



40th BIRTHDAY EDITION TIC TOC

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MR. MORENCY CITES EFFORTS OF STAFF IN ACCEPTING PIONEERS' MIKE AWARD

"In honoring WTIC, you are honoring our staff of 180 men and women, for it is they who have built the record being cited here tonight," said President Morency in accepting the Broadcast Pioneers' Mike Award Feb. 8.

"They are truly dedicated, hard-working people, people who are enriching the WTIC tradition," he told the 450 broadcasting and allied industry leaders at the Pioneers' annual banquet.

"I am proud to accept this Award," he said. "To accept it on behalf of our staff. To accept it on behalf of our graduates. And on behalf of Broadcast-Plaza, Inc. and our parent company, the Travelers Insurance Company."

The award was presented to Mr. Morency by Clair McCollough, president of the Broadcasters' Foundation, Inc., a Broadcast Pioneers subsidiary devoted to charitable works. He cited WTIC's record in the "field of news, of weather, of religion, sports, music, drama, debates and agriculture...in fact, in all areas of its community life" and noted the Company's prominent role in the rejuvenation of downtown Hartford by choosing to build in Constitution Plaza, rather than in the suburbs.

"This is a happy moment for me personally," said Mr. McCollough, "for in honoring a station, I pay tribute to a man and a friend."

Tracing Mr. Morency's 35-year career at WTIC and his position in the community and industry, Mr. McCollough concluded that: "Under his leadership for over 35 years, through strict adherence and dedication to the highest principles of conduct and service, WTIC has won the affection and trust of its listeners, earned the respect and admiration of its fellow broadcasters and gained the increasing annual budgets of its advertisers. And this, I submit, is in the best sense of the phrase, the American Way of Life."

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WTIC ENTERS FIFTH DECADE AS ONE OF NATION'S MOST HONORED STATIONS

WTIC is entering its fifth decade as one of the nation's most honored stations.

This month has been one of the most eventful in the station's 40-year history.

Presentation of the Mike Award in New York on Feb. 8 and the staff party in Broadcast House Feb. 10 were the major events, but there were several others, inspired by the Mike Award and the station's record of achievement during the past four decades.

In recent days, the station has received many telegrams and letters of congratulations, citations from public and private organizations and editorial comment in newspapers and trade publications. This issue of TIC TOC will include the texts of some of the editorials and resolutions so that both present and retired staff members can read what their efforts have accomplished.

GOLDEN MIKES FOR STAFF, PLAZA FILM ARE 40TH PARTY HIGHLIGHTS

The presentation of golden replicas of the Mike Award ribbon microphone to all staff members and the "world premiere" of the WTIC-TV-produced film on Constitution Plaza were highlights of the WTIC fortieth anniversary party on Feb. 10.

The cocktail-buffet was attended by more than 300 staff members and guests in the magnificently-decorated basement of Broadcast House.

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MIKES FOR STAFF, PLAZA FILM

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Music by Morris Landerman's "all-boy" combo and an appearance by Al Jackson's vintage Cadillac added to the Twenties atmosphere of the evening, as did the costumes of the combo, the Jacksons and emcee George Bowe.

A huge photo display recalled the past 40 years and documented some of the events surrounding the Mike Award banquet in New York two days before. Film of the New York banquet was the evening's first event.

A large committee of staff members under Chairman Bob Tyrol was responsible for the party's success.

The extremely impressive color film on Constitution Plaza, produced by George Bowe, directed by Dick Huntley and photographed by Bob Dwyer, provided a fitting conclusion to the party. Suzanne Olsson was the "star" of the 20-minute film, which featured many staff members in supporting roles, notably Jim Aeltine, Pauline Cunningham, Eileen Berube, Dick Bronson, Woody Sloan, Diane Thomas, and Jo Everett..

PRESIDENT JOHNSON
CONGRATULATES WTIC

The following telegram, addressed to Robert W. Burton, president of the Broadcast Pioneers, was read at the Mike Award banquet by Judge Burton:

"It is a pleasure to extend to Station WTIC my warm personal congratulations as this pioneer broadcasting company receives the Fifth Annual Mike Award for its long record of distinguished and reliable service to the people of Hartford and Connecticut. May WTIC always sustain this enviable reputation and may its audience continue to derive both education and entertainment from its many fine programs. Lyndon B. Johnson."

MR. MORENCY CITES STAFF

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Mr. Morency, in his acceptance speech, reminded his audience that "we must not forget, even while indulging in the pleasures of nostalgia, that radio has a future more challenging than its past." He said "radio is still young, still growing and still changing. Those 25 million sets purchased every year are proof enough that radio is becoming the indispensable companion of more and more millions annually."

He said that while radio changes, "radio and broadcasters will always be dedicated to preserving and defending our basic freedoms, including that cornerstone of democracy, freedom of speech."

The station's role in the community was praised by Governor Dempsey and Mayor Glynn, who spoke as both listeners and public officials. The mayor praised the station's high standards of taste and the governor recalled WTIC's assistance to Putnam when he was mayor during the 1955 flood. Chairman E. William Henry also offered congratulations and noted that, although the FCC had been admonished in the past regarding comments on programming, he felt he must voice his praise for the strolling violinists who entertained during dinner.

Vice President and General Manager Patricelli presided at the entertainment portion of the program, which featured selections by Hartford-born Gianna D'Angelo, coloratura soprano of the Metropolitan Opera, and a performance of two movements of "The Broadcaster Suite" by Robert Maxwell. Moshe Paranov, WTIC music director for more than a quarter of a century, conducted the 40-piece orchestra accompanying Miss D'Angelo.

Mr. Patricelli called upon Ed Begley, "an honor graduate of WTIC," to introduce some of his fellow alumni, including Allen Ludden, Jan Miner, Gertrude Warner, George Petrie, Lawrence Brooks and Gene Carroll.

"NO BETTER STATION,"
SAYS SPORTS EDITOR

On Feb. 10, Hartford Times sports editor Art McGinley devoted his column, "Good Afternoon," to recalling WTIC's past 40 years.

"There is, in my considered opinion, no better radio station than WTIC anywhere," McGinley said.

**MARCH 13 IS 25TH ANNIVERSARY
FOR CHARLIE FITZ GERALD**

TV Studio Engineer Charles FitzGerald celebrates his twenty-fifth anniversary with the Company on March 13.

Staff members will have an opportunity to offer Charlie their congratulations in the second floor conference room beginning at 1 p.m. on Friday, March 12.

Charlie's association with WTIC began even before March 13, 1940 when he became a studio operator. In the 1930s, he was employed as a specialist in commercial refrigeration and air conditioning and worked at the transmitter, changing over the cooling system. He also met with WTIC engineers while taking a course in electronics and vacuum tubes at Yale and when an opening occurred in early 1940, Charlie was hired by the late Herman Taylor.

Charlie was still studying for his FCC examination when he came to work at WTIC and he'll never forget the day he took the test--Dec. 8, 1941.

Charlie was a studio engineer through the war and remained downtown until 1956 when he was transferred to the transmitter to work on the installation of the new TV equipment. In 1960, he was transferred back to the studio--but as a TV operator. There was much to learn about TV operation, he recalls, and it would have been an impossible task without the "patience and knowledge" of Mickey Gentile, Lou Holcombe, Joe Lorrain and Dick Oeser, who "helped me over the rough spots."

**CONNECTICUT EDUCATION ASSN.
EXTENDS CONGRATULATIONS**

The Connecticut Education Association passed the following resolution in honor of WTIC's fortieth anniversary, according to CEA President Ella Rice:

"Whereas, Radio Station WTIC has for 40 years maintained a high quality of programming for the people of Connecticut; and

"Whereas, the invaluable public service offered by WTIC throughout the 40 years of its existence has contributed to a better informed public;

"Now, therefore, the Board of Directors of the Connecticut Education Association expresses its congratulations and best wishes for the future to Radio Station WTIC."

**MRS. LYNDON JOHNSON RECALLS
PLAZA IN US NEWS INTERVIEW**

Mrs. Lyndon B. Johnson recalled her September visit to Constitution Plaza when interviewed on her personal interest in beautifying the United States.

Asked, in the Feb. 22 issue of **US NEWS & WORLD REPORT**, about examples of beautification projects, she replied:

"Of course, beauty in this sense covers a great range--all the way from tearing out and replanning the core of a city, such as they've done so magnificently in Hartford, Conn., to the smaller things that help."

When asked about other things of beauty that have caught her eye as she travels about America, Mrs. Johnson spoke of New England in autumn and added: "we have already mentioned Hartford--the way they took the core of the city and demolished ugliness and replaced it with simple beauty. That's a thing of beauty of a very urban and very modern type." A photo of Constitution Plaza appeared with the interview.

Mrs. Johnson accompanied the President to Hartford during the 1964 campaign. Their visit to the city was included in the recently produced film on Constitution Plaza.

**EDWARDS NAMED PARKING
COMMITTEE CHAIRMAN**

Fred Edwards has been named chairman of the new Parking Associates Committee, according to an announcement by Vice President and General Manager Patricelli.

Edwards' appointment as chairman of the committee responsible for the operation of the staff parking lot is effective March 1. Other committee members are Joe Turkowski, Mac MacDonald and Joe Lorrain. Chet Keffer will be financial advisor.

NEWSROOM ARRANGES COVERAGE OF RANGER 8 MOON LANDING

WTIC News arranged for live coverage of the Ranger Eight spacecraft landing on the moon early on the morning of Feb. 20. Without the usual facilities of either NBC or CBS, which virtually close down operations to affiliates in the early morning hours, direct arrangements were made by telephone with the Jet Propulsion Laboratory in Pasadena, California. About 15 minutes before scheduled impact, WTIC Radio carried the live reports of scientists at the Lab describing the events. "Commentators" were Franz Laubert, who was substituting for vacationing Art Johnson, and Newsman Stan Simon.

EHRlich IS "BIG LEAGUE," SAYS SPORTS COLUMNIST

"Big league best describes the play-by-play accounts of University of Connecticut basketball games by George Ehrlich," wrote Sports Editor Earl Yost of the "Manchester Herald" in his Feb. 9 column.

"With practically every home attraction at Storrs a sellout, many followers of the Huskies, unable to purchase tickets, have turned to radio station WTIC in Hartford to keep abreast of the happenings via Ehrlich's excellent accounts.

"Not only is UConn big league on the basketball floor but the guy up in the catbird seat, calling the action, has played a big part in the amazing basketball story at Storrs," said Yost.

AT VO-AG MEETING

Farm Director Frank Atwood presided at the annual meeting of the State Consulting Committee on Vocational Agriculture, of which he is chairman. The committee is trying to work out a plan of on-the-job training for those who study ornamental horticulture but need practical experience.

HEINZE WINS FIRST PRIZE IN PROFESSIONALS' CONTEST

Director of Photography Dick Heinze won first prize in the black and white pictorial class at the Connecticut Professional Photographers Assn. convention at the Hotel America this month.

Dick was in New York, covering the Mike Award presentation and could not attend the luncheon and receive his Award of Merit, but he did have an excellent representative who accepted the Award on his behalf--Governor Dempsey.

Dick also contributed to the convention by making up a series of large panels, composed of still photography used in Channel 3 slides. Television's uses of still photography made a profound impression on the delegates, according to CPPA Vice President Reuben Schaller.

Twenty-two of Dick's photographs are on exhibition this month at the Connecticut River Branch of the Hartford National Bank and Trust Co. The exhibit includes photos taken in Germany, Canada, Mexico, the Bahamas and his back yard. "The Hunting Dog," a photo of an English springer spaniel, received the spectators' vote as the favorite in the exhibition.

STAFF CLUB FUND GIVES STATEMENT ON FINANCES

Since it was organized in June 1962, through December 1964, the WTIC Staff Club has handled 101 individual disbursements and contributed to the Travelers Cheer Committee each month for a total expenditure of \$2,155.51, according to Chairman Chester S. Keffer.

The Staff Club has received \$1,943.70 from the vending machines and \$400 from 25 cent monthly staff contributions for a total of \$2,343.70.

Since June 1962, the Club has made the following disbursements: 27 illness, \$280.34; 13 wedding, \$336.74; 4 anniversary, \$234.88; 31 for those leaving company, \$402.24; 2 retirement, \$141.15, and 24 bereavement, \$498.91, for a total of \$1,894.26. The contributions to the Travelers Cheer Committee totaled \$261.25 for a total of \$2,155.51.

The balance on hand on Dec. 31, 1964 was \$188.19.

**CONNECTICUT GENERAL ASSEMBLY
CONGRATULATES WTIC ON AWARD**

The Connecticut General Assembly passed a joint resolution Feb. 2 congratulating WTIC on receiving the Mike Award.

The text of the resolution is as follows:

RESOLVED BY THIS ASSEMBLY:

WHEREAS, WTIC will be honored by Broadcast Pioneers on Monday, February 8, 1965, with the presentation of the highly coveted "Mike Award" of the Broadcasters' Foundation; and

WHEREAS, this new recognition seems especially appropriate on the eve of WTIC's fortieth anniversary February 10, 1965; and

WHEREAS, WTIC, over its four decades of operation, has, through its general programming, its public affairs broadcasts and its news coverage, established standards of excellence unsurpassed in the communications industry; and

WHEREAS, WTIC's unrelenting dedication to quality and public service have earned for it, in addition to a multitude of awards in the broadcasting field, the respect and affection of all the people of Connecticut; and

WHEREAS, we, on this occasion want to express our appreciation to WTIC for its accurate and complete coverage of the Connecticut General Assembly and its consistently impartial and often dramatic coverage of the vital issues affecting our state; and

WHEREAS, we wish to commend Paul W. Morency, President of WTIC, whose dedicated leadership over a thirty-five year period made these achievements possible and give recognition to Tom Eaton, Vice President and news director of WTIC, for his outstanding coverage of the legislative scene during this past quarter century;

NOW THEREFORE BE IT RESOLVED, that the members of this General Assembly extend to Paul W. Morency and WTIC our heartiest congratulations on the selection of that facility to receive one of the industry's great awards and further extend every good wish for continued success to WTIC on this, its fortieth anniversary;

BE IT FURTHER RESOLVED, that the clerks of the House and Senate cause copies of this Resolution to be sent to Broadcast Plaza Inc., owners and operators of WTIC radio and television and to Paul W. Morency, its President, as tangible evidence of our appreciation of, and pride in, its achievements.

**LOUISE RUSSELL LEAVING;
SUCCESSOR IS APPOINTED**

Mrs. Jane Lechowicz of Thompsonville will succeed Louise Russell as supervisor of radio sales traffic March 1.

Louise leaves the Company Friday. She has a date with the stork in July.

A Thompsonville resident and mother of two, Mrs. Lechowicz has most recently been on the staff of WSOR, Windsor in a number of sales and traffic positions, including some direct selling.

TRADE MAGAZINE COMMENT

"Last Monday night I attended the fifth annual Mike Award Banquet in New York. The event honors outstanding radio stations of the nation. This time it was WTIC Hartford, which over a 40 year span has demonstrated to New England how good a radio station can be. The testimonials by the mayor of Hartford and the governor of Connecticut, plus a message from President Johnson, gave a glimpse of the exceptional quality of this station." Norm Glenn, Publisher, SPONSOR.

"HOME STATION"

"Not only has this station provided clean and wholesome entertainment and music of high caliber, but it has given time to civic affairs of the state and surrounding areas, and it has never wavered from its announced policy of being a "home station" for thousands of people." Windsor Locks "Journal."

BIG DAY FOR LOANS

The big day of the entire year for loans to boys and girls in the WTIC Farm Youth Program is coming, on Saturday, March 6, when 43 calves will be sold at auction in the annual Foundation Heifer Calf Sale at Storrs.

AN EMINENT BIRTHDAY

Well, well, well -- Happy Birthday to WTIC! The Courant extends its congratulations to distinguished colleague now marking 40 years in the realm of communications. And the community will certainly wish the Travelers station many joyous returns for the myriad services -- both serious and pleasurable -- it has rendered for the well-being of city, state and country during four decades.

Forty years old, or old enough to be one of the nation's pioneer radio stations. Forty years young, or young enough to be clear-eyed, full of vitality and a sense of mission. That is WTIC. For though broadcasting is a business -- and a highly exacting and competitive one, too -- it is also a trusteeship. This is what Vice President Walter G. Cowles of the Travelers Insurance Company recognized on February 10, 1925, as he signed WTIC on the air for the first time. This has been the policy that has gained WTIC eminence since then, a long list of public services in times of crisis and times of peace. The community has been enlightened and entertained, counseled and comforted, and moved forward by the presence and programs of the Travelers station. And that it will be the future keystone of the station's service has just now been reemphasized by Paul W. Morency, president of Broadcast - Plaza, Incorporated, which owns and operates WTIC TV-AM-FM. Receiving the Broadcast Pioneers Mike Award, he said "while radio changes, radio and broadcasters will always be dedicated to preserving and defending our basic freedoms, including that cornerstone of democracy, freedom of speech."

This anniversary occasion of high purpose must also be one of nostalgia both for WTIC and for all its listeners. The serious side of the station's endeavors has also been enlivened by the untold hours of pleasure it has given by way of entertainment--entertainment of quality. A radio station is a personality, almost like a living friend, to its public, because it is made up of personalities. How many of them will be remembered with warmth and gratitude, as WTIC marks its anniversary. An arm-long list will not hold all the names. Memory will. There will be a touch of Auld Lang Syne, as well as a flourish of trumpets, for WTIC's 40th birthday. Have a happy!

The Hartford Courant

NOTABLE 40 YEARS

In the span of history 40 years is an infinitesimal moment, but in the field of radio broadcasting it is a long time, sufficient to establish an enviable record of outstanding performance.

That is what WTIC has done with such notable success and for which it was so highly honored this week when it was given the Broadcast Pioneers Mike Award for "dedicated adherence to quality, integrity and responsibility in programming and management" to mark its 40th anniversary.

Broadcast Pioneers, founded in 1942, has been engaged in several long-term constructive projects encompassing all branches of broadcasting and allied fields. Since the Mike Award was established five years ago only four other stations, all of them nationally known, have been chosen to receive it.

The walls of its studios are lined with citations of highest merit, attesting to the accomplishments of its personnel and the programs that it has presented through the years.

WTIC has been most fortunate in the high quality of its leadership, headed by Paul W. Morency, who has set the tone and policies of the station since 1929.

WTIC long ago put the stamp of excellence on everything it transmitted over its airways. Now, as it begins its fifth decade, this community can be sure that the station will be operated in the same sound and foresighted manner that has brought it to today's eminence among radio broadcasters.

The Hartford Times