

consisting of recordings and conversations on American history in a very open format, and "The Golden Age of Radio," which, with interviews and excerpts from old shows on tape once a month, brought back many memories of some of radio's glory days. Also among his credits were "Conversation Piece" and the memorable "Modern Liv-

On television Bertel was for a time the anchorman on the 6 o'clock evening news, and he was also the moderator on the "Face the State" interview program. Conducting interviews has always been a Bertel specialty, particularly in the political arena, where he has talked to everyone, from presidents on down to convention delegates.

Since leaving WTIC radio, at which time he was vice president in charge of the news division, Bertel has worked both for the Voice of America in Washington and as a vice president in a local advertising agency. For a short while the mellow sounds of his voice could only be heard doing area radio commercials, but now as program director of radio station WKSS, he can be heard every day as host of "Good Morning, New England," head to head against his old friend, Bob Steele.

Bertel says, "They were good to

me at the advertising agency, and I found it a challenge, but in my heart I felt I had not fulfilled my broadcasting career, and I had to get back into it." As to the future, he adds, "We hope to make WKSS the most listened-to station in all of Connecticut."

Norm Peters, while at WTIC, served as anchorman on weekend TV newscasts, plus the usual many appearances on radio. Although primarily a newsman, he often filled in on other programs such as "Mike Line" and the noontime "Plaza Show."

After leaving Channel 3, Peters spent a year or two doing free-lance work. "You're in business for yourself," he said in a recent interview. "There are all sorts of jobs handled by free-lance performers: Voice-overs, commercials, industrial films and part-time work at various stations."

Today he is again highly visible, as anchorman for the early and late news at Channel 22 in Springfield.

Peters' departure from WTIC was among those not on the friendliest of terms. When asked about the station, Peters replied, "Channel 22 is a lot like Channel 3 used to be before the Washington Post took over. They hire good people, and they encourage them to stay, not leave."

When Brad Davis joined WTIC an

in 1958, it was expressly to do a rock music show on TV. It ran for 11 years. A talented performer, Davis was soon serving as a staff announcer on both radio and TV. When Channel 3 was sold to Newsweek, Davis stayed with the station and became the co-host of "What's Happening," an award-winning documentary and public affairs program.

Today Davis is at radio station WDRC, with his own early morning time slot, "bumper-to-bumper time," the same as that of Bob Steele and Dick Bertel, making the period probably the most hotly contested one in the area, in terms of popularity and ratings. Brad Davis' show is hands down the most controversial of the three, as he has always maintained a high level of public awareness for the problems of the city of Hartford, and particularly the inner city. Davis still does much free-lance work on television as well, usually in the promotion of charitable activities.

Al Terzi left Channel 3 only last year to become anchorman on Channel 12 in West Palm Beach, Florida. Very smooth and relaxed while on the air, Terzi was a popular newscaster in this area.

He has his own commercial pilot's license. Last fall, while Terzi and four passengers were flying to Tallahassee, the engine failed several miles from the airport. He was able to crash-land on what was described as a "piney field." Everyone survived, but Terzi received serious facial injuries and has had to undergo a number of operations for cosmetic surgery. At this writing, Terzi was considered a candidate to replace Pat Sheehan as Channel 3 evening news anchorman.

Another well-known name and

voice is that of Lou Palmer, one of the most recent of the veterans to have left WTIC radio. He is a network-quality sportscaster who is known for being able to ad-lib with the best of them. Today Palmer is with a fast growing segment of the television industry, the Entertainment and Sports Program Network, based in nearby Plainville and recently acquired by Getty Oil. Plans are that they will soon be doing many hours of sports telecasting every day on cable television systems throughout the country.

At WTIC radio Palmer will be remembered for his coverage of UConn basketball and football, as well as for his own music show during afternoon rush hours. Prior to his departure, Palmer was also a regular on the Bob Steele morning show.

Art Johnson joined WTIC in 1962. During his last 15 years at the radio station he hosted "The Other Side of the Day." From 11:30 to 5:30 a.m. Johnson helped Hartford's "night people" pass the time with music and conversation. For its time period, the show was usually number one in the ratings by a comfortable margin. Because of the power of the signal during the early morning hours, Johnson's show had many regular listeners from outside the state as well.

Johnson was shocked when the show was canceled and was doubly shocked when he was told "there is no place in the schedule for your particular talents."

Johnson says he is not bitter or vindictive, but he admits that things have been rough since his departure in July of 1977. "I've managed to do a lot of free-lancing, but it's a far cry from having your own show," he said in a recent interview. "The talk shows that replaced me have had hosts come and go; none seem to stay for more than a year. Are they really any better off in the new format?"

Besides Dick Bertel, WKSS has acquired a number of other former WTIC personnel. Jon Stevens, Mike Ogden, Doug Webster, as well as weathermen Jerry Wilson and Buzz Bernard, all have good chances of being heard whenever you listen to WKSS these days.

Jim Thompson, who will be best remembered as the host of the afternoon television children's program "Ranger Station," is now on the staff of radio station WGCH in Greenwich. John Ferguson, who spent more than 20 years in WTIC's newsroom, recently joined the staff of State Sen. Joseph Fauliso. Larrye deBear from the news department has been Gov. Grasso's press secretary for several years. Bill Henry is on staff at Channel 24 in Hartford. Bill Hansen, a news anchorman at Channel 3 and later at Channel 30, Hartford's NBC outlet, is now with the Voice of America in Washington. Paul Sutton is now on staff at station WSPR in Springfield. Bill Mill and Alan Segal have accepted jobs in state bureaucracy.

Today Channel 3 still carries all the CBS network shows, which make up virtually all the programming shown throughout the day. The only locally produced shows are almost entirely news programs, or news-oriented, but this is hardly unique. Local TV everywhere is becoming homogenized, as more and more of the broadcast product is taken over by the networks and by independent producers. Local announcers are visible only on news broadcasts and a handful of public affairs programs.

With the split in ownership, WTIC has gone its own way in breaking links with the past. The FM station has discarded classical music entirely and gone to a top-40 format, over the loud but futile protests of too small an audience. Once past Bob Steele in the morning, the music played on AM sounds a lot more like rock than what's commonly known as "easy listening." A new audience is being sought, and the station is said to be doing well in attracting younger listeners

For radio stations in the country, the trend is increasingly toward smaller staffs and less and less network services, quite the reverse of TV. Some recent attempts to bring back dramatic radio productions, such as "CBS Mystery Theatre" and "Sears Radio Theater," seem to be working, but even the disc jockey of today may be soon losing his job to pre-programmed music machines.

The nature of the medium of radio being what it is, however, it's far too early to say that the close, comfortable type of contact possible between listener and broadcaster is dead. Nevertheless, times do change. Like the 5-cent candy bar and the 10-cent cup of coffee, the pre-1973 version of WTIC can now only provide us with memories.



ART JOHNS



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