



FOR IMMEDIATE RELEASE

## **NORTH AMERICA'S BEST LOCAL BROADCAST MARKETING AND PROMOTION REVEALED AT 2015 PROMAXBDA LOCAL AWARDS**

*Media General, Tribune Broadcasting, Bell Media are the year's big winners.*

*KXTV News10 Sacramento tops all other stations.*

**LAS VEGAS, June 25, 2015** -- PromaxBDA, the leading global association for television promotion, marketing and design professionals, today announced the winners of the **2015 PROMAXBDA LOCAL AWARDS**, the annual celebration of the best marketing and design created for local broadcast audiences

**Media General, Tribune Broadcasting, and Bell Media** were the big winners at Thursday's ceremony, with the combined wins from those companies' local stations and in-house teams besting their industry rivals.

NBC Owned Television Stations, CBS Television Stations Group, and Gannett were close behind.

**KXTV News10 Sacramento** was the top individual station this year, with the Gannett-owned ABC affiliate winning three Gold awards on Thursday, more than any other finalist.

"As the television industry continues to evolve, we are seeing an unprecedented level of innovation and creativity from local broadcasters," said Scot Chastain, Chairman of the PromaxBDA Board of Directors and NBC senior VP, affiliate marketing and development. "This year's PromaxBDA Local Awards winners demonstrate that local stations continue to think of exciting new ways to build passionate audiences for broadcast television."

"We congratulate all of the winners of the 2015 PromaxBDA Local Awards," added Steve Kazanjian, President and CEO, PromaxBDA. "The rapid changes in broadcast television mean that the relationship between viewers and their local stations has never been more important. And it's our privilege to celebrate the local stations that go the extra mile to create best-in-class experiences for their audiences."

PromaxBDA's annual awards honor outstanding achievement in local broadcast marketing and promotion — the multiplatform campaigns, promos and social media innovations that build loyal viewership and create the local television brands that are vital partners in community life in cities and towns across the U.S. and Canada.

Gold, Silver, and Bronze awards are handed out in categories ranging from General Image Campaign to Sports Promos to Set Design. Work can be entered by individual stations, in-house creative groups, or station groups and parent companies.



Actor Jonathan Kite, star of the CBS and Warner Bros. Television series *2 Broke Girls*, which premieres in syndication this fall, hosted Thursday's ceremony at The Mirage Hotel and Casino in Las Vegas.

Veteran FOX Television Stations executive Leslie Lyndon was honored with the inaugural PromaxBDA Industry Icon Award, recognizing her nearly two decades of distinguished dedication to local stations, network colleagues, and syndication partners. Lyndon retired earlier this year after 18 years as FTS Vice President of Advertising and Promotion.

Four stations also were named winners of this year's Just Cause Awards, recognizing local broadcasters' commitment to their communities by creating outstanding PSAs and pro-social campaigns:

Large Market: KNBC - NBC4 (Los Angeles), "Hispanic Heritage Month"

Medium Market: WOTV - ABC4 (Grand Rapids-Battle Creek-Kalamazoo), "Go Red Campaign," AND Spurs Sports and Entertainment (San Antonio), "Silver and Black Give Back"

Small Market: WBBH - NBC 2 (Fort Myers), "Awareness"

The awards ceremony took place during the 5<sup>th</sup> Annual PromaxBDA STATION SUMMIT conference, the annual meeting of local broadcast marketing and promotions executives, that was held June 23-26 at The Mirage Hotel in Las Vegas. More than 1,200 station managers and marketing executives from across North America gathered in Las Vegas to discuss the state of the local broadcasting industry, explore new best practices for marketing, and meet with their networks, syndicators, and station groups to prepare for a successful upcoming season.

Participating network partners include: **ABC Broadcasting, CBS Television Network, FOX Broadcasting, NBC Broadcasting, Telemundo, and The CW.**

Studio partners include: **CBS Television Distribution, Debmar-Mercury, NBCUniversal Domestic Television Distribution, Sony Pictures Television, Twentieth Television, and Warner Bros. Domestic Television Distribution.**

The full list of PromaxBDA Local Awards Winners can be found at <https://promaxbda.org/2015LocalAwards>

## **About PromaxBDA**

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA Association is to lead the global community of those passionately engaged in the marketing of entertainment and video content on all platforms, inspiring creativity, driving

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innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

<https://www.promaxbda.org/>