



**61<sup>st</sup> ANNUAL TECHNOLOGY & ENGINEERING  
EMMY® AWARDS  
PRESENTED AT THE MANDALAY BAY RESORT & CASINO AT THE  
INTERNATIONAL CONSUMER ELECTRONICS SHOW IN LAS VEGAS**

Legendary Entertainer Jerry Lewis Awarded Prestigious Trustees Award

Las Vegas, NV. – January 7<sup>th</sup>, 2010 -- The National Academy of Television Arts & Sciences (NATAS) presented the 61st Annual Technology & Engineering Emmy® Awards tonight to a sold-out crowd of industry executives and innovators at the Mandalay Bay Resort & Casino as part of the 2010 International Consumer Electronics Show in Las Vegas.

Launched in 1948, The Technology and Engineering Awards honor development and innovation in broadcast technology and recognize companies, organizations and individuals for breakthroughs in technology that have a significant effect on television engineering.

“These are truly dynamic and exciting times for the television industry, and these Emmy® winners were rewarded for their significant impact in enhancing the consumer viewing experience,” said Herb Granath, Chairman, NATAS. “Of this esteemed group, we are pleased to commend technology and engineering professionals who contribute to the on-going development of television, year after year.”

Harold Crump, Vice President, Hubbard Broadcasting and member of the NATAS Executive Committee, went on to introduce consummate entertainer Jerry Lewis, recipient of the National Academy’s Trustee Award, “An actor, writer, director, innovator and one of the world’s great humanitarians, it brings me great honor and joy to present this to Jerry Lewis, a man of the people,” he said.

A world-class entertainer, Jerry Lewis is not just a cultural icon in the United States – he’s one of the most easily recognized personalities on the planet. One of the most successful performers in show business – with worldwide box office gross receipts of his films in excess of \$800 million – Jerry Lewis has received global acclaim for his unique ability and style with both comedy and drama. Best known for his comedic genius, he’s considered among the elite in the history of comedy. He has an exceptional feel for comic timing and possesses all the unique qualities of a great clown.

A world-class humanitarian, since first committing himself to MDA's cause in 1951, Jerry has single-handedly turned “muscular dystrophy” into a household term. As

National Chairman of the Muscular Dystrophy Association for nearly six decades, he leads the fight against more than 40 diseases with fierce determination in behalf of the more than 1 million Americans affected by these disorders.

Today, the mere mention of the word “Telethon” evokes the image of Jerry Lewis on a Labor Day Monday afternoon – his tie undone, tears brimming in his eyes, singing “You’ll Never Walk Alone.” The Telethon is now an American tradition, broadcast by 180 television stations across the country. These days, the Telethon’s combined audience ratings continue to make it the most watched show of its kind – and that’s not counting the countless numbers of people around the world who watch the Telethon via the Internet.

A list of honorees for the 61st Annual Technology & Engineering Emmy Awards follows and is also available on the National Television Academy’s website at

[www.emmyonline.tv/tech8-2009](http://www.emmyonline.tv/tech8-2009)

### **NIELSEN CORPORATION**

For its Audience Measurement Technology System

### **ARBITRON**

For its Audience Measurement Technology

### **PORTAPROMPT**

For its Pioneering Development in Electronic Prompting

### **COMPU=PROMPT**

For its Pioneering Development in Electronic Prompting

### **L3**

For its Pioneering Development of MSDC High Power Amplifiers

### **FOX**

For its Pioneering Efforts in Development, Implementation of Network Distribution workflows for ATSC DTV Development

### **PBS (The Public Broadcasting Service)**

For its Pioneering Efforts in Development, Implementation of Network Distribution workflows for ATSC DTV Development

### **THE FEDERAL COMMUNICATIONS COMMISSION**

For The Development of NTSC Television

### **CEA (Radio Manufacturers Association)**

For The Development of NTSC Television

### **THE NTSC**

For The Development of NTSC Television

### **HBO (Home Box Office)**

For Pioneering Development of Automatic Transmitter Identification for Satellite Television Communications

### **ELMER MUSSER**

For Pioneering Development of Automatic Transmitter Identification for Satellite Television Communication

## **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. Regional Emmy® Awards are given in 19 regions across the United States. NATAS also presents the Global Media Awards™ which recognizes excellence in the world-wide intersection of digital entertainment and technology. 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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