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OCTOBER 1966

## RADIO, TV STAFF MEMBERS IN MAJOR EFFORT TO COVER STATE ELECTION

WTIC TV-AM-FM will have more than 300 persons working November 8 to cover the 1966 state election.

As in past elections, key positions will be filled by more than 115 members of the staff. In addition, special reporters have been assigned to each town, tabulating specialists have been engaged and the complete resources of The Hartford Courant and the News Election Service will be available to the stations.

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## 'BROADCASTER' STATUETTES, TROPHIES PRESENTED AT DINNER

Staff members with at least 25 years' service were presented handsome bronze replicas of "The Broadcaster" at the dinner-dance on Oct. 8.

The surprise presentations were made by President Morency--who received his statuette from Chairman Gladden W. Baker. The first four staff members to receive statuettes were Bob duFour, Tom Eaton, Sid Stewart and John Welch, who are celebrating their twenty-fifth anniversaries in 1966.

George Dawson received the WTIC Golf Trophy for the second consecutive year. If he wins next year, Dawson will become the permanent owner of the silver bowl.

Fred Edwards, captain of the Broadcast 1 bowling team, accepted the teammates, Joe McGuinness, Bob King, Ernie Olivierie, Chuck Albert and the late Al Jackson. The bowlers have designated the annual bowling tournament, "The Al Jackson Memorial Tournament."

## THREE TOP MANAGEMENT PROMOTIONS ANNOUNCED

The promotions of three officers of Broadcast-Plaza, Inc., were announced Oct. 7 by Gladden W. Baker, chairman.

Roger C. Wilkins, executive vice president, was promoted to vice chairman; Leonard J. Patricelli, vice president and general manager, was promoted to executive vice president and Robert S. Tyrol, vice president, administration, succeeds Mr. Patricelli as vice president and general manager.

In his new position, Mr. Wilkins will be responsible for general supervision of the affairs and property of the corporation in Mr. Baker's absence. Mr. Patricelli will be responsible for the direction and control of the corporation's broadcast operations, subject to President Morency. Mr. Tyrol will also be primarily concerned with the direction and control of broadcast operations. He will continue to report to Mr. Patricelli and Mr. Morency.

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## DON MACGOVERN PROMOTED TO REGIONAL SALES MANAGER

The promotion of J. Donald MacGovern from salesman to regional sales manager of WTIC Radio was announced Oct. 14 by President Morency. He succeeds Ernest H. Peterson, who was named general sales manager earlier this year.

MacGovern, a native of Manchester, was educated in the Enfield schools and at the University of Connecticut, where he received a B.S. degree in 1950. He began his WTIC career in 1941 as a mail room messenger, but left the station in 1943 to serve in the U.S. Army in the south Pacific. After college, he was an announcer and salesman at Station WMMW, Meriden. He rejoined WTIC in 1957 as a salesman.

MacGovern is a member of the Advertising Club of Hartford and he serves on the Membership Committee of the Hartford Better Business Bureau. He lives at 10 Prior Road, Enfield with his wife and three children.

ATWOOD FOILS AGAWAM RUSTLER;  
AGNUS BACK HOME ON RANGE

For many years, Frank Atwood has been helping people find lost pets by describing them on his morning show.

He figures he's helped find well over half of the missing dogs, cats and canaries he's described on the air and he didn't think it would be too hard to find the animal lost by Mrs. Charles Avezzie of Agawam, Mass. last week.

It was the kind of animal that people notice--nine months old, mostly black and approximately 900 pounds.

After Atwood mentioned Mrs. Avezzie's missing black Angus steer on the air a couple of times, she called him and reported it had reappeared on her pasture as mysteriously as it had disappeared. She thinks someone may have taken it and decided to return it after hearing Atwood talking about it so much.

The Avezzie steer is the third missing beef animal Atwood has tried to find this fall. If rustlers were involved in the other two cases, the radio publicity didn't upset them. The steers are still missing.

Atwood's greatest success as a tracer of lost animals has been with missing pigs. They also stand out in a crowd.

"We've only had two cases of missing pigs," says Atwood. "Both of the pigs had tumbled out of the back of pickup trucks and both were found very quickly."

One of Atwood's listeners in the State Police Department came upon a man stuffing one of the missing pigs into the trunk of a Volkswagen and asked him what he was doing with it.

The man muttered something about taking the pig for his first ride in a Volkswagen and handed it over to the trooper.

TV PROGRAMS USED  
IN NEW HAVEN SCHOOL

Two WTIC-TV programs on busing children from Hartford to suburban schools are being used this fall to "enrich" a Social Studies course being taught at Hill High School in New Haven.

Thomas J. Ladenburg, chairman of the school's Social Studies Department, said the programs have been used in a ninth grade course on the city of New Haven and its problems "to help the student understand his own environment and to prepare him for the role he may play in shaping it."

New Haven has not yet participated in a school busing experiment.

BERTEL, DAVIS HELP  
REVITALIZATION CORPS

Brad Davis and Dick Bertel have announced the launching of the Revitalization Corps Speakers' Bureau program. Bertel is a member of the Corps advisory board and Davis is Speakers' Bureau chairman. They are donating their time but organizations are expected to contribute to the Corps.

The Revitalization Corps runs volunteer programs in Hartford and New York among minority groups and the poor. Local projects include tutoring, career counseling, instruction in English and entertaining in institutions.

On a recent "Americana" broadcast, Bertel helped spread the word about the Revitalization Corps when an interview with two Trinity students working with the Corps was heard by a Voice of America representative driving through the area. He contacted Bertel and asked him to do a feature for overseas use.

RICHARDS TOASTMASTER  
AT DINNER FOR PRIEST

Floyd Richards was toastmaster Oct. 17 at a testimonial dinner in honor of the Rev. John T. Shugrue.

Father Shugrue, principal of Hartford's South Catholic High School since it was opened in 1961, was recently named pastor of the Church of St. Peter Claver, a newly organized parish in West Hartford.

GOOD NEWS FROM THE SICK LIST

There's good news to report about three convalescing members of the Engineering Department.

After recently undergoing surgery, Bax Howell, Tommy Byrne and Charlie Masini have been released from the hospital and all three are reported to be making good progress at home.

**RADIO, TV STAFF MEMBERS IN MAJOR  
EFFORT TO COVER STATE ELECTION**  
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For the first time in Connecticut's history, there will be live television reports throughout the evening from the homes of the two candidates for Governor. Both Governor Dempsey and Republican candidate E. Clayton Gengras have given WTIC-TV permission to install television equipment in their homes on Hartford's Prospect Street.

Tom Eaton and Jack Zaiman, The Courant political writer, will be the TV anchor-men and Dick Bertel and Larrye deBear will fill the same posts on radio from TV Studio A. Arnold Dean will report totals from the state's voting districts as they are provided by the News Election Service.

Stan Simon has been assigned to report on radio from The Courant and Floyd Richards and George Ehrlich will be at the Republican and Democratic State Headquarters. Bill Mill will be the reporter at the Governor's Mansion on Radio and TV and Dewey Dow has been assigned to the Gengras home.

George Bowe is again supervising all phases of the election coverage. He is currently completing a list of individual Election Night assignments to be announced within a few days.

**DELIVERS SERMON**

Ed Anderson delivered a sermon on Laity Sunday at the Church of Christ, Congregational in Newington. His topic was "Our Calling to be Servants."

**ELECTED BY BROADCASTERS**

Executive Vice President Patricelli was elected assistant secretary-treasurer of the Connecticut Broadcasters Assn. at the annual meeting in New Haven Oct. 19. He is also a director of the association.

**THREE TOP MANAGEMENT  
PROMOTIONS ANNOUNCED**  
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Mr. Wilkins, a native of Houlton, Me. and a graduate of the University of Maine, has been associated with the Travelers Insurance Company since 1929. He has been a major figure in the planning and development of Constitution Plaza and has also been responsible for all other Travelers real estate and mortgage loan activities. Mr. Wilkins is chairman of the Committee for Hartford, chairman of the Greater Hartford Chamber of Commerce Housing Committee and president of the Institute of Living. He is a trustee of the State Savings Bank, the Wadsworth Atheneum, Oxford School and the Avon Library. He lives in Avon.

Mr. Patricelli, a member of the WTIC staff since his graduation from Wesleyan University in 1929, was the station's first continuity or script writer. He was responsible for the development of many of the station's outstanding radio and television programs including "Mind Your Manners," "Your Box at the Opera," "Yale Reports" and "Connecticut--What's Ahead?" He was radio program manager and vice president, television programs before becoming vice president and general manager in 1963. He is a director of the Broadcast Pioneers, a former Wesleyan trustee, former president of the Greater Hartford Wesleyan Alumni Club, and has been a trustee of the Hartford Rehabilitation Center and a director of the Hartford Golf Club, the Hartford Symphony Society, and the Connecticut Society for the Prevention of Blindness. He lives in West Hartford.

Mr. Tyrol began his career at WTIC as a mail room runner in 1940 and became an announcer in 1941. After wartime service as a Coast Guard officer in the Caribbean and South Pacific, he returned to the WTIC announcing staff. He joined the sales department in 1956 and became vice president, radio sales in 1959. Mr. Tyrol is a former president of the Connecticut Broadcasters Assn. and former chairman of the State Industrial Advisory Committee. He is currently vice president of the Hartford Rotary Club, a director of the Connecticut Society for the Prevention of Blindness and a faculty associate of the University of Connecticut School of Business Administration. He is a Wethersfield resident.