

MERRY CHRISTMAS

TIC TOC

BABY BUNDLE
DRIVE RECEIVES
OVER \$1,000
(see page 2)

THE PRESIDENT'S COLUMN

This has been a significant year for our Company, a year in which we worked together to reach new heights in our continuing drive to serve our listeners and viewers well.

Our "Living History" series helped many Connecticut citizens cast an informed vote in the recent referendum on a new Constitution for Connecticut. It is interesting to note that 20 percent of the voters in the Hartford area went to the polls, while only eight percent of the voters in distant Bridgeport voted.

Our Viet Nam project showed our listeners and viewers the heroic part their friends and neighbors were playing in the war and the Baby Bundles campaign united our organization and our audience in a common cause. The arrival of the first packages in Viet Nam inspired the fine reaction recorded in Captain McKinstry's letter, which is reprinted elsewhere in this issue. Many more bundles will be provided by the generosity you have shown.

The exciting laser beam broadcast in August and the outstanding coverage of the northeast blackout in November were important events for WTIC Radio in its fortieth anniversary year, which began with presentation of the Broadcast Pioneers' Mike Award, one of our industry's highest honors.

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ROBERT TYROL ASSIGNED ADDITIONAL DUTIES; ERNEST PETERSON NAMED GENERAL SALES MANAGER

The promotion of Ernest H. Peterson from regional to general sales manager of WTIC AM-FM was announced today by Paul W. Morency, president of Broadcast-Plaza Inc.

At the same time, Mr. Morency announced that Robert S. Tyrol, vice president-radio sales, will be assigned additional corporate responsibilities while retaining general responsibility in the area of radio sales.

Both Mr. Tyrol and Mr. Peterson began their careers at WTIC a mail room runners more than 25 years ago.

Mr. Tyrol joined the WTIC staff in 1940 and became an announcer in 1941. He was identified with many of the station's special events and audience participation programs. As the Coast Guard's youngest commissioned officer in World War II, he commanded a submarine chaser in the Caribbean and South Pacific. Mr. Tyrol joined the sales staff of WTIC in 1956 and was named vice president--radio sales in 1959. He is a former president of the Connecticut Broadcasters Assn. and chairman of the

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WTIC-TV BECOMES CONNECTICUT'S FIRST "ALL-COLOR" TELEVISION STATION

WTIC-TV became the first Connecticut television station capable of transmitting color programs of every type on Dec. 8.

Recently purchased color studio cameras enabled WTIC-TV to broadcast the "live" children's program, "Ranger Andy," in color at 4 p.m. today. The program was introduced by President Morency.

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THE PRESIDENT'S COLUMN
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Our television station added a major new service just this month when we televised the first "live" color program produced by a Connecticut station, and marked the achievement of our goal to make Channel 3 the first complete color television station in Connecticut. Only about 118 of the 600 television stations in the nation are now "all-color."

All of us can take pride in these and other accomplishments recorded during 1965. It is the faithful execution of day-to-day assignments that enables us to achieve what has been noted here.

I thank you for your efforts in 1965 and I wish all of you a most Merry Christmas and a New Year as happy and eventful as the last.

"ALL-COLOR" TELEVISION STATION
(cont. from page 1)

WTIC has been equipped to broadcast network and local film and videotape programs in color for the time. No other Connecticut station is presently capable of broadcasting local, "live" programs in color.

In the past year, WTIC-TV has installed color equipment valued at more than \$400,000, including two studio cameras, two color-equipped television tape recorders, two color film cameras, a color film processor, new studio lighting facilities and test and quality control equipment.

WTIC-TV plans to televise the "Ranger Andy" program in color each Monday through Friday afternoon from 4 to 4:30. Other local programs will also be televised in color in the near future, including "The Brad Davis Show" Saturdays at 5:30 p.m. and "What in the World" Wednesdays at 7 p.m.

Only one other New England television station is currently equipped to televise live, film and network programs in color, WHDH-TV in Boston.

UPSALA ALUMNI ELECT KRAUSE

Lew Krause has been elected president of the Upsala College Alumni Assn. for Connecticut.

There are about 150 Connecticut alumni of the New Jersey college now active in the alumni organization.

BABY BUNDLE CAMPAIGN GETS
OVER \$1,000 FROM WTIC STAFF

An average donation of more than \$5 per staff member has brought the Baby Bundle for Viet Nam drive over the \$1,000 mark.

A few more donations were expected to be added to the total as this issue of TIC TOC was being published.

Nearly every member of the staff has made a contribution to the hospital at An Khe, which the staff adopted on the recommendation of Bob Dwyer and Paul Kuntz last month.

The items for the bundles will be purchased at a reduced rate so that the staff can obtain the most and best for its money. Plans for the packing and shipping of the bundles will be announced.

The first packages sent by listeners and viewers, along with a sample package mailed by Dwyer and Kuntz, arrived in Viet Nam recently.

Captain Larry McKinstry, the Army doctor in charge of the hospital, has written the following to the staff:

"Dear WTIC Staff:

Today I received the first of the WTIC Baby Bundles. They were wonderful, full of baby clothes, powder, soap and gowns for the mothers. Even if I don't receive any more packages, this is certainly worthwhile and appreciated very much. Thank you for your lovely packages.

I received 5 packages today in total. I also received a card and letter. I will answer each letter. Thank you so much. Will let you know how WTIC Baby Bundle program is doing and will try to get pictures of Vietnamese receiving them."

**MISS SHIRLEY MAE HINCKLEY
FIANCEE OF ALLEN ALLSHOUSE**

Mr. and Mrs. Ralph B. Hinckley, Torrington, announce the engagement of their daughter, Miss Shirley Mae Hinckley, to Allen C. Allshouse, son of Mr. and Mrs. Gleason Allshouse, Granby. An April wedding is planned.

Miss Hinckley, an alumna of University of Connecticut, is assistant clerk of the Court of Common Pleas for Litchfield County.

Mr. Allshouse is a WTIC-TV film editor.

**TYROL, PETERSON
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State Industrial Advisory Committee. At present, he is program chairman of the State Industrial Advisory Committee. At present, he is program chairman of the Hartford Rotary Club and a member of several other civic organizations. He and Mrs. Tyrol live in Wethersfield with their two children.

Mr. Peterson joined WTIC in 1938 and was a reporter and news editor before joining the WTIC sales staff after World War II. During the war he was a radio gunner with the 15th Air Force until his plane was shot down over Austria and he was taken prisoner. Mr. Peterson is a member of the Advertising Club of Hartford, the City Club and Rotary. He and his wife live in West Hartford with their three children.

**WTIC BROADCASTS CONVENTION
SPECIAL FOR TEACHERS**

WTIC achieved another broadcasting first Dec. 2 when it conducted an inter-city closed circuit conference for social studies teachers in cooperation with the Connecticut State Department of Education and the Connecticut Council for the Social Studies, Inc. to discuss the proposals of the Constitutional Convention.

The special program inter-connected five broadcast points, including the State Capitol, Torrington High School, and the auditoriums of Hillhouse High School, New Haven; New London High School; and the Brien McMahon High School, Norwalk. Panelists included most of the principal convention leaders.

**SUMMER STAFF MEMBER
NAMED TO 'WHO'S WHO'**

Dennis Perruccio, who has worked as a radio technician during the last several summer vacations at Broadcast House, has been nominated to "Who's Who Among Students in American Colleges and Universities" by the faculty of the University of Hartford.

The selection is made on the basis of participation and leadership in academic and extra-curricular activities, citizenship and service to the school and promise of future usefulness.

TAXPAYERS ELECT KEFFER

Chester S. Keffer recently elected one of nine Directors of the Monson, Mass. Taxpayers Assn. The group is dedicated to control municipal spending to meet the needs and pocketbooks of the community.