



## WUTV Buffalo Debuts Quarantine Theater

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â€ˆWith TV station promotion teams working from home, resources are limited when it comes to producing new work. But if necessity is the mother of invention, creative teams are finding ways to keep things fresh even when they can't go out and shoot new footage.

To that end, the promotion team at Fox affiliate WUTV Buffalo produced this spot, titled "Quarantine Theatre," starring marketer John Lauffer's kids as characters from Warner Bros.' off-network sitcom The Big Bang Theory, which airs on the station every weeknight at 6 p.m. ET.

Warner Bros. liked the spot so much, it awarded the station \$5,000 as part of its Show Us Your Funny campaign for stations that air Warner Bros.-produced off-net sitcoms, such as Big Bang, Two and a Half Men, Mom and more.

### CREDITS

WUTV Promotion Team, including John Lauffer (and his kids)

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