



FOR IMMEDIATE RELEASE

**NATIONAL
TELEVISION
ACADEMY**

**THE NATIONAL TELEVISION ACADEMY ANNOUNCES FINALISTS FOR 2004-2005
PUBLIC AND COMMUNITY SERVICE EMMY AWARDS**

**Academy to Celebrate 50 Years of Television in New York, Honoring KATHERINE OLIVER, New
York Commissioner of Film, Television, and Theater
with
Special Tribute to The Partnership for a Drug-Free America**

New York, September 15, 2005 – The National Television Academy today announced the Nominees for this year’s Public & Community Service Emmy Awards. The awards will be handed out at a black tie dinner on Friday, October 21st, at the Marriott Marquis Hotel in New York City, where the Academy will be celebrating its 50th Anniversary.

The awards honor television professionals for campaigns that advance 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, three awards for Outstanding Public Service Announcements- one National, one Local, and one in a Sponsored Commercial are presented each year.

Nationwide panels of civic leaders and community service professionals chose the nominees. The eligibility period for submissions was the 2004 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 honor Katherine Oliver, Commissioner of the New York City Mayor's Office of Film, Theatre and Broadcasting. For nearly four decades, the Mayor's Office of Film, Theatre & Broadcasting (MOFTB) has been the central clearinghouse for the international production center here which provides 100,000 New York entertainment professionals with employment and generates just over \$5 billion annually.

The Academy will also pay special tribute to The Partnership for a Drug-Free America. The Partnership is a non-profit coalition from the communications industry best known for its award-winning media campaigns targeting drug abuse. Since 1987, when The Partnership began its groundbreaking media campaigns, the use of illicit drugs has fallen by more than 32 percent. Today, there are 7.4 million fewer people using drugs, thanks in part to the work of this fine organization.

The event will be televised on WNYC-TV Channel 25.

The nominees for the four categories are:

The 2004 Community Service Emmy:

- **WCVB-TV, Needham, MA- “Commonwealth 5”**
- **NBC4-TV, Burbank, CA- “Decision 2004: The Latino Vote”**
- **WJLA-TV, Arlington, VA- “15+ Make Time To Listen, Take Time to Talk About Bullying”**

- **KOIN-TV, Portland, OR - “Family Connection- Everybody Has A Story”**
- **WBNS-10TV, Columbus, OH- “Show You Care and Vote”**
- **WFOR-TV, Miami, FL- “Living Beyond Breast Cancer”**
- **WITI-TV Fox 6, Milwaukee, WI- “The Bully Project”**
- **KNXV-TV, Phoenix, AZ- “Take The Time To Talk”**

The 2004 National Public Service Announcement Emmy:

- **American Red Cross/Hill Holiday, New York, NY- “There Is A Place”**
- **American Red Cross/Hill Holiday, New York, NY - “There Is A Place: Blood Saves Lives; Support America; Prepare”**
- **Kaiser Family Foundation/BET, New York, NY - “Rap It Up: Number 1's; Street Team; Couch”**
- **Nickelodeon/MTV, New York, NY- “How To Be Well: Hidden Sugar; Fabulous Flatulence; Beware of Pie”**
- **Nickelodeon/MTV, New York, NY - “Fabulous Foods: Song; Basketball; Banana's Basketball”**
- **American Legacy Foundation/ Arnold Worldwide, Boston, MA - “Shards O' Glass”**

The 2004 Local Public Service Announcement Emmy:

- **Joe Torre Safe At Home Foundation/TBWA: Chiat; Day, New York, NY - “Your Fault”**
- **Joe Torre Safe At Home Foundation/TBWA: Chiat; Day, New York, NY - “Disclaimer”**
- **Minnesota Coalition Against Sexual Assault/Clarity Coverdale Fury, Minneapolis, MN - “Pranks: Tightly Whities; Airhorn; Water”**
- **CA Dept. of Health Services; TCS/ Ground Zero, Los Angeles, CA - “Undo: Bubbles”**
- **KGW, Portland, OR - “Northwest Newschannel 8 Great Food Drive: Hunger- What or If; Food Drive-Governor; Food Drive Talent”**

The 2004 Public Service Announcement in a Sponsored Commercial Emmy:

- **Governor's Highway Safety Office/Tennessee Department of Transportation/Chandler Ehrlich, Memphis, TN - “Booze It Enforcement: Kick A Bear”**
- **Oxygen Media, LLC, New York, NY - “Oh! Vote: Disappearing Women, Rest of America (Lights), Rest of America (Parachute)”**
- **Ad Council/ DDB Chicago, Chicago, IL- “Ad Council/After School Alliance: Sock Friend, Blow Fish, Jonesy Kitty”**

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As the first film commission in the country, the Mayor's Office of Film, Theatre & Broadcasting is the one-stop shop for all production needs in New York City, including free permits, free public locations and free police assistance. The agency markets NYC as a prime location, provides premiere customer service to production companies and facilitates production throughout the five boroughs. Whether production companies are shooting a feature film, a commercial, a television show or a music video, the Mayor's Office of Film, Theatre and Broadcasting serves as an invaluable resource on the New York City entertainment production industry.

The Partnership for a Drug-Free America® is a private, non-profit coalition of professionals from the communications industry. With deep roots in the advertising and media industries, and perhaps best known for its media campaigns targeting drug abuse, the Partnership exists to help kids and teens reject substance abuse by influencing attitudes through persuasive information. Major support for the Partnership is provided by the Robert Wood Johnson Foundation. All actors in The Partnership's ads appear pro bono through the generosity of the Screen Actors Guild and the American Federation of Television and Radio Artists.

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 Daytime, Sports, News/Documentary, Business and Financial Reporting, Public and Community Service, 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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