

FOR IMMEDIATE RELEASE  
Press Contact:  
Chris Dilorio  
Phone: 310.854.4866  
Email: cdilorio@bncpr.com

## **ACADEMY OF TELEVISION ARTS & SCIENCES SELECTS BNC PUBLIC RELATIONS AS AGENCY OF RECORD**

North Hollywood, California – (November 11, 2009) – After an extensive search, the Academy of Television Arts & Sciences announced that it has hired BNC Public Relations and Marketing as their agency of record for 2010. The announcement was made by John Shaffner, Chairman and CEO of the Television Academy.

BNC will oversee all media relations for the Television Academy. This includes the 2010 Primetime Emmy® Awards, the Creative Arts Emmy Awards, Los Angeles Area Emmy Awards, Television Hall of Fame Ceremonies, Television Academy Honors, membership activities, *emmy* Magazine, as well as day-to-day corporate communications.

"There was tremendous interest in representing our account," said John Shaffner, Chairman and CEO of the Television Academy. "We believe BNC's breadth of experience in the areas of talent, events management, television and new media, along with their knowledge of consumer lifestyle branding, is the perfect public relations fit and will serve us well as we move into a new decade."

"The Television Academy and the Emmy brand are one of the most recognized and respected entertainment brands in the world," said Michael Nyman, Chairman and CEO of BNC. "We look forward to helping guide the Academy's image during such a transformational time."

BNC Executive Vice President Lewis Kay will oversee the account with Joanna Cichocki and Lauren McGee leading red carpet event publicity and Chris Dilorio managing the Academy's corporate communications.

### **About the Academy of Television Arts & Sciences**

The Academy of Television Arts & Sciences, founded in 1946 at the birth of the medium, is a non-profit organization devoted to the advancement of telecommunication arts, sciences and creative leadership. Known for recognizing outstanding programming through its Primetime Emmy® Awards, the Television Academy also publishes *emmy* Magazine. Its charitable Foundation, meanwhile, operates the Archive of American Television, College Television Awards, acclaimed student internships and other educational outreach programs. For more information on the Academy of Television Arts & Sciences, its many industry-related programs and services, including year-round events, please visit [www.emmys.tv](http://www.emmys.tv).

## **About BNC (Bragman Nyman Cafarelli) Marketing and PR**

Pioneers in the strategic development and use of non-traditional marketing and PR solutions, BNC is a leading national firm operating throughout the lifestyle/pop culture and entertainment arenas. With offices in Los Angeles and New York and a staff of more than 120, the company executes brand-based marketing programs, integrating such core competencies as media relations, event marketing, influencer outreach, product integration and sponsorships and grassroots promotions. BNC represents more than 100 celebrity clients, numerous television campaigns, entertainment companies and produces and/or publicizes nearly 200 events a year. In addition, BNC represents companies across such sectors as fashion, automotive, beauty, hospitality, wines, spirits, beer, gaming, wireless, retail, finance, publishing and sports. For more information on BNC and its clients, please visit [www.bncpr.com](http://www.bncpr.com)

###