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National Broadcaster Michele Tafoya to Receive 2014 Sid Hartman Media Award

Minneapolis, March 13, 2014 - The Minnesota Chapter of the National Football Foundation has announced that the 2014 Sid Hartman Media Award will be given to NBC Sports' Michele Tafoya. Tafoya's illustrious sports broadcast and journalism career will be recognized at the 2014 Minnesota Football Honors Awards Event, presented by the Minnesota Vikings.

After completing undergraduate studies at the University of California, Berkeley in 1988 and a master's degree at the University of Southern California in 1991, Tafoya embarked on her sports broadcasting career. Those early years took her to Minnesota, where she worked for KFAN-AM radio on broadcasts including the Minnesota Vikings and Gopher women's basketball. She also worked as a sports anchor and reporter at WCCO-TV and with Midwest Sports Channel on Minnesota Timberwolves broadcasts. In 1994, Tafoya's joined CBS Sports. She began working on various college basketball broadcasts, as well as reporting and hosting CBS Sports Spectacular. Tafoya became the first woman to call play-by-play for an NCAA tournament basketball game in 1996. Her play-by-play work for the still-young WNBA on the Lifetime network earned her the 1997 American Women in Radio and Television Gracie Award for "Outstanding Achievement by an Individual On-Air TV Personality." While with CBS Sports, Tafoya also covered NFL and college football games and co-hosted late-night coverage of the 1998 Olympic Games.

In early 2000, Tafoya joined ESPN and ABC Sports, primarily worked as a sideline reporter on Monday Night Football. In her time with the network, she would also become the head sideline reporter for NBA broadcasts, a substitute host on Pardon the Interruption, play-by-play and studio host on men's and women's NCAA basketball broadcasts, and a reporter for ESPN's flagship SportsCenter. In 2009, Tafoya returned to the Twin Cities with WCCO Radio, joining as the host of the station's evening commute show. Tafoya would spend over two and a half years on the Twin Cities airwaves interviewing guests both inside the sports community and of interest to the entire state of Minnesota.

Since joining NBC Sports in, Tafoya has covered some of the largest sporting events in recent memory. A regular member of the Sunday Night Football team, she can be seen weekly reporting on contests from the sidelines of some of the NFL's marquee match-ups. As part of NBC's coverage of Super Bowl XLV, Tafoya was an integral member of what became the most watched sporting event in United States history. Tafoya's work was met with critical acclaim as she was recognized with the Sports Emmy for Outstanding Sports Personality. In 2012, she was a part of the network's coverage of the 2012 Olympic Games. She continues to feature for NBC's Sunday Night Football, and her recent work led to a Gracie Award for Outstanding Individual Achievement - On-Air Talent: Sports Program. According to WCCO-TV Sports Director Mark Rosen, "Michele's preparation is second to none. She always has laser focus on everything she does, but she does it with a sense of humor. She is intense but always the consummate pro."

About the Minnesota Chapter of the National Football Foundation:

The mission of the Minnesota Chapter of the National Football Foundation is to serve Minnesota and the nation by developing leadership, sportsmanship, competitive spirit, and academic excellence in America's youth through promoting amateur football. The annual Minnesota Football Honors Awards Event, presented by the Minnesota Vikings, will be held on May 4th, 2014, at the Hilton Minneapolis. The event is open to the public, and tickets may be purchased via www.nffmn.org.