



news release



**WTIC-TV** CHANNEL **3**  
HARTFORD, CONNECTICUT

APRIL 11, 1960

When Paul W. Morency, president of the Travelers Broadcasting Service Corporation, turns the first spadeful of earth at ground-breaking ceremonies for Broadcast House on Thursday, April 14, it will mark the actual beginning of building activity in Hartford's East Side Redevelopment Area. The ceremonies will be held at 10:30 AM at the northwest corner of State and Front streets, site of the structure which will be the new home of WTIC-AM-FM-TV.

Following the ground-breaking, construction of Broadcast House will start immediately, with completion of the building expected in January, 1961. The building will house all studios and offices of the Hartford stations, now located on the sixth floor of the Grove Street and Central Row buildings of the Travelers Insurance Companies.

Among the invited guests, several of whom will speak during the ceremonies, are Mayor James F. Kinsella of Hartford; City Manager Carlton F. Sharpe; William Jebb, president of the Greater Hartford Chamber of Commerce; Gladden W. Baker, chairman of the board of Constitution Plaza, Inc., redevelopers of the East Side area; Roger Wilkins, president of Constitution Plaza, Inc.;

Robert Bartels, executive director of the City Plan Commission; Judge Solomon Elsner, chairman of the Hartford Redevelopment Agency; Robert Bliss, executive director of the Hartford Redevelopment Agency; David R. Daniel, publisher of the Hartford Times; John R. Reitemeyer, publisher of the Hartford Courant; members of the Hartford City Council, the City Plan Commission, the Hartford Redevelopment Agency and Constitution Plaza, Inc.

The entire ground-breaking program will be broadcast by WTIC-TV and Radio Station WTIC, with Bob Steele acting as master-of-ceremonies.