

TIC TOC

Vol. 3 No. 9 September, 1964

THE PRESIDENT'S COLUMN

October is the time for the Greater Hartford Community Chest Campaign and this year, for the first time, this campaign will include the Red Cross. Your contribution will be working for both the Chest and the Red Cross. There will be no Red Cross solicitation next Spring.

The drive will provide funds for the eight major services of the Red Cross and for the twenty-six agencies of the Community Chest. These services include the blood program, disaster relief, family and child welfare, health services such as the Visiting Nurse Association, recreational programs, national organizations serving local residents away from home and many, many more too numerous to mention in this short appeal.

People who work in the Chest area but live outside of the Chest territory also are eligible to receive Red Feather Service.

We who are among the more fortunate should welcome this opportunity of pledging help for those in need. Officials of this combined appeal feel that a fair pledge is the equivalent of one hour's pay a month for 10 months. And a convenient and painless way of paying your pledge is to use our payroll deduction facilities. Payments will be spread over 12 months, if you desire, and will begin in January, 1965.

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STATIONS PLAY HISTORIC ROLE IN PRESIDENT JOHNSON'S HARTFORD VISIT, INCLUDING STOP AT BROADCAST HOUSE

WTIC Radio and Television played an historic part in the visit of President Lyndon B. Johnson to Hartford on Monday, September 28.

The stations, in addition to reaching perhaps two or three times as many people as the 80,000 who greeted the President at the Hartford Times, provided the setting for his second, informal address to a group of business leaders in front of the Plaza entrance to Broadcast House.

Both radio and television, with a minimum of advance warning and a relatively short time for preparations, planned and executed coverage of the President's visit which resulted in broadcasts of more than two hours duration Monday afternoon.

President Johnson's first words in Connecticut were spoken into a WTIC microphone which the president took from Sherm Tarr. For the next two hours, the President was rarely away from a WTIC microphone or camera.

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MISS CONSTITUTION PLAZA MEETS FIRST LADY

When Mrs. Lyndon B. Johnson arrived at Constitution Plaza with the President, she was introduced to President Morency, who, in turn, presented "Miss Constitution Plaza", Suzanne Olsson.

Suzanne, a former Texan, as Mr. Morency noted, presented Mrs. Johnson a bouquet of yellow roses.

Mrs. Johnson thanked Miss Constitution Plaza for the roses and said she hoped her years in Texas were pleasant. "The happiest of my life," said Suzanne who went to high school in the Johnsons' state.

**SONG BY HOOTENANNY ROAD SHOW SINGER
WILL GET NATIONAL HEARING IN 1965**

"As I travel all around
And go from town to town,
I could tell you of the things
that I have seen.
You will see them all too,
If you protect God's gift to you.
Your eyes are the windows of the
world."

Connecticut radio listeners have heard this song frequently during September as part of a public service announcement on behalf of Sight Saving Month. The song, introduced by WTIC's Brad Davis and performed by the McGowan Brothers with Doug Lapham, was broadcast by 38 Connecticut radio stations this month. It will be broadcast by some 4,500 radio and television stations throughout the United States during Sight Saving Month next year.

Composed by Doug Lapham, the non-brother in the folk-singing quartette from Branford, the song takes its title from the national theme of Sight Saving Month, "Your Eyes are the Windows on the World". It was accepted as Connecticut's Sight Saving Song by WTIC Vice President, Robert S. Tyrol, state chairman of Sight Saving Month, and introduced on the WTIC Hootenanny Road Show.

After having the song recorded for use throughout the state, Tyrol forwarded a tape to Walt Disney, the national chairman of Sight Saving Month and the person who first conceived the idea of setting aside September as the month for reminding people to have their eyes examined. Each year, under Disney's supervision, celebrities record an album of Public Service Announcement for radio and television stations. The 1965 album will include "Your Eyes are the Windows on the World".

A folk singing group with a hearty sound similar to that of Ireland's Clancy Brothers, the McGowan Brothers with Doug Lapham have been performing for about a year. They are one of the most popular groups on the WTIC Hootenanny Road Show, which also travels from town to town to do "live" broadcasts from a different southern New England town at 9 p.m. each Saturday.

"Your Eyes are the Windows on the World" is one of many songs composed by Lapham, who has written for "The Weavers" and other well-known folk-singing groups. But this is his first composition to be assured of considerable exposure on just about every radio and television station in the nation.

**MOVIE MAKERS GROW
PATIO MIRACLE PLANTS**

Everything may be coming up roses, as the song says, but for Chuck Marshall, chrysanthemums have been coming up daffodills here at Broadcast House.

Chuck planted chrysanthemums on a Friday, and George Bowe, who is producing a color film on Constitution Plaza, was responsible for the daffodills. Since the chrysanthemums had no blossoms, the movie makers purchased some artificial daffodills for extra color.

When Chuck returned to work after his two days off, he looked at his flower bed and thought his green thumb was overdoing it.

**LTOM BREAKS LAST
THURSDAY TRADITION**

Not shackled by tradition, WTIC's last Thursday of the Month group set the first Thursday of October as the date for its first meeting of the new season.

LTOM's meeting place for the season opener is to be Emil's on Wethersfield Avenue. All are invited.

**MILLER ELECTED
TO COLLEGE BOARD**

Ross Miller was one of the ten religious and lay persons from the Greater Hartford area to be named to the Saint Joseph College Board of Associate Trustees.

Elected for a six-year term, he will serve on the board's Public Relations Committee.

AMERICANA IN CURRICULUM

Dick Bertel recently received a letter from a regular listener in Castleton on Hudson, N.Y...a high school boy who says Americana is part of the curriculum.

THE PRESIDENT'S COLUMN

I hope each and every staff member
 I be generous in his contribution to the COMMUNITY CHEST which contributes so much to the stability, health and happiness of the community in which we live.

DAWSON, POHORYLO IN GOLF FINALS:
 EHRlich 'REPORTS' ON TREE SHOT

George Dawson and John Pohorylo are the finalists in the WFIC golf tournament. They will determine the champion in a match to be scheduled at Rockledge when George returns from vacation.

The semi-final rounds were extremely dramatic---and the highlight was George Ehrlich's now-famous "tree" shot. Golf's loss became literature's gain when George turned to poetry after the semi-finals and reports what happened as no golf match has ever been reported before.

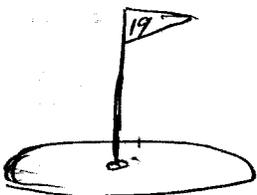
ODE TO THE 19TH HOLE

By George Ehrlich

I had the shot with my trusty
 wedge
 I had a perfect line
 The ball was shanked...up went
 the club
 To rest in a shady pine.

No longer is my wedge so trusty
 In fact it's now a menace
 Congratulations to George Dawson
 I think I'll take up tennis.

We were bad, we will admit
 Believe me, we're not liars.
 But just as bad...if not worse
 Was deposed champ STEVE MYERS.



JOHNSON'S VISIT

Radio was on the air first by being able to cover the President from the moment his plane landed in East Hartford, but TV was a close second, thanks to the eyesight and position of reporter Bill Mill, who was stationed in the Travelers Tower where he could follow the Johnson motorcade through East Hartford to the Charter Oak Bridge. When the motorcade reached the bridge, Bill passed the word to TV master and Channel 3's coverage began.

Walkie talkies played an important role in both the Radio and Television coverage. Sherm Tarr had a walkie talkie in the press bus during the motorcade and used it to describe the President's drive from East Hartford to Hartford. A walkie talkie used by Tom Eaton on the Plaza enabled him to describe an impromptu speech by the President from the top of his car on State Street. Without the walkie talkie, no one would have been able to describe what was happening to the President at that important moment.

WFIC-TV used seven television cameras--three at the Times and four along the motorcade route and at the Plaza--to cover the Presidential visit. The Times cameras were on platforms across Prospect Street in the city hall parking lot and to the left and right of the podium.

A fourth camera was installed on the bridge which spans State Street and a fifth was placed on the north east corner of the Phoenix building promenade. These cameras were able to pick up the President's motorcade from Interstate Route 91 before it turned onto Columbus Boulevard and follow it as it crawled past the Old State House to Main Street.

Two other cameras, on the parapet atop Broadcast House and on a platform near the Plaza-level entrance to Broadcast House were used to cover the President's talk to the businessmen.

The Photo Department was at full-strength and armed with black and white and color motion pictures and still cameras for coverage of the few spots where TV cameras couldn't reach.

President Johnson was more than an hour behind schedule when he arrived in Hartford but the schedule change didn't cause too much trouble. Brad Davis had to talk for 35 minutes but he says he had some research help from the New York Times and it wasn't too difficult and a school teacher called to find out when the President would be on television because "I have two classes of kids watching 'Love of Life' right now."

FASHION NOTES FROM DAVIS
OTHER NEWS OF ANNOUNCERS

(The following is a report by Bob Ellsworth, noted Public Information Officer.)

Brad Davis has updated his wardrobe with some pretty zippy striped shirts with matching and contrasting white detachable collars. Brad also claims that these shirts will sweep the country-speaking in a manner of fashion, of course. Bob Nelson of Afternoon Edition fame predicts that these shirts may very well replace Brad's famous Pussy-Willow-Spats.

Bruce Kern now owns a specially ordered dark grey chapeau, look for it. It makes Bruce look down-right diplomatic! Franz Laubert reports excellent progress in his experimental photography while Ray Rice 'dared' to wear a vest for the Fall season.

Dick Bertel reports of those coincidences of life when he was scheduled a short while back to take off the Warehouse Point and an "AMERICANA" interview when the family auto just wouldn't start. So Dick put his equipment in his 1932 Buick and left at his appointment including driving to work and home. Who says antiques are not practical?

Did you hear George Ehrlich's story of the week? It seems he had a pair of valuable ducats to the Oaks-Weschester game at Dilloh Stadium which, as we all know turned out to be perhaps the most exciting game of the year when Hartford salvaged a tie in the final seconds of play. He was just getting to leave the house when Rita exclaimed as she peered out the window... "Oh look, relatives from Canada, what a lovely surprise!" George stopped in his tracks and half said and asked at the same time, "I'll have to get rid of the tickets, huh?" "That's right, you will", was the little woman's quick reply.

Sam Magill, one of the station's early announcers, was a visitor and took a tour of the studios, recently. He is now a business training consultant and has offices in New York City. His home is in Fort Washington, Pa. and he summers in Monson, Massachusetts. Sam was a staff announcer with Fred Wade and the two enjoyed reminiscing.

MORE ADVENTURES OF WTIC TRUCK
AT DEMOCRATIC CONVENTION

As a follow up to the article in last month's Tic Toc, here is how the WTIC-TV Truck was used in Atlantic City, as reported by Fred Edwards.

August 22 - Wisconsin Delegation caucus at the Jefferson Hotel.

August 23 - NAACP Rally at All Wars Memorial - speeches by Adam Clayton Powell, Dr. Martin Luther King and comedian Dick Gregory.

August 24 - Deauville Motel for Iowa Steak Fry - Hubert Humphrey guest.

August 25 - Traymore Hotel for meeting of Dr. Martin Luther King, Walter Reuther and Hubert Humphrey, followed by banquet from Colony Motel with Humphrey as guest.

August 26 - Claridge Hotel to televise arrival of Lady Bird Johnson and daughters by helicopter, followed by move to Dennis Hotel for \$1,000 a plate dinner dance at which Humphrey Stevenson, and Johnson daughters appeared.

August 27 - CBS Special with Jackie Kennedy at Deauville Motel followed by move to Delancey Street to the temporary White House to televise the arrival of President Johnson motorcade.

August 28 - Left Atlantic City for trip back to Hartford.

One humorous incident bears repeating. Several persons at the Claridge were heard to say, as they passed the WTIC Truck after seeing all three sets of cameras, there are ABC and NBC but where is CBS?