

THE NATIONAL ACADEMY OF  
TELEVISION ARTS & SCIENCES

---

AT 50 YEARS,  
A GOLDEN PAST WITH  
A PLATINUM FUTURE

---

MARRIOTT MARQUIS | NEW YORK  
OCTOBER 20-21, 2005





## GREETINGS FROM THE PRESIDENT



Dear Colleagues,

As we look backwards to our founding and forward to our future, it is remarkable how the legacy of our founders survives the decades. As we pause to read who composed Ed Sullivan's "Committee of 100" which established the Academy in 1955, the names resonate with not just television personalities but prominent professionals from theatre, film, radio, magazines and newspapers. Perhaps convergence was then simply known as collaboration.

The television art form was and is a work in progress, as words and pictures morph into new images, re-shaped by new technologies. The new, new thing in 1955 was television. But television in those times was something of an appliance—a box in the living room. Families circled the wagons in front of that electronic fireplace where Americans gathered nightly to hear pundits deliver the news or celebrities, fresh from vaudeville and radio, entertain the family.

The generation growing up on television today will find no family fireplace. They do not see television as an appliance or even a network, so much as something more literal that casts images on the screen. The images are now produced on desktops as well as studios, and the screens are in viewers' hands as well as in rooms. The protean shape of the medium bodes well for viewers as choice and competition transform the media industry.

As professionals, we struggle with understanding, harnessing, and exploiting the energy and opportunity. It is this organization's challenge to encourage and reward excellence in all aspects of our business in both its traditional forms as well as its emergence into major streams of new media, new languages, and new programming concepts. It is therefore most fitting that we honor during our trustees meeting this fall a number of exceptional people who have shaped our industry.

The new Chief Executive of The Walt Disney Company, Bob Iger, is leading a company founded on memorable images into a global enterprise of extraordinary impact, as he and his management fulfill the dreams and aspirations of generations. Our inductees into the Management Hall of Fame, Sig Mickelson and David Barrett, exemplify how individual leadership, then and now, will always be the essential agent of innovation.

Commissioner Katherine Oliver brings home our heritage to New York, once thought to have vacated its role as a major center of film and television production, but now emerging once again as not just a location but also a destination for creative talent. It is appropriate that the recognition of her accomplishments will take place in the context of our Public Service Emmy® Awards honoring the contributions of The Partnership for A "Drug Free" America as well as the television stations, networks and ad agencies that have invested themselves in their communities.

On behalf of our Chairman, Dennis Swanson, and all our Trustees, I extend our gratitude to our founders, our congratulations to our honorees, and our sincere thanks to all our members and our sponsors. Without them, these celebrations of excellence would not have been possible.

Sincerely,

Peter Price  
President & CEO  
The National Academy of Television Arts & Sciences

## ACKNOWLEDGEMENTS

### STAFF OF THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

Denise W. Burke Director of Awards  
Carolyn Grippi Chief Financial Officer  
Sheryl Katz Director of Communications  
Katharine Ordway Director of Special Events  
Rose Anderson Director of Production  
Paul Pillitteri Director of Chapter Relations  
Luke Smith Manager of Public & Community Service Awards  
Chrystal Ruley Graphics Manager  
Barbara Baker, Christine Chin, Delroy Binger, Tony Chin, Mike Grigaliunas, Samar Post Jamali, Tanya Thompson  
Additional Production Support  
Marc Bryan-Brown Photographer  
Gwenfair Vaughan Actor/Guest Presenter

### SPECIAL THANKS

JP Morgan Chase for their support in honoring Mr. Robert A. Iger, CEO, The Walt Disney Company  
*The New York Times* for sponsorship of the reception  
The Accounting Firm of Lutz & Carr, LLP  
Goodman Media  
Broadcasting & Cable and Multichannel News  
Our regional chapters for their continued support in this competition and to the community leaders of the greater New York metropolitan area who volunteered their time to judge this year's submissions.

### EXECUTIVE COMMITTEE

<b>Dennis Swanson</b> Chairman of the Board	<b>Peter O. Price</b> President & CEO	<b>Malachy Wienges</b> Treasurer
<b>Janice Selinger</b> Secretary	<b>Herb Granath</b> 1st Vice Chairman	<b>Darryl Cohen</b> 2nd Vice Chairman
<b>Harold Crump</b> Chairman's Representative	<b>Linda Giannecchini</b> Chairman's Representative	<b>Ibra Morales</b> Chairman's Representative
<b>Stanley S. Hubbard</b> Past Chairman of the Board		

### BOARD OF TRUSTEES

Bill Becker	Robert Gardner	Paul Noble
Betsy Behrens	Linda Giannecchini	David Ratzlaff
Mary Brenneman	Alison Gibson	Jerry Romano
David Burt	Allen E. Hall	Tim Ryan
Harvey Chertok	Bob Hamner	Larry Seary
Darryl Cohen	Jim Hollingsworth	Janice Selinger
Paul Corbin	Cherie Housley	William Snyder
Jeremy Desel	Jamie R. Jensen	Sue Ann Staake-Wayne
Jim Disch	Martha C. Kattan	Malachy Wienges
Phillip R. Dixon	Wyndham R. H. Lewis	Cynthia Zeiden
Laura Faber	Barbara Miller-Gidaly	
Robert Fransen	Evelyn Mims	

### NATIONAL AWARDS COMMITTEE

David Ashbrock, Chairman

Alan Beck, Mary Alice Dwyer-Dobbin, Linda Giannecchini, Charles Jablonski, Sheila Nevins, Steve Solomon, Sue Ann Staake-Wayne, Av Westin, Malachy Wienges

### TABLE OF CONTENTS

**Management Hall of Fame .....P. 4**  
David Barrett  
President and CEO, Hearst-Argyle Television Inc.  
Sig Mickelson  
President, CBS News

**Trustees Award Ceremony .....Pg. 6**  
Honoring Robert A. Iger  
Chief Executive Officer, The Walt Disney Company

**Celebrating 50 Years of the National Academy of Television Arts & Sciences ..... Pg. 8**

**Honoring Katherine Oliver .....Pg. 9**  
Commissioner of the New York City Mayor's Office of Film, Theatre & Broadcasting

**Public & Community Service Emmy® Awards**  
Plus a Special Tribute to The Partnership .....Pg. 9-10  
for a Drug-Free America

### NYC TV'S NIGHT AT THE EMMY'S: CELEBRATING 50 YEARS OF TELEVISION HISTORY



Ceremony will air/webcast on NYC TV as follows:

10/28/05	10:00pm EST - 12:00am EST
10/31/05	11:00am EST - 1:00pm EST
11/5/05	8:30pm EST - 10:30pm EST

<b>Channel 25</b> Time Warner	<b>Channel 22</b> Cablevision	<b>Channel 888</b> Direct TV
----------------------------------	----------------------------------	---------------------------------

Information about NYC TV 25 and NYC Media Group can be found at [www.nyc.gov/tv](http://www.nyc.gov/tv).



# MANAGEMENT HALL OF FAME

THURSDAY, OCTOBER 20, 2005

## DAVID J. BARRETT

PRESIDENT AND CEO  
HEARST-ARGYLE TELEVISION INC.



David J. Barrett, the President and CEO of Hearst-Argyle Television, is a television pro who is really a radio guy. The first 15 years of his career had little to do with TV, until Hearst gave him the chance to run WBAL-TV in Baltimore, in 1989.

The rest is history. Over the next eight years, Barrett and John Conomikes, the now-retired Chairman of Hearst-Argyle, built a powerful broadcasting group that eventually acquired the Pulitzer group of stations. And Hearst-Argyle hasn't looked back.

These are special stations. In 2004, WESH in Orlando, Fla. won both the prestigious George Foster Peabody Award and the duPont-Columbia Award. WCVB in Boston has also won a Peabody,

and so have WISN in Milwaukee and WBAL in Baltimore. That's an extraordinary record for any television group.

WDSU, the Hearst-Argyle station in New Orleans went off the air when Hurricane Katrina struck, but it quickly began serving the area again via the Internet. Soon, under Barrett's leadership, Hearst-Argyle also set up an employee disaster relief foundation to help WDSU employees put their lives back together. The Hearst Corporation, in addition to its own contributions, said it would match employee contributions up to \$500,000.

Making a difference seems to be in Barrett's corporate DNA. During the 2004 elections, Hearst-Argyle's Commitment 2004 was the company's way to get communities and viewers involved. It resulted in 65 hours of candidate or issue-oriented coverage in the 30 days prior to the election, and 29 local debates and other specials.

Barrett was named *Broadcasting & Cable's* Broadcaster of the Year in 2004, just one of several accolades he has received. He's a busy man. He serves on the boards of Maximum Service Television inc. (MSTV), the Center for Communications, the Broadcasters' Foundation and the Television Operators Foundation. Barrett is also chairman of the Federal Communications Commission's Media Security and Reliability Council.

He is past chairman of the board of governors for the ABC Television Affiliates Association. He also previously served on the board of directors of the National Association of Broadcasters (NAB) and the International Radio and Television Society (IRTS).

Almost more important than any of that, Barrett's a leader in the broadcasting business at a time of giant change in the industry. He speaks out forcefully on industry issues, and Hearst Argyle doesn't take a back seat in innovation, either.

Hearst-Argyle's HATSAT is the company's own dedicated satellite system, which allows stations to gather and share resources and to get information from the company's Washington news bureau to its 25-owned stations (and three others it manages). Hearst-Argyle owned or managed stations cover 18.2% of the country.

Barrett promises Hearst-Argyle isn't going to slow down. He said in an interview, "The level of competition won't slow, and figuring out how to meet the needs of our customers—both advertisers and viewers—is a continual process."

## SIG MICKELSON (IN MEMORIAM)

PRESIDENT  
CBS NEWS



He was the man who helped coin the term "anchorman." The late Sig Mickelson was a real television pioneer, being posthumously entered into the The Management Hall of Fame in 2005.

What a remarkable career. Not only was he the first president of the CBS News division, he is also one of the founders of the Radio-Television News Directors Association.

When Mickelson passed away at the age of 86 on March 24, 2000, former RTNDA board member Bob Priddy wrote a tribute that noted, among so many other things, that Mickelson was a guiding hand who helped Walter Cronkite become the legendary figure he is today.

There was something else about Mickelson, though. After World War II ended, some radio stations questioned why they should keep news departments. Mickelson, however, was a true believer. With Mickelson as the president of the infant RTNDA in 1949, the National Association of Broadcasters asked him to speak at the NAB's annual convention. As it turned out Mickelson spoke their language.

"He talked about money," Priddy wrote. Mickelson told the general managers, who had viewed news as a "necessary evil" to placate the FCC, that in reality, news was a moneymaker for local stations that would do it well.

Back then Mickelson was in Minneapolis, as the news director for WCCO radio. By the time the 1952 elections came around, he was at CBS, on his way to leaving his mark on the new TV medium. He was the president of CBS News from 1951 to 1961 and created history by helping to arrange the television debate between John Kennedy and Richard Nixon in 1960 that taught the public and politicians the true and building impact of television news.

When Mickelson wrote *From Whistlestop to Soundbite* recalling his career, he mused over the fact that he couldn't get the "first-string" CBS journalists interested in covering the 1952 conventions on TV. That's how he ended up with the somewhat less well-known Walter Cronkite. And it was because of the conventions that "anchorman" entered our lexicon.

"I visualized the 'anchorman' as the best-informed person at the convention," he wrote in his book. "All our communications lines would terminate with him. Reporters on the floor, in the wing or in downtown hotels would transmit to a desk that would screen information to be relayed to him."

Needless to say, Cronkite and the "anchorman" idea were big hits. Sig Mickelson, television pioneer, is a man who made a difference.



# THE TRUSTEES AWARD

THURSDAY, OCTOBER 20, 2005

## ROBERT A. IGER CEO OF THE WALT DISNEY COMPANY



For Robert A. Iger, the proud recipient of the National Academy of Television Arts & Science's prestigious Trustees Award for 2005, this night, as special as it is, can only be the second best thing that happened to him this fall. That's because on Sept. 30, Iger became the Chief Executive Officer of The Walt Disney Co., the legendary media and entertainment empire that is an American and worldwide institution.

When he was named to the position last March, Disney Chairman George Mitchell said Iger was "uniquely prepared" to lead the company.

Said Mitchell, "He brings a deep understanding of its culture, its heritage, its complex operations and its people. We believe that Bob's accomplishments and vision, his energy and integrity, his ability to lead and motivate, to champion and embrace new technologies, to expand into new geographic markets, and to preserve and extend the great heritage of Disney, make him the best choice to lead the company going forward."

Iger, characteristically, would be the first to point out that he's had plenty of help. "I've been fortunate to work with many talented, visionary and exceptionally dedicated individuals over my past three

decades in the television business, and I have learned an enormous amount from each and every one of them," Iger said. "I share this Trustees Award with all those friends and colleagues and with all those who will join us in the years ahead, who are equally committed to the standards of excellence advanced by the National Academy."

Sometimes quietly, and sometimes with bold strokes, Iger has left his mark on many parts of the Disney empire for years. He joined ABC in 1974 and over the past 31 years, has held a series of increasingly responsible senior management positions including serving as the president and chief operating officer of Capital Cities/ABC, where he was the point person for bringing together the merger of the network with Disney.

He also oversaw the broadcast television network and stations and the cable television business that includes ESPN and part-ownership positions with Lifetime, A&E and The History Channel.

Iger officially joined the senior Disney management team in 1996 as chairman of the ABC Group, and in 1999 was given the additional responsibility of President of Walt Disney International. A year later he was named President and Chief Operating Officer.

There were plenty of other ABC posts in between the very biggest ones. Indeed, from the time he was a child, Iger wanted to be a network correspondent. But after a brief fling in that direction, he gravitated to management and after a series of successful posts for ABC Sports, by 1989 was in charge of ABC Entertainment. Under his leadership, ABC moved from second to first in prime time during the 1994-95 season. (So far this season, Iger's ABC is looking good again. For the first two weeks of the season it's number one in 18-49 year old viewers.)

The job is fascinating, no doubt. From movie studios to Disneyland, from *Good Morning America* to *SportsCenter* and with future technologies that offer challenges and terrific opportunities, this is one award winner whose shiniest days are certainly still ahead of him. But it's not all glamour. A couple years ago, while most of Disney's brass was at the gala opening of the Walt Disney Concert Hall in Los Angeles, Iger told Time magazine, "I was looking for pirated videos in alleyways in China."

Tonight, Iger will receive his award from two old pals, Regis Philbin and CapCities/ABC Chairman and former CEO Thomas S. Murphy.

## PREVIOUS HONOREES OF THE TRUSTEES AWARD

- |                           |                    |                       |
|---------------------------|--------------------|-----------------------|
| FRANK A. BENNACK JR.      | EDWARD R. MURROW   | RALPH J. ROBERTS      |
| WALTER CRONKITE           | WILLIAM PALEY      | GENERAL DAVID SARNOFF |
| LEONARD GOLDENSON         | RICHARD D. PARSONS | DR. FRANK STANTON     |
| PRESIDENT JOHN F. KENNEDY | SUMNER REDSTONE    | BOB WRIGHT            |

## HONORARY VICE CHAIRS

- FRANK A. BENNACK JR.** Vice Chairman of the Board, The Hearst Corporation
- GARY BETTMAN** Commissioner, National Hockey League
- GEORGE BODENHEIMER** Co-Chairman, Disney Media Networks; President, ESPN Inc. & ABC Sports
- GUSTAVO A. CISNEROS** Chairman & CEO, Cisneros Group of Companies
- JOHN F. COOKE** President & CEO, Western Territories Group, LLC
- MICHAEL D. EISNER** Former CEO, The Walt Disney Company
- TOM FRESTON** Co-President & Co-Chief Operating Officer, Viacom
- HERB GRANATH** Chairman Emeritus, ESPN
- TED HARBERT** President & CEO, E! Networks
- TED HARTLEY** Chairman, RKO Pictures
- STANLEY S. HUBBARD** Chairman & CEO, Hubbard Broadcasting Inc.
- JAMES B. LEE JR.** Vice Chairman, JPMorganChase & Co.
- MARTIN LIPTON** Founding Partner, Wachtell Lipton Rosen & Katz
- SUSAN LYNE** President & CEO, Martha Stewart Living Omnimedia
- DINA MERRILL** Vice-Chairman, RKO Pictures
- BARRY MEYER** Chairman & CEO, Warner Brothers Entertainment Inc.
- THOMAS S. MURPHY** Chairman & CEO Emeritus, CapCities/ABC Inc.
- RICHARD D. PARSONS** Chairman & CEO, Time Warner Inc.
- SUMNER M. REDSTONE** Chairman & CEO, Viacom
- RALPH J. ROBERTS** Chairman of Executive & Finance Committee, Comcast Corporation
- JANET ROBINSON** President & CEO, The New York Times Company
- TERRY SEMEL** Chairman & CEO, Yahoo! Inc.
- DAVID J. STERN** Commissioner, National Basketball Association
- ANNE M. SWEENEY** Co-Chairman, Disney Media Networks; President, Disney-ABC Television Group
- PAUL TAGLIABUE** Commissioner, National Football League
- BARBARA WALTERS** Correspondent, ABC News
- HARVEY WEINSTEIN** Chairman, Weinstein Co.
- JIM WIATT** President, William Morris Agency
- BOB WRIGHT** Vice-Chairman, GE; Chairman & CEO, NBC Universal
- STRAUSS ZELNICK** ZelnickMedia
- JEFF ZUCKER** President, NBC Uni TV Group



# CELEBRATING 50 YEARS OF THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

Talk about a really big show. On November 15, 1955, a luncheon meeting was arranged in New York City by Ed Sullivan, attended by 50 of the biggest names in the television industry—executives, program producers, performing artists, directors, writers, craftsmen and other broadcasters.

Concerned about the future of television, which had only recently captured the attention and loyalty of the American public, these industry professionals began working to ensure that only the highest standards of excellence would prevail as television developed.



**IN 1960, THE NATIONAL ACADEMY TRUSTEES MET IN SCOTTSDALE, ARIZONA, AND POSED FOR THIS "CLASS SHOT."**

Front row (left to right): Louis Edelman, Gail Patrick Jackson, Harry Ackerman, Mike Wallace, Betty Furness. Second row: Paul Weston, Rod Serling, Lee Schulman, Syd Eiges, Loren Ryder, Henry White, Gene Blaupied, Peter Cott. Third row: Ken Leedom, Sandy Cummings, Thomas Freebairn-Smith, Frank Atlass, Bud Yorkin

With outstanding leaders, such as Walter Cronkite, Fred Allen, Charles Collingwood, Edward R. Murrow, Carl Reiner, Neil Simon, Mark Goodson and Basil Rathbone, the group of interested television professionals doubled within two weeks to become "the Committee of 100". They were committed to creating a National Television Academy.



**Ed Sullivan** helped organize the National Academy of Television Arts & Sciences and became its first president. He and the other founding members wanted to make sure there was an organization committed to fostering outstanding television and honoring it with the Emmy® Award.



There were few bigger names in the TV business in 1963 than **Jackie Gleason**, who was honored that year at a National Academy dinner.



**Carl Reiner**, a star of *Your Show of Shows*, was one of the original National Academy members.

By June 1957, a merger of the 3,000 members in New York and Hollywood became The National Academy of Television Arts & Sciences. Sullivan was elected the first National President.

Since those heady, early days, there has been extraordinary growth in number of members, number of chapters and in the depth and breadth of programs and services. Membership has multiplied to more than 13,000, making the National Academy the single largest television industry professional organization in the world.

Today the National Academy is composed of a national office headquartered in New York City and 20 chapters in cities across America. The chapters elect members to the Board of Trustees, the Academy's policy-making body.



Pictured third from the left in this 1959 National Academy meeting is a very young **Mike Wallace**. A couple seats to the right is **Walter Cronkite**.

The driving force behind this organization is the same that Ed Sullivan articulated at its beginning, "In the National Academy of Television Arts & Sciences we have a mighty arsenal of energy and know-how all aimed at bringing television and everyone in it nearer to the realization of its great potential. Not only the television industry, but the American people also are the beneficiaries."

The National Academy is 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® Awards in news, sports, daytime, technology, community and public service and local excellence.

And the National Academy goes beyond applauding the leaders of today. The National Academy of Television Arts & Sciences, founded in 2002, is committed to education as a part of its larger mission of promoting excellence in broadcasting. Through scholarships and National Student Television, the Foundation is committed to inspiring a new generation of broadcast journalists, educating television viewers and advancing television best practices.



# CELEBRATING 50 YEARS OF TELEVISION IN NEW YORK CITY

## FRIDAY, OCTOBER 21, 2005

### KATHERINE OLIVER COMMISSIONER OF THE NEW YORK CITY MAYOR'S OFFICE OF FILM, THEATRE & BROADCASTING



Katherine Oliver's life journey took her from Bay Ridge, Brooklyn around the world and back home to City Hall. But this fast-talking New Yorker says her experience overseas was crucial to her success on her home turf.

Named by Mayor Michael Bloomberg as Commissioner of the New York City Mayor's Office of Film, Theatre & Broadcasting in 2002, Oliver is being honored on October 21st by the National Academy of Television Arts & Sciences for her service to the New York television community.

In her job, Oliver had an immediate impact. She started by responding to an age-old industry complaint: Getting a permit had been difficult and time consuming. She put the city's permit process online in her first month on the job.

She has also created what the department calls a "concierge service" to aid productions, helped develop the "Made in N.Y." incentive program that offers New York's first tax credits from the state, city and local marketing credits to promote New York-based productions. During her tenure, the city's film and television industry has rebounded from the dark days after 9/11—there were 23,321 shooting days last year up from 19,309 in 2003 and 14,858 in 2002. The National Academy President Peter Price recently proclaimed that Oliver's time on the job has been "perhaps the high point of TV production in New York in maybe the last 50 years."

Oliver, who studied both journalism and economics at New York University, came to this job via a circuitous route yet says, "everything I've done helped prepare me for this." Journalism had been her passion but she had studied business as fallback. When

she started, the broadcast world of business journalism was taking off and "presented a wonderful opportunity, especially because there were very few women in the field."

Oliver worked as a television and radio reporter for 1010 WINS-AM in New York, then on to WABC-AM, the old Financial News Network and CNBC before joining Bloomberg LP as an executive producer and on-air talent in 1992.

Today, as commissioner, she draws on those on-air skills all the time. "I speak for a living, whether it's in a small room negotiating with a few executives or before thousands of people at a conference," she says. "In those jobs I learned to write and then to communicate ideas clearly and succinctly."

At Bloomberg, Oliver had to be "hands-on" in everything from sales to marketing to management. She eventually advanced to general manager of Bloomberg Radio and Television and oversaw a staff of over 400.

It was Bloomberg himself who early on provided the most crucial lesson—one that was vital to his success as a businessman and to hers as commissioner. "He drilled the idea of customer service into my head," she recalls. "When I started as commissioner I made customer service priority number one...My strategy was to change what I could control."

She started by reorganizing the office, where there was just one computer and everyone else worked on typewriters. She simultaneously restructured jobs so that instead of three people (on a staff of 20) processing permits for films and television shows by hand she suddenly had seven people handling permits online.

Oliver has also redefined the agency's mission to inform the general public about this industry that generates \$5 billion annually and employs 100,000 New Yorkers, while strengthening the agency's ties to tourism as well. "We constantly reach out to the networks and studios," she says, pointing out that across different dayparts, formats and networks, there are 100 television shows shooting in New York City.

## 2005 PUBLIC & COMMUNITY SERVICE EMMY® AWARDS

### THE NOMINEES

#### LOCAL PUBLIC SERVICE ANNOUNCEMENTS

##### "Your Fault"

Joe Torre Safe At Home Foundation TBWA/Chiat/Day, Inc. Hungry Man  
Reaches out to children at risk in violent homes.

##### "Disclaimer"

Joe Torre Safe At Home Foundation TBWA/Chiat/Day, Inc. Hungry Man  
Addresses the emotional damage to children who witness domestic violence.

##### "Pranks: Tightly Whities/Airhorn/Water"

Minnesota Coalition Against Sexual Assault Clarity Coverdale Fury  
Raises awareness about date rape among teenage and collegiate males.

##### "Undo: Bubbles"

California Department of Health Services-TCS Ground Zero MJZ  
Addresses our perceptions about second hand smoking.

##### "Northwest News Channel 8 Great Food Drive: Hunger-What or If/Food Drive-Talent/Food Drive-Governor"

KGW-TV  
Shows how important private sector involvement is in the battle against hunger.

#### NATIONAL PUBLIC SERVICE ANNOUNCEMENTS

##### "There Is A Place"

American Red Cross Hill Holiday, NY

Encourages people to take personal responsibility for the future of the American Red Cross and influences them to give money, blood, and time.

##### "There Is A Place: Blood Saves Lives/Support America/Prepare"

American Red Cross Hill Holiday, NY

Addresses the lack of blood donors under the age of sixty.

##### "Rap It Up: Number 1's/Street Team/Couch"

Kaiser Family Foundation BET Drop Squad Villains

Encourages people of color under the age of 24 to communicate with each other more about AIDS and safe sex.

##### "How To Be Well: Hidden Sugar/Fabulous Flatulence/Beware of Pie"

Nickelodeon MTV

Parodies 1950's instructional videos to show children the relation between diet and health.

##### "Fabulous Foods: Song/Basketball/Banana's Basketball"

Nickelodeon MTV

Uses representatives of the food groups to explain the importance of a balanced diet.

##### "Shards O' Glass"

American Legacy Foundation Arnold Worldwide Biscuit Filmworks

Questions the tobacco industry's approach of running advisory commercials without changing their product.



# THE NOMINEES

## PUBLIC SERVICE ANNOUNCEMENT IN A SPONSORED COMMERCIAL

### “Booze It Enforcement: Kick A Bear”

Governor's Highway Safety Office Tennessee Department of Transportation  
Chandler Ehrlich Piranha Pictures

Uses humor to combat drunk driving and to reduce the number of alcohol related fatalities, injuries, and economic loss resulting from traffic crashes.

### “oh! Vote: Disappearing Women/Rest of America (Lights)/Rest of America (Parachute)”

Oxygen Media, LLC

Encourages the 20 million young women who did not vote in the 2000 Presidential election to take part in the political process.

### “Ad Council/After School Alliance: Sock Friend / Blow Fish / Jonesy Kitty”

Ad Council DDB Chicago Blink USA

Teaches teens the importance of being involved in after school programs.

## COMMUNITY SERVICE CAMPAIGNS

### “Take The Time To Talk”

KNXV-TV, Phoenix, AZ

Educates parents in Phoenix, Arizona about drug use, empowers them to talk with their teens, and offers solutions to combat drug abuse.

### “Living Beyond Breast Cancer”

WFOR-TV, Miami, FL

Traces all of the steps in the journey of a “BRCA” cancer survivor from diagnosis and treatment to recovery and living beyond the disease.

## COMMUNITY SERVICE CAMPAIGNS (CONTINUED)

### “The Bully Project”

WITI-TV Fox 6, Milwaukee, WI

Offers advocacy and mediation initiatives for educators to shape new anti-bullying programs and policies in elementary schools.

### “Show You Care and Vote”

WBNS-10TV, Columbus, OH

Educates viewers on the importance of voter turnout in Ohio and in a non-partisan effort, highlights the Presidential candidates and the issues.

### “Commonwealth 5”

WCVB-TV, Needham, MA

Provides more than 450 local charities with a convenient way to collect donations, goods, and services.

### “Decision 2004: The Latino Vote”

KNBC-TV, Burbank, CA

Encourages Latinos to become more politically active as candidates and voters and educates viewers about voter rights and the political system.

### “15+ Make Time To Listen, Take Time to Talk About Bullying”

WJLA-TV ABC 7, Arlington, VA

Offers effective communication techniques to parents and caregivers whose children have been bullied by their peers.

### “Family Connection- Everybody Has A Story”

KOIN-TV, Portland, OR

Identifies local quality of life issues and then offers news stories, public service announcements, website support, and live phone banks to effect solutions.

## SPECIAL TRIBUTE

### THE PARTNERSHIP FOR A DRUG-FREE AMERICA

Though it is a TV commercial that dates all the way back to 1987, hardly anybody can forget the anti-drug message that “starred” fried eggs. “This is your brain,” the commercial began, showing a whole egg. And then, when the egg sizzled in a frying pan, the voiceover continued, “This is your brain on drugs.”

That may be the most famous commercial made for The Partnership for a Drug-Free America, but in its history it’s had over 700 produced by some of the biggest and most talented advertising agencies in the nation.

Perhaps you’ve seen the commercial in which a statue of classic Roman athlete crumbles to bits? It’s part of a campaign the Partnership began with Major League Baseball to dissuade young athletes from using steroids.

Have you seen the commercials in which parents seem to be reading cue cards advising them what to say to their kids about drugs? Again, the Partnership at work.

The work of The Partnership for a Drug-Free America is receiving a special tribute from the National Academy of Television Arts & Sciences, recognizing

the superb work it has done since its inception in 1986. You’ve had a chance to see the commercials because it’s the organization’s goal to get the equivalent of \$1 million in donated time or space per day. That kind of reach and frequency packs a powerful punch.

How big has it become? The Partnership is now the largest public service campaign in the history of advertising, and research shows that it has played a large role in reducing the use of illegal drugs in the United States.

Led by Stephen J. Pasierb, the president and chief executive, The Partnership has its roots in the advertising industry. Its initial funding, in fact, came from the American Association of Advertising Agencies.

The Partnership today receives major funding from the Robert Wood Johnson Foundation and support from more than 200 corporations, but accepts no money from manufacturers of alcohol or tobacco. All actors in Partnership commercials appear pro bono through the generosity of the Screen Actors Guild (SAG) and the American Federation of Television and Radio Artists (AFTRA).

