



TIC TOC

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MARCH IS AMERICAN RED CROSS MONTH...

The Red Cross means different things to different people but periodically we see evidence of the continuing good work carried on by this service organization. The help that you have given in the past has made possible the Blood Program, Disaster Service, Supporting Service (such as the Gray Ladies, Motor Service, Canteen Workers, Staff Aides and Nurse's Aides), First Aid Service, Service to Armed Forces and Veterans, Nursing Service, Junior Red Cross and Water Safety Service.

It is your Red Cross and your financial support is solicited. During the next few days you will be approached for a contribution. I hope that you will be generous so that the humanitarian work of these dedicated workers will be available when need arises.

Paul W. Morency

DOCUMENTARY ON MENTAL RETARDATION RECEIVES HIGH PRAISE FROM EXPERTS

"Pattern for the Nation," a documentary on mental retardation presented by WTIC-TV from 8 to 9 p.m. on Jan. 29, has received high praise from specialists in the field of mental retardation, parents of retarded children and the general public.

"The reaction of parents, staff and the general public has been tremendous and all of it has been favorable," wrote the superintendent of one of the state's training schools for the

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ALL-NIGHT PROGRAMMING, HOOTENANNY, AFTERNOON EDITION MAKE FEBRUARY MEMORABLE RADIO MONTH

All-night broadcasting, the new "Hootenanny Road Show" and the equally new "Afternoon Edition" made February an eventful month for WTIC Radio.

In addition to introducing the new programs, the station celebrated its thirty-ninth anniversary and began its fortieth year of broadcasting in February.

Phone calls and letters have provided evidence that listeners are happy with the February innovations.

A contest to name the new all-night program and promoted only by Art Johnson in the late night and early morning hours, has attracted more than 2,000 entries. Among the far-away places reached by the show are Norfolk, Virginia and Johnston, South Carolina.

"Afternoon Edition" and its host, Bob Nelson, have also received a number of compliments by phone and mail from listeners, including many who remember his WBZ programs.

Some of the behind-the-scenes people have gotten into the act on the new afternoon show. A new feature, "Meet the Broadcaster," has introduced Production Manager Fred Wade, once a well-known air personality, and Regional Sales Manager Ernie Peterson to the WTIC audience.

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ATWOOD WILL ATTEND WASHINGTON BRIEFING

Frank Atwood will be in Washington Monday, March 3, on invitation of Secretary of Agriculture Orville Freeman to attend a "briefing" session at the U.S. Department of Agriculture. About 15 radio farm directors from various parts of the country are included in the all-day conference. He attended a similar function back in the GOP days when Ezra Taft Benson was the Secretary.

MAF65-209 Mary Rose Grossman 617 514-6664

STATIONS DONATE HISTORIC FILM, TAPES TO JOHN F. KENNEDY MEMORIAL LIBRARY

WTIC TV and Radio have donated film and audio tapes of the late President Kennedy to the John F. Kennedy Memorial Library in Cambridge, Mass.

The film and tapes are being collected from radio and television stations throughout the United States by the National Association of Broadcasters.

Most of the film was made before Mr. Kennedy was elected President. Included is footage of the then-Senator Kennedy discussing labor reform with Connecticut Congressman Robert Giaimo; Senator Kennedy at the Jefferson-Jackson Day Dinner in Hartford in 1960; Senator Kennedy conferring with Senator Lyndon B. Johnson at Hyannisport after they were nominated for the Presidency and Vice Presidency in July 1960; Senator Kennedy meeting with Democratic State Chairman John Bailey and Governor Abraham Ribicoff, two of his earliest supporters, in August 1960, and President Kennedy speaking of the benefits of a Harvard education and a Yale degree after receiving an honorary degree from Yale on June 11, 1962.

WTIC-TV also provided film for "The Making of the President, 1960," a documentary on the 1960 presidential campaign that was presented on the American Broadcasting Co. recently.

The audio tapes presented to the Kennedy Memorial Library by WTIC Radio include a campaign address by Senator Kennedy from the Hartford Times Portico on Nov. 7, 1960, the day before he was elected President and addresses by President Kennedy at Yale on June 11, 1962, the University of Maine on Oct. 19, 1963 and the University of Massachusetts on Oct. 26, 1963, two of his last public appearances in New England.

OPEN HOUSE ATTRACTS MORE THAN 5,200 PERSONS

More than 5,200 persons visited Broadcast House during a 5½-hour open house on Saturday, Feb. 8. The open house was held to help celebrate WTIC AM's thirty-ninth anniversary on Feb. 10. The Feb. 8 open house was the third held by WTIC TV-AM-FM for the general public since Broadcast House was formally dedicated in November 1961. The three open houses have attracted more than 16,000 visitors.

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MRS. FRANK ATWOOD RECEIVES FREEDOMS FOUNDATION AWARD

Mrs. Frank Atwood was awarded a George Washington Honor Medal by the Freedoms Foundation on George Washington's birthday.

The Valley Forge, Pa. organization honored Mrs. Atwood for an article, "The Homemade Flag," which she wrote for "Jack and Jill" magazine.

The Freedoms Foundation gave awards to 923 individuals, schools, businesses and organizations for contributing to "a better understanding of the American way of life."

ALL-NIGHT NEWSMAN GOES FAR FOR REPORT ON OCEAN TRAGEDY

When WTIC's new all-night program was announced, it was noted that a news editor on duty with host Art Johnson would contact any locale in the world to get a fast-breaking story.

During the program's second night, reporter Sherm Tarr went about as far from Hartford as possible to get a special report on the collision of a destroyer and aircraft carrier off Australia.

It took Tarr about an hour in the middle of the night to reach a reporter at Sidney's largest radio station and get a first-hand report of the tragedy, which took more than 80 lives. But the result was a dramatic, 4 a.m. interview for listeners to the new program--as well as a \$68 phone bill for WTIC. The second most distant point reached so far, Los Angeles, Calif. is much closer to home.



JERRY HABER TO REVIVE
JOLSON'S 'JAZZ SINGER'

Jerry Haber of the Film Department is presenting a revival of THE JAZZ SINGER on March 12 and 13 in the Avery Theatre of the Wadsworth Atheneum.

Haber's presentation will be the Al Jolson movie's first showing in the Hartford area in many years. A collector of vintage films, Haber hopes his showing of the movie which sounded the death knell of silent pictures will be greeted with some interest in the community.

One of the most important films in the history of American motion pictures, THE JAZZ SINGER was the first full-length picture to bring both dialogue and music to the screen. Originally planned as only a silent movie with songs by Jolson, dialogue was added when Jolson ad libbed his famous "You ain't heard nothin' yet" after a song.

Haber probably won't find interest to compare with his own. He describes his home as a "motion picture museum" which contains some of the rarest of Hollywood's early products.

His collection includes such rare Hollywood motion pictures as the original "Dawn Patrol" with Richard Barthelmess, plus the not-so-rare, but certainly interesting Busby Berkley musicals of the Thirties.

WTIC ADDS TO AUTHENTICITY OF CIVIL DEFENSE EXERCISE

WTIC staff members made major contributions to the authenticity of a Civil Defense drill in which 45 potential shelter managers spent 24 hours in a shelter under the Bushnell Auditorium stage.

The Jan. 31 to Feb. 1 drill's success was due in no small measure to the efforts of Steve Myers, Ed Anderson, Bob Ellsworth, Tom Eaton, Charles Fitzgerald, Brad Davis, Dick Bertel, John Reno and Dick Zwirko.

Myers, who is the Broadcast House shelter manager, was an instructor during the 24-hour drill for the 43 men and two women who will manage other shelters in Hartford. To enhance the drill's authenticity, he arranged for Eaton, Fitzgerald and the announcers to read bulletins on a simulated radio broadcast.

Ellsworth imitated President Johnson without electronic assistance. The others, not so adept at mimicry as Ellsworth, were helped by electronic filtering in their portrayals of Governor Dempsey (Bertel), CD Director Thomas Shortell (Fitzgerald) and Mayor Glynn (Davis). Eaton portrayed WTIC News Director Tom Eaton in an interview with the Governor at the State Civil Defense Control Center.

In addition to voices, Myers had the sounds of jet aircraft, a nuclear explosion, sirens and other "outside" sounds on tape for added authenticity.

The control center, which housed the recording, public address and communications equipment, was operated on stage by Reno and Zwirko, who, like all the others, did all of the required work on their own time.

CD Director Shortell, in a letter to President Morency, thanked the WTIC staff members for their contributions to the exercise.

MEMORABLE MONTH (Cont. from p. 1)

"Hootenanny Road Show's" debut was at Wethersfield High School on Feb. 21. The show's appeal was immediate and Wethersfield school officials wanted to know when the folk singers would be able to come back for another broadcast. It may be some time because Program Manager Ross Miller already has more requests from schools than he can handle. The show will move from 9 p.m. Fridays to the same time on Saturdays in March and thereafter.

BROADCAST #1 BUILDS COMFORTABLE LEAD

With Bob (Crazy Ball) King returning to his old kegging form, and Ernie Olivieri and Fred Edwards, fourth and sixth best average men, respectively, maintaining their consistent bowling skills, Broadcast #1 has built a "cushiony" 4-game lead in the Travelers Men's Club League.

The league's big third round test for the Tic-Tockers will again be a Tabulating five that boasts high team average, but which has bowed to #1 in four of six meetings. Following the big 3-game clash next Wednesday, the league rolls into its fourth and final round. Just shy of the .667 mark in won-lost average statistics, #1 figures to maintain its first place position if it is able to get by Tabulating in two of three games next week and then maintain a .500 pace the rest of the way.

Sam Balnius, filling in for six games as #1's first-stringers encountered "absentee-itis," played an important part in helping the league leaders hold their first rung position.

Olivieri continues to lead the league in high individual triple with a 397 mark.

Team	Won	Lost
Broadcast #1	39	21
Tabulating	35	25
Casualty Fire		
Claim	35	25
Group Underwriting	31	29
Group	28	32
L. A. & G Claim	26	34
Group Pensions	25	35
S. D. G. #1	21	39

PAT McENROE JOINS SAN FRANCISCO STATION AS PROMOTION ASSISTANT

Former Guest Relations Assistant Patricia McEnroe has joined KGO Radio, San Francisco, as Promotion Assistant.

Her duties at KGO include writing on-the-air promotion announcements, publicity work, and handling sales promotion material. KGO is an American Broadcasting Co. affiliate.

IT COULD TAKE ALL NIGHT TO NAME JOHNSON'S SHOW

Some of the entries in the contest to name Art Johnson's all-night show would make things rather difficult for the people in charge of newspaper program listings.

A Bristol woman suggested "Wonderland of Song and Fun Through the Night with Art Johnson" and a Norwalk man submitted "All Through the Night with the Travelers Insurance Umbrella of Assurance."

MENTAL RETARDATION (Cont. from p. 1)

mentally retarded.

"The overall picture of mental retardation which you presented has, to my knowledge, accomplished more than hundreds of books or many, many lectures could possibly have done," said the director of the Meriden Regional Training Center, which provides job training for retarded persons.

The documentary was the result of the combined efforts of producer George Bowe, writer Sherm Tarr, director Dick Huntley, photographers Dick Heinze and Bob Dwyer, and Bill Lobb and Don Moore, in charge of sound and lighting.

STAFF MEMBERS 'DOING TIME' IN AREA JAILS

George Bowe, Stan Simon, Bob Dwyer, Harry Parcell, Bill Lobb and Don Moore have been spending quite a bit of time in jail.

It's all been in the line of duty while they prepare a documentary on prison and parole, to be presented as part of the "Connecticut-What's Ahead?" series on March 25 at 8 p.m.

Their work has taken them to the new Somers State Prison, one of the most modern prisons in the country as well as to ancient Newgate Prison, an eighteenth century institution in which convicts were held in copper mine-dungeons.

BOWE TO PORTRAY BOOKIE NATHAN DETROIT

George Bowe has started rehearsal for the role of Nathan Detroit in the Canton Benefit Productions presentation of the musical "Guys and Dolls." Detroit is the comedy lead which starred Sam Levene in the Broadway production.

To make sure that Bowe stays on key in his singing, radio producer Bill Marks will be playing tuba in the pit orchestra as he did last year. This is Bowe's fourth show with the Canton group. Previously he appeared in "Bells Are Ringing," "Annie Get Your Gun" and "The Music Man." There will be five performances of "Guys and Dolls" -- April 24, 25 and 30 and May 1 and 2 at Collinsville Town Hall. Proceeds are donated to a worthy local cause each year. Thus far the group has contributed \$16,000 to the Canton schools for sports equipment, band uniforms and the like.

NEXT SYMPHONY CONCERT FEATURES YOUNG PIANIST

The next concert by the Hartford Symphony Orchestra, under the direction of Fritz Mahler, will be given on Wednesday evening, March 18.

Sergio Perticaroli, the young Italian virtuoso, will perform Khachaturian's exciting Piano Concerto. This pianist is said by Khachaturian to give the best performance of this concerto.



BERNARD L. MULLINS

1897 - 1964

We are all saddened by the recent passing of Bernard L. Mullins who worked with us for many years. He was the kind of man whose every action gave added luster to the old fashioned virtues of industry, integrity and loyalty. He possessed a kindliness which will be long remembered by all who had the good fortune to know him. Our industry is made poorer indeed by his death.

Paul Morency