

File

WTIC-TV CHANNEL 3
WTIC 50 kw. 1080 kc.
WTIC-FM 96.5 mc.
HARTFORD, CONNECTICUT

NEWS RELEASE

Mr. K. Smith

OCTOBER 6, 1961

Broadcast House, the new home of WTIC TV 3-AM-FM in Hartford, was purchased Wednesday, October 4, by the Travelers Broadcasting Service Corporation for \$2,045,000. Title was taken to the modern communications facility from Constitution Plaza, Incorporated, the organization responsible for the dynamic redevelopment project in downtown Hartford. Broadcast House is the first building completed in the redevelopment area.

Paul W. Morency, president of Travelers Broadcasting Service Corporation, said Wednesday that the new facility would eventually permit the station to televise local live shows in color. Black and white TV programming will benefit also from the greater camera flexibility afforded, he said.

Other principals in the transactions were Roger S. Wilkins, president of Constitution Plaza, Incorporated and Gladden W. Baker, chairman of the board.

WTIC broadcasts and telecasts began emanating from Broadcast House on September 23 of this year, four years to the day after WTIC-TV's first telecast. Dedication ceremonies and the opening of Broadcast House to the public will be held at a later date.