

TIC TOC

Vol. 2, No. 4

July, 1963

THE PRESIDENT'S COLUMN

This will be a very brief message, but I hope a welcome one.

It has been decided that there will be a Staff party in the Statler Hotel, similar to the one given last year.

The precise date is Tuesday, October 8. We'll circulate details about it later.

HERMAN TAYLOR DISCOVERS ANOTHER TBSC DISTINCTION

The Travelers Broadcasting Service Corp. is the only broadcasting company in the world with AM, FM, VHF-TV and UHF-TV transmitters in the same transmitter room, according to research by Herman Taylor.

The UHF-TV equipment is, of course, owned by the Connecticut Educational Television Corporation, but operated by WTIC-TV engineering personnel.

There is room for all this equipment because of the foresight of those who supervised the design of the transmitter building atop Talcott Mountain in 1928. According to researcher Taylor, who remembers when it happened, the architect was told to make the building large enough to hold a TV transmitter--nearly 20 years before there was much need for such equipment anywhere in the United States.

DAUGHTER FOR ALBERTS

Chuck and Elaine Albert are the parents of a daughter, Lauren Ruth, born July 12 at Hartford Hospital.

Lauren Ruth, their first child, weighed in at seven pounds.

PRESIDENT MORENCY APPOINTED TO STATE ARTS COMMISSION

President Morency was one of three Connecticut residents appointed to the Connecticut Commission on Arts by Governor John N. Dempsey on July 18.

The others are Miss Marian Anderson, the famed contralto, and Charles Cunningham, curator of Hartford's Wadsworth Atheneum.

The commission is charged with the duty of making a "comprehensive survey of public and private facilities engaged within the state in artistic and cultural activities" and is directed to report to the Governor and the General Assembly in January 1965 with recommendations "concerning appropriate methods to encourage participation in and appreciation of the arts."

ICO COVERAGE SLATED BY RADIO, TELEVISION

The Insurance City Open, which is expected to attract some of golf's biggest names next month, will again be broadcast and telecast by WTIC Radio and TV.

Although both radio and television personnel are "old hands" at covering the tournament now, there are always innovations and opportunities to improve upon coverage of the previous year. This year will be no exception. Production and engineering staffers have devoted considerable time and energy to advance preparations for the telecasts and broadcasts, which should attract large audiences due to the ever-increasing interest in golf and the appeal of such names as Nicklaus and Boros.

WTIC-TV will have full coverage of the final three holes during the third and fourth rounds and plans have been made to cover the first five holes in the event of a sudden death playoff. Cameras will also be able to cover golfers on the sixth tee during a sudden death, if necessary.

**FOURTH NOT FIREPROOF
FOR PICNICKING COWPERS**

The Cowpers were enjoying the proverbial "safe and sane" Fourth of July at a Harwinton picnic when a sky-rocket went berserk and convinced Cowp that asbestos sports clothes might be the thing to wear next year.

The wayward skyrocket, set off by some youngsters, veered off course and came to rest in Cowp's lap, setting his sports jacket and pants on fire. There was no real damage, but the jacket and pants won't be worn again.

NEWS NOTES

Bob Simmons left Friday for a week in the Land of the Vikings where wife Dee and the two little Vikings have been vacationing for two weeks.

The head of the house plans to do some pike and muskie fishing and lots of smorgas-boarding with the relatives.

The Woody Sloans are back from a vacation in Vermont.

Recent visitors to Broadcast House included Mr. and Mrs. William J. Reilly of Chicago. Bill Reilly formerly represented WTIC Radio (via Weed & Co.) in the Chicago area. Mrs. Reilly is "Merle Myers," media director of the Post, Keyes & Gardner Agency in Chicago, which handles, among other accounts, the Raleigh Division of Brown & Williamson Tobacco and Maybelline.

A couple of departmental transfers have been made, with Carol Murphy of TV Sales moving to the Promotion Department and Joan Longo of TV Traffic taking over Carol's duties in Sales.

Maureen O'Connor, secretary to Dick Ahles, is in Ireland on vacation. If Miss O'Connor does not join the folk-singing Clancy Brothers as female calist, she will be back in mid-August.

**POLICE TAKE, RETURN CAMERA
AT BLOOMFIELD CRASH SCENE**

A motion picture camera, taken from Channel 3 photographer Dennis Switaj at the scene of last Friday's helicopter crash in Bloomfield, was speedily returned by Bloomfield Police after Assistant News Director Dick O'Brien protested.

O'Brien and Switaj, along with reporters and photographers from the Hartford papers, were barred from the accident scene for a time by Bloomfield police on orders from Kaman Aircraft. It was later explained that there was some confusion regarding classified equipment.

**FOURTH FLOOR PATIO TO BE SETTING
FOR TRIBUTE TO JUDGE RAYMOND BALDWIN**

The fourth floor terrace of Broadcast House will provide the setting for a live television program that will pay tribute to Raymond E. Baldwin, retiring Chief Justice of the State Supreme Court of Errors, next month.

Judge Baldwin will reminisce about his long career, which has included service as Governor and United States Senator as well as Chief Justice, with News Director Tom Eaton. The program is scheduled for 8 p.m. on Wednesday, Aug. 14. It will be the first telecast from the Broadcast House terrace.

Judge Baldwin, one of the few men to serve in high office in all three branches of government, will talk with Eaton about his World War I service, his three terms as Governor, his campaign efforts for the late Wendell Willkie in 1940, his years in the Senate as a Republican "young Turk" and his judicial experience.

**COLLEGE STUDENTS ON JOB
IN ENGINEERING DEPARTMENT**

College students Frederic Abel and John Roache are assisting in the Engineering Department this summer.

Abel, a Farmington resident, has worked at WBUR-FM and WTBW-AM. He is an amateur radio and sailing enthusiast. Roache, who has also worked for WBRY, Waterbury, is a University of Connecticut student. He was a licensed amateur radio operator at 12 and now holds an Extra First Class License.

FARM YOUTH PROGRAM TO SPONSOR LITCHFIELD BOY'S CONVENTION TRIP

An 18-year-old Litchfield boy's trip to the National Future Farmers of America Convention in Kansas City, Mo., next October will be sponsored by WTIC.

Paul R. Minck, a June graduate of Wamengo Regional High School, was selected over three other candidates for the WTIC-sponsored trip by members of the WTIC Farm Youth Program Advisory Committee, who visited the farms operated by the four candidates.

In order to be eligible for the trip, boys must have purchased at least one purebred dairy calf with an interest-free loan from WTIC. Minck bought one of the 23 Holsteins in the herd he owns with a brother on a WTIC loan.

A Danbury banker's son, Minck and his brother Fred operate a farm turned over to them by their father on the condition that they maintain and improve the property. Since they began operating the farm, they have drained and re-seeded seven acres of swampy land, built a pond and improved the barn. They are currently shipping 1,200 pounds of milk to the market every other day. No animal in their herd, classified by the Holstein Leaders Assn., has received a rating of less than "good."

Frank Atwood, WTIC Farm Program Director, presented a check for the trip's expenses to Minck at the State FFA Convention in Wethersfield on July 15.

RON ROLLY PUPPETS HITTING ROAD FOR WATERBURY FESTIVAL

The Ronald Rolly Puppets will go on the road next month--for an appearance at the Waterbury Arts Festival.

Most of the puppets seen on the HAP RICHARDS SHOW will take part in the Waterbury show, at 3 p.m. on Saturday, Aug. 5, on the Waterbury green. The show will include banter, musical routines and record pantomines, something new, involving Rolly in duets with hand puppets on a specially constructed stage. Ron also plans to show the Waterbury audience some intricate marionette acts developed before joining WTIC-TV, when he toured New England appearing at fairs, banquets and the like.

Ron's show is available to anyone planning fund raising programs or other entertainment projects.

BOB DU FOUR TAKES PART IN SEARCH FOR THRESHER

Lt. Cmdr. Bob duFour took part in the search for the sunken submarine Thresher while on active duty aboard the aircraft carrier Essex earlier this month.

Bob was assigned to the Combat Intelligence Division of the 40,000-ton, floating city, which specializes in anti-submarine warfare. Its home port during Bob's time aboard was Quonset Point, Rhode Island.

ADD ONE GRANDFATHER

Add one grandfather to the staff with the announcement of the birth of Darcie O'Brien in Hartford Hospital on July 17.

Young Miss O'Brien's parents are Mr. and Mrs. Greg O'Brien of Glastonbury. Mrs. O'Brien is the former Maureen Bowe, daughter of Grandfather George Bowe.

BANK OPENING DRAWS MANY TO BROADCAST HOUSE TOURS

Many of those who attended the opening of the handsome new Connecticut Bank and Trust Company building during an open house last week received a bonus by adding Broadcast House to their tour itinerary.

Last week was one of the biggest tour weeks since Broadcast House was dedicated in November 1961, as more than 1,000 persons toured the building.

Since Broadcast House was dedicated, more than 30,000 persons have taken tours of 45 minutes to an hour.

**NEW RECEPTIONIST IS
BAY PATH GRADUATE**

Jo Everett, a June graduate of Bay Path Junior College in Longmeadow, Mass., has joined the staff as a receptionist.

A native of Fort Lauderdale, Fla., Jo has been studying dance for 12 years and eventually hopes to work in musical comedy.

**BEVERLY ADAMS IS NEAR MISS
(N.Y.) IN BEAUTY CONTEST**

Beverly Adams, formerly of the WTIC Continuity Department, placed second in the "Miss New York" competition in Syracuse a few weeks ago.

Joe Smith, another former staff member, visited Broadcast House recently with his wife, Joanne. Joe and Joanne are the parents of a son, Joe Jr., now three months old. Joe, presently stationed in Maine, has two more years ahead of him in the Air Force.

**LETTER FROM AGENCY ON REGATTA
IS SUBJECT OF TRADE ADVERTISEMENT**

The radio and television coverage of the Harvard-Yale Regatta received high praise from viewers and clients.

Among those who wrote to the station after the regatta was John L. Zimmer, TV-Radio Producer at Cunningham and Walsh, the agency for both Connecticut General and United Aircraft.

Mr. Zimmer's kind words, which are reproduced on the next page, were used as a trade advertisement in the WTIC-TV series on the theme, "What Is the Measure of a Broadcasting Station?"

The letter is produced for those who did not see it in any of the trade magazines.

**QUALIFYING ROUNDS OF WTIC GOLF TOURNAMENT
MUST BE COMPLETED BY AUG. 15 FOR FINALS**

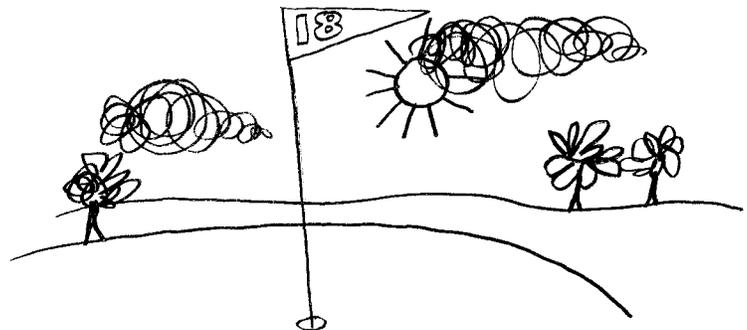
All qualifying rounds for the WTIC Golf Tournament must be completed by Aug. 15 and score cards must be submitted to the tournament committee, Steve Myers or George Dawson, by midnight on that date.

The finals will be played at Rockledge Country Club in West Hartford between Aug. 15 and Sept. 7. The finals will consist of two flights of three contestants each, with the contestants for each flight determined by drawings made from a hat in the presence of a tournament committee member. It is not necessary that both flights play on the same day within the prescribed period of time, but all members of a given flight must play together during the finals.

The contestant with the lowest gross score from each flight will be eligible for the championship play-off, which will be held at Rockledge at a time and date mutually agreed upon by the two contestants. The date will be no earlier than Sept. 7 and no later than Sept. 30.

Twenty-one staff members are entered in the tournament. Each contestant must play a minimum of three rounds of golf with any fellow contestant on any course, provided it is a regulation, 18-hole course with a minimum par of 70.

Each score card submitted to the tournament committee by a contestant will be attested to by another contestant registered for the tournament, according to the rules. The six contestants who produce the lowest total gross scores after the handicap has been computed will be eligible for the finals.



CUNNINGHAM & WALSH, Inc.
260 Madison Avenue
New York 16, N. Y.

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Advertising

June 20, 1963

Mr. Paul W. Morency
President
WTIC-TV
3 Constitution Plaza
Hartford, Conn.

Dear Mr. Morency:

The 1963 Harvard-Yale Rowing Regatta is now a thing of the past, and I want to congratulate you and your staff for a fine job well done under difficult weather conditions on Saturday and the opposite on Sunday morning.

I would also like to extend to you and your staff my thanks for their excellent cooperation in video-taping the six one-minute commercials for our clients United Aircraft and Connecticut General Life Insurance Company. Both were extremely pleased with the end results.

Your studio and technical facilities are the best and it was a pleasure working with your efficient, professional, production personnel.

Best regards to all.

Sincerely,

(signed)

John L. Zimmer
Producer, TV Radio