



**NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES  
ANNOUNCES NOMINEES FOR THE  
32<sup>ND</sup> ANNUAL SPORTS EMMY® AWARDS**

**Winners to be Honored During the May 2<sup>nd</sup> Ceremony  
At Frederick P. Rose Hall, Home of Jazz at Lincoln Center**

**Al Michaels to Receive Lifetime Achievement Award**

New York, NY – March 22, 2010 - The National Academy of Television Arts and Sciences (NATAS) today announced the nominees for the 32<sup>nd</sup> 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 2<sup>nd</sup>, 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 32<sup>nd</sup> 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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## 32<sup>nd</sup> Annual Sports Emmy Award Nominations by Network

<u>Network</u>	<u>Nominations</u>
ESPN	36
HBO	22
NBC	20
CBS	17
ABC	13
FOX	12
ESPN2	9
MLB Network	7
TNT	6
NFL Network	4
Showtime	4
DIRECTV	2
NBCOlympics.com	2
NBCSports.com	2
NFL.com	2
Speed	2
TBS	2
Big Ten Network	1
CBS Interactive	1
Current TV	1
ESPN Deportes	1
ESPN.com	1
ESPNU	1
Fuel	1
MLBAM	1
Travel Channel	1
USA	1
Versus	1

## BREAKDOWN OF MULTIPLE PROGRAM / SERIES NOMINATIONS

<b>Program</b>	<b>Nominations</b>	<b>Network</b>
2010 FIFA World Cup	12	ESPN / ESPN2 / ABC
XXI Olympic Winter Games	11	NBC / NBCOlympics.com
E: 60	6	ESPN2
NFL on CBS - Super Bowl XLIV	6	CBS
Hard Knocks: Training Camp with the New York Jets	4	HBO
Real Sports with Bryant Gumbel	4	HBO
24/7 Mayweather - Mosley	3	HBO
24/7 Penguins – Capitals: Road to the Winter Classic	3	HBO
Inside the NFL	3	Showtime
Lombardi	3	HBO
Magic & Bird: A Courtship of Rivals	3	HBO
NFL on FOX	3	FOX
Outside the Lines	3	ESPN
24/7 Jimmie Johnson: Race to Daytona	2	HBO
2010 NBA Draft	2	ESPN
Golf on CBS	2	CBS
Inside the NBA on TNT	2	TNT
June 17th, 1994	2	ESPN
MLB Postseason on TBS	2	TBS
MLB Tonight	2	MLB Network
NASCAR on FOX	2	FOX
NBA Playoffs on TNT	2	TNT
NBC Sunday Night Football	2	NBC / NBCSports.com
NCAA Basketball on CBS	2	CBS / CBS Interactive

*The 32nd Annual Emmy Awards for Sports*

**Outstanding LIVE SPORTS SPECIAL**

<b>2010 FIFA World Cup</b> Final Match - Spain vs Netherlands	<i>ABC</i>
<b>2010 Tour de France</b>	<i>Versus</i>
<b>Golf on CBS</b> The Masters	<i>CBS</i>
<b>NBA Finals on ABC</b>	<i>ABC</i>
<b>The Breeders' Cup World Championship</b> The 2010 Breeders' Cup Classic	<i>ESPN</i>
<b>The Ryder Cup</b>	<i>NBC / USA</i>

**Outstanding LIVE SPORTS SERIES****ESPN College Football***ESPN***ESPN Monday Night Football***ESPN***NASCAR on FOX and SPEED***FOX / SPEED***NBC Sunday Night Football***NBC***NFL on FOX***FOX*

**Outstanding LIVE EVENT TURNAROUND****Inside the Headsets***SPEED***The 26th All-Star Challenge****NASCAR Media Group****Sound FX***NFL Network***Cincinnati Bengals at New York Jets****NFL Films****The 2010 World Series of Poker Final Table***ESPN***Tour de France on CBS***CBS***XXI Olympic Winter Games***NBC*

**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***ESPN***Lombardi***HBO***Magic & Bird: A Courtship of Rivals***HBO***Robben Island: A Greater Goal***ESPN2***The Two Escobars***ESPN Deportes*

**Outstanding EDITED SPORTS SERIES / Anthology****Big Ten Basketball 2010***Big Ten Network***The Journey****E:60***ESPN2***Hard Knocks***HBO***Training Camp with the New York Jets**

NFL Films

**NCAA on CBS***CBS***Championships of the NCAA****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***TNT***MLB Postseason on TBS***TBS***MLB Tonight***MLB Network***Pardon the Interruption***ESPN***Rydhalm Projects****SportsCenter***ESPN*

**Outstanding SPORTS JOURNALISM**

<b>E:60</b>		<i>ESPN2</i>
<b>Children of Bhopal</b>		
<b>Real Sports with Bryant Gumbel</b>		<i>HBO</i>
<b>Fallen Star</b>		
<b>Real Sports with Bryant Gumbel</b>		<i>HBO</i>
<b>The Missing Link</b>		
<b>Vanguard</b>		<i>Current TV</i>
<b>Soccer's Lost Boys</b>		

**Outstanding SHORT FEATURE**

<b>E:60</b>		<i>ABC</i>
<b>A League of Her Own</b>		
<b>Inside the NFL</b>		<i>Showtime</i>
<b>The Drew Swank Story</b>		
<b>NFL on CBS</b>		<i>CBS</i>
<b>Honoring Flight 93</b>		
<b>NFL on CBS - Super Bowl XLIV</b>		<i>CBS</i>
<b>Wynton Marsalis - '43 Years'</b>		
<b>Outside the Lines</b>		<i>ESPN</i>
<b>Santa Anita: A Dark History</b>		

**Outstanding LONG FEATURE**

<b>E:60</b> <b>Josiah's Time</b>	<b><i>ESPN2</i></b>
<b>E:60</b> <b>Survival 1</b>	<b><i>ESPN2</i></b>
<b>E:60</b> <b>Unbreakable</b>	<b><i>ESPN2</i></b>
<b>Outside the Lines</b> <b>Asian Carp</b>	<b><i>ESPN</i></b>
<b>Outside the Lines</b> <b>The Power of Dylan</b>	<b><i>ESPN</i></b>
<b>Real Sports with Bryant Gumbel</b> <b>Leading Man</b>	<b><i>HBO</i></b>



**Outstanding OPEN / TEASE****2010 FIFA World Cup***ABC***2010 NBA Draft***ESPN***Lombardi***HBO***NBA Playoffs on TNT***TNT***Jamie vs Justin****XXI Olympic Winter Games***NBC***Discovery**

**Outstanding NEW APPROACHES SPORTS EVENT COVERAGE****CBS NCAA March Madness On Demand iPhone App***CBS Interactive***MLB.com At Bat 2010***MLBAM***NFL Sunday Ticket Experience on DIRECTV***DIRECTV***NFL.com Live: 2010 Scouting Combine***NFL.com***XXI Olympic Winter Games***NBCOlympics.com***Beyond the Broadcast**

**Outstanding NEW APPROACHES SPORTS PROGRAMMING****24/7*****HBO*****Mayweather-Mosley Face Off with Max Kellerman****Sunday Night Football Extra*****NBCSports.com*****The Science of Sports*****NBCSports.com*****Outstanding NEW APPROACHES - SPORTS PROGRAMMING - SHORT FORMAT****Sport Science*****ESPN.com*****The NFL Season: A Biography*****NFL.com*****NFL Network****XXI Olympic Winter Games*****NBCOlympics.com***

**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*****CBS*****NASCAR on FOX*****FOX*****NFL on CBS - Super Bowl XLIV*****CBS*****Winter X Games 14*****ESPN / ESPN2*****Outstanding TECHNICAL TEAM STUDIO****2010 FIFA World Cup*****ESPN / ABC*****MLB Tonight*****MLB Network*****XXI Olympic Winter Games*****NBC***



**Outstanding CAMERA WORK****2010 FIFA World Cup***ESPN / ABC***24/7***HBO***Jimmie Johnson: Race to Daytona****First Ascent***Travel Channel***Fly or Die****Sender Films****Hard Knocks***HBO***Training Camp with the New York Jets****NFL Films****NFL Films Presents***NFL Network***Shots of the Year****NFL Films****XXI Olympic Winter Games***NBC***Discovery**

**Outstanding EDITING****2010 Scripps National Spelling Bee***ABC***24/7***HBO***Jimmie Johnson: Race to Daytona****Hard Knocks***HBO***Training Camp with the New York Jets**

NFL Films

**Inside the NFL***Showtime***Sounds of the Year**

NFL Films

**June 17th, 1994***ESPN*

**The Dick Schaap WRITING AWARD****2010 FIFA World Cup***ESPN / ABC***24/7***HBO***Mayweather-Mosley****24/7***HBO***Penguins-Capitals: Road to the NHL Winter Classic****Magic & Bird: A Courtship of Rivals***HBO***XXI Olympic Winter Games***NBC***Discovery**

**Outstanding MUSIC COMPOSITION / DIRECTION / LYRICS****2010 FIFA World Cup***ESPN / ABC***Day One Tease****2010 FIFA World Cup***ESPN / ESPN2 / ABC***U2 & Soweto Gospel Choir****Lombardi***HBO***Magic & Bird: A Courtship of Rivals***HBO***NFL on CBS - Super Bowl XLIV***CBS***Run This Town****NFL on CBS - Super Bowl XLIV***CBS***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 Films**

**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?***ESPN***Monday Action, An Exit Away, Stone's Throw****Wieden & Kennedy****MLB All-Star Game***FOX***Sand****The Mill****NBC Sports Championship Season***NBC***NHL Winter Classic***NBC***Classic Rivalry; Classic Spectacle****XXI Olympic Winter Games***NBC***One Day; Dream It, Win it; One Dream**



**Outstanding SPORTS PROMOTIONAL ANNOUNCEMENT - EPISODIC****ESPN Films - 30 for 30 'What if I told You...?'***ESPN***Winning Time, The Two Escobars, Pony Express****NFL 'It's Good to Have a Ring'***FOX***Booth; Airport; Pool Party****SMuggler****The Open Championship***ESPN***Perception****XXI Olympic Winter Games***NBC***One Day; Olympic Showdown; Dancing Stars**