CONGRATS!
TO ALL CYNOPSIS BEST OF THE BEST AWARD WINNERS

INCLUDING OUR OWN TEAM!
PREMION

WINNER OF
Best Ad Tech Solution

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Welcome to the 2022 Best of the Best and Rising Star Awards Program!

We are delighted to be celebrating your accomplishments over the past year—especially considering how challenging a year it was for so many. You deserve the praise, the spotlight, and the chance for you and your team to be honored.

Today we are presenting accolades to the Best of the Best in national TV programming, marketing campaigns, people, tech, and more. Also being recognized are the Rising Stars of our industry: stand-out performers, innovators and emerging leaders in the media space — 35 years old or younger – who have the passion, talent and creativity to take the industry to new heights. We thank you for being the change agents and inspirational voices who are carving new pathways.

What was evident to us, as we read your entries, was the effort that comprised the campaigns and content you put forward. It reminded me of a quote from Stephen King: “What separates the talented individual from the successful one is a lot of hard work.”

Whether you’re a winner or honorable mention, this is a group that has put in a lot of hard work. We look forward to cheering you on as you continue to excel in 2022 and beyond. Well done!

Robbie Caploe
VP, Group Publisher
Cynopsis Media
GREAT FEATS
DEMAND
GREAT HONORS

Velocity congratulates our very own Ashley Ako, Emily Burke, Katie Franc, Jordan Levy and Brittany McKinnon and all the Rising Star honorees. You never cease to amaze.
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2022 RISING STAR HONOREES

- Ashley Ako, Paramount, Velocity
- Natalie Beach, TLC
- Danielle Bonnett, New York Jets
- Seth Bradley, New York Jets
- Chris Brady, WarnerMedia
- Emily Burke, Paramount, Velocity
- Colleen Cahill, Fox Corporation
- Natalie Camarda, Paramount
- Meei Chai, Wavemaker
- Daniel Church, Beachfront Media
- Lindsey Colven, Horizon Media
- Brian Cook, Horizon Media
- Renee Credendino, Fox News Media
- Gina Cucci, Paramount
- Padmini Dey, Wavemaker
- Marie Dilemani, MSNBC
- Erin Durbin, Paramount
- Sam Edmiston, Scout Sports and Entertainment
- Katie Franc, Paramount, Velocity
- Stephanie Gaynor, Mindshare
2022 RISING STAR HONOREES

Joe Gerbino
MTV Entertainment Group

Brandon Gomez
CNBC

Kathryn Green
Effectv

Kerri Hayes
UP Entertainment

Lacey Heggem
WarnerMedia

Antonia Hylton
NBC News & MSNBC

Megan Jones
Horizon Media

Shaina Rae Julian
Crown Media Family Networks

Breena Kelly
Horizon Media

Jordan Levy
Paramount, Velocity

Brad May
Reach Agency

Sydni McCutchen
CSM Sport & Entertainment

Anna McDonald
MTV Entertainment Group

Robert McDougall
UP Entertainment

Kirsten McKenna
WarnerMedia

Brittany McKinnon
Paramount, Velocity

Cina Meza
Crown Media Family Networks

Alana Milazzo
Horizon Media

Tania Paul
Horizon Media

Ricardo Perez-Selsky
FOX Sports

#BOTB2022 #CynRisingStars @cynopsismedia
2022 RISING STAR HONOREES

Kirsten Polley
WWE

Ashley Robinson
TLC

Sahar Saleem
PepsiCo

Tom Scheuer
Horizon Media

Jill Schulz
Dotdash.

Meredith
Porscha Scott
Wavemaker

Marisa Silversmith
Fox Corporation

TJ Smith
Tubi

Dan Szpakowski
New York Jets

Aisha Ude
Xandr

Danielle Wager
MTV Entertainment
Group

Stephanie Wiernik
ENGINE

Allison Wolfe
TLC

Jiachuan Wu
NBC News Digital

Laura Wu
Beachfront Media

Kimmy Yam
NBC Asian America

Shanique Yates
UP Entertainment

Saif Zureikat
Google

#BOTB2022 #CynRisingStars @cynopsismedia
NEW & NOTEWORTHY

**BEST ADVENTURE REALITY SERIES/SPECIAL**
The Great Food Truck Race
Food Network

**BEST APP FOR KIDS**
HappyKids
Future Today

**BEST AVOD SERVICES**
Crackle Plus

**BEST AWARENESS CAMPAIGN: CHILDREN-FOCUSED**
Nick Stands - Vision Board for America
Nickelodeon

**BEST BRANDED INTEGRATION FOR DIGITAL PLATFORM**
NHL & KHL on Portable.TV
T&R Productions

**BEST BUSINESS/FINANCE-BASED REALITY SERIES/SPECIAL**
Money Court
CNBC

**BEST COMPETITION-BASED REALITY SERIES FEATURING KIDS**
Kids Baking Championship
Food Network

**BEST DIRECT-TO-CONSUMER CAMPAIGN**
Top Gear America on MotorTrend
MotorTrend Group

**BEST FAMILY-FOCUSED REALITY SERIES/SPECIAL**
Jay Leno’s Garage
CNBC

**BEST GEN Z SERIES**
MTV’s Following: Bretman Rock
MTV Entertainment Group, Paramount

**BEST MULTIPLATFORM BRANDED CAMPAIGN**
MLB at Field of Dreams presented by GEICO
Scout Sports and Entertainment

**BEST MULTIPLATFORM CAMPAIGN FOR A CONSUMER PRODUCT**
Anheuser-Busch Throwback NBA Can Launch - Battle of the Cans
Scout Sports and Entertainment

**BEST PROGRAMMING COMPANION APP**
Nickelodeon’s Screens Up App
Nickelodeon

**BEST SOCIAL GOOD PARTNERSHIP**
ATTN: x TikTok For Good
ATTN:/TikTok

**BEST SOCIAL GOOD SERIES**
Mastercard Five
R&CPMK
BEST SOCIAL JUSTICE AWARENESS CAMPAIGN
THE CROWN ACT, Dove and JOY Collective
    Joy Collective

BEST SOCIAL JUSTICE DOCUMENTARY SERIES
Growing Up Black
    MTV Entertainment Group, Paramount

BEST SOCIAL JUSTICE PROGRAMMING
Forgotten Genocides: The Sin of Silence
    RT AMERICA

BEST SPORTS-RELATED DOCUMENTARY SPECIAL
Big House, The Pearl, and The Triumph of Winston-Salem State
    CBS Sports

BEST SVOD SERVICES
UP Faith & Family
    UP Entertainment

BEST TIK TOK CAMPAIGN
Trending: VMAs
    MTV Entertainment Group, Paramount

BEST TRUE CRIME REALITY SERIES/SPECIAL
Super Heists
    CNBC

COMPANY WITH THE BEST WORK-FROM-HOME STRATEGY
Work From Anywhere
    NVE Experience Agency
BEST OF THE BEST 2022 FINALISTS

CONTENT

BEST BROADCAST-FROM-HOME PROGRAMMING/SPECIAL

» Camp TV, The WNET Group
» Season 4 of Getting Younger - Your Younger After Show, Paramount
» The Lockdown Awards, LiveXLive

BEST CHEF-BASED FOOD REALITY SERIES/SPECIAL

» Barefoot Contessa: Modern Comfort Food, Food Network
» Delicious Miss Brown, Food Network
» Girl Meets Farm, Food Network
» The Kitchen, Food Network
» The Pioneer Woman, Food Network

BEST COMPETITION-BASED REALITY SERIES/SPECIAL

» BBQ Brawl, Food Network
» Beat Bobby Flay, Food Network
» Guy's Grocery Games, Food Network
» The Pit Stop (RuPaul's Drag Race Season 13 + All Stars 6), MTV Entertainment Group, Paramount
» Worst Cooks in America, Food Network

BEST COVID-RELATED PROGRAMMING

» Restaurant Hustle 2020: All on the Line, Food Network
» Roll Up Your Sleeves Presented by Walgreens, Produced by ATTN: and NBC, ATTN:
» SiriusXM and NYU Langone Health "Doctor Radio Reports: Coronavirus", SiriusXM
» Verywell COVID-19 Vaccine Sentiment Tracker, Dotdash.Meredith

BEST FOOD REALITY SERIES/SPECIAL

» Bobby and Giada in Italy, discovery+
» Cocktails and Tall Tales With Ina Garten and Melissa McCarthy, discovery+
» Diners, Drive-Ins and Dives, Food Network
» Luda Can't Cook, discovery+
» Well Done with Sebastian Maniscalco, discovery+

BEST HOLIDAY/STUNT PROGRAMMING

» Chocolate Meltdown: Hershey’s After Dark, Food Network
» Halloween Baking Championship, Food Network
» Halloween Wars, Food Network
» RuPaul’s Drag Race LGBTQ Herstory Month, Paramount
» You'll Be Home For Christmas, Glass Entertainment Group and Crybaby Media

BEST LIFESTYLE REALITY SERIES

» MTV’s Lifestyles of the Biggest Standoms, Paramount
» Out of the Closet (Season 4), MTV Entertainment Group, Paramount
» Sparking Joy with Marie Kondo, Netflix

BEST NATURE DOCUMENTARY SERIES/SPECIAL

» Botswana: The Last Wildlife Paradise, Family Central Explorer, CONDISTA
» Fear on the Savannah, Family Central Explorer, CONDISTA
» Return of the Wolves, Family Central Explorer, CONDISTA
BEST OF THE BEST
2022 FINALISTS

BEST PODCAST
» Art Bust: Scandalous Stories of the Art World, Universal Studio Group
» Artifactual, 1895 Films
» Close to Death, USG Audio a division of Universal Studio Group
» Do You Know Mordechai?, Universal Studio Group
» The Followers: Madness of Two, Universal Studio Group

BEST PRESCHOOL SERIES
» Blue’s Clues & You, 9 Story Media Group
» Ryan’s Mystery Playdate, pocket.watch and Sunlight Entertainment
» The Day Henry Met on Kids Street, CONDISTA
» Wissper on Kids Street, CONDISTA
» Word Party, The Jim Henson Company

BEST SERIES FOR KIDS 5-11
» Bobby & Bill on Kids Street, CONDISTA
» Club Mundo Kids, Exile Content Studio
» Impossible Science, WonderFirst and Sony Pictures Television
» Ryan’s Mystery Playdate, pocket.watch and Sunlight Entertainment

BEST SHORT FORM CONTENT (5-15 MINUTES)
» A Face For Her People, CBS Sports
» Byrdie Crowned, Dotdash.Meredith
» Meaning in Music, Paramount
» RuPaul’s Drag Race S13 Live Finale Reaction, Paramount
» Younger: Written on Water, Paramount

BEST SHORT FORM CONTENT (UP TO 5 MINUTES)
» Fix Me a Plate, Food Network Digital
» Nation’s Oldest Park Ranger Remembers World War II Heroines, AccuWeather TV Network
» Reaching Beyond Basketball, CBS Sports
» The Juneteenth Menu, Food Network Digital
» VMAnimation, MTV Entertainment Group, Paramount

BEST SOCIAL JUSTICE DOCUMENTARY SPECIAL
» 144, ESPN Films/ESPN
» Forgotten Genocides: The Sin of Silence, RT America
» With One Voice: Fighting Hatred Together, Produced by ATTN: and MTV, ATTN:

BEST SPORTS-RELATED DOCUMENTARY SERIES
» #EmpowHER New York Jets High School Girls Flag Football Docuseries, New York Jets
» In the Current, Tampa Bay Buccaneers
» One Jets Drive Season 4, New York Jets
MARKETING

BEST AD TECH SOLUTION
» Beachfront
» Gamut
» Innovid
» Premion
» Xandr Curate

BEST BRANDED CAMPAIGN FOR BROADCAST/CABLE TV
» 2021 Kids’ Choice Awards, Nickelodeon
» Family Central Explorer Re-Brand, CONDISTA
» Love It Like the First Time, beIN Sports
» Tunnel to Towers Memorial Day Special, Fox News Media
» Visible, R&CPMK

BEST BRANDED CAMPAIGN FOR DIGITAL PLATFORM
» CW WALKER: The Real Texas Rangers, Fox News Media
» NHL Campaign on Portable, TVT&R Productions
» #OldtheMovie Influencer Campaign, Universal Pictures/Open Influence
» Tanqueray Sevilla Orange x Joe Jonas - ‘Today’s Forecast: Sunshine in a Glass’, NVE Experience Agency

BEST BRANDED INTEGRATION FOR BROADCAST/CABLE TV
» “Christmas in Evergreen” Nestle Tollhouse Integration, R&CPMK
» Love It Like the First Time, beIN Sports
» Tunnel to Towers Memorial Day Special, Fox News Media

BEST DIVERSITY AWARENESS CAMPAIGN
» Convos with CEOs, TARGET/YouTube/Open Influence
» Hulu x ATTN: Mom and Pop Stories, ATTN:
» LGBTQ Vignettes, CBS Sports
» Nick Stands - Vision Board for America, Nickelodeon
» Onyx Family Dinner, Pocket.Watch

BEST MARKETING CAMPAIGN FOR A TV SERIES, SPECIAL OR MOVIE
» 2021 Kids’ Choice Awards, Nickelodeon
» AHS Night Bites Bakery, NVE Experience Agency/FX
» Countdown to Christmas, Hallmark Channel/Crown Media Family Networks
» Ultimate Cowboy Showdown Season 2, INSP
» VH1’s RuPaul’s Drag Race Season 13, Paramount

BEST SOCIAL GOOD AWARENESS CAMPAIGN
» FlyQuest Creates MeQuest to Build Positive Mental Health Habits, FlyQuest
» Kid of the Year Campaign, Nickelodeon
» Stand-Up for Your Mental Health, Comedy Central/MTV Entertainment Group, Paramount
BEST OF THE BEST 2022 FINALISTS

BEST SOCIAL MEDIA CAMPAIGN
» 2021 Kids’ Choice Awards, Nickelodeon
» Countdown to Christmas
» Hallmark Channel/Crown Media Family Networks, NBA’s First-Ever Creator House
» NVE Experience Agency/NBA, RuPaul’s Drag Race All Stars 6– Queen RuVeal, Paramount
» Wild ‘N Out, Paramount

BEST USE OF VIDEO/SOCIAL PROMOTION
» 2021 Kids’ Choice Awards, Nickelodeon
» JoJo Siwa: Over the RainBOW at Walmart, Paramount
» Tanqueray Sevilla Orange x Joe Jonas - ‘Today’s Forecast: Sunshine in a Glass’, NVE Experience Agency
» The Challenge x Cameo Campaign, Paramount
» The Real World Opening Credits Generator, 8908 Paramount

PEOPLE

BEST DIVERSITY & INCLUSION PRACTICES
» AccuWeather Inclusive Journalism Taskforce, AccuWeather TV Network
» MTV’s Following: Bretman Rock, MTV Entertainment Group, Paramount
» NBCU News Group Coffee Chats, NBCU News Group
» Wavemaker’s Ildi Conrad for Best Diversity & Inclusion Practices, Wavemaker

BEST TV/VIDEO HOST FOR COMPETITION-BASED REALITY SERIES
» Alex Guarnaschelli, Food Network
» Anne Burrell and Carla Hall, Food Network
» Bobby Flay, Food Network
» Guy Fieri, Food Network
» Trixie Mattel (RuPaul’s Drag Race The Pit Stop Season 13 + All Stars 6), Paramount

BEST TV/VIDEO HOST FOR HOLIDAY/STUNT/SPECIAL
» Devyn Simone: The Challenge Aftermath Live, Paramount
» Eddie Jackson and Ree Drummond, Food Network
» Hanna Dickinson: Stand-Up for Your Mental Health, Comedy Central/MTV Entertainment Group, Paramount
» Jeff Ross, LiveXLive
» Sunny Anderson, Food Network

BEST USE OF AN INFLUENCER
» Convos with CEOs, TARGET/YouTube/Open Influence
» IKEA’s Four Weeks of Wonder, Wavemaker
» Love, Diana, pocket.watch
» Spring Shopper Program, Nickelodeon/Paramount
» Under the Influence of Sven Johnson, Comedy Central, Paramount
We invite you to join us at our events and awards ceremonies taking place throughout the year, to learn from and celebrate industry insiders paving the way in media, sports and esports.

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<td>February 24, 2022</td>
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<td>OTT Virtual Conference</td>
<td>March 8, 2022</td>
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<td>Finally: End-to-End Media Workflow Solutions Debunked!</td>
<td>March 24, 2022</td>
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<td>TBC November</td>
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*Dates subject to change

To learn more about our events and awards programs, please visit https://www.cynopsis.com/awards-events/