

PromaxBDA Honors Promos, Good Deeds

Excellence, creativity and innovation in local television promotion, marketing and design were honored at the annual gathering in Las Vegas as was distinguished work in small, medium and large markets celebrating their commitment to nonprofit partnerships, pro-social causes and local community.

By Staff

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Recognizing the best and brightest in promotion, marketing and design, PromaxBDA celebrated TVstations' best creative work by announcing the winners of the 2013 PromaxBDALocal Awards. The multi-day leadership summit for local station general managers, marketing, creative and promotion executives is being held at the Planet Hollywood Hotel in Las Vegas.

The PromaxBDALocal Awards, hosted on Thursday by Rachel Smith, co-host, KVVU Las Vegas's *More and More Access*, celebrate excellence, creativity and innovation in local television promotion, marketing and design.

As a part of the celebration, the Just Cause Award categories recognize local media leaders in cause marketing and their broadcasters' pro-social commitments to their community. Honored were creative executives who produced distinguished work in small, medium and large markets celebrating their commitment to nonprofit partnerships, pro-social causes and local community.

"We congratulate the winners of the 2013 PromaxBDALocal Awards as well as our 2013 Just Cause Awards honorees," said Jonathan Block-Verk, president-CEO of PromaxBDA. "This year's Station Summit has been a great collaboration of syndicators and local leaders to empower and invigorate the community and industry. We are excited that in our third year the support from our community continues to grow."

The top winners overall include Tribune Creative Group; WOAI San Antonio, Texas; WGN Chicago; Bell Media; WRAZ Raleigh-Durham, N.C.; and NY1 News.

The Just Cause Award recipients were: The NBC2 Giving Tree, WBBH Fort Myers, Fla.; Waterman Broadcasting, Save The Augusta Warrior Project, WJBF-WAGT Augusta, Ga.; and Stand Up For Someone, WKBD Detroit.