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WTIC-TV CHANNEL 3
WTIC 50 kw. 1080 kc.
WTIC-FM 96.5 mc.
HARTFORD, CONNECTICUT

NEWS RELEASE

SEPTEMBER 21, 1961

A new era in Connecticut broadcasting will be inaugurated on Saturday, September 23, when operations of WTIC-TV-AM-FM shift from present quarters to the new Broadcast House at 3 Constitution Plaza in Hartford. Present plans call for WTIC-Radio to go on the air from the new building at 5:30 AM, with the switch for WTIC-TV being made at 2 PM. The entire staff of the Travelers Broadcasting Service Corporation will occupy the new offices on Monday morning, after moving operations which will take place during the weekend.

The formal opening and dedication of Broadcast House is scheduled for later in the fall, the precise date to be announced, after which visitors will be invited to tour the building and to inspect the new home of WTIC-TV-AM-FM.

The spacious new building, the ultimate in broadcasting design, has been under construction since April, 1960. Occupancy will take place on the fourth anniversary of WTIC-TV, Channel 3, which first went on the air September 23, 1957. Broadcast House was designed by the architectural firm of Fulmer & Bowers, Inc., and constructed by Lewis C. Bowers & Sons, Inc., both of Princeton, New Jersey. It is the first unit in Hartford's downtown redevelopment area, Constitution Plaza, to be built and occupied.

Broadcast House, four stories in height, contains two television studios, five radio studios, complete office facilities, several conference rooms and separate master control rooms for television and radio, plus complete maintenance, carpenter and repair shops. It also has an expanded news department and extensive facilities for developing, editing and telecasting motion picture film.

New equipment has been installed which will add the telecasting of color film and slides to the service of WTIC-TV.

The move of WTIC-TV-AM-FM from the present quarters to Broadcast House is scheduled to be made without any loss of program time. In order to accomplish this, it has been necessary to install facilities prior to the move and, at the same time, maintain adequate facilities at the old location. Some components in the present studios must be moved to Broadcast House and this requires split-second timing in order not to interfere with programs.

Already equipment installed in the new building equals in scope that used by many of the leading television and radio stations throughout the country.

Completion of the installation will require from four to six weeks and during that time the building will not be open to the general public.