



GREAT NEWS FROM BRUCE KERN
SEE PAGE 2

TIC TOC

October 1968

NEW YORK TIMES CRITIC LIKES WTIC'S "JOURNALISTIC VERVE"

(The following column, by TV Editor Jack Gould, appeared in the New York Times on Oct. 19.)

"All the tiresome palaver about legal difficulties hampering television's coverage of the Presidential campaign was refreshingly swept aside last night by WTIC-TV, owned by the Travelers Insurance Companies. The station broadcasts over Channel 3 in Hartford and can be seen near the New York State-Connecticut line.

"First, WTIC-TV carried live from 7:30 to 8:30 p.m. the staged panel interview with Richard M. Nixon in Boston. Party supporters, some of whom were not very adroit in hiding their prepared questions, asked Mr. Nixon about major issues in what has now become the Republican candidate's

(Continued on Page 4)

OVER EIGHTY TO WORK ON ELECTION COVERAGE

More than 80 members of the staff will take part in the Radio and Television coverage of the state election results Nov. 5.

In addition, the stations will have special correspondents in each of the state's cities and towns.

Most of those working Election Night will be assigned to the Travelers Data Center where a computer will be employed for the first time to tabulate and record returns. Ten will be assigned to The Hartford Courant office; 14 will be at Broadcast House; four will be at the Democratic and Republican headquarters and headquarters of the candidates for the Senate and two will be in the mobile unit.

COMPANY TO INSTALL NEW COMPUTER SYSTEM

A number of sales, billing, traffic and general accounting procedures will be handled by a Honeywell 110 computer that the Company is expected to have in operation by early next year.

About a dozen members of the staff will be transferred to a new computer operations division where they will be assigned duties that are similar to those they are now performing. The computer will not replace people, but it will replace some time-consuming, manual operations and greatly enhance the efficiency of the procedures listed above.

Five programmers from the Travelers have been working for from four to six months setting up a Radio and TV Order Traffic Billing System for the computer. Two other systems, an Accounts Payable and a General Ledger System, are similar to those used by other companies and programs have been provided by the manufacturer.

During 1969, the Company plans to add other systems to the computer, including a Film Inventory System that will allow a more detailed analysis of the film library, a Program and Film Revenue Analysis System, a Real Estate Billing System and a Property and Sales Tax Accounting System.

Controller and Business Manager Harley Park will be responsible for the computer operations and John Green will be the supervisor.

WTIC NEWS POLL SHOWS NIXON, RIBICOFF AHEAD

Results of a WTIC News public opinion poll announced Oct. 29 indicate that Republican Richard Nixon is ahead in Connecticut in the race for President and Democrat Abraham Ribicoff is leading in the race for U. S. Senator.

The poll also indicated that at least five of the six incumbent Congressmen from Connecticut will be re-elected on Nov. 5.

The poll, conducted by telephone throughout the state October 14 through 24, gave Nixon 43 per cent of the vote to 32 per cent for Vice President Hubert Humphrey and eight per cent for third party candidate George Wallace. Seventeen per cent indicated

(Continued on Page 4)

BRUCE KERN DOING FINE,
GRATEFUL TO FRIENDS HERE

Bruce Kern is home, up and around and "feeling pretty darn good."

The doctors tell him he'll be doing "everything I had been doing, plus a little more exercise than before" within a couple of months. He expects to be back at Broadcast House in from four to six weeks.

"What I'd like to do, through TIC TOC," said Bruce, "is to thank each and every member of the staff for their consideration, cards and cheerful thoughts during the past weeks. As you know, my visitors have been restricted for several weeks, but I hope soon I'll be able to see more of the staff. In the meantime, I just wanted them to know how much their cards and thoughts have meant to me."

During his stay in the hospital, Bruce received 740 pieces of mail from friends, listeners and viewers. The mail came from people from nine to ninety, including a couple of former Congressmen, as well as people who had been listening to Bruce for the past three decades.

"What really moved me was the mail from some of the bed-bound listeners who went to the trouble of forgetting their ills to wish me well," he said. "I heard from people who told me how 'Mikeline' and other programs made their days more pleasant and said they thought I ought to know about it. It was the kind of experience that really makes you a humble guy."

Bruce was released from the hospital on Oct. 25 and is now permitted to spend some time wandering about the house. His fine progress is certainly wonderful news for all of us.



COMPANY CREATES DIVISION OF ENGINEERING RESEARCH

The creation of a new Engineering Division of Research and Development was announced Oct. 11 by President Patricelli.

Harold A. Dorschug, formerly director of engineering for WTIC-TV-AM-FM, was appointed to the newly created position of director of engineering research and development and John G. Welch, former chief engineer, was appointed assistant director of engineering research and development.

Stephen J. Myers, manager of engineering personnel, was named chief engineer with the responsibility for the day-to-day operation of the Engineering Department.

Mr. Patricelli said "the creation of the new division will enable WTIC Radio and Television to keep abreast of the many technological advances being made in the broadcasting industry. The Division of Research and Development will be responsible for the acquisition and development of new equipment that will continue to provide our viewers and listeners with the finest radio and television service available anywhere in the nation." Mr. Dorschug will report directly to Mr. Patricelli.

Mr. Dorschug joined WTIC-TV-AM-FM as director of engineering in 1959. A native of Syracuse, he is a graduate of Syracuse University and attended Brooklyn polytechnic institute. Before joining WTIC, he was associated with the CBS network in a number of engineering capacities for 23 years. While at CBS, he was chief engineer of WEEI, the CBS-owned radio station in Boston, engineer in charge of TV studio technical operations in New York and director of operations at Channel 18, when that station was owned by CBS. Mr. Dorschug is a senior member of the Institute of Radio Engineers and a member of the Society of Motion Picture and Television Engineers. He and Mrs. Dorschug live at 111 Spring Lane, West Hartford. They have two children.

Mr. Welch has been a member of the WTIC staff for 26 years. A native of Somers, Mr. Welch was graduated from the Dodge Radio and Television Institute, Valparaiso, Ind. He was named assistant supervisor of television operations of WTIC-TV in 1957 and chief engineer in 1966. Mr. and Mrs. Welch live at 21 Willard St., Wethersfield. They have three children.

Mr. Myers was born in Hartford and educated at the New England Technical Institute and the RCA Institute of Technology. He has also attended the University of Hartford. He was an engineer at WNAB, Bridgeport before joining WTIC in 1951. He was named assistant supervisor of facilities in 1961, supervisor in 1966 and manager of engineering personnel last April. Mr. and Mrs. Myers live at 76 Montclair Dr., East Hartford with their three children.

HARLEY PARK ELECTED COMPTROLLER

Harley F. Park, business manager of Broadcast-Plaza, Inc. was elected comptroller of the corporation by the board of directors Oct. 22.

Park, who joined Broadcast-Plaza, Inc. in August of this year, is a native of Boston and a cum laude graduate of Harvard University. He was formerly a senior system analyst with the Sprague Electric Co. in North Adams, Mass. and has served in various management capacities with the Chrysler Corp., the A. M. Starr Net Co. and the Royal McBee Corp. A naval reserve officer, Park resides with his wife and three children at 56 Drumlin Rd., Simsbury.

McGUINNESS APPOINTED REGIONAL SALES MANAGER

The promotion of Joseph P. McGuinness as regional sales manager of WTIC Radio was announced Oct. 22 by President Patricelli.

McGuinness joined WTIC in 1958 as account executive for radio sales. Prior to his affiliation with WTIC, he was associated with a number of other Connecticut radio stations. A veteran of 2 years service with the U. S. Marine Corps, McGuinness was graduated from the University of Connecticut and also attended Georgetown University School of Law and the School of Radio Techniques in New York City. He is past state president of the Connecticut Jaycees and currently Public Information Chairman of the Governor's Task Force for Clean Air. He resides with his wife and three children at 29 Penn Drive, West Hartford.

ED YURCZAK TO HEAD OFFICE SERVICES

Edward F. Yurczak, who has been billing clerk for the Business Office since 1965, has been appointed office services supervisor for the Company.

In his new position, he will be in charge of duplicating services, the mail room, shipping and receiving and the office supplies inventory. He will report to Controller Harley Park.

WTIC NEWS POLL
(Continued from Page 1)

that they were undecided.

In the race for U. S. Senator, incumbent Ribicoff received 59 per cent of the votes to 30 per cent for Republican Edwin May. Eleven per cent said they were undecided.

The poll indicated that Republican Thomas Meskill and Democrats Emilio Daddario, William St. Onge, Robert Giaimo and John Monagan would be re-elected to Congress. The Fourth District incumbent Donald Irwin and Republican Lowell Weicker was too close to call.

The Congressional results were as follows: First District, Daddario 65%, Ladd, 14% and LaCroix, 2%, with 19% undecided; Second District, St. Onge, 47%, Mariani, 29% and Tarasevich, 3%, with 21% undecided; Third District, Giaimo, 49%, Salmona, 20%, and Cook, 7%, with 24% undecided; Fourth District, Irwin, 36%, Weicker, 33%, Earle, 11%, with 26% undecided; Fifth District, Monagan, 53%, Russo, 19% and undecided, 28%; Sixth District, Meskill, 72%, Sharaf, 11% and undecided, 17%.

More than 6,000 telephone calls were attempted by WTIC News, and more than 3,000 of the calls provided useable data for the poll.

The poll was conducted by several staff members under the supervision of Promotion Manager Gene Muriaty and Rufus Coes.

DAVE FODY COMPLETES
TWO YEARS IN ARMY

Life is finally normal for the Dave Fody family, now that Dave has completed two years in the Army and Diane can stop writing letters.

Dave was drafted in October 1966 and went to Fort Gordon, Ga. for basic training. In January of 1967, he went to Fort Lewis, Washington for advanced training and the following March, he was sent to an ordnance company at Fort Sill, Okla., where he remained until his discharge Oct. 2.

He is now working as a cost accountant at Hamilton Standard.

NEW YORK TIMES CRITIC
(Continued from Page 1)

favorite TV format. The program, seen over a special New England network, was a paid political broadcast sponsored by the Nixon-Agnew Committee.

"No sooner was Mr. Nixon off the air than WTIC-TV switched directly to an unsponsored and uninterrupted half-hour news special on Vice President Humphrey's day in Connecticut, including his speech on Constitution Plaza in Hartford. The program, taped earlier in the day, was seen from 8:30 to 9 and pre-empted 'Gomer Pyle' the regular program of the Columbia Broadcasting System.

"While the networks have wrung their hands about not being allowed under the Federal Communications Act to do political specials outside or regular newscasts, Thomas Eaton, vice president in charge of news for WTIC-TV, dryly said he was going to cover whatever was news in his area.

"Mr. Eaton noted that two weeks ago WTIC-TV canceled a prime evening commercial show to do a news special on Mr. Nixon and that the cameras would be ready if George C. Wallace came to Hartford. The networks have insisted that they couldn't do political news specials in midevening hours without incurring the obligation of giving perhaps a dozen fringe candidates equal time.

"The journalistic verve of WTIC-TV invites a thought: perhaps the networks, with their national problems, are just standing in the way of local stations performing a greater civic service in a campaign year.

"At least last night's back-to-back appearance of Mr. Nixon and Mr. Humphrey were the next best thing to a debate and afforded a fine comparison of the styles of the two men. And if the campaign has not ignited feverish enthusiasm among the electorate, WTIC-TV showed why in its interesting scheduling."

WTIC MUSIC SUBMERGED
FOR SIXTY-DAY CRUISE

As a result of a request from Commander M. C. Ritz, U. S. Navy Commanding Officer of the nuclear submarine John Marshall, WTIC has recorded twelve hours of stereo music on tape for use by the men of the Marshall in a forthcoming mission which will take the Marshall to Scotland. The Submarine Marshall will remain submerged for 60 days.

After having heard some of the music fare of WTIC-FM, key members of the crew felt that if this music were available to them, it would afford a great deal of enjoyment and be a definite boost to crew morale.

The project was completed by Wayne Mulligan, Robert Scherago, Ted Brassard, Ben Zinkerman, Larry Kenfield and Bill Hanson.

The tapes have been picked up and by now, undoubtedly, "under way".