

FOR IMMEDIATE RELEASE

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THE NATIONAL TELEVISION ACADEMY ANNOUNCES THE NOMINEES FOR THE 2nd ANNUAL EMMY AWARDS FOR BUSINESS AND FINANCIAL REPORTING

LOUIS RUKEYSER TO RECEIVE LIFETIME ACHIEVEMENT AWARD

Complete list of nominees available at www.emmyonline.tv

New York, November 2, 2004 – The National Television Academy today announced the nominees for the Second Annual Emmy Awards for Business and Financial Reporting. The awards will be presented on Thursday, December 2, 2004 at the Rainbow Room in New York City. Noted economic commentator Louis Rukeyser, of CNBC's *Louis Rukeyser's Wall Street*, will receive the first ever Lifetime Achievement Award for Business and Financial Reporting. U.S. Securities and Exchange Commission Chairman William H. Donaldson will deliver the keynote address. Paul Steiger, Managing Editor of the *Wall Street Journal*, will also speak.

"We are delighted to present the Lifetime Achievement award to Louis Rukeyser," said Peter O. Price, President of the National Television Academy. "The Washington Post got it right when they called Lou 'everyone's favorite economic commentator'. He has a truly remarkable history of informing the public, both in print and on television, in a manner that makes the most complicated economic issues understandable".

31 nominations were announced in eight categories. "The scope and depth of this year's reporting is outstanding" said Bill Small, Chairman of the News and Documentary Emmys. "The judges were hard pressed to narrow down this year's excellent and diverse entries. The quality was exceedingly high." The awards recognize outstanding achievement in business and financial reporting by programs broadcast from July 1, 2003 to June 30, 2004.

Louis Rukeyser has been heard 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.

Rukeyser also has two monthly newsletters with the largest circulation in their field: *Louis Rukeyser's Wall Street* which started in 1992 and *Louis Rukeyser's Mutual Funds* which began in 1994. He has written best-selling books in both economics and investing. A Princeton graduate, he has received nine honorary degrees, including ones from Johns Hopkins University and American University.

The Emmy will be presented to him by his brother, William S. Rukeyser, editorial director of *Corporate Board Member* magazine, founding editor of *Money* magazine and managing editor of *Fortune*. William Rukeyser has himself been active on television as a contributing editor to CNN Financial News and a financial commentator for ABC Television and CBS Radio.

Nominations were announced in the following 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

The numerical breakdown, by over the air broadcast and cable news organizations, as compiled by the independent accountancy firm of Lutz and Carr, LLP, follows:

CBS	13	ABC	1
NBC	8	CNBC	1
PBS	5	Discovery	1
CNN	2	Times	

A complete list of nominations is available on the National Academy's web site at www.emmyonline.tv.

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

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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 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.

MEDIA CONTACT:

Sheryl Katz
National Television Academy
212-484-9436
skatz@emmyonline.tv

AWARDS CONTACTS:

Bill Small
Chairman, News & Documentary, NTA
212-586-8424

David Winn
Administrator, News & Documentary Emmy Awards
212-484-9424
newsemmy@natasonline.com

THE NOMINATIONS
THE 2nd ANNUAL EMMY AWARDS FOR BUSINESS & FINANCIAL REPORTING

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

*** CBS News Sunday Morning**

Business as Usual?

CBS

Executive Producer

Rand Morrison

Senior Broadcast Producer

Estelle Popkin

Senior Producers

Gavin Boyle, Marquita Pool-Eckert

Correspondent

Martha Teichner

Producer

Carol Ross

*** CBS News Sunday Morning**

Driven Designer, Good Company

CBS

Executive Producer

Rand Morrison

Senior Broadcast Producer

Estelle Popkin

Senior Producers

Gavin Boyle, Marquita Pool-Eckert

Correspondent

Anthony Mason

Producers

Ramon Parkins, Douglas Smith

*** NBC Nightly News with Tom Brokaw**

Surviving the High Costs of Health Care

NBC

Executive Producer

Steve Capus

Senior Broadcast Producer

John Reiss

Senior Producer

Albert Oetgen

Producers

Christiana Arvetis, Jay Blackman, Bruce Gray, Felicia Patinkin, Chuck Schaeffer

Correspondents

Robert Hager, Anne Thompson

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

*** NBC Nightly News with Tom Brokaw**

Jobs Gained, Jobs Lost

NBC

Executive Producer

Steve Capus

Senior Broadcast Producer

John Reiss

Senior Producer

Albert Oetgen

Producers

Felicia Patinkin, Ron Ralston, Chuck Schaeffer

Correspondent

Anne Thompson

*** CBS Evening News - Weekend Edition**

The China Factor

CBS

Executive Producer

Patricia Shevlin

Senior Broadcast Producer

Dick Jefferson

Producers

Kim Kennedy, Michael Teng

Correspondent

Thalia Assuras

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Outstanding Investigative Reporting of a Business News Story -Regularly Scheduled Newscast

*** NBC Nightly News with Tom Brokaw**

Halliburton and the Business of Reconstruction

NBC

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

*** NBC Nightly News with Tom Brokaw**

Iraq: The Business of Reconstruction

NBC

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

*

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

*** CBS News Sunday Morning**

Boom or Bust?

CBS

Executive Producer

Rand Morrison

Senior Broadcast Producer

Estelle Popkin

Senior Producers

Gavin Boyle, Marquita Pool-Eckert

Producers

Brian Healy, Steven Olswang

Correspondent

Joie Chen

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

*** CBS News Sunday Morning**

Lowering the Boom

CBS

Executive Producer

Rand Morrison

Senior Broadcast Producer

Estelle Popkin

Senior Producers

Gavin Boyle, Marquita Pool-Eckert

Producers

Alan Golds, Patrick Lee, Maria Mercader

Correspondent

Lee Cowan

*** The NewsHour with Jim Lehrer**

Mutual Funds Fraud

PBS

Executive Producer

Lester Crystal

Producer

Lee Koromvokis

Correspondent

Paul Solman

*** The NewsHour with Jim Lehrer**

Non-Working Numbers

PBS

Executive Producer

Lester Crystal

Producer

Lee Koromvokis

Correspondent

Paul Solman

*** CBS News Sunday Morning**

The Little Engine that Could, Spam

CBS

Executive Producer

Rand Morrison

Senior Broadcast Producer

Estelle Popkin

Senior Producers

Gavin Boyle, Marquita Pool-Eckert

Producers

Maria Mercader, Douglas Smith

Correspondent

David Pogue

*

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

* CBS News 60 Minutes

Doing Business With the Enemy

CBS

Executive Producer

Don Hewitt

Executive Editor

Philip Scheffler

Senior Producers

Josh Howard, Esther Kartiganer, Merri Lieberthal

Producers

Rich Bonin, Adam Ciralsky

Correspondent

Lesley Stahl

* Now with Bill Moyers

Downward Mobility

PBS

Senior Executive Producer

John Sicheloff

Executive Producer

Felice Firestone

Senior Producer

Tom Casciato

Producer

Peter Meryash

Executive Editors

Judith Davidson Moyers, Bill Moyers

Executive in Charge

Judy Doctoroff O'Neill

Correspondent

Sylvia Chase

Senior Supervising Producer

Sally Roy

* CBS News 60 Minutes

Out of India

CBS

Executive Producer

Don Hewitt

Executive Editor

Josh Howard

Senior Producers

Esther Kartiganer, Merri Lieberthal

Producer

Alden Bourne

Correspondent

Morley Safer

Outstanding Coverage of a Current Business News Story-Newsmagazines & Long Form Continued

* CBS News 60 Minutes

Pirates of the Internet

CBS

Executive Producer

Don Hewitt

Executive Editor

Josh Howard

Senior Producers

Esther Kartiganer, Merri Lieberthal

Producer

Rome Hartman

Correspondent

Lesley Stahl

* Dateline NBC

Tricks Of The Trade: Auto Sales

NBC

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

* Dateline NBC

Chasing the American Dream

NBC

Executive Producer

David Corvo

Executive Editor

Marc Rosenwasser

Senior Producer

Paul Greenberg

Producer

Rebecca Haggerty

Correspondent

Keith Morrison

*

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

* Dateline NBC

Do No Harm--Sulzer Hip Implants

NBC

Executive Producer

David Corvo

Executive Editor

Marc Rosenwasser

Senior Producer

Allan Maraynes

Producer

Michael Kosnar

Correspondent

Lea Thompson

* ABC News Primetime

Philippine Terrorist Payoffs

ABC

Executive Producer

Robert Lange

Senior Investigative Producer

Rhonda Schwartz

Chief Investigative Correspondent

Brian Ross

Field Producers

Madeleine Sauer, Dina Antoniao

* CBS News 60 Minutes II

The World's Greatest Fakes

CBS

Executive Producer

Jeff Fager

Executive Editor

Patti Hassler

Senior Broadcast Producer

Michael R. Whitney

Producer

Draggan Mihailovich

Co-Producer

Wendy Krantz

Correspondent

Bob Simon

*

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

*** CNBC**

Fast-Forward: Medical Technology

CNBC

Executive Producers

Judith Dobrzynski, Glen Rockkind

Producer

Steve Lewis

Reporter

Hampton Pearson

*** CBS News 60 Minutes II**

Mutual Fraud

CBS

Executive Producer

Jeff Fager

Executive Editor

Patti Hassler

Senior Broadcast Producer

Michael R. Whitney

Producers

Peter Klein, Trisha Sorrells

Correspondent

Bob Simon

*** CBS News 60 Minutes II**

Phat Cat

CBS

Executive Producer

Jeff Fager

Executive Editor

Patti Hassler

Senior Broadcast Producer

Michael R. Whitney

Producer

Neeraj Khemlani

Correspondent

Charlie Rose

*** CBS News 60 Minutes**

Gimme Shelter

CBS

Executive Producer

Don Hewitt

Executive Editor

Josh Howard

Senior Producers

Esther Kartiganer, Merri Lieberthal

Producer

Graham Messick

Correspondent

Steve Kroft

*

Outstanding Documentary on a Business Topic

* Now with Bill Moyers

A Question of Fairness

PBS

Senior Executive Producer

John Sicheloff

Executive Producer

Felice Firestone

Producer

Peter Bull

Executive Editor

Judith Davidson Moyers

Executive in Charge

Judy Doctoroff O'Neill

Correspondent & Executive Editor

Bill Moyers

Senior Supervising Producer

Sally Roy

* Follow The Money

Discovery Times Channel

Executive Producers

Bill Smee, Phillip Boag, Jane Bornemier,

Producer

Peter Bull

Executives in Charge

William Abrams, Michael Oreskes, Vivian Schiller

* FRONTLINE

Tax Me If You Can

PBS

Executive Producer

David Fanning

Producer

Rick Young

Senior Producer & Correspondent

Hedrick Smith

*

Outstanding Extended Coverage of a Business Story

* CNN's Lou Dobbs Tonight

Broken Borders

CNN

Executive Producer

Bill Dorman

Senior Producer

Kevin Burke

Producers

Nickie Bonner, Adrienne Klein, Laurie Ure

Supervising Producer

Jim McGinnis

Field Producer

Charles Hurley

Anchor

Lou Dobbs

Correspondents

Kitty Pilgrim, Louise Schiavone, Lisa Sylvester, Bill Tucker, Casey Wian

* CNN's Lou Dobbs Tonight

Exporting America

CNN

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

* Dateline NBC

Hotel Insecurity?

NBC

Executive Producer

David Corvo

Executive Editor

Marc Rosenwasser

Senior Producer

Allan Maraynes

Producer

Mary Ann Rotondi

Correspondent

Lea Thompson

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**THE NOMINATIONS
THE 2nd ANNUAL EMMY AWARDS FOR BUSINESS & FINANCIAL REPORTING**

BREAKDOWN BY MULTIPLE NOMINATIONS

ABC (1)

ABC NEWS PRIMETIME (1)

Philippine Terrorist Payoffs 1

CBS (13)

60 MINUTES (4)

Doing Business With the Enemy 1

Out of India 1

Pirates of the Internet 1

Tax Shelters 1

60 MINUTES II (3)

Phat Cat 1

The World's Greatest Fakes 1

Mutual Fraud 1

CBS EVENING NEWS - WEEKEND EDITION (1)

The China Factor 1

CBS NEWS SUNDAY MORNING (5)

Boom or Bust? 1

Business as Usual? 1

Driven Designer, Good Company 1

Lowering the Boom 1

The Little Engine that Could, Spam 1

CNBC (1)

Fast-Forward: Medical Technology 1

CNN (2)

CNN'S LOU DOBBS TONIGHT (2)

Broken Borders 1

Exporting America 1

Discovery Times Channel (1)

Follow The Money 1

NBC (8)

DATELINE NBC (4)

Do No Harm--Sulzer Hip Implants 1
Tricks Of The Trade: Auto Sales 1
Chasing the American Dream 1
Hotel Insecurity? 1

NBC NIGHTLY NEWS WITH TOM BROKAW (4)

Halliburton and the Business of Reconstruction 1
Healthcare 1
Iraq: The Business of Reconstruction 1
Jobs 1

PBS (5)

FRONTLINE (1)

Tax Me If You Can 1

NOW WITH BILL MOYERS (2)

A Question of Fairness 1
Downward Mobility 1

THE NEWSHOUR WITH JIM LEHRER (2)

Mutual Funds Fraud 1
Non-Working Numbers 1