



# TIC TOC

September, 1967

## TO EVERY MEMBER OF THE STAFF

I want to express my deep appreciation for the wonderful flowers and plant which you have sent me; also your numerous cards offering me best wishes.

I hope to see you all in person very soon.

A handwritten signature in cursive script that reads "Paul Morency".

## DINNER DANCE OCTOBER 28

Arrangements for the dinner dance on October 28 are being completed and I think we can all look forward to a pleasant evening. The timetable of previous years will be repeated: Reception at six-forty-five, dinner at eight o'clock, followed by dancing in the Grand Ballroom of the Hartford Hilton.

If you wish to form a table of eight, please give to Mr. Tyrol, by October 10, the names of the persons who will sit at your table. Seating assignments will be made for those persons who do not wish to make their own plans.

Please send to Miss Burbank, by October 10, the coupon which you will find on Page 2 of this issue of Tic Toc.

PWM

## BIG QUESTION IS A BIG HIT AS 21,400 VOTE IN FIRST WEEK

On Sept. 18, WTIC Radio and Television inaugurated "The Big Question," a new service that gives the public an opportunity to vote on major issues of the day by dialing special telephone numbers.

During its first week on the air, "The Big Question" attracted 21,400 voters.

Special equipment has been installed in Broadcast House to record and tabulate the telephoned votes each evening. The question is asked on radio and television at 6:25 and reported at the end of the 11 p.m. newscasts.

Executive Vice President Patricelli was responsible for the planning of the new service. "The Big Question" was inaugurated to give listeners and viewers an opportunity to express themselves on important and interesting current issues. It is also serving as an informal and instant public opinion poll.

## STATIONS RECEIVE FREEDOM AWARD FROM CHAPTER OF B'NAI B'RITH

WTIC Radio and Television were cited Sept. 27 for their outstanding contributions to the preservation of freedom and democracy by the Ararat Chapter of B'nai B'rith. Mrs. Harold Blum, counselor of the 50,000-member District 1 of B'nai B'rith, presented the award to Leonard Patricelli, executive vice-president of Broadcast-Plaza, Inc., who accepted it on behalf of President Paul Morency. The women's organization paid tribute to the station's forthright coverage of the news, outstanding public information service and their unbiased and factual reporting.

Former Congresswoman Chase Going Woodhouse, honorary chairman of the luncheon meeting, hailed the stations for their "careful balancing of the right to know with the right of equal justice for all." She said the stations showed responsible reporting in covering recent disturbances in Hartford and New Haven. Secretary of State Ella Grasso, another speaker, said the stations were truly the voice of freedom.

**BAXIE HOWELL CELEBRATES  
TWO BIG ANNIVERSARIES**

September has been a big anniversary month for the Forrest Howells.

On September 10, they celebrated their fortieth wedding anniversary and on September 28, Baxie was guest of honor at a reception in Broadcast House marking his twenty-fifth anniversary with WTIC.

The wedding anniversary was celebrated at a surprise anniversary party at the home of Mr. and Mrs. Joseph Gallant in Manchester. The Gallants, old friends, and the Howells' daughter and son-in-law, Mr. and Mrs. Albert Dubay, were co-hosts. The same ornament used on the original wedding cake graced the top of the anniversary cake.

A native of Bath, Pa., Baxie has lived in the Hartford area for more than 40 years. He was educated at the Allentown, Pa. Bible School and took courses in electronics at the Hartford and Manchester Trade Schools before joining WTIC in 1942. Baxie has been active in the Manchester Auxiliary Police and Civil Defense Organization and served in the U.S. Naval Communications Reserve in the 1930s.

He has been an enthusiastic ham radio operator for more than 25 years and his nickname, Baxie, evolved from his operator's call letters, WBAX, not Baxter.

**PLAZA GARDEN FAIR  
ATTRACTS THOUSANDS**

An estimated 75,000 persons attended the largest garden and flower show ever held in Connecticut September 17 through 23 on Constitution Plaza.

Perfect weather and beautiful displays of shrubs, flowers and trees attracted large crowds to the Plaza nearly every hour of the day during the first Plaza Garden Fair.

A complete, fully-accredited garden and flower show, exhibits by many garden societies, nurserymen, city and state organizations, youth groups and commercial organizations covered virtually every available outdoor and indoor location.

Rufus Coes was director of the fair and responsible for coordinating the efforts of the scores of flower and garden enthusiasts who took part in the fair. Roger C. Wilkins, vice chairman of Broadcast-Plaza, Inc., was chairman and Mrs. Richard C. Willard was assistant chairman.

**7100 CELEBRATE  
CHANNEL 3 BIRTHDAY**

WTIC-TV celebrated its tenth anniversary on Saturday, September 23, by inviting 7100 persons to an Open House Tour of Broadcast House from 11 a.m. to 4 p.m.

The Open House was held in conjunction with the Plaza Garden Fair, which concluded a week-long run on September 23.

**STATIONS RAISE OVER \$11,500  
FOR CHILDREN'S EDUCATION**

WTIC Radio and Television have raised more than \$11,500 for the education of the two minor children of Hartford Policeman Harvey Young, who was shot and killed last month while making an arrest.

Although the fund drive was officially closed September 8, when a total of \$8,410.11 had been raised, more than \$3,000 in late contributions have since been recorded. Every contribution is still being acknowledged each morning by Bob Steele.

Policeman Young left a wife, a married daughter and the two younger children who will benefit from the education fund, Frank 17, and Sandra, 11.

Please complete and forward to Miss Burbank by October 10.

I will attend the dinner dance at the Hartford Hilton, Saturday, October 28.

I regret that I will be unable to attend.

My guest will be \_\_\_\_\_

\_\_\_\_\_  
Signature

### ASELTINE NAMED DIRECTOR, MURRAY TO FLOOR CREW

The promotion of James R. Aseltine to television director and the appointment of D. Bruce Murray to the television production staff were announced September 22.

Aseltine has been a member of the WTIC-TV production staff since 1958. He is a native of Burlington, Vt. and a graduate of Boston University.

Murray has been a WTIC-TV film editor since joining the staff in 1962. He attended Colby College in Waterville, Me. and the RCA Institutes in New York.

Both Aseltine and Murray are Hartford residents.

### BUSINESS OFFICE KEEPS TOTAL IN ROUND NUMBERS

They like things to be neat in the Business Office.

Several days ago, contributions to the Young Fund were approaching the \$10,000 mark and one afternoon, the total was within \$1.87 of the magic number.

Mary Donovan, who has been keeping the fund records, took up a collection and raised the \$1.87 from the first possible donor she approached, Cindy Taylor.

### CONTICELLO, EHRLICH ARE GOLF FINALISTS

Bill Conticello and George Ehrlich the finalists in this year's WTIC Golf Tournament.

Eighteen staff members competed in two divisions on area golf courses during the summer with Ehrlich coming out on top in the "A" Division and Conticello in the "B."

Ehrlich defeated Dick Oeser in the semi-finals to determine the "A" champion after first defeating George

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### BROADCAST-PLAZA PRESENTS REINDEER TO SHERWOOD FOREST CHILDREN'S ZOO

Three white reindeer, of the Donder and Blitzen variety, arrived in Hartford September 7 to become permanent residents of the Sherwood Forest Zoo in Keeney Park.

The white reindeer, formally known as "European White Fallow Deer," were presented to the children of Connecticut by Broadcast-Plaza, Inc.

The reindeer are in Hartford because President Morency happened to be watching the CBS Evening News with Walter Cronkite on Channel 3 last July 14. That evening, Cronkite used a story about a southern California land developer who had a herd of more than 400 white reindeer that he was willing to reduce by giving them to zoos, parks and other public places where they would get proper care and be enjoyed by a great number of people.

The land developer, Fritz B. Burns, had been raising reindeer since 1951, when he purchased nine of them from the William Randolph Hearst Estate at San Simeon, Calif. At Christmas, the reindeer frolicked at a large southern California shopping center and during the rest of the year, they roamed Burns' ranch in the San Fernando Valley

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### MAJOR CHANGES ANNOUNCED IN WTIC RADIO SCHEDULE

A new, 2½-hour Saturday show, more Bob Steele, an expanded "TIC Afternoon Edition" and several other programming changes will be made on WTIC AM during the week of October 2.

The major innovation is "Saturday Showcase," a 2½-hour program featuring Dick Bertel, that will be similar in format to the successful "Sunday Showcase" with Arnold Dean. Bertel will play carefully selected vocal and instrumental popular music that showcases the particular talents of the performer or group being featured.

In addition to music, "Saturday Showcase" will have weekly features by Jean Colbert, WTIC's director of women's programs, and Bill Clede, outdoors editor of WTIC and The Hartford Times. Bertel will also continue as host of the Monday through Friday evening "Americana," which will be broadcast from 7:05 to 7:25, beginning Monday.

Two other Saturday programs will be on the air in new time periods: "Garden Time" with Frank Atwood and Corinne Willard, 10-10:15 a.m., and "Modern Living" with Bertel and Fredda Schlien, 10:15-10:30.

Frank Atwood and Bob Steele, WTIC's perennial early risers, will be starting their days even earlier beginning October 2. Atwood will be on the air from

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### RHODE ISLAND GIRL WINS ATWOOD TROPHY

A freckle-faced blonde from Rhode Island won the Frank Atwood Trophy, presented this year at the 4-H Club Dairy Show of the Eastern States Exposition.

The trophy is provided by the Advisory Committee of the WTIC Farm Youth Program and goes to a 4-H Club member from any one of the New England states who shows a calf in the "bred-by-exhibitor" class and has an outstanding 4-H Club record.

Pamela Jean Hawksley, 16, of South Kingston, R.I. was chosen by the 4-H Club leaders in charge of the dairy show. Frank Atwood presented the trophy while the show was in progress at the Mallary Arena on the fairground.

Her Ayrshire calf, Hester, also did well at the fair, with a blue ribbon in her class. The Rhode Island girl told Frank that she started in 4-H Club work with a calf that became the great-grandmother of the animal she showed this year.

### RICHARDS ON NOTRE DAME FUND RAISING COMMITTEE

As the newly elected Vice-President of the Connecticut Valley Notre Dame Alumni Club, Floyd Richards is serving on a regional committee for the upcoming Summa Fund Drive which will be seeking 52 million dollars, believed to be one of the largest college fund drives ever attempted in the United States.

Recently as one of 200 from all over the country, he was called to the campus in South Bend for a kick-off conference. There were two of us there from the Radio-TV industry: Don McNeil and Richards.

Richards has also been chosen to emcee one of twenty kick-off dinners around the country on October 19 at the Hotel America where we will greet officials from the University, local alumni and friends.

### CALL HER WN11QY

You can now refer to Barbara Scott as WN11QY. She recently obtained her FCC amateur radio license--and the call letters, WN11QY.

### REINDEER TO ZOO (Continued from Page 3)

By this year, the original nine had grown to a herd of more than 400, and Burns decided to give some of them to a national park. He found, however, that there was no room at national parks, so he turned to the news media with his offer. The story was picked up by newspapers, radio and television stations throughout the nation and requests began to pour into the San Fernando Valley.

Mr. Morency contacted the Hartford Park Department and offered to assume all shipping costs and to provide funds for a suitable home for the reindeer at the park. The offer was enthusiastically accepted.

Burns was contacted in California and agreed to present three of his reindeer to Broadcast-Plaza, Inc., the only organization outside California to receive any of the herd up to the present time.

The reindeer left Los Angeles by plane September 6 and arrived at Kennedy International Airport the following morning. Because a 12-hour wait, plus shipment to Newark Airport, would be required to continue the journey to Hartford by air, WTIC arranged to have the reindeer picked up by truck at Kennedy as soon as they landed. They were expected in Hartford in the early afternoon. Mr. Patricelli presented the deer to Mayor George B. Kinsella, who accepted them on behalf of the children of the Hartford area.

The reindeer will be temporarily quartered in one of the zoo's existing enclosures until a suitable home is constructed. Broadcast-Plaza, Inc. will provide funds for the quarters.

"Reindeer," said Director Everett J. Pyle of the Department of Parks and Recreation, "have always enjoyed a special status in the animal kingdom and I want to be sure that our exhibit properly reflects their dignity."

**MAJOR CHANGES ANNOUNCED**  
(Continued from Page 3)

5 to 6 a.m. and Steele will follow him at 6 and continue to 10 a.m. six mornings a week. The new Steele show will be 45 minutes longer than before.

Bill Hanson's "Tic Afternoon Edition" will also be expanded. Currently broadcast from 3:05 to 7 beginning Monday, with the usual news, sports, market and weather reports from 6 to 6:35 p.m.

**GOLF FINALISTS**  
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Dawson and Joe Girand. Oeser won over Steve Myers and Ed Gracyalny before meeting Ehrlich.

In the "B" Division, it was Concello all the way. He defeated Buck Marshall, Don Fleming and Randy Scalise.

Golfing merchandise will be awarded to the winner and runners up in both divisions and the champion will be presented the President's Cup at the staff dinner dance October 28.

**SMITH SELECTED**

Robert E. Smith has been asked to become a member of The Bloomfield Cultural Affairs Commission.

**ATWOOD ARRANGEMENT**  
**AT GARDEN FAIR**

A decorated table in the flower show of the Federated Garden Clubs of Connecticut, part of the Plaza Garden Fair, was dedicated to Frank Atwood.

The table was set with dinner plates, coffee cups, and a chafing dish.

The floral decoration was built around one of the small bronze replicas of The Broadcaster with chrysanthemums and begonias in the arrangement. It was entered by Mrs. Richard J. Spillane of the Merry Weeders Garden Club of West Hartford.

