



NEW YORK'S VERY OWN

Client: PIX11
Title: The Next Big Story
RT: :30

ANNC:

THE NEXT BIG STORY...IS OUT THERE.

ITS THE STORY YOU HAVE TO DIG FOR.

YOU WORK THE STREETS...YOU WORK YOUR CONTACTS.

IT'S ABOUT WHO YOU KNOW...WHO YOU TRUST...AND WHO TRUSTS YOU.

YOU WORK FOR NEW YORKERS.

YOU DON'T NEED A BIG TEAM.

YOU NEED GUTS...COMPASSION....

AND THE COURAGE TO FOLLOW THE STORY, NO MATTER WHERE IT TAKES YOU.

PIX 11 NEWS - NEW YORK'S VERY OWN.

WHO HELPED YOU TODAY?

DESCRIPTION: Powerful, yet understated. Authoritative, yet approachable. Authentic, thoughtful accountable to the people of New York.