



NOMINEES FOR THE 30TH ANNUAL SPORTS EMMY® AWARDS ANNOUNCE AT IMG WORLD CONGRESS OF SPORTS

**Winners to be Honored During the April 27th Ceremony
At Frederick P. Rose Hall, Home of Jazz at Lincoln Center**

Dick Ebersol To Receive Lifetime Achievement Award

New York, NY – April 2, 2009 - The National Academy of Television Arts and Sciences (NATAS) today announced the nominees for the 30th Annual Sports Emmy® Awards at the IMG World Congress of Sports at The Mandarin Oriental Hotel in Miami, Florida. Frank Radice, President of NATAS was joined by Ross Greenberg, President of HBO Sports and David Levy President of Turner Sports in making the announcement.

At the 30th Annual Sports Emmy® Awards, winners in 32 categories including outstanding live sports special, live series, sports documentary, studio show, promotional announcements, 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 27th, 2009 in New York City.

In addition, Dick Ebersol, Chairman, NBC Universal Sports & Olympics, will receive this year's Lifetime Achievement Award that evening. He is the winner of 24 Sports Emmy® Awards and has received the NATAS Trustees Award.

Dick Ebersol, who has led NBC Sports for 20 years, is renowned for his ability to amass large television audiences. Most recently, Ebersol architected two record-breaking television events: The Beijing Olympic Games, the most watched event in U.S. history, and Super Bowl XLIII, which delivered the largest single audience. Remarkably, he has now produced seven of the top ten most-watched events of all time.

Ebersol is recognized as a creative producer and a skilled promoter. Under his leadership, NBC Sports has come to represent superior production that elevates sport, broad promotion and mutually-beneficially partnerships. His crowning achievement has been establishing NBC Universal as the home of the Olympic Games, TV's most powerful franchise, through 2012. He has served as executive producer of every Olympics NBC

has broadcast since 1992. Ebersol also has served as executive producer for five Super Bowls and is executive producer for "Sunday Night Football." He negotiated the landmark NFL deal which saw the League's premier primetime package move to Sunday night and includes innovative flexible scheduling.

Over four decades in the industry, Ebersol stands alone as an executive who has played a prominent role in the wide-ranging fields of sports, entertainment and news. Starting his career at ABC Sports under the legendary Roone Arledge, Ebersol went on to create "Saturday Night Live" with Lorne Michaels, before returning to his roots in sports. Along the way, he has collected numerous accolades and honors including induction into the Broadcasting & Cable Hall of Fame and the U.S. Olympic Hall of Fame. *Fortune* sums up Ebersol's accomplishments by saying he "has practically done it all in a storied TV career."

Many of the leading sports broadcasters, personalities and television professionals will be presenters at the event. American Airlines and Grass Valley are the official sponsors of the 30th 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>
Games of the XXIX Olympiad	12	NBC
Outside the Lines	9	ESPN
ESPN NASCAR	5	ABC / ESPN / ESPN2
NASCAR on FOX	5	FOX
Sport Science	5	FSN
Amazing Sports Stories	4	FSN
Calzaghe-Jones 24/7	4	HBO
E: 60	4	ESPN
ESPN Monday Night Football	4	ESPN
2008 NCAA Basketball on CBS	3	CBS
FOX NFL Sunday	3	FOX
NBA on TNT	3	TNT
NFL on FOX	3	FOX
Real Sports with Bryant Gumbel	3	HBO
2008 Masters	2	ESPN
Baseball's Golden Age	2	FSN
De La Hoya/Pacquiao 24/7	2	HBO
Hard Knocks: Training Camp with the Dallas Cowboys	2	HBO
MLB on FOX	2	FOX
NFL on CBS	2	CBS
Sunday NFL Countdown	2	ESPN
Sunday Night Football	2	NBC

2008 - 2009 Emmy Awards for Sports Number of Nominations by Network

<u>Network</u>	<u>Nominations</u>
ESPN	42
NBC	28
FOX	18
HBO	18
Turner	14
FSN	12
CBS	11
NFL	10
ABC	8
ESPN2	3
Showtime	3
A&E	1
BackOnTopps.com	1
Big Ten Network	1
DIRECTV	1
ESPN Classic	1
Golf Channel	1
PGATOUR.com	1
VOOM	1

The 30th Annual Emmy Awards for Sports

The Nominations

Outstanding LIVE SPORTS SPECIAL

108th U.S. Open Championship	<i>NBC</i>
NASCAR on FOX: Daytona 500	<i>FOX</i>
Super Bowl XLII	<i>FOX</i>
The Championships, Wimbledon Gentlemen's Final	<i>NBC</i>
X Games 14	<i>ESPN</i>

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Outstanding LIVE SPORTS SERIES

ESPN College Football	<i>ABC</i>
ESPN Monday Night Football	<i>ESPN</i>
NASCAR TNT Summer Series	<i>TNT</i>
NASCAR on FOX	<i>FOX</i>
NBC Sunday Night Football	<i>NBC</i>

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Outstanding LIVE EVENT TURNAROUND

2008 Bassmaster Classic	<i>ESPN2</i> Career Sports Entertainment
2008 Tour de France	<i>CBS</i>
2008 World Series of Poker: Final Table	<i>ESPN</i>
Games of the XXIX Olympiad	<i>NBC</i>
Inside the PGA Tour	<i>Golf Channel</i>
The Deutsche Bank Championship	PGA Tour Productions

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Outstanding EDITED SPORTS SPECIAL

2008 Beijing Paralympics	<i>NBC</i>
Calzaghe-Jones 24/7	<i>HBO</i>
The 2008 Ford Ironman World Championship	<i>NBC</i> Ironman Productions
The Greatest Game Ever Played	<i>ESPN</i>
Varsity Rivals	<i>CBS</i> Intersport / NFL Films

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Outstanding SPORTS DOCUMENTARY

Big Ten Short Stories	<i>Big Ten Network</i>
Friends of Jaclyn Special Edition	
Breaking the Huddle: The Integration of College Football	<i>HBO</i>
Joe Louis: America's Hero Betrayed	<i>HBO</i>
Jose Canseco: Last Shot	<i>A&E</i>
	The Trifecta Production Company
The Streak	<i>ESPN2</i>

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Outstanding EDITED SPORTS SERIES / Anthology

America's Game: The Missing Rings	<i>NFL Network</i>
	NFL Films
Baseball's Golden Age	<i>FSN</i>
De La Hoya/Pacquiao 24/7	<i>HBO</i>
HBO Boxing: Countdown Shows	<i>HBO</i>
Real Sports with Bryant Gumbel	<i>HBO</i>
Road to Redemption	<i>ESPN</i>
	NBA Entertainment
Sport Science	<i>FSN</i>

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Outstanding STUDIO SHOW - WEEKLY

College Gameday (Football)	<i>ESPN</i>
Football Night in America	<i>NBC</i>
FOX NFL Sunday	<i>FOX</i>
Inside the NFL	<i>CBS / Showtime</i> <i>NFL Films</i>
Monday Night Countdown	<i>ESPN</i>
Sunday NFL Countdown	<i>ESPN</i>

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Outstanding STUDIO SHOW - DAILY

Baseball Tonight	<i>ESPN</i>
Inside the NBA - Playoffs	<i>TNT</i>
MLB Postseason Studio	<i>TBS</i>
Outside the Lines First Report	<i>ESPN</i>
Pardon the Interruption	<i>ESPN</i>

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Outstanding SPORTS JOURNALISM

E: 60	<i>ESPN</i>
Gymnastics Abuse	
Outside the Lines	<i>ESPN</i>
Concerns in Happy Valley	
Outside the Lines	<i>ESPN</i>
O.J. Mayo's Inner Circle	
Real Sports with Bryant Gumbel	<i>HBO</i>
Horse Slaughter: Running For Their Lives	
Real Sports with Bryant Gumbel	<i>HBO</i>
NFL Stadium Drinking	

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Outstanding SHORT FEATURE

2008 NCAA Basketball on CBS	<i>CBS</i>
Jason Ray Feature	
E: 60	<i>ESPN</i>
The Power of One - Adam Bender	
Outside the Lines	<i>ESPN</i>
John Challis	
Outside the Lines	<i>ESPN</i>
Roller Derby Revival	
Outside the Lines	<i>ESPN</i>
Touching Them All	

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Outstanding LONG FEATURE

2008 NCAA Basketball on CBS - Final Four *CBS*
Zambia's Hope Feature

Outside the Lines *ESPN*
Kick for Nick

Outside the Lines *ESPN*
Louis Mulkey

Outside the Lines *ESPN*
Richard Jensen

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Outstanding OPEN / TEASE

ESPN NASCAR *ABC*
Indianapolis 500

Games of the XXIX Olympiad: The Clock of Their Lives *NBC*

NBA All-Star Game *TNT*
Chris Rock All-Star Tease

NFL on FOX: Super Bowl XLII *FOX*
Super Bowl XLII - Perfection

Saturday Night Football: Baltimore Ravens at Dallas Cowboys *NFL Network*

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Outstanding NEW APPROACHES SPORTS EVENT COVERAGE

Games of the XXIX Olympiad: Beyond the Broadcast	<i>NBCOlympics.com</i> NBC Sports
NASCAR.com RaceBuddy	<i>NASCAR.com</i> Turner Sports
NBA League Pass Broadband	<i>NBA.com</i> Turner Sports
NBA.com - TNT OverTime 2008 All-Star Saturday	<i>NBA.com</i> Turner Sports
NFL Sunday Ticket Experience	<i>DIRECTV</i>
NFL.com LIVE: Thursday and Saturday Night Football	<i>NFL.com</i> NFL Network

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Outstanding NEW APPROACHES SPORTS PROGRAMMING

Amazing Sports Stories	<i>FSN</i>
Ring Life	<i>HBO.com</i> HBO Sports
Sport Science	<i>FSN</i>
YouTube Baby	<i>ESPN.com</i>

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Outstanding NEW APPROACHES - SPORTS PROGRAMMING - SHORT FORMAT

Anatomy of a Play	<i>NFL.com</i> NFL Network/NFL Films
Back on Topps	<i>BackOnTopps.com</i> The Tornante Company / El Chopper Quatro
Mayne Street	<i>ESPN.com</i>
NFL Ultimate Audio on NFL.com	<i>NFL.com</i> NFL Network/NFL Films
No Love Lost	<i>ESPN.com</i>
Outside the Ropes	<i>PGATOUR.com</i> PGA Tour Productions

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Outstanding Sports Personality - STUDIO HOST

Bob Costas	<i>NBC / HBO</i>
Bryant Gumbel	<i>HBO</i>
Chris Berman	<i>ESPN</i>
Ernie Johnson	<i>TNT / TBS</i>
James Brown	<i>CBS / Showtime</i>

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Outstanding Sports Personality - PLAY-BY-PLAY

Al Michaels	<i>NBC</i>
Dan Hicks	<i>NBC</i>
Jim Nantz	<i>CBS</i>
Joe Buck	<i>FOX</i>
Mike Emrick	<i>NBC</i>

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Outstanding Sports Personality - STUDIO ANALYST

Cris Collinsworth	<i>NBC / Showtime / CBS / HBO</i>
John Kruk	<i>ESPN</i>
Steve Mariucci	<i>NFL Network</i>
Terry Bradshaw	<i>FOX</i>
Tom Jackson	<i>ESPN</i>

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Outstanding Sports Personality - SPORTS EVENT ANALYST

Cris Collinsworth	<i>NFL Network / NBC</i>
Doug Collins	<i>TNT</i>
John Madden	<i>NBC</i>
Johnny Miller	<i>NBC</i>
Ron Jaworski	<i>ESPN</i>
Tim McCarver	<i>FOX</i>

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Outstanding TECHNICAL TEAM REMOTE

2008 Winter X Games	<i>ESPN / ABC</i>
ESPN Monday Night Football	<i>ESPN</i>
ESPN NASCAR	<i>ABC / ESPN / ESPN2</i>
Games of the XXIX Olympiad	<i>NBC</i>
NASCAR on FOX	<i>FOX</i>
Red Bull Air Race World Series	<i>FSN</i>

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Outstanding TECHNICAL TEAM STUDIO

ESPN NASCAR	<i>ABC / ESPN / ESPN2</i>
Games of the XXIX Olympiad	<i>NBC</i>
MLB Postseason	<i>TBS</i>
Sport Science	<i>FSN</i>
Sunday NFL Countdown	<i>ESPN</i>

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Outstanding CAMERA WORK

2008 Masters	<i>ESPN</i>
Open	
2008 NCAA Basketball on CBS - Final Four	<i>CBS</i>
Zambia's Hope	
Amazing Sports Stories	<i>FSN</i> Red Line Films
Calzaghe-Jones 24/7	<i>HBO</i>
Games of the XXIX Olympiad: The Clock of Their Lives	<i>NBC</i>
Quest for the Cup	<i>VOOM</i>
	NASCAR Media Group

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Outstanding EDITING

Amazing Sports Stories	<i>FSN</i>
Joe Jenette: The Fighter Who Refused to Quit	Red Line Films
Calzaghe-Jones 24/7	<i>HBO</i>
Games of the XXIX Olympiad: Olympic Profiles	<i>NBC</i>
Games of the XXIX Olympiad: Remember the Titans	<i>NBC</i>
NBA on TNT	<i>TNT</i>
The Championships, Wimbledon	<i>ESPN2</i>

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The Dick Schaap WRITING AWARD

Baseball's Golden Age	<i>FSN</i> Black Canyon Productions
British Open	<i>TNT</i>
De La Hoya/Pacquiao 24/7	<i>HBO</i>
FOX NFL Sunday	<i>FOX</i>
Super Bowl XLII - Perfection	
NBA on TNT	<i>TNT</i>
NFL Films Presents: Lost in Confetti	<i>NFL Network</i> NFL Films

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Outstanding MUSIC COMPOSITION / DIRECTION / LYRICS

2008 Masters	<i>ESPN</i>
Open	
E: 60	<i>ESPN</i>
Homeless Hoops	
ESPN Sunday Night Baseball - Final Game at Yankee Stadium	<i>ESPN</i>
Opening Tease	
Games of the XXIX Olympiad: The Clock of Their Lives	<i>NBC</i>
Hard Knocks: Training Camp with the Dallas Cowboys	<i>HBO</i> NFL Films
NFL on CBS	<i>CBS</i>
AFC Championship Game Tease	

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Outstanding Live Event AUDIO / SOUND

ESPN NASCAR	<i>ABC / ESPN / ESPN2</i>
Games of the XXIX Olympiad	<i>NBC</i>
MLB on FOX	<i>FOX</i>
NASCAR on FOX	<i>FOX</i>
NFL on FOX	<i>FOX</i>

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Outstanding Post Produced AUDIO / SOUND

Calzaghe-Jones 24/7	<i>HBO</i>
Hard Knocks: Training Camp with the Dallas Cowboys	<i>HBO</i> NFL Films
MLB '08: An Epic Season	<i>ESPN</i>
Wireless	MLB Productions
Road to the Super Bowl	<i>FOX</i>
	NFL Films

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Outstanding GRAPHIC DESIGN

E: 60	<i>ESPN</i>
2008 Season	
Games of the XXIX Olympiad	<i>NBC</i>
MLB on FOX	<i>FOX</i>
NBA on ABC	<i>ABC / ESPN</i>
2008 NBA Finals	
Sport Science	<i>FSN</i>
Super Bowl XLII / FOX NFL Sunday	<i>FOX</i>

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Outstanding PRODUCTION DESIGN / ART DIRECTION

Amazing Sports Stories	<i>FSN</i> Red Line Films
Figure Skating	<i>ABC / ESPN</i>
2008 World Figure Skating Championships	
NFL on CBS	<i>CBS</i>
AFC Championship Game Tease	
Sport Science	<i>FSN</i>
The Secret Game	<i>ESPN Classic</i> Red Line Films

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The George Wensel TECHNICAL ACHIEVEMENT AWARD

ESPN Axis	<i>ESPN / ESPN2 / ESPNNews</i>
ESPN NASCAR	<i>ABC / ESPN2</i>
Games of the XXIX Olympiad	<i>NBC</i>
NBC's Three Screens Olympics (Beijing & at Home)	
Virtual Playbook / Augmented Reality	<i>ESPN</i>

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Outstanding SPORTS PROMOTIONAL ANNOUNCEMENT- INSTITUTIONAL

2008 Fantasy Football	<i>NFL Network</i>
Blues	Restless Films
ESPN Monday Night Football - Is it Monday Yet?	<i>ESPN</i>
Alarm Clocks, Customers, Cubicles	MJZ
MLB ALL Star Game 2008	<i>FOX</i>
Raftors	Buf, Fox Sports Design
NBA on TNT Playoffs	<i>TNT</i>
Terrence Howard Tease	
This is SportsCenter	<i>ESPN</i>
More Hips, Conditioning Coach, Explosive Speed	Hungry Man

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Outstanding SPORTS PROMOTIONAL ANNOUNCEMENT - EPISODIC**2008 NFL Training Camp***NFL Network / NFL.com***In Rhythm**

NFL Network

2009 Winter Classic*NBC***ESPN Monday Night Football - Is it Monday Yet?***ESPN***Customers, Cubicles, Class***MJZ***NASCAR on FOX 2008***FOX***Engine City****Buf****NBC Sunday Night Football - Kick-off Weekend***NBC***Manning Brothers**

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