

2025 FORD HOLIDAY RIVER PARADE BROADCAST RUNDOWN



Broadcast Date: November 28, 2025 7:00pm - 8:00pm CST

Revision Date: 11/30/2025

Hit Time	Seg Time	Event	Description	Sponsor	Dur:	Audio Source
7:00:00PM	8:32	Segment 1	PROGRAM_OPEN_nov_28		:45	3 PLAY
			Co-Anchor Talent Introduction	Ryan & Mandy	:45	Headsets
				Crowd Shots B-Roll		3 PLAY
			ALAMO_CITY_ARTS_BROLL			3 PLAY
			Lighting Ceremony		6:30	
			Chris Suchan - Stage Introductions			STAGE FEED
			Speaker - Mayor (1:00)			
			Buddy the Elf (3:00)			
			Turn on Lights / Toss to Break			
			PARADE_CAPPER_1		:05	XPRESSION
7:08:32PM	2:00	Break 1	Network Spot From Truck	FORD	:30	3 PLAY
			Network Spot From Truck	VISIT SAN ANTONIO	:30	3 PLAY
			Local		:30	
			Local		:30	
7:10:32PM	5:31	Segment 2	SPONSORS_L3RD.png		:05	
						Ryan & Mandy
			1. Buddy the Elf - Grand Marshal	Majestic Theatre	1:25	STAGE
			2. Sesame Street	Royal Public Schools	1:10	STAGE
			3. Nutcracker	Tobin Center	1:10	STAGE
			4. Movies Through The Decades	City of San Antonio	1:00	STAGE
			4B. Movies Through The Decades	City of San Antonio	1:00	STAGE
7:16:02PM	2:00	Break 2	Network Spot From Truck	THOMAS J HENRY LAW	:30	3 PLAY
			Network Spot From Truck	GO RIO CRUISES	:30	3 PLAY
			Local		:30	
			Local		:30	
7:18:02PM	6:02	Segment 3	SPONSORS_L3RD.png		:05	
			5. Deck the Halls	Cavender Cares	1:10	STAGE
			6. White Christmas	SA Parks Foundation	1:10	STAGE
			7. Home Alone	Rey Feo Scholarship	1:10	STAGE
			8. Gremlins	Rey Feo Scholarship	1:10	STAGE
			Ford Interview - Divina Dominguez		1:00	Hardwire Mic
7:24:04PM	2:00	Break 3	Network Spot From Truck	FORD	:30	3 PLAY
			Network Spot From Truck	VISIT SAN ANTONIO	:30	3 PLAY
			Local		:30	
			Local		:30	
7:26:04PM	5:14	Segment 4	SPONSORS_L3RD.png		:10	
			Parade			
			9. Polar Express	DoSeum	1:10	STAGE
			10. Texas Cavaliers	Texas Cavaliers	1:10	STAGE
			11. Santa's Workshop	Fiesta Commission	1:10	STAGE
			12. Frosty The Snowman	JW Marriott	1:10	STAGE
			Bump	Overhead Shot	:10	

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7:31:20PM	2:00	Break 4	Network Spot From Truck	JW MARRIOTT	:30	3 PLAY
			Network Spot From Truck	VISIT SAN ANTONIO	:30	3 PLAY
			Local		:30	
			Local		:30	
7:33:20PM	6:20	Segment 5	SPONSORS_L3RD.png		:10	
			Talent Welcome Back	Ryan & Mandy		Headsets
			13. The Nightmare Before Christmas	Longhorn Steakhouse	1:10	STAGE
			14. A Christmas Carol	Visit San Antonio	1:10	STAGE
			15. Christmas Vibes	SeaWorld San Antonio	1:10	STAGE
			16. Miracle on 34th St.	Drury Plaza	1:10	STAGE
					1:00	Hardwire Mic
			Interview - Visit San Antonio - Mario Bass - President & CEO		:10	
7:39:40PM	2:00	Break 5	Network Spot From Truck	FORD	:30	3 PLAY
			Network Spot From Truck	VISIT SAN ANTONIO	:30	3 PLAY
			Local		:30	
			Local		:30	
7:41:40PM	4:58	Segment 6	SPONSORS_L3RD.png		:10	
			Parade			
			17. A Very Muppet Christmas	Go Rio Cruises	1:10	STAGE
			18. Holiday Music	Fiesta Flambeau	1:10	STAGE
			19. Holiday Village	SA Gardenia Club	1:10	STAGE
			20. A Charlie Brown Christmas	Landry's	1:10	STAGE
			Toss to Break		:10	
7:46:38PM	2:00	Break 6	Network Spot From Truck	GO RIO CRUISES	:30	3 PLAY
			Network Spot From Truck	VISIT SAN ANTONIO	:30	3 PLAY
			Local		:30	
			Local		:30	
7:48:38PM	3:34	Segment 7	SPONSORS_L3RD.png		:10	
			Parade			
			21. A Christmas Story	Perry Homes	1:10	STAGE
			22. River Walk Christmas	Visit San Antonio/Royalty	1:10	STAGE
			Bump	Overhead Shot	:10	
7:52:12PM	1:00	Break 7	Network Spot From Truck	FORD	:30	3 PLAY
			Local		:30	
7:53:12PM	5:43	Segment 8				
			23. How the Grinch Stole Christmas	San Antonio River Authority	1:10	STAGE
			24. 12 Days of Christmas	Eva's Heroes	1:10	
			Chris Suchan Live Shot	(Pad for Time)		Hardwire Mic
			25 Santa	Ford	2:25	STAGE & NATS
			Wrap-Up & Good Bye		:35	
			CLOSING_BILLBOARDS_nov_28		:35	3 PLAY
			Copyright 2025 Visit San Antonio			
7:58:55 PM		Station Break			:60	
		Station ID			:05	