



NOMINEES FOR THE 29TH ANNUAL SPORTS EMMY® AWARDS ANNOUNCE AT IMG WORLD CONGRESS OF SPORTS

**Winners to be Honored During the April 28th Ceremony
At Frederick P. Rose Hall, Home of Jazz at Lincoln Center**

Frank Chirkinian To Receive Lifetime Achievement Award

New York, NY – March 13th, 2008 - The National Academy of Television Arts and Sciences (NATAS) today announced the nominees for the 29th Annual Sports Emmy® Awards at the IMG World Congress of Sports at the St. Regis Hotel in Monarch Bay/Dana Point, California. Peter Price, CEO/President of NATAS was joined by Ross Greenberg, President of HBO Sports, Ed Goren President of Fox Sports and David Levy President of Turner Sports in making the announcement.

At the 29th Annual Sports Emmy® Awards, winners in 30 categories including outstanding live sports special, sports documentary, studio show, play-by-play personality and studio analyst will be honored. The Awards will be given out at the prestigious Frederick P. Rose Hall, Home of Jazz at Lincoln Center located in the Time Warner Center on April 28th, 2008 in New York City.

In addition, Frank Chirkinian, referred to by many as the “Father of Televised Golf,” and winner of four Emmy® Awards, will receive this year’s Lifetime Achievement Award that evening. Chirkinian, who spent his entire career at CBS, was given the task of figuring out how to televise the game of golf back in 1958 when the network decided golf was worth a look. Chirkinian went on to produce 38 consecutive Masters Tournament telecasts, making golf a mainstay in sports broadcasting and creating the standard against which golf telecasts are still measured. Chirkinian’s accomplishments range over the gamut of sports television from the 1960 Summer Olympics to the 1991 Masters Tournament, both for which he was the proud recipient of the prestigious Peabody Award. His production techniques revolutionized sports coverage and influenced how broadcasters around the world covered tournaments on TV.

Many of the leading sports broadcasters, personalities and television professionals will be presenters at the event. American Airlines and Thomson are the official sponsors of the

29th Annual Sports Emmy® Awards. Street & Smith's *Sports Business Journal* is the exclusive magazine partner.

A breakdown of the nominees by network and platform as well as a full list of nominees compiled by the accounting firm of Lutz and Carr, LLP, New York, follows this release.

About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) 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 Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for 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.

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Breakdown of Multiple Program / Series Nominations

<u>Program</u>	<u>Nominations</u>	<u>Network</u>
Inside the NFL	5	HBO
Real Sports with Bryant Gumbel	5	HBO
NASCAR on FOX	4	FOX
Sport Science	4	FSN
ESPN NASCAR	3	ABC / ESPN / ESPN2
Hard Knocks: Training Camp with the Kansas City Chiefs	3	HBO
Mayweather/Hatton 24/7	3	HBO
NFL on FOX: FOX NFL Sunday	3	FOX
Super Bowl XLI	3	CBS
107th U.S. Open Championship	2	NBC
America's Game: The Super Bowl Champions	2	NFL Network
Barbaro: A Nation's Horse	2	NBC
College Gameday	2	ESPN
Dale	2	NASCAR Images
De La Hoya/Mayweather 24/7	2	HBO
E: 60	2	ESPN
Focused	2	Rush HD
Football Night in America	2	NBC
Ghosts of Flatbush	2	HBO
Inside the NBA	2	TNT
NBA on TNT	2	TNT
NBC Golf Tour	2	NBC
NFL on FOX	2	FOX
Road to the Super Bowl	2	NFL Network
Sunday NFL Countdown	2	ESPN
The 2007 Ford Ironman World Championship	2	NBC/Ironman Productions
The Super Bowl Today	2	CBS
US Open Tennis Championships	2	CBS

2007-2008 Emmy Awards for Sports Number of Nominations by Network

Network	Nominations
HBO	31
ESPN	27
NBC	23
FOX	18
CBS	17
TNT	12
NFL Network	8
FSN	6
ESPN2	5
ABC	4
NASCAR Images	3
PGA Tour Productions	3
MLB Productions	2
Rush HD	2
Versus	2
312 Media	1
ESPN Classic	1
Golf Channel	1
NBA TV	1
Yahoo! Sports	1

The 29th Annual Emmy Awards for Sports The Nominations

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Outstanding LIVE SPORTS SPECIAL

2007 Open Championship	ABC <i>ESPN</i>
AFC Championship Game	CBS
BCS on FOX: Tostitos Fiesta Bowl	FOX
NASCAR on FOX: Daytona 500	FOX
NBC Wild Card Playoff: Dallas vs. Seattle	NBC
Super Bowl XLI	CBS

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Outstanding LIVE SPORTS SERIES

ESPN Monday Night Football	ESPN
NASCAR on FOX	FOX
NBA on ESPN/ABC	ESPN / ABC
NBC Golf Tour	NBC
NFL on FOX	FOX
Sunday Night Football	NBC

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Outstanding LIVE EVENT TURNAROUND

De La Hoya vs Mayweather Delay Broadcast	HBO
Inside the PGA TOUR	PGA Tour Productions
NFL Mic'd Up: Ravens vs. 49ers	NFL Network <i>NFL Films</i>
Quest for the Cup	NASCAR Images
Tour de France	CBS

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Outstanding EDITED SPORTS SPECIAL

De La Hoya/Mayweather 24/7	HBO
Super Bowl 360	ESPN <i>NFL Films</i>
The 2007 Ford Ironman World Championship	NBC <i>Ironman Productions</i>
The Natural: Major League Baseball Celebrates an Epic	ESPN2 <i>MLB Productions</i>
Unsettled Scores	ESPN2

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Outstanding SPORTS DOCUMENTARY

Barbaro: A Nation's Horse	NBC
Dale	NASCAR Images
Ghosts of Flatbush	HBO
Jonestown: The Game of Their Lives	ESPN
Triumph and Tragedy: The Ray Mancini Story	ESPN Classic

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Outstanding EDITED SPORTS SERIES / Anthology

America's Game: The Super Bowl Champions	NFL Network <i>NFL Films</i>
Greatest High School Football Rivalries	Versus <i>NFL Films</i>
Hard Knocks: Training Camp with the Kansas City Chiefs	HBO <i>NFL Films</i>
HBO Boxing: Countdown Shows	HBO
Real Sports with Bryant Gumbel	HBO

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Outstanding STUDIO SHOW - WEEKLY

College Gameday	ESPN
Football Night in America	NBC
Inside the NBA	TNT
Inside the NFL	HBO
NFL on FOX: FOX NFL Sunday	FOX

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Outstanding STUDIO SHOW - DAILY

Inside the NBA	TNT
NASCAR Now	ESPN2
Pardon the Interruption	ESPN
SportsCenter	ESPN
Wimbledon Tonight	NBC

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Outstanding SPORTS JOURNALISM

Real Sports with Bryant Gumbel <i>Broken: NFL Disability Debate</i>	HBO
Real Sports with Bryant Gumbel <i>Dogfighting: Bred to Die</i>	HBO
Real Sports with Bryant Gumbel <i>Fading Hope: Sports in Iraq</i>	HBO
Real Sports with Bryant Gumbel <i>Headgames: The NFL Concussion Crisis</i>	HBO

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Outstanding SHORT FEATURE

College Gameday

ESPN

Martel Van Zant

Inside the NFL

HBO

Coal Miner's Sons: The Jones Brothers

Inside the NFL

HBO

Packers Fans Rebuild

MLB 2007: Never Miss a Game

ESPN

MLB Productions

Never Too Early

Sunday NFL Countdown

ESPN

Fear

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Outstanding LONG FEATURE

E: 60

ESPN

Ray of Hope

NBA TV Game Night

NBA TV

NBA Entertainment

59th and Prairie: Dwyane Wade's Journey - A Story told by Terrence Howard

NFL Films Presents: Finding Your Butkus

NFL Network

NFL Films

Outside the Lines

ESPN

Still Alive

The Super Bowl Today

CBS

Bill Walsh

The Super Bowl Today

CBS

Hines Ward

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Outstanding OPEN / TEASE

107th U.S. Open Championship	NBC
<i>The Open Returns to the Steel City</i>	
2007 Scripps National Spelling Bee	ABC
<i>Championship Round</i>	
Barbaro: A Nation's Horse	NBC
De La Hoya/Mayweather 24/7	HBO
<i>Episode 1</i>	
Indianapolis 500	ABC
<i>Tease: All Roads Lead to Indy</i>	
NBA Playoffs	TNT
<i>Opening Night Tease</i>	
Super Bowl XLI	CBS
<i>Super Bowl XLI Tease</i>	

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Outstanding NEW APPROACHES - COVERAGE

Amen Corner Live	CBSSports.com
Fantasy Focus Baseball	ESPN.com
Fantasy Football Live	Yahoo! Sports
Fantasy Football Now	ESPN.com
Live@ Series	PGATOUR.com
NFL.com LIVE	NFL Network <i>NFL Films</i>

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Outstanding NEW APPROACHES - LONG FORM

Kevin Streelman, 24 Hours to the PGA Tour	PGA Tour Productions
2007 Shared Summits K2 Expedition	NBCSports.com
Fan Life: Full Tilt Full Time	HBO
Ray of Hope	ESPN.com
Ruth Lovelace: Chasing a Dream	NBCSports.com

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Outstanding NEW APPROACHES - GENERAL INTEREST

An UnAmerican Tragedy	ESPN.com
Anatomy of a Play	NFL Network <i>NFL Films</i>
Death Race 2007	ESPN.com
Don't Be Like Mike	ESPN.com
Inside Spring Training with the White Sox	312 Media

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Outstanding Sports Personality - STUDIO HOST

Al Trautwig	Versus
Bob Costas	HBO / NBC
Bryant Gumbel	HBO
Ernie Johnson	TNT / TBS
James Brown	CBS

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Outstanding Sports Personality - PLAY-BY-PLAY

Al Michaels	NBC
Jim Lampley	HBO
Jim Nantz	CBS
Joe Buck	FOX
Marv Albert	TNT
Mike Emrick	NBC

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Outstanding Sports Personality - STUDIO ANALYST

Charles Barkley	TNT
Cris Carter	HBO
Cris Collinsworth	HBO/NBC
Jay Bilas	ESPN
Terry Bradshaw	FOX
Tom Jackson	ESPN

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Outstanding Sports Personality - SPORTS EVENT ANALYST

Doug Collins	TNT
Gary Danielson	CBS
John Madden	NBC
Phil Simms	CBS
Tim McCarver	FOX
Troy Aikman	FOX

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Outstanding TECHNICAL TEAM REMOTE

ESPN NASCAR	ABC / ESPN / ESPN2
NASCAR on FOX	FOX
NBC Golf Tour	NBC
NFL on FOX	FOX
Red Bull Air Race World Series	FSN

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Outstanding TECHNICAL TEAM STUDIO

Football Night in America	NBC
MLB Post Season	TBS
NASCAR on FOX	FOX
NFL on FOX: FOX NFL Sunday	FOX
The NFL Today	CBS

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Outstanding CAMERA WORK

Down the Barrel	ESPN2
Focused <i>Human Flight</i>	Rush HD
Focused <i>The Furture of Freestyling Skiing 2007</i>	Rush HD
Inside the NFL	HBO <i>NFL Films</i>
Mayweather/Hatton 24/7	HBO
Road to the Super Bowl	NFL Network <i>NFL Films</i>
The 2007 Ford Ironman World Championship	NBC <i>Ironman Productions</i>

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Outstanding EDITING

Ali's 65	ESPN <i>Televerse Media</i>
Hard Knocks: Training Camp with the Kansas City Chiefs	HBO <i>NFL Films</i>
Mayweather/Hatton 24/7	HBO
Sport Science	FSN <i>BASE Productions</i>
Sunday NFL Countdown	ESPN
<i>Fear</i>	
Super Bowl XLI	CBS

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The Dick Schaap WRITING AWARD

2007 ING New York City Marathon	NBC <i>IMG Media</i>
<i>Alec Baldwin Open</i>	
Costas Now	HBO
<i>The Year of the Cheat</i>	
E: 60	ESPN
<i>A Dream Come True: Gunnar Esiason</i>	
Every Man A Tiger: The Eddie Robinson Story	NBC
Inside the NFL	HBO
<i>Lewis Black: Miami Vice & Lonely in LA</i>	
Mayweather/Hatton 24/7	HBO

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Outstanding MUSIC COMPOSITION / DIRECTION / LYRICS

America's Game: The Super Bowl Champions	NFL Network <i>NFL Films</i>
Barbaro	HBO
Dale	NASCAR Images
Ghosts of Flatbush	HBO
Hard Knocks: Training Camp with the Kansas City Chiefs	HBO <i>NFL Films</i>
Kabul Girls Club	ESPN2
NBA on TNT	TNT
<i>NBA promos on TNT</i>	
US Open Tennis Championships	CBS
<i>US Open Tennis Championships Tease</i>	

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Outstanding Live Event AUDIO / SOUND

Arena Football	ABC / ESPN / ESPN2
MLB on FOX	FOX
NASCAR on FOX	FOX
NHL on NBC	NBC
World Championship Boxing	HBO

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Outstanding Post Produced AUDIO / SOUND

MLB on FOX: Pre Game Show	FOX
NFL on FOX: FOX NFL Sunday	FOX
Road to the Super Bowl	NFL Network <i>NFL Films</i>
US Open Tennis Championships	CBS

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Outstanding GRAPHIC DESIGN

ESPN NASCAR

ABC / ESPN / ESPN2

Football Night in America / Sunday Night Football

NBC

NBA on TNT

TNT

Turner Studios

Playoffs

NBA Finals on ABC

ABC

Tease / Open

Sport Science

FSN

BASE Productions

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Outstanding PRODUCTION DESIGN / ART DIRECTION

107th U.S. Open Championship

NBC

The Open Returns to the Steel City

Amazing Sports Stories

FSN

Nash Entertainment /Red Line Films

BCS on FOX

FOX

NBA All-Star Game

TNT

"Wasteland" Tease

NBA All-Star Saturday Night

TNT

Tease and various re-teases

Sport Science

FSN

BASE Productions

The George Wensel TECHNICAL ACHIEVEMENT AWARD

ESPN NASCAR

ABC / ESPN / ESPN2

Draft Track

Golf on CBS

CBS

Swing Vision

Jim Nantz Remembers Augusta - The 1960 Masters

CBS

Color Restoration and Colorization

PGA TOUR and LPGA coverage

Golf Channel

AimPoint

Sport Science

FSN

BASE Productions

Sport Science Laboratory