

FOR IMMEDIATE RELEASE



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

**Ad Council Honored By National Academy for Dedication to Fostering
Leadership on Issues of Global Concern**

**Janet Robinson, COO & EVP The New York Times Company
and Ad Council Chair, Accepted the Honor**

New York, October 21, 2004 – The National Television Academy announced the winners of this year’s Public and Community Service Emmy Awards on Thursday, October 21st at a luncheon held at the Rainbow Room in New York City. Over 150 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 campaign that provides an example of outstanding service to its community. In addition, two awards for Outstanding Public Service Announcement, one local and one national, are also presented each year.

There were a total of five Local PSA finalists, six National PSA finalists, and nine Community Service finalists. Each finalist was presented with a commemorative plaque to congratulate them on their exemplary work. Emmy statues were presented to the three winners.

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

Local PSA Emmy Award winner:

“New Pet”

*New York State Energy Research and Development Authority
DDB Seattle
Epoch Films*

National PSA Emmy Award winner:

“Fight For Your Rights/Protect Yourself:

***Condom Factory / Condom Testing”
Kaiser Family Foundation/MTV***

Community Service Emmy Award winner:

“Beating The Odds/Students Rising Above”

KRON- San Francisco, CA

“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 NTA. “The National Television 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 2003 calendar year. Winners for the awards were chosen by a blue-ribbon panel of judges composed of community leaders, educators, businesspeople and artists.

During the ceremony, the National Television Academy paid special tribute to the Ad Council for improving the lives of Americans for the past 62 Years with Campaigns such as Big Brothers Big Sisters, United Negro College Fund, and U.S. Department of Health & Human Services Obesity Campaign. Each of these Campaigns were represented during the event. COO & EVP, The New York Times Company, and Ad Council, Chair **JANET ROBINSON** accepted the commemorative crystal column presented by NTA President Peter Price.

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The Ad Council is a private, non-profit organization that marshals volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to deliver critical messages to the American public. The Ad Council produces, distributes and promotes thousands of public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventative health, education, community well being, environmental preservation and strengthening families.

The National Academy of Television Arts & Sciences, 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, and Technology/Engineering. 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.tv.

MEDIA CONTACTS:

Sheryl Katz

Director, Communications

skatz@emmyonline.tv

212-586-8424 EXT 236

AWARDS CONTACT:

Luke Smith

Award Manager

lsmith@emmyonline.tv

212-484-9437