



Television
Academy



**THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES AND
TELEVISION ACADEMY ANNOUNCE GROUNDBREAKING
NEW JOINT NATIONAL MEMBERSHIP FOR SHARED PEER GROUPS**

NATAS Further Details National Member Plans for 2025 Launch

(Los Angeles and New York - December 18, 2024) – The organizations that recognize television excellence with Emmy® Awards – the New York-based National Academy of Television Arts and Sciences (NATAS) and the Los Angeles-based Television Academy – have jointly announced a groundbreaking partnership, aligning particular groups of membership from both academies. NATAS had previously announced, at the 51st Annual Daytime Emmy® Awards in June, its planned launch of a national member program.

NATAS National Membership will launch officially in 2025, with pre-registration for charter members opening this month, and will be organized under a “peer group” model similar to the Television Academy. Seven national peer groups will be initially established, organized around the NATAS-administered Emmy® competitions: Children’s Animation, Children’s Live Action, Daytime, Documentary, News, Sports, and Technology & Engineering.

Under the Academies’ partnership, the required qualifications for membership in the peer groups that exist in both organizations — Children’s Animation, Children’s Live Action, Daytime, and Documentary — will be identical, and members will automatically be enrolled in both organizations. Existing members of the Television Academy’s Children’s, Daytime, Documentary and Science & Technology Peer Groups will retain those memberships while automatically becoming members of NATAS as well.

Terry O’Reilly, Executive Committee Chairperson, NATAS, said: "We share a common goal of ensuring that the Emmy remains our industry’s ‘gold standard’. While our respective Academies recognize different genres of work, we believe that bringing our memberships together in this way will allow us to better recognize the breadth of television professionals working today, and to open doors to even more emerging artists who seek to join their peers and predecessors in the art of compelling storytelling."

Cris Abrego, Television Academy Chair added: "The Television Academy’s Board of Governors enthusiastically embraced the creation of dual/national membership. This shift enhances the membership experience for Television Academy members whose work is

recognized in the NATAS administered Daytime Emmys and Children's and Family Emmys, and unifies members from both academies who are committed to advancing excellence in documentary programming and promoting the technical and scientific evolution of our field.”

ABOUT THE TELEVISION ACADEMY

The Television Academy strives to shape and advance the dynamic television landscape; cultivate a diverse, inclusive and accessible professional community; and advocate for the television industry while capturing the spirit of a new generation of content creators and industry professionals. Through innovative programs, publications and events, the Academy and its Foundation foster and empower storytellers. The Academy also celebrates those who excel in the industry recognizing their achievements through awards and accolades, including the renowned Emmy® Award. Membership in the Academy is open to working professionals in the television industry. For more information, please visit TelevisionAcademy.com.

ABOUT NATAS:

The National Academy of Television Arts & Sciences (NATAS) is a 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® Awards for News & Documentary, Sports, Children's, Daytime and Daytime Creative Arts programming, as well as achievements in television Technology & Engineering.

Current NATAS membership consists of more than 18,000+ broadcast and media professionals represented in 19 regional chapters across the country. Beyond awards, NATAS has extensive educational programs including regional student television and its Student Award for Excellence and the National Student Production Awards 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 <http://www.theemmys.tv/>

NATAS CONTACTS

SMITHHOUSE for NATAS
NATAS@smithhousestrategy.com

B. Harlan Boll, NATAS PR
626-296-3757
harlan@bhbpr.com

TELEVISION ACADEMY CONTACT

Jim Yeager
jim@breakwhitelight.com
breakwhitelight for the Television Academy