



2025 GEMA AWARDS

TV/STREAMING LOCAL



WINNERS





2025 GEMA AWARDS

TV/STREAMING LOCAL

CONGRATULATIONS!

Dear GEMA Community,

On behalf of the Board of Directors, the GEMA Team and myself, I am honored to congratulate the nominees and winners of the 2025 GEMA Local Awards for TV and Streaming. These awards celebrate the bold creativity, relentless passion, and innovative spirit that define our global entertainment marketing community.

Local stations are the beating heart of their communities, and GEMA remains deeply committed to recognizing not only your outstanding work, but also the people who drive excellence in local broadcast marketing and promotion. You are the visionaries who turn ideas into experiences, spark conversations, and create moments that resonate far beyond the screen. Your work doesn't just promote content – it shapes culture, builds connection, and stirs emotion.

This year's submissions were truly exceptional. Each campaign demonstrated masterful storytelling, sharp creative instincts, and the courage to push boundaries. Your ingenuity continues to raise the bar for the entire industry.

A heartfelt thank you to our members, sponsors, and partners. Your unwavering support empowers GEMA to spotlight excellence, foster community, and champion the creative leaders driving our industry forward.

To our esteemed judges – your time, insight, and dedication are invaluable. Your thoughtful evaluation ensures that the work honored today reflects the very best of our craft.

As the entertainment marketing landscape evolves, so too will GEMA. We remain steadfast in our mission to celebrate creativity, nurture talent, and stay at the forefront of innovation.

To all of this year's honorees: congratulations on this well-earned recognition. Your work inspires us all, and we look forward to seeing what you create next.

With admiration and excitement,

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



2025 GEMA AWARDS

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Judges

AARON WATSON
ANDREW LENNIE
ARI PITCHENIK
AVERY ARCHIE
BART COX
CALEB POPPER
CHRIS PHOENIX
CHRISSY SELLERS
CHRISTINA RULE
DANIEL FILIAK
DANIEL HAMILTON
DANIEL SPANGLER
DARCY STAPLEFORD
DAVE MEDLEY
DAVE REINHARDT
DAVID LAWRENCE
DAVID SHEARER
DAVID SQUIRES
DAVID STOTTS
DOMINIC GAUNA
EMILY KURTZ
JASON DOYLE
JEFFREY MAN
JOHN KUKLA

JOHN LOVELACE
KARA MCGINN
KELSEY HOPPE
KERRI HOFFMAN
LARRY KELLOGG
LIZ MONTIJO
MARC MORRISTON
MARK SABEL
MICHAEL LEMONIADES
MIKE KOMMERSMITH
NOAH KOZINKO
PETE SALKOWSKI
RHONDA HALAREWICH
RICHARD ELLER
SCOTT ALTUS
SEAN DIXON
SHAWN DICKERMAN
SHERRY CARPENTER
STEVE DANIELS
SUSAN TRACY-DURANT
SUZI MAHE
TIM CAMPBELL
TOM STEMMLER
TRAVIS LUPHER

2025 GEMA AWARDS

TV/STREAMING LOCAL



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

GOLD WINNER

NEWS 75 YEARS

ABC7

SILVER WINNER

WMUR 70 YEAR

HEARST TELEVISION WMUR



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

GOLD WINNER

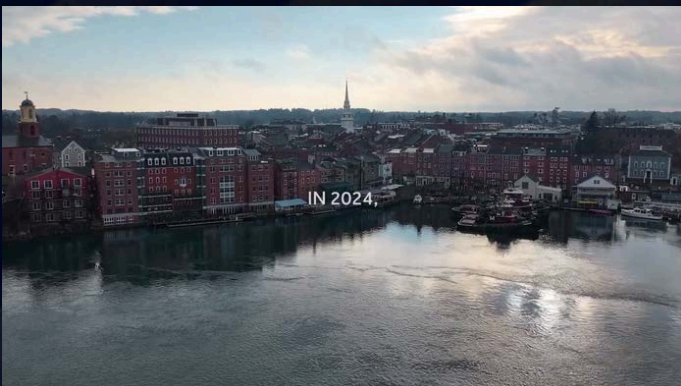
DENVER7 FITS YOUR MORNING ROUTINE

E.W. SCRIPPS DENVER7

SILVER WINNER

WE WRITE FOR THE GREATER ATLANTA CAMPAIGN

THE ATLANTA JOURNAL-CONSTITUTION



NEWS IMAGE PROMOTION (DMA 1-25)

GOLD WINNER

WMUR 2024 YEAR ENDER

WMUR HEARST TELEVISION

SILVER WINNER

YEAR ENDER

SCRIPPS_KNXV ABC15

2025 GEMA AWARDS

TV/STREAMING LOCAL



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

GOLD WINNER

KXAN T-SHIRT FORECASTING

KXAN/NEXSTAR

SILVER WINNER

WE FOLLOW THROUGH TRAILER

WTKR/WGNT E.W. SCRIPPS



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

GOLD WINNER

IT MATTERS TO US

WTVF NASHVILLE E.W. SCRIPPS

SILVER WINNER

NEWSCHANNEL 5 BRAND CAMPAIGN

WTVF NASHVILLE E.W. SCRIPPS



NEWS IMAGE PROMOTION (DMA 26-50)

GOLD WINNER

NEWS 3 THIS MORNING BACK TO SCHOOL

WTKR/WGNT E.W. SCRIPPS

SILVER WINNER

KXAN - A DIFFERENT BEAT

KXAN/NEXSTAR

2025 GEMA AWARDS

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BRAND IMAGE PROMO: LOCAL STATION (DMA 50+)

GOLD WINNER

GIVING YOU A VOICE: BEHIND THE STORIES

WTVR E.W. SCRIPPS

SILVER WINNER

THE GULF LIFE

WALA - GRAY



NEWS IMAGE PROMOTION (DMA 50+)

GOLD WINNER

HEAD IN THE CLOUDS

WCSC/GRAY MEDIA

SILVER WINNER

BACK TO SCHOOL POLITICAL AD BREAKS

WTVR E.W. SCRIPPS



CHANNEL ID'S

GOLD WINNER

BY GEORGE

KDFI MORE 27

SILVER WINNER

VOICE ID'S

WTVR E.W. SCRIPPS

2025 GEMA AWARDS

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HOLIDAY/SEASONAL PROMOTION

GOLD WINNER

FOX 12 TOY DRIVE "SANTA'S SECRET ELVES"
GRAY MEDIA

SILVER WINNER

THE OFFICIAL WEATHER APP OF CHRISTMAS
WAFB/GRAY TELEVISION



SPECIAL EVENT PROMOTION

GOLD WINNER

NEWSCHANNEL 5'S 70TH ANNIVERSARY
WTVF NASHVILLE E.W. SCRIPPS

SILVER WINNER

YEAR ENDER 2024
KTTV FOX 11 LOS ANGELES



INTEGRATED CAMPAIGN

GOLD WINNER

WE WRITE FOR THE GREATER ATLANTA CAMPAIGN
THE ATLANTA JOURNAL-CONSTITUTION

SILVER WINNER

NEWSCHANNEL 5 BRAND CAMPAIGN
WTVF NASHVILLE E.W. SCRIPPS

2025 GEMA AWARDS TV/STREAMING LOCAL



WEBSITE OR APP PROMOTION

GOLD WINNER

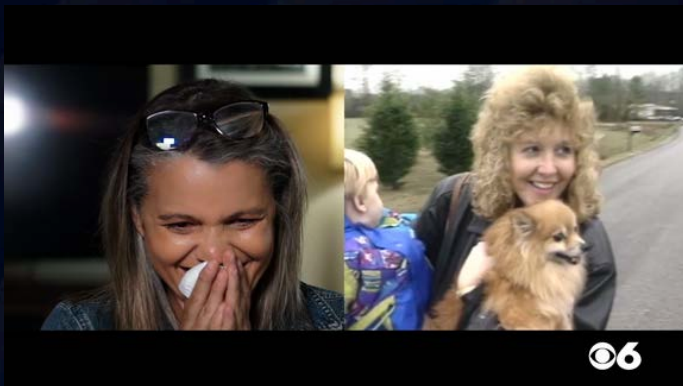
CORD CUTTERS

HAWAII NEWS NOW/GRAY MEDIA

SILVER WINNER

AJC.COM

THE ATLANTA JOURNAL-CONSTITUTION



PROGRAM PROMO

GOLD WINNER

VOICES BEHIND THE STORIES

WTVR E.W. SCRIPPS

SILVER WINNER

BACKSTORY SEASON LAUNCH

WGN-TV



PROGRAM PROMO CAMPAIGN

GOLD WINNER

MATRIX MIDWEST, ANNOUNCERS

MATRIX MIDWEST/GRAY

SILVER WINNER

VOICES BEHIND THE STORIES

WTVR E.W. SCRIPPS

2025 GEMA AWARDS TV/STREAMING LOCAL



LIVE EVENT PROMO

GOLD WINNER

OSCARS OVATION

WPVI-TV

SILVER WINNER

MEXICAN PARADE ABC7

ABC7



HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM PROMO

GOLD WINNER

FIRST ALERT 4, BACK TO SCHOOL BOOT CAMP

KMOV/GRAY

SILVER WINNER

MOTHER'S DAY

WOAI - SINCLAIR



STUNT PROMOTION

GOLD WINNER

SILENT VOICES

WTVR E.W. SCRIPPS

SILVER WINNER

IF YOU SEND THE STATION SWAG

KDFW FOX 4

2025 GEMA AWARDS TV/STREAMING LOCAL



ROCKIN' DOPSIE JR.
Dew Drop Inn

SYNDICATED PROGRAM PROMO OR CAMPAIGN

GOLD WINNER

METV NEW ORLEANS ZYDECO JAM
WDSU

SILVER WINNER

INVESTIGATETV+ "REAL LIFE"
GRAY MEDIA



NEWS PROMO

GOLD WINNER

MISTAKEN IDENTITY
SCRIPPS_KNXV ABC15

SILVER WINNER

NEWS VAN ABC7
ABC7



SPECIAL NEWS REPORT OR EVENT PROMO

GOLD WINNER

GO LA DODGERS!
KTTV FOX 11 LOS ANGELES

SILVER WINNER

LOST INNOCENCE: THE TRAGEDY OF
HARMONY MONTGOMERY
WMUR HEARST TELEVISION

2025 GEMA AWARDS TV/STREAMING LOCAL



NEWS: OPEN/TITLES/BUMPERS

GOLD WINNER

LAX THE DRUG GATEWAY GPX

ABC7

SILVER WINNER

FACING THE FACTS

ABC7



WEATHER COVERAGE PROMO

GOLD WINNER

VIRGINIA BEACH TORNADO: 1 YEAR LATER

WTKR/WGNT E.W. SCRIPPS

SILVER WINNER

HURRICANE MILTON TORNADO PROOF

WBBH HEARST TELEVISION



WEATHER IMAGE PROMO

GOLD WINNER

WLWT WEATHER - 13 YEARS MOST ACCURATE

WLWT/HEARST TELEVISION

SILVER WINNER

SHOPPING SPREE

WSAW/GRAY MEDIA

2025 GEMA AWARDS TV/STREAMING LOCAL



SPORTS PROMO

GOLD WINNER

RAIDERS FOOTBALL LIVES ON KTLA 5
KTLA

SILVER WINNER

SIDELINE "BEST SEAT IN THE HOUSE"
WBRC / GRAY MEDIA



SPORTS PROMO CAMPAIGN

GOLD WINNER

RED FRIDAY RITUALS
NEXSTAR MEDIA GROUP

SILVER WINNER

FOX DEPORTES TALENT CAMPAIGN-
 TOTAL SPORTS 360 & PUNTO FINAL
FOX DEPORTES



SPORTS: OPEN/TITLES/BUMPERS

GOLD WINNER

ADMIRALS ON WGNT
WTKR/WGNT E.W. SCRIPPS

SILVER WINNER

SPORTS SUNDAY
WOAI - SINCLAIR

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OUT-OF-HOME AD OR CAMPAIGN

GOLD WINNER

WE WRITE FOR THE GREATER ATLANTA CAMPAIGN
THE ATLANTA JOURNAL-CONSTITUTION

SILVER WINNER

NEWSCHANNEL 5 BRAND CAMPAIGN
WTVF NASHVILLE E.W. SCRIPPS



PREMIUM/SPECIALTY ITEMS/PRESS KITS

GOLD WINNER

FIESTA MEDALS
WOAI/KABB - SINCLAIR

SILVER WINNER

UATL & ATLANTA DREAM PARTNERSHIP
THE ATLANTA JOURNAL-CONSTITUTION



SOCIAL MEDIA VIDEO OR CAMPAIGN

GOLD WINNER

TRUE CRIME ARIZONA: SPY KILLER
ARIZONA'S FAMILY

SILVER WINNER

INVESTIGATETV+ SOCIAL VIDEO CAMPAIGN
GRAY MEDIA

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EDITING

GOLD WINNER

WE FOLLOW THROUGH TRAILER

WTKR/WGNT E.W. SCRIPPS

SILVER WINNER

ADMIRALS ON WGNT

WTKR/WGNT E.W. SCRIPPS



COPYWRITING

GOLD WINNER

KTLA 5 BLACK HISTORY MONTH "OWN YOUR DREAMS"

KTLA

SILVER WINNER

VATOS LOCOS VOTE

KABB - SINCLAIR



DIRECTING

GOLD WINNER

BACK TO SCHOOL POLITICAL AD BREAK

WTVR E.W. SCRIPPS

SILVER WINNER

MATRIX MIDWEST, ANNOUNCERS

MATRIX MIDWEST/GRAY

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USE OF DESIGN

GOLD WINNER

UATL LAUNCH

THE ATLANTA JOURNAL-CONSTITUTION

SILVER WINNER

AJC REBRAND PROMO

THE ATLANTA JOURNAL-CONSTITUTION



MOTION GRAPHICS

GOLD WINNER

AJC REBRAND PROMO

THE ATLANTA JOURNAL-CONSTITUTION

SILVER WINNER

UATL LAUNCH

THE ATLANTA JOURNAL-CONSTITUTION



USE OF MUSIC

GOLD WINNER

WETA - SIGNAL IN THE STATIC

STEPHEN ARNOLD MUSIC / WETA

SILVER WINNER

RAIDERS FOOTBALL LIVES ON KTLA 5

KTLA

2025 GEMA AWARDS

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FUNNIEST PROMO

GOLD WINNER

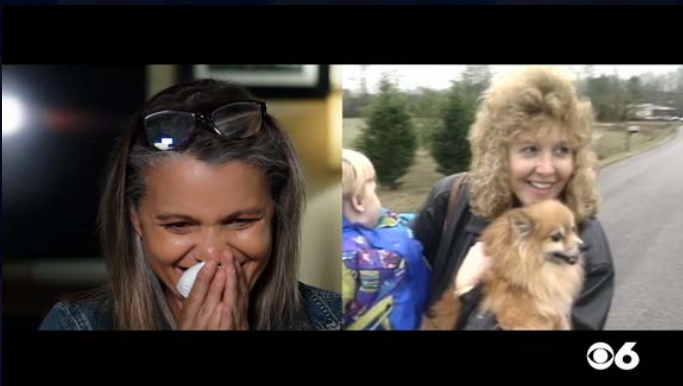
DENVER7: GET THERE FASTER

E.W. SCRIPPS DENVER7

SILVER WINNER

HAPPY HALLOWEEN FROM DENVER7

E.W. SCRIPPS DENVER7



I'M NOT CRYING, YOU ARE!

GOLD WINNER

GIVING YOU A VOICE: BEHIND THE STORIES

WTVR E.W. SCRIPPS

SILVER WINNER

THE LETTER

KOTV



SOMETHING FOR NOTHING

GOLD WINNER

COATS FOR KIDS

WTVR E.W. SCRIPPS

SILVER WINNER

45TV LISTENS TO OUR VIEWERS

KSTC-TV

2025 GEMA AWARDS

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PUBLIC SERVICE ANNOUNCEMENT

GOLD WINNER

STEM IS FOR EVERYONE
WBBH HEARST TELEVISION

SILVER WINNER

KTLA 5 BLACK HISTORY MONTH "OWN YOUR DREAMS"
KTLA



PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

GOLD WINNER

HURRICANE HELENE RELIEF
WXII-HEARST TELEVISION

SILVER WINNER

YOU MATTER MENTAL FITNESS
NEXSTAR MEDIA GROUP



SOCIAL GOOD

GOLD WINNER

LETTER TO SANTA
WBBH HEARST TELEVISION

SILVER WINNER

OKLAHOMA'S COLD CASE FILES
KJRH-2 NEWS OKLAHOMA

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DIVERSITY & INCLUSION AWARENESS

GOLD WINNER

PRIDE 2024 VOICES OF COURAGE

PIX11

SILVER WINNER

2024: ASIAN AMERICAN PACIFIC ISLANDER MONTH

KTTV FOX 11 LOS ANGELES



HISPANIC/BILINGUAL PROMO

GOLD WINNER

FOX DEPORTES TALENT CAMPAIGN-

TOTAL SPORTS 360 & PUNTO FINAL

FOX DEPORTES

SILVER WINNER

HISPANIC HERITAGE MONTH

KABB - SINCLAIR



MARKETING VIDEO/SIZZLE REEL/PRESENTATION

GOLD WINNER

WTKR & WGNT SALES CAPABILITIES

WTKR/WGNT E.W. SCRIPPS

SILVER WINNER

AJC REBRAND

THE ATLANTA JOURNAL-CONSTITUTION

2025 GEMA AWARDS

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ON-AIR COMMERCIAL ADVERTISEMENT

GOLD WINNER

WEGO QUICKTICKET

WTVF NASHVILLE E.W. SCRIPPS

SILVER WINNER

DROP ONE PORTABLES

WMUR HEARST TELEVISION



SET DESIGN

GOLD WINNER

MONUMENTAL SPORTS NETWORK

DEVLIN DESIGN GROUP

SILVER WINNER

KWTV 9

DEVLIN DESIGN GROUP

 2025 **GEMA AWARDS**
TV/STREAMING LOCAL

THANK YOU to...

OUR OFFICIAL MEDIA PARTNER

VARIETY

OUR OFFICIAL MUSIC PARTNER

**MEGA—
—TRAX**

 2025 GEMA AWARDS
TV/STREAMING LOCAL

THANK YOU to...

THE OFFICIAL VOICE OF THE 2025 GEMA AWARDS

Vanessa James
M E D I A

OUR PRINTING PARTNER

**CLEARIMAGE
PRINTING CO**

 2025 GEMA AWARDS
TV/STREAMING LOCAL

THANK YOU to...

OUR AWARDS OPEN DESIGN PARTNER

LUCIDO

THE OFFICIAL GEMA AWARDS PRODUCTION PARTNER

DotDotDot



THE GLOBAL ENTERTAINMENT
MARKETING ACADEMY OF
ARTS & SCIENCES