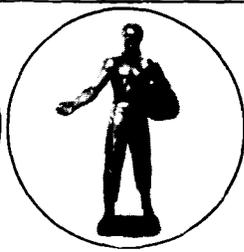


*A Merry Christmas  
and A Happy New Year*



# TIC TOC

December 1969

## THE PRESIDENT'S COLUMN

This has been a decade of tremendous growth and accomplishment for WTIC Radio and Television.

Ten years ago at this time, we were planning our new building and looking forward to breaking ground in the spring of 1960.

Many of you have contributed a great deal to the progress that has been made in all of the past ten years. Others have only joined us in recent years--or recent weeks.

To all of you, I offer my thanks for a job well done in a most important decade in our Company's history. And to all of you, to your wives, your husbands and your children I extend my best wishes for your good health and happiness for Christmas and the New Year.

*Leonard J. Patricelli*

## 29 PINTS OF BLOOD DONATED BY STAFF IN DECEMBER DRIVE

Twenty-nine staff members (including two first-timers) are giving the very generous gift of a pint of blood during the December visit of the Bloodmobile on December 22, 23 and 24: Bob Barr, Dick Bertel, Rosemary Brandt, Don Burkhart, Ed Derry, Bob duFour, Bill Dwyer, Fred Edwards, Kathy Flaherty, Jerry Haber, Bill Hanson, Gail Hebert, Al Jankowski, Richie Johnson, Larry Kenfield, Tom Lang, Linda Lu Lawton, Ray McDonald, Steve Myers, Dick Oeser, Harley Park, Joanne Reid, Randy Scalise, Wendy Sloan, Howard Smith, Robert E. Smith, George Sulok, Al Terzi, John Welch.

Linda Lu Lawton and Nancy Hartwell as always did a really fine job of signing up many of these volunteers.

This winds up a record year for donors among WTIC staff.

## STATIONS WILL DISTRIBUTE DRUG GUIDE TO SCHOOLS

WTIC Radio and Television will print and distribute thousands of drug study guides to public, private and parochial school teachers, officials and school board members in the southern New England area.

The guide, developed by the Stamford Public School System, is "excellent, comprehensive and functional," according to Ernest A. Shepherd, acting commissioner of mental health for the state. Mr. Shepherd's department plans to provide each public school in Connecticut with a copy of the guide.

Plans to reach many more students in schools in all the states served by WTIC Radio and Television were announced by President Patricelli in an editorial on Dec. 19. The text of the editorial appears on Page 2.

## TEENAGERS REACT POSITIVELY TO TALK ON RADIO, TELEVISION

Harold A. Dorschug, Director of Engineering, Research and Development, recently spoke to a class of retarded students at Bristol Eastern High School about Broadcast House and WTIC-AM-FM-TV 3 operations. When the teacher, Miss Caryl McIntire, called to ask about the possibility of a speaker, she explained that the class consisted of teenagers whose achievements were not above the sixth grade level. They are becoming aware of the community around them and WTIC in particular and had expressed curiosity about what happens behind the scenes. Dorschug was impressed by their interest and alertness and the many things about which they were puzzled such as cue marks and other production signals or devices which often escape adult attention. Miss McIntire later forwarded a batch of thank you letters, many embellished with flowers and artwork, all expressing appreciation for the visit and asking for another talk.

## NEW LONDON ANNOUNCER JOINS COMPANY

Henry Podeszwa, professionally known as Bill Henry, joined the announcing staff on November 23.

A graduate of New London High School and the Leland Powers School of the Theatre, TV and Radio, he is an Air Force Veteran and a former member of the WNLC, New London staff.

DECEMBER 19 EDITORIAL

The root cause of Connecticut's drug epidemic is ignorance.

Adults know next to nothing about drugs. Teenagers pick up a great deal of knowledge and an equal amount of misinformation in a rather haphazard fashion-- usually from drug users or pushers.

A Torrington High School teacher reminded us of the part ignorance plays in the spread of drugs in a letter she sent about a week ago. Let me read you part of it:

"In this day and age, we cannot reach our students with methods and materials used ten years ago. These are outdated and have lost their relevance. I am finding that I do not have the answers to the questions my students ask. What is my next step? I can't believe that I am the only one inadequately prepared to teach this subject."

This teacher is definitely not the only one unprepared to teach about drugs. Drug education has not kept up with the drug epidemic.

However, in looking for an answer to her question, we found that pioneer work in drug education has begun right here in Connecticut. The Stamford Public School System has just completed a 96-page curriculum and guide that begins the drug education process in the fourth grade and continues it through high school. This procedural guide helps teachers, counselors, school nurses and other personnel who would normally come into contact with young drug users.

The Stamford Curriculum is so good, the state hopes to provide each public school in Connecticut with a copy. However, in order to reach far more students, WTIC will print thousands of additional copies of this 96-page guide and make them available at our expense to any teacher, school official or school board member who wants them. This offer is made not only to public, private and parochial schools in Connecticut, but also to all the schools in neighboring states served by WTIC Radio and Television. The guide should be printed and ready for distribution shortly after the first of the year. To get a copy, just send a request on your school letterhead to Drug Study Guide, WTIC, 3 Constitution Plaza, Hartford.

We admit that taking on the printing and distribution of a state document is rather unusual. We admit that sending a public school curriculum to private and parochial schools and schools in other states is also unusual. But the drug epidemic is most unusual. We have to do something about ignorance, the root cause of the drug epidemic. We must reach our children before the pushers reach them.

Leonard J. Patricelli, President  
Broadcast-Plaza, Inc.

NOTES FROM

*Nancy*

DATELINE: Hartford, November 28... Did you happen to see the arrival of our resident Santa on Channel 3? Eyes a-twinkle and hearty laugh he did bear a striking resemblance to GEORGE BOWE, don't you think?

Bachelor buttons are being turned in faster than you can blink your eyes these days!!! Both BRAD DAVIS and JOHN SABLON took the "big step" this month.

Guess what??? West Virginia is west not south of Connecticut!!! LINDA LAWTON straightened out my geography for me after she returned from a Thanksgiving vacation spent visiting friends and family..included in the family are 15 nieces and nephews she hopes to see when she again heads for the "sunny west" (?) for the Christmas holidays.

The MIXI's are here!!! 'TIC is no slouch when it comes to the fashion scene, as proven by the "now" looks being worn by the gentle sex. Have you seen the marvelous Maxis on GAIL MARTIN and CHERYL SMITH? Or CHRIS RIPPLE'S Midi? The micro mini is still on the scene worn by DEBBIE DEMARAIS.

Cars on all sides, bumper to bumper ...they sat waiting for the usual Friday night traffic jam to break up on Route 91...when Dennis McGroarty popped "THE" question to CARMEN LAROCQUE. It sounds like a storybook romance, doesn't it?

Ein frohes Weihnachtsfest Gledelig Jul  
Joyeux Noel et Bonne Annee  
Boun Natale e Felice Anno Nouvo  
Felices Pasquas God Jul och Gott Nytt  
Ar

And if you can't read any of the above...

MERRY CHRISTMAS AND HAPPY NEW YEAR!!!!!!

DON MOORE PHOTOS  
IN EXHIBITION

An exhibition of still photographs made by Don Moore during the past ten years opens at the New Britain Museum of American Art on Jan. 7. The exhibition, which includes approximately 40 black and white and color photographs, ends on Feb. 1.

4-H RECIPIENT  
SAYS THANKS

President Patricelli received a note from George Storey, Jr., of North Stonington saying thanks for the trip he was awarded in the WTIC Farm Youth Program to attend the National 4-H Club Dairy Conference in Chicago. "I enjoyed everything from good food to my first plane ride," George wrote.

A Massachusetts boy, Russell Sears of Framingham, sent his thank-you note to Frank Atwood, for a similar award. "It was an experience I'll treasure the rest of my life," said "Kip" Sears. "It was worth more than I can express."

DAVIS TURKEY  
BAGS MAIL

Brad Davis' infamous turkey in the bag recipe made it big with the Bob Steele audience at Thanksgiving. His description of the bagged turkey interested listeners who requested and received copies of the recipe.

100 HAVE  
COVENTRY TURKEY

The Rev. Robert H. Johnston, curate at St. Mary Magdalene Church in Coventry, England, reported to Frank Atwood that 100 English people ate roast turkey and pumpkin pie on the American Thanksgiving Day.

The young Connecticut-born clergyman initiated the idea as a follow-up to the Coventry-to-Coventry exchange in which the Atwoods participated last summer. A Welsh curate who was present at the dinner and service of Thanksgiving called it a "Yankee Thankee." Punch was made of cranberry juice, straight for the children and spiked with English (hard) cider for the grown-ups. A collection to pay expenses netted 8 pounds. When told that the turkeys cost 19 pounds the guests dug down for enough more English money to pay the bill.

FLOWERS, MEMORIALS  
PROVIDED BY COMPANY

Since July, the Company has taken on the responsibility for sending flowers or a memorial contribution in the amount of \$25 when there is a death in the immediate family of a staff member.

Prior to July 1, funds for the flowers or memorial contributions were provided by the Staff Club.

CALKINS' PLANNING  
WEST INDIES CRUISE

On January 19 Edith and Dave Calkins will leave on a West Indies cruise. They will sail from New York on the S.S. Oceanic. Ports of call will be: San Juan, St. Thomas, Martinique, Barbados, Curacao, Montego Bay and Nassau. They will return to New York on February 3.

