

CCNY AWARDS

Top Honors to Goodyear's 'Greatest Story'

GOODYEAR Tire & Rubber Co.'s *The Greatest Story Ever Told*, on ABC, last week was announced as winner of the top honors in the City College of New York annual radio awards as the outstanding radio program created and broadcast in 1947.

The ABC show won one of two bronze plaques, the other going to WLW Cincinnati for "Outstanding Achievement in Promotion in 1947."

The Frederic W. Ziv Co., Cincinnati, received an award for creation of the *Favorite Story* series, which was called the "most effective direct-selling sponsored program" in its class.

The CCNY awards will be presented April 14 at a luncheon in the Roosevelt Hotel, New York, during the CCNY fourth annual Conference on Radio and Business, April 13 and 14.

In commenting on the selection of *The Greatest Story Ever Told* as winner, the awards committee described it as dramatizing "with superior good taste and effective listener appeal" episodes from the New Testament. "The program has no middle commercial and only the irreducible minimum of an institutional commercial at the beginning and end of the program," the committee observed.

In addition to the bronze plaques awarded to the Goodyear program and to WLW, 16 Awards of Merit and 10 Honorable Mentions will be presented at the April 14 luncheon. Seven classes and seven categories of entries were involved.

Those receiving the CCNY Awards of Merit are:

FREDERIC W. ZIV Inc. Cincinnati, "for the creation of the most effective direct-selling, sponsored radio program"—*Favorite Story*. Class: Sponsors, advertising agencies, program producers.

WAAT Newark, N. J. "for the creation of the most effective direct-

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Mr. ZIV
(Frederic W. Ziv Inc.)

selling sponsored radio program"—*Second Honeymoon*. Class: 500- to 1,000-w stations.

CBS "for the creation of the most effective direct-selling sponsored radio programs"—*My Friend Irma*. Class: National radio networks.

RAYSHOW Inc. New York, "for the creation of the most effective institutional sponsored radio program"—*The Greatest Story Ever Told*. Class: Sponsors, advertising agencies, program producers.

KUDNER Agency, New York, "for the most effective promotion of a national radio program"—*The Greatest Story Ever Told*. Class: Sponsors, advertising agencies, program producers.

CBS, "for the most effective promotion of a national radio program"—*The Eagle's Brood*. Class: National radio networks.

NARRAGANSETT Brewing Co., Cranston, R. I., "for the most effective promotion of a regional or intrastate radio program"—*Major League Baseball*. Class: Sponsors, advertising agencies, program producers.

WOWO Ft. Wayne, Ind., "for the most effective promotion of a regional or intrastate radio program"—*Fire*. Class: 5,000- to 10,000-w stations.

COLUMBIA PACIFIC Network, "for the most effective promotion of a regional or intrastate radio program"—*Menace in White*. Class: Regional or intrastate radio networks.

KLX Oakland, Calif., "for the most effective promotion of a local radio program"—KLX hourly news



Mr. Litchfield
(Goodyear) Mr. Shouse
(WLW)

broadcasts. Class: 500- to 1,000-w stations.

WKY Oklahoma City, "for the most effective promotion of a local radio program"—*Oklahoma's Front Page*. Class: 5,000- to 10,000-w stations.

KELO Sioux Falls, S. D., "for the most effective all-over radio station promotion." Class: 100- to 250-w stations.

KLX, "for the most effective all-over radio station promotion." Class: 500- to 1,000-w stations.

KMBC Kansas City, "for the most effective all-over radio station promotion." Class: 5,000- to 10,000-w stations.

WLW "for the most effective all-over radio station promotion." Class: 50,000-w stations.

MBS, "for the most effective all-over national radio network promotion." Class: National radio networks.

CCNY Honorable Mentions go to: KRLC Lewiston, Idaho, "for the creation of an unusually effective

institutional, sponsored radio program"—*Gossip Time*.

WMAZ Macon, Ga., "for the creation of an unusually effective institutional, sponsored radio program"—*Because There Is a Georgia*.

CBS, "for unusually effective promotion of a national radio program"—*We Went Back*.

WOW Omaha, "for unusually effective promotion of a regional or intrastate radio program"—*Regimented Raindrops*.

WDSU New Orleans, "for unusually effective promotion of a local radio program"—*Teen Age Book Review*.

WOWO Ft. Wayne, Ind., "for unusually effective promotion of a local radio program"—*Texas Relief*.

WLOK Lima, Ohio, "for unusually effective all-over radio station promotion."

CBS, "for unusually effective all-over national radio network promotion."

WSYR Syracuse, N. Y., "for unusually effective all-over radio station promotion."

MBS 1st Quarter Time Sales Up 5%

MBS GROSS time sales for the first quarter of 1948 will show a 5% increase over the same period last year, Jess Barnes, Mutual's vice president in charge of sales, said on March 25. The increase represents new business signed by the network, contract renewals and expansion of several existing commercial shows, he said.

JOHNSON BILL

PRESSURES for and against the Johnson Bill (S-2231) mounted to a new pitch last week as final preparations got under way for the start of Congressional hearings on the measure next Monday (April 5).

More than 40 stations and other radio groups were slated to present witnesses supporting or opposing the bill, which would break down clear channels and limit power to 50 kw. The hearing will be held before the Senate Interstate & Foreign Commerce Committee.

Schedule of Witnesses

Committee aides expected to have a schedule of witnesses and their time allotments ready for distribution this week. It was expected that about three to four days would be apportioned to clear-channel advocates, including the Clear Channel Broadcasting Service, and about three to supporters of the breakdown measure.

The week's developments on the

highly controversial proceeding, which thus far has drawn statements from approximately 400 AM licensees, follow:

● The committee sent letters to each of the four major networks requesting them, in view of their experience and position in the broadcasting field, to have witnesses on hand for the hearing.

● Sen. Edwin C. Johnson (D-Colo.), author of the bill, sent out letters urging stations which have supported the measure to marshal their forces and enlist additional support; to stations who have not submitted views, he sent letters urging comment and pledging that their views would be kept confidential if they wished.

● The Montana Assn. of Broadcasters was on record with a resolution endorsing the Johnson Bill and asking members of Montana's Congressional delegation to support it; copies of the resolution were circulated to broadcasters in other states with the recommen-

dation that similar resolutions be adopted.

● A flurry of other letters criss-crossed the nation, some supporting and some condemning the bill.

Among the messages was one from W. L. Gleason, president of Broadcasting Corp. of America, operator of four California stations. In a letter responding to the Montana association's message and resolution, he recapitulated proposals he had offered to the Senate committee beyond his endorsement of the Johnson bill. He asked the Montana group to "pass another resolution" endorsing his proposals that:

1. AM power be limited to 10 kw, "thus affording duplication of clear channels to the extent that these clear channels would carry 3 to 7 kilowatt stations in the U. S."
2. Networks' commercial use of an affiliate's time be restricted to "every other hour in the broadcast day."
3. Ownership of stations by nationwide networks be made "illegal."

Mr. Gleason's letter to the Mon-

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Clears Battle Hearing Opens April 5