

FOR IMMEDIATE RELEASE



THE NATIONAL TELEVISION ACADEMY ANNOUNCES THE WINNERS OF THE SECOND ANNUAL EMMY AWARDS FOR BUSINESS AND FINANCIAL REPORTING

Lifetime Achievement Award to Louis Rukeyser

*SEC Chairman William H. Donaldson gives keynote Address*

**New York, December 2, 2004** - The National Television Academy today announced the winners of the Annual Emmy Awards for Business and Financial Reporting. The awards were presented at a luncheon at the Rainbow Room in New York City. Noted economic commentator Louis Rukeyser, of CNBC's *Louis Rukeyser's Wall Street*, was awarded the first ever Lifetime Achievement Award for Business and Financial Reporting. Speakers included William H. Donaldson, Chairman of the U.S. Securities and Exchange Commission and Paul Steiger, Managing Editor of the *Wall Street Journal*.

"The business press provides an invaluable public service" remarked National Television Academy President Peter Price. "Whether exposing the latest corporate scandal or helping ordinary investors decide how best to invest their money, good economic journalism is essential to a well-functioning market economy, and we at the National Television Academy are honored to pay tribute to this vital American institution."

"We are also honored to have SEC Chairman William H. Donaldson as our keynote speaker," said Price. "Some of this year's nominees focused on the corporate scandals that have rocked the financial world in recent years, and Chairman Donaldson has pushed hard for reforms aimed at correcting such abuses."

The first ever Lifetime Achievement Award for Business and Financial Reporting was presented to noted economic commentator Louis Rukeyser. "We are particularly proud to present the Lifetime Achievement Award to Louis Rukeyser" said Bill Small, Chairman of the News & Documentary Emmy Awards. "Rukeyser is a true pioneer in the field of economic journalism. For over four decades millions of loyal viewers have turned to him for sound financial advice. No one deserves this award more than he."

Louis Rukeyser has been seen Friday nights on CNBC on the broadcast *Louis Rukeyser's Wall Street*. Previously, on PBS, he hosted *Wall Street Week With Louis Rukeyser* for 32 years. His CNBC program is not only CNBC's most-watched program but is also seen by hundreds of thousands additional viewers when it is rebroadcast on public television.

*The Emmy was presented by his brother, William S. Rukeyser, Editorial Director of Corporate Board Member magazine, founding Editor of Money magazine, and former Managing Editor of Fortune.*

The awards recognize outstanding achievement in business and financial reporting by programs broadcast from July 1, 2003 to June 30, 2004.

Nominees and winners were tabulated by the independent accountancy firm of Lutz and Carr, LLP.

Winners were announced in eight categories:

#### REGULARLY SCHEDULED NEWSCASTS

Outstanding Coverage of a Current Business News Story  
Outstanding Investigative Reporting of a Business News Story  
Outstanding Interpretation and/or Analysis of a Business News Story

#### NEWSMAGAZINES AND LONG FORM

Outstanding Coverage of a Current Business News Story  
Outstanding Investigative Reporting of a Business News Story  
Outstanding Interpretation and/or Analysis of a Business News Story

#### DOCUMENTARY

Outstanding Documentary on a Business Topic

#### EXTENDED COVERAGE

Outstanding Extended Coverage of a Business Story

A complete list of the Award recipients is available for viewing and downloading on the Academy's web site at [www.emmyonline.tv](http://www.emmyonline.tv).

The Second Annual Emmy Awards for Business and Financial Reporting is presented by the National Academy of Television Arts and Sciences, a non-profit organization dedicated to the advancement of television, and is sponsored by MCI.

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The National Academy of Television Arts & Sciences 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 Craft, 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. Local 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 of 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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# THE NATIONAL TELEVISION ACADEMY

## 2<sup>nd</sup> ANNUAL EMMY AWARDS

### FOR BUSINESS AND FINANCIAL REPORTING

#### OUTSTANDING COVERAGE OF A CURRENT BUSINESS NEWS STORY- REGULARLY SCHEDULED NEWSCAST

##### **CBS News Sunday Morning**

###### ***Business as Usual?***

**CBS**

An exploration of corporate greed, this story centers on a California carpet company that went out of business after faking multi-million dollar restoration jobs. The story is told by Mark Morze, the CFO, who said he was motivated by greed and a complacent regulatory system. In the report, New York Attorney General Eliot Spitzer expresses concern over the lack of contrition by corporations and those on Wall Street still fighting tightened regulations.

###### *Executive Producer*

Rand Morrison

###### *Senior Broadcast Producer*

Estelle Popkin

###### *Senior Producers*

Gavin Boyle, Marquita Pool-Eckert

###### *Correspondent*

Martha Teichner

###### *Producer*

Carol Ross



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### FOR BUSINESS AND FINANCIAL REPORTING

#### OUTSTANDING INVESTIGATIVE REPORTING OF A BUSINESS NEWS STORY - REGULARLY SCHEDULED NEWSCAST

##### **NBC Nightly News with Tom Brokaw**

###### ***Halliburton and the Business of Reconstruction***

**NBC**

These reports from *NBC Nightly News*' series of reports on the business of reconstruction in Iraq focus on problems with Halliburton's performance as the logistics contractor for the US military. NBC News found filthy conditions in kitchens used to prepare food for US troops and uncovered cases of mass food poisoning. NBC News also uncovered a scathing pentagon audit alleging overcharging by Halliburton on subcontracts.

###### **Executive Producer**

**Steve Capus**

###### **Senior Broadcast Producer**

**John Reiss**

###### **Senior Producers**

**Albert Oetgen, Jim Popkin**

###### **Producers**

**Rich Gardella, Doug Pasternak, Aram Roston**

###### **Correspondent**

**Lisa Myers**



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#### OUTSTANDING INTERPRETATION AND/OR ANALYSIS OF A BUSINESS NEWS STORY -REGULARLY SCHEDULED NEWSCAST

##### **CBS News Sunday Morning**

###### ***The Little Engine that Could, Spam***

**CBS**

In his *CBS News Sunday Morning* essays on emerging technologies, David Pogue takes complex technological applications such as Google or Spam and makes them comprehensible to the ordinary, non-technophile viewer. In these segments Pogue takes viewers inside the workings of Google, exposing its roots, its working environment, and the ideology of "do no evil" that drives its idealistic young founders. He also adroitly exposes the complicated issues swirling around Spam, the junk mail that is clogging the internet, and arousing the ire of American computer users and of Congress.

###### *Executive Producer*

Rand Morrison

###### *Senior Broadcast Producer*

Estelle Popkin

###### *Senior Producers*

Gavin Boyle, Marquita Pool-Eckert

###### *Producers*

Maria Mercader, Douglas Smith

###### *Correspondent*

David Pogue



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### FOR BUSINESS AND FINANCIAL REPORTING

#### OUTSTANDING COVERAGE OF A CURRENT BUSINESS NEWS STORY- NEWSMAGAZINES & LONG FORM

##### Dateline NBC

###### *Tricks Of The Trade: Auto Sales*

NBC

This year-long investigation took viewers into the backrooms of the auto sales business, focusing on Sonic Automotive, a seven billion dollar, publicly traded megacorporation with 187 dealerships nationwide. When *Dateline* uncovered a pattern of fraud, Sonic claimed these were "isolated cases" involving a few "rogue" employees. *Dateline's* hidden cameras then followed a young woman with impeccable credit through the process of buying a car from Sonic's flagship dealership, literally in the company's corporate backyard, and captured the many deceitful "tricks of the trade" she encountered along the way.

###### Executive Producer

David Corvo

###### Executive Editor

Marc Rosenwasser

###### Senior Producer

Allan Maraynes

###### Producer

Marsha Bartel

###### Field Producers

Maria Afsharian, Karen McKinley

###### Chief Consumer Correspondent

Lea Thompson



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##### Dateline NBC

##### *Do No Harm – Sulzer Hip Implants*

NBC

Sulzer Orthopedics' marketing of faulty hip implants led to one of the most devastating medical device recalls in recent times. In "Do No Harm" Dateline shows how Sulzer put profits over safety, and caused immeasurable pain and suffering, by intentionally withholding crucial information from doctors and patients. Not only did the company continue to sell the hip implants after they were shown to be faulty, they even "reprocessed" faulty hips and put them back on the market. To date almost 4,000 implants have been removed from patients. The story generated an overwhelming public response. One doctor described Sulzer's actions as "one of the greatest organized acts of medical fraud...in the history of American medicine."

##### Executive Producer

David Corvo

##### Executive Editor

Marc Rosenwasser

##### Senior Producer

Allan Maraynes

##### Producer

Michael Kosnar

##### Correspondent

Lea Thompson



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##### **CBS News 60 Minutes**

###### ***Gimme Shelter***

**CBS**

Corporate tax shelters cost the United States government \$50 billion a year in lost revenue. Giant companies, including the Big Four accounting firm Ernst and Young, law firms and investment banks have been involved in selling tax shelter advice to their clients—only to abandon them when caught by the government. This story revolves around Henry Camferdam who sold his computer company for \$50 million dollars and was shown how to keep from paying taxes on the big sale even though he was prepared to do so. When, under pressure from the government, Ernst and Young turned his name over to the IRS, Camferdam responded by suing them and telling his story on national television.

###### **Executive Producer**

**Don Hewitt**

###### **Executive Editor**

**Josh Howard**

###### **Senior Producers**

**Esther Kartiganer, Merri Lieberthal**

###### **Producer**

**Graham Messick**

###### **Correspondent**

**Steve Kroft**



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### FOR BUSINESS AND FINANCIAL REPORTING

#### OUTSTANDING DOCUMENTARY ON A BUSINESS TOPIC

##### **Follow The Money**

##### **Discovery Times Channel**

"Follow the Money" went behind the scenes of the most expensive election season in American history to see what it takes to raise the millions and millions of dollars both major parties use to try to reach the critical sliver of undecided voters that exists between increasingly divided partisans. Viewers see a variety of fundraisers at work, including Republican moneyman Larry Bathgate preparing for an event that brings in nearly \$600,000 for the Bush-Cheney campaign, and Joe Trippi's online grassroots effort for Howard Dean, which brought in an unprecedented amount of "hard" money in small denominations from mostly new donors.

##### *Executive Producers*

Bill Smee, Phillip Boag, Jane Bornemier

##### *Producer*

Peter Bull

##### *Executives in Charge*

William Abrams, Michael Oreskes, Vivian Schiller



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### FOR BUSINESS AND FINANCIAL REPORTING

#### OUTSTANDING EXTENDED COVERAGE OF A BUSINESS STORY

##### **CNN's Lou Dobbs Tonight**

###### ***Exporting America***

CNN

For over a year, this nightly series has been at the forefront of reporting on the trend of outsourcing American jobs overseas. Neither the Labor and Commerce Departments, the Business Roundtable, nor the U.S. Chamber of Commerce have previously kept records of jobs lost to outsourcing. The *Lou Dobbs Tonight* web page was the first source to provide individuals with a list of companies that move American jobs to cheap overseas labor markets – a list that now identifies over 1,000 companies. The extensive and detailed reporting in the “Exporting America” series has sparked strong public interest and helped to launch a national debate in Congress.

###### **Executive Producer**

Bill Dorman

###### **Senior Producer**

Kevin Burke

###### **Producers**

Claudine Hutton, Lisa Slow, Mara Wilcox

###### **Supervising Producer**

Jim McGinnis

###### **Field Producer**

Charles Hurley

###### **Anchor**

Lou Dobbs

###### **Correspondents**

Kitty Pilgrim, Christine Romans, Lisa Sylvester, Bill Tucker, Peter Viles



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WINNER BREAKDOWN

CBS (3)

60 MINUTES ( 1)

Gimme Shelter 1

CBS NEWS SUNDAY MORNING (2)

Business as Usual? 1

The Little Engine that Could, Spam 1

CNN (1)

CNN'S LOU DOBBS TONIGHT (1)

Exporting America 1

Discovery Times Channel (1)

Follow The Money 1

NBC (3)

DATELINE NBC (2)

Do No Harm--Sulzer Hip Implants 1

Tricks Of The Trade: Auto Sales 1

NBC NIGHTLY NEWS WITH TOM BROKAW (1)

Halliburton and the Business of Reconstruction 1

