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City of Bristol/Nutmeg TV Receives National Award for “Uniquely Bristol” Television Show

(June 4, 2018) – Even though the City’s only official television show is less than a year old it has received a prestigious national accolade. The 39th Annual “Telly” Awards named their latest winners this week, and December’s edition of “Uniquely Bristol” was recognized with a Bronze Award in the “Not for Profit – General” category. The “Telly” Awards annually showcases the best work created within television and across video, for all screens. Receiving over 12,000 entries from all 50 states and five continents, “Telly” Award winners represent work from some of the most respected advertising agencies, television stations, production companies, and publishers from around the world.

“Uniquely Bristol’ has become one of the centerpieces of the City’s marketing program because it highlights the human interest stories and features of our City. The show illustrates the reason Bristol is such a great place to live and work – the people, businesses, and non-profit organizations,” said Bristol Mayor Ellen Zoppo-Sassu. “Our partners at Nutmeg TV have been fantastic in bringing City government to life by broadcasting our council meetings and now are helping us produce a monthly show that illustrates the fabric of our community.”

Uniquely Bristol, which began in September 2017 airs four times a week each month on Nutmeg TV. The Bristol Development Authority’s marketing and public relations specialist Mark Thomas created the show and is also the host and executive producer. The award-winning episode that was recognized had a “caring” theme and featured the Zion Lutheran Church “Meals for Neighbors” soup kitchen and Imagine Nation, A Museum Early Learning Center. According to Nutmeg TV Executive Director Joanie Sutter, the show is truly a team effort.

“On behalf of Nutmeg TV’s Board of Directors, our congratulations to Bristol Development Authority’s Justin Malley and Mark Thomas along with Nutmeg TV’s production team on this national win. The combined effort to meet this goal and reach the top took hard work, creativity, dedication, and a team hungry for the challenge,” said Sutter. “Mark has truly reached a public relations and marketing pinnacle with this work. Our special thanks to the Mayor and BDA for their support of this project and special congratulations to Mark for the fantastic results. What a huge success for the program guests, members of the team, and to the people of Bristol for the recognition of such a prestigious award.”

Thomas has an undergraduate degree in broadcasting but says the show's marketing value goes beyond the broadcast on Nutmeg TV because each show is promoted through Facebook, Twitter, YouTube and Instagram via the BDA's and Nutmeg's social media outlets. The show is available On Demand reaching 82,000 households on: Comcast Channels 5 & 1070, Frontier Channel 6060, and On Demand at www.nutmegtv.org and Nutmeg TV's YouTube channel and on the City's BristolAllHeart.com website and the All Heart YouTube channel. Anytime, Anywhere and Any Device is how you can watch "Uniquely Bristol."

"We just kept hearing about all of these fascinating stories that needed to be told. The people and organizations are the stars of the show. The best part is that we have so many more to tell," said Thomas. "It is a lot of work but it doesn't get old. The crew at Nutmeg TV are truly some of the most capable and hardworking professionals I have ever worked with."

This is Nutmeg TV's third Telly and the second for Thomas. The awards are judged by members of the Telly Awards Judging Council, a group of over 200 working industry leaders who have previously won Telly Awards, and as such, have demonstrable expertise in the categories they review.

The award program was founded in 1979 to honor excellence in local, regional, and cable television commercials with non-broadcast video and television programming added soon after. With the recent evolution and rise of digital video (web series, VR, 360 and beyond), the Telly Awards today also reflects and celebrates this exciting new era of the moving image on and offline.

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About the Bristol Development Authority. *The Bristol Development Authority (BDA) works to improve the physical, economic, and social environment of the Bristol community by serving as the primary governmental organization dedicated to promoting commercial development, to preserving and improving the City's housing stock, and to securing and administering the resources required to carry out these goals. The BDA is overseen by an appointed nine-member Board of Commissioners which governs economic and community development policies for the City. For more information, log onto www.bristolallheart.com or by email to bda@bristolct.gov.*

About Nutmeg TV. *Nutmeg Public Access Television, Inc. (Nutmeg TV) operates exclusively as an educational, not-for-profit corporation to provide quality and innovative public access, community, educational and government television programming to the eight towns of Avon, Berlin, Bristol, Burlington, Canton, Farmington, New Britain, and Plainville. Nutmeg TV reaches 82,000 households on: Comcast Channels 5 & 1070, Frontier Channel 6060, and so many more On Demand at www.nutmegtv.org.*

