

## NOMINEES ANNOUNCED FOR THE FIRST EMMY AWARD

### FOR NEWS & DOCUMENTARIES ON INTERNET, CELLPHONES, PMPs

New York, N.Y. – July 13, 2006 – The National Academy of Television Arts & Sciences today announced the nominees for the first Emmy Award to be presented for original news and documentary programming created specifically for non-traditional viewing platforms, including computers, mobile phones, PMPs (personal media players) and similar devices. This new Emmy Award will be presented at a black tie gala at the 27th Annual News & Documentary Emmy Awards on Monday, September 25 at New York City's Marriott Marquis. Sponsors for the 27<sup>th</sup> Annual News & Documentary Emmy Awards include Grass Valley, a Thomson brand, and *Television Week*, the print partner.

The nominees are: **MTV News on [overdrive.mtv.com](http://overdrive.mtv.com)**: *The Diary of Gideon in Pakistan*; **[nationalgeographic.com](http://nationalgeographic.com)/National Geographic on [msn.com](http://msn.com)**: *Hurricane Katrina Batters Gulf Coast*; **[nytimes.com](http://nytimes.com)**: *Op Ed Special Report: The Forgotten Genocide*; **[nytimes.com](http://nytimes.com)**: *A Shifting Bolivia*; **[nytimes.com](http://nytimes.com)**: *Child Porn: Interviews with Justin Berry*; **[washingtonpost.com](http://washingtonpost.com)**: *Fueling Azerbaijan's Future*, and **[washingtonpost.com](http://washingtonpost.com)**: *Hurricane Katrina Coverage in New Orleans*. (Descriptions of the nominees follow this release.)

“All of the nominees represent an expansion of the franchise of highly respected news organizations – but in most cases they are news organizations that are not primarily known for their television news and documentary coverage,” said Peter Price, President/CEO of the National Television Academy. “This is indicative of the seismic change the television industry is going through, with the growth of the Internet, cellphones and portable media players as credible news and entertainment sources.”

“As more and more viewers get their news from the Internet, cellphones and their personal media players, it was gratifying to see that our news and documentary entries covered a broad spectrum from major events of the year – Hurricane Katrina and the war in Iraq – to major societal issues – child pornography, third world poverty, police surveillance,” added Av Westin, veteran ABC News executive and Co-Chairman of the National Television Academy's Awards Committee for News & Documentaries. “The entries also covered some areas that might not make the network evening news with any depth of coverage but issues that are equally worthy of examination.” Mr. Westin, who was instrumental in developing the competition guidelines for this new Emmy Award, also noted that the Emmy Awards' recognition of Broadband programming is being constantly evaluated and is expected to be expanded in the future.

This new Emmy Award for News & Documentary will mark the first time the National Television Academy has recognized original news and documentary programming first distributed on new media platforms. Earlier this year, the National Television Academy presented its first Broadband Award in the Daytime Emmy

Awards to *Live 8 on AOL*, produced by America Online. In May the Sports Emmy Awards for broadband was presented to *Off Mikes*, a webcast on ESPN.com.

"Consumers have the capability of seeing television anywhere, anytime," said Price in announcing the new awards last November. "And as the technology continues to develop, it will be content – news, sports and entertainment programming – that drives consumer demand. The National Television Academy wants to take a leadership position in encouraging and recognizing creativity in editorial content and video production for these emerging media."

The new Emmy Award was proposed by the Academy's National Awards Committee at its October meeting, and was approved by its Board of Trustees, in response to the burgeoning number of individuals and companies announcing plans to produce original programming for these media. Entries for this award must be original material made-for-broadband or made-for-mobile. These platforms include video blogs; website programs including journalistic reporting, event coverage or event analysis; mobisodes (short episodics created for mobile devices); video-on-demand and other video delivered over an IP network or platform such as wireless, broadband or VOD. Entries cannot be material originally produced for television viewing and then repurposed for the new media.

The new Emmy Award also will be presented later this year at the 2006 Business & Financial Reporting and Community and Public Service Emmy Awards ceremonies.

The National Television Academy is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy Award for News & Documentary, Sports, Daytime, Creative Arts, Public & Community Service, Technology & Engineering/Advanced Media and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, the National Television Academy has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at [www.emmyonline.tv](http://www.emmyonline.tv).

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A description of nominees follows:

***Nominees for Outstanding Original News & Documentary Programming  
Created for Non-Traditional Delivery Platforms***

***MTV News on overdrive.mtv.com: The Diary of Gideon in Pakistan***

In three unique segments, producer/reporter Gideon Yago covered the Oct 8, 2005 South Asian earthquake that left nearly 87,000 people dead and 3.5 million homeless in India and Pakistan. The three segments, which include web reporting and online photo “flipbooks,” covered: “The University That Was,” a sobering tour of the devastation of Mazarrabfad University where 400 students died in two minutes; “Lending (Tech) Support,” a profile of two young Americans from Dallas who left school and flew to Pakistan in order to run an Internet service and communications center for relief workers and survivors; and “Portrait of a Family,” a look at life in a tent city refugee camp in Kashmir.

***[nationalgeographic.com/National Geographic on msn.com: Hurricane Katrina Batters Gulf Coast](#)***

Created as a series of webcasts that would fulfill the mission of National Geographic: to provide background and context that will enrich someone’s understanding of the story, even if they don’t access the story until years later – just as people save back issues of *National Geographic* magazine for later reference. This four-part series includes an impressionistic piece with no narration reviewing the havoc Katrina caused; a look at how Katrina formed from a tropical depression to a category five hurricane; an analysis of the topographic anomalies that made New Orleans so vulnerable and a day-by-day chronology of the worst week in News Orleans history.

***[nytimes.com: Op-Ed Special Report: The Forgotten Genocide](#)***

Nicholas D. Kristof, an Op-Ed columnist for The New York Times, created this Web documentary to illustrate the atrocities, supported by the Sudanese government, in the Dafur region of the Sudan, to use as multi-media Op-Ed pieces and build awareness of the steadily worsening situation across many different audiences. Because of safety concerns “The Forgotten Genocide” was shot with small cameras to avoid attention, and the multimedia feature was produced and edited on the flight out of the country. It was filed from Dubai to run with Kristof’s Op-Ed column in *The New York Times* on November 20, 2005.

***[nytimes.com: A Shifting Bolivia](#)***

In two web-exclusive pieces that ran with companion articles in *The New York Times*, the Times Andean reporter Juan Forero examines the policies of Evo Morales, the new president of Bolivia. Morales proposes to bring dramatic changes to the country; foremost on his agenda is to legalize coca, a staple of the indigenous culture and the prime ingredient in cocaine. Throughout the two videos, the camera shows the faces from the side of the drug war rarely seen on television, that of poor farmers who rely on coca for survival.

***[nytimes.com: Child Porn: Interviews with Justin Berry](#)***

When *The New York Times* reporter Kurt Eichenwald embarked on an investigation of the child pornography business he discovered a disturbing underground world involving teenagers running their own web cam pornography sites from the privacy of their own bedrooms. In a seven chapter exclusive broadband interview along with a companion article in *The New York Times*, Eichenwald interviewed 19-year old Justin Berry, who ran his own web cam pornography business for five years beginning at the age of 13. Constantly moving, relying on drugs and alcohol to stave off his desperation, Berry warily spoke to Eichenwald and ultimately decided to quit the business and cooperate with law enforcement, becoming a witness for the Justice Department. Although the child web cam pornography business has been historically difficult to penetrate, there is now an on-going federal prosecution based on the 1,500 customer files Berry turned over to prosecutors.

**washingtonpost.com: Fueling Azerbaijan's Future**

Supported by articles that ran simultaneously in *The Washington Post*, this web documentary explores how a nexus of issues – corruption, poverty, and a history of authoritarian rule – consistently disfranchises the people of this post- Soviet country. In the fall 2005, Azerbaijan, a strategically vital country that sits at the crossroads of Europe and Asia, was preparing for a parliamentary election that would test the democratic reform progress of its authoritarian government. Two journalists, Travis Fox and Philip Kennicott spent a month in order to bring this nation's story to a wide audience and focus attention on a country, which, given its huge oil reserves, will only be more and more important to the U.S.

**washingtonpost.com: Hurricane Katrina Coverage in New Orleans**

When Hurricane Katrina devastated the Gulf Coast, washingtonpost.com videojournalist Travis Fox set out with a goal: to capture the lives of the people who were still living through the ordeal in New Orleans. Working alone with a small digital camera under extreme conditions, Fox produced four character-driven vignettes of life in New Orleans during this historic event. These short documentaries, distributed on washingtonpost.com and on *The Washington Post's* innovative video podcast available on iTunes, provide a human element to the coverage of Katrina.

## Nominees with credits

### OUTSTANDING ACHIEVEMENT IN CONTENT FOR NON-TRADITIONAL DELIVERY PLATFORMS

\* **MTV News on overdrive.mtv.com**

*The Diary of Gideon in Pakistan*

Reporter

Gideon Yago

*overdrive.mtv.com*

Executive Producers

Dave Sirulnick, Jim Fraenkel, Ocean MacAdams, Michael Alex

Executive Producer MTV Digital

Ben Wagner

Supervising Producers

Ryan Kroft, Sean Lee, Angela Morganstern

Segment Producers

Ritesh Gupta, Andrew Millard, Chris Murphy, Daniel Montalto, Smita Shukla, Owen Leimbach

Editors

Anthony Cerniello, Pat Deriso, Ken Roeser, Rick Broat

Director of Photography

Nina Alvarez

\* **National Geographic Digital Media/National Geographic on MSN**

*Hurricane Katrina Batters Gulf Coast*

*nationalgeographic.com*

Executive Producer

Gil Pimentel

Senior Producer

Jeff Hertrick

Producers

John Aldrich, Craig Moorehead, David Newland

\* **nytimes.com**

*Op-Ed Special Report: The Forgotten Genocide*

*nytimes.com*

Op-Ed Columnist

Nicholas Kristof

Overseas Editor

Naka Nathaniel

\* **nytimes.com**

*A Shifting Bolivia*

*nytimes.com*

Reporter

Juan Forero

Senior Producers

David Rummel, Richard Tanner

Producer

Brent McDonald

\* **nyimes.com**

***Child Porn: Interviews with Justin Berry***

***nytimes.com***

**Reporter**

Kurt Eichenwald

**Senior Producer**

David Rummel

**Producer**

Jason Maloney

\* **washingtonpost.com**

***Fueling Azerbaijan's Future***

***washingtonpost.com***

**Producer**

Travis Fox

**Writer**

Philip Kennicott

\* **washingtonpost.com**

***Hurricane Katrina Coverage in New Orleans***

***washingtonpost.com***

**Senior Videojournalist**

Travis Fox