

FOR IMMEDIATE RELEASE



**NATIONAL
TELEVISION
ACADEMY**

**THE NATIONAL TELEVISION ACADEMY ANNOUNCES THE WINNERS OF
THE PUBLIC AND COMMUNITY SERVICE EMMY AWARDS**

**Aspen Institute Honored By National Academy For Dedication to Fostering
Leadership on Issues of Global Concern**

Walter Isaacson, President and CEO of the Aspen Institute, Accepted the Honor

New York, October 23, 2003 – The National Television Academy announced the winners of this year’s Public and Community Service Emmy Awards on Thursday, October 23rd at a luncheon held at the Essex House in New York City. Over 100 broadcasters and public service organization representatives from across the U.S. gathered for the award ceremony.

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 program 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 also presented each year.

There were ten Community Service Emmy Award finalists, five National PSA finalists, and five Local PSA finalists. Each finalist was presented with a commemorative plaque. Emmy statues were presented to the three winners.

The results, tabulated by the independent accountancy firm Lutz and Carr LLP, follow:

Community Service Emmy Award winner: PBS/Banyan Communications, St. Charles, MO – “No Greater Love”

Designed to bring together dramatic human stories with a powerful call to action in the hope of broadening the public’s understanding and acceptance of organ donation and transplant.

National PSA Emmy Award winner: Public Interest Productions & MTV – “MTV Fight For Your Rights: Protect Yourself – Excuses: Roller Coaster, Shark”

Spots using smart comedy as a way to get the safe-sex message to a youth culture who have been exposed to the message their whole lives.

Local PSA Emmy Award winner: Various stations, Houston, TX – United Way of the Texas Gulf Coast – “One Houston United”

A campaign organized by the United Way of the Texas Gulf Coast to raise money to assist private citizens who suffered losses due to the devastating flood.

“The Public and Community Service Emmy Award ceremony is one of our most rewarding events as it highlights the television industry’s organizations, and their employees, who have dedicated their time and effort to community service,” said Peter Price, President of NTA. “The National Television Academy applauds the honorees and hopes this event will serve as a catalyst to motivate others to get involved in serving their communities.”

Panels of civic leaders and community service professionals from around the country chose the finalists. The eligibility period for submissions was the 2002 calendar year. Winners for the awards were chosen by a blue-ribbon panel of judges composed of community leaders, clergy, educators, businesspeople and artists.

During the ceremony, the National Television Academy paid special tribute to the Aspen Institute for its dedication to fostering enlightened leadership on issues of global concern. Walter Isaacson, President and CEO of the Aspen Institute, accepted the commemorative crystal column presented by NTA President Peter Price. The Aspen Institute is an international non-profit educational and public policy forum headquartered in Washington, DC, with campuses in Aspen, Colorado and on Maryland’s Eastern Shore. The Institute holds seminars and sponsors policy studies that seek to foster dialogue on a variety of global issues.

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The Aspen Institute is an international non-profit organization founded in 1950. Its mission is to foster enlightened leadership, the appreciation of timeless ideas and values, and open-minded dialogue on contemporary issues. Through seminars, policy programs, conferences and leadership development initiatives, the Institute and its international partners seek to promote the pursuit of common ground and deeper understanding in a nonpartisan and non-ideological setting. The Institute is headquartered in Washington, DC, and has campuses in Aspen, Colorado, and on the Wye River on Maryland's Eastern Shore. Its international network includes partner Aspen Institutes in Berlin, Rome, Lyon and Tokyo, and leadership programs in Africa. To learn more about the Institute or to sign up for one of its seminars, visit www.aspeninstitute.org.

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, Technology/Engineering, and International (through its International Academy). 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.org.

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