



TIC TOC

Vol. 2, No. 5

August 1963

THE PRESIDENT'S COLUMN

I am sure there is no single endeavor which our Company undertakes which encompasses the personal efforts of so many of our people than the Annual ICO Tournament.

Without any question we did the best job ever in 1963. I would be glad to compare it with any network effort in the same field. I want to pay tribute to the organizational setup and the performance on the radio, which in addition to performing its own function communicated vital information to the TV group with efficiency and dispatch. On the TV side both the camera work and the switching gave the viewer the very best of a very dramatic finish.

My sincere congratulations to everyone who participated.

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The details of the party at the Statler Hilton have now been arranged. It will be a dinner dance on Tuesday evening, Oct. 8. You are most cordially invited to attend and to bring a guest.

There will be a reception at six-forty-five and dinner will be served at eight o'clock.

Paul Landerman's Orchestra will furnish the music.

Will you please fill out the form which you will find on Page 5 of this issue of TIC TOC and return it to me by Sept. 26th.

NEARLY EVERYONE, INCLUDING WEATHER MAN, WORKED TO MAKE ICO COVERAGE A SUCCESS

There were about 60 staff members directly involved in the WTIC TV-AM-FM coverage of the Insurance City Open and about 100 others indirectly involved, giving nearly everyone a part in the tournament.

Having outdone himself during the Harvard-Yale Regatta, the stations' last major effort, the weather man was far more cooperative. He did provide some wind to keep things from getting dull for those stationed on the TV towers, but he also provided sun and pleasantly low temperatures throughout the tournament.

There were a few unusual incidents, worthy of recording for posterity:

It is customary to cover the cable connectors with overturned buckets overnight during ICO in order to keep the connectors dry. One of the buckets, which are nailed to the ground, was stolen on the night after the third round and a 2 a.m. thunder storm soaked the connector for the camera at the 17th hole.

On Sunday morning, the camera wouldn't work. Fred Edwards reports finding about a half-cup of water in the connector and having to go to a drug store for a remedy. The drug store supplied a bottle of ether, which Fred poured into the connector to evaporate the water. After dosing the connector, he turned on the camera and it worked perfectly.

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Dick Heinze had the tournament's most frustrating experience--if you don't count George Bayer. Dick was filming Jack Nicklaus on the practice green when the PGA and Masters champ turned to the gallery and said: "I hope you have noticed the fine coverage WTIC-TV has been giving this tournament all week long."

It would have made quite a promo--if Dick hadn't been shooting with silent film.

(Cont. on p. 5)

FRANK ATWOOD DAY HELD
AT LITCHFIELD 4-H FAIR

Saturday, August 24, was Frank Atwood Day at the Litchfield County 4-H Club Fair in Warren. The idea originated with the young people themselves, says County 4-H Club Leader Henry Krebsner, and during the program they gave special emphasis to the aid given young dairy farmers in Litchfield County through loans from the WTIC Farm Youth Program. Many of the early participants in the program, who have since gone on to successful operation of their own farms, attended the fair and were introduced with Frank. Films made at the fair will be featured later on RFD 3.

BOB EATON WED TO CLASSMATE
AT NORTHWESTERN UNIVERSITY

Robert Eaton, son of Mr. and Mrs. Tom Eaton, was married August 4 at Northwestern University's Howe Memorial Chapel to Betsy Sue Dies.

The younger Eatons received their degrees from Northwestern last June and Bob is now with WCCO in Minneapolis, far from the ICO where he labored during several tournaments for WTIC.

NOTE TO FORMER SLOSHERS

A year ago this month, TIC TOC "exposed" coffee-sloshing at Broadcast House.

Since that time, it can be reported that the condition has nearly been eliminated. Last year, many staff members were having difficulty transporting their coffee, soup or chocolate from the cafeteria to their desks without leaving a trail of spilled liquid through the halls.

Since that time, trays and covers have been provided for the cups and the halls have fewer stains each day.

So hail to you, ex-sloshers. May your fine work continue.

CAROL MURPHY LEAVING

Carol Murphy, who was recently transferred from TV Sales to Promotion, will leave the staff soon to help out at home while her mother recovers from an operation. Carol joined the staff in February, 1962. Her family resides in Port Chester, New York.

JEAN COLBERT IN SOUTH SEAS
GATHERING PROGRAM MATERIAL

Jean Colbert left Hartford Aug. 21 on her seventeenth trip abroad and second flight around the world to gather material for her program.

Jean is taking a southern route on this globe-circling tour, spending most of her time in Tahiti, Fiji, New Zealand, Australia, Singapore, Rangoon and New Delhi.

She will fly to the South Pacific via Hawaii, making several tapes with natives from the island of Moorea, the original "Bali-ha'i," and Bora-Bora. Her next ports of call will be Fiji, New Zealand and Australia. In New Zealand, Jean will take her tape recorder to the Waitomo glow-worm caves, and then tape visits with the Maori tribesmen and at some sheep shearing stations. Australia will provide her with interviews at Green Island on the Great Barrier Reef, a tape from the jungle of Kuranda, where she will describe the waterfalls and gorges, and another at the famous Bird Sanctuary of Currumbin on the Gold Coast. Jean also plans to visit Singapore, home of the world's finest Oriental art museum, as well as Rangoon and New Delhi. She will conclude her trip with stops in Paris and London for a look at the latest fashions.

During each of her trips, Jean carries a letter of introduction from the governor of Connecticut. Governor John Dempsey introduces her as "an experienced traveler with a rare understanding of the people of different lands and customs."

During her absence, the program is being conducted by the well-known Connecticut actress, Eleanor LaZarre. Jean will return to her program on Monday, Sept. 30., with some fascinating material for her listeners.

EXPANDED NEWS PROGRAMS, JUDY GARLAND, DANNY KAYE, PHIL SILVERS,
NEW COMEDY, DRAMATIC SHOWS TO PROVIDE VARIETY FOR WTIC-TV VIEWERS

The WTIC-TV fall schedule will provide viewers with more news, variety shows featuring two of the biggest names in show business, some new comedy and drama programs and the return of several old favorites.

In addition, there will be a full slate of college and professional football games on Saturday and Sunday afternoons.

CBS News with Walter Cronkite will be expanded to 30 minutes on Labor Day. The 6:30 to 7 p.m. CBS News broadcasts have necessitated schedule changes in the local news, sports and weather programs as well. Beginning Labor Day, Bob Steele's "Close Up on Sports" will be seen at 6:10, followed by Channel 3 News at 6:15 and Channel 3 Weather at 6:25.

The 30-minute newscasts will enable CBS to add the word "why" to the journalist's "Who, what, when, where." By adding the fifth "w," CBS will provide greater meaning to the increasingly complex news of each day.

Two new programs appear on the Sunday schedule: MY FAVORITE MARTIAN at 7:30 p.m. and THE JUDY GARLAND SHOW from 9 to 10. MY FAVORITE MARTIAN stars Ray Walston, the Broadway of "Damn Yankees" and "South Pacific" as a highly intelligent visitor from Mars who makes life hilariously adventurous for a young newspaperman. THE JUDY GARLAND SHOW will mark the extremely popular singer's first appearance in a regular TV series. TWENTIETH CENTURY, MR. ED, ZOORAMA, ED SULLIVAN, CANDID CAMERA and WHAT'S MY LINE will be back in their usual time slots.

The only Monday night change will see THE DETECTIVES in the 10 to 11 p.m. slot, replacing SWORD, which moves to 7:30 p.m. Thursday and STUMP THE STARS. AFTER DINNER MOVIE, DANNY THOMAS and ANDY GRIFFITH continue at the same times.

Tuesday night will have one new show and several old favorites in the 7 to 11 lineup. The new show is PETTICOAT JUNCTION, a comedy starring Bea Benaderet of BEVERLY HILLBILLIES fame as the proprietor of a rural hotel and the mother of three beautiful daughters. TO TELL THE TRUTH, RED SKELTON, JACK BENNY and GARRY MOORE, as well as Channel 3's WHAT IN THE WORLD, will be back at their usual times.

Public affairs and comedy will share the Wednesday night spotlight. Those who remember the adventures of THE THIN MAN and MR. AND MRS. NORTH with affection will especially enjoy GLYNIS, a mystery-comedy starring Glynis Johns, at 8:30. THE BEVERLY HILLBILLIES and DICK VAN DYKE will follow GLYNIS and at 10 p.m., viewers will see the second big variety program, THE DANNY KAYE SHOW. THE LITTLEST HOBO, a human-interest type adventure series, featuring a German shepherd with wanderlust, will be seen at 7 p.m., followed by CBS REPORTS and CHRONICLE, a public affairs program emphasizing the arts.

Old favorites will be back Thursday night, beginning with WYATT EARP at 7 p.m. and followed by PASSWORD at 7:30, RAWHIDE at 8, PERRY MASON at 9 and THE NURSES at 10.

THE GREAT ADVENTURE, a dramatic series of true stories taken from American history is Friday night's major new offering. Narrated by Van Heflin, THE GREAT ADVENTURE will dramatize such events from our history as the Akron dirigible disaster, the surrender of Sitting Bull and the auto racing career of Barney Oldfield. TWILIGHT ZONE will be back on Channel 3 in its original 30-minute format. The Friday night lineup begins with DEATH VALLEY DAYS at 7, followed by THE GREAT ADVENTURE at 7:30, ROUTE 66 at 8:30, TWILIGHT ZONE at 9:30, and the RED HITCHCOCK HOUR at 10. (Cont. on P. 4)

PSYCHIATRIST TO CONDUCT
PROGRAM ON "PROBLEMS"

"WHAT'S YOUR PROBLEM?," a new series, dealing with the emotional problems of everyday living, will have its premiere on WTIC Sept. 30.

The program, to be broadcast on Monday, Wednesday and Friday at 11:45 will feature Dr. Olga A. G. Little, a practicing psychiatrist, in an interview-discussion type commentary on the impact of emotions on a person's physical and mental well-being.

Dr. Little will explain, in popular terms, the emotional forces at work in day-to-day situations, the possible results of continued or excessive emotional stress and what the individual can do to help himself achieve more contentment. She will discuss questions received from listeners and problems she has encountered during 25 years as a psychiatrist.

Dr. Little is a Fellow of the American Psychiatric Assn., a member of the Connecticut Medical Society and the American Medical Assn.

Seven out of every ten persons require some form of professional psychiatric attention at some time in their lives, according to Dr. Little, who believes that her radio programs will help to "spread the ounce of prevention among as many people as possible."

BOB SIMMONS JOINS STAFF
OF STATION IN CALIFORNIA

Reporter Bob Simmons has left WTIC to become political reporter for KNXT, Hollywood.

In his new assignment, Bob will cover the California state capitol, Legislature and 375 state agencies as a full time assignment. He will find that his new station is a bit farther from the capitol than Broadcast House was--400 miles farther--so the Simmons' will live in Sacramento, rather than in the Brown Derby. Capitol reports are flown to Los Angeles for telecasting the same day. KNXT is a CBS-owned and operated station.

BERTEL OUT OF HOSPITAL

Dick Bertel is back on the job after several days in the hospital with some unpleasant back trouble.

FALL TELEVISION SCHEDULE
(Cont. from p. 3)

Phil Silvers returns to Channel 3 on Saturday nights with THE NEW PHIL SILVERS SHOW, starring former sergeant Bilko as a wheeler-dealer factory foreman. With Silvers scheduled at 8:30, THE DEFENDERS moves to 9, followed by GUNSMOKE at 10. Back in the early evening time slots are BROKEN ARROW at 6:30, THE LUCY SHOW at 7 and JACKIE GLEASON at 7:30.

There are only a few changes in the daytime schedule. SUNRISE SEMESTER will provide college credit courses in ethics and art history at 6:30 a.m., Monday through Friday, and 9:30 a.m. Sunday.

LEAVE IT TO BEAVER, the situation comedy that has received considerable viewer and critical acclaim, replaces THE MILLIONAIRE in the 9:30 a.m. slot and DEPUTY DAWG, who does no exercises, succeeds DEBBIE DRAKE at 9:15.

MARK CREAVERN LEAVES MULTILITH
FOR CLINICAL PSYCHOLOGY

Mark Creaven, who has operated the multilith machine in the mail room for several months, is leaving Broadcast House to continue his studies at St. Michael's College, Winooski Park, Vermont.

Having left Wesleyan to "seek motivation," Mark says he found plenty in the mail room. He plans to work toward a doctorate in the field of psychology, becoming either a clinical psychologist or social work.

"I have no further plans in the area of multilith operation," he says.

Mark has been a member of the staff for about a year.

JACK GUCKINS ENTERTAIN
ICO WORKERS AT PARTY

The social event of the ICO week-
end for most of the staff members on
duty at Wethersfield was a Saturday
night garden party at the home of
Jack and Lois Guckin.

About 60 staff members, wives
and other companions enjoyed the
Guckins' beer, beef and corn and
the music of the Easy Riders Jazz
Band, fresh from a triumphant Per-
ception appearance on Channel 3.

ENGAGEMENT, WEDDING,
BIRTH IN USUAL ORDER

Barbara McQuade of the Record
Library will be married in the fall
to Robert R. Stroh of West Hartford.
Mr. Stroh is a graduate of Kansas
State University and the University
of Hartford. He will teach this
fall in the Glastonbury public
school system.

Babs Russell of Radio Traffic
was married Aug. 10 at the Statler
Hilton to Philip Liverant. The
Liverants honeymooned in Canada and
are now living in Hartford. Mr.
Liverant is a graduate of Central
Connecticut State College and has
received a Master's degree from the
University of Hartford.

Judy Riley, formerly of Radio
Sales, became the mother of an eight-
pound, 14-ounce boy on July 25. The
Rileys named him William II.

TYROL TO CHAIR RADIO-TV UNIT

Vice President-Radio Sales Robert
S. Tyrol has been named radio-TV
chairman of the Connecticut Society
for the Prevention of Blindness,
succeeding Leonard J. Patricelli,
vice president and general manager,
who held the post last year. He is
also chairman of the State Industrial
Advisory Committee.

ICO COVERAGE
(Cont. from p. 1)

Speaking of Bayer, WTIC's radio coverage became
occasionally poetic when listeners heard that Larrye
deBear would soon air a report on the play of Bayer,
Jey Hebert and Lionel Hebert (pronounced A-bear).

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WTIC broadcast three sports events in a single day
for the first time in its long history on Aug. 17.

The station began its marathon sports coverage at
12:30 p.m. with a report from the Insurance City Open.
At 1:55 p.m., the station switched from golf to base-
ball by carrying the Boston Red Sox-Cleveland Indians
game from Fenway Park, Boston. After the baseball
game, WTIC returned to Wethersfield to follow late
afternoon play at the ICO. At 6:25 p.m., after wrap-
ping up the golf tournament, WTIC broadcast a National
Football League exhibition game between the New York
Giants and Detroit Lions.

WTIC has broadcast two sports events in a single
day on many occasions, but this was the station's
first triple coverage in its history.

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After the tournament, Art McGinley, Hartford Times
sports editor, wrote that the WTIC coverage was
"superb." Nice choice of words.

And Hank O'Donnell, Waterbury American sports
editor, had this to say: "Art McGinley of the Times
looked like an old pro as he sported a snazzy
Wethersfield club cap and the thought was that he
wanted identification like the WTIC air crew, who had
their well-marked caps for the tourney."

Mr. Morency:

I accept with pleasure your kind invitation to attend
a dinner dance at the Statler Hilton Hotel on the
evening of October 8, 1963. □

I cannot accept. □

The name of my guest is _____

Signature