



# TIC TOC

August 1970

## TO THE STAFF

I am pleased to announce that the staff dinner dance will be held in the grand ballroom of the Hartford Hilton on Saturday, October 3.

We plan to have a reception beginning at 6:45, followed by dinner at 8. The Landerman Orchestra will again provide music for dancing. I hope you will be able to attend.

Please fill out the coupon that you will find on Page 2 of this issue of TIC TOC and return it to Miss Mulcahy by September 15. If you wish to form a table of eight, please give the names of those at your table to Mr. Ahles by the same date.

*L. J. Patricelli*

## STAMFORD DRUG CURRICULUM REACHES SCHOOLS IN 49 STATES, 12 NATIONS

WTIC Radio and Television have printed and distributed nearly 18,000 copies of the Stamford Drug Curriculum to teachers and others interested in drug education in 49 states and 12 foreign countries at a cost to the stations of \$65,000.

President Patricelli told of the scope of the stations' drug education project in an address to the Sixth Annual Conference on Education and Training of the American Management Association in New York City on August 6.

Mr. Patricelli said the stations' involvement in the drug education project was inspired by a letter he received late last year from a high school teacher in a town near Hartford. The teacher, commenting on a WTIC editorial by Mr. Patricelli, told him that the schools lacked the teaching tools needed to teach high school students about drugs.

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## BOB DWYER NAMED NEWS CAMERAMAN OF THE YEAR

Bob Dwyer has been named 'News Cameraman of the Year' for the New England Region by the National Press Photographers Association.

Bob is one of three members of the Photo Department honored by the NPPA. Second place in the Region 1 competition for television news-film work went to Ed Dooks of WBZ-TV in Boston and third place was shared by WTIC-TV's Lynn Boscher and Don Burkhart.

Bob has served as president of the Connecticut Press Photographers Association.

## RADIO, TELEVISION PLAN EXTENSIVE GHO COVERAGE

WTIC-TV and Radio plan extensive coverage of the Greater Hartford Open Labor Day weekend.

WTIC-TV will televise the third and fourth rounds from 4:30 to 6 p.m. Sunday (Sept. 6) and from 3:30 p.m. to conclusion on Monday (Sept. 7).

The color television coverage will again be described by WTIC-TV's George Ehrlich and Floyd Richards, and former Master's champion Claude Harmon. Seven cameras will be used to cover play on the sixteenth, seventeenth and eighteenth holes. In the event of a tie at the end of the final round, a sudden death playoff will begin on the fifteenth hole. WTIC-TV will have a camera ready at the fifteenth for that eventuality.

WTIC Radio's coverage begins with 10-minute reports from the Wethersfield Country Club at 4:50 and 5:50 p.m. on Friday, Sept. 4. On Saturday, WTIC Radio will broadcast reports from 1:30 to 1:45 p.m., 4:50 to 5 p.m. and 5:50 to 6 p.m. Third round coverage on Sunday will be from 12:50 to 1 p.m., 1:30 to 1:45 p.m. and 5:05 p.m. to conclusion, and the final round action will be broadcast Monday from 12:30 to 12:40 p.m. and 4 p.m. to conclusion. All of the reports will be broadcast on WTIC AM and FM, with the exception of the 1:30 to 1:45 p.m. report on Saturday and Sunday, which will be on WTIC AM only.

Brad Davis will be anchorman in the WTIC mobile studio, with Larrye deBear, Bill Mill, Arnold Dean and Lou Palmer on the course, and Joe Crowley coordinating scores.

Top professionals will be competing for \$20,000 in cash and a \$7,500 Daniels Cadillac, to be awarded to the winner. President Patricelli is honorary chairman of the tournament.

ROBERT PATRICELLI  
IN NEW HEW POSITION

Robert Patricelli, son of Mr. and Mrs. Leonard J. Patricelli, has been appointed to the newly created post of deputy undersecretary for policy coordination at the Department of Health, Education and Welfare.

Patricelli has been in top HEW posts since April 1969. One of his chief assignments has been project manager of the Nixon Administration's family assistance welfare reform package.

In announcing the appointment, HEW Secretary Elliot Richardson said Patricelli will be responsible "for ensuring the timely development of policy by the agencies within the department and reviewing and coordinating that activity with the White House.

He will have the responsibility for coordinating the department's policies--which involve such touchy matters as school desegregation, drug control, welfare, Medicare and Medicaid, food additives and enforcement of many consumer programs--with the President's policies.

He will also have the duty of meshing policies among agencies within HEW. Since HEW is made up of three semi-independent agencies--health, education and welfare--the job of keeping them on the same wavelength has been difficult since the department was created during the Eisenhower administration.

Patricelli comes close to the top in the department's pecking order. After HEW Secretary Elliot L. Richardson there is one undersecretary and two deputy undersecretaries of which Patricelli is one.

Previously he has been HEW deputy assistant secretary for planning and coordination of internal department policy. In that job he was a key member of a Nixon administration task force to sell the welfare reform, or "family assistance plan," to Congress.

Earlier, he was minority (Republican) counsel to the Senate subcommittee on employment, manpower and poverty, arm of the Senate Labor Committee. He came there from the staff of Senator Jacob K. Javits.

EDWARDS HEIRS  
FLY, TEACH, LEARN

Marian Edwards has passed the two year mark as stewardess for United and plans on flying for at least one more year.

Carol Edwards, who has worked at Travelers for the summer, has signed a contract to teach third grade in the Wallingford School System, and son Lee is entering his sophomore year in high school.

Please complete and forward to Miss Mulcahy.

I will attend the dinner dance at the Hartford Hilton Saturday, October 3.

I regret that I will be unable to attend.

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

\_\_\_\_\_  
Signature

NOTES FROM

*Nancy*

"What's New Pussycat?"

I enjoy being a girl, I don't feel stepped on, mistreated or held back... and obviously many of the girls here at 'TIC share my feelings...the Women's Lib Movement didn't exactly storm the building...I didn't notice any empty typewriters or desks...the only sign of sympathy to "the cause" were a few candles being burnt by ANNE WURMNEST, JEANNE RIVALDI, DONNA SINGN, BERNIE JANCO and others.

RUDY SCHOEPE's party on August 21... music, talk, dancing...and a chance to really unwind and get to know the people you work with every day on a one to one basis with no interruptions for "Take a letter..." Don't miss the next one!

Sickness knows no season...it's supposed to be vacation time...the time for being out of doors...days spent watching baseball games...in N.Y. maybe?? Not our CHERYL SMITH...her plans were made for an absolutely glorious weekend away when...she found herself on the way to the hospital for tests. She's at home now...tests completed... but she will be out of work for a few weeks...flat on her back...drop a line.

Vacation time it was...for some... JEAN ANDERSON spent her time wandering through the moonlight in Vermont...and came back to us rested and looking fresh as a buttercup! From the mountains to the shore...JIM GLENN needed his vacation to relax...after his recent experience with his former boarder...if you want to hear a really wild story, just ask Jim. It's always great to go home...JIM STEWART spent the first part of his vacation visiting the oldhomestead in N.Y. state and the last part just bumming it...really, Jim did...and taking in all that fresh, unpolluted country air...in fact, he confided that he is considering giving up his wild city life to head for Walden Pond.

Now that we've all learned to work the new telephone system I hope we'll be able to retain it...just keep your little information book handy...and MARY WIMBISH should be able to enjoy the new board as much as we will.

A COMPLAINT

Dear Mr. Patricelli:

I have a complaint to make against Dramamine Pills which prevent travel sickness. These pills are made by G.D. Searle & Co., Chicago, Ill., 60680.

I took these pills and I became very sick from them.

In the evening on a bus tour, I had some wine to drink. In the morning I felt carsick on a bus so, I took one Dramamine Pill.

I used a total of 3 pills on this bus tour, I had wine 3 evenings and travel pills 3 mornings.

The first day home after my trip, I stopped taking these pills, since I didn't have to ride on the bus anymore. I also stopped drinking wine since my vacation trip was over.

The first day I stopped taking these pills, I still felt like I was drugged. I could hardly get up off the chair that I was sitting in. All I did was sit in a chair

I look at a blank wall.

The second day, after I stopped taking these pills, all I did was cry all day, I felt too weak to even want to stand or walk.

The third day after I stopped taking these pills, I finally saw a doctor, since I still felt I was drugged. These pills had me so drugged that I was out of work for 8 days.

I had no energy and I wanted to just sit in a chair all week. Some days I felt like crying, and some mornings I woke up frozen thinking it was winter, when it was a temperature of around 80 and it was summertime.

Before taking these pills I read the directions on the package.

These pills had no warning that they might be harmful if a person was travel sick from wine or any form of liquor.

I think drug companies should have a warning on a package if they might be dangerous when a person is travel sick from wine or liquor.

I read the directions on the package and not one word was mentioned that they might be harmful after drinking wine or liquor.

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PLAZA GARDEN FAIR  
SLATED SEPT. 13-20

The fourth annual Plaza Garden Fair will be held on Constitution Plaza Sept. 13 through 20.

The Fair, Connecticut's largest outdoor garden show, will be formally opened at noon on Sunday, Sept. 13, when Mrs. Richard G. Willard of Wethersfield, the Fair chairman, cuts a ribbon of flowers near the Plaza fountain.

Broadcast-Plaza, Inc., is the Fair sponsor.

All exhibits will be open and free to the public from noon to 8 p.m. throughout the week and from noon to 6 p.m. on Sept. 20, the final day. Visitors are urged to visit the Fair's Information Booth, staffed by members of the Executive Committee and the Advisory Committee of the Connecticut Horticultural Society, to obtain the Fair's brochure, which indicates exhibit areas and describes various exhibits. By consulting the brochure as they walk around the Plaza, visitors are assured of not missing any of the exhibits.

Every available indoor and outdoor area--on both ground and upper levels--will be filled with colorful and fragrant exhibits. Literally thousands of vari-colored chrysanthemums will be banked along the walkways; roses and dahlias will grace lobbies and artistic flower arrangements have been planned for the shop windows of the North Plaza area. The Willow Court will feature 30 ornamental baskets filled with flowering fuscia blossoms.

A major attraction will be the Plaza fountain area. For the first time in the Fair's history, "cascading" chrysanthemums will be used to decorate the fountain. This particular flower must be carefully nurtured so that the colorful white and yellow blossoms will bloom at precisely the right moment. When set atop the various pillars of the fountain, the long, trailing stems laden with blossoms will appear to cascade into the fountain. Over 500 plants have been tended since January by the Brown Greenhouses of Bloomfield, and a spectacular display of over 15,000 blossoms will be ready to bloom for the Fair.

Participants in the Fair include many of Connecticut's leading nurserymen, the Allied Florists of Greater Hartford, vocational agriculture groups, garden clubs, the City of Hartford, the State Department of Agriculture and a number of organizations devoted to such specialties as African violets and miniature trees.

NEW SYSTEM TO IMPROVE  
TELEPHONE SERVICE

A new switchboard, which is expected to provide many new telephone conveniences for the staff, will be installed in Broadcast House in mid-September.

The new telephone system will enable a staff member to hold an outside call and talk to another extension privately, to establish three-way conversations, to transfer calls without dialing the operator and to hold conference calls with a maximum of five persons, including one outside person.

## STAMFORD DRUG CURRICULUM (Continued from Page 1)

An investigation revealed that drug education had failed to keep up with the drug epidemic, Mr. Patricelli said, and he went to Governor John Dempsey and State Mental Health Commissioner Ernest Shepherd to find what could be done to help the schools to teach about drugs.

"They told me about the Stamford Drug Curriculum, a teacher's guide for Grades 4 through 12. The state hoped to distribute one copy of the guide to each public school in Connecticut," Mr. Patricelli said. "They sold us on the Stamford Drug Curriculum in a matter of minutes, but they also told us it would be several months before it could be printed and distributed. We asked if we could help and offered to have printed, at our expense, thousands of extra copies for free distribution in Connecticut and neighboring states as well. We didn't know what it would cost, but we thought the drug epidemic required emergency measures, regardless of cost. Governor Dempsey and Mr. Shepherd assured us that our taking on the project would be most helpful."

Mr. Patricelli said the Stamford Curriculum, a 96-page guide devised by teachers in the Stamford Public Schools, used a behavioral approach to drug education. In addition to providing students with a vast amount of information on drugs and drug abuse, the Stamford Curriculum seeks to help young people answer such questions as "who am I?, what am I?, where am I going? and do I like myself?"

The stations began distributing the Stamford Curriculum in December. Announcements on the air and advertisements in newspapers were used to offer the Stamford Curriculum to teachers and others involved in drug education in Connecticut, "and, on the theory that epidemics have no respect for state borders," neighboring states as well.

But the word spread quickly, and instead of distributing the book to states served by WTIC Radio and Television, the stations have sent copies of the Stamford Curriculum to every state in the United States, except Idaho, plus the District of Columbia, Puerto Rico, the Virgin Islands and 12 foreign countries.

"In addition to schools," said Mr. Patricelli, "requests for the guide have come from colleges, clergymen, city, county and state health departments, police and other law enforcement agencies, judges, doctors and others who deal with the drug problem. We asked that requests be made on official letterheads, but we did not for a request from a woman who wrote that she had no letterhead, but she did have a college degree, seven growing children and appalling lack of knowledge about drugs.

## STAFFERS DONATE TO BLOODMOBILE

Twenty-six members volunteered to donate their blood during the August 18-20 visit of the Bloodmobile to the Travelers Auditorium: Charles Bagley, Bob Barr, Rosemary Brandt, Don Burkhart, Ralph Cruse, Fred Edwards, Kathy Flaherty, Don Fleming, Brian Hartnett, Larry Kenfield, Tom Lang, Chuck Marshall, Loretta and Ray McDonald, Dick O'Keefe, Ernie Olivieri, Bernie Provost, Chuck Renaud, Randy Scalise, Bob Scherago, Bob Schlenker, Charlie Sinatra, Woody Sloan, Robert E. Smith, George Sulok and Jim Thompson.

Special thanks go to Nancy Hartwell, Sue McGovern and Jean Anderson for their considerable efforts in signing up the volunteer donors.

## KENFIELD RECEIVES FELLOWSHIP POST

Music Supervisor Larry Kenfield has been appointed Public Relations Director for the West Hartford Fellowship.

The fellowship is composed of members from various churches in the West Hartford area who are working for housing for the elderly.

"We've been in existence for three years, and have had inquiries about the project," Kenfield said. "The housing will be in the form of apartments and cottages."

Kenfield will be in charge of organizing his committee and handling all of the publicity for the fellowship.

## A COMPLAINT (Continued from Page 3)

These Dramamine pills must be very dangerous when it took me over 8 days of not using them to get over the effect they had on me.

They are the worst pills that I have ever taken.

These Dramamine Pills should be labeled that they are dangerous from wine or liquor travel sickness. A warning should be put on the package to protect the general public.