



**PROMAXBDA CELEBRATES THE FINAL DAY OF  
THE 2012 STATION SUMMIT WITH  
THE PROMAXBDA LOCAL AWARDS**

**Second Annual Leadership Summit for Local Station General Managers, Marketing, Promotion and Creative Services Executives also Features Meetings with Affiliates, Studios, Station Groups, Speakers and Awards**

**LAS VEGAS, NV** – June 28, 2012 - Recognizing the best and brightest in promotion, marketing and design, [PromaxBDA](#) celebrated the conclusion of the 2012 Station Summit by presenting the winners of the 2012 PromaxBDA *Local Awards*. Over 500 people attended the two-day leadership summit for local station general managers, marketing, creative and promotion executives held at Planet Hollywood in Las Vegas on Jan. 26-29. The PromaxBDA *Local Awards*, hosted by XXX, celebrates excellence, creativity and innovation in local television promotion, marketing and design. Leading up to the awards ceremony, summit highlights included Keynote Speaker, Founder & CEO, Mick Ebeling from the The Ebeling Group; a discussion about the state of the industry with broadcast leaders; a session featuring a panel of top executives sharing insights on successful strategies for launching a daytime talk show; and sessions on social media marketing practices in local media with Cory Bergman, founder and editor of Lost Remote; and “The Just Cause Awards” presentation to recipients from KPLC, WAFF48 and NBC Local Media.

“What started out as an idea in November 2010 has been fully realized and I couldn’t be happier with the outcome,” said Jonathan Block-Verk, president and CEO of PromaxBDA. “This Station Summit was a true collaboration based on the notion of creating a forum for marketers, syndicators and local leaders to empower and invigorate the community and industry, and it’s fantastic to see it all come together with such positive feedback and results.”

For a complete list of the 2011 PromaxBDA *Local* winners please go to <http://prod.promaxbda.org/localawards.aspx>

Additional information on session highlights:

**“Standing Tall For Small: The Miracle of America”**

Keynote Speaker: Roy Spence, Chairman and Co-Founder of GSD&M, CEO & Co-Founder, The Purpose Institute

**“Luminaries and Leaders: A Marketing Discussion with Broadcast’s Biggest”**

Moderator: Paige Albiniaik, Freelancer & Contributing Editor, *Broadcasting & Cable*

Panelists:

Bill Butler, VP, Programming and Promotion, Sinclair Broadcast Group  
Scot Chastain, SVP, Affiliate Marketing & Development, NBC Television Network  
Sean Compton, President, Programming & Entertainment, Tribune Broadcasting  
Joe Earley, President, Marketing & Communications, Fox Broadcasting Company

**“Tales from the Lost Remote: Best Social Marketing Practices in Local Media**

Speaker Cory Bergman, Founder & Editor, Lost Remote; Director of New Product Development, msnbc.com

**“Winning on the Go: Opportunities in Mobile**

Moderator: Harry A. Jessell, Editor & Co-Publisher, TVNewsCheck

Panelists:

Laura Blake, Marketing Manager News Over Wireless

Jason Gould, Senior Vice President and General Manager, Inergize Digital

Sandhi Kozsuch, Director of Mobile Broadcasting, Cox Media Group

Jose Rios, Vice President, Digital News Applications, Fox Television Stations

**“The Just Cause Awards”**

The Just Cause Awards recognize local media leaders in cause marketing and their broadcasters’ pro-social commitments to their community. The awards honor the marketing and creative executives producing distinguished work in small, medium and larger markets and celebrates their commitment to non-profit partnerships, pro-social causes and local community action.

**Recipients:**

**(Small Market)**

**Timothy Bourgeois, Marketing Director, KPLC Producer/Director:**

**Campaign: Choosing Civility in Southwest Louisiana**

**(Medium Market)**

**Todd Long, Marketing Director, WAFF48:**

**Campaign: WAFF48 Road to Recovery Valley Volunteer-a-Thon**

**(Large Market)**

**Larry Wert, President, Central and Western Region, NBC Local Media:**

**Campaign: Earth Week, Education Week, Green Week**

Moderator:

**Paige Albinak, Freelancer & Contributing Editor, “Broadcasting & Cable”**

Panelists:

**Sean Compton, President, Programming and Entertainment, Tribune Broadcasting**

**Hilary Estey McLoughlin, President, Telepictures Productions**

**Lisa Kridos, Executive Producer, “The Ricki Lake Show”**

**Michael Mischler, EVP, Marketing, CBS Television Distribution**

**Jonathan Sinclair, EVP & Executive Producer, Development, Harpo Studios**

**State of the Industry: A View from the Top from Broadcast’s Best**

Top station group, network and affiliate marketing executives come together in this exclusive conversation

about the evolving business of local broadcast media. From the impact of emerging technologies, digital and social platforms to the increasing role marketing and promotions plays in the success of broadcast television, these luminaries will give you insiders' perspective into how their organizations are leading the charge in designing new paradigms of success.

Moderator: **Jonathan Block-Verk, President & CEO, PromaxBDA International**

Panelists:

**Nick Belperio, SVP, Marketing, Fox Broadcasting Company**

**Paul McTear, President & CEO, Raycom Media, Inc.**

**Marla D. Provencio, EVP and CMO, ABC Entertainment Group**

**Valari Staab, President, NBC Owned Television Stations**

Other Panelists To Be Announced

The 2012 Station Summit, a leadership summit for local station general managers, marketing, promotion and creative services executives, is designed to specifically focus on the issues, trends and emerging business opportunities driving success in local television. The Summit will be held June 26-29, 2012 in Las Vegas and will feature creative and strategic meetings with affiliates, studios, station groups and PromaxBDA *Local* speakers, sessions and Awards show. ABC, CBS, The CW, NBC and Telemundo will be hosting comprehensive affiliate marketing meetings as part of the event. Syndicators and studios slated to participate to date include 20th Television, CBS Television Distribution, Debmar-Mercury, NBCUniversal Television Distribution, Sony Pictures Television and Warner Bros. Domestic Television Distribution. Station groups CBS Television Stations, Gannett, LIN Media, NBC Owned Television Stations, Raycom Media, Scripps, Sinclair, Tribune, Young, and other station groups will also be attending.

### **About PromaxBDA**

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

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