

SYLVANIA '53 TV AWARDS ANNOUNCED BY JUDGING GROUP AT NEW YORK DINNER

Declining to make a Grand Award this year because tv standards are higher than in 1952, the committee of judges praises tv's maturity and network news coverage, but criticizes educational efforts, commercials, lack of new ideas, set designs, children's shows and films' recorded laughter.

PRESENTATION of the Sylvania Television Awards for 1953 to "honor those who are advancing creative television technique" was made by the committee of judges at an award announcement dinner at the Hotel Pierre in New York last Tuesday.

The committee decided not to single out any program for the Grand Award, explaining it felt the "general level of standards is now so much higher that the discriminating viewer no longer need search diligently to find good entertainment or worthwhile informative fare." The committee concluded it could not "in all conscience choose one program as better than all

make "most commercials downright obnoxious."

(5) There is "a definite void, a lack of fresh approach, the new outlook throughout most of television today." Programs follow "tried and proven formulas in the majority of instances," with a new and successful idea "immediately copied and imitated with monotonous similarity."

(6) Scenic design in television is "too much of a good thing," with the tv screen "too small for the elaborate setting now employed by many programs." Television design instead should stress simplicity.

(7) Children's programs, with few notable

citizens who are acknowledged leaders in their various fields. We place no restrictions on our committee of judges. They are granted complete freedom in expressing their collective opinion of television's strong points and weaknesses as well as in the selection of those persons and programs they feel worthy of recognition. It is our belief that by doing this Sylvania makes a positive contribution to the improvement of television programs."

In attendance at the dinner were more than 300 guests, including Sylvania officials, leaders of the broadcast and advertising industries and members of the press.

Sylvania Award Winners

Winners in the various classifications were as follows:

"For Timely News Coverage": The Coronation, with awards to ABC-TV, BBC and CBC.

"For the outstanding panel show": *What's My Line?*, with awards to Goodson-Todman Productions, Jules Montener Inc.; Remington Rand Inc. and CBS-TV; certificates of merit to Franklin Heller, director; John Daly, moderator; Dorothy Kilgallen, Arlene Francis, Bennett Cerf and Steve Allen, panelists; and Earle Ludgin & Co. and Young & Rubicam Inc.

"For outstanding achievement in a field of juvenile education that hitherto has been overlooked": *Ding Dong School*, with awards to Dr. Frances Horwich, program conductor; General Mills Inc., WNBQ (TV) Chicago and NBC-TV; certificates of merit to Judith Waller, producer; George Heinemann, creator; Reinald Werrenrath Jr., director, and Tatham-Laird Inc.

"For the most versatile outstanding variety performer of the year": Donald O'Connor, on *Colgate-Comedy Hour*, with awards to Mr. O'Connor, Colgate-Palmolive Co. and NBC-TV; certificates of merit to Sam Fuller, executive producer; Ernest Glucksman, producer-director, and Ted Bates & Co.

"For the most outstanding new television series": *Person to Person*, with awards to Edward R. Murrow, producer and moderator; American Oil Co., Theo. Hamm Brewing Co. and CBS-TV; certificates of merit to John Aaron, producer, Jesse Zousmer, producer; Franklin Schaffner, producer; The Joseph Katz Co. and Campbell-Mithun Inc.

"For the outstanding local education program": *Shakespeare on Tv*, with awards to Dr. Frank C. Baxter, moderator, and KNXT (TV) Los Angeles; certificates of merit to Dean Carl Hancey, U. of Southern California; James Aubrey Jr., general manager, KNXT (TV), and William Whitley, producer.

"For the outstanding comedy series of the year": *Make Room for Daddy*, featuring Danny Thomas, with awards to Mr. Thomas, American Tobacco Co., Speidel Co. and ABC-TV; certificates of merit to Jean Hagen, actress; Lou Edelmann, producer; William Asher, director; Melville Shavelson, Alan Lipscomb and Bob Fisher, writers; BBDO and Sullivan, Stauffer, Colwell & Bayles.

"For the most outstanding television actor of the year": Rod Steiger, with the award to Mr. Steiger.

"For the best script written directly for television": *Marty*, with the award to Paddy Chayefsky, writer; certificates of merit to Fred Coe, producer; Goodyear Tire & Rubber Co., Philco Corp., Young & Rubicam and Hutchins Adv. Co.

"For the outstanding program as a public service": *American Forum of the Air*, with awards to Theodore Granik, producer, and NBC-TV; certificates of merit to Heyward L. Siddons, director, and Frank Blair, moderator.

"For the outstanding law enforcement documentary series": *Dagnet*, with awards to Jack Webb, creator, star and director; Liggett & Myers Tobacco Co. and NBC-TV; with certificates of merit to Stanley Meyer, executive producer; Michael Meshekoff, producer; Chief William H. Parker, Los Angeles Police Dept., and Cunningham & Walsh.

"For the best written adaptation for television": *Appointment in Samara*, with award to Irving Gaynor Neiman, writer; certificates of merit to Robert Montgomery, producer; American Tobacco Co., S. C. Johnson & Son Inc., BBDO and Needham, Louis & Brorby.

"For their outstanding work on the Ford 50th anniversary show": Leland Hayward, Clark Jones and Jerome Robbins with awards for their services as producer, director and choreographer respectively.

"For outstanding individual variety performance on the Ford show": Mary Martin, with award to Miss Martin and certificates of merit to Don Pardo, narrator; Helen Claire, narrator, and Lois Long, writer.

"For outstanding contribution to the advancement of creative television technique": The TV-Radio Workshop of the Ford Foundation, with an award to the workshop and certificate of merit to Robert Saudek, director of the workshop.



FOR THEIR news coverage of Queen Elizabeth's Coronation, ABC-TV, CBC and BBC receive 1953 Sylvania Tv Awards. Figuring in presentations are (l to r): Davidson Dunton, general manager, CBC; F. Basil Thornton, BBC North American representative; Deems Taylor, chairman of the Awards Committee; Alexander Stronach Jr., vice president in charge of ABC-TV; Don G. Mitchell, Sylvania Electric Products Inc. board chairman, who presided at the awards announcement dinner, and John Madigan, ABC-TV manager of special events.

the others." Last year the Sylvania Grand Award went to NBC-TV's *Victory at Sea*.

In its summation, titled "What the Committee of Judges Thinks About Television," the group offered the following observations:

(1) Signs of tv's maturity can be seen in development within the medium itself of producers, writers, directors and actors, in contrast to the past when it tapped the talent of other media.

(2) Significant news coverage has continued to be presented by the networks, notably the inauguration, the coronation and atom bomb tests presentations.

(3) Although television has made a well-intentioned effort to raise the cultural and educational level of the public by its programming, the production techniques "in too many cases fall far short of good intent." In dealing with science, medicine, the arts and social problems of the day, a lack of imagination of presentation is apparent in television. The best television shows appear to come from the local tv stations, rather than the networks.

(4) Lack of quality and persuasiveness of tv commercials prompted the committee not to choose an outstanding tv commercial this year. Repetition and increased volume of sound

exceptions, still leave much to be desired, with slapstick humor, absurdities of speech, dress and situation predominating such programs.

(8) The great number of television shows of film display "one deplorable technique"—the use of recorded laughter in "an obvious effort to spark a similar reaction from the home audience." The committee is "strongly opposed to the patent insincerity of such a production crutch."

The committee of judges was headed by Deems Taylor.

Presiding at the dinner and presenting the awards to the winners was Don G. Mitchell, chairman of the board of Sylvania Electric Products Inc. Outlining the reasons for Sylvania's sponsorship of the awards, Mr. Mitchell declared:

"As manufacturers of television receivers, we at Sylvania feel that our responsibility to the purchaser extends further than just making certain that he gets a quality set. We have a definite interest in seeing to it that the programs which will be seen on that set are suitable for presentation as family entertainment in the home.

"For this reason, we have brought together, for the third time, a group of public spirited