

# TV SPORTS

AN INSIDE LOOK AT TV SPORTS PROGRAMMING

## Emmy judging system reaches new benchmark

NEW YORK — Sports Emmy award balloting by the National Academy of Television Arts and Sciences annually is criticized by the networks as unfair or incomplete.



**RACHEL SHUSTER**

But networks judged the process as fairer this year — with CBS more pleased than NBC and ABC.

"We think the whole process has changed immeasurably," says Jim Harrington, CBS Sports vice president for production services and administration.

"In the past, the problems ranged from the makeup of the (judging) panel to the time period when awards were considered. But the Academy is solving many of those problems."

But NBC staffers still believe some judges have "ties that bind and axes to grind." ABC still hopes for a better process, so judges can see more of the entries.

"The trick has been to get quality judges, and there's absolutely no question in my mind we're headed in a wonderful direction," says Anne Simon, a former ABC sportscaster who has worked to change the system the past two years.

Simon hopes the sports Emmys will advance another step with the first telecast of the awards, syndicated live from New York July 13 by Raycom Sports. That's the night after the baseball All-Star Game, with no games scheduled.

Says Raycom Sports' Ken Haines: "In a society where there's such a high emphasis on sports, the (sports) Emmy award itself is given such little public recognition. We hope this (telecast) makes the awards more meaningful, to be shared by the entire public."

Nominations in 18 categories from the 1987 calendar year were announced Tuesday in New York. CBS led with 25 nominations, followed by ABC (19), NBC (13), syndicators (10), PBS (4) and ESPN (2).

Only cable shows available to more than 50 percent of U.S. households were eligible to enter, which means only ESPN qualified by reaching 51 percent last November. ESPN's superb America's Cup coverage from January and February of 1987 was not eligible because the network then reached only 46 percent of households.

Nominations in the six major categories:

**Host:** Al Michaels and Jack Whitaker, ABC; Brent Musburger, CBS; Bob Costas and Dick Enberg, NBC. Michaels won last year.

**Analyst:** Dan Dierdorf and Tim McCarver, ABC; John Madden and Billy Packer, CBS; Ahmad Rashad, NBC. Madden won last year.

**Live special:** The Kentucky Derby and the 1987 World Series, ABC; the 1987 Masters and the 1987 NCAA men's basketball championship, CBS; the 1987 League Championship Series, NBC. The Daytona 500 on CBS won last year.

**Live series:** Monday Night Football, ABC; the NBA, CBS; Major League Baseball: Game of the Week and 1987 tennis tour, NBC; the NFL, ESPN. The NBA on CBS won last year.

**Edited special:** America's Cup: A Sailor's Story, ABC; Paris-Roubaix Bike Race, CBS; SportsWorld's "SportsFantasy," NBC; Run to Glory, SMTI syndicators; Road to the Super Bowl, NFL Films syndicators. Wide World of Sports 25th Anniversary Special on ABC won last year.

**Edited series:** Wide World of Sports, ABC; Sports Saturday/Sunday, CBS; SportsWorld, NBC; This is the NFL, NFL Films syndicators; Mutual of Omaha's Spirit of Adventure, American Adventure Productions syndicators. Wide World of Sports won last year.

