



TELEVISION PUBLICITY EXECUTIVES COMMITTEE

***SUMMER NEWSLETTER 2023***

Welcome to the Summer 2023 edition of the TPEC Newsletter. In this issue, we celebrate the inaugural winners of the TPEC Awards—a diverse group of honorees spanning broadcast, cable and streaming platforms. We also catch up with Debra Birnbaum, who formerly was the top editor at both Variety and TV Guide and now leads the global awards team for Amazon Studios. The new TPEC social media subcommittee leadership team is unveiled, we highlight new members and if you're interested in utilizing AI technology to help your PR efforts, we have some great shortcuts for you. Enjoy!

**FIRST-EVER TPEC AWARDS WINNERS UNVEILED**



TPEC has officially become a part of awards season. The inaugural winners of the TPEC Awards, the new TV publicity campaign competition that will annually honor PR professionals from across nearly every genre of the television landscape, were unveiled in early June.

A committee of esteemed TPEC members conducted this year's judging, evaluating a wide array of submissions with an eye on fully realized, innovative and creative campaigns that made an impact culturally. The committee also considered work that thoughtfully embraced diversity and inclusion, overcame unexpected roadblocks and ultimately achieved press hits that met goals and strategies.

The committee was comprised of: Ryan Aguirre, Searchlight/ Freelance, Gabriella Alaimo, Sony Pictures Television, Brian Eley, Crunchyroll, Kristen J. Hall, CBS Studios, Ryan McCormick, NBCUniversal, Amy Prenner, The Prenner Group, Shari Rosenblum, Disney Television Studios, Aashna Moitra Serrao, DreamWorks Animation, Dustin Smith, SMITHHOUSE, Lakeitcha Thomas, Disney Television Studios, Lynn Weiss, SMITHHOUSE and Wendy Zocks, Wendy Zocks PR.

In addition to the show-based winners, the 2023 TPEC AWARDS also honored the late Howard Bragman with the Ben Halpern Lifetime Achievement Award, an award named after one of the founders of TPEC, for his dedication and illustrious career in publicity. A celebration honoring the winners will be announced at a later date.

"All these winners exemplify the creativity, hard work and relentless dedication to raising awareness of the exciting content available to viewers," said Smith and Zocks. "These awards extend TPEC's mission to elevate and celebrate our talented members behind these publicity campaigns. In addition, we are honored to present our first Lifetime Achievement Award to Howard Bragman, whose legacy transcends television to include impactfully helping the LGBTQ+ community."

The winners of the 2023 TPEC Awards are:

- **Outstanding Campaign for an Animated Series: *The Proud Family: Louder and Prouder*, Disney+**

Chris Albert - Disney Branded Television Publicity

Morgan Di Stefano - Disney Branded Television Publicity

Cecilia Johnson - Disney Branded Television Publicity

Carol Kirksey - Disney Branded Television Publicity

Steven Beydler - Disney Branded Television Publicity

- **Outstanding Campaign for a Children’s Series: *Gabby’s Dollhouse*, DreamWorks Animation**

Courtenay Palaski - DreamWorks Animation

Seth Fowler - DreamWorks Animation

Aashna Moitra Serrao - DreamWorks Animation

Katelyn Gearan - DreamWorks Animation

Nayiri Nazarian - DreamWorks Animation

- **Outstanding Campaign for a New Comedy: *The Bear*, FX/Hulu**

Kristy Silvernail - FX

Zoe Raynor - FX

Justin Sutton - FX

- **Outstanding Campaign for a New Drama: *The Lord of the Rings: The Rings of Power*, Amazon Studios**

Courtney Brown - Amazon Studios

Ellen Hughes - Amazon Studios

Derek Schauer – Amazon Studios

Holly Ollis – Amazon Studios

Ali Branch – Amazon Studios

Lorenzo Grajales – Amazon Studios

Lyndsey Miller – Amazon Studios

Mike Costello – Amazon Studios

Cooper Hagedorn – Amazon Studios

Taylor Kane – Amazon Studios

Maha Samad – Amazon Studios

Nick Gregorio – Amazon Studios

- **Outstanding Campaign for a New Unscripted Series: *Welcome to Wrexham*, FX**

Robyn Harney - FX

Roslyn Bibby - FX

Zoe Raynor - FX

Steve Brener - BZA PR

Alyssa Hankins - BZA PR

- **Outstanding Campaign for a Returning Comedy: *Abbott Elementary*, Warner Bros. Television/ 20th Television/ABC**

Grace Park - Warner Bros. Television Publicity

Celia Sacks - Warner Bros. Television Publicity

Sarah Teicher - Warner Bros. Television Publicity

Nicole Crawford - Disney Television Studios/20th  
Television Awards

Rachel Villegas - ABC Publicity

Michaela Zukowski - ABC Publicity

- **Outstanding Campaign for a Returning Drama: *This Is Us*, 20th Television/ NBC**

Chris Kaspers - Disney Television Studios/20th Television  
Studios

Natalia Desrosiers - NBC

- **Outstanding Campaign for a Returning Unscripted Series: *RuPaul's Drag Race All-Stars*, Paramount+**

Michael Fabiani - MTV Entertainment Studios

Patrick Santiago - MTV Entertainment Studios

Justin Permenter - MTV Entertainment Studios

Mariana Garces - MTV Entertainment Studios

Brian Bahr – Paramount+

Joe Regan – Paramount+

- **Outstanding Multicultural Campaign: *La Reina del Sur*, Telemundo/NBC**

Claudia Franklin - Telemundo

Adriana Nunez-Cox - Telemundo

Etienne Hernandez-Medina - H+M Communications

Jennifer Beccera - H+M Communications

Aimee Thompson - H+M Communications

Daniella Villegas - H+M Communications

Samantha Moore - H+M Communications

Ana Lucia Bustamante - H+M Communications

Emily Bruno - H+M Communications

Maria Cardona - H+M Communications

Alexandra Correa Crespo - H+M Communications

- **Outstanding Campaign for a Docuseries/Docu-special: *Limitless With Chris Hemsworth* - Disney+/National Geographic**

Chris Albert - National Geographic

Jennifer DeGuzman - National Geographic

Jennifer Driscoll - National Geographic

Nadia Aziz - National Geographic

- **Outstanding Campaign for a Television Movie, Limited or Anthology Series: *The Dropout*, 20th Television/Hulu**

Shari Rosenblum - Disney Television Studios/20th Television

Lauren Burnett - Hulu

**BEN HALPERN LIFETIME ACHIEVEMENT  
AWARD RECIPIENT**



## HOWARD BRAGMAN

*We are honored to present our first Lifetime Achievement Award to Howard Bragman, whose enduring legacy transcends his illustrious career in television publicity to include impactfully helping the LGBTQ+ community.*

**FROM HEADLINES TO FYC CAMPAIGNS --  
AMAZON STUDIO'S DEBRA BIRNBAUM  
HAS IT COVERED**



As we head into summer, it's the height of Emmy Awards nominations season for many within the industry. So, it's one of the busiest times of the year for Debra Birnbaum, Global Head of Awards for Amazon Studios. Birnbaum, whom many of you might know from her previous roles leading *Variety* and *TV Guide Magazine's* editorial coverage, now oversees all awards strategy efforts for the streaming service's growing slate of original films and series. Her purview includes marketing, publicity and promotions, talent relations, advertising, and events. Under her leadership, Amazon Studios is coming off its most successful awards seasons to date, including 12 Academy Award nominations and 2 wins, along with 47 Emmy Award nominations and 15 wins. We were able to catch up with Birnbaum in between the many FYC events she's been leading for Amazon and get her thoughts on the state of the entertainment awards circuit.

**Q: Your new role doesn't seem like a position for someone who doesn't have endless amounts of energy, how do you balance it all? Is there an off-season?**

A: It's definitely game-on, all year round. My long-standing joke is that everyone may complain that LA doesn't have any seasons, but there are actually two: Oscar season and Emmy season. (Insert groan here.) There's just one quiet week a year – that narrow window between the close of Emmy nominations voting in June and the nomination announcement in July. That said, there's already plenty of Oscar planning going on in the background, with submission to film festivals, long-lead pitching and more. So, the role calls for the ability to multi-task seamlessly, exercise ample diplomacy, and, of course, consume copious amounts of caffeine. Last year, I went straight from the Toronto Film Festival to the Emmy Awards – a 23-hour day! It ended with a win for Lizzo's reality show, so it was definitely worth it.

**Q: Many TPEC members know you well from your roles on the editorial side of the TV business. That said, how has the transition to leading awards initiatives for one of the world's top streaming platforms been for you? Has your experience as a journalist and editor made the transition easier for you?**

A: Having covered awards for years, I had a front-row seat to how the best campaigns are run. I knew what kinds of stories interested me and my counterparts, so I knew how to craft compelling strategies. I'm passionate about storytelling, so I'm still doing what I love – just from a different perspective. I got plenty of great advice and support from my friends in the business, who helped ease my transition from being a buyer to a seller – especially reuniting with Tammy Golihew, who's my partner as the head of PR on the content side. I was also humble enough to know what I didn't know and built an incredible team around me who complimented my strengths with their own knowledge and experience. I also admit I drive them all crazy with my endless tinkering of any ad copy and relentless typo-spotting. You can get the girl out of journalism, but you can't get the journalist out of the girl.

**Q: Can you tell us what your focus has been this year for Amazon Studios heading into the Emmy nomination period?**

A: This year, as with every year, we always strive to highlight the fantastic content on our slate and the powerhouse teams in front of and behind the camera. With this year's Prime Experience, our multi-title activation, we designed a series of interactive exhibits to show off the creative excellence that goes into the making of our shows, from writing and directing to all of the crafts.

**Q: In your role, you now work across a variety of disciplines. Can you tell us about your team and how you divide up all the awards chores?**

A: Every studio has its own way of handling awards; I'm thrilled to be reporting now to Sue Kroll, our head of marketing. One of the things I'm most proud of is the team I've built over my nearly five years at Amazon. Part of the awards team is focused on the media and creative strategy, headed by Brooke Ford and Shanti Marlar. Together they plan our media buys, design our ads, and shepherd them through the creative process. And the other part of the team is focused on the campaigns themselves. Justin Balsamo heads our film team, and Jordan van Brink heads our series team. They own the strategy and execution of our screenings, panels, activations, and awards press pitching. And of course, we all work closely with our publicity and marketing teams.

**Q: And I'd imagine you and your team must work with many PR professionals across both TV and film on any given day. Betting you knew many of them previously, having likely been pitched while on the other side?**



A: Absolutely. They've all been incredibly supportive – and that's truly been an asset to me. This business is all about relationships – the trust I built with those professionals in my previous roles has served me well here. I consider everyone partners throughout each campaign – we're all working together towards a shared goal of nominations and wins.

**Q: And finally, how would you describe the current state of the Emmy Awards FYC process? Have things gone back to more of a normal process following the pandemic years?**

A: The Emmy race continues to get ever more competitive with each passing year with more platforms, more shows, more top-tier talent. The pandemic definitely brought its own set of challenges, but we learned how to be nimble and work around those restrictions -- virtual panels are, for example, probably here to stay. That said, nothing beats in-person campaigning and getting to talk directly to voters. So while I'm grateful for all we've learned, I'm also relieved to be back mixing and mingling and playing to our strengths.



## TPEC UNVEILS NEW SOCIAL MEDIA SUB-COMMITTEE

In an effort to strengthen the TPEC membership and community, to celebrate our successes, and to help us be even better resources for one another, we have created the TPEC Social Media subcommittee. The new subcommittee recently launched under the direction of TPEC Executive Committee member and Head of PR for MGM+, Eileen Quast. Please welcome our new committee members below, and join them in their efforts by participating in our conversations on [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

## **LAUREL GOZZO**

Laurel serves as the Corporate Communications Coordinator at MGM. She's originally from Boston and moved out to Los Angeles right after college to pursue a career in entertainment communications. She's excited to be working with TPEC and to help get more junior level members involved!

## **CIARA GAINES**

Ciara began her media career with NBCUniversal in March 2022. Previously she working in accounting for a large hospitality brand in Dallas, TX. She is a two-time graduate of Texas Tech University, receiving her bachelor's degree in Electronic Media & Communication, and her master's in Mass Communication.

## **ALLISON ALONSO**

Allison currently serves as a TV and Film Communications Specialist at MGM. Allison has been working in the entertainment industry since she was 13 years old, when she got her SAG card working as an extra. Since then, she has tried her hand in several different jobs within the industry, including roles as on-set production assistant, stand-in, extras casting director, and principal casting assistant. Taking the knowledge she learned across different areas of entertainment, Allison became passionate about promoting TV and pursuing a career in PR.

## **LAUREN DUNDEE**

Lauren serves as the PR coordinator for MGM+. After graduating Harvard last year, she moved back to Los Angeles to pursue a career in Public Relations. She's excited to be joining TPEC's subcommittee to expand her network and connect with like-minded people who share a similar passion.

## **CHRISTOPHER QUINTANA**

Christopher currently works with the Universal Studio Group (USG) Communications/Marketing team as a Communications Coordinator. Prior to joining USG, he had spent time working with Bravo, NBC Entertainment, and the Ryan Seacrest Foundation. He is a graduate of California State University, Fullerton, where he studied speech-language pathology before pivoting to a career in entertainment.

## **ZOE JUDILLA**

Zoe is a Creative Associate of Marketing & Global Brand Strategy at Universal Studio Group (USG), the television studio arm of NBCUniversal. Prior to joining USG, she has worked with A24, NBC Entertainment, Late Night with Seth Meyers and Texas Monthly. She is a proud Austinite, graduating from the University of Texas at Austin with degrees in Journalism & Radio-Television-Film through the inaugural Moody Honors Program. With a passion for uplifting underrepresented voices in TV & Film, she is excited to amplify authentic and complex stories through her work.

## **NEW TPEC MEMBERS**

The momentum continues at TPEC! We wanted to welcome a number of new members that have joined TPEC this year. We are excited to have you all on board!

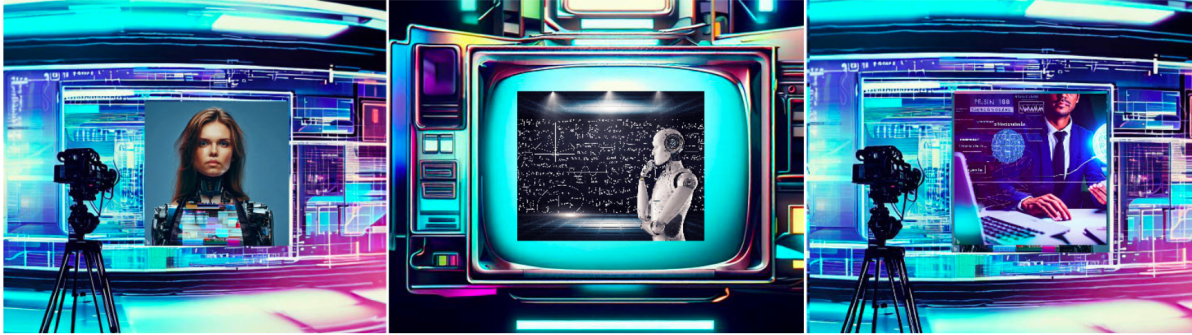
- BritBox
- Cinespace Studios
- Eddie Ward PR
- Hulu
- INSP
- Onyx Collective
- Organic
- Paramount
- Sayles & Winnikoff Communications, Inc.
- Shrader Communications
- Valerie Allen Public Relations

# Revolutionize Your TV PR Efforts With These 12 ChatGPT Prompts



Article & AI Digital Art by: Cynthia Lieberman, LieberComm

[www.cynthialieberman.com](http://www.cynthialieberman.com)



Are you a TV publicist looking to boost your productivity and save valuable time? Generative AI platforms like ChatGPT can automate many of the tedious tasks that you currently do manually, freeing up your time to focus on more strategic initiatives, such as developing new relationships with journalists, creating compelling content, and tracking the performance of your campaigns.

Simply create an account, personalize one of our prompts, and voilà— a press release, blog post, key messages, and more are available almost instantly.

The more information you include in your prompt, such as the title, genre, event details, tone, and style of voice, the more tailored the response will be. And sure, you may need to make some changes, but the base will be there.

For example, below is a prompt and response asking for social media posts congratulating our inaugural TPEC Award winners. Note that ChatGPT's current training data only goes up until 2021. For details about events or developments after September 2021, you need to copy and paste any relevant details, full story copy or updates to get the most accurate and up-to-date response possible.

### **ChatGPT Prompt:**

Generate two social media posts for Instagram and LinkedIn to generate buzz about the Television Publicity Executive Committee (TPEC) Awards, with a focus on the winners. The copy should encourage viral sharing in the television community. Include hashtags: [copy of the full story (<https://variety.com/2023/tv/awards/tpec-awards-2023-publicity-campaign-competition-television-abbott-elementary-the-bear-1235645614/>) was inserted here]

### ChatGPT Response:

**Instagram Post 1:** A round of applause for the PR teams behind the winning campaigns at the TPEC Awards! These talented professionals have worked tirelessly to elevate and amplify the success of their respective shows. Tag your favorite PR department in the comments and show them some love!

#TPECAwards #PRChampions #TVSuccess

**Instagram Post 2:** It's time to spread the word! The winners of the TPEC Awards are making waves in the television community. Join us in congratulating these talented individuals who have elevated the art of publicity.

Don't forget to tag your friends and share the excitement! #TPECAwards #TVBuzz #ShareTheJoy

**LinkedIn Post 1:** Join us in celebrating the talented PR departments behind the TPEC Awards winners! From the enchanting "The Proud Family: Louder and Prouder" to the captivating "La Reina del Sur," their strategic brilliance has left a lasting impact on the television community. Let's acknowledge their exceptional work and share the excitement!

#TPECAwards #PRLeaders #TVBuzz

**LinkedIn Post 2:** We're thrilled to honor the exceptional talents behind the winning campaigns at the TPEC Awards. These individuals have proven their ability to create engaging, thought-provoking, and buzz-worthy publicity strategies that have taken the television world by storm. Share your congratulations and support for these industry leaders!

#TPECAwards #TVPublicity #IndustryLeadership

As you can see, ChatGPT's suggested copy primarily serves as a time-saving starting point that can be customized to meet your needs. While it may not be perfect, it provides a foundation that can be tailored with a human touch to create your needs.

Here are 12 comprehensive and specific ChatGPT prompts that can help you leverage generative AI tools like ChatGPT to improve productivity, streamline tasks, and ultimately provide you with a more focused and effective media outreach for your projects and clients.

As you can see, ChatGPT's suggested copy primarily serves as a time-saving starting point that can be customized to meet your needs. While it may not be

perfect, it provides a foundation that can be tailored with a human touch to create your ideal results.

Here are 12 comprehensive and specific ChatGPT prompts that can help you leverage generative AI tools like ChatGPT to improve productivity, streamline tasks, and ultimately provide you with a more focused and effective media outreach for your projects and clients.

If you aren't sure how to get started with ChatGPT, check out this article by ZDNET, [How to use ChatGPT: Everything you need to know](#)



## 12 ChatGPT Prompts for Television Publicists

*Tailor these prompts to specific your project to improve productivity, streamline tasks, and ultimately provide you with a more focused and effective media outreach for your projects and clients:*

1. **Press Release.** Generate a detailed press release template for a new TV show, including key details such as the show's title, cast members, plot synopsis, and premiere date.
2. **Media Coverage.** Provide a list of five effective strategies to maximize media coverage for a TV series premiere, taking into account various platforms such as television, online publications, and social media.
3. **Press Junket.** Create a step-by-step guide for organizing a successful TV show press junket, outlining key tasks and timelines for inviting journalists, scheduling interviews, and “managing logistics.
4. **TV Show Media Pitch.** Generate a checklist of essential elements for a compelling TV show media pitch, highlighting key information that publicists

- should include when presenting story ideas to the media.
5. **Social Media Campaign.** Generate a list of five innovative ideas to generate buzz and create a social media campaign around a TV show's mid-season finale, with a focus on engaging fans and encouraging online conversations
  6. **Celebrity Endorsements.** Provide a detailed breakdown of effective methods for leveraging celebrity endorsements to promote a TV series, including strategies for identifying suitable celebrities, negotiating partnerships, and maximizing exposure.
  7. **Crisis Communications.** Create a comprehensive guide for publicists on how to handle crisis communication for a TV show, outlining best practices for addressing negative press, managing controversies, and protecting the show's reputation.
  8. **KPI Indicators.** Generate a list of five key performance indicators (KPIs) that TV publicists should track to measure the success of their promotional efforts, including metrics related to viewership, social media engagement, and press coverage.
  9. **Trends and Changes.** Provide a detailed overview of the television landscape, highlighting current trends and changes that TV publicists should be aware of when developing promotional strategies for their shows.
  10. **Productivity tools.** Create a resource list of online tools and software that TV publicists can use to streamline their workflow, manage media contacts, and track the impact of their promotional campaigns.
  11. **Blog Post.** Write a blog post about [insert topic] and include [specific information] for our TV show's website.
  12. **Media Prep.** Generate a list of potential live/pre-recorded media interview questions for my TV show from [name of on-air. radio, digital, print outlet] as it pertains to [insert details]. Include suggest answers from [executive, talent, PR rep]

**When using ChatGPT, providing more information in your prompts will help the AI generate more relevant and personalized responses. Here are some specific examples of information you can provide in your prompts:**

- Title: This will help the AI understand the overall topic of your request.
- Genre: This will help the AI determine the style of the response.
- Event details: This will help the AI generate a response that is specific to your needs.
- Tone: This will help the AI determine the emotional tone of the response.
- Style of voice: This will help the AI determine the formality of the response.

Note: You can use generative apps like Google Bard or Bing Chat to get info past 2021.

Written by: Cynthia Lieberman, LieberComm

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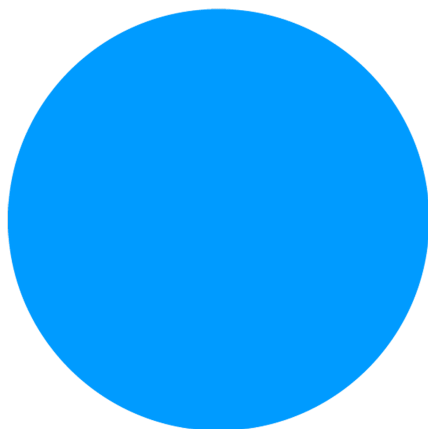
## TPEC HACKS & FLACKS PLANNING COMMITTEE

We are looking for people to join the planning committee for the 2023 Hacks & Flacks Holiday Party. Please email Wendy Zocks – [wendy@wendyzockspr.com](mailto:wendy@wendyzockspr.com) if you want to join the committee.

## TPEC EVENTS KEEP ROLLING ALONG

TPEC's monthly virtual events with leading journalists/editors, media platforms, show bookers and more will continue over the summer, including the entertainment editorial team from recently launched national publication *The Messenger* and the team behind "*The Kelly Clarkson Show*" ahead of their move to New York City this fall.

And in case you missed the most recent conversation with the *USA TODAY* TV team, you can check it out by clicking on the below link.



**USA  
TODAY**

WATCH VIRTUAL EVENT



## UPCOMING TPEC VIRTUAL EVENTS

# The Messenger.

July 18, 2023

# THE KELLY CLARKSON SHOW

August 29, 2023

### 2023 STATISTICS

9  
VIRTUAL EVENTS

11  
NEW MEMBERS



**Television Publicity Executives Committee**

Los Angeles, CA  
United States of America

You received this email because you have a TPEC Membership.

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