



FOR IMMEDIATE RELEASE

**NATIONAL
TELEVISION
ACADEMY**

**THE NATIONAL TELEVISION ACADEMY ANNOUNCES FINALISTS FOR 2003-2004
PUBLIC AND COMMUNITY SERVICE EMMY AWARDS**

Academy to Honor the Ad Council for Improving the Lives of Americans for the Past 61 Years with Campaigns Such as Big Brothers Big Sisters, United Negro College Fund, and U.S. Department of Health & Human Services Obesity Campaign

**COO & EVP, The New York Times Company, and Ad Council, Chair JANET ROBINSON To
Accept the Honor**

New York, September 15, 2004 – The National Television Academy today announced the finalists for this year's Public & Community Service Emmy Awards. The ceremony will take place at a luncheon on Thursday, October 21st, at the Rainbow Room in New York City where the awards for Community Service and Local and National Public Service Announcements will be presented.

The awards honor television professionals for programming that advances the common good. The Community Service Emmy is presented to a local television station or cable company for a campaign or series that provides an example of outstanding service to its community. In addition, two awards for Outstanding Public Service Announcement, one national and one local, are presented each year.

Nationwide panels of civic leaders and community service professionals chose the nominees. The eligibility period for submissions was the 2003 calendar year. Winners have been chosen by a blue-ribbon panel of judges composed of community leaders, educators, business people and artists.

"This year's entries are extremely impressive and reflect the dedication and continued concern that organizations have for bettering the communities they serve," said NTA President, Peter Price.

During the ceremony, the National Television Academy will pay special tribute to the Ad Council for improving the lives of Americans for the past 61 Years with Campaigns such as Big Brothers Big Sisters, United Negro College Fund, and U.S. Department of Health & Human Services Obesity Campaign. Each of these Campaigns will be represented during the event. COO & EVP, The New York Times Company, and Ad Council, Chair JANET ROBINSON will accept the commemorative crystal column to be presented by NTA President Peter Price.

Since 1942, the Ad Council, a non-profit organization based in New York City and Washington, DC, has marshaled volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities. The Ad Council has inspired several generations of Americans by raising awareness, inspiring action and saving lives for more than 60 years.

The nominees for the three categories are:

The 2003 Community Service Emmy:

- **KEYE-TV, Austin, TX- "Dealing With Depression: A KEYE Safe Family Special"**
- **WKRC-TV, Cincinnati, OH- "Finding Family"**
- **WRC-TV/NBC4, Washington, DC- "Get Healthy 4 Life"**
- **WETA, Arlington, VA- "WETA's Hometown Heroes"**

- **KNBC, Burbank, CA- “California Indians: Stories of a People”**
- **KRON-TV, San Francisco, CA- “Beating The Odds/Students Rising Above”**
- **KSDK, St. Louis, MO- “A Place to Call Home”**
- **WFLA-TV, Tampa, FL- “Hurricane Season 2003: Forecasting the Storm”**
- **WBNS-10TV, Columbus, OH- “Breaking The Cycle: A Town Hall Meeting with Dan Rather”**

The 2003 National Public Service Emmy:

- **Kaiser Family Foundation/Viacom, Menlo Park, CA- “Know HIV/AIDS: Little Reminders; Excuses, Bedroom”**
- **Church of Jesus Christ the Latter Day Saints/Bonneville Communications, Salt Lake City, UT- “By The Hour”**
- **Kaiser Family Foundation/MTV, New York, NY- “MTV/Kaiser Family Foundation: Condom Factory, Condom Testing”**
- **Kaiser Family Foundation/BET, Menlo Park, CA- “Rap It Up: Security, Pharmacy, Statistics”**
- **TV Land and Nick at Nite/MTV, New York, NY- “TV Land and Nick at Nite’s Family Table: Share More Than Meals: Special Moments #1; Time Together, The Whole Story”**
- **MTV, New York, NY- “Fight For Your Rights: Protect Yourself: Nightkids, Deli, Drugstore”**

The 2003 Local Public Service Emmy:

- **City of San Diego, San Diego, CA- “Think Blue: Roads to Beaches, Photo Mosaic, Don’t Trash Our Future”**
- **NYSERDA/DDB Seattle, Seattle, WA- “New Pet”**
- **WHDH/MASS State Police + Family of David Brennon/WFXT-TV, Scituate, MA- “David Brennon Seat Belt Safety”**
- **Banyan Communications, St. Charles, MO- “My Life”**
- **Apex Foundation/KCTS Television, Seattle, WA- “Parenting Counts: A Focus on Early Learning: Hypothesis Testing, Imitative Behavior, Parentese”**

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The Ad Council is a private, non-profit organization that marshals volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to deliver critical messages to the American public. The Ad Council produces, distributes and promotes thousands of public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventative health, education, community well being, environmental preservation and strengthening families.

The National Television Academy, whose total dedication is excellence, is a professional service organization for all aspects of the Television, Cable and Satellite industries. Its symbol of excellence, the Emmy, is awarded in six major national categories including Sports, News/Documentary, Daytime, and Technology. Local Emmys are given in nineteen regions across the United States. Beyond awards, the Academy has extensive educational projects, scholarships, publications, and major activities of impact to both industry professionals and the viewing public itself. For more information, please visit the website at www.emmyonline.tv.

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