

A blue-tinted aerial view of the Philadelphia skyline at dusk. The image features several prominent skyscrapers, including the Comcast Center and the Philadelphia City Hall. The FOX 29 logo is overlaid in large, white, bold letters. The background has a subtle geometric pattern of overlapping circles and triangles.

FOX 29

PHILADELPHIA

PROMAX2018



THE APPROACH

- **CAPTURE EMOTION**
- **INFORM** AND **ENGAGE**
- **TELL** DON'T **TEASE**

THE PROCESS

- SELECT COMPELLING SOUNDBITES
- BUILD A STRONG SCRIPT
- IDENTIFY KEY TAKEAWAYS
- ADD EMOTION WITH MUSIC
- YES, LEGAL
- EDIT WITH IMPACT
- REWATCH AND TWEAK



THE GOAL

ON-AIR

- CUT THROUGH THE NOISE
- CAPTURE STRONG EMOTION
- SELL BY STYLE NOT JUST STORY



THE GOAL

SOCIAL

- GRAB USER QUICKLY
- USE EASY-TO-READ TEXT
- ENSURE IT WORKS WITHOUT SOUND



THE GOAL

RADIO

- GRAB LISTENER'S ATTENTION
- MAKE THE STORY POP
- HIT TUNE-IN INFO HARD

A blue-tinted aerial view of the Philadelphia skyline at dusk. The image features several prominent skyscrapers, including the Comcast Center and the Philadelphia City Hall. The FOX 29 logo is overlaid in large, white, bold letters. The background is a dark blue gradient with geometric shapes.

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