

WZTV-TV Launches New LOOK: "Devlin broke the mold with this set and we love it!"

Nashville, TN: [WZTV](#), in Nashville, TN, launch their new News Set on Monday, September 19th. WZTV is the second of three new News Sets, designed by [Devlin Design Group](#) for [Sinclair Broadcast Group](#), to be going live & fully High Definition. Their soft launch, which was last Sunday, went off to rave reviews from both the staff and the audience.

"This set rocks, and viewer feedback has been tremendous!" says [Roberta Petterson](#), WZTV's News Director. "Our set is high-tech, hip and really lets our anchors work the room. Viewers have seen instant benefit now that we have so many ways to showcase a story, all the monitors give us so many options to see clear, beautiful HD video and graphics. Our working weather set will be a huge factor during severe weather, allowing for team weather coverage and so many ways to visually warn viewers with radar, video and graphics in monitors and so accessible."

"WZTV represents the latest in next generation news sets by DDG, forward thinking, modern & high tech, while still incorporating personality & warmth to the design." [Dan Devlin](#), DDG's Creative Director

[Mark Nadeau](#), Director of TV Production for Sinclair Broadcast Group, had this to say about the new WZTV News Set; "We could not be more pleased with the very unique & versatile set that the team at Devlin Design Group designed & built for us at WZTV in Nashville. We are about to go on the air in Nashville with a set that is nothing like the stodgy traditional look of the other sets in this market. WZTV's set has the look, feel and fit of what is going on in today's high tech connected society. Devlin broke the mold with this set and we love it!"

The set, with all its movable, functional pieces and monitor walls, gives our station so many options for specials and local programming. The third of the trio of new Broadcast News sets for the Sinclair Group, [WGME-TV](#) in Portland, ME, will be installed in October.

DDG is a pioneer in HD broadcast set design. DDG's team of HD scenic designers created the first HDTV news set for WRAL-TV, the first U.S. station to broadcast in HD, in addition to award-winning broadcast set design for broadcasters and networks worldwide. The DDG pros are experts in creating TV news set design specifically for High Definition environments. See samples of their creative work at www.ddgtv.com DDG, creativity unleashed.

Tags: [WZTV](#), [Sinclair Broadcast Group](#), [DDG](#), [Devlin Design Group](#), [Broadcast Set Design](#), [Set Design](#), [TV Set Design](#), [HDTV](#), [News Set Design](#)

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