



**FOR IMMEDIATE RELEASE:**

**TELEVISION PUBLICITY EXECUTIVES COMMITTEE (TPEC) ANNOUNCES 2025 LEADERSHIP TEAM**

**Non-Profit Group's Top Leaders Returning Including Chair Wendy Zocks; Disney's Nancy Insua Joins Exec Committee and Overseeing NYC Expansion Efforts**

**Submissions Open for 3rd Annual TPEC Awards with 5 New Categories**

**Los Angeles, CA – February 10, 2025** – The Television Publicity Executives Committee (TPEC) today announced its leadership team for 2025 and expansion efforts to reach more industry professionals in the New York City area. The announcement was made by TPEC Chair, Wendy Zocks, Founder, Wendy Zocks Public Relations, who will remain in her role for another year.

In addition to Zocks, Todd Beck, CEO, BECK Media & Marketing; Irina Bobker, PR Executive; Brian Eley, Vice President, Communications, Crunchyroll; Eileen Quast, head of PR, MGM+; Alice Rao, Senior Vice President, Publicity, Hallmark Media; Joe Schlosser, Founder, Schlosser Communications and Dustin Smith, Founder, SMITHHOUSE and round out the returning TPEC Executive Committee members. Bios and links to photos are provided below.

Nancy Insua, a Publicist at Disney Branded Television, is also joining the Executive Committee and will oversee TPEC's NYC expansion efforts, where she will focus on in-person networking events for the organization's East Coast-based members. In her role with Disney Branded Television, Insua develops and executes comprehensive publicity campaigns for Disney+, Disney Channel, and Disney Jr. series.

The TPEC Executive Committee is tasked with guiding the nonprofit organization by encouraging positive working relationships between entertainment publicists and the media. TPEC, which has developed a robust virtual media panel series during the past five years, will continue to host virtual panels and innovate with more networking and professional development opportunities in the coming year.

“Now in my fourth year in a leadership role for TPEC, I am even more dedicated to the growth of the organization,” states Wendy Zocks. “I am thrilled to welcome Nancy to the executive committee and excited to grow our NYC presence. With so many of our colleagues facing new challenges, we will continue to be a resource for our members and bring focus to the shifting landscape of our jobs.”

For a third year, TPEC will recognize outstanding TV publicity campaigns at the 2025 TPEC Awards this spring. The awards honor and acknowledge 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 streaming services. This year, the TPEC Awards are launching five new categories, including The Press Impact Award, which recognizes a journalist whose work has significantly influenced the television industry narrative. The other new categories this year are:

- Documentary Movie/Limited Series
- Live or Taped Variety Show/Special
- New Genre Series
- Returning Genre Series

TPEC Awards submissions include campaigns from the organization’s membership of leading networks, studios and streamers.

### **About TPEC**

TPEC (The Television Publicity Executives Committee) was created in the 1990s to foster collaboration among senior communications professionals across the television industry as they faced shared challenges, including changing technology and redefinition of media ownership regulations. Members are involved in all forms of programming publicity and hail from networks, studios, streamers and agencies..

Decades later, as the industry evolves at an unprecedented pace, TPEC continues to serve that purpose while fostering mutual understanding and positive working relationships between publicists and the media who cover the TV business and elevating the next generation of communications talent. The Los Angeles-based non-profit publishes the annual TPEC Guide, an invaluable resource for TV publicists. For more information on TPEC membership or the Guide, please visit [www.tpec.tv](http://www.tpec.tv). Please follow us: [TPEC FACEBOOK GROUP](#), [INSTAGRAM](#), [LINKEDIN](#) and [X](#).

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