



FOR IMMEDIATE RELEASE

**THE NATIONAL TELEVISION ACADEMY ANNOUNCES THE WINNERS OF
3RD ANNUAL EMMY AWARDS FOR BUSINESS & FINANCIAL REPORTING**

Lifetime Achievement Award to CNN's Lou Dobbs

Andrew Heyward Gives Keynote Address on the Digital Revolution

New York, December 1, 2005 – The National Academy of Television Arts and Sciences today announced the winners of the Third Annual Emmy Awards for Business and Financial Reporting in a luncheon ceremony at Bloomberg LP's new New York headquarters.

Andrew Heyward, past president, CBS News, gave the keynote address, "It's News To Me," a look at how the digital revolution will affect television journalism. Also among the speakers were Peter Price, President, National Television Academy; Lex Fenwick, Chief Executive Officer, Bloomberg LP; Paul Steiger, Managing Editor, *The Wall Street Journal*, and Bill Small, Chairman, News and Documentary Emmy Awards, who presented the awards on behalf of the Academy.

Lou Dobbs, anchor and managing editor of *Lou Dobbs Tonight*, was honored with the Lifetime Achievement Award for Business and Financial Reporting. "Lou Dobbs is America's best known television business journalist," said Small, "who has for over a quarter of a century been a dominant figure in financial journalism, keeping viewers informed about the economic life of the U.S. and the world."

"The depth and breadth of financial reporting provides a tremendous public service to the viewing public," said Price. "This year's nominees covered many relevant topics from global trade to the growth of Internet companies to consumer issues like the real estate bubble and identity theft. We are proud to honor the very best of this coverage."

(more)

Business & Financial Reporting Emmy Awards 2

The breakdown of the awards by network, as compiled by the independent accountancy firm of Lutz and Carr, LLP, is:

CBS	3
PBS	2
A&E	1
ABC	1
CNN	1

A detailed listing of all awards by network follows this release. A complete list of winners, including individual credits, is available online at emmyonline.tv.

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 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.

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**3rd ANNUAL EMMY AWARDS FOR BUSINESS & FINANCIAL REPORTING
WINNERS BREAKDOWN BY NETWORK**

CBS 3

*Outstanding Interpretation and/or Analysis of a Business News Story –
Regularly Scheduled Newscast*

CBS News Sunday Morning: Home of the Range

*Outstanding Coverage of a Current Business News Story –
Newsmagazines & Long Form*

CBS News 60 Minutes: Google

*Outstanding Investigative Reporting of a Business News Story –
Newsmagazines & Long Form*

CBS News 60 Minutes Wednesday: Identities for Sale

PBS 2

*Outstanding Interpretation and/or Analysis of a Business News Story –
Newsmagazines & Long Form*

The NewsHour with Jim Lehrer: The Price of Oil: Winners and Losers

Outstanding Extended Coverage of a Business Story

Nightly Business Report: China's Emergence as an International
Economic Power

A&E 1

Outstanding Documentary on a Business Topic

Biography: The Google Boys

ABC 1

*Outstanding Coverage of a Current Business News Story – Regularly
Scheduled Newscast*

ABC World News Tonight with Peter Jennings: The Broken
Pension Promise

CNN 1

*Outstanding Investigative Reporting of a Business News Story—Regularly
Scheduled Newscast*

Ford Fires

THE NATIONAL TELEVISION ACADEMY

3rd ANNUAL EMMY AWARDS

FOR BUSINESS AND FINANCIAL REPORTING

Outstanding Coverage of a Current Business News Story-Regularly Scheduled Newscast

*** ABC World News Tonight with Peter Jennings**

The Broken Pension Promise

ABC

United Airline's historic default on its pension obligations begged the question: if United could default, was any plan or worker safe? For the 44 million Americans counting on a company pension for a secure retirement, it was a rude awakening. In a quick response to the crisis, ABC sent some of its top correspondents out to bring light and scope to this tragedy of broken promises: National Correspondent Dean Reynolds, on the alarming number of companies "freezing" their pension plans; Business Correspondent Betsy Stark, on the many employers who now owe their workers more than their company is worth; and Washington Correspondent, Lisa Stark on the controversial bid by Delta and other struggling airlines to get some relief from their pension obligations.

** **Executive Producer**
Jonathan Banner

** **Producers**
Glen Dacy, James Hill, Monika Konrad, Dennis Powell, Christine Romo, Charles Herman

** **Correspondents**
Dean Reynolds, Betsy Stark, Lisa Stark

** **Senior Editor**
Peter Jennings

** **Anchor**
Charles Gibson

THE NATIONAL TELEVISION ACADEMY

3rd ANNUAL EMMY AWARDS

FOR BUSINESS AND FINANCIAL REPORTING

Outstanding Investigative Reporting Of A Business News Story-Regularly Scheduled Newscast

* CNN

Ford Fires

CNN

In a six-month long investigation, CNN exposed a dangerous problem with some Ford vehicles. CNN uncovered a document that reveals Ford Motor Company equipped 16 million cars and trucks with a part that could catch on fire even when the engine is turned off. CNN also landed an exclusive interview with the first family to file a wrongful death lawsuit. The series of three reports broadcast on CNN, CNN-International, CNN Headline News and CNN En Espanol. A few months after the reports aired, Ford announced the fifth largest recall in US history.

** **Executive Producer**
Tim Langmaid

** **Executive in Charge**
Steve Robinson

** **Producer**
Pia Malbran

** **Correspondent**
Drew Griffin

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Outstanding Interpretation and/or Analysis of a Business News Story- Regularly Scheduled Newscast

*** CBS News Sunday Morning**

Home of the Range

CBS

Fred Carl Jr., a local Greenwood, Mississippi builder, came up with a strange notion that people wanted big, hulking, fire breathing, restaurant-style ranges in their kitchen, at a time where everyone else was going the way of the microwave. No one thought much of his idea so he drew up plans, made a sketch and hired a couple dozen locals to help fabricate a prototype. The result was the high-tech, high-fashion, high-priced Viking range – a baby boomer favorite – each selling for \$3,000 - \$10,000. Annual sales are now estimated at \$300 million. With this explosive growth, Fred was advised to move his headquarters but he has kept his company in Greenwood, where it employs more than 1,000 people in a poverty-stricken area. He's rebuilding the dilapidated downtown, using the opera house as his corporate headquarters and building a luxury hotel, spa and a boutique bakery. Fred says he's a "local boy at heart." Would that every small town in American had a local boy like Fred Carl.

**** Executive Producer**

Rand Morrison

**** Senior Broadcast Producer**

Estelle Popkin

**** Senior Producers**

Gavin Boyle, Marquita Pool-Eckert

**** Producers**

Remington Korper, Amy Rosner

**** Correspondent**

Bill Geist

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*** CBS News 60 Minutes**

Google

CBS

In this comprehensive two-part profile of Google, *60 Minutes* provides something for viewers who are not particularly tech-savvy, as well as those who have followed the Google saga closely. Viewers who might never have even used Google learn where the company came from, who created it, how it makes money, and some of the ways in which it has changed the world. More tech-savvy viewers learn about the company's culture, its rigorous approach to hiring, the new products it's producing, and some of the controversies surrounding its search technology, including issues of privacy and accuracy of search results. The product of more than a year's effort, this report is a model company profile: sophisticated, yet with simple, approachable explanations of complicated technologies and ideas.

** **Executive Producer**
Jeff Fager

** **Executive Editor**
Patti Hassler

** **Senior Broadcast Producer**
Michael R. Whitney

** **Producer**
Rome Hartman

** **Correspondent**
Lesley Stahl

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Outstanding Investigative Reporting of a Business News Story-Newsmagazines & Long Form

*** CBS News 60 Minutes Wednesday**

Identities for Sale

CBS

“Identities for Sale” takes the viewer on a journey into the shadowy world of illegal immigration, where stolen identities are being bought and sold on the black market. Through an elaborate undercover investigation, and through extensive interviews with two illegal aliens from Mexico, *60 Minutes II* shows how easy it is to purchase a stolen identity and use it to obtain a job in the American heartland. Lack of jobs in rural economies in Mexico lead an estimated 2 million Mexicans to set off for the US. Those who are not caught at the border make their way to towns like Schuyler, Nebraska, where they are embraced by US employers eager to hire low-wage labor. During a three-month investigation, *60 Minutes II* showed how one of America’s largest meatpacking firms was employing illegal immigrants using stolen identities.

** **Executive Producer**
Jeff Fager

** **Executive Editor**
Patti Hassler

** **Senior Broadcast Producer**
Michael R. Whitney

** **Producer**
Draggan Mihailovich

** **Co-Producers**
Wendy Krantz

** **Correspondent**
Bob Simon

THE NATIONAL TELEVISION ACADEMY

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Outstanding Interpretation And/Or Analysis of a Business News Story- Newsmagazines & Long Form

*** The NewsHour with Jim Lehrer**

The Price of Oil: Winners and Losers

PBS

In this two-part series, NewsHour correspondent Paul Solman tackles the complicated economics behind rising oil prices. In part 1, Solman discusses the so-called “losers” of high oil prices. These range from the average consumer, to fiscally challenged companies like the airline industry to, surprisingly, oil producers. Producers may lose in the long-term because the boom in prices may well be followed by a bust. Part 2 comes to surprising conclusions about who wins from high oil prices. The biggest winner, Solman finds, is the environment, because high gas prices can serve as a catalyst for conservation and the development of alternative energy sources. Another potential winner is geopolitical stability. If high oil prices lead to less dependence on foreign oil, the necessity of armed conflict to fight for oil reserves diminishes.

** **Executive Producer**
Lester Crystal

** **Producer**
Lee Koromvokis

** **Managing Producer**
Patti Parson

** **Business Correspondent**
Paul Solman

THE NATIONAL TELEVISION ACADEMY

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FOR BUSINESS AND FINANCIAL REPORTING

Outstanding Documentary on a Business Topic

*** Biography**

The Google Boys

A&E

Google's meteoric rise to internet stardom is one of the great business sagas of our time. The sons of college professors, Larry Page and Sergey Brin – two brainy Stanford University grad students who founded the company – say their goal was to make the entire world's information searchable and instantly accessible. At last count, they were answering 200 million queries a day. As with the invention of the internet, it's changing our lives in ways we couldn't imagine. Google became the world's number one search engine because it returned better, more relevant search results faster than the competition. How it does that is a secret, but enough is known among search engine experts to unlock some of the mysteries of this conceptually simple yet infinitely complex software.

** **Executive Producers**
Tom Seligson, Peter Tarshis

** **Producer**
Michael Joseloff

THE NATIONAL TELEVISION ACADEMY

3rd ANNUAL EMMY AWARDS

FOR BUSINESS AND FINANCIAL REPORTING

Outstanding Extended Coverage of a Business Story

*** Nightly Business Report**

China's Emergence as an International Economic Power

PBS

Until late 2004, Americans were likely to see China mainly as a huge untapped market for Western firms. But then in early 2005 this (politically) communist nation seemed to turn the tables. Chinese manufacturers began to account for a larger share of both low-end *and* high-end goods worldwide. Soon Chinese companies were not only taking on American firms on their own terms, they were *taking over* American firms themselves. By mid-2005, China was regarded as an economic power to be reckoned with. In this series *Nightly Business Report* covers the steps that led to this startling transformation and the American reaction to it, and goes on to find out *why* China made the decision to go beyond its borders to become a major force on the global economic scene.

** **Senior Producer**
Wendie Feinberg

** **Washington Bureau Chief**
Darren Gersh

** **New York Bureau Chief**
Scott Gurvey

** **Managing Editor**
Rodney Ward

** **Producer**
Stephanie Dhue

** **Reporter**
Nick Mackie