



TELEVISION PUBLICITY EXECUTIVES COMMITTEE

Winter 2022 Newsletter

## **Happy Holidays from TPEC**

As we head into the holidays, we've compiled one last TPEC newsletter to wrap up the year. And undoubtedly, 2022 has been filled with numerous TV industry headlines, while 2023 is shaping up to have plenty more. In this issue, we go deeper into the recently announced TPEC Awards, share some highlights from the annual Hacks and Flacks cocktail event, hear from Variety's Mike Schneider about the upcoming awards season, and we continue our celebration of TPEC's 30th anniversary.

Enjoy!

Dustin Smith & Wendy Zocks, Co-Chairs, TPEC

# Hacks & Flacks Recap



The annual Hacks & Flack holiday tradition continued in fine form once again this year.

Leading entertainment journalists and editors joined TPEC members from across the industry on December 7th atop West Hollywood hotel Petit Ermitage for the yearly holiday party that brings together both sides of the business.

All guests received a special gift bag (well, it was actually a backpack provided by the team at Lifetime) filled with holiday goodies from “Abbott Elementary,” “Mom,” NBCUniversal, MGM+, Lifetime, Madison Brown and Black Irish.

FOX Entertainment served as the night’s presenting sponsor, HBO and HBO Max, H&M Communications and Crunchyroll were gold sponsors and Banijay Americas, Beck Media, Smithhouse Strategy and The Prenner Group participated as featured sponsors.

The night was made possible thanks to the hard-working party committee, which was led this year by TPEC Co-Chairs Wendy Zocks and Dustin Smith, as well as by TPEC members Cynthia Lieberman, Amy Prenner, Lynn Weiss, Mitch Messinger, Joyce Najera and Matt Aversa.

Matt Clark, Lizz Sanchez, and Fabian Arroya worked the check-in area.

## Looking to awards season with Variety's Mike Schneider



As many of you know, Mike Schneider has been covering the business of television for nearly 25 years — most of that time at Variety. He also hosts "Screengrab," a weekly segment about the TV industry, for KCRW. On any given day, you can find Mike moderating a top-level TV biz panel at Comic-con, PaleyFest or the TV Academy. At Variety he's the TV Editor, overseeing the trade publication's TV news coverage — which includes its extensive awards presence. Mike produces and co-hosts Variety's Awards Circuit podcast, and also writes the weekly Awards HQ newsletter (your one stop shop for all things Emmys!).

To that end, with Emmy campaign season just around the corner, we asked Mike to answer some hard-hitting awards publicity questions.

[What are some of the biggest changes ahead for the 2023 Emmy season? Has the TV Academy made any sizable changes to the submission process once again this year?](#)

It's a bit too soon to tell, we'll actually learn more soon as the TV Academy Board of Governors meets and lays out its plans for the coming year.

[How about Emmy FYC events, do you think we will see a big return to that front this spring barring any new COVID outbreaks? Anything to new on the FYC rules front?](#)

We definitely saw a lot of in-person events last year, and I think we'll probably see even more this year. We'll learn more about the FYC rules in January, and before you know it there will be the FYC lottery to select this year's dates. It's going to be a competitive year, especially as the tally for scripted series in 2022 moves closer to 600. But to balance that out, with budgets under increasing scrutiny and everyone



practicing a bit more frugality, I'll be curious to see how much networks, streamers and studios pour dollars into big pop-up experiences like they have in recent years (well, except those pandemic years).

[How about pitching coverage for a show, a talent, producer or whatnot ahead of Emmy nominations to you? Any good hints on the best way to reach you or your awards team?](#)

My colleague Emily Longeretta puts together our excellent Emmy editions, so definitely reach out to her with any features pitches. If you have news on how you might be campaigning, anything unique or unusual about your submissions strategy, and news on your FYC plans, reach out to me. Exclusives are always welcome! And my AWARDS HQ newsletter is always looking for interesting angles on how you're handling your FYC plans!

[Outside of the Emmys, where do you and the Variety team focus your attention year-round on the TV side? Where do things stand on Golden Globes coverage with that one returning after a year off?](#)

We're obviously keeping tabs on the dramatic changes currently going on in the industry, including layoffs, belt-tightening and strategic shifts. It appears we're in for a bumpy 2023 -- will there be a writers' strike? What will the merged HBO Max and Discovery+ service look like, and what will it be called? What changes will Bob Iger implement at Disney? What happens to AMC? What mergers and acquisitions are on the horizon? And as for awards, yes, we're keeping tabs on the HFPA's reform efforts, and whether that translates to Hollywood embracing the Golden Globes once again. And we're still waiting to see if the SAG Awards land a new broadcast home.



## TPEC AWARDS COMING IN 2023

For the first time in its 30-year history, TPEC is getting into the awards business. As many of you have likely heard by now, the TPEC Awards were officially unveiled earlier this month, offering TV publicists a chance to get recognition for their hard work in a variety of different categories. The official rules and guidelines for the new annual awards competition will be unveiled early next year by TPEC leaders. The awards will be overseen by a committee of executives and committee members reflecting networks, streamers, studios and agencies.

TPEC Co-Chair and SMITHHOUSE Founder Dustin Smith said, “Our vision is to honor and acknowledge the publicity teams throughout the industry who develop and execute strategic, creative and impactful campaigns in support of an impressive range of content in an ever-growing field of networks and services.” And Wendy Zocks, Founder, Wendy Zocks Public Relations and also Co-Chair of TPEC added, “TPEC is the only organization which bridges every platform and is uniquely positioned to recognize excellence in all programming publicity campaigns. We are truly excited to bring this to our members and colleagues to honor the hard work we all do.”

Categories will include the following:

- Campaign of the Year
  - Outstanding Campaign for a Returning Drama
  - Outstanding Campaign for a Returning Comedy
  - Outstanding Campaign for a Returning Unscripted Series
- Outstanding Campaign for a Television Movie, Limited or Anthology Series
  - Outstanding Campaign for a New Drama
  - Outstanding Campaign for a New Comedy
  - Outstanding Campaign for a New Unscripted Series
- Lifetime Achievement Award for Program Publicity (Ben Halpern Award)

Stay tuned for more TPEC Awards details in the New Year!

# POPULAR TV HOLIDAY SPECIALS IN 1993



Son of Stimpy



Nick & Noel



The Town Santa Forgot



Disney's The Twelve Days of Christmas



Doug's Christmas Story



The Twelve Days of Christmas (1993)



No Time for Christmas



I'm Dreaming of a Pink Christmas (The Pink Panther)

# The Best Christmas PR Stunts of Recent Years

## 1. Elves Behavin' Badly: Tree Prank

In 2020, Elves Behavin' Badly commissioned us to put together a creative and 'naughty' multi-faceted PR campaign that would capture the essence of that peculiar year and bring a smile to the face of all who endured 2020...

For the PR stunt, we conceptualised and designed a beautiful Christmas tree installation and turned it into a 'sabotaged' prank. For us to execute this 'sabotaged' tree prank, we built a mechanical structure, that resembled the shape of a huge 10m Christmas tree. It was made with a hinge function which allowed the tree to safely topple over at the top, as if it had snapped in half! The tree was fully branded with Elves Behavin' Badly logos and products as well as being decorated head to toe in lights, baubles and even giant Christmas presents...

## 2. EasyJet Christmas Lights

In 2018, as a celebration of the holiday season, EasyJet and Luton Airport turned many families' and children's lives magical when they introduced their festive surprise for the year – the world's first Christmas light show to feature a 120ft aircraft.

EasyJet provided an A320 Airbus to Luton Airport ground crews, who decorated the plane with Christmas lights to offer a fantastic festive experience for its customers.

World first Christmas light show – with a plane!

## 3. Cadbury Secret Santa Post Office

For the 3rd year now, Cadbury is giving away free bars of their chocolate selection with a twist – chocolate lovers have to give them away by using Cadbury's Secret Santa's Post Office service.

The festive postal service is touring across the country and popping up at high footfall places in busy cities. This year, Cadbury is promising people can spread the magic even further by donating one chocolate bar to a food bank in the Trussell Trust network for each bar sent to a loved one. This super clever stunt has been a huge success for years now and it's popularity doesn't seem to go anywhere soon.



#### 4. Royal Mail Singing Post Boxes

In 2018, Royal Mail launched four 'singing post boxes' with festive tunes and well wishes from Father Christmas coming out of them every time someone posted a letter through the letter box. The festive PR stunt had appeared at high footfall places in Belfast, London, Cardiff and Edinburgh over the holiday season cheering people up on their daily walks.

#### 5. Coca Cola – White Christmas in Singapore

Coca Cola has been famous for its festive advertisements let it be TV ads, product packaging or experiential events. In 2014, Coca Cola went over and beyond with one of their most famous Christmas stunts. The soft drink company brought the festive spirit of Christmas to Singapore through a global campaign that connected people in a creative way.

The #shareawhitechristmas campaign featuring falling snow from Lapland brought a little festivity to Singaporeans who usually have temperatures of 30 degrees all year around.

With a genius idea, Coca Cola created a live feed between Lapland and Singapore giving children the chance to send snow to each other across the globe.

[CLICK HERE TO SEE THE FULL LIST](#)



## **10 PR Books Every PR Professional Should Read in 2023**

1. **Trust Signals: Brand Building in a Post-Truth World** (Scott Bardasell)
2. **To Be Honest: Lead with the Power of Truth, Justice and Purpose** (Ron Carucci)
3. **Audience-ology: How Moviegoers Shape the Films We Love** (Kevin Goetz)
4. **Invention in PR** (Adam Ritchie)
5. **Better Selling Through Storytelling: The Essential Roadmap to Becoming a Revenue Rockstar** (John Livesay)
6. **The New Rules of Marketing and PR (8th Edition): How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly** (David Meerman Scott)
7. **Stand Out: How to Find Your Breakthrough Idea and Build a Following Around it** (Dorie Clark)
8. **Contagious: Why Things Catch On** (Jonah Berger)
9. **Crisis Averted: PR Strategies to Protect Your Reputation and the Bottom Line** (Evan Nierman)
10. **Embracing Chaos** (Stavros Papagiannas)

### **Honorable Mention**

**8-Second PR: New Public Relations Crash Course** (Liz H. Kelly)

**[CLICK HERE](#) for an in-depth review**

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## NBCU Promotes Communications Execs Chip Sullivan & Allison Rawlings To Top Awards, Talent, TV & Streaming Roles

By [Deminio Patten](#)  
December 1, 2022 1:01pm



Chip Sullivan, Allison Rawlings

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Nov 9, 2022 4:08am PT

## BHI Founder Dean Bender to Retire After 40 Years, Shawna Lynch Set as Sole President of 42West/BHI (EXCLUSIVE)

By Jennifer Maas




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**MOST POPULAR**

- 'We're Going to Die and Make Serious Money': Cobie Smulders and Jamie Lee Curtis Confirm Their Acting Legacies and Sobriety
- Howard Stern Stuns Harry and Meghan for Being 'White B--es' in Netflix Series: 'It's Been Public' to Watch
- Taylor Swift, Film Director, in Conversation With Mattie McBratton: How They Brought Heartbreak to Life
- SPONSORED**
- Why Sana Lathan and Da'Vin Jay Randolph Opted to Wear Their Natural Hair for 'On the Come Up'
- Christopher Nolan Revisited a Nuclear Weapon Explosion Without CGI, Developed New [MAX Film for 'Oppenheimer']: 'A Huge Challenge'
- Will Charge Breaks Down 'The White Lotus' Finale: What Happened Between Ethan and

Getty Images

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## Angela Tarantino, HBO's SVP Media Relations, Exits After 32 Years

Tarantino's award-winning press campaigns include "Sex and the City," "John Adams" and "Succession"

Aarshi Sheth | November 21, 2022 @ 10:47 AM

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Do you have a job available at your company? We would like to share that info with the membership. Some of the finest candidates may be right here amongst us!

Click on the below ops to read more!

**STARZ**  
Publicist (LA)

