



# TIC TOC

August 1969

## TO THE STAFF

I am delighted to announce that the Staff Dinner Dance will be held in the grand ballroom of the Hartford Hilton on Saturday, October 4.

There will be a reception at 6:45, and dinner at 8. The Landerman Orchestra will again provide music for dancing.

Please complete the coupon on Page 2 of this issue of TIC TOC and return it to Miss Mulcahy by Monday, September 8. If you wish to form a table of eight, also send Miss Mulcahy the names of those at your table by the same date.

Leonard J. Patricelli

## NEWSPAPER LIKES OUR EDITORIALS

(The Middletown Press printed the following editorial on August 11.)

### TELEVISION EDITORIALS

"For some years, the Federal Communications Commission has encouraged television stations to present their own views on the air. In the past, relatively few stations have taken advantage of this feeling, and when they have, the declarations often have been vapid endorsements of highway safety, Mother's Day, and other such indisputable verities.

One exception is WTIC's series of editorials--recently begun--which are soundly researched, well-presented, and confidently expressed. One reason that many TV stations have not gone in for an editorial view is that better ones require a certain amount of thought, and considerable research. When a station uses a superannuated disc-jockey for this role, the result is all too obvious.

By contrast, the WTIC expressions

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## NOON NEWS SLATED ON TV; GIRAND TO HOST RADIO SHOW

"Twelve O'Clock Report," 25 minutes of world, national and local news, plus features dealing with all aspects of city and suburban life, will premiere on WTIC-TV at noon on Monday, Sept. 8.

President Patricelli has announced that Dick Bertel will be assigned to "Twelve O'Clock Report" and Joe Girand will replace Bertel as host of WTIC Radio's "Afternoon Edition" Monday through Friday from 3 to 7 p.m. and "Saturday Showcase" Saturdays from 10:30 a.m. to 1 p.m. "Twelve O'Clock Report" will be telecast from noon to 12:25 p.m. Monday through Friday.

"In addition to hard news," said Mr. Patricelli, "'Twelve O'Clock Report' will devote considerable time to subjects not usually included on radio and television newscasts. Cultural and entertainment topics will be covered, along with news of special importance to the person responsible for buying the family's food, clothing and other consumer items. Newsmakers and opinion leaders in all fields will be interviewed 'live' on the program.

"This is definitely not going to be a newscast for women only," he continued, "but we are going to include material that will be of assistance to women as they go about the increasingly complex duties involved in raising, feeding and clothing their families."

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## PRESIDENT PATRICELLI MARKS FORTIETH YEAR WITH WTIC

(The following profile appeared in The Hartford Times on August 6, the day after President Patricelli's fortieth anniversary, under the by-line of Allen M. Widem, Times Radio-TV editor.)

When Leonard J. Patricelli thinks about past, immediate and future planning for WTIC-AM-FM-TV (Ch. 3) he's quite glad he found his way out of the Travelers Insurance Co.'s boiler insurance department 40 years ago.

The soft-spoken, bespectacled president of Broadcast-Plaza, Inc. (which is comprised of WTIC stations and Constitution Plaza properties), recalls that after one day in 1929 attending to boiler insurance, he knew he wasn't suited for the job.

"At the end of the third day, I went to my supervisor and asked how one went about resigning. He was good enough to send me to the personnel department to see if there was anything else available."

As matters developed, the late Walter Johnson (who was

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COURT OF COMMON COUNCIL

Hartford, Connecticut

RESOLUTION

WHEREAS, Leonard J. Patricelli, President of Broadcast Plaza, Incorporated is celebrating his fortieth anniversary with WTIC AM-FM Radio and TV; and

WHEREAS, His abilities and use of his many and varied talents were recognized by officials of early WTIC Radio, enabling him to progress steadily through such assignments as continuity writing, producing and programming; and

WHEREAS, His loyalty and dedication to excellence and sincerity in the news and entertainment media are responsible in no small part to the outstanding achievements in broadcasting attained by WTIC Radio and TV; now, therefore, be it

RESOLVED, That this Council for itself and for the people of Hartford does hereby extend its congratulations and best wishes to Leonard J. Patricelli, President of Broadcast Plaza, Incorporated for tasks faithfully and excellently done.

Adopted by the Court of Common Council  
August 11, 1969

Antonina Uccello, Mayor

Attest: Robert J. Gallivan  
City Clerk

GUCKIN, BUTTERWORTH  
FILM ISLAND DOCUMENTARY

Bob Butterworth and Jack Guckin spent their vacations on Sable Island photographing and directing a documentary film of the Island for Bob Ellsworth Productions.

Two weeks of scenes of wild horses, shipwrecks, seals and surf was followed by a week of waiting for a plane to break through the fog and thunderstorms that held up the evacuation of the expedition. Twelve men (scuba divers, still cameramen, cooks and production people) were involved, all from the Hartford area, and taped a "Perception" show for Sept. 14 with Butterworth, Guckin and still photographer Larry Engel.

NEWSPAPER EDITORIAL  
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We've added another dimension to an already fine news operation, and a pattern of responsible broadcasting. The station has consistently reported criticism of TV, and the insurance business (WTIC is owned by the Travelers Insurance Company) in a fair manner when valid points were made. One may or may not agree with every position taken by the WTIC editorials, but the homework has been done, and that itself is refreshing.

EXTENSIVE GHO COVERAGE  
SCHEDULED BY RADIO, TV

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 (Aug. 31) and from 3:30 p.m. to conclusion on Monday (Sept. 1).

The color television coverage will again be described by former Master's champion Claude Harmon, assisted by WTIC-TV's George Ehrlich and Floyd Richards. 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 black and hite camera ready at the fifteenth hole 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, August 29. On Saturday, WTIC Radio will broadcast a report from 1:30 to 2 p.m. and from 5:50 to 6 p.m. Third round coverage Sunday will be from 12:50 to 1 p.m., 1:30 to 2 p.m. and 5:30 to 6 p.m. and the final round action will be broadcast Monday from 12:50 to 1, 1:15 to 1:25 and 4:30 p.m. to conclusion. All the reports will be broadcast on WTIC AM and FM, with the exception of the 1:30 to 2 p.m. report on Saturday, which will be on WTIC AM only.

Brad Davis will be stationed in the WTIC mobile studio, with Joe Girand on the eighteenth green and Larrye deBear, Arnold Dean and Lou Palmer following the leaders on the course.

Please complete and forward to Miss Mulcahy by September 8.

I will attend the dinner dance at the Hartford Hilton Saturday, October 4.

I regret that I will be unable to attend.

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

Signature

ATWOODS BACK  
FROM ENGLAND

Frank and Barbara Atwood are back from three weeks in England which they visited with a Coventry (Conn.) - Coventry (England) exchange group.

The Atwoods were included because last year when the English people came to Connecticut some of them were guests on the RFD #3 program. A Boeing 707 with all 171 seats filled took the Connecticut group to London where they boarded buses to Coventry.

All the visitors were then entertained in English homes. It was a tremendous privilege, Frank says. Their host and hostess took them to Oxford, Stratford and for a weekend at the seaside in Bournemouth. They spent some time on their own in London and, with a rented car, explored the North of England and part of Scotland.

The night before departure for home their host and hostess held a barbecue in the garden (steak cook-out in the back yard) as a send-off with 28 guests. The Atwood's daughter, Joanna, flew from Venezuela to London to join them for her holiday as a school teacher. They all watched the astronauts land on the moon as shown on the BBC and found the English as excited about the moon landing as the Americans. English papers were also carrying the Ted Kennedy story on Page 1.

NOON NEWS  
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Since joining WTIC in 1956, Bertel has been a radio and television newscaster, host of WTIC-TV's "Perception" and WTIC Radio's "Conversation Piece," "Americana," "Afternoon Edition" and "Saturday Showcase."

Girard, a well-known Hartford radio personality for more than 20 years, brings a wealth of broadcast experience to the "Afternoon Edition" and "Saturday Showcase" programs. For many years, he was host of record shows, children's shows and sports programs on the Hartford Times station, WTHT.

PRESIDENT PATRICELLI  
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to become WTIC vice president and general manager), had the task of interviewing young Patricelli about qualifications for another Travelers assignment.

"Walter saw from my resume that I'd won the prize in 18th Century literature at Wesleyan. He assumed that a prize winner in English would probably be able to write a decent sentence.

"He told me about the Travelers radio station (then four years young) and asked if I'd be interested in becoming a continuity writer."

Patricelli said "yes."

Then he asked what a continuity writer was supposed to do.

"I learned quickly enough that a continuity writer had only one basic job--to write virtually every word spoken on WTIC.

"There were only about 12 of us on the staff in 1929 (the stations employ 200-plus in 1969). As a result, all of us had to learn a great deal about all the jobs."

And learn, Patricelli did.

He moved from continuity writing to producing, then to programming. He became program manager in 1943, then vice president-TV programming in 1957 when WTIC-Radio's sister station, Ch. 3, began operations.

By 1963 he was vice president and general manager.

Two years ago, he succeeded Paul W. Morency as Broadcast-Plaza, Inc. president.

Talent and programming development are Patricelli's pet likes. He's "brought along" such "names" as Ed Begley, Robert Maxwell, Louis Nye (nee Neistant) and Allen Ludden, such programs as Peabody Award-winning "Mind Your Manners" and "Your Box at the Opera" on Radio, to Television's Emmy and Edward R. Murrow Award-winning documentaries.

"Looking ahead," he muses in his book-lined office, "is what really keeps me interested. Right now, I'm very excited about 'Places and People,' a new series, and, really a new concept in programming.

"Next season, we're going to produce TV programs especially for hospital patients, the elderly and other 'shut-ins.'

"They'll be asked to submit suggestions of places they'd like to see and people they'd like to visit. Every program'll permit our audience to see more than an actual visitor could hope to see."

DAUGHTER FOR ALLSHOUSES

Shirley and Allen Allshouse are the parents of a daughter, Wendy Lynn, born July 29 in Charlotte Hungerford Hospital in Torrington. Wendy Lynn weighed six pounds, 11 ounces.