

THE EMMY® STORY

According to legend the film statuette Oscar got its name because it looked like somebody's uncle. Tony, the theatre's highest award is an abbreviation of Antoinette Perry. Now it's time for Emmy®, and for historians, here's how Emmy® got her name.

Emmy® history goes back to the first ceremony.

The Television Academy's constitution empowers it to "recognize outstanding achievement in the television industry by conferring annual awards of merit as an incentive for achievement within the industry..." In 1948, Charles Brown, the president of the young organization, named a committee to select award winners for that year. He also asked for suggestion on a symbol and what it would be called.

Some thought "Iconoscope" (for large orthicon tube) would be an impressive title, but it was pointed out that it would be shortened for "Ike", a name reserved for Dwight Eisenhower.

Another television favorite was Tilly (for television). But in the end, Emmy®, a derivative for Immy (a nickname for the image orthicon tube) was chosen.

The name was suggested by pioneer television engineer Harry Lubcke (president of the Academy in 1949-50).

Once the name had been selected, the next chore was the symbol. Some one hundred and eighteen sketches were submitted to the committee and when candidates were cut to only two, designer Louis McManus presented an entry and committee knew it had found its Emmy®.

On January, 25, 1949, the first annual TV Awards were presented at the Hollywood Athletic Club with Walter O'Keefe as host. Of the six awards presented that evening, one went to McManus as a special tribute.

As McManus was called to the head table, he was told, "Louis here she is...our baby. She'll be here long after we're gone." McManus was then presented with a gold lifetime membership card and an Emmy®.