

FOR IMMEDIATE RELEASE



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

**Academy Celebrates 50 Years of Television in New York, Honoring New York
Commissioner of Film, Television, and Theater**

Special Tribute to The Partnership for a Drug-Free America

New York, October 21, 2005 – The National Television Academy announced the winners of this year’s Public and Community Service Emmy Awards on Friday, October 21st, at a black tie dinner held at the Marriott Marquis Hotel in New York City.

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 campaign that provides an example of outstanding service to its community. In addition, three awards for Outstanding Public Service Announcements, one Local, one National, and the new Public Service Announcement in a Sponsored Commercial were presented this year.

There were a total of five Local Public Service Announcements finalists, six National Public Service Announcement finalists, three Public Service Announcements in a Sponsored Commercial finalists, and eight Community Service finalists. Each finalist was presented with a commemorative plaque to congratulate them on their exemplary work. Emmy statues were presented to the four winners.

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

Local Public Service Announcement Emmy Award winner:

“Disclaimer”

**Joe Torre Safe At Home Foundation/TBWA/Chiat/Day
Smuggler**

National Public Service Announcement Emmy Award winner:

“Shards O’ Glass”

**American Legacy Foundation/Arnold Worldwide
Biscuit Filmworks**

Public Service Announcement in a Sponsored Commercial Emmy Award winner:

“Booze It Enforcement: Kick A Bear”

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

Piranha Pictures

Community Service Emmy Award winner:

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

WJLA-TV ABC 7, Arlington, VA

“The Public and Community Service Emmy Award ceremony honors those in the television industry who have dedicated their time and expertise to community service,” said Peter Price, President of the National Television Academy. “The Academy congratulates the honorees and hopes this event will encourage others to get involved in this rewarding endeavor.”

Panels of civic leaders and community service professionals from around the country chose the finalists. The eligibility period for submissions was the 2004 calendar year. Winners for the awards were chosen by a blue-ribbon panel of judges composed of community leaders, educators, business people, and artists.

During the ceremony, the National Television Academy honored 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 also paid 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.

The event will be televised on WNYC-TV Channel 25 on the following dates:

10/28/05 10:00pm-12:00 am

10/31/05 11:00 am-1:00 pm

11/5/05 8:30pm-10:30 pm

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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/Engineering. Regional 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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