

File

TOUR ITINERARY

LOBBY:

The general decor of WTIC's new home reflects the look of the future. Our interior decorator Miss Alice Fenner chose contemporary designs which, because of the simplicity of line, have the quality of permanence...

Brazilian Rosewood is the wood used in paneling and also the wood of our angled reception desk. Chinese Red rugs mark off conversation groupings of steel and leather furniture, which is arranged for the convenience of guests and to permit interviewing. Furniture is by Dresser of West Hartford. There are also Laverne Originals.

THE BROADCASTER:

This statue was unveiled by Governor John N. Dempsey at the formal dedication of Broadcast House on November 27 and is appropriately named "The Broadcaster".

Noting that Webster defines "broadcast" as "Cast in all directions, as seed from the hand in sowing," this statue expresses the integrity which has characterized the WTIC TV-AM-FM history.

James Glenn, WTIC Promotion Art Director, pencilled a sketch of a sower. Then Frances L. Wadsworth of Granby, Connecticut, was commissioned to sculpture the statue on the basis of several pieces of statuary she had created which attest to her skill. Hartfordites probably know her best for the Thomas Hooker monument located on the Main Street side of the old State House and for the monument which honors the founder of the American School for the Deaf at Gallaudet Square.

This bronze statue is 42 inches tall from its base to its pate and is mounted on a rough hewn piece of granite which adds an additional three feet to its over-all stature. In its right hand, if carefully inspected, may be seen three seeds, a whim of the sculptress to signify the statue's relationship to Channel 3.

"The Broadcaster" has become a familiar figure, not only to viewers of WTIC-TV, but across the country as well, to members of the radio, television, and advertising fraternities. "The Broadcaster" is seen on WTIC-TV identification slides, in newspaper and trade journal advertising, as part of the WTIC TV-AM-FM letterhead, on station brochures and literature, and in every practical way in which it can mirror the basic integrity of WTIC Television and Radio.

(Take guests from lobby to the 4th Floor by using either elevator. Elevators are to be used only to take visitors up. They will descend staircases for the remainder of the tour.)

4TH FLOOR: :

Show visitors garden, board room, empty office at left of the elevator. Tell who has offices on the floor. Be brief.

Down to 3rd floor by using stairs at left of the elevator.

GARDEN:

A rare green Japanese Maple in the center of the patio - a low growing tree that will grow to a maximum height of 20 feet.

Baltic Ivy and seasonal flowers are planted in the pots.

Sliding glass doors opening onto the patio add the illusion of bringing the outdoors indoors. This oriental garden was created by Sasaki, Walker and Associates. All plantings inside and around Broadcast House were supplied by The Peter Cascio Nursery.

DECOR:

The coloring of the outside of the building is carried out here. A soft green accented by vibrant tones of blue, pumpkin and rust. An unusual vinyl wall-covering which gives a three-dimensional effect, and pale green wall-to-wall carpeting help to achieve an open-air atmosphere.

In the client Conference room and the office of the President and General Manager the wood is Walnut and the furniture is custom-designed.

All other offices on this floor feature unique custom-designed Cherry desks. All paneling and custom-made wood furniture was created and installed by the C.H. Dresser Co. of West Hartford.

(Take guests to Conference Room - kitchen)

DOWN to 3rd floor by using stairs.

3RD FLOOR

CONFERENCE ROOM:

Large room immediately at right, in corner, is Radio Conference Room. Here conferences are held among department heads, staff members and with clients

RADIO SALES:

At right - behind railing - desks of salesmen and Sales Service Supervisor. Private office off of this section, at right, is that of Local Sales Manager.

FACTS

There are approximately 170 employees.

44 engineers, 24 TV engineers, 10 Radio engineers - 9 at Transmitter.

15 Announcers that serve both AM-FM-TV

The desks are "cerulean blue". The chairs are black and "vermillion red".

White vertical blinds. 2nd and 3rd floors have silver-grey walls.

Outside building - crab apple trees - ground cover - purple leaf winter creeper - blanket of purple and green leaves.

Land area: 125 x 120 feet.

CLOCK SYSTEM:

A necessity in both radio and television operation, is time-keeping. We use a FAVAG master clock, made in Switzerland. The master clock controls 27 secondary clocks located in studios and control rooms throughout Broadcast House. Its high degree of precision and accuracy is demonstrated by the fact that Favag clocks, are used as the standard by which factories test and time Swiss-made watches. The intricate workings of the clock will keep WTIC broadcasts on time even in the event of a power failure by means of a special 12-volt battery which can maintain the entire system.

BROADCAST HOUSE DESIGN:

A five story building including basement contains a total of 80,000 square feet, of which 12,000 are actual operating area for TV-AM-FM.

Created by architects Fulmer and Bowers, and built by Lewis C. Bowers, Inc. of New Jersey.

The building was designed especially to take advantage of "lift-slab" method of construction. The first, second, third, fourth floors and the unusual pyramid roof built of reinforced concrete, were constructed one atop the other, with electrical and plumbing lines installed directly into each floor slab. The floors and roof were then raised by hydraulic jacks and welded into place.

A total of 98 pre-cast decorative concrete panels, each 3 tons, were lifted by cranes and placed vertically on Broadcast House, thus in one simple operation, forming both inside and outside walls.

The pale green color results from pigments mixed in the concrete.

BASEMENT:

Photo Lab, art room, carpenter's shop for scenery, ALSO, a Diesel generator in event of power failure - will run entire radio operation and 30 % of TV as well as corridor lights.

EXPANSION AREA:

RECORD AND TAPE LIBRARY:

Six people are employed here, editing new recordings received, cataloguing and filing them choosing and scheduling recordings for programs of recorded music. Schedules of recorded commercial announcements are prepared here, tapes are readied for Technical Department to record programs and announcements. The log for our FM station is also typed in this department. Our library contains approximately 75,000 selections everything from Bach-to-Boogie. These are filed numerically by title. We do not play Rock and Roll. Robert E. Smith, Ross Miller, Brad Davis, and Fred Bernard select their own music.

Back in East Corridor, heading North, on right - office of:

ROBERT E. SMITH:

Musical Director of WTIC-FM.

RADIO PRODUCTION DEPARTMENT:

Producers are responsible for the correct airing of all programs and announcements, including exact timing, editing, directing live studio and remote shows.

314 Radio Programs are produced each week on WTIC Radio.

Directly opposite the Production Department on left is:

STUDIO 4:

Our second largest radio studio. The Fred Bernard Show is one of the programs that originates here - also Mikeline.

Turn left into the North Corridor, heading West - at right.

CONTINUITY AND CONTINUITY ACCEPTANCE:

These departments prepare commercial announcements, script for some programs, schedule public service announcements, and edit all commercial copy to see that it conforms to WTIC policy and the Code of the National Association of Broadcasters, and that it is not in violation of the rules and regulations of the FCC.

RADIO TRAFFIC DEPARTMENT:

This department prepares daily program logs, accounting for every minute of each day's operation, including the time that each announcement or program is scheduled, for what studio it originates, where it is network or local, etc. (Network - NBC)

4.

On left -

FM STUDIO (Studio 5)

WTIC-FM operates on a separate program schedule from 2:00-5:00 PM and 7:00-11:00 PM daily. WTIC-FM is 96.5 megacycles on FM sets. Complete operas are presented each Sunday evening at 7 PM, in conjunction with AM.

Next on left -

STUDIO 3:

Bob Steele, Theatre of Melody, Hennessey, Davis and Bernard programs originate here.

CONTROL FOR STUDIO 3:

This control room is used largely for making tape-recorded shows and announcements. Ampex recording equipment.

NEWSROOM:

Office of news director, Tom Eaton, and sportscasters Bob Steele and George Ehrlich. In newsroom are located our news service teletypewriters, Associated Press and United Press International, which turn out copy from various cities in the U.S. 24 hours a day. Also a screening room for news film for Channel 3 news. Eight news editors work in this department, preparing radio and TV newscasts. In rack, on right, is our "Hot-line" service from NBC. We also have a two-way radio with our news station mobile wagon for on-the-scene pickups. Our news staff is complemented by some 50 parttime reporters and cameramen throughout Southern New England.

After you come out of newsroom at your left - (which can't be seen) is

RADIO MASTER CONTROL:

Every radio program is cleared through here. It's here where we tape programs off the network - NBC - and play them back over WTIC as delayed broadcasts, (news, etc.

Turn into West Corridor, heading East - In the corner at right is the

ANNOUNCER'S LOUNGE

OFFICES OF ENGINEERING SUPERVISORS and CHIEF ENGINEER.

5.

At left -

STUDIO 1:

Our largest radio studio. The only regular program which originates here is the Jean Colbert Show. Panel shows and interviews programs come from this studio: also, live musical programs. Through the studio window can be seen the Control Room for the studio.

We also have a stand-by studio (which can't be seen) where there is an announcer on duty at all times. To give station breaks and log all commercials.

Continue along West Corridor through Upper Lobby, leading to the Mall between Broadcast House and the Connecticut Bank and Trust Company.

LOBBY:

Decor here is "Italian Mossic tile". This lobby will be in use when Constitution Plaza is completed.

On your right -

BUSINESS OFFICE and OFFICE OF BUSINESS MANAGER

As you turn into South Corridor, on your right is IBM -

IBM:

IBM is one of the newest departments at TIC. Its function when under full operation will include such processing as billing, sales analysis, accounts payable and general ledger, logwriting, envelop addressing and budgets. It is staffed by two people. There are 5 IBM machines.

EXPANSION AREA

FRANK ATWOOD's office - Farm Program Director

JEAN COLBERT's office - Director of Women's activities.

DOWN to 2nd Floor by using stairs.

2ND FLOOR

CONFERENCE ROOM:

Conferences held here between department heads and clients.

6.

TV TRAFFIC DEPARTMENT:

Daily program logs are prepared here accounting for every minute of each day's operation, including the time that each announcement or program is scheduled whether it is network or local.

OFFICE of Mr. Kendall Smith - Assistant TV Program Manager

TV CONTINUITY OFFICE

OBSERVATION ROOM - left -

This is where guests may watch a TV program being televised.

TV PRODUCTION:

Office of our TV producers and directors.

MR. BOWE - TV Production Manager

MR. ABERT - Assistant Production Manager

FILM EDIT

This department prepares film for projection through careful planning and screening. Our staff men are editor - projectionists who are experts in their field. We have a staff of 7. There are four Bell and Howell 16mm motion picture projectors, 3 - 35 mm slide projectors and 1 opaque projector. All movie and commercial film is prepared in this department.

MASTER CONTROL:

This is a central switching point to route all programs, both local and from the CBS network, to the Avon transmitter by means of a microwave radio relay system. In order to by-pass obstruction lying between Broadcast House and Avon, the microwave beam is relayed through a "beam bender" located atop the rear of 17 Central Row.

ANNOUNCERS' BOOTH:

Always an announcer on duty for station breaks, and logging of commercials.

CONTROL ROOM FOR STUDIO A:

Engineers and a TV Director, etc.

7.

STAIRS:

Stairs leading down to Studio A - off control room

Round corner of Control B on your left

PROMOTION and PUBLICITY DEPARTMENTS for both Radio and TV.

TV SALES DEPARTMENT

Two salesmen,

DOWN to Main Floor by using stairs.

MAIN FLOOR

STUDIO A:

Studio A is 50' by 60' and is equipped with three cameras, mike booms and lighting system having provision for 102 lights. What in the World and Brad Davis sets and the Ranger Andy set - a daily live program with 30 guests each day.

Also point out control room (above) that we just visited.

A variety of background draperies, carefully selected for color tone, necessary for sensitive television camera picture tubes, hang from a mobile track that completely surrounds the studio allowing interchange of backdrops as desired. Additional tracks run across the center of the ceilings effecting the use of theatre-like parting curtains. 790 yards of drapery materials hang in the Channel 3 studios.

We have 5 TV directors, 9 production crewmen who act as floor managers, cameramen, lighting technicians and boom mike operators.

MAKE UP ROOMS - on left -

Theatrical type.

WAITING ROOM FOR GUESTS

STUDIO B:

This studio is 35' by 45', also has three cameras and mike booms and a lighting system capable of handling 72 lights. Point out News, Weather, and Sports Sets.

END