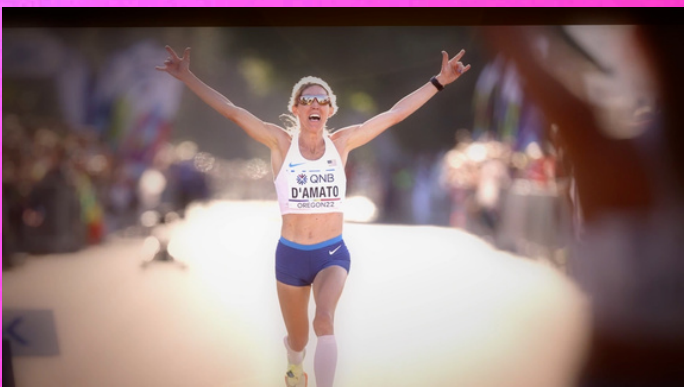
SPORTS PROMO CAMPAIGN

GOLD WINNER

WOMEN'S WORLD CUP
KABB - SINCLAIR

SILVER WINNER

YOUR HOME OF THE CHIEFS
KSHB / STEPHEN ARNOLD MUSIC



SPORTS: OPEN/TITLES/BUMPERS

GOLD WINNER

RVA SPORTS AWARDS
WTVR E.W. SCRIPPS

SILVER WINNER

SUPER BOWL LVII OPEN
FOX DEPORTES



2024 GEMA AWARDS

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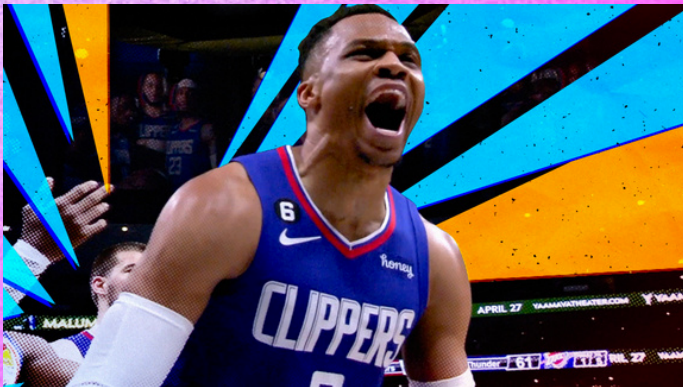
OUT-OF-HOME AD OR CAMPAIGN

GOLD WINNER

MOST LOCAL NEWS & FANS
FOX5 KVVU

SILVER WINNER

FIRST ALERT 2, BRAND LAUNCH OUT OF HOME CAMPAIGN
KMOV/GRAY



EDITING

GOLD WINNER

CLIPPERS: REMEMBER THE NAME
KTLA

SILVER WINNER

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



COPYWRITING

GOLD WINNER

WTTV: WE KNOW INDY
NEXSTAR

SILVER WINNER

SUPER BOWL LVII OPEN
FOX DEPORTES



2024 GEMA AWARDS

TV/STREAMING LOCAL



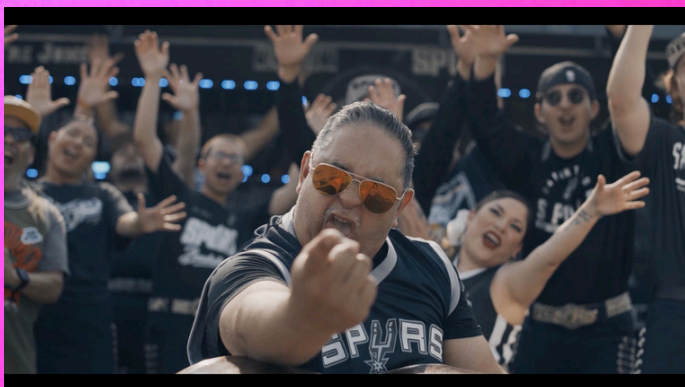
DIRECTING
GOLD WINNER
CBS 6 FOR ALL
WTVR E.W. SCRIPPS

SILVER WINNER
HISPANIC HERITAGE - PURO SAN ANTONIO
KABB - SINCLAIR



MOTION GRAPHICS
GOLD WINNER
HIDDEN STORIES
ABC7

SILVER WINNER
EVERY STEP OF THE WAY
WPVI-TV



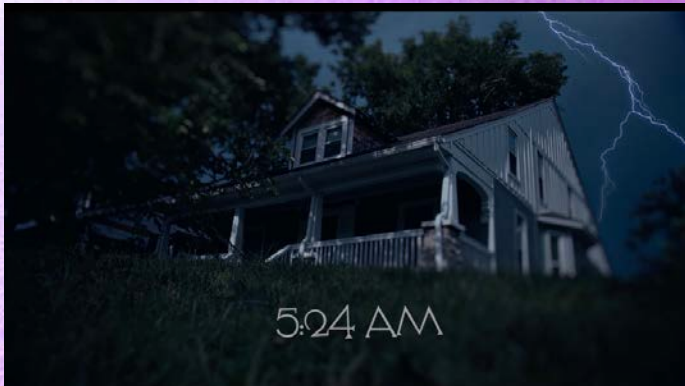
MUSIC WITH ORIGINAL LYRICS
GOLD WINNER
VICTOR WEMBANYAMA
WOAI - SINCLAIR

SILVER WINNER
THE GAME'S ON 4
STEPHEN ARNOLD MUSIC / WTVB



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FUNNIEST PROMO

GOLD WINNER

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

SILVER WINNER

"FAST" BREAK FRIDAY NIGHT
KAIT



I'M NOT CRYING, YOU ARE!

GOLD WINNER

ABC7 UNFORGETTABLE
ABC7

SILVER WINNER

BABY RAYON
WTVR E.W. SCRIPPS



SOMETHING FOR NOTHING

GOLD WINNER

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

SILVER WINNER

YESSI'S STORY
SCRIPPS_KNXV ABC15

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PUBLIC SERVICE ANNOUNCEMENT

GOLD WINNER

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

SILVER WINNER

CLEVELAND READS IMMERSIVE DISNEY CAMPAIGN: UNLOCK YOUR IMAGINATION WITH THE POWER OF READING
WKYC STUDIOS (TEGNA)



PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

GOLD WINNER

KGW SCHOOL SUPPLY DRIVE
KGW

SILVER WINNER

KGW GREAT FOOD DRIVE
KGW



SOCIAL GOOD

GOLD WINNER

SLEEP IN HEAVENLY PEACE
SCRIPPS_KNXV ABC15

SILVER WINNER

HILL'S PET NUTRITION: DAY IN THE LIFE_PERRY
NBCU SKYCASTLE



2024 GEMA AWARDS

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HISPANIC/BILINGUAL PROMO

GOLD WINNER

HILL'S PET NUTRITION: DAY IN THE LIFE_SULA
NBCU SKYCASTLE

SILVER WINNER

HISPANIC HERITAGE - PURO SAN ANTONIO
KABB - SINCLAIR



MARKETING VIDEO/SIZZLE REEL/PRESENTATION

GOLD WINNER

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

SILVER WINNER

FOX5 AT THE MOVIES
FOX5 KVVU



ON-AIR COMMERCIAL ADVERTISEMENT

GOLD WINNER

DARING ESCAPES
WAFB/GRAY TELEVISION

SILVER WINNER

COAST GUARD FESTIVAL 2023
TEGNA / 13 ON YOUR SIDE



2024 GEMA AWARDS

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SET DESIGN

GOLD WINNER

FIRST ALERT 4, SET LAUNCH

KMOV/GRAY

SILVER WINNER

NEW YORK'S VERY OWN PIX11 NEW SET

WPIX-TV



2024 GEMA AWARDS

TV/STREAMING LOCAL

Thank You to...

OUR OFFICIAL MEDIA PARTNER

VARIETY

OUR OFFICIAL MUSIC PARTNER

MEGA— —TRAX



2024 GEMA AWARDS

TV/STREAMING LOCAL

Thank You to...

THE OFFICIAL VOICE OF THE 2024 GEMA AWARDS

Vanessa James
M E D I A

OUR PRINTING PARTNER

**CLEARIMAGE
PRINTING CO**



2024 GEMA AWARDS

TV/STREAMING LOCAL

Thank You to...

OUR AWARDS OPEN DESIGN PARTNER

WUGIDO

OUR SPONSOR

NU CONTEXT



2024 GEMA AWARDS

TV/STREAMING LOCAL

Thank You to...

OUR AWARDS SHOW PRODUCTION PARTNER



OUR PARTNERS



