NEW YORK, NY - March 22, 2010 - The National Academy of Television Arts and Sciences (NATAS) today announced the nominees for the 32nd Annual Sports Emmy® Awards.

More than 150 nominees from a record number of entries were announced in 33 categories including outstanding live sports special, live series, sports documentary, studio show, promotional announcements, play-by-play personality and studio analyst. 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 May 2nd, 2011 in New York City.

This year’s Lifetime Achievement Award for Sports will go to the Legendary Sports Broadcaster, Al Michaels.

“Do you believe in miracles?” “It’s amazing how his call of the U.S. Olympic hockey team’s 1980 ‘Miracle on Ice’ resonates to this day,” said Steve Ulrich, Executive Director of the Sports Emmy Awards. “Al’s legacy in sports television goes far beyond that moment, having called some of the greatest games in the history of the NFL, Major League Baseball, the NBA and the NHL.”

One of television's most respected journalists, Michaels, the voice of NBC’s “Sunday Night Football” since its inception in 2006, has covered more major sports events than any sportscaster, including 20 years as the play-by-play voice of “Monday Night Football.” He is the only commentator to call the Super Bowl, World Series, NBA Finals and host the Stanley Cup Final for network television. Among his many accolades, Michaels has captured six Emmy Awards for Outstanding Sports Personality – Play-by-play (1986, 1989, 1995, 2000, 2007 and 2008) and has three times (1980, 1983 and 1986) received the NSSA Award from the National Sportscasters and Sportswriters Association; he was inducted into the NSSA Hall of Fame in 1998. Michaels was named Sportscaster of the Year in
1996 by the American Sportscasters Association, and, in 1991, he was named Sportscaster of the Year by the Washington Journalism Review.

Regarded as one of the best baseball announcers of all time, Michaels was ABC's lead baseball play-by-play announcer during the network's coverage of Major League Baseball. He has also earned praise as a journalist and became just the second sportscaster in history to receive a News Emmy nomination for his coverage of the San Francisco earthquake during the 1989 World Series.

In addition to his iconic call of the 1980 Olympic hockey game in Lake Placid, Michaels called the figure skating and hockey at the 1984 Winter Games in Sarajevo, and all track and field, in addition to road cycling, at the Summer Games in Los Angeles. He also covered hockey during the 1988 Calgary Winter Olympic Games and last February served as the daytime host of NBC's coverage of the Vancouver Olympics.

In addition to Al Michaels, many of the today’s leading sports broadcasters, personalities and television professionals will be in attendance as presenters at the event.

*American Airlines* is the official sponsor of the 32nd Annual Sports Emmy® Awards and Street & Smith’s *Sports Business Journal* is the exclusive magazine partner.

A complete list of all nominees is attached and also available at [www.emmyonline.tv/sports](http://www.emmyonline.tv/sports)

**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, and Technology & Engineering. NATAS also presents the Global Media Awards™ which recognizes excellence in the world-wide intersection of digital entertainment and technology. 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](http://www.emmyonline.tv).

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Paul Pillitteri, Director Communications: [ppillitteri@emmyonline.tv](mailto:ppillitteri@emmyonline.tv)
### 32nd Annual Sports Emmy Award Nominations by Network

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<td>NCAA Basketball on CBS</td>
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The 32nd Annual Emmy Awards for Sports

Outstanding LIVE SPORTS SPECIAL

2010 FIFA World Cup
Final Match - Spain vs Netherlands

2010 Tour de France

Golf on CBS
The Masters

NBA Finals on ABC

The Breeders' Cup World Championship
The 2010 Breeders' Cup Classic

The Ryder Cup

ABC
Versus
CBS

ESP

NBC / USA
Outstanding LIVE SPORTS SERIES

ESPN College Football

ESPN Monday Night Football

NASCAR on FOX and SPEED

NBC Sunday Night Football

NFL on FOX
Outstanding LIVE EVENT TURNAROUND

Inside the Headsets
The 26th All-Star Challenge

Sound FX
Cincinnati Bengals at New York Jets

The 2010 World Series of Poker Final Table

Tour de France on CBS

XXI Olympic Winter Games
Outstanding PLAYOFF COVERAGE

2010 FIFA World Cup  
ESPN

MLB Postseason on TBS  
TBS

NBA Playoffs on TNT  
TNT

NCAA Basketball on CBS  
CBS
  The NCAA Men's Basketball Tournament

NFL on FOX  
FOX
  NFC Championship Game
Outstanding EDITED SPORTS SPECIAL

24/7  HBO
Mayweather-Mosley

24/7  HBO
Penguins-Capitals: Road to the NHL Winter Classic

Bill Parcells: Reflections on a Life in Football  NFL Network
NFL Films

I Scored a Goal  ABC

Red Bull Young Jaws  Fuel
Red Bull Media House
Outstanding SPORTS DOCUMENTARY

June 17th, 1994

Lombardi

Magic & Bird: A Courtship of Rivals

Robben Island: A Greater Goal

The Two Escobars

ESPN

HBO

ESPN2

ESPN Deportes
Outstanding EDITED SPORTS SERIES / Anthology

Big Ten Basketball 2010
   The Journey

   Big Ten Network

E:60
   ESPN2

Hard Knocks
   Training Camp with the New York Jets

   HBO

   NFL Films

NCAA on CBS
   Championships of the NCAA

   CBS

Real Sports with Bryant Gumbel
   HBO
Outstanding STUDIO SHOW - WEEKLY

College Gameday  
ESPN

Football Night in America  
NBC

Inside the NBA on TNT  
TNT

MLB Network's Studio 42 with Bob Costas  
MLB Network

NFL GameDay Morning  
NFL Network
Outstanding STUDIO SHOW - DAILY

Inside the NBA on TNT

MLB Postseason on TBS

MLB Tonight

Pardon the Interruption

SportsCenter

TNT

TBS

MLB Network

ESPN

Rydholm Projects
Outstanding SPORTS JOURNALISM

E:60

Children of Bhopal

Real Sports with Bryant Gumbel

Fallen Star

Real Sports with Bryant Gumbel

The Missing Link

Vanguard

Soccer's Lost Boys
Outstanding SHORT FEATURE

E:60

A League of Her Own

Inside the NFL

The Drew Swank Story

NFL on CBS

Honoring Flight 93

NFL on CBS - Super Bowl XLIV

Wynton Marsalis - '43 Years'

Outside the Lines

Santa Anita: A Dark History
Outstanding LONG FEATURE

E:60
Josiah's Time

E:60
Survival 1

E:60
Unbreakable

Outside the Lines
Asian Carp

Outside the Lines
The Power of Dylan

Real Sports with Bryant Gumbel
Leading Man
Outstanding OPEN / TEASE

2010 FIFA World Cup  

2010 NBA Draft  

Lombardi  

NBA Playoffs on TNT  
  Jamie vs Justin  

XXI Olympic Winter Games  
  Discovery
Outstanding NEW APPROACHES SPORTS EVENT COVERAGE

CBS NCAA March Madness On Demand IPhone App  

MLB.com At Bat 2010  

NFL Sunday Ticket Experience on DIRECTV  

NFL.com Live: 2010 Scouting Combine  

XXI Olympic Winter Games  
Beyond the Broadcast

CBS Interactive  
MLBAM  
DIRECTV  
NFL.com  
NBCOlympics.com
Outstanding NEW APPROACHES SPORTS PROGRAMMING

24/7
Mayweather-Mosley Face Off with Max Kellerman

Sunday Night Football Extra

The Science of Sports

Outstanding NEW APPROACHES - SPORTS PROGRAMMING - SHORT FORMAT

Sport Science

The NFL Season: A Biography

XXI Olympic Winter Games
Outstanding Sports Personality - STUDIO HOST

Chris Berman  
*ESPN*

James Brown  
*CBS / Showtime*

Bob Costas  
*NBC / MLB Network*

Ernie Johnson  
*TNT*

Dan Patrick  
*NBC / DirecTV*

Scott Van Pelt  
*ESPN*
Outstanding Sports Personality - PLAY-BY-PLAY

Joe Buck       FOX

Bob Costas     MLB Network

Mike Emrick    NBC

Verne Lundquist CBS

Al Michaels    NBC

Jim Nantz      CBS
Outstanding Sports Personality - STUDIO ANALYST

Charles Barkley  
TNT

Kirk Herbstreit  
ESPN

Tom Jackson  
ESPN

Howie Long  
FOX

Harold Reynolds  
MLB Network
Outstanding Sports Personality - SPORTS EVENT ANALYST

Cris Collinsworth  
NBC

Jon Gruden  
ESPN

Orel Hershiser  
ESPN

Phil Simms  
CBS

Jeff Van Gundy  
ABC
Outstanding TECHNICAL TEAM REMOTE

Golf on CBS

NASCAR on FOX

NFL on CBS - Super Bowl XLIV

Winter X Games 14

Outstanding TECHNICAL TEAM STUDIO

2010 FIFA World Cup

MLB Tonight

XXI Olympic Winter Games
Outstanding CAMERA WORK

2010 FIFA World Cup

24/7

Jimmie Johnson: Race to Daytona

First Ascent

Fly or Die

Hard Knocks

Training Camp with the New York Jets

NFL Films Presents

Shots of the Year

XXI Olympic Winter Games

Discovery
Outstanding EDITING

2010 Scripps National Spelling Bee

24/7

Jimmie Johnson: Race to Daytona

Hard Knocks

Training Camp with the New York Jets

Inside the NFL

Sounds of the Year

June 17th, 1994
The Dick Schaap WRITING AWARD

2010 FIFA World Cup

24/7

Mayweather-Mosley

24/7

Penguins-Capitals: Road to the NHL Winter Classic

Magic & Bird: A Courtship of Rivals

XXI Olympic Winter Games

ESPN / ABC

HBO

HBO

HBO

NBC

Discovery
Outstanding MUSIC COMPOSITION / DIRECTION / LYRICS

2010 FIFA World Cup
Day One Tease

2010 FIFA World Cup
U2 & Soweto Gospel Choir

Lombardi

Magic & Bird: A Courtship of Rivals

NFL on CBS - Super Bowl XLIV
Run This Town

NFL on CBS - Super Bowl XLIV
Wynton Marsalis - '43 Years'
Outstanding Live Event AUDIO / SOUND

MLB on FOX

FOX

NASCAR on FOX

FOX

NFL on FOX

FOX

Outstanding Post Produced AUDIO / SOUND

24/7

HBO

Penguins-Capitals: Road to the NHL Winter Classic

Hard Knocks

HBO

Training Camp with the New York Jets

Inside the NFL

Showtime

Sounds of the Year

NFL on CBS - Super Bowl XLIV

CBS

Run This Town

XXI Olympic Winter Games

NBC

Remember the Titans
Outstanding GRAPHIC DESIGN

2010 FIFA World Cup  
ESPN

ESPNU College Football Whiparound  
ESPNU

MLB Network Studio Graphics  
MLB Network

NBC Sunday Night Football  
NBC

Sport Science  
ESPN
Base Productions

XXI Olympic Winter Games  
NBC
Outstanding PRODUCTION DESIGN / ART DIRECTION

2010 FIFA World Cup  
ESPN / ESPN2 / ABC

2010 NBA Draft  
ESPN

ESPN NFL Unmasked  
ESPN

NFL on CBS - Super Bowl XLIV  
CBS
  Run This Town

The George Wensel TECHNICAL ACHIEVEMENT AWARD

Ballpark Cam  
MLB Network

Enhanced Visual Accompaniment  
ESPN

ESPN3D  
ESPN

US Open Tennis Championships  
CBS
  3D at US Open Tennis Championships
Outstanding SPORTS PROMOTIONAL ANNOUNCEMENT - INSTITUTIONAL

**Is It Monday Yet?**

- Monday Action, An Exit Away, Stone's Throw  
  *ESPN*  
  Wieden & Kennedy

**MLB All-Star Game**

- Sand  
  *FOX*  
  The Mill

**NBC Sports Championship Season**

**NHL Winter Classic**

- Classic Rivalry; Classic Spectacle  
  *NBC*

**XXI Olympic Winter Games**

- One Day; Dream It, Win it; One Dream  
  *NBC*
Outstanding SPORTS PROMOTIONAL ANNOUNCEMENT - EPISODIC

ESPN Films - 30 for 30 'What if I told You...?'
Winning Time, The Two Escobars, Pony Express

NFL 'It's Good to Have a Ring'
Booth; Airport; Pool Party

The Open Championship

XXI Olympic Winter Games
One Day; Olympic Showdown; Dancing Stars