



*Cincinnati Area*  
**HOMETOWN**

**A W A R D S**

BROUGHT TO YOU BY:



RAYMOND J. BRUNÉ  
*productions*

Contact:  
Raymond J Brune  
Executive Producer  
(661) 886-3991

# Cincinnati Area HOMETOWN

## A W A R D S

*The Cincinnati Area Hometown Awards* is a template television format for stations across the country to produce a local awards show honoring people who are “standouts” in their community. It celebrates regular, everyday people in the stations’ ADI – such as a college student who made an incredible discovery, a teacher who went above and beyond, a hero cop or fireman, a soldier who lost an arm but saved the lives of his platoon, a set of parents who adopted a dozen orphans or a rescuer who saved a puppy during a flash flood which the station shot amazing video of – any ordinary person who has done the extraordinary. We’ll also honor hometown celebrities such as a sports hero, a news anchor, a city official, even national celebrities who act as ambassadors to their hometown.

The station’s news and promotions departments will help facilitate the process over several months – encouraging viewers to nominate someone they know on the station’s award webpage, announcing the nominees, profiling the nominees and ultimately pushing viewers to the big night of the “live” red carpet walk, awards show and advertiser-sponsored after parties.. Contests will be arranged giving viewers a chance to win tickets to the black tie awards ceremony and after party. The program will be played on giant flat screens to crowds who have gathered at Fountain Square to celebrate the event with drinks, local bands and hometown delicacies. National celebrities with hometown ties will walk the red carpet, greet fans, present awards, maybe even perform “live” from Fountain Square. Imagine the cast of *WKRP in Cincinnati* making an appearance at the ceremony – and being honored with a “Legend” Award for creating positive worldwide publicity about the city of Cincinnati. The “Standout Soldier” deployed in Afghanistan will surprise his family in the audience by secretly showing up to accept his award. The top 5 Glee Clubs from tristate high schools provide jaw dropping performances “live” on the show – and the winner is determined at the end by viewers on social media.

**THE STATION WINS** – by creating an annual franchise that will cement them as a hometown hero for producing a local show the community participates in – deepening viewers’ perception that this station is truly the local leader.

**LOCAL ADVERTISERS WIN** – by tying their company, image and products directly to the community by supporting and investing in positive programming about their hometown.

**VIEWERS WIN** – by participating in the process of getting a friend or neighbor nominated, by taking part in the process “live” via social media voting for one or more of the evening’s awards, and by sharing the pride they have for their city via a slickly produced hometown awards ceremony. And as a bonus, who knows, they may get to meet George Clooney.



SAMPLE AWARD CATEGORIES

Outstanding Hometown Soldier  
Outstanding Hometown Educator  
Outstanding Hometown Student  
Outstanding Hometown City Leader  
Outstanding Hometown Cop  
Outstanding Hometown Fireman  
Outstanding Hometown Citizen Hero  
Outstanding Hometown Medical Professional  
Outstanding Hometown Athlete  
Outstanding Hometown City Ambassador  
Outstanding Hometown Volunteer  
Outstanding Hometown High School Glee Club  
Outstanding Hometown Viral Video  
Legacy Award - Oldest Current Living Citizen  
Legend Award - (for a Jerry Springer or George Clooney type)

SCHEDULED TO PERFORM:

Peter Frampton  
Cincinnati Opera  
Nick Lachey  
Cincinnati Men's Chorus  
Hal Sparks  
Cirque Mechanics  
Northern Kentucky Brotherhood Gospel Singers  
Cincinnati Pops Orchestra  
Katt Williams

SCHEDULED TO APPEAR:

Andy Dalton  
Carmen Electra  
George Clooney  
Ken Griffey Jr.  
Patricia Wettig  
Bill Hemmer  
Amy Yasbeck  
Jerry Springer & Norma Rashid  
Pete Rose  
Charlie Luken  
The Cast of "WKRP In Cincinnati"

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Raymond J Brune  
Executive Producer  
(661) 886-3991

Scott Schwimer  
Law Offices of Scott Schwimer  
(310) 777-0300

WGA Registration # 1308819

