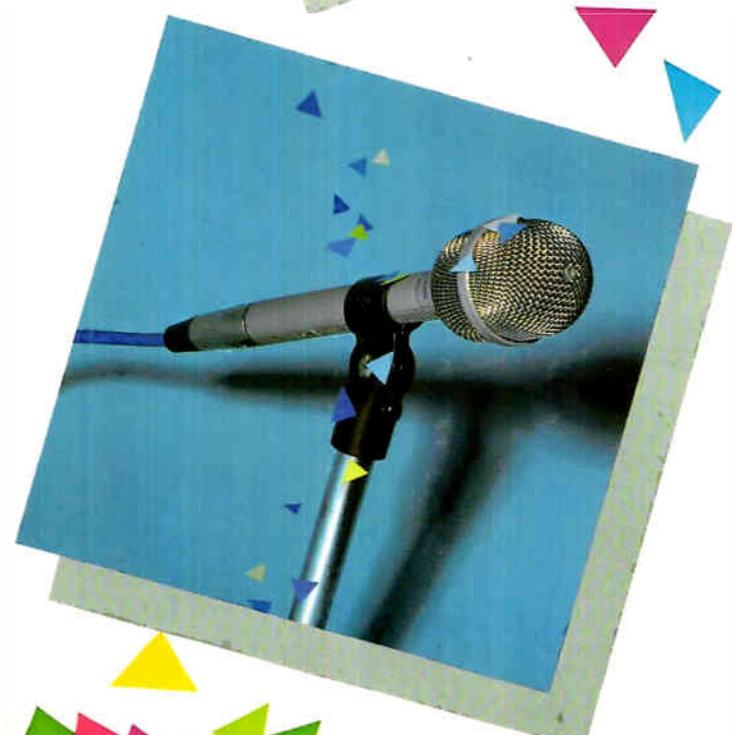


# WTIC

▶ Radio to remember.



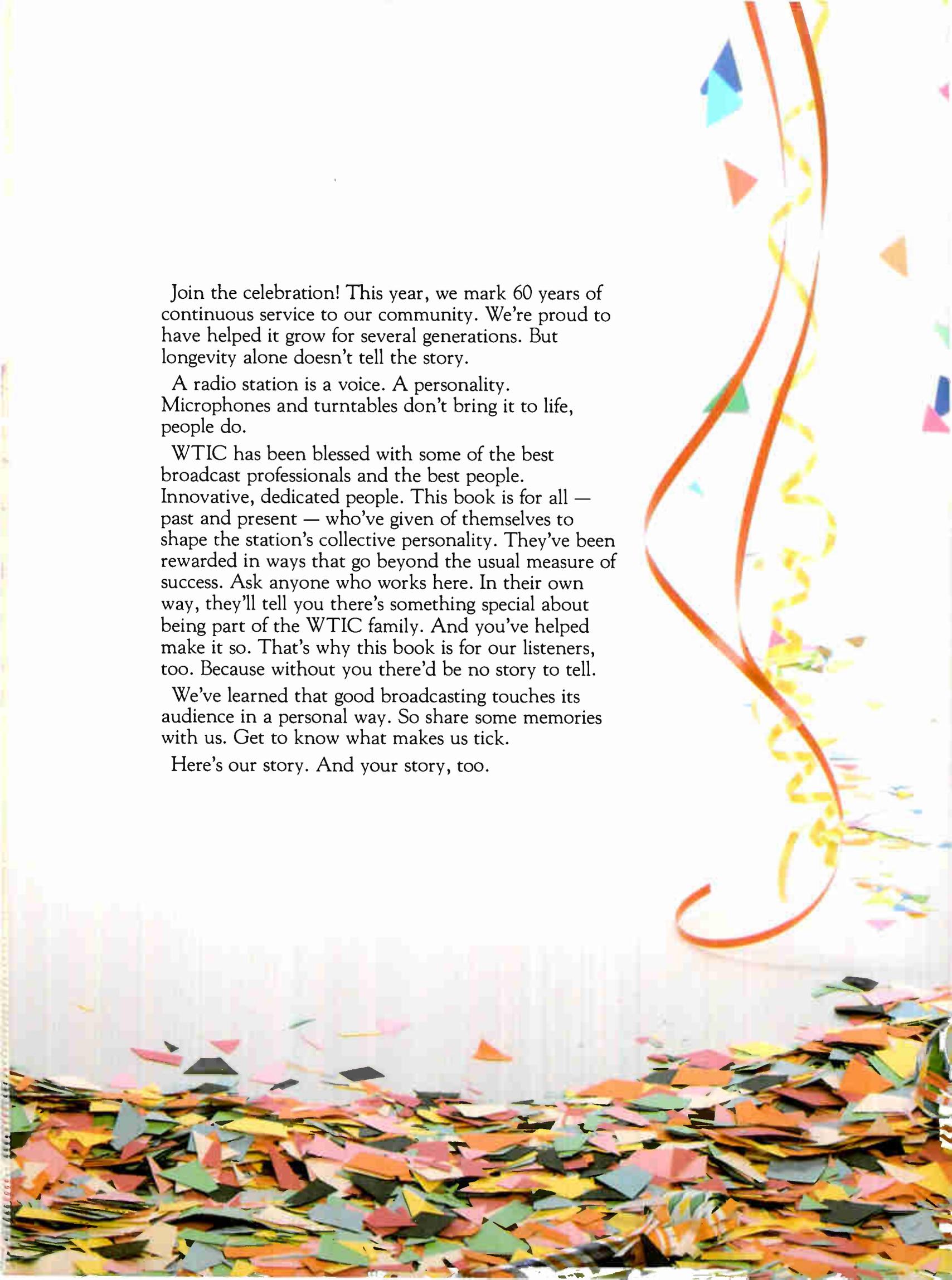
*Celebrating 60 years of service.*

▶ 1080 AM  
FM 96



**WTIC**

**WTIC**



Join the celebration! This year, we mark 60 years of continuous service to our community. We're proud to have helped it grow for several generations. But longevity alone doesn't tell the story.

A radio station is a voice. A personality. Microphones and turntables don't bring it to life, people do.

WTIC has been blessed with some of the best broadcast professionals and the best people. Innovative, dedicated people. This book is for all — past and present — who've given of themselves to shape the station's collective personality. They've been rewarded in ways that go beyond the usual measure of success. Ask anyone who works here. In their own way, they'll tell you there's something special about being part of the WTIC family. And you've helped make it so. That's why this book is for our listeners, too. Because without you there'd be no story to tell.

We've learned that good broadcasting touches its audience in a personal way. So share some memories with us. Get to know what makes us tick.

Here's our story. And your story, too.

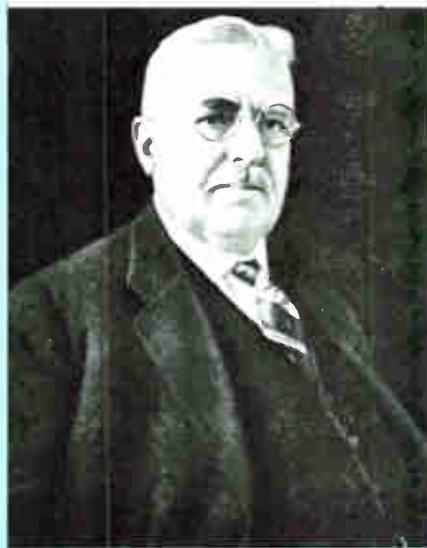
# Selling the idea.

*Hot jazz, bootleggers and flappers . . .*  
We remember the Twenties as carefree, exuberant times. For many, life really did feel like a party. The "war to end all wars" had finally ended. America had emerged as the world's dominant economic power.

The nation was hungry for genuine heroes. "The Babe" changed baseball forever by adding power to a game that had always depended on cunning and speed. Charles Lindbergh earned the public's prayers and cheers with his personal courage and genuine humility. The nation was hungry for new ideas, too. Radio was one of them.

Walter G. Cowles, a Vice President of The Travelers Insurance Company, first proposed that the company sponsor a radio station in 1924. He wasn't really a radio pioneer, but in his own right, Cowles was an innovator. He'd written and issued the world's first automobile and aviation insurance policies. And, he had the imagination to see the potential of radio.

Why would an insurance company like The Travelers want to get into a new medium? Many companies sponsored radio stations in the early years. Some regarded them as a public service. Some used them as a means of selling more receivers. Cowles saw radio as a chance for The Travelers to keep its policyholders informed and generate new business. He committed himself to the idea and set about bringing it to life.



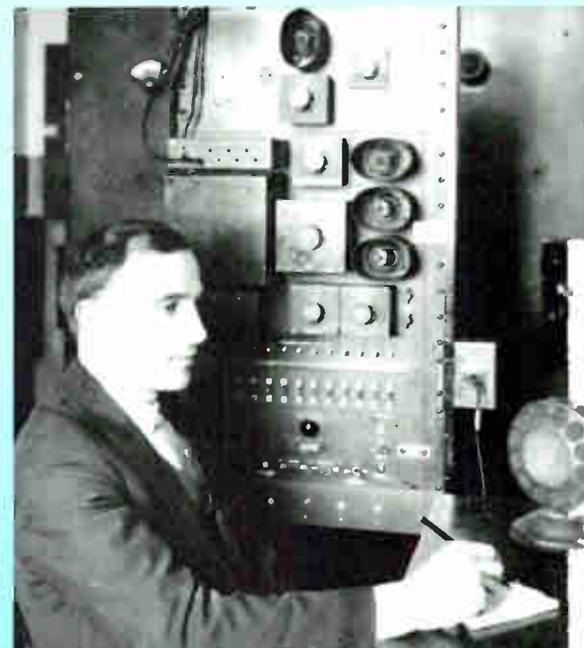
▲ Walter G. Cowles, the man who put The Travelers in the radio business.



▲ WTIC's first "staff," 1925. Left to right: Herman D. Taylor, Assistant Engineer; J. Clayton Randall, Chief Engineer; Walter Cowles. Early radio operators were required to listen for emergency messages from ships at sea and interrupt regular programming if necessary.

Cowles gathered information wherever he could find it. Inspiration and direction came from the American Radio Relay League, an organization originally formed for amateur radio operators. He studied the other radio facilities in the area. An earlier experiment with commercial radio in Hartford had failed. A college station in Storrs and a commercial station in New Haven couldn't really satisfy the interest of listeners in Hartford. Cowles was soon convinced that his idea could work.

He went to Mr. Louis F. Butler, then President of The Travelers, with his plan. To help make his case, he gave Butler a radio receiver. Butler took the complicated jumble of wires, tubes and dials home.





▲ A view of Hartford circa 1925. To the right, The Travelers Tower. To the left, the Grove Street building with WTIC's twin towers and T-shaped transmitting wires.

## The work begins.

A radio committee of Travelers Insurance Company executives chose appropriate call letters: WTIC. A license to operate (signed by then Secretary of Commerce and future President Herbert Hoover) was granted by the Department of Commerce. Work crews built twin 150-foot towers atop The Travelers' Grove Street building in Hartford. Transmitting wires were hung between the towers, and studios were prepared on the sixth floor.

Cowles hired J. Clayton Randall as Chief Engineer and Herman Taylor as Assistant Engineer. Randall had been a radio officer in World War I. Taylor was a marine operator for RCA and had announcing experience. The staff of three prepared a 500-watt Western Electric transmitter and got ready for test broadcasts.

Cowles was the announcer for both tests in late December 1924. All talent came from The Travelers, including the 50-voice Travelers Choral Club and a music commentator. Response was enthusiastic. Cowles had proved his point.

Before year's end, construction began on expanded, more acoustically perfect studios. The staff was expanded as well.

Story has it that Mrs. Butler took one look at the strange device and banished it and Mr. Butler to the attic. Cowles' generosity paid off, though. Butler listened for hours. He heard new sounds from far away places. Before long, he was fascinated. He agreed with Cowles: Radio had real possibilities as a public relations tool. The experiment was given The Travelers' blessing.

◀ Herman Taylor mans WTIC's Western Electric 500-watt transmitter. The station was licensed to operate three days a week on a frequency of 860 kilocycles. The carbon microphone sometimes had to be shaken to get it to work.



# “Travelers Radio Starts Tonight”

The nationwide popularity of radio was growing at a tremendous rate. Locally, the formal debut of WTIC was not a front-page item. A short feature with the above headline was carried on page 17 of *The Hartford Courant's* February 10, 1925 edition.

At 7:45 p.m., Walter Cowles went on the air with his opening speech and gave listeners a straightforward appraisal of the station's purpose:

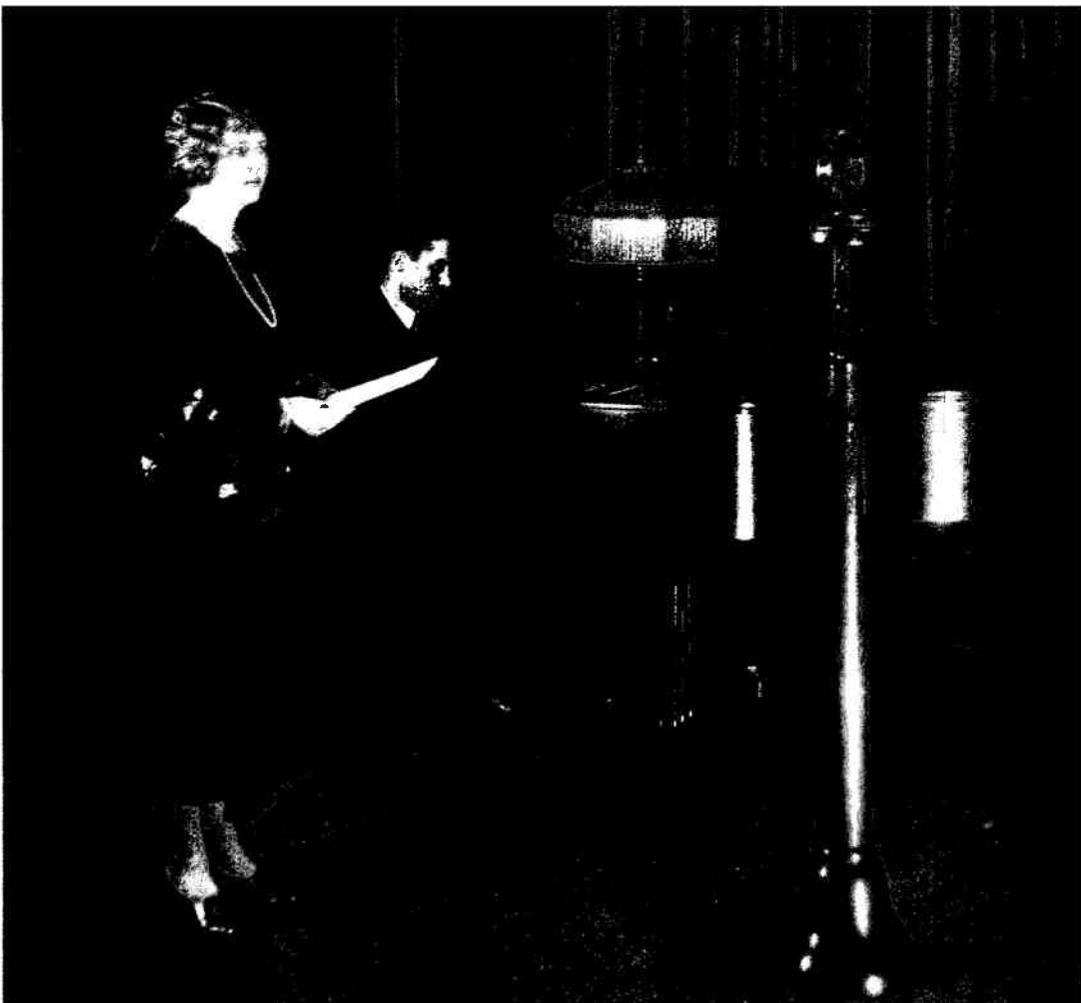
*. . . This service has been installed purely and simply as a new means of publicity. It is a method by which we are able to come into close personal relationship with the public. . . The hope and constant aim of this station will be to earn the goodwill, friendship and confidence of those who hear us.*

The sell was decidedly soft. If the station was to attract new business, as Cowles had envisioned, it was to be through increased public awareness and general goodwill.

The opening night program lasted until 10:24. After Cowles' remarks, the program was fairly typical for the era. A male quartet from The Mendelssohn Glee Club of New York sang several selections. Mrs. Gertrude McAuliffe, a well-known contralto, gave a song recital accompanied by pianist Mrs. Burton Yaw.



▲ The Hotel Bond in Hartford, scene of WTIC's opening night remote broadcast. The Emil Heimberger Trio performed.  
The Connecticut Historical Society collection



▲ The elegance of the times. WTIC's main studio in 1925 was draped with deep blue velvet. The carpeting was light blue. Notice the hand turned mahogany microphone stand. Vocal recitals with piano accompaniment were standard fare.

One part of the broadcast was very special. Clayton Randall, Chief Engineer, assembled a mobile unit — an ordinary truck equipped with amplifying gear. The truck was parked in an alley next to the Hotel Bond on Asylum Street in Hartford. Lines from the hotel dining room were coupled with telephone terminals to bring listeners the music of The Emil Heimberger Trio performing inside. It was WTIC's first remote broadcast.

▶ Even veteran stage performers like Alice Brady were intimidated by the microphone in the early days. It's under the lampshade. The surroundings seem more like a living room than a radio studio.

▼ WTIC's first special events remote broadcast vehicle. Chief Engineer J. Clayton Randall is on the right; to his immediate right is William Coleman, Operator. The third man is unidentified.



## A black-tie affair.

Radio in the 20's had a distinctly formal air about it. Announcers and musicians dressed in tuxedos. Female performers were elegantly attired as well, even when there was no studio audience.

Formality at WTIC was a reflection of both the standards of the day and the parent company's conservatism. The decor of the 1925 studios provides a good example: deep blue velvet drapes, plush light blue carpeting, an adjustable microphone on a polished, hand turned mahogany base in the main studio; a similar treatment in rose velvet for the smaller studio. The heavy draperies and thick carpeting were supposed to give the rooms better acoustic properties. It was all very elegant and all very formal.

Announcing was formal, too. Broadcasting was regarded as a grand production, almost theatrical in nature. Certainly much of the early approach to radio was based on theatrical tradition. The announcer positioned himself about eight or ten inches from the microphone and projected in a dramatic manner. Enunciation and vocal clarity were essential, partly due to limitations of the equipment, but also due to the theatrical style. In fact, most of the early announcers were experienced stage actors or elocutionists. This formality of attitude and style was to be a part of radio until well into the 1940's.

▲ WTIC's staff pianist *Laura Gaudet* in 1925. Her work was featured on many broadcasts fed to the NBC Radio Network. She later became hostess of a French Canadian music program, "Songs of Acadia," heard on WTIC.



▼ *Walter Johnson* became WTIC's first regular announcer in 1925. He'd been an employee of The Travelers Indemnity Company. Shown here in the late 50's, he had become Vice President and General Manager of WTIC.



# “It’s how do you do from Hartford town . . .”

Early musical programming on radio was almost entirely live. Until the advent of electronic recording in 1926 or so, most recorded music was of such poor quality it was considered unsuitable for broadcast.

Much of the early talent presented on WTIC was provided by local colleges and area musical groups . . . glee clubs, quartets, vocalists with piano accompaniment and instrumental trios were the usual fare.

WTIC soon began hiring musicians on a more permanent basis. Laura Gaudet was hired as staff pianist in 1925. The Travelers Jongleurs, a string quintet conducted by Norman Cloutier, was the first significant musical group to be added to the WTIC staff. They became a favorite of New England listeners for many years. Later in 1929, Mr. Cloutier was to lead WTIC’s dance band, “The Merry Madcaps,” to national fame with



its half-hour noontime network broadcasts. WTIC announcer George Bowe introduced the band:

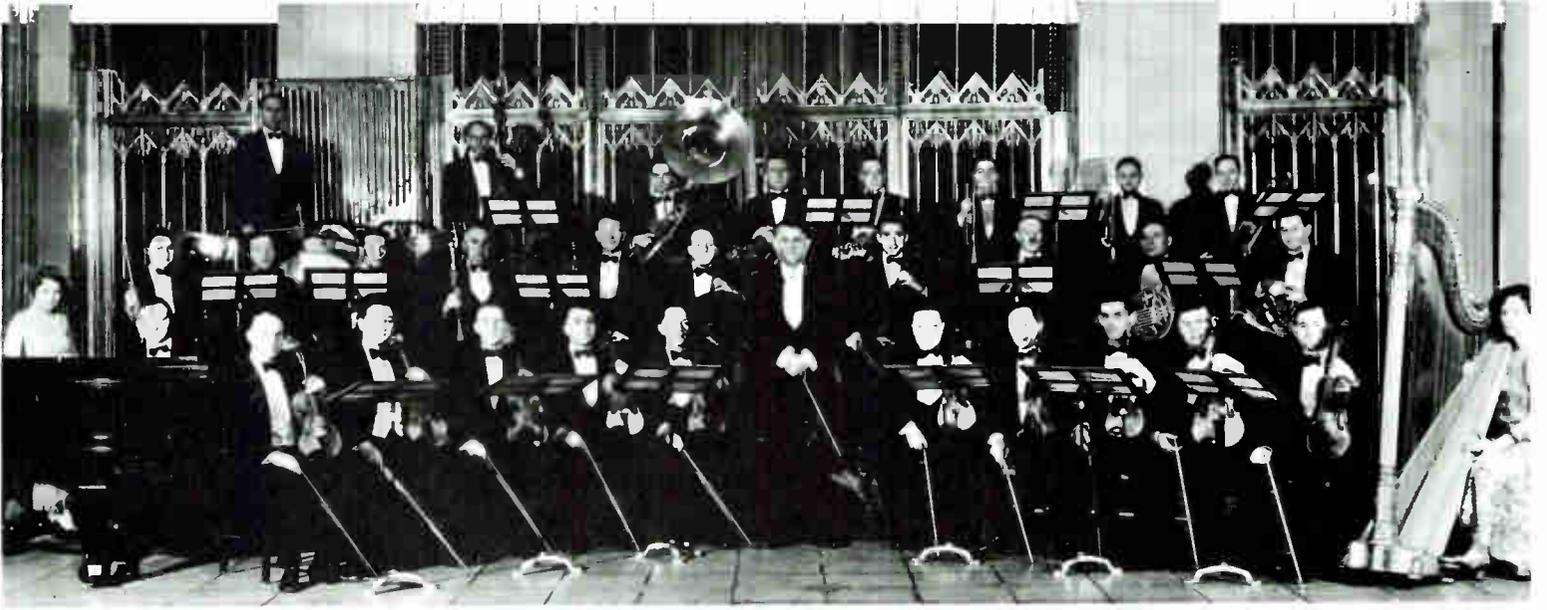
*It's how do you do from Hartford town, the studios of WTIC, as the National Broadcasting Company brings you Madcap Varieties, presenting the music of Norman Cloutier's Merry Madcaps!*

With the addition of the Travelers Symphonic Ensemble in 1926, WTIC had built a fairly large reserve of musicians and announcers. Without the resources of The Travelers, it's very doubtful that the fledgling station could have maintained such a large staff.

▼ Norman Cloutier addresses the microphone in an early publicity shot.



◀ “The Merry Madcaps,” WTIC’s dance band directed by Norman Cloutier, became a national favorite through local and NBC network broadcasts. The group featured “snappy syncopation in special arrangements.”



▲ The Travelers Symphonic Ensemble, conducted by Christiaan Kriens (center). WTIC used music to educate as well as entertain. A 1926-27 music appreciation series, featuring Dana S. Merriman, taught the finer points of rhythm, melody, harmony and music history. The series attracted national attention and was the forerunner of an NBC series featuring Walter Damrosch and the New York Symphony.



▲ What's a polyphonian? The dictionary says polyphonians are capable of making more than one sound at a time. The unmasked man in the middle is Emil Heimberger.

◀ "The Travelers Jongleurs," the first instrumental group hired by WTIC. A merry band, indeed! Left to right: Edward Anderson, Lee Keevers, Roy Tuttle, Laird Newell and Director Norman Cloutier.



# On the road and in the air.

Broadcasts were by no means confined to WTIC's elegant studios. Programs originated from several points around Hartford and New Haven. Listeners heard musical presentations, concerts and other programming from the Hotel Bond, The Club Palais Royal, Colt Park's Dance Pavillion, the State Armory, Yale University and more. By early 1926, permanent remote lines had been established in the Austin Organ Studios on Woodland Street in Hartford, the Hartford Club, Foot Guard Hall, Woolsey and Sprague Halls at Yale and the Capitol Theater in Hartford.

WTIC was a pioneer in several forms of remote broadcasting. Using the lines set up at the Capitol Theater, WTIC was the first station in the nation to present live, professional vaudeville. Among the performers heard either on stage or in dressing room interviews were Jack Benny, Edgar Bergen and Charlie McCarthy, Phil Baker, Dr. Rockwell, Pat Rooney, Aileen Stanley and more. Band leader John Philip Sousa agreed only to be interviewed on the air. He vowed never to play on the radio. The legendary Houdini admitted in one interview that radio was a complete mystery to him — a strange admission from the man who claimed to be baffled by nothing on earth. The announcer for the broadcasts was James F. Clancy, the theater's manager. An innovator, gifted with a flair for showmanship, Clancy soon became WTIC Station Manager.

In mid-1926, WTIC was the first station to broadcast to the public from a moving aircraft. Connecticut Governor John H. Trumbull was an avid flier. As they flew over Hartford, the Governor and aircraft builder Igor Sikorsky spoke into a shortwave radio. The signal was then picked up and rebroadcast by WTIC.



▲ WTIC issued the first public broadcast from a moving airplane. It featured the voices of Connecticut's "Flying Governor," John H. Trumbull, shown here, and aircraft builder Igor Sikorsky. They were flying Sikorsky's first large passenger plane.

Herbert Stoeckel Collection, Hartford Collection,  
The Hartford Public Library



## Plugging into the network.

From the beginning, WTIC had taken advantage of the technology for broadcasting from remote locations via telephone lines. It was only a matter of time before this same technology was put to use to join stations in a network.

Within a month of its premier broadcast, WTIC joined with WEAJ in New York to broadcast "The Victor Hour," an operatic program sponsored by the makers of the Victor Talking Machine. In that same month, the station joined a coast-to-coast network to carry the inauguration of President Calvin Coolidge. The idea of a commercially operated national network of independent radio stations was about to happen.

David Sarnoff, head of the Radio Corporation of America, was the man who made it happen. On November 15, 1926, the initial broadcast of the National Broadcasting Company issued from the Waldorf Astoria Hotel in New York City. Twenty-five stations in twenty-one cities carried it. WTIC was one of them. In fact, WTIC was the fourth station to join the NBC Radio Network.

The broadcast included features from New York, Chicago, even Independence, Kansas. A genuine variety show, the gala included stars from New York's Metropolitan Opera, Walter Damrosch and the New York Symphony, society orchestras, vaudevillians Weber and Fields, plus humorist Will Rogers. It was a grand success. WTIC's long-term relationship with the NBC Radio Network had begun.

▶ WTIC was a charter member of the NBC Radio Network. The first broadcast was carried on twenty-five stations nationwide, and included society bands, symphonies, vaudevillians Weber and Fields and American humorist Will Rogers remote from Independence, Kansas.

◀ WTIC was also the first station to originate remote broadcasts of live professional vaudevillians. Telephone lines from the Capitol Theater in Hartford caught the acts of Jack Benny, Edgar Bergen and Charlie McCarthy and more.



▲ "Seth Parker's Old Fashioned Singing School." After a short, unsuccessful run on a New York station, the show was picked up by WTIC Manager James Clancy. A mixture of songs and short sketches with a down east flavor, the show ran for almost 90 weeks. WTIC Announcer Paul Lucas played the role of Seth Parker (at left).



# The power grows.

By the end of the decade, radio was a recognized force. So was WTIC. The 500-watt transmitter had served for about four years. But by 1929, it seemed clear that new, more powerful equipment would be needed to extend the station's reach.

Although WTIC had been eligible for a 50,000-watt transmitter even before the initial broadcast, a suitable location was not available until 1928. Permission to install the first RCA 50,000-watt transmitter (affectionately known to engineers as "Old Number One") on Talcott Mountain, Avon, was granted, and WTIC's powerful new voice was heard in 1929.

The new transmitter greatly extended WTIC's reach. Listeners from as far away as Canada, Australia, New Zealand and Europe began to respond with letters. With this kind of power, early management regarded WTIC as a national rather than local station. With the limited universe of signals available to listeners in the 20's, WTIC really did command national attention.

With its staff of musicians and announcers, WTIC was equipped to generate higher quality programming than many of its sister stations in the NBC Radio Network. WTIC became an increasingly powerful member of the new broadcasting community. It brought a new world of information and experience to Hartford. It brought Hartford to the world, as well.



▲ Sports reached new heights of popularity during the 20's, thanks in part to the influence of radio. Here, NBC announcer Graham McNamee interviews New York Yankee slugger Babe Ruth between innings at a ball game. McNamee also participated in WTIC's first broadcast of the Yale/Harvard Regatta in 1928.

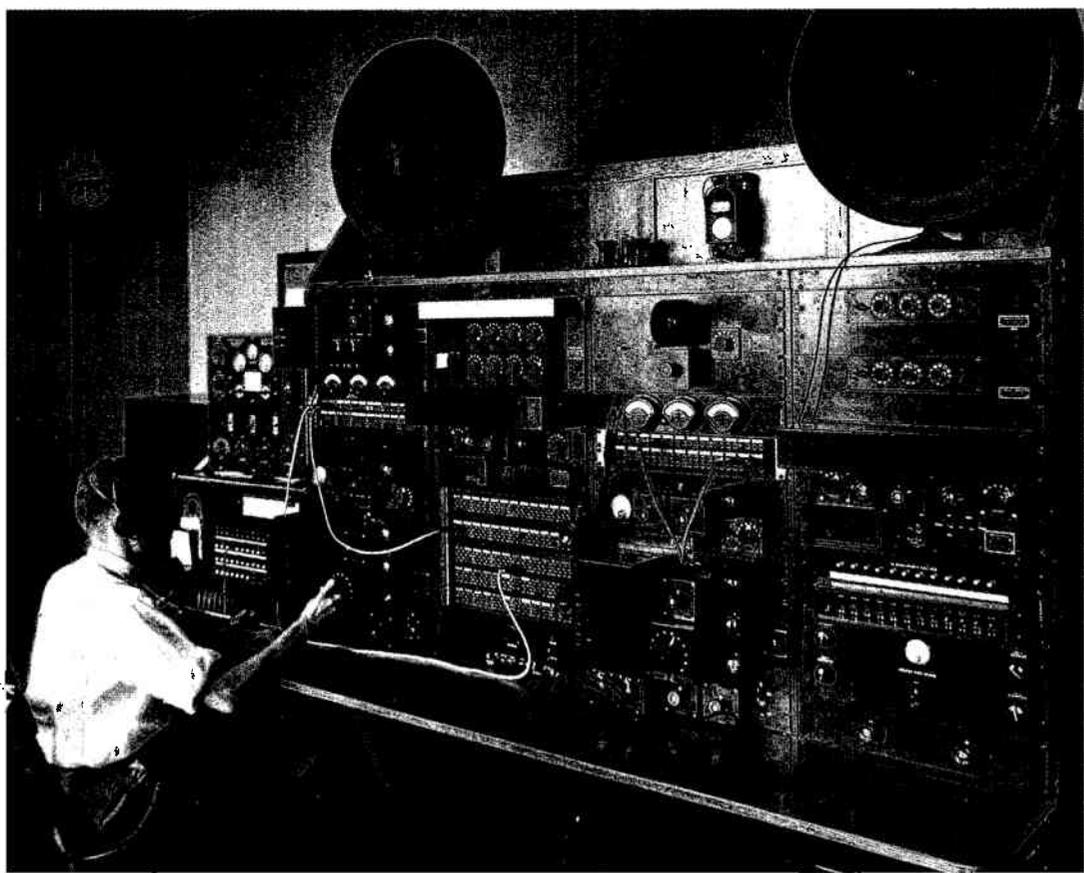
▼ WTIC had two daily broadcasts in 1928, one in the morning and another at night. By this time, the staff was already beginning to grow. Left to right: James F. Clancy, Manager; Herbert Wood, Studio Operator; Paul E. Lucas, Announcer; Mollie C. Samolis, Studio Hostess; Thomas C. McCray, Announcer; Herman D. Taylor, Chief Operator; Milton Mix, Operator; J. Clayton Randall, Chief Engineer. Seated left to right: Laura Gaudet, Staff Pianist; Albert Jackson, Operator; Beatrice Bangs, Daytime Announcer. William J. Coleman, Operator, is missing.





▲ "Keep those letters pourin' in!" WTIC's 1927 secretarial staff checks the mail from around the country and around the world.

▼ The master control room adjacent to WTIC's sixth floor Grove Street studios. By 1929, the first RCA 50,000-watt transmitter (known as "Old Number One") was on-line at WTIC. Programs coming in from the studios were amplified and sent by telephone lines to the Talcott Mountain transmitter 12 miles away. That's Bob Coe, Engineer, at the controls.



## The 20's at a glance.

**February 10, 1925:** WTIC's debut, 7:45 to 10:24 p.m. Broadcast at 860 kilocycles (KC) with 500 watts.

**February 1, 1926:** WTIC employs first large musical group, The Travelers Symphonic Ensemble directed by Christiaan Kriens.

**March 1926:** Remote broadcast from Capitol Theater, Hartford. First live presentation of professional vaudeville.

**Mid-1926:** First public broadcast from a moving airplane, Governor Trumbull and Igor Sikorsky.

**November 15, 1926:** WTIC becomes 4th station to join NBC network.

**Mid-1927:** WTIC introduces first radio quiz show, "Jack Says: Ask Me Another."

**August 29, 1927:** Broadcasting begins on new frequency, 560 KC, with 500 watts.

**May 27, 1928:** Station begins "Speaking of Sports" series with A.B. McGinley, *Hartford Times* Sports Editor.

**June 21, 1928:** First broadcast of Yale/Harvard Regatta, remote from New London. Fed to NBC.

**November 11, 1928:** Broadcasting begins at 600 KC with 250 watts.

**1929:** News bulletins furnished by *Hartford Times* and *Hartford Courant* are read at noon and 11:00 p.m.

**August 2, 1929:** New RCA 50,000 watt transmitter on-line. WTIC broadcasts at 1060 KC. Time is shared with WBAL, Baltimore.

**August 5, 1929:** Leonard J. Patricelli is hired as New England's first full-time continuity writer.

**October 1929:** Norman Cloutier's "Merry Madcaps" begin broadcasting on WTIC.

**Fall 1929:** WTIC begins programming recorded music.

**December 1929:** Paul W. Morency becomes General Manager, assuming control from James Clancy.

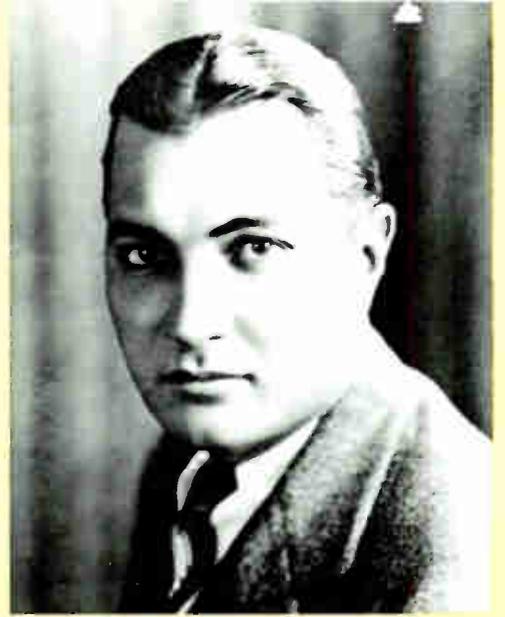
## An emerging personality.

In the early Thirties, WTIC became more than just a public relations vehicle for The Travelers. It was already assuming an identity of its own. In response to growing competition and changing attitudes about broadcasting, the station issued its first advertising rate card in 1930. Its powerful, 50,000-watt voice was touted as a bonanza for potential advertisers:

*... Station WTIC ... the most powerful station in the north-eastern States ... offers a range of coverage that only a chain of several stations could rival.*

Management held the reins of a powerful cultural and economic force in the community. They took their responsibility very seriously.

By the mid-30's, the staff at WTIC had grown to well over one hundred. Forty-five musicians, twelve engineers, several announcers and a large support staff were now on the payroll. More importantly, three new personalities had come to the station: Paul Morency, Leonard Patricelli and Bob Steele. All three were to be of major significance in shaping the station's behind-the-scenes and public identities for years to come.



▲ Paul W. Morency, WTIC's first President and a major force in shaping the station's identity.



▲ Florrie Bishop Bowering of WTIC's "The Mixing Bowl," Fall 1930. An electric kitchen was constructed on the floor above WTIC studios. Recipes were tested on the staff before they were broadcast.



## Paul W. Morency

Paul W. Morency came to WTIC in December 1929. A native of Oak Park, Illinois, he served in the Army's famous 42nd Rainbow Division during World War I. Following the war, he earned a degree at the University of Chicago and soon thereafter joined the staff of the *Chicago Evening American*. While at the newspaper, Morency developed a series of educational broadcasts for a local radio station. He soon became a representative of the National Association of Broadcasters and traveled the countryside promoting the benefits of the new organization to radio professionals.

Outwardly, Mr. Morency maintained a formal and intense bearing. Only his closest friends could call him by his nickname, "Fritz." A chronic war wound limited his physical mobility, and he was unable to participate in the athletic activities he'd enjoyed as a youth. He became addicted to radio, instead. In later years, he frequently had trouble sleeping. It's said that he often spent as many as twenty hours a day listening to his own and other radio stations. Morency was acutely aware of WTIC's public identity. He was equally aware of its competition.

Though still a young man when he joined WTIC, Morency had already accumulated a great deal of radio experience. He was an invaluable asset to the station during its transition to commercial operation. His professionalism, intense drive and rigorous personal standards left an indelible mark on the station's personality. He became WTIC's first President and went on to earn many distinguished awards from the broadcast industry.



▲ Leonard J. Patricelli helped guide WTIC through many of its most difficult periods. Shown here later in his career.

## Leonard J. Patricelli

Leonard J. Patricelli also joined the staff in 1929. Born and raised in New Haven, Connecticut, Patricelli considered a career as a musician, but realized the field's economic shortcomings. Shortly after graduating from Wesleyan University, he sought employment at The Travelers.

He was put to work in the Boiler Insurance Department. But as a talented writer and accomplished singer, he yearned for a more creative outlet. He learned about an opening at WTIC for a scriptwriter and applied for the position. With his supervisor's permission, he met with Walter Cowles. Patricelli struck a responsive note with the old gentleman by correctly answering a question about Shakespearean drama, Cowles' great passion. That was the first hurdle.

Next, he was told by Station Manager Clancy to write a sample script for a musical program. If the script was approved, he'd be hired as WTIC's first full-time continuity writer. Patricelli's

script was not used. It was completely rewritten by a staff announcer.

Fortunately, WTIC hired Patricelli anyway. He became the first full-time continuity writer in New England. Although he had an entirely different personality from Morency, Patricelli was ultimately to have a similarly dominant role at the station. His musical and creative talents never left him. At staff celebrations, Patricelli would regale his audiences with song. His creativity was the guide for many of the station's most popular shows: "Quiz of Two Cities," "Mind Your Manners," "Songs From New England Colleges" and more. He became Program Manager in 1943, Vice President of Television Programming in 1957, Vice President and General Manager in 1963, Executive Vice President in 1966 and President of Broadcast Plaza, Inc. in 1967, a title he carried over to The Ten Eighty Corporation. In May 1978, Mr. Patricelli was named Chairman of the Board of The Ten Eighty Corporation, the position he held until his death in 1982. For over fifty years, Leonard J. Patricelli met the challenge of some of the station's most difficult periods. He helped bring WTIC into the modern era.





## Robert L. Steele

Like a lot of kids, Bob Steele was fascinated with radio. He got a job to earn the money to buy a crystal set. He really admired the announcers. As a 12-year-old, he'd imitate the way they talked by reading ads from the newspaper.

Born in Kansas City, Missouri, Steele claims his performance in school was less than exemplary. After school, he bounced through a couple of fledgling careers. He operated his own restaurant. As a successful amateur boxer, he went pro. In his own opinion, he won every fight. Officially, his record was two wins, fourteen losses, two draws. As "the second worst fighter in the world" he tasted enough leather to know he'd better look elsewhere for his livelihood. He settled for a time in Los Angeles.

Steele loved motorcycles. He rode them. He sold them. He knew all there was to know about all the latest models and the men who raced them. He even appeared as a stunt rider in a few Hollywood films. In 1932, his passion for motorcycles led him to broadcasting. He announced the races for a local station, KGFJ in Los Angeles. Motorcycle racing also brought Steele to Hartford.

Working for a promoter, Steele announced the evening races at Bulkeley Stadium. It was the end of the summer. The racing season was over — time to look for a new opportunity. There was an opening for an announcer at WTIC. Steele had tried earlier to break into radio on a permanent basis but had been turned down by several West Coast stations.

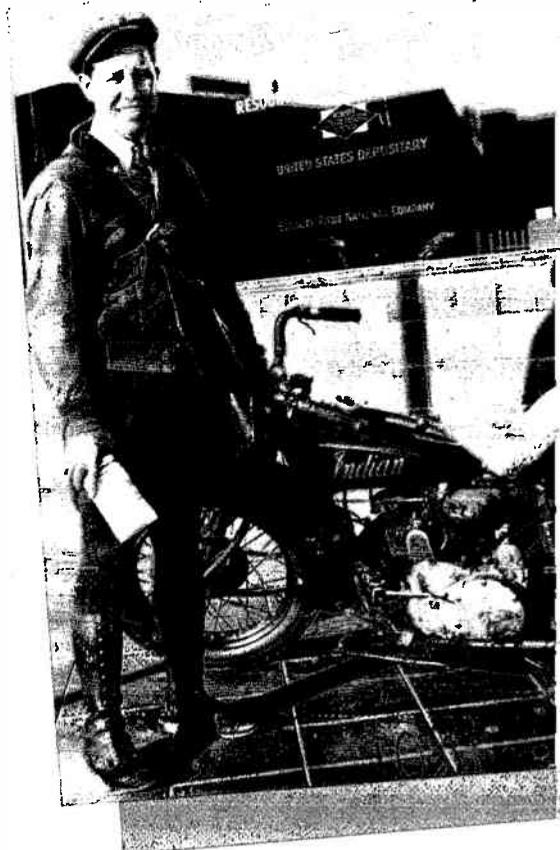
Thinking himself an unlikely candidate, he applied for the job anyway and got it. He'd had no real theatrical training. He'd taken no elocution courses. But he had something more important — natural talent. What's more, his stint as a stadium announcer had served him well. He'd addressed thousands of people in the larger sports arenas and developed the commanding vocal presence required for early radio.



▲ *The famous fedora. Bob Steele joined WTIC as an announcer in 1936. His sportscasts won him recognition as a unique personality. The hat became a trademark on and off the air for 20 years. He's shown here broadcasting from The Hartford Courant.*

On October 1, 1936, Bob Steele became a junior staff announcer. Like all beginners at WTIC, he was placed on six months' probation. He was advised to work on his "Missoura" accent and began his announcing career reading station breaks and commercials. After six months, management liked what they heard: a rich, baritone voice and a genuine personality. Bob Steele became part of the WTIC family. Now, of course, he's become the legendary companion of generations of WTIC listeners and is radio's number one morning man in America.

▶ *Bob Steele before radio. In 1931, Steele was a special delivery messenger. Shown here in front of the Hollywood branch of the Security-First National Bank of Los Angeles, he'd already developed a passion for motorcycles. That's an "Indian," made in Springfield, Massachusetts. Steele's first radio assignment was still about a year away.*

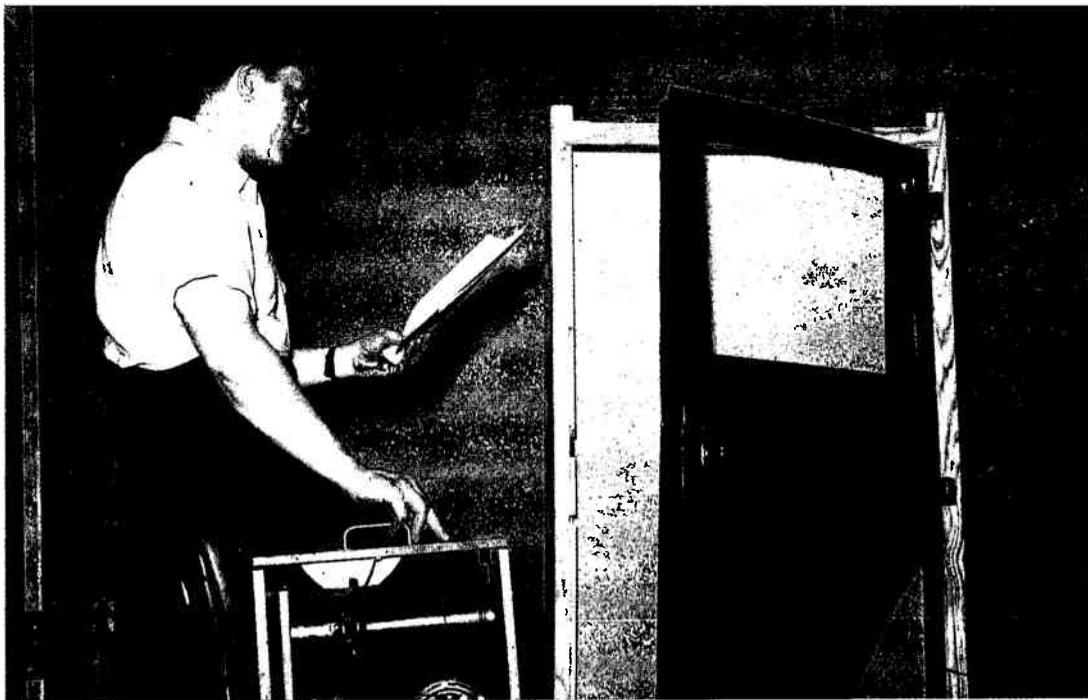


# Theater of the mind.

The popularity of local and network radio grew tremendously in the 30's. For many, radio became the primary source of entertainment and information during the Depression years. Movies were inexpensive. But staying at home and listening to the radio was even more inexpensive and still a novelty to most Americans.

The medium was an influential part of American culture. Through the networks, stations across the country carried programs to widely different audiences. Rural and urban audiences alike gathered around their radios to hear comedy, news, sports, music and a new entertainment form, the radio drama — "theater of the mind."

The earliest dramas were the soaps, short slice-of-life sketches sponsored by soap manufacturers. Other early programs included the famous adventure and mystery shows: "Little Orphan Annie," "Jack Armstrong," "The Lone Ranger," "The Shadow," "I Love a Mystery," "Inner Sanctum," "Charlie Chan," "Lux Radio Theater" and more. The magic of voice characterization and sound effects captured the imagination of listeners young and old. For most, this was to become the "golden age of radio."



▲ The sound effects man made radio drama come alive. WTIC's Eddie O'Shea waits for his cue to blow the car horn in a "WTIC Playhouse" production.

## "The WTIC Playhouse"

Many local stations were dependent on the networks for programming. WTIC was not. As a charter member, WTIC carried NBC programming and was often called upon to supply programs for broadcast to its sister stations. With 50,000 watts of power and The Travelers' support, WTIC commanded resources smaller stations couldn't. It also answered to the high quality standards of men like Paul Morency. NBC was quick to acknowledge the quality programming available from its Hartford outlet.

WTIC had its own "theater of the mind." It was called "The WTIC Playhouse," directed by Guy Hedlund. The program first aired on September 23, 1931.

▼ "The WTIC Playhouse" went on the air in 1931, under the direction of Guy Hedlund. Hedlund established a repertory company of local actors. Some, like Ed Begley, Eddie (Michael) O'Shea, Gertrude Warner, Louie Nye and Jan Miner went on to achieve national fame. Here, the players celebrate Christmas: Guy Hedlund is passing the cake; Ed Begley is to his immediate left; Eddie (Michael) O'Shea is at center, looking over Hedlund's shoulder; Paul Lucas is second from left.





▲ Eddie O'Shea's arsenal of sound effects circa 1939. There's a device to create just about any sound listeners could imagine . . . windows, doors, bells, horns, chains, wheels, china, a cash register, a telephone and more. Notice the specially made wind machine at the far right.

Hedlund had starred in several silent movie features directed by the great D.W. Griffith. Like other "legitimate" actors of the day, he was attracted to the potential of radio. He assembled a repertory company of local actors who worked part-time at the station to supplement and promote their other area appearances. It was a talented, professional group, including several future stars of national prominence: Ed Begley, Eddie (Michael) O'Shea, Gertrude Warner, Louie Nye and Jan Miner (Palmolive's "Madge, the Manicurist").

Dramatic writing for radio had become an art, blending voices, music and sound effects — both live and recorded — into a feast for the imagination. WTIC's sound effects man was Eddie O'Shea (he changed his name to Michael later on). O'Shea commanded a formidable arsenal of effects: windows, doors, bells, horns, chains, wheels, telephones and more. A specially coated cylindrical device created the sound of a windstorm when turned vigorously. Like every good sound effects man, O'Shea gave each drama special flavor and believability.

The series continued for about ten years, later as "The Guy Hedlund Players." Several episodes were picked up for broadcast by the NBC network.

## "The Wrightville Daily Clarion"

WTIC listeners also enjoyed a dramatic program with a rural New England flavor. "The Wrightville Daily Clarion" was a homegrown product. Its title came from a fictitious newspaper edited by Elisha Wright. WTIC's Paul Lucas wrote the series, produced it and played the role of Wright. Cousin Zeke Peck and other roles were played by announcer Fred Wade. Eunice Greenwood was Sister Janey. Additional character parts were handled by Michael O'Shea, Ed Begley and others.

The lead performers in the series were full-time station employees. As they worked their way in and out of folksy situations, the characters became very popular with area listeners. The show ran from May 1933 to March 1939. It was revived briefly in 1949 under the title, "Wrightville Folks."

▼ The cast of WTIC's "The Wrightville Daily Clarion." A radio drama featuring country characters who got themselves in and out of folksy situations, the show began in May, 1933. Paul Lucas, left, wrote and produced the show and was the "editor" of the Clarion. Eunice Greenwood, center, played Sister Janey. WTIC Announcer Fred Wade, right, played the testy Cousin Zeke Peck and other characters. The show ran for about 6 years and was revived in 1949 as "Wrightville Folks."

▼ Live music was an important part of WTIC programming in the 30's. "A Boy and Girl From Songland" was one of many such shows. The "girl" is Sally Ayres; the "boy," announcer and singer Fred Wade.



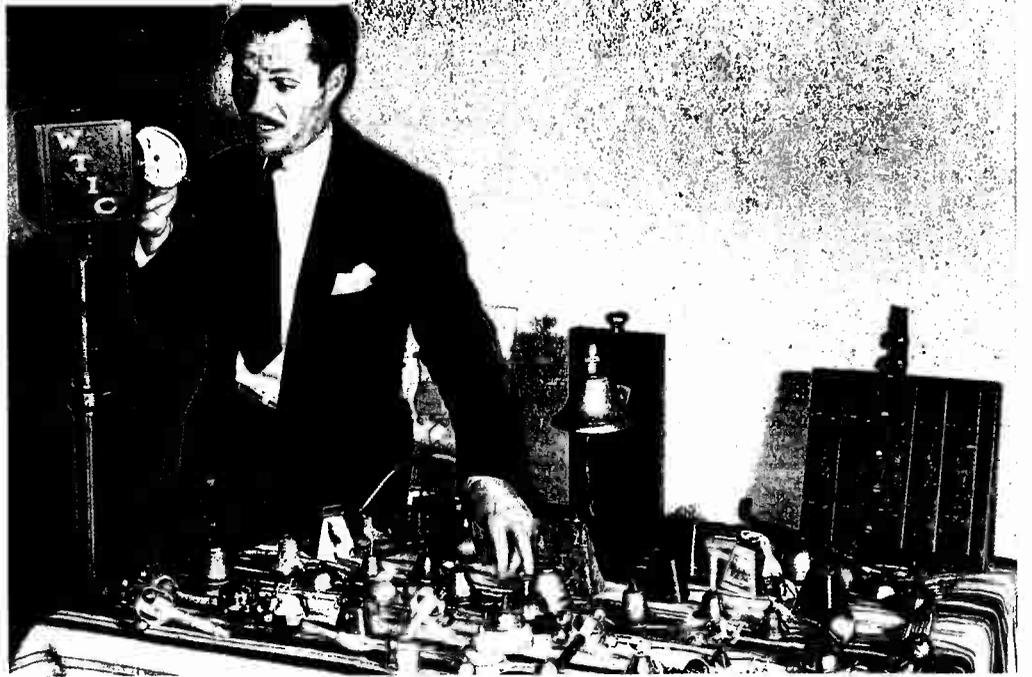
# “The Morning Watch”

Radio was now an important part of daily life. It was entertainment for some, companionship for others. Morning shows especially became a part of the daily routine.

For three years, starting in January 1930, WTIC presented a seven o'clock morning show called “The Musical Timetable.” The name was soon changed to “The Musical Clock,” with the Sage-Allen department store as sponsor. In 1934, announcer Ben Hawthorne took over the show.

Benton Hawthorne Deming, a descendant of Nathaniel Hawthorne, is credited with having developed the show into the popular “Morning Watch” program. Initially, Hawthorne purchased the one-hour time slot, Monday through Saturday. He, in turn, sold commercial announcements during the show. When FCC regulations dictated that stations maintain complete control over their air time, WTIC management took back the morning show. Hawthorne was retained as host, and the G. Fox department store became the sponsor.

With Hawthorne, the show reached a new height in popularity. He gave it a unique personality. Up to this point, virtually every word broadcast by the station had been carefully scripted and rehearsed in advance. Hawthorne was really the first announcer to ad lib on the air at WTIC. The more casual approach today’s listener expects was still several years away.



▲ Wake up call! Ben Hawthorne hosted the 7:00 to 8:00 a.m. “Morning Watch” show from 1934 to the early 40’s. The bell collection belongs to Ben’s partner and “discovery,” Bessie Bossie. “She was a smallish, widowed Jersey cow, very pretty and quite sassy.”

The show’s other personality was unusual, too. “She was a smallish, widowed Jersey cow, very pretty and quite sassy.” Bessie Bossie was “discovered” by Hawthorne. She quickly became an audience favorite. Bessie had an annual contract to eat the dandelions in Bushnell Park. Her adventures in and around Hartford helped many listeners start their day with a smile.



▲ Bess and Ben in a more formal moment. Bessie “had a contract to eat the blossoms off the dandelions in Bushnell Park.” Her adventures became a popular favorite and helped many WTIC listeners rise and shine.

▶ “The vagabond lover.” WTIC carried Rudy Vallee and his Yale Band before he became an idol. Engineer Herman Taylor said Rudy played his saxophone into the dead side of the mike.

▼ WTIC carried the best of the big name performers during “the golden age of radio.” Through NBC, listeners heard “Fibber McGee and Molly” (Jim and Marion Jordan), Bob Hope, Jimmy Durante and many more.





▲ "Hank Keene and his Connecticut Hillbillies" were featured on 125 broadcasts in 1931 and 1932. Hank's group was a real favorite. Their first sponsored program brought in 6,000 letters. Hank is on the far left, clutching the WTIC microphone.

## Covering the local scene.

Public service had been a part of the station since its beginning. Health and agricultural programming made good on the station's commitment to provide the public with valuable information as well as entertainment. News, however, was not yet a top priority.

Although news, sports and weather were broadcast on a regular basis as early as 1927, there was no news staff as such. Local news bulletins were supplied by *The Hartford Courant* and *The Hartford Times*. All news was read by station announcers, a policy that remained in effect for several years. In November 1929, WTIC devoted extensive coverage to the fall elections. In



later years, WTIC was to become the authoritative local source for accurate election night reporting. Radio, however, was not yet regarded as a serious news medium capable of competing with the newspapers.

In June 1935, the station subscribed to the Transradio News Service. Reports were taken directly from the teletype machine and read over the air. The new service led to the establishment of regular morning, noon, evening and late night newscasts on WTIC. Later, in 1936, the station cancelled Transradio News and picked up its newscasts from the Yankee Network. There were no newscasts originating from WTIC for the next two years. By the fall of 1938, the Central Connecticut Bureau of Transradio News was given space at WTIC's studios. The Yankee News was cancelled, and coverage began at the local level once again.

In mid-decade, two major local crises — the flood of '36 and the hurricane of '38 — underscored the importance of having a strong local news department. WTIC's response to these events set the pattern for the accurate, responsible and community-oriented reporting that has since become a station trademark.

▼ Radio kindled a passion for sports. WTIC picked up the World Series from NBC and offered its own sports. Here, Chief Announcer Paul Lucas (center) with world boxing champions Jack Dempsey (left) and Max Baer (right).



# A beacon of public service.

The Connecticut River flood of 1936 had a devastating effect on the area. The river had risen to thirty-seven and one-half feet. It closed businesses, drove people from their homes and created a tremendous amount of property damage. The staff of WTIC responded with speed, skill and spirit.

Other radio stations served the community during the crisis, too. But WTIC was by far the most powerful station in the area and became the focal point for disaster information. The station was the only one able to remain in constant operation during the flood. Special arrangements were made to keep electric power flowing to the Avon transmitter. The station made its short-wave facilities available to amateur radio operators to help disseminate vital information to the community. Emergency phone lines from Hartford Police headquarters to The Travelers building kept authorities in touch with the public to maintain a sense of calm in the city.

WTIC personnel worked around the clock, sometimes by candlelight, to keep the public informed. Throughout, station management insisted that WTIC be a reliable source of information. All reports were checked and double-checked with the authorities. Accuracy was essential. WTIC helped reunite local families through missing persons reports. It gave accurate descriptions of road conditions and transportation facilities. Its broadcasts were even used to keep the National Guard up-to-date on the changing scene. The station kept the public informed without breeding fear or spreading rumor. Its sense of responsibility and service to the community were exemplary.

Challenge came again in the Fall of 1938. The region was hit by "The Great New England Hurricane." Once more, floods swept through the area. The death and destruction were even greater than two years earlier.



▲ Andre Schenker, Associate Professor of History at the University of Connecticut, became WTIC's foreign affairs analyst in 1935. His program, "History In The Headlines," kept listeners informed of international developments before, during and after World War II.



◀ During the 1936 flood, WTIC staff members worked round-the-clock to maintain communication with municipal authorities and the Red Cross. The picture is posed, but true to the event. Left to right: George Bowe, Announcer; Mary Alexander, Secretary; Jack Murphy, Engineer; Annette Stevens, Receptionist; Ed Kingsley, Engineer, at the controls; James F. Clancy, Station Manager; Carl Noyes, Engineer; Paul Lucas, Producer.



▲ Governor Wilbur "Toby" Cross used WTIC to disseminate emergency information during the 1936 Connecticut River flood and the Great New England Hurricane of 1938.



◀ A view up Asylum Street during the 1936 flood.

Steven Misorski collection



▲ The swollen Connecticut River overflowed its banks and flooded Hartford during the 1938 hurricane. Announcer Ben Hawthorne manned the WTIC microphone to report from The Travelers Tower. To his right, Program Manager Tom McCray. The broadcast was issued over a makeshift shortwave setup.

WTIC responded as it had before, with courage, ingenuity and responsibility. High winds felled the power lines to the 50,000-watt Avon transmitter on the afternoon of Wednesday, September 21st. Station engineers set up a temporary shortwave transmitter for emergency messages. Then, with the help of utility company work crews, they set about restoring power to the main transmitter. WTIC was back in business and back on the air by 9:58 that evening.

Eyewitness accounts were broadcast from the top of The Travelers Tower to give eager listeners an accurate picture of the flood's impact. Reporters were dis-

patched to the Connecticut shore to cover the damages there for inland residents unable to check on their properties. Personal messages assured families who had lost touch with their relatives in the confusion. The station cooperated fully with the local authorities. It became a valuable resource in coordinating a calm, responsible recovery effort.

Both events, as traumatic as they had been, helped shape WTIC's future. It had always been a source of quality entertainment. It had become a beacon of public service. Now, it was an integral part of the community.

▼ This specially equipped remote unit — a 1939 Studebaker "President" Coupe — helped WTIC reach into the community for stories of interest. Studio Supervisor Al Jackson tests the shortwave.



## The 30's at a glance.

**January 1, 1930:** WTIC issues its first commercial rate card.

**Winter 1930:** First year of part-time operation at 1060 KC completed. Time shared with WBAL.

**March 16, 1931:** Synchronized broadcasting with WEAJ (660 KC) goes into effect.

**September 23, 1931:** First production of "WTIC Playhouse."

**July 1932:** WTIC organizes New England Network: WEEI, Boston, MA; WCSH, Portland, ME; WTAG, Worcester, MA; WJAR, Providence, RI; WTIC, Hartford, CT.

**December 1932:** "Musical Clock" begins, sponsored by Sage-Allen. Runs 7:00 to 8:00 a.m. every other day for over a year.

**May 8, 1934:** WTIC begins sharing frequency with KRLD, Dallas, at 1040 KC.

**Fall 1934:** Ben Hawthorne purchases "Morning Watch" time slot, 7:00 to 8:00.

**June 16, 1935:** WTIC begins morning, noon, early evening and late evening news broadcasts. News supplied by Transradio News Service.

**September 1935:** G. Fox & Company assumes sponsorship of "Morning Watch."

**March 1936:** WTIC provides extensive public service during the spring floods.

**September 1936:** WTIC withdraws from New England Network. Joins Yankee Network. Transradio News Service discontinued, news now taken from Yankee Network.

**September 1, 1938:** Yankee Network News is discontinued. The Transradio News Service is reinstated.

**September 21, 1938:** WTIC again serves the community by devoting its facilities to coverage of the hurricane recovery effort.

**June 1939:** Travelers Broadcasting Service Corporation applies to the FCC for a television broadcasting license.

# A policy in the public interest.

By 1940, accurate and responsible news coverage was an essential part of WTIC's services. As General Manager, Paul Morency was less interested in being the first to report a story than he was in reporting it accurately. Presentation was every bit as important as fact. Mr. Morency had high personal standards. He expected the same from the station. In 1939, he issued official WTIC news policy in response to the U.S. declaration of neutrality in the European war:

*... No statement can be made which has for its object influencing action or opinion in favor of or against any belligerent . . . No propaganda in connection with the war will be permitted in commercial programs . . . No act of any broadcaster on WTIC shall violate this declared neutrality either in letter or spirit.*

Any editorializing or departure from this policy by a station announcer was grounds for dismissal. In effect, WTIC had formalized the approach it had taken in its disaster coverage a few years earlier. Morency insisted that the station be above reproach in reporting local, national and worldwide news events.



▲ News had been an important part of WTIC's programming since the mid-30's. In the early 40's, Tom Eaton became News Director. He helped shape WTIC news for more than 20 years. Pictured here is the 1948 news staff. Seated, left to right: Gena Canestrari; News Director Tom Eaton, Assistant News Director Sydney Stewart. Standing: Forbes Parkyn (left) and Don Gorman (right).

Coverage of the European war helped stimulate the public's interest in other kinds of news, as well. By this time, WTIC had reinstated its own regular schedule of newscasts. To add breadth to its coverage, WTIC added the Associated Press and International News Service wires. To coordinate all news operations, Paul Morency hired Thomas Eaton in October of 1941.

Eaton had worked for the Transradio News Service. He was a seasoned news professional and he helped the station develop a significant number of valuable contacts, in the state and in Washington. If WTIC needed information, Tom Eaton knew where to find it. He added substantial strength to WTIC news. Tom Eaton was the man most responsible for shaping the direction of WTIC's news department well into the 60's.

▼ Governor Raymond E. Baldwin reassured listeners throughout World War II.



## "A date which will live in infamy..."

In the early morning mist of December 7, 1941, Japanese war planes began their infamous attack on the U.S. military installation at Pearl Harbor, Hawaii. In little more than an hour and a half, the powerful Pacific Fleet lay paralyzed. It was one of those rare, awful days people remember for the rest of their lives.





▲ "The United States Coast Guard on Parade" was a regular Saturday morning feature. The show was broadcast live and carried on NBC. The emcee was 17-year-old Bob Tyrol. Bob caught the spirit and enlisted in the Coast Guard. Bandmaster Charles W. Messer conducts from the Coast Guard gym.



▲ Bob Tyrol was the youngest announcer to broadcast on NBC. He went on to have a distinguished career at WTIC.

Americans would recall exactly where they were and what they were doing when the bombs fell. Even before President Franklin D. Roosevelt issued his now famous speech to Congress, there was little doubt that the country would have to prepare itself for war.

WTIC responded as it had in earlier emergencies — with total commitment. Morency gave the Governor of Connecticut, Raymond Baldwin, complete access

to the station. WTIC worked on a 24-hour basis until all reports of the Pearl Harbor attack were in. The station was kept under guard, and the usual flow of visitors was severely restricted. These security precautions seem a little melodramatic now, but they were in keeping with a local and national concern over security. WTIC was, after all, a vital link in the communications network.

## The sound of victory.

Everyone contributed to the war effort, even in small ways. For example, one day it was suggested by Irwin Cowper, Sales Manager, that "V" for victory could be used as an on-the-hour time tone at the station — in Morse Code, three dots and a dash. Leonard Patricelli, then Program Manager, refined the idea. Realizing its rhythmic similarities to the opening notes of Beethoven's *Fifth Symphony*, he worked out the appropriate musical notation. With station engineers, Patricelli developed an electronic victory tone. It was first aired on July 4, 1943 and, with minor modifications, remains in use today.

Other station personnel caught the patriotic fever as well. During the war, the station originated a popular broadcast from the U.S. Coast Guard Academy in New London. It was called "The United States Coast Guard on Parade" and was carried on the NBC network. The emcee was Bob Tyrol, the



youngest announcer on NBC. The 17-year-old became so enamored with the Coast Guard, he joined the service a few months later. He graduated from the Coast Guard Academy as a Lieutenant Junior Grade. Tyrol commanded a Coast Guard craft in the Pacific during the war and ultimately returned to a distinguished career at WTIC.

The station was very much a part of the community during the entire war effort. It helped in the Governor's efforts to raise over \$1,000,000 in war bonds. And when victory finally came in May and August of 1945, the station used its remote facilities to bring listeners the joyous sounds of a community at peace.

## Some small change makes a big contribution.

WTIC's public service efforts in the 40's were by no means limited to war activities. In 1941, Paul Morency approached *The Hartford Courant* with an idea to raise funds to combat polio. Morency suggested that they initiate a drive to collect as many dimes as it would take to cover the distance of one mile — 89,872 to be exact. The campaign was called "Mile O' Dimes."

▼ "Mile O' Dimes" began in 1941 and ran for 15 years. The campaign to fight polio generated a tremendous amount of community interest and pride. About \$1,132,000 was raised in all. Pictured here, left to right: Bernard Mullins, Director of "Mile O' Dimes"; George Bowe, Production Director; Jack Murphy, Engineer/Operator and custodian of the "Mile O' Dimes" booth.



▲ WTIC launched an extensive Fire Prevention campaign in 1946. Everybody got into the act. Shown here on WTIC's "Radio Bazaar" are, left to right: Bernard Mullins, Floyd Richards and Betty Pattee, hostess of "Radio Bazaar."

James Clancy was appointed director of the project. A special broadcast booth was set up on Main Street in Hartford, and with much pageantry, performers and ordinary citizens stopped by to make contributions. Dimes poured in by the bucketful. Service clubs, women's organizations, the Boy Scouts, the Girl Scouts and other civic groups competed to see who could collect the most dimes. The entire community was caught up in the spirit of giving. Hartford's auto dealers, for example, staged a parade to show off the new models and make contributions.

The first fund raising drive lasted from January 15th to January 30th, 1941. "Mile O' Dimes" was a great success. So much so, in fact, that it was renewed year after year for fifteen years. WTIC Chief Announcer Bernard Mullins was made director in later years and contributed greatly to the program's success. In all, \$1,131,939.39 was raised to help polio victims and fund research for the development of a vaccine. "Mile O' Dimes" won national recognition for WTIC.

▼ During the Fire Prevention campaign, listeners got the inside story on Fire Department operations. Here, Bob Steele interviews Hartford firemen on maintenance procedures.



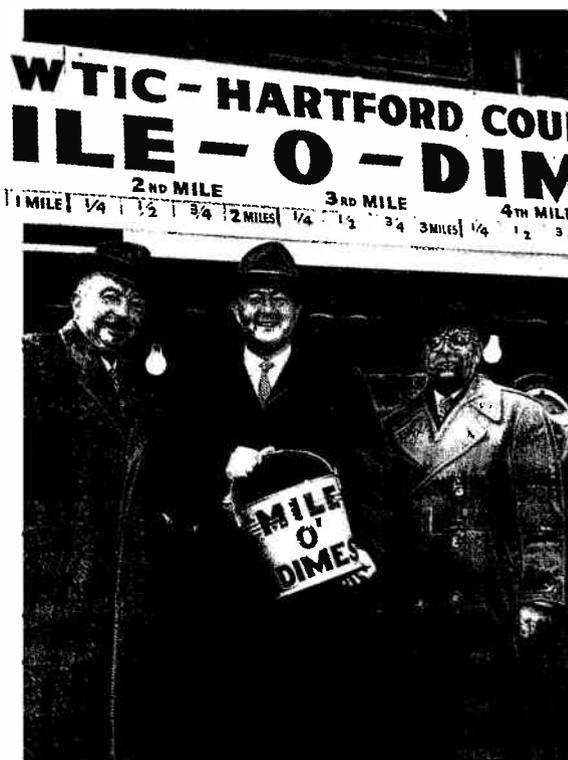
## "Fire Takes No Holiday"

On July 6, 1944, hundreds of Hartford spectators were enjoying the sights and sounds of the Ringling Brothers, Barnum & Bailey Circus. Suddenly, the main tent collapsed in flames. The holocaust and ensuing panic were horrible to behold. One hundred and sixty-nine people were killed; over five hundred were seriously injured. It became known as "The Day the Clowns Cried."

WTIC announcers George Bowe and Bernard Mullins were quickly dispatched to the scene. As they walked over the grounds and witnessed the carnage, it was obvious that uncontrolled panic would be the only result if they broadcast live reports of their on-the-scene impressions. Instead, WTIC devoted its energies to quelling the rapidly spreading rumors. Regular programming was cancelled. The station made its facilities available to the Red Cross, local fire and police authorities and other relief agencies. Once again, WTIC had responded with a responsible approach thought to be in the public's best interests.

One year later, as national awareness of the need for fire safety increased, WTIC began planning an extensive fire prevention campaign. Paul Morency told his staff to "let ingenuity and imagination run riot" in devising plans for the year-long program. Later in 1945, another terrible fire at the Niles Street Convalescent Home in Hartford gave even more urgency to the project.

On January 14, 1946, the Fire Prevention Campaign got under way. Bernard Mullins had been appointed chairman. The campaign was designed to heighten public awareness in all phases of fire safety. Savings bonds were





▲ *What a smile! In 1942, Bob Steele was given an audition for the G. Fox "Morning Watch" program. Obviously, he passed.*

offered as prizes for area schoolchildren competing in a poster contest. Remotes featuring fire department procedures were broadcast on a regular basis. Highway billboards with provocative messages — "Fire Takes No Holiday" and "Has Your Cigarette Caused A Fire Lately?" — kept the issue in the public eye at all times. Virtually every staff member and every program was in some way involved with the campaign. The station stressed fire safety at home, at

school, on the farm, in theaters and in other places of public assembly.

More than one hundred programs and 1,200 announcements were devoted to the subject of fire safety. As the project wound down in December, an exhibit was prepared for the National Board of Fire Underwriters awards competition. WTIC received the Gold Medal Award to Radio for outstanding public service in fire prevention and protection.

## "The Bob Steele Show" is born.

Ben Hawthorne, host of the popular "Morning Watch" program, enlisted in the Army in 1942. In the spirit of "Rosie the Riveter," Ben's wife, Travilla, took over her husband's duties when he went to war. Some months later, in March of 1943, Bob Steele was given an opportunity to audition for the morning time slot.

Steele's popularity had already begun to grow by this point. He had introduced WTIC's "Strictly Sports" program in 1939. His lively wit and passion for sports established him as one of the station's unique personalities. He became a great prognosticator of sporting events. He staked his reputation on every pick. Unfortunately, too many of them were wrong. But he handled it all with such good humor that his inaccuracies seemed to become a kind of reverse magic.

The story goes that late one evening, the Yale football coach called to see if Steele planned on picking his squad in an important upcoming contest. Steele said yes. The coach begged him to pick the other team. Steele did, and Yale won the game.

"The Morning Watch" was eventually renamed "The Bob Steele Show." Its format was a mixture of music, news, weather and offbeat humor. Morning listeners responded to Steele's genuine personality and unaffected style almost immediately. Over the years, the show changed in length and, to a lesser degree, in content. Today, it is the most successful, longest running program feature in WTIC history.

Bob Steele earned his popularity by being himself. His human touch and incredibly acute sense of timing have made him not only the most popular radio personality in Southern New England, but also one of the greatest success stories in radio anywhere.



◀ *"This was . . . and is, Connecticut." Ross Miller's "Connecticut Vignettes" was a regular feature on Bob Steele's "Morning Watch." It acquainted listeners with the history of their towns, famous landmarks and industries. The feature commemorated the G. Fox department store's 100th anniversary in 1947.*

▼ *Back in the ring again. Bob Steele goes a round or two with Willie Pep in this 1942 publicity photo.*



## A battle of wits.

On October 6, 1940, WTIC introduced a new quiz program, "Quiz of Two Cities." It wasn't the first quiz program aired on the station. In fact, WTIC claims to have invented the format back in 1927 with a show called, "Jack Says: Ask Me Another."

The sponsor was "Jack the Tire Expert," the broadcast name of The Auto Tire Company of Hartford. There was no direct audience participation. An announcer asked "Jack" a series of questions. Naturally, "Jack" had all the answers. The quiz format proved such a favorite, it was a weekly feature for over twenty years.

It's no wonder, then, that "Quiz of Two Cities" was an immediate hit. It was a new kind of quiz program. The format was patented and the game's authors selected WTIC to air their brainchild first. The show was a huge success.

Teams from Hartford and New Haven were pitted against each other in the battle of wits. Later, Hartford was matched with Springfield as the show continued for seven years. The spirit of competition really caught on. Leonard

▼ "Quiz of Two Cities" pitted contestants from Hartford and New Haven (and later, Springfield) in a battle of wits. George Bowe was Hartford quizmaster; Fred Wade and Turner Cook emceed in Springfield. Shown here, left to right: Leonard Patricelli, Producer; George Bowe; four contestants; Bruce Kern, WTIC announcer for Listerine Toothpaste.



▲ "Cinderella Weekend" gave contestants a chance to win a wardrobe and a trip to New York. Left to right: Bob Tyrol (behind mike); Floyd Richards and Bob King, Production Assistant (holding chair). Announcers Tyrol (left) and Richards (right) took the show on the road. Here, they ham it up for a publicity shot.

Patricelli contributed to the show's success by editing the scripts, handling all arrangements and producing the shows. George Bowe was emcee for Hartford; Fred Wade handled the broadcasts from Springfield. The format went on to be produced in a variety of programs nationwide, but WTIC's version had the best ratings of them all.

## A little fantasy, a lot of fun.

Another of WTIC's really popular quiz programs in the 40's and 50's was "Cinderella Weekend," one of the first audience participation shows. It combined a bit of fantasy, suspense and humor in offering female contestants a chance to win an expenses paid trip for two to New York City.

The show originated from the Orchid Room in Ryan's Restaurant on Pearl Street (site of WTIC's current home, the "Gold Building"). Monday through Thursday, a sweepstakes question appeared on a blackboard near the entrance to the Orchid Room. Each lady in the audience wrote down her answer and put it in a container painted to look like a pumpkin. The four women with the best answers became the day's contestants.

Contestants were then asked more questions. With each correct answer, minutes were added to a clock over each contestant. The one with the most time on her clock was declared Cinderella for the day. She won a valuable prize, plus the right to come back on Friday to compete for the grand prize of the week — a new wardrobe and a glamorous weekend for two in the Big Apple.

The show premiered on August 4th, 1947. It became such a hit, announcers Floyd Richards and Bob Tyrol took it on the road and adapted it for stage presentation in several parts of Connecticut. "Cinderella Weekend" stayed in WTIC's program lineup until May 1, 1953, 289 Cinderellas later.



▲ Before he “rocked around the clock,” Bill Haley appeared on WTIC with “The Downhomers,” a popular group. From left: Bill Haley, Shorty Cook, Lloyd Cornell, Guy Campbell and Bob Mason.



▲ Engineer/Operator Bob Downes cues up the next record for “Juke Box Jingles.”

## Hartford’s hit parade.

A parade of popular music personalities graced the studios of WTIC radio in the 40’s and early 50’s. For big bands, vocalists and others, Hartford was an essential stop in their East Coast tour. The State Theater on Windsor Street was the place to play on the way from Boston to New York. Good reviews in Hartford gave many performers just the push they needed.

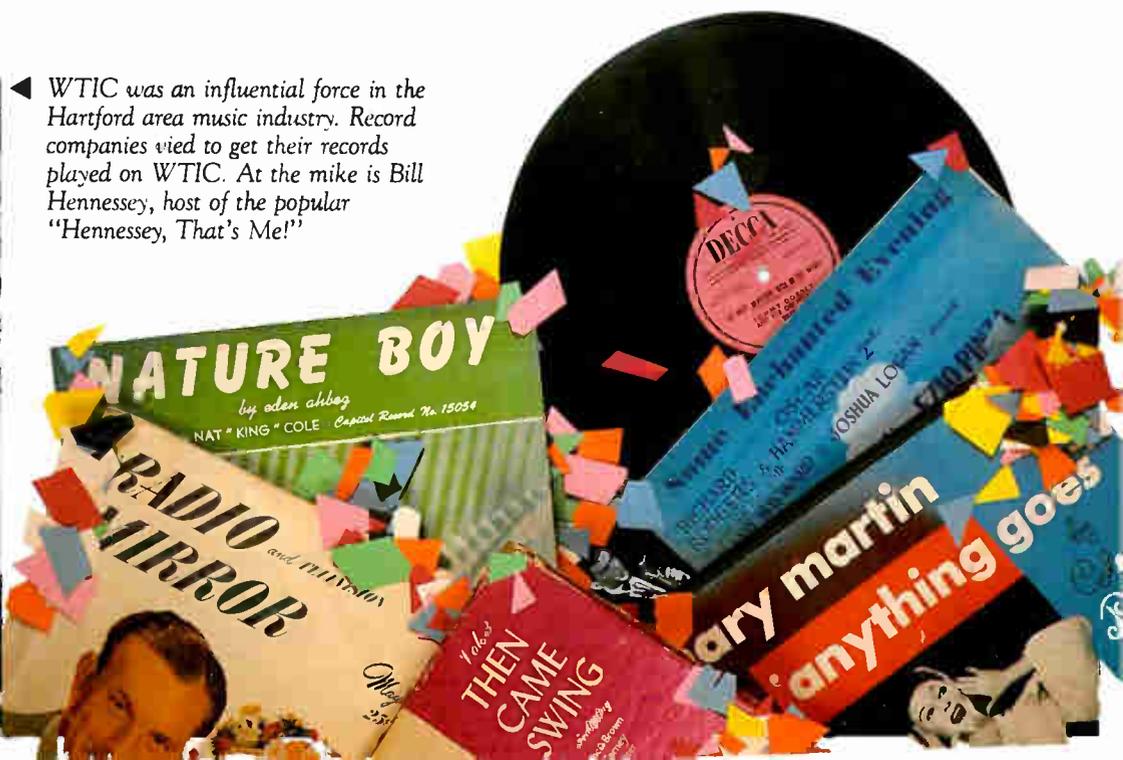
Most of the major record labels — Decca, Capitol, Columbia, RCA and more — had distribution centers in the area. In fact, many records “broke” in the Hartford market. Record execs knew WTIC had the power, the audience and the reputation for quality that could make or break a record. Getting your record played on WTIC was like money in the bank. That’s why many companies prepared special advance records for debut on WTIC.

The station continued to present live music into the 50’s. But a large, enthusiastic audience wanted to hear the latest records by the era’s top music makers. In the late 40’s, Ross Miller became WTIC’s first true disc jockey and afternoon drive time personality. Ross made up rhymed introductions to the records played on his show, “Juke Box Jingles.” Later, he became known as “Ross, the Musical Miller.” He also treated his audience to an interview with the week’s headliner at the State Theater. Tony Bennett, Nat “King” Cole, Les Paul and Mary Ford, Frank Sinatra, Peggy Lee and Dean Martin were just some of the bright, new stars heard on WTIC. It was great entertainment and great exposure for many young careers.

▼ “It’s time for Ross, the musical boss. Who? Ross Miller!” Theme song singers thus introduced WTIC’s first afternoon drive time disc jockey.



◀ WTIC was an influential force in the Hartford area music industry. Record companies vied to get their records played on WTIC. At the mike is Bill Hennessey, host of the popular “Hennessey, That’s Me!”



# “Good morning, everybody!”

WTIC had consistently featured shows thought to be of special interest to women. The first was “Shopping with Susan,” a 1929 feature that starred Margareta Purvis. Then, there was “The Mixing Bowl.” Hostess Florrie Bishop Bowering had a specially built electric kitchen on the seventh floor of The Travelers building. Recipes were tested on the staff first, and then broadcast over the air. Both shows ran for several years.

The best loved and longest running women’s program was “Radio Bazaar.” The show began in 1934 and featured several hostesses: Ruth Provan, Eleanor LaZarre, Betty Pattee and Margaret Thomas among them. By far the best known and most popular was Jean Colbert.

Jean Colbert came to WTIC in 1947. She’d already had a rich and varied career in radio. After appearing on Broadway in the 30’s, Jean joined network radio in New York. She played a variety of roles in the soaps of the day. Then, she moved to Los Angeles. She appeared on “Lux Radio Theater,” “Hollywood Hotel,” “First Nighter” and more. She appeared in motion pictures and worked with several major Hollywood stars. Although successful as a performer, Jean sought a more settled lifestyle for herself and her family. She left Hollywood and went on to create women’s programming for several radio stations across the country.

On WTIC, her familiar salutation was heard six days a week at 8:30 in the morning. Jean was appointed Director of Women’s Programming at the station.

▼ Announcers Ed Anderson (shown here) and Ross Miller helped co-host “The Jean Colbert Show.” Ed was often called upon to host in Jean’s absence.



▲ Jean Colbert came to WTIC in 1947. As hostess of “Radio Bazaar” and, later, “The Jean Colbert Show,” she brought her own taste, intellectual curiosity and worldliness to WTIC listeners.

As hostess of “Radio Bazaar” (it was later changed to “The Jean Colbert Show”), she brought the world to Hartford. Her guest list included names of international stature — Winston Churchill, Princess Margaret, Eleanor Roosevelt, Katherine Hepburn, Fidel Castro and many, many more.

▼ Jean interviewed all kinds of internationally known personalities. Her guests included Fidel Castro, Winston Churchill, Katherine Hepburn, Princess Margaret and many, many more. Here, she interviews Eleanor Roosevelt.



Jean’s interests and contacts were diverse. She literally covered the world. She explored all the world’s cultures and brought taped interviews and personal reports to her listeners. Though the program was worldly, Jean was careful to include guests who represented local community issues and interests. Now retired from WTIC, Jean Colbert continues to be active in radio. On her arrival, she vowed to take women out of the kitchen and into the worlds of fashion and excitement. She did that and more. Together with co-hosts Ross Miller and Ed Anderson, Jean Colbert brought taste, quality and intellectual curiosity to her listeners.



## “Mind Your Manners”

One of WTIC’s most widely acclaimed programs was aimed at the teenage audience: “Mind Your Manners,” starring Allen Ludden.

Ludden was hired in the late 40’s by Leonard Patricelli. He had done some celebrity interviews for the station and made a deep impression on Leonard Patricelli. He was hired as a continuity writer and eventually helped develop the idea for “Mind Your Manners.”

A panel of area teenagers, three boys and three girls, answered and discussed questions submitted by the listening audience. Listeners were given one dollar in savings stamps and a chance to appear on the air if their question was chosen. The week’s best question earned \$10 in savings stamps.

Generally, the show stressed the importance of good manners to young people. Most questions were about dating, etiquette, attitudes, parental conflicts and so forth. The show was picked up by NBC and was recognized as one of the outstanding examples of

youth programming in the nation. It received the coveted Ohio State Broadcasting Award in May of 1949. In 1950, it earned the George Foster Peabody Award. “Mind Your Manners” was cited for having won not only the approval of parents, “but more important, the youngsters themselves.”

On May 5th, 1951, the show got into a more serious subject. Ludden had taped an interview with a 16-year-old drug addict serving a sentence at a Connecticut correctional institution. The interview was aired on NBC and became the focus of a campaign to eliminate teenage drug addiction and trafficking. General Manager Paul Morency won the State Legislature’s and Governor’s support in toughening the state’s drug laws. When a new law was ultimately signed, Governor John Lodge went on the air on NBC to personally cite WTIC and thank the station for its concern and involvement.

“Mind Your Manners” continued on both NBC radio and a local New York television station, WNBT. Allen Ludden, of course, went on to become the host of the popular CBS TV game show, “Password.”

▲ Allen Ludden started at WTIC on “Mind Your Manners,” which ran from 1947 to 1954 and won the Ohio State Broadcasting Award for youth programming. Ludden went on to national fame on TV’s “Password.”



◀ In 1951, a special edition of “Mind Your Manners” highlighted teenage drug addiction. The show helped spearhead a drive for tougher drug laws. WTIC and Allen Ludden earned the personal thanks of the Governor. Left to right: Paul Morency, Tom Eaton, Ludden, Governor Lodge, Jerry Hallas (WTIC legislative reporter) and Leonard J. Patricelli. A typical broadcast session is shown below.



# “Your neighbor down the road.”

Connecticut’s farmers have always been an important part of the WTIC listening audience. “Connecticut Farm Forum” began as a regular Saturday feature in 1939. The show was produced and hosted by Frank Atwood.

Although he greeted listeners with a colorful Vermont twang, Frank Atwood was actually a native of Granite Falls, Washington. He moved to the Green Mountain state as a youngster, however, and went on to graduate from the University of Vermont. Frank worked on the staff of *The Rutland Daily Herald* before traveling south to become Assistant State Editor and Political Writer for *The Hartford Courant*. His first contact with WTIC radio came while handling public relations for the College of Agriculture at the University of Connecticut.

Frank Atwood became a very popular member of the WTIC family. He joined the staff on a full-time basis as Farm Director in 1946. His morning program, “The Frank Atwood Show,” earned him a loyal following. It was broadcast daily, from 5:30 to 6:45 a.m., and included subjects of interest to farmers and backyard gardeners alike. Frank delivered egg and hog prices, world news, interviews and the weather with warmth and charm. He called himself “your neighbor down the road,” and was a welcome morning guest in many homes.

In 1948, Paul Morency encouraged Frank to develop a unique idea at WTIC. It was called The WTIC Farm Youth Program. The goal was to interest area young people in farming careers and encourage those with an aptitude for livestock breeding to develop foundation herds with good stock. The Farm Youth Program offered a revolving fund from which youngsters could draw interest-free loans for the purchase of purebred dairy and beef calves. The young borrowers owned the livestock in partnership with WTIC. The loans were due when the animals reached the age of two and one-half years.

Frank talked directly to youngsters through his morning show. He announced participants’ names and gave biographical sketches of new members in the project. He interviewed breeders and other authorities who gave expert advice on the science of rearing livestock. Frank



▲ Frank Atwood brought a charming and friendly manner to WTIC. In this 1950 photo, Frank interviews an area farmer (unidentified) on the subject of farm safety. The WTIC mobile unit was equipped to cut 16" aluminum based disks. Engineer Al Jackson mans the controls.

also helped coordinate the project through county 4H Club agents and vocational teachers who supervised the youngsters.

The Farm Youth Program was a great success, lasting well into the 60’s. About 800 area youngsters purchased more than 1,000 head of cattle and, through breeding, added even more to the dairy herds of Connecticut and Western Massachusetts.

In his neighborly style, Frank Atwood made many valuable contributions to WTIC’s public service programming until his retirement in 1970. Don Tuttle stepped in and continued with an agricultural show for a few years, but the state’s farm population had dwindled. Later, Bill Clede became host of a series called “WTIC Outdoors.” Gardening, ecology, outdoor recreation and other topics of general interest were featured.



▲ The Farm Youth Program let youngsters borrow money (without interest) to buy purebred calves. It ran for 20 years. Over 1,000 calves were purchased in all. Shown in this 1966 photo, left to right: Bruce Ogilvie, Hampden County 4H Agent; David Gibson, Jr. of the Ayrshire Breeders; Frank Atwood; ten-year-old Craig Kibbe, owner of the calf.

► “The Frank Atwood Show,” 5:30 to 6:45 a.m. daily, was a favorite for more than 20 years. Frank first appeared on WTIC in 1939, while handling public relations for the College of Agriculture at UConn. He was appointed Farm Program Director in 1946.



## The announcer's life.

Throughout the 30's and 40's, radio grew slightly less formal than it had been in its earliest days. After the war, fewer and fewer programs were entirely scripted. Still, jackets and ties were the order of the day for all men working at WTIC. If suspenders were worn, they were not to show. An attitude of formality and politeness reigned.

WTIC's salaries were slightly higher than those at competing area stations. There were no contracts for announcers and other professional staff members. Morency didn't believe in them. If an announcer wanted to move on, he should be free to do so. WTIC offered a level of pay and professionalism that was hard to match elsewhere in the area.

The Chief Announcer set the schedules for the rest of his staff. In addition to regular assignments, announcers earned extra pay for hosting special shows, for which they were selected, and for handling commercials. Management required that two announcers and two engineers be on duty at all times when the station was on the air. All news programs were handled by two staff announcers. One read the news, the other read commercials. While the station news staff wrote and edited the news, they were not allowed to read it over the air.

Even though they maintained a sense of formality in their duties, the announcing staff still found ways to have fun. A favorite trick was to touch a match to a fellow announcer's copy as he read his final item over the air. The poor victim had to blow out the flames without losing his cool or letting his huffs and puffs be heard over the microphone.

Sometimes the practical jokes got a bit out of hand. During the height of UFO fever, announcer Bob Tyrol nearly created panic in The Travelers building. He glued two 16" records to a spool of twine. Then, he dropped the assembly down the side of the building and made it travel up and down like a yo-yo. To the secretaries below, it looked like flying saucers were hovering over downtown Hartford.



▲ Veteran announcer Bernard "Bunny" Mullins had a rich baritone voice that gave "class" and dignity to dramas, musical shows, special events and commentaries. Mullins' high standards helped WTIC's younger announcers perfect their technique.



◀ This rather nervous looking young gentleman reflects the formal nature of radio announcing in the early years. In 1936, Bob Steele announced one of WTIC's most popular live music shows, "Hull's Hour of Cheer."



◀ A trio of WTIC announcers, circa 1950. From left to right: Ed Anderson, Bob Steele, Bruce Kern.

# Change in the winds.

By the end of the decade, WTIC had made several moves to keep pace with the changing technology of the times. In 1946, the original RCA 50,000-watt transmitter was considered outmoded. Work began on a more modern 50,000-watt Westinghouse transmitter. In July 1947, the new equipment was on-line and "Old Number One" was relegated to stand-by status.

Before the age of tape, recordings were "cut" on glass or aluminum-based disks. The process took great care and skill. In 1949, the station purchased three new Magnecorder stationary tape recorders plus one portable unit. The new equipment made studio and remote production much faster and easier. But more important technological changes were already underway.

Even as radio had entered its "golden age" during the 30's, a new form of radio broadcasting was developing. Called Frequency Modulation, FM radio promised a higher quality, static-free signal more suitable for music programming.

▼ *Announcers were selected for featured shows in addition to their regular duties. "Songs from New England Colleges" brought WTIC listeners the music of area glee clubs. Shown on location, left to right: Bob Tyrol, Announcer; Al Jackson, Engineer; Leonard Patricelli, Producer.*



▲ *WTIC announcers Bob Tyrol (left) and Floyd "Hap" Richards (right).*

WTIC engineers hand-built a 1 kilowatt FM transmitter. The station began broadcasting in FM on February 5, 1940. The call letters of the experimental station were W1XSO. By December of the following year, the new station was on the air on a permanent basis. The call letters had been changed to W-53-H and much of the FM programming was picked up in duplicated broadcasts from the AM station. In November 1943, the station was officially titled WTIC FM. A new voice for WTIC had been born.

Another experimental form of broadcasting was about to have an impact on WTIC, as well. Visitors to the 1939 World's Fair in New York marveled at a host of technological wonders. Part of "The World of Tomorrow" display was television. Paul Morency saw the potential of TV, even in its infancy. The Travelers Broadcasting Service Corp., WTIC's parent organization, applied to the FCC "for a license to operate a television station in the 84-90 megacycle band at 1 kilowatt of power" in June of 1939. Veteran WTIC executives Paul W. Morency, Leonard J. Patricelli and Bernard L. Mullins began the long, difficult struggle to bring VHF television to Hartford. But the impact of television on WTIC radio had already begun.

▼ *Through the 40's, WTIC experimented with FM. Announcer Bob DuFour cues a transcription in this photo of the early FM studio.*





▲ The struggle to bring television to WTIC was long and difficult. Leonard Patricelli (left) and Paul Morency (right), together with Bernard Mullins, Vice President of Public Relations, used their influence and reputation to win FCC approval of WTIC's television application.



▲ The Travelers Tower as seen from the riverbank, 1947. WTIC's mobile unit was a Chrysler Town & Country "woodie."

▼ New technology comes to WTIC. This photo shows the transition of recording techniques. The equipment at left includes a newly purchased tape recorder. Engineer Al Jackson checks a transcription disk — the old recording method.



## The 40's at a glance.

**February 5, 1940:** Travelers Broadcasting begins operating an experimental FM station, WIXSO.

**March 29, 1941:** WTIC begins operation at 1080 KC.

**December 15, 1941:** FM station begins operation on a permanent basis. Call letters are changed to W-53-H. "The Morning Watch" is added to the schedule.

**July 4, 1943:** WTIC's V-for-victory hourly time tone goes on the air.

**November 1, 1943:** W-53-H FM call letters are changed to WTIC FM.

**July 6, 1944:** WTIC facilities are put at the disposal of fire and Red Cross authorities following the Ringling Brothers, Barnum & Bailey Circus fire.

**December 20, 1944:** WTIC initiates a series on alcoholism, the first radio series of its kind.

**November 1945:** Moshe Paranov begins the series "Encores," featuring the WTIC String Ensemble.

**January 14, 1946:** The fire prevention campaign gets under way as Governor Baldwin calls a state conference on fire hazards.

**March 1946:** "The Downhomers" begin a series of early morning broadcasts which are fed to the New England Regional Network.

**July 1946:** Frank Atwood is appointed Farm Program Director at WTIC. Farm Safety Week is observed July 21 - 27.

**June 1947:** Jean Colbert is named hostess of "Radio Bazaar" and Director of Women's Activities at WTIC.

**August 1947:** "Cinderella Weekend" premieres on WTIC.

**August 22, 1947:** Bob Steele covers the blow-by-blow action of the Willie Pep-Jock Leslie featherweight championship bout.

**September 1947:** WTIC sets up quarters at the Eastern States Exposition. Bob Steele, Frank Atwood, "The Downhomers" and "Quiz of Two Cities" are broadcast from the fair.

**November 8, 1947:** "Mind Your Manners" debuts with host Allen Ludden.

**November 1947:** Glenn Rowell (of the Gene and Glenn comedy team) and Leonard Patricelli organize a Hartford Friendship Train to raise funds and gather food for Europe's hungry.

**April 11, 1948:** WTIC FM begins operation at its current frequency, 96.5 megacycles.

**February 1949:** Tape recorders are added to WTIC's facilities.

**February 1949:** WTIC receives a *Variety* magazine award for youth programming, including "Mind Your Manners," the Farm Youth Program and "Carnival Junior Legion."

# Quality makes the difference.

As America settled into the peace of the postwar era, radio remained a very important home entertainment medium. In the late 40's and early 50's, the fascination with television's flickering gray images was beginning to grow. But there was still a very broad audience for radio. Accordingly, most stations — including WTIC — offered something for everyone.

WTIC's musical programming covered everything from jazz to pop to opera. George Malcolm-Smith, writer and editor of *The Travelers Beacon*, was the resident jazz expert. An accomplished author, George brought his witty, urbane style to a Saturday night feature on WTIC, "Gems of American Jazz." The show ran from 1942 to 1951. Robert E. Smith was the station's classical music maven. An executive with RCA Red Seal records, Robert E. Smith possessed one of the largest privately owned collections of operatic recordings. He hosted a popular weekly program, "Your Box at the Opera," which debuted in 1945 and ran for more than 25 years on WTIC. Robert E. also hosted a daily program on WTIC called "Theater of Melody," which featured Broadway and Hollywood show tunes.

Although recorded music had replaced live musicians on most radio stations by this time, WTIC continued to feature live musical programming. The station was blessed with a dynamic and influential music director in Moshe Paranov. Paranov was a faculty member at the Hartt College of Music and co-director of the Hartford Symphony. Paranov created musical programming of very high quality for many years at WTIC, and the station attracted musicians of international reputation. Much of it was broadcast by the NBC Radio Network.



▲ WTIC's "Smith Brothers" — jazz buff George Malcolm-Smith in hipster garb (left); Robert E. Smith in white tie and top hat (right).

Paranov's influence, as well as Leonard Patricelli's own keen interest in music, strengthened the station's reluctance to eliminate live music altogether.

Music accounted for a large portion of the broadcast day, but it was only part of the mix. John Dando's "Behind the Pages" brought the world's great literature alive and made it enjoyable to all WTIC listeners. Comedians Glenn Rowell and Gene Carroll entertained with their famous characters, "Jake and Lena," as well as the popular children's

show, "Carnival Junior Legion." Music, drama, comedy, quiz shows, news, sports, weather and public affairs were all part of WTIC's appeal. The idea of broadcasting to a specialized, "segmented" audience was still many years away. FM radio was in its infancy and largely duplicated the programming of AM. Like most stations up and down the dial, WTIC covered all the bases. By the middle of the 50's, however, changes at the network level were to have a profound impact on local radio programming.





## Television changes the picture.

The radio networks exerted a powerful influence over the content of local radio programming. Their resources left many stations with little to do other than report local sports, weather and news and play records. For many stations, network programming discouraged the presentation of live music locally. It simply was not cost-effective. Local dramatic shows were eclipsed by the more popular larger budget network presentations, too. While many stations welcomed the networks, it was

▲ A triple threat! WTIC featured live music longer than most radio stations. Hal Kolb, staff organist from 1938 to the late 50's, was featured on dramas and dramatic narrations. His show, "Medley Time," was the first to feature 3 keyboards — organ, piano and celeste.

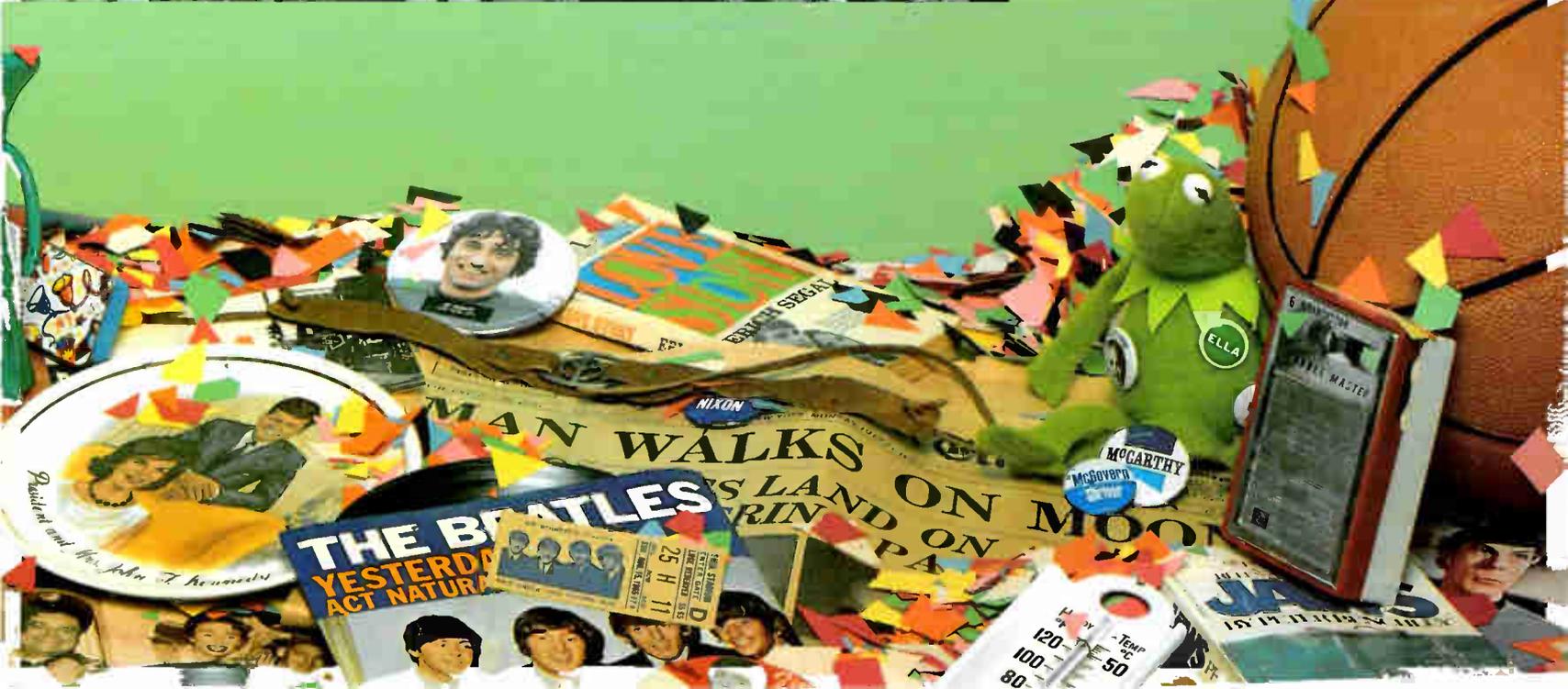
impossible for them to compete at that level. When the networks shifted their energies to TV, the impact was tremendous. Some of the really popular radio programs — the daytime soaps, for example — disappeared almost overnight. They'd gone to television. Many broadcasters anticipated the demise of radio.

WTIC had the resources to weather the storm. It had the power of 50,000 watts. It had the economic support of The Travelers. Most of all, it had the broadcasting leadership of men like Paul Morency and Leonard Patricelli.

WTIC had always been responsive to change. There was, naturally, a concern for programming that sold. Using instinct, knowledge of the market and ratings, management made adjustments in the station's programming to fit the changing tastes of the public. WTIC had always maintained continuity — it still does — but was not allowed to become stagnant. Quality local programming filled the void left by network radio's retreat.



◀ Comedians Glenn Rowell (left) and Gene Carroll (right) were famous for their characterizations of "Jake" and "Lena." They also hosted the popular "Carnival Junior Legion," a children's show featuring a spelling bee and other contests.



# “Hello, you’re on the air...”

Radio responded to the challenge of television with new kinds of programming. The new shows proved that radio was far from dead. It simply needed to adjust and prove it could do things television could not. One new local format ideally suited to radio was the phone-in talk show.

Technically, audience involvement talk show formats had been possible since the 30’s. Telephone lines were commonly used for remote transmissions. But the practice of carefully scripting and editing every show eliminated the possibility of spontaneous listener/announcer interaction. Out of necessity, radio was becoming more relaxed and more innovative.

In August 1954, WTIC began broadcasting its first afternoon telephone talk show: “The Miller Party Line.” The show featured announcer Ross Miller and his wife, Betty, as hosts. Entertaining discussions with personalities and authorities from all walks of life were featured. Guests from the worlds of sports and entertainment were frequent visitors. Diversity was the key. Listeners heard personalities ranging from Norman Rockwell to Liberace to Esther Williams to Bishop Fulton Sheen and more. “The Miller Party Line” also featured a special telephone party line conference quiz. Participants were chosen on the basis of letters they had written.

The previous success of audience participation shows such as “Cinderella Weekend” calmed fears that listeners would act irresponsibly on the air. Besides, new tape time-delay equipment made it possible to screen out any truly offensive calls. With “The Miller Party Line,” WTIC initiated a format that became a mainstay of AM radio.

Another telephone talk show, “Mikeline,” made its debut in 1959. The show was a radio round table. Usually, there were no specific topics of discussion. Instead, listeners responded to other listeners’ questions and comments. Two WTIC announcers kept the discussions moving along. Staff members Bruce Kern, Ed Anderson, Floyd Richards, Bill Hennessey, Norm Peters, Bob Ellsworth and Dick Bertel were among the announcers who anchored “Mikeline.”

In some ways, the show represented a natural evolution in talk radio. It was less structured than “The Miller Party Line,” but avoided the more controversial issue-oriented approach of later radio talk programming. “Mikeline” was a natural weekday afternoon favorite and remained on the air until 1976.



▲ “Mr. Showman.” Guests from the worlds of sports, politics and entertainment were featured on “The Miller Party Line.” Shown here is Liberace — sans piano and candelabra. From left: Liberace’s brother George, Betty Miller, Liberace and Ross Miller. Liberace admires the sequins on Betty’s hat.

▶ A feature of “The Miller Party Line” was a conference call quiz. Contestants were chosen on the basis of letters they had written to the show. WTIC’s first afternoon talk show was heard daily at 2:00 p.m., beginning in the summer of 1954.



▼ WTIC’s weekday afternoon talk show, “Mikeline,” ran from 1959 to 1976. Hosts for the radio round table were chosen from the staff announcers whose schedules coincided with “Mikeline’s” air time. Shown here: Bob Ellsworth (left), Ed Anderson (top right) and Dick Bertel (bottom right).



## Service to the community, service to the world.



▲ "The Jean Colbert Show" included many special features. "Know Your Community Hospital" was prerecorded on location at 9 area hospitals. Here, WTIC listeners get a firsthand account of the physical therapy resources available at Hartford's McCook Memorial Hospital. Two therapists look on as Jean (center) and her announcer, Ross Miller, interview a patient in the "Hubbard Tank."



◀ WTIC's "Musical Miller" also handled special programs. In the Spring of 1954, he was briefed for a mock jet fighter intercept mission by Connecticut Air National Guard Captain Russ Miller (no relation). A series on Air Guard operations was developed and broadcast on WTIC. It was also the first on-location series to be carried on the NBC radio program, "Monitor."

Many of the station's original public service programs were still very popular. Jean Colbert began a series called "Know Your Community Hospital." It was a feature on "Radio Bazaar." The program was designed to acquaint listeners with the facilities and services available at nine local medical institutions. Programs were recorded on location and covered topics of special interest, including alcoholism. A notable feature was the prerecorded presentation of a childbirth from the delivery room at Hartford's St. Francis Hospital.

WTIC public service went international in the Spring of 1951. As part of the postwar reconstruction effort, a plan was devised by WTIC Farm Programming Director Frank Atwood to deliver thousands of baby chicks to 4H members in several Austrian provinces. Three thousand chicks were delivered by air. News of the project was carried in German newspapers and farm publications. The Austrians responded with hundreds of letters of thanks.

The project was so successful, it was repeated in 1952. The Austrian government was impressed with the effort and placed an order for 210,000 chicks with the Connecticut Poultry Association. Seventy thousand chicks were shipped in the first wave of the invasion. It was believed to be the largest air shipment of baby chicks ever.

Other public service programs included a highway safety program launched in 1952. Listeners were advised to slow down via recorded appeals from children who had been injured in auto accidents. The effort was concentrated on holiday weekends when fatalities always increased dramatically. Two series covered the local political scene: "Your Senator From Connecticut" and "Congressional Report" brought listeners in direct contact with their representatives in Washington.



◀ WTIC went international in the 50's to help war torn Austria. Connecticut poultry farmers and 4H Clubs donated 3,000 baby chicks. Foreground, left to right: Walter Bishop, head of the Agricultural Unit of Pan American; Paul Morency; State Commissioner of Farms and Markets, John Christensen; Frank Atwood.

# The Travelers Weather Service.

In 1954, WTIC prepared to provide its listeners with more meaningful and understandable weather forecasts. Under the direction of The Travelers and WTIC, Tom Eaton, News Director, helped develop a Weather Research Center funded by The Travelers. Dr. Thomas F. Malone, Professor of Meteorology at the Massachusetts Institute of Technology, was chosen to head the project.

As the saying goes, "If you don't like the weather in New England, wait a minute." Dr. Malone's job was to develop a forecasting procedure that would help residents better prepare for the unpredictable Connecticut Valley weather. He developed the use of probability forecasting. The probabilities of rain, snow, freezing rain or freezing temperatures were given in terms listeners could understand . . . "There is a seven in ten chance of rain today."



▲ Dr. Thomas F. Malone, founder of The Travelers Weather Service. Malone, a Professor of Meteorology at MIT, was chosen to head the weather research project in 1954. Malone helped WTIC listeners in Southern New England better understand their weather through the use of probability forecasts.



▲ Before Travelers Weather, WTIC got its weather information from the U.S. Weather Bureau at Bradley Field. Milt Barlow is shown here preparing for "The Bob Steele Show." Milt was later one of the first meteorologists hired for The Travelers Weather Service.

Probability forecasting started in Hartford and was eventually adopted by the National Weather Service. Dr. Malone also made other weather elements more understandable. With special features, he and his staff explained degree days, the January thaw, the jet stream, the significance of sun spot activity, how to read a barometer, and so on.

In 1955, WTIC began broadcasting five-minute weather reports five times a day. The forecasts and all other weather information were provided by The Travelers Weather Service. The service remained an important information resource at WTIC for many years, until it was discontinued in late 1984.

▼ Three of the meteorologists and announcers of Travelers Weather in the early 50's: Fred Ostby (left), Barbara Allen (center) and Bob Carnahan (right).



# Beyond the call.

In August 1955, the late summer peace was broken by reports that hurricane "Connie" was moving up the East Coast. A special broadcast, "Connecticut On The Alert," was aired on the evening of the 10th of August. Governor Abraham Ribicoff, along with the state Civil Defense Director and others, told listeners of preparations the state was making for the potential disaster. WTIC stayed on all night, issuing up-to-the-minute advisories from The Travelers Weather Service.

As it had nearly twenty years earlier, WTIC put all of its resources to work in covering the hurricane and providing assistance to the public. Program Manager Leonard Patricelli alerted Chief Engineer Herman Taylor in the middle of the night, and the station went on the air ahead of schedule to issue police warnings against unnecessary travel. A telephone line from Civil Defense headquarters to the WTIC control room was opened and monitored constantly.

Announcer Bob Tyrol flew over the flood area to report on conditions. Other staff members worked to provide the latest information on the hardest hit areas. Over a 68-hour period, details on water and food supplies, as well as accounts on heroism and personal tragedy, were broadcast as they came in. WTIC also made its resources available to rival area stations in an effort to get the word out as quickly as possible. The rest of the country learned of the devastation through WTIC's NBC hookup.

The station played a major role in helping the region recover, too. Paul Morency came up with the idea for the "WTIC Flood Bank." Proceeds from the fund raising effort were to be turned over to the Red Cross. For three days straight, the station stayed on the air urging listeners to contribute to a relief fund for flood victims. At 11:30 p.m. on August 23rd, the first appeal went on the air. The WTIC switchboard was swamped with calls. By morning, \$6,000 had been donated. After 24 hours,

\$58,000 in pledges had been received. By 48 hours, the mark was \$144,000. When the concentrated three-day campaign was over, WTIC listeners had donated about \$3,000 an hour — a total of \$233,350.99. The outpouring of generosity and concern was overwhelming. Announcers and staff were moved to tears at the personal stories behind contributions large and small.

The station's involvement in the recovery effort continued until the beginning of October. When it was over, WTIC had helped raise well over \$300,000. The station received the personal thanks of Governor Ribicoff:

*. . . I know that you have been on the air right from the beginning of this flood and many times you were the only voice that gave the story to the people . . .*

It had all been done by local WTIC personalities, without big name network stars and celebrities. It was a testament to the station's power and prominence in the community.

▼ Hurricane "Connie" and the ensuing floods devastated the area in August of 1955. This photo shows Main Street, Unionville, Connecticut. WTIC's Flood Bank helped area residents recoup their losses.

The Connecticut Historical Society collection



## Covering the play by play.

Sports coverage became a bigger part of the action at WTIC in the 50's. Floyd Richards and Ed Anderson teamed up to cover local college football rivalries at Wesleyan, Trinity, Amherst, Williams, the Coast Guard Academy and others. Bob Steele continued to bring his special touch to boxing, interviews and other kinds of sports commentary.

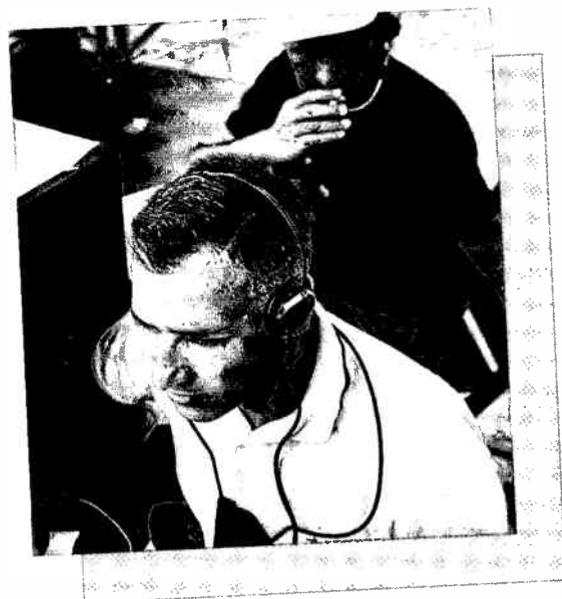
In 1952, the Greater Hartford Jaycees sponsored their first professional golf tournament. The idea was to generate money for worthy local charities and draw national attention to the Hartford community. When the "Insurance City Open" began, WTIC radio was there. WTIC has covered and supported the event since its inception, with exclusive, on-the-course reporting.

WTIC added George Ehrlich to its sports staff in 1957. George was considered the best basketball play-by-play man in New England. Together with Floyd Richards, Ehrlich brought listeners all the action and excitement of UConn basketball and football. Also in 1957, the area's "Fenway Faithful" could follow the ups and downs of Ted Williams and the rest of the Boston Red Sox in regular WTIC broadcasts. Red Sox baseball has been an important part of WTIC's sports schedule ever since.

▼ WTIC was there for the first stroke of the "Insurance City Open" (later renamed the "Greater Hartford Open") when it began in 1952. For 33 years, WTIC has provided exclusive coverage. Shown here in 1952 are: WTIC sportscaster, Floyd Richards (holding mike); ICO winner, Ted Kroll (right); Edwin H. May, Jr., of the Greater Hartford Jaycees and 1952 Co-chairman of the event (center).



▲ WTIC came to be known as "the sports station" in the 50's and 60's. Bob Steele continued with special sports features and interviews. Here, he prepares to do an interview with Brooklyn Dodger great and Hall of Famer, Jackie Robinson.



▲ George Ehrlich was considered the best basketball play-by-play man in New England. He joined the WTIC sports staff in the 50's and later became WTIC Sports Director in the 60's. Here, he looks over the 18th green at Wethersfield Country Club while covering the Greater Hartford Open. Director/Producer Bob DuFour is in the background.

## A new face and a new home.

As they had with FM, Mr. Morency and the rest of WTIC management were successful in involving the company with the new technology of television. In the late 30's, Morency camped out at the Avon transmitter in an attempt to receive and evaluate the test programs being issued by the first experimental TV stations in New York City.

WTIC had applied for a television broadcasting license as early as 1939 — about two years before the first commercial station, WNBT, went on the air in New York. There were only a few frequencies available in the early years. Naturally, competition was keen. The FCC declared that it needed more time to study the impact of the new medium on the area, and WTIC's license application was withdrawn.

The struggle to bring television to Travelers Broadcasting was long and difficult. WTIC reapplied for a license.



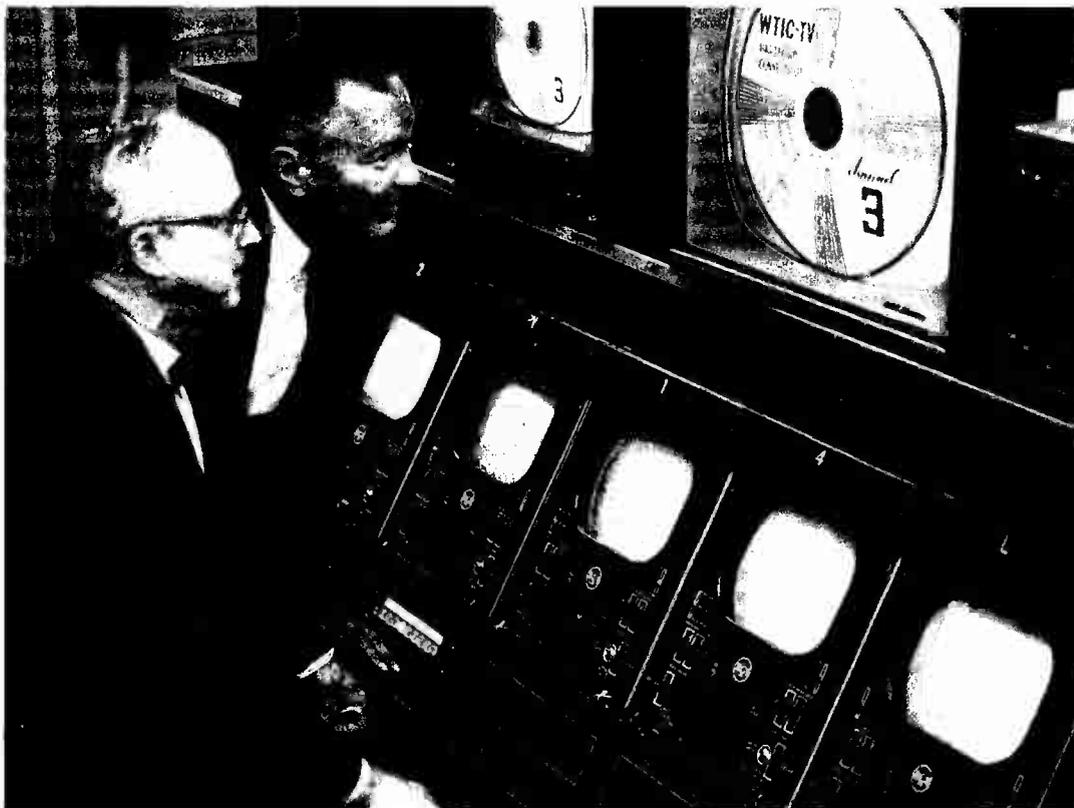
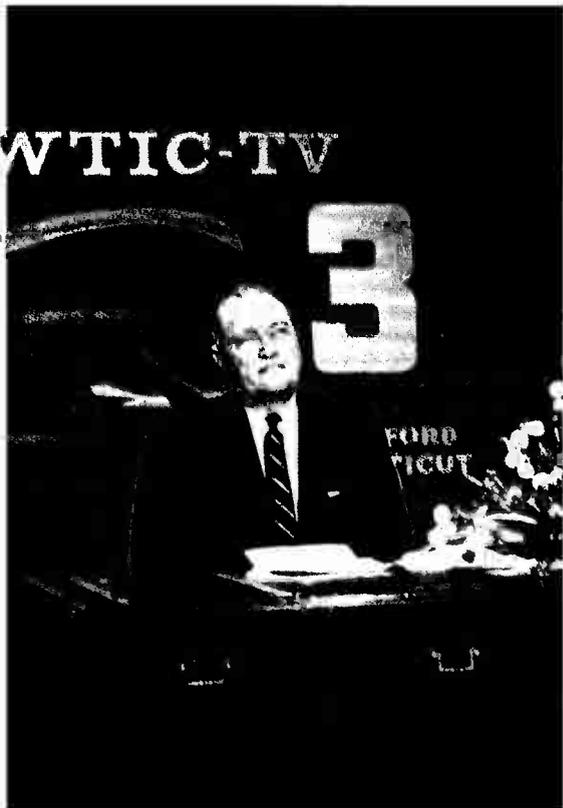
▲ Three personalities who doubled successfully as radio and television announcers: Bob Steele, Dick Bertel (center) and Bill Hanson.

▶ Many longtime WTIC employees made an easy transition to television. George Bowe was one. He's shown here with one of the new tools of his trade, a TV camera. He was made Television Production Manager and later retired as Vice President, Special Programs in November of 1972.



▼ On September 23, 1957, WTIC television, Channel 3, went on the air. President Paul W. Morency offered official greetings.

▼ Paul Morency looks behind the scenes in the WTIC television control room. Chief Engineer Herman Taylor is to his right. Taylor had been with the station since WTIC AM's first broadcast.





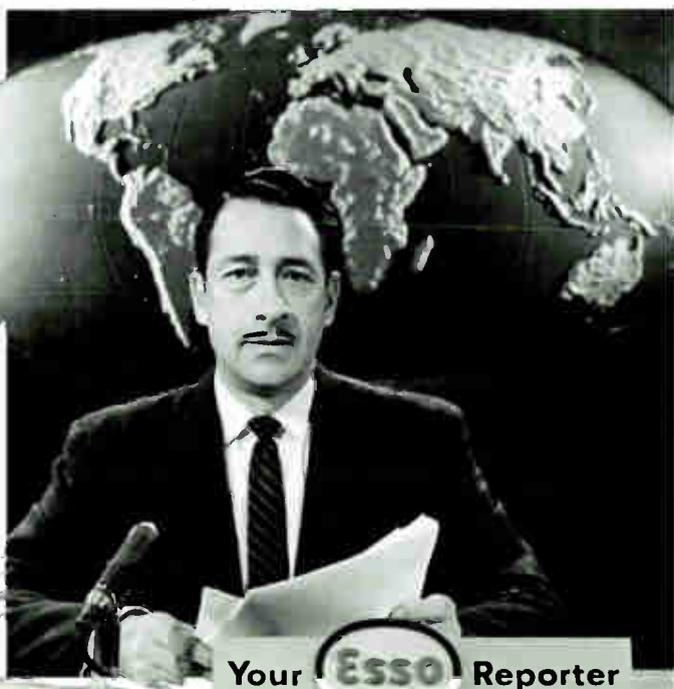
Approval took several years, partly because management wanted a license to operate on a lower frequency VHF band. The VHF channels were more desirable. They were clearer and easier to tune than UHF. They could also provide more extensive coverage with less power. The FCC had designated VHF Channel 3 for the New London area, and a good part of WTIC's battle was in convincing the FCC to relocate the available frequency to Hartford.

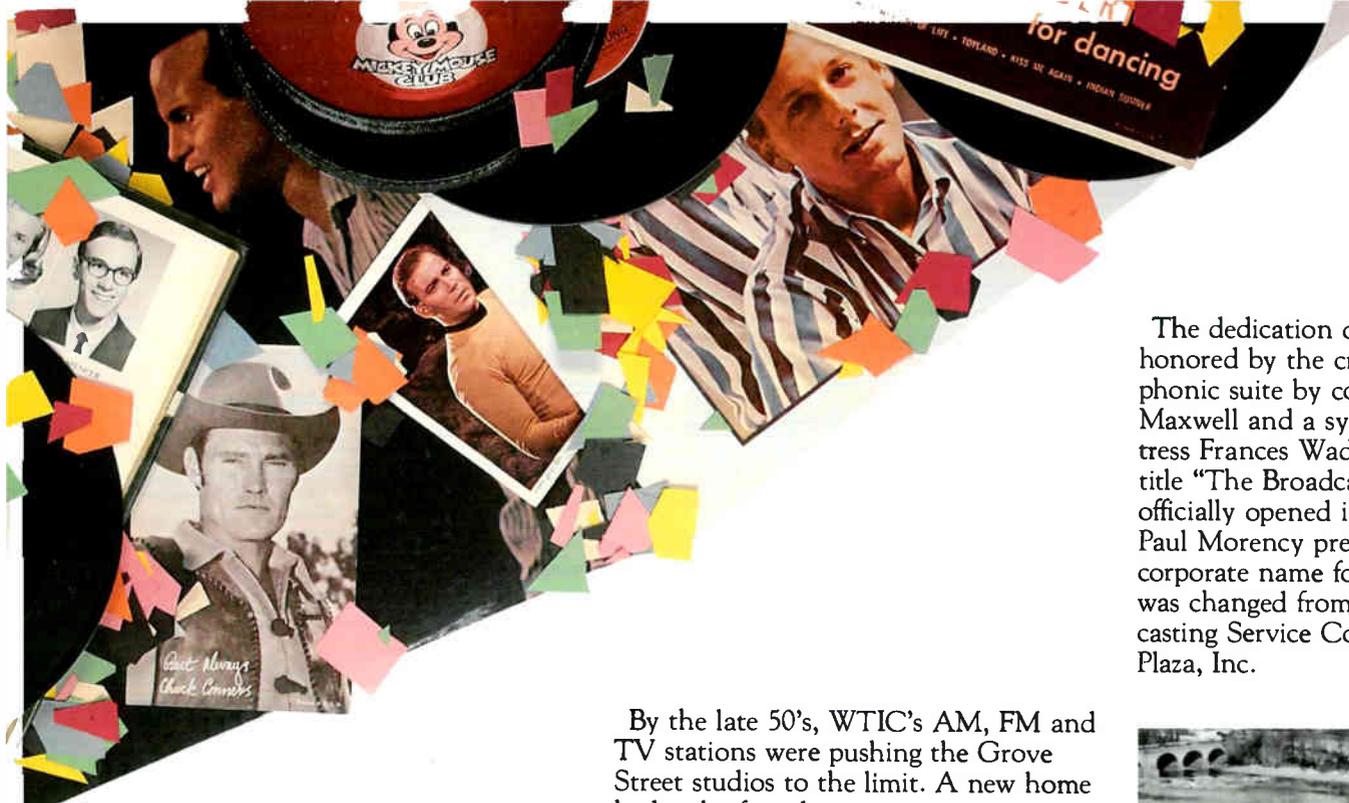
In spite of WTIC's long-standing record of public service, it took years of persuasion and mountains of documentation to earn the right to broadcast on television. Mr. Morency saw television as the wave of the future. It took all of his efforts and reputation as a broadcaster to bring television to the company. WTIC television, Channel 3, went on the air on September 23, 1957. Paul Morency welcomed viewers to the grand opening ceremonies from a simple set in the Grove Street studios.

▲ Paul W. Morency was a prominent figure in the broadcast industry, serving as a board member and officer of the National Association of Broadcasters. For many years, he was also Chairman of the Stations Planning and Advisory Committee of the NBC Radio Network. In 1951, Variety magazine named him "Showmanager of the Year." He's pictured here (in 1965) admiring one of WTIC's most cherished awards, the Golden Mike Award from the Broadcast Pioneers.

▼ WTIC radio personalities like Bruce Kern won instant acceptance for WTIC TV Channel 3. A veteran of many radio programs, Bruce was the respected nightly news anchor on Channel 3 until the early 70's.

▼ WTIC radio had won high marks for its election coverage. The tradition continued on WTIC television. Together with The Hartford Courant, WTIC TV monitors the 1962 returns in this photo. At the anchor desk are, left to right: Paul Abert, Producer; Tom Eaton, News Director; Jack Zaiman, Political Writer for The Courant.





The dedication of the new facility was honored by the creation of a new symphonic suite by composer Robert Maxwell and a symbolic statue by sculptress Frances Wadsworth. Both bore the title "The Broadcaster." Broadcast House officially opened in October 1961, with Paul Morency presiding. Later, the corporate name for WTIC-AM-FM-TV was changed from Travelers Broadcasting Service Corporation to Broadcast Plaza, Inc.

By the late 50's, WTIC's AM, FM and TV stations were pushing the Grove Street studios to the limit. A new home had to be found.

Downtown Hartford was in the middle of extensive redevelopment. The Travelers had invested heavily in the Constitution Plaza project. It seemed logical that WTIC's broadcast activities should become a part of the plan. The new facility, called Broadcast House, was a showplace. There was abundant space for studios and offices, all the latest equipment and lots of room for growth.



▲ Broadcast House on Constitution Plaza. WTIC's new home was a showplace, with spacious TV and radio studios, new equipment and room for growth.

The Travelers Insurance Company collection

Naturally, there was a great air of excitement about the new project. Some of the technicians from the radio station took to the new medium instantly. Still, the staff had to be augmented with a large number of production, programming and technical experts to get the operation up and running. The on-air radio staff was auditioned and those deemed suitable for television made the transition. Many, like Bob Steele, Bruce Kern, Floyd Richards, Dick Bertel and Bob Ellsworth, continued on radio as well. Their increased exposure worked two ways. The infant television station gained instant credibility. Many of the familiar voices and personalities from WTIC AM and FM were now right there in the viewers' living rooms. For the personalities themselves, the television exposure only enhanced their popularity.

In its early years and throughout the 60's, the television station benefited greatly from the guidance of Leonard Patricelli. Before the link with the CBS Television Network was established, Patricelli could see that many, many hours of programming would have to be filled at the local level. He bought first-run movies and broadcast them in the afternoon and evening. They were a big hit and created immediate interest in a market already served by at least two other stations. Later, Patricelli's editorials came to represent the station's voice with clear, reasoned responses to the problems of the times.

▼ "Ranger Andy" was a popular children's show on WTIC television throughout the 60's. Like many shows of the era, it featured a live audience.



# A new opportunity for growth.

The 60's and early 70's were exciting years at WTIC. The station continued to provide first quality news and public affairs programming. It was one of the few local stations to dispatch a reporting team to Viet Nam. Paul Kuntz and Bob Dwyer covered the stories of New England's men and women serving in the war. Many of the station's personalities — Bob Steele, Frank Atwood, Jean Colbert and Robert E. Smith, for example — continued to grow in popularity. The newer voices and talents of Al Terzi, Arnold Dean and Lou Palmer promised to uphold WTIC's tradition of quality and style.

WTIC remained responsive to the needs and interests of the general public. But the 60's were times of cultural upheaval and rapidly changing musical tastes. WTIC was, frankly, reluctant to accommodate the new tastes of the younger listening public. For some, yielding to change was painful. And although WTIC's dominance in the market continued, other stations were beginning to attract a new audience.

▼ Leonard J. Patricelli was WTIC's first full-time continuity writer. He moved on to production and then programming, becoming Program Manager in 1943. He was a key figure in the development of WTIC Channel 3, as well. In 1957, he was appointed Vice President of Television Programming. In 1967, he was made President of Broadcast Plaza, Inc. He continued in that position through the transition of the early 70's, when he, Robert Tyrol, and David Chase formed The Ten Eighty Corporation. Leonard Patricelli served as Chairman of the Board from 1978 until his death in 1981. For fifteen years, he was the highly respected editorial voice of WTIC radio and television.



▲ The late 60's and early 70's were times of transition at WTIC. Many long-term employees were reaching retirement. WTIC Farm Program Director Frank Atwood (left) is shown here at his 1970 retirement party. His successor, Don Tuttle, is seated between Paul Morency and Leonard Patricelli.

The most difficult period came in the early 70's. The Travelers decided to get out of the broadcast business. The reasons were varied and complex. The sale of the WTIC broadcast properties came as a shock to long-term staff members.

Paul Morency had retired, and operating control of WTIC had passed to Leonard Patricelli. Since WTIC television had been sold to the Post-Newsweek Company, Mr. Patricelli made every effort to keep WTIC AM and WTIC FM as locally owned operations.

▼ When he returned from World War II, Robert S. Tyrol resumed his career at WTIC, becoming a popular on-air personality in the 40's and 50's. From 1967 to 1974, Tyrol was Vice President and General Manager of Broadcast Plaza, Inc. When the radio properties were sold in 1974, he continued in the same capacity with the new Ten Eighty Corporation. He was named President and Chief Executive Officer in 1978, Vice Chairman in 1980 and Chairman of The Ten Eighty Corporation in 1982.



David T. Chase, a prominent local businessman and real estate developer, responded positively to Patricelli's plan for ownership. Mr. Chase provided the necessary financial assistance for the purchase of the WTIC radio properties. His keen interest in WTIC came naturally. He had grown up with WTIC and recognized its importance to the Southern New England community. He also shared Patricelli's concern for the future of WTIC.

A new identity was formed: The Ten Eighty Corporation. WTIC AM and WTIC FM relocated to the 19th floor of One Financial Plaza, Hartford's "Gold Building." With the assistance of David Chase and the guidance of President

▼ Hartford developer David T. Chase grew up with WTIC radio and recognized its importance to the community. He also shared Leonard Patricelli's concern that the station remain locally owned and sensitive to the community's needs. With his help and resources, The Ten Eighty Corporation was formed, continuing the spirit of WTIC's reputation for broadcasting excellence.

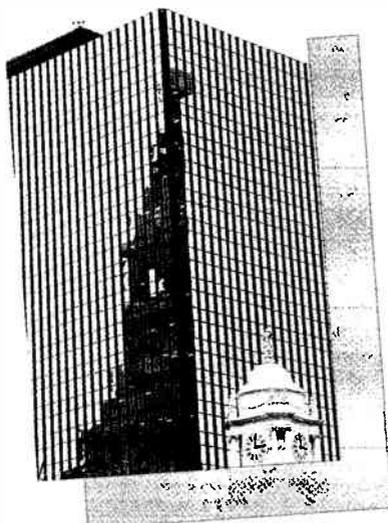




▲ Connecticut's governors often availed themselves of WTIC's facilities to serve the public. Governor John Dempsey, Connecticut's chief executive from 1961 to 1971, was a frequent guest on WTIC. He's shown here, with Paul Morency, during a remote broadcast.

Leonard J. Patricelli and Executive Vice President and General Manager Robert S. Tyrol, WTIC 1080 and WTIC FM 96 made a smooth transition. They remained locally owned stations, responsive to the community's needs. The spirit, continuity and reputation for greatness so carefully nurtured by men like Paul Morency and Leonard Patricelli had been retained. WTIC prepared for its best years yet.

► Hartford's "Gold Building," the new home of WTIC AM and FM.



▼ "WTIC News in Spanish" began in 1970 as a service to Hartford's Hispanic Community. The broadcast included a summary of world and local news, weather and a "Phrase of the Day." John Sablon (left) prepared the report. The news was translated and delivered by Reyna Piola, WTIC Community Affairs Coordinator.



## The 50's at a glance.

**May 1950:** WTIC's "Mind Your Manners" receives the George Foster Peabody Award and the Ohio State Broadcasting Award for the most outstanding youth program in the nation.

**November 7, 1950:** WTIC's statewide election reporting receives overwhelming public commendation.

**June 1952:** WTIC broadcasts "You and Your Child," John J. Schereschewsky's educational and entertaining feature on parenting.

**December 6, 1952:** "Ross, The Musical Miller" takes over the afternoon drive time, 5:10 to 6:00 p.m.

**April 12, 1954:** "The Bob Steele Show" grows in popularity and is lengthened to run from 6:45 to 8:00 a.m.

**June 12, 1954:** WTIC carries the premier broadcast of "Monitor" from the NBC Radio Network.

**August 10, 1955:** WTIC goes on the air with a special broadcast, "Connecticut on the Alert." Governor Abraham Ribicoff and others warn citizens of the approaching hurricane, "Connie."

**November 15, 1955:** The Travelers Weather Service develops probability forecasting. WTIC is the first station to broadcast weather reports using the new method.

**November 16, 1955:** WTIC inaugurates a new series called "Yale Reports." A replacement for "Yale Interprets the News," the series provides analysis and interpretation of important issues as well as music, theater and folklore.

**December 31, 1956:** WTIC interrupts regular programming to cover the St. Joseph's Cathedral fire.

**April 20, 1957:** WTIC begins regular coverage of Boston Red Sox baseball.

**December 8, 1957:** WTIC AM and WTIC FM present their first stereophonic broadcast. Listeners need two receivers, spaced about six feet apart, to hear stereo.

**December 1959:** Hartford Times editor Sereno Gammell hosts WTIC's first nighttime issue-oriented telephone talk show, "What's Your Opinion?"

## The 60's at a glance.

**April 4, 1960:** Weather reports are relayed to Earth from a satellite 400 miles in space. Satellite reports become part of WTIC and Travelers Weather forecasts.

**August 22, 1960:** Network radio serials come to an end.

**July 14, 1965:** WTIC is the first station to broadcast on a laser beam. Beam links the Springfield Museum of Science and WTIC studios in Hartford.

**April 1968:** WTIC's Leonard Patricelli works with Edmund Downes of *The Hartford Courant* to develop the Martin Luther King Fund.

**July 28, 1969:** WTIC carries the voices of the first men to walk on the Moon.

**Late 1969:** WTIC aids in the promotion of *The Stamford Drug Curriculum*. The 96-page educational guide, designed to familiarize schoolchildren with the hazards of drug use, was eventually distributed nationwide and in several foreign countries.

# When the "on air" sign lights up.

It's a minute or so before 5 o'clock in the morning. In WTIC Studio 8, newsman Al Smith and sportscaster Scott Gray check their copy one last time before going on the air. A new broadcast day on WTIC 1080 is about to begin with "The Sunrise Special." Down the hall, Gary Craig and John Elliott prepare for another edition of "Craig & Company" on 96 TIC FM.

In a few seconds, "on air" signs will light up outside both studios, and more listeners across Southern New England will awaken to WTIC AM or TIC FM than any other radio station in the region. Some will want information. Others will want to be entertained. But all will expect the quality that's made WTIC the broadcast leader for 60 years.

Our listeners know our on air personality. We present a smooth, effortless blend of news, sports, weather, music, personality and humor. Day after day, we coordinate the talents of radio professionals into the quality broadcasting that earns the enduring loyalty of our listeners. If it sounds easy, we've succeeded. In reality, it takes hard work, split-second timing, the ability to function under pressure and a willingness to go beyond the ordinary.

We have a responsibility — a legacy from our past and a commitment to give today's WTIC listeners the best that radio has to offer. We express our commitment in many ways. In round-the-clock news coverage. A staff of nine full-time journalists. The Northeast's finest weather forecasting service. State-of-the-art equipment to ensure optimum reception. Special promotions that entertain. The on-going effort of our personalities to perfect their art. Public service that meets the needs of our listeners and our community. And, in fast dependable response in times of crisis.

To succeed, you need motivated people who can motivate others. We are fortunate to have the combined talents of many dedicated radio professionals. Our success is the result of their efforts.



▲ It takes hours of preparation and teamwork to produce the quality WTIC listeners expect. Walt Dibble, left, and Bob Steele, right, confer on an item for "The Bob Steele Show."

## Staying in tune.

Much of our success comes from a willingness to listen. People have strong feelings about what we do. Their tastes and responses often prompt change at WTIC AM and FM. We never assume what we've done today should be repeated tomorrow.

We try to grow and remain fresh, year in and year out. Not with dramatic changes, but through a carefully planned evolution that complements what our listeners tell us. Each year, we ask thousands of people . . . "What kind of music do you like? What kind of information do you need? How can we help your community?" We listen to the people who listen to us.





▲ Staying on top of the news is a 24-hour-a-day job at WTIC 1080 and 96 TIC FM. Gathering the day's stories are, left to right: John Elliott, FM News Director; Walt Dibble, WTIC News Director; and Dana Whalen, Assistant News Director.

## We get an early start.

Southern New England wakes up early. That's why WTIC is on the job even earlier. Well before dawn, newsman Al Smith gathers and edits the world, national and local news events. Scott Gray pulls together the sports scores and features. Elliot Abrams prepares the ACCU-WEATHER forecast for the region. Together, they assemble "The Sunrise Special" — 5:00 to 5:30 a.m. weekdays on WTIC 1080.

The show is the most comprehensive early morning information program in the area. It takes hours of preparation, but it's time well spent. "The Sunrise Special" has more listeners during its time slot than all other Hartford radio stations combined. It's the kind of program the area's early risers want.

We inform. We entertain. We lighten the burden of the day. We're part of the family, part of the community. We've been an important voice in Southern New England for 60 years. We're working at being that for at least 60 more.

## "The Pulse of New England."

With a personality uniquely its own, WTIC 1080 blends news, weather, sports, talk and music to satisfy a broad range of adult listeners. "The Pulse of New England" is more than our slogan. It's how our listeners perceive us. We provide continuity. Reliable information. Fresh entertaining listening. And companionship.



## One of a kind.

At 5:30 a.m., the familiar strains of *A Hunt in the Black Forest* announce one of America's longest running, most popular radio programs, "The Bob Steele Show."

There's no other radio personality in the country quite like Bob Steele. He makes the morning in Southern New England. "The Bob Steele Show" is the nation's number one rated morning show, reaching an average of more than one-half million listeners daily.

Generations of New England families have grown up with Bob Steele. He's still going strong. What makes him so popular? Warmth, wit and a willingness to work harder, year after year, to make his show better and better.

Bob Steele has a genuine appeal. He understands and enjoys people. He claims to be able to "see through the radio," and more than one listener has written to ask if this is really so. Many of his fans regard him as a friend. He's their sounding post. He reads all his fan mail and personally answers every letter that "needs answering."

Bob Steele's regular features brighten the morning routine for thousands of listeners. "The Word for the Day." "Tid-dlywinks — little known facts of little importance." Birthday announcements for senior citizens 80 years or older. Anniversary announcements for couples married 60 years or longer. "Uncle Stainless" and the other members of the "steel" family. Bob Steele's warmth and humor have endeared him to WTIC listeners for close to 50 years.



▲ Approaching his 50th year on WTIC and still going strong. Bob Steele is the number one rated morning man in America.

"The Bob Steele Show" is a team effort, too. Bob Downes has been Steele's engineer for over 25 years. Walt Dibble and Bryant Thomas anchor the news. Mike Alan reports on traffic from WTIC's Air One. Scott Gray handles sports and Elliot Abrams weather. They make "The Bob Steele Show" a consistent, reliable source of information and entertainment.

We're delighted that Bob Steele has made WTIC his radio home. There is only one Bob Steele. And there is only one place on the dial where you can hear him: WTIC 1080.

▼ Teamwork produces the smooth blend of news, weather, sports, music and humor that's "The Bob Steele Show." Seated: Walt Dibble (left) and Bryant Thomas (right). Standing, left to right: Scott Gray, Bob Downes and Mike Alan.



## A new mood at midday.

The mood changes but the companionship continues with "The Steve Morris Show." During the midday hours, our listeners want more emphasis on music. Steve blends a variety of humor, information, news, weather and music.

As a comedian, Steve has performed in clubs in New York, Boston and Southern New England. He has mastered over forty impressions and been featured several times on TV. He's interviewed a variety of stars and well-known personalities, including Bob Hope, Joan Rivers and Howard Cosell.

Steve joined WTIC in 1982. His depth of experience and professionalism have helped WTIC reach more listeners during the midday time slot than any other station in the area. People at home, at work or on the go depend on "The Steve Morris Show" to keep them up-to-date and entertained.



▲ "Have you heard the one about . . . ?" Steve Morris is our resident stand-up comic. He's also the midday man — weekdays from 10 a.m. to 2 p.m. — on WTIC 1080.



▲ Tom Tyler brings good music, good humor and all the "must" information to WTIC's afternoon drive time audience.

## "The Dean of Sports"

"Arnold Dean Sports Talk" puts WTIC listeners one-on-one with superstars from all corners of the sports world. . . Jim Rice, Willie Mays, Wayne Gretzky, Martina Navratilova, Sugar Ray Leonard, Bruce Jenner, John Havlicek, Bill Rodgers, Gordie Howe and others.

Arnold started at WTIC as a staff announcer in 1965. In the 60's and 70's, he also hosted several popular music shows. "One Night Stand with The Big Bands," "The Plaza Show" and "The Dean's List" covered the music of the big bands. Arnold's "Sunday Showcase" was devoted to the music of Broadway and Hollywood.

Arnold has broadcast play-by-play, color commentary and analysis for a wide variety of sports. He's covered baseball, boxing, auto racing, football, basketball, golf and more. He has been honored three times by the National Sportscasters/Sportswriters Association as "Connecticut Sportscaster of the Year" and been chosen top Connecticut Radio Sportscaster by *Hartford Sports Extra*. Nobody covers sports like WTIC's "Dean of Sports."

### The sports station.

Hartford is a sports town. WTIC has come to be known as "the sports station." Sports has been an important part of our programming from the beginning. The tradition continues with Whalers hockey, Red Sox baseball,



▲ The WTIC sports team. Scott Gray (left) reports on "The Bob Steele Show." Arnold Dean (right) is WTIC's Sports Director and host of the popular "Arnold Dean Sports Talk." Both Scott and Arnold have won awards for sportscasting excellence.

## A friend for the ride home.

With so many area employers on flexible time schedules, afternoon drive time really begins about 2:00. That's when "The Tom Tyler Show" hits the air. Alan Sagal and Dana Whalen report the news on the hour and half hour. Mike Alan returns with traffic reports from Air One, and Arnold Dean covers sports. Tom pulls it all together with good music and good humor.

Tom got his first taste of radio at age eleven. His big brother, a morning DJ, let Tom introduce a record on the air and his career was set. Since then, Tom has worked at several of the nation's top radio stations, joining WTIC in 1977.

A native Southern New Englander, Tom is attuned to his listeners and brings them a superior knowledge of contemporary music plus all the "must" information. "The Tom Tyler Show" makes the drive home a lot easier.

## Wrapping up the day.

As day gives way to night, WTIC presents a comprehensive news program, "The Sunset Special," from 6:00 to 6:30. Dana Whalen and Alan Sagal report on local, national and world news. Sports, weather, the stock market and traffic updates are also included. Like "The Sunrise Special," this daily summary of information represents a major time investment — another example of WTIC's commitment to report the news our listeners need to know.

exclusive stroke-by-stroke coverage of the Canon Sammy Davis Jr. Greater Hartford Open, annual coverage of the Indianapolis 500 and, of course, "Arnold Dean Sports Talk."

Arnold is Sports Director at WTIC. Scott Gray and Phil Steele round out the team. Scott covers sports on "The Bob Steele Show" and substitutes ably for Arnold on "Sports Talk." He joined WTIC in 1981 and has won several local sportscasting awards. Phil Steele is a lawyer by trade. His weekend sports reports bring another bit of the Steele family charm to WTIC radio.

▼ WTIC is "the sports station." We bring you Boston Red Sox baseball, the Indy 500 and the Canon Sammy Davis Jr. Greater Hartford Open. We cover all the fast-paced action of Whalers hockey, too, with announcer Chuck Kaiton calling the play-by-play.  
Photograph by THE HARTFORD COURANT, A Connecticut Institution since 1764.



## "Stay up and stay with us."

In the mid-50's, WTIC led the way with "talk radio." Now the format has become more candid, more controversial, more issue oriented. Our listeners like an open give-and-take. "The Mark Davis Show" continues a tradition begun with "Mikeline," "Nightline," and "The Other Side of the Day."

Mark Davis came to WTIC in 1980. His preparation as talk show host started much earlier. In school, Mark had a knack for talking his way out of trouble. A teacher recognized Mark's talent and urged him to join the school debating team. "I realized that there were two sides to important issues," says Mark, "not just the teacher versus me."

Talk radio is "a way to keep in touch with reality," and Mark has the essential ingredients: the need to know what's going on and the desire to care about it. He has the knowledge of a seasoned newsman, the imagination of an experienced writer and the natural timing of a performer. He brings out the best in people, too. His listeners respond with enthusiasm, intelligence, humor and, sometimes, anger. (Just ask Charlie Brown, the producer who screens Mark's calls!) Provocative and entertaining guests, news updates from Steve Winer plus Mark's talent for talk, make listeners "stay up and stay with us."

▼ "Stay up and stay with us" weeknights from 8 p.m. to 1 a.m., and you'll find informative, entertaining and often provocative talk radio. Host Mark Davis brings out the best in people with his "talent for talk."



▲ Ed Flynn puts buyers in touch with sellers on WTIC's popular radio marketplace, "The Tag Sale" — Sunday mornings from 9:00 to 11:00. Ed is also WTIC Production Director. Ed says radio "doesn't get any better than this!"



▲ Saturday afternoons at 2:00, Jack Mitchell brings you the best in adult popular music. Jack also assists in the Production Department and coaches WTIC's unsinkable softball team, "The Titanics."

## "Talknet" puts you in touch.

NBC's late night talk show, "Talknet," puts Southern New England in closer touch with people across the country.

From 1:00 to 2:00 a.m., Sally Jessy Raphael offers advice and consolation to callers from all fifty states. Then, Bruce Williams fields questions on investments, contracts, legal entanglements and financial planning. It makes for brisk, bright and personable late night listening. WTIC newsman Al Smith keeps you abreast of late breaking stories with up-to-the-minute news and weather reports throughout the wee hours.

## When it's time to relax.

When the weekend rolls around, most people want to have a little fun. Bob Steele, Steve Morris and Tom Tyler continue to entertain on weekends. WTIC's news and weather coverage continues, too. But we add more music, sports and special features on weekends to help our listeners sit back and relax with WTIC.



Saturdays and Sundays at noon, WTIC presents "The Comedy Store" — a pot-pourri of humor. From today's hottest, new comics to classic routines from "the golden age of radio," it's an hour of pure fun designed to tickle the funny bone in everybody.

For the best in relaxing adult music, tune to "The Jack Mitchell Show," Saturday afternoons at 2:00. Jack's smooth, easy style complements the music of Barry Manilow, Barbra Streisand, Kenny Rogers, John Denver and others. "The Jack Mitchell Show" is the perfect antidote for a hectic work week.

"The Chairman of the Board" or "Old Blue Eyes," Frank Sinatra is a giant of American popular music. WTIC devotes two hours to his music every Saturday evening with "The Sounds of Sinatra." Host Sid Mark blends recorded music and interviews to produce the definitive program on Sinatra's work.

Have something to sell? Looking for a bargain? Tune to "The Tag Sale," where host Ed Flynn puts buyers in touch with sellers in Southern New England's most popular radio marketplace. Ed's warm, friendly and neighborly approach has made "The Tag Sale" a Sunday morning ritual for thousands of WTIC listeners.

◀ Charlie Brown, producer of "The Mark Davis Show," screens listeners' responses to WTIC's popular late night talk show.

# Sixty years of news leadership.

WTIC listeners need to know. That's why news is a major part of our programming effort. We provide fresh, accurate, up-to-the-minute reports 200 times weekly. We also draw upon the resources of NBC Radio. But our own staff of nine full-time journalists continues to set the standard for radio news in Southern New England. A standard we've upheld since 1925.

## The ultimate recognition.

Our news department is stronger now than ever. We've increased our remote coverage and presence in the community. We're dedicated to providing our listeners with accurate, concise, believable news. We measure a good story by how it impacts our community.

We are frequently recognized by our peers. In 1984, the Associated Press awarded us five first place awards: Best Newscast, Best Feature Story, Best News Story, Best Editorial and Best Sports Show.

In 1981, WTIC was presented with the prestigious Ohio State Award for a

feature called, "Rape, An Act of Aggression." Arlane Podeszwa, Assistant Director of Public Affairs, and Dana Whalen, Assistant News Director, went behind the walls of the Somers Correctional Institution to record interviews with convicted rapists. Rape victims were also interviewed.

The feature sought to uncover the motivation behind sexual assault. Audience response was vigorous. WTIC's News, Editorial and Programming departments joined to examine this disturbing topic more closely.

On March 18, 1981, station representatives proudly accepted the Ohio State Award at the National Press Club in Washington, D.C. The citation read: "Rape, An Act of Aggression' brings the listener close to the realities of life in today's society."

We're proud to be accorded such honors, but our biggest job is keeping our listeners informed on a daily basis. Southern New England depends on us for reliable, timely information. It has for 60 years. And *that* is the ultimate recognition.



▲ WTIC News Director Walt Dibble helped bring "the new breed" of radio journalist to WTIC. Our staff continues to set the standard for radio news in Southern New England.

## The new breed.

Walt Dibble, one of Connecticut's premier newsmen, joined WTIC as News and Public Affairs Director in 1977. Walt helped fashion a news department at WTIC based on "the new breed" of radio news journalist. For years, newswriters at WTIC were not allowed to read their copy on the air. That was an announcer's job. In the 70's, things began to change. WTIC's journalists became writers, editors, and on air reporters. Under Walt's direction, locally produced news reached a new level of excellence and the WTIC News team began to take shape. WTIC has the largest radio news staff in the area. Every member is a professional, committed to bringing you the information you need to know.

Dana Whalen, Assistant News Director, joined WTIC in 1974. In addition to anchoring WTIC's afternoon newscasts, Dana hosts the weekly public affairs program, "Today's Woman," heard Sunday mornings at 6:35 on WTIC AM and FM. In 1983, Dana was nominated for a Connecticut Women in Communications award. More recently, she led the WTIC News team at the 1984 Democratic Convention in San Francisco.

Alan Sagal came to WTIC in 1974. Alan is News Assignment Editor and the other half of "The Sunset Special" team. He contributes a weekly on location feature, "Traveling in Connecticut," to the Friday edition of "The Steve Morris Show." Alan covered the news at the 1980 Democratic and Republican conventions. A recognized professional, Alan won the 1980 Connecticut Associated Press Award for "Outstanding Achievements in Cooperative News Coverage."

▼ Dana Whalen (left) and Alan Sagal (right) co-host WTIC 1080's comprehensive evening news program, "The Sunset Special." Both Dana and Alan have won recognition for journalistic excellence.



Bryant Thomas is a lifelong Connecticut resident and part of the team on "The Bob Steele Show." Bryant reports hourly, starting at 6:00 a.m. He is also host of "Perspective," a Sunday night feature that covers the issues and newsmakers of Connecticut. Bryant is often called upon to handle special assignments. He headed the WTIC news team at the 1984 Republican Convention in Dallas. Bryant joined WTIC in November 1979.

As an outside reporter for WTIC AM and FM, Sue Morris is a familiar face at the State Capitol and City Hall. Sue also has a "feel" for human interest stories. Wherever a story breaks, Sue covers the state to cover the news, providing the detail and inside angles WTIC listeners have come to expect.

Paul Douglas is a street reporter on WTIC AM and the afternoon news anchor on WTIC FM. He covers the Governor's news conferences on Capitol Hill. Paul can often be spotted behind the wheel of WTIC News Car 6 en route to a story in the Greater Hartford area. He's been with WTIC since 1981.

From 7:00 to 11:00 p.m., Steve Winer is WTIC's hourly news anchor. Steve had several years' experience as news-writer, editor and news director before coming to WTIC in October of 1983. He has won several awards in his career, including the Radio-Television News Directors Association award in 1981 for coverage of the 1980 Presidential campaign, and the 1983 Connecticut Associated Press award for spot news, feature and best newscast in a small market.

Al Smith maintains the watch during the late night and early morning hours. Al winds up a night's work researching, writing and editing the news for WTIC's early morning news program, "The Sunrise Special." A Buffalo native searching for milder winters in sunny Southern New England, Al joined WTIC in March 1984.

▼ Al Smith (foreground) and Steve Winer keep WTIC listeners informed all night long. Steve is the news anchor from 7:00 to 11:00 p.m. Al comes on at 11:00, works through the wee hours and anchors "The Sunrise Special."



▲ Newsman Bryant Thomas is part of the team that puts together "The Bob Steele Show."

### Your eye in the sky.

Weekday mornings around 6:00, AAA's Mike Alan takes off in Air One, WTIC's eye in the sky. Weather permitting, Mike will fly from Enfield to Middletown to Southington to Vernon to provide you with the most accurate, comprehensive traffic reports in the area. With reports four times hourly, WTIC maintains continuous weekday traffic watches, from 6:51 to 8:34 a.m. and 4:01 to 6:01 p.m., with extended reports when necessary.

Mike became the WTIC traffic pilot in 1980, courtesy of the AAA Automobile Club of Hartford. In addition to his regular reports on "The Bob Steele Show" and "The Tom Tyler Show," Mike assists the Connecticut State Police with traffic information. Mike has only one abiding fear. . . heights (from buildings, that is).

▼ Nobody covers traffic more completely than WTIC. Mike Alan in Air One is "your eye in the sky," reporting four times hourly during morning and afternoon rush hours.



## The forecast is always good.

ACCU-WEATHER® is a recent addition to WTIC AM and FM. It is the most respected weather forecasting service in the Northeast. Like WTIC, it has built its reputation on accuracy and dependability. Sun, rain, sleet or snow, WTIC listeners know they'll always get the right forecast.

Elliot Abrams, Senior Vice President of ACCU-WEATHER, adds his personable touch to the forecasts on WTIC AM. With state-of-the-art technology and a team of nearly one hundred technicians and forecasters, ACCU-WEATHER is a welcome addition to WTIC radio.

For winter sports enthusiasts, WTIC issues reports on area ski conditions from the New England Ski Areas Council (NESAC).

### We do more than talk about the weather.

When winter conditions warrant, WTIC's "Operation Snowball" springs into action. Members of the Operation Snowball team assemble at WTIC studios about 4:30 in the morning. They're ready and waiting when the calls start to come in. Over 300 schools, businesses and other area organizations report closings and schedule changes to WTIC. To better handle this avalanche of information, and to get accurate reports to our listeners faster, we've installed a computerized system devoted exclusively to Operation Snowball and the storm watch. As they have for years, WTIC listeners can depend on us for help when winter blankets the area.



▲ For the accurate weather picture, tune to WTIC and ACCU-WEATHER. Elliot Abrams heads a staff of over 100 meteorologists. ACCU-WEATHER is the most respected weather forecasting service in the Northeast.

## There when you need us.

WTIC has always been more than just a radio station to the community. When disaster struck the region in the 30's, we were there with reliable and responsible coverage. When floods again washed over the area in the 50's, we were there. When blizzard "Larry" paralyzed the state in 1978 and when a tornado swept through the Greater Hartford area in 1979, we were there. Whenever there's a crisis, Southern New Englanders know where to turn.



▲ Sue Morris (left) is a familiar face at the State Capitol. Sue joined WTIC in 1979 and is now an outside reporter for WTIC AM and FM. Paul Douglas (right) reports on WTIC AM and FM and covers the Governor's news conferences.

## The roof falls in.

It was the day "the heart of Hartford skipped a beat." The day the Civic Center roof caved in. WTIC was there.

On January 17, 1978, a team of WTIC Operation Snowball members was staying overnight at the Sheraton-Hartford Hotel. Snow mixed with rain had been falling for several hours. There would be many school and business closings to report in the morning.

At 4:19 a.m., WTIC Sales Manager Bob Dunn was awakened by a thunderous roar. His room overlooked the Civic Center. Peering out his window, he could see that something had happened. The Civic Center roof had fallen in. He called WTIC's news department immediately. The story was on the air by 4:21 a.m. In minutes, WTIC reporters were on the scene — the first to get behind police lines. They interviewed the people who'd witnessed the collapse and sent their reports back to WTIC studios. Luckily, no one had been injured.

WTIC followed up with a complete report of the day's events. Frank Russo, then Civic Center Director, was interviewed, as was psychic Jean Dixon who'd predicted the disaster three years earlier. The station also aired a round table discussion with Hartford's community leaders on the Civic Center's future. WTIC's comprehensive reports concluded with an exclusive interview with Governor Ella Grasso.

## At your service.

We express our community involvement in many ways. WTIC is the official radio station of Hartford's July 4th River Festival and provides the synchronized musical score for the evening's

fireworks. We co-sponsor the nationally-acclaimed Children's Services Horse Show and Country Fair held annually in Farmington. We broadcast each year from the Big E, "New England's Great State Fair."

Public service has underscored our commitment for many years. In the 40's, we launched the "Mile O' Dimes" to help polio victims. In the 50's, we helped the region recover with the "WTIC Flood Bank." In the 60's, we helped establish the Martin Luther King Fund, a living memorial that provides summer recreation, jobs and scholarship aid for inner city youth. In the 70's, Leonard Patricelli's editorials heightened awareness of sickle cell anemia, raised funds to help establish a national center to study the disease and led to sickle cell testing in many schools.

The work continues. During the holiday season, the WTIC 1080 Fund for the Salvation Army brings in thousands of dollars and tons of food for the less fortunate. In the spring, we co-sponsor the Connecticut Mutual Run for Life to benefit the American Heart Association. Throughout the year, WTIC reaches out to help wherever and whenever possible.

"The WTIC Sunday Magazine," produced by Assistant Director of Public Affairs Arlane Podeszwa, contains features on health, legal aid, finance, education and other topics of interest to all segments of the public.

With community events, public service and public affairs programming, WTIC uses its resources to make Southern New England a better place in which to live. We've been "a beacon of public service" in the past. We'll continue that tradition in the future.

▼ WTIC was first on the scene when the Civic Center roof fell in. Our comprehensive coverage gave listeners an in-depth account of the disaster and its impact on the community.

Photograph by THE HARTFORD COURANT, A Connecticut Institution since 1764.

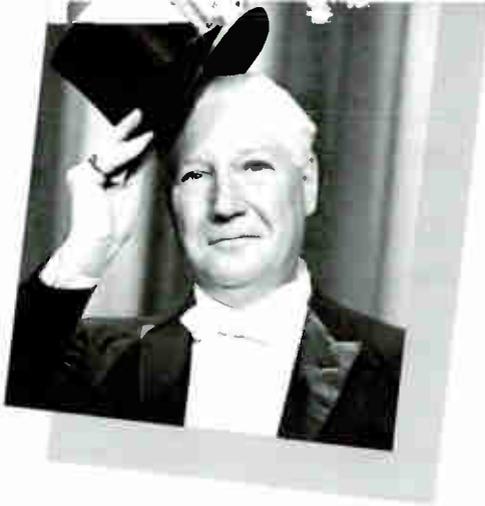


# Rockin' to the top - TIC FM.

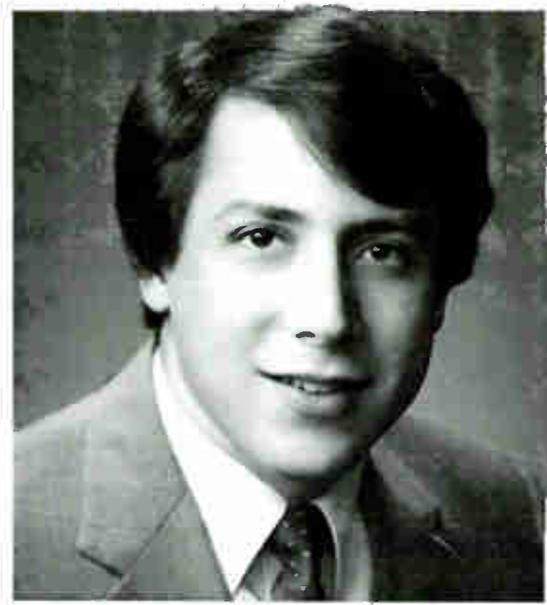
At 5 o'clock on the evening of May 12, 1977, listeners tuned to WTIC FM expecting to hear the usual easy listening music. Instead, they found a whole new sound. Contemporary hit radio. The change was dramatic. But it signaled the beginning of the biggest success story in the history of FM radio in Southern New England. 96 TIC FM.

WTIC FM had been on the air since 1940. Back then, it was only an experiment. WTIC engineers built the first FM transmitter by hand. Initially, most of the station's programming was simulcast with WTIC AM. Although an experiment, FM broadcasting promised a better signal for music. During its early years, WTIC FM carried a wide range of music, including pop, swing and the classics. With the appointment of Robert E. Smith as Music Director in the 50's, the station concentrated on classical programming for the next twenty years.

Things began to change in the late 60's and early 70's, however. As FM receivers became more plentiful, interest in FM radio increased. What's more, a new untapped audience offered greater potential. With new musical tastes, the "Baby Boomers" — children of the late 40's and 50's — began to have an impact on



▲ *Opera buff and WTIC 1080 personality Robert E. Smith was appointed FM Music Director in 1953. WTIC FM was known for classical music for the next twenty years, changing to easy listening music in the early 70's.*



▲ *Arnold Chase was one of the first Program Directors of TIC FM. He is now President of Arch Communications, licensee of WTIC Television, Channel 61.*

broadcasting. WTIC FM responded to this new audience.

The management team of The Ten Eighty Corporation envisioned a new direction for WTIC FM. With ownership's support, President Leonard J. Patricelli and Executive Vice President and then General Manager Robert S. Tyrol initiated a format change to contemporary music. FM Program Director Arnold Chase guided the station through its initial development with consultant Mike Joseph.

The station drew listeners by the thousands. Suddenly, there was a new audience for WTIC FM — an audience ready for radio with a new voice and a new personality: younger, aggressive, contemporary. The strategy worked. And TIC FM rocked to the top.



# “Nobody gives you more music.”

It takes teamwork and commitment to do what TIC FM has done in such a short time. Working alongside the area's top rated AM station stirs the competitive spirit in the FM team. It's healthy competition that encourages professionalism, high morale and a common goal: to win. Listen to the FM team at work. You will hear a commitment to excellence and the motivation that makes 96 TIC FM a winner.

Tom Barsanti, Garry Wall and Mike West shape the sound of TIC FM now. They're responsible for making sure you hear the right music for the mood you're in anytime during the day or night. They stay on top of the national trends and hottest new stars. But they also have an instinctive feeling for what's right for TIC FM's audience. With input from the on air personalities, Barsanti, Wall, and West make sure TIC FM gives you the right mix of music and more of it . . . Prince, David Bowie, Michael Jackson, Cyndi Lauper, Hall and Oates, Lionel Richie, Stevie Wonder plus other favorites.

Creative management and planning contribute to TIC FM's success, too. We research our audience. But we're not afraid to take chances. Based on our



▲ The 96 TIC FM team that gives you the right mix of music and more of it. Left to right: Mike West, FM Music Director; Tom Barsanti, Senior Vice President of Operations and Programming; Garry Wall, FM Program Director.

own experience, we often set the research aside and try something different. More often than not, it works. “We shape the station to the market and to fit our listeners' lifestyles,” says Garry Wall, Program Director. “We provide the

mix of personalities, promotions and music it takes to be a winner.” We talk to our listeners. And they talk to us. We've earned their loyalty and respect because “we're working harder than ever before to be your favorite radio station.”



# A cast of characters.

If you see people laughing on the drive to work in the morning, they're probably listening to 96 TIC FM's "Craig & Company." Nobody gives you the unpredictable blend of characters — real or imagined — that you'll find on TIC FM's morning drive show.

## Man of a thousand voices.

Is there *really* a doorman called "Rusty Hinge" at the Gold Building? Sure. Or "Vito Knuckles, the neighborhood hit man?" Of course. All kinds of offbeat characters come to life in the world according to Craig. Gary is a comedy actor turned DJ with a rare talent for characterization. Plus, an accomplished Lysol can player. You never know who's going to pay a visit to "Craig & Company," weekdays from 5:00 to 9:00 on TIC FM. One thing you can count on . . . life is never dull when Gary's around.

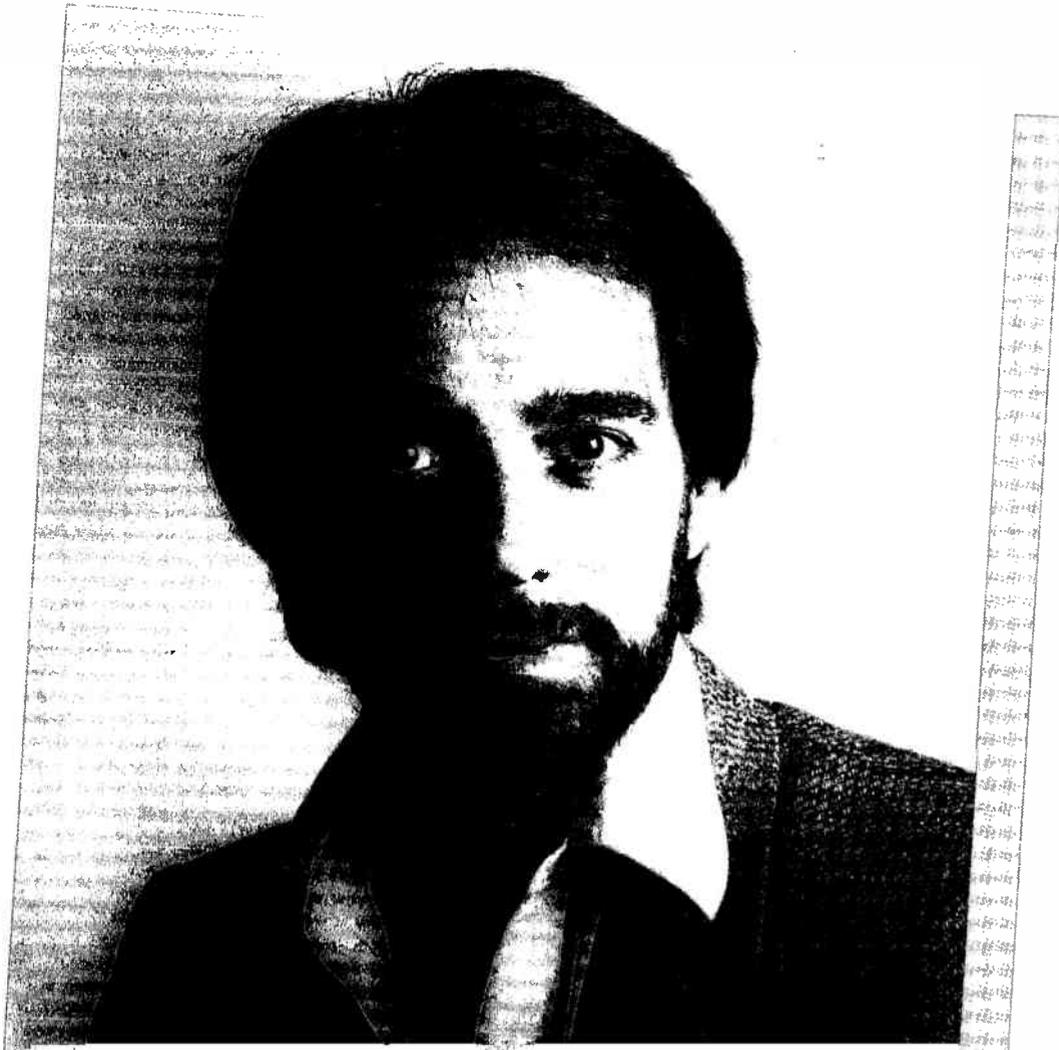
Gary Craig has been in radio since 1972, with stops in Miami, Phoenix, Charlotte, Tuscon and now, Hartford. Since starting on TIC FM, Gary has been featured on Charles Osgood's CBS News program and on several episodes of TV's "PM Magazine."



▲ 96 TIC FM's "cast of characters" — "Craig & Company." From left: Gary Craig, John Elliott and Roger Stafford.

Gary came to TIC FM in June 1981. He's become one of the top media personalities in the area, making many personal appearances on behalf of TIC FM. Whether he's shaking hands, riding an elephant, setting a new record for hugging or announcing the winner of another TIC FM contest, Gary is sure to create excitement. His fans have made "Craig & Company" the top rated FM show in its time slot.

▼ Southern New England's number one FM morning personality, Gary Craig.



▲ Give the man a hand! Gary goes for the world's handshake record at the Big E in Springfield.



▲ 96 TIC's "Cash Vault" promotion was a big hit. The lucky winner, shown here with John Elliott (left) and Gary Craig (right), had 96 seconds to grab the money and run.

▶ The man at the controls? Tom Watt, FM Production Director.



▲ John Elliott, "newsman extraordinaire."  
John is News Director of TIC FM.

### "Newsman Extraordinaire"

John Elliott ("two L's, two T's") is the news anchor on "Craig & Company" and News Director of TIC FM. John writes, edits and reports all his own stories. He has a good sense of the information his listeners want to know. John came to WTIC in February 1978 and became FM News Director in September 1982.

John has a rare talent for blending the professionalism of an experienced radio journalist with the humor and zaniness of "Craig & Company." John is Gary's straight man. He's the other voice you hear in the singing "GaryGrams." John and Gary have that special chemistry that can't be manufactured — it just happens. Their interplay is part of the magic that has made "Craig & Company" so popular.

John is Gary's partner on location, as well. He's appeared on local TV and on the scene of many TIC FM promotional events. The perfect team, John and Gary were both recently named "Charitable Man of the Year" by the Greater Hartford Jaycees.

### Playing in traffic.

Spontaneous. Creative. A complete professional. That's Roger Stafford, the TIC FM traffic reporter. Here's how Roger describes his arrival at TIC FM in 1981. . .

*I applied for a job with a private corporation doing traffic reports for radio stations in New England . . . After causing massive traffic jams over a four year period, I was sent to Hartford to wreak havoc on Connecticut motorists over 96 TIC FM's radio waves.*

Don't let Roger's modesty fool you. He's at WTIC studios before most people wake up, monitoring police and CB channels and checking with Mike Alan in Air One for the latest traffic picture. As the comic foil for Gary and John, Roger can also invent a character voice in seconds. A knowledgeable reporter with a unique style, Roger helps TIC FM listeners deal with the area's seemingly impossible morning and afternoon traffic patterns. And he does it with a smile.

▼ *With a sly grin, Roger Stafford gets ready to "wreak havoc on Connecticut motorists." Actually, Roger is a true professional, giving TIC FM listeners the complete traffic picture during morning and afternoon drive times.*

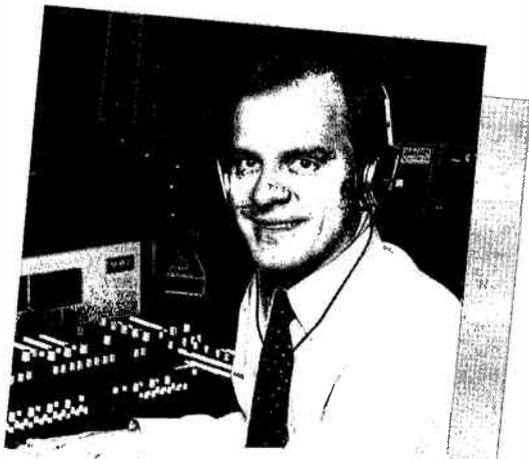


▲ ACCU-WEATHER's Kathy Francis brings a buoyant spirit to TIC FM's "Craig & Company."

### Morning sunshine.

Kathy Francis is the ACCU-WEATHER meteorologist on TIC FM and the newest addition to "Craig & Company." Kathy is a professional member of the American Meteorological Society and current holder of the Society's Radio Seal of Approval. With the full resources of ACCU-WEATHER behind her, Kathy brings TIC FM listeners the most up-to-date weather information possible.

Kathy's a rock and roll fan. Bruce Springsteen and Cyndi Lauper are her favorites. But most of all, Kathy blends a buoyant spirit and the expertise of a true professional in bringing you the forecast on TIC FM.



## Life in the "Lyon's Den."

Danny Lyons is TIC FM's mid-morning man and keeper of the "Lyon's Den." Prior to his arrival at TIC FM in May of 1983, Danny was the first radio personality to add soap opera updates to his show. Now, hundreds of other stations across the country have similar features. Danny has even appeared on ABC Television's "One Life to Live." He was given a speaking part in a December 1982 episode. Seven months later, Danny's then pregnant wife, Lynn, appeared on the same show as part of an exercise class for expectant mothers. Who says art doesn't imitate life?

To Danny's credit are numerous public service awards from non-profit organizations, including the Cancer Society, Easter Seals and the Muscular Dystrophy Association. When he's not listening to one of the 2,000 recordings in his private collection, Danny's greatest passion is his family.



▲ Danny Lyons, keeper of "the Lyon's Den." Danny was the first DJ in the country to add soap opera updates to his show.



▲ Want to make hours seem like minutes? Tune to Jane Welsh, weekdays from noon to 3:00. She has the warm, friendly style that makes afternoons seem to fly by.

## The lady has style.

TIC FM picks up the beat at noon, with "The Jane Welsh Show" — weekdays from 12:00 to 3:00. Jane makes the afternoon seem to fly by. She's warm. Upbeat. Friendly.

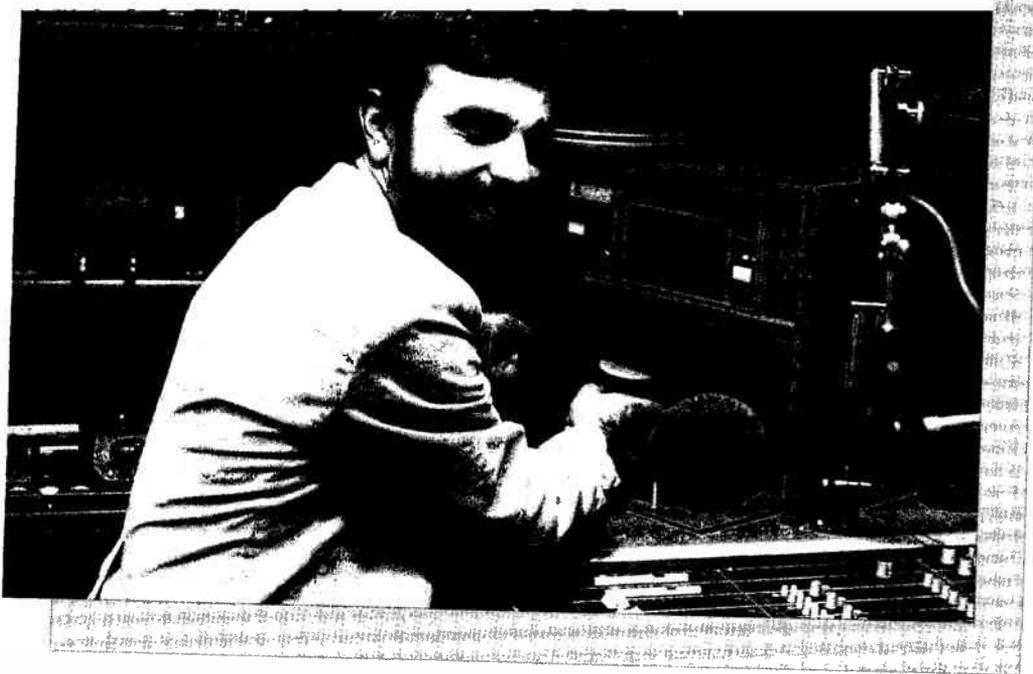
Jane came to TIC FM in May of 1984. While at a radio station in Bath, Maine,

Jane was voted "Maine's Most Popular DJ." TIC FM listeners can hear why. Jane started as our overnight personality and soon earned a shot at the midday time slot. Her popularity has grown ever since.

Jane's winning style, the TIC request line and more of the right music for midday make "The Jane Welsh Show" the perfect way to rock the day away.

▼ Chief Engineer Lawrence Titus (left) is responsible for WTIC's state-of-the-art equipment, "from the tip of the mike to the top of the tower." He is ably assisted by Engineers Don Oechslin and Jim McGivern.





## When the whistle blows.

When the workday winds down, TIC FM cranks it up with "The Neil Jackson Show." Neil's our afternoon drive personality, 3:00 to 7:00 weekdays.

Neil came to TIC FM in December of 1983. He's a native of Manchester, Connecticut. Although his radio career has taken him throughout New England, Neil has "come home" to the call letters he grew up with: WTIC. Neil shares the secrets of his success by teaching his craft at a local broadcasting school.

News updates from Paul Douglas and traffic reports from Roger Stafford give TIC FM's afternoon drive time listeners the information they need to know for the ride home. The music makes it all move. A bit of craziness makes it more fun. And when Neil blows the whistle to sound the end of the day, you know it's time to cut loose and "turn us up!"

## It's time to rock.

He's "Westy" on the air. Off the air, he helps pick the hits as Music Director for TIC FM. "The Mike West Show" — weeknights from 7:00 to 11:30 — keeps you in touch with what's happening in contemporary music. You can pick your own favorites, too, when Mike plugs in the TIC request line.

A graduate of American International College in Springfield, Massachusetts, Mike worked at several New England stations before making his move to 96 TIC FM in November 1977. Along the way, he's come to know the sound our listeners like the most.

TIC's nighttime audience tunes in ready to rock. "Westy" delivers. With more music marathons . . . proof that "nobody gives you more music" than 96 TIC FM.

▲ *When Neil Jackson blows the whistle, everybody knows the workday's over. Neil is 96 TIC FM's afternoon drive personality.*

► *If you're a night owl, you've probably heard this man. He's Louie Manno. Louie keeps the beat going until the early morning hours on 96 TIC FM.*

▼ *When you're ready to rock, Westy's your man. As TIC FM's nighttime personality, he keeps you rockin' with the TIC request line and more music marathons.*

## We light up the night.

TIC FM keeps burnin' all night long. "The Louie Manno Show," 11:30 p.m. to 5:00 a.m., entertains the night owls, insomniacs and third shifters with music and Louie's own special kind of fun.

Louie joined TIC FM in 1984. He hails from Brooklyn and has handled production, morning drive time and late night spots on a variety of radio stations in New York and New England.

Pass by the Gold Building late some night, and you'll see a glow coming from the 19th floor. That's Louie, keepin' the beat alive. When the sun comes up, Louie calls it a day. But not before he's made life brighter for TIC FM's all-nighters.



# We make it happen.

TIC FM is more than music. We take our act on the road, too. As Senior Vice President of Operations and Programming Tom Barsanti puts it, "We try to be a part of our listeners' lives. We have a very personal relationship with our audience." That's why you see TIC FM out in the community. Sometimes to help a charity, sometimes to have fun.

Promotions make the difference at TIC FM. We do over a hundred a year. There's no telling what form a TIC event will take. . . "The Egg Drop," "Cash Vault," "The Black Box," "The Prince Purple Party Bus," "Elton John's Shoes," "Christmas Wish" and more.

We're part of the community, too. The Italian Festival is Hartford's biggest block party and 96 TIC FM is always there. Last year, for example, we gave out free Italian Festival Stickers. . . over 50,000 in three days. Winners spotted with our stickers got cash prizes and complimentary dinners at Hartford's finest Italian restaurants.

Recently, we held a fund raising drive for Ethiopia's starving millions: "Save the Children." The idea came from a television clip featuring a group made up primarily of British rock superstars, "Band Aid." Boy George, Paul McCartney and other rock giants collaborated on the project in hopes that profits from the record's sales would help Africa's children. Through a London contact, TIC FM obtained the record — "Do They Know It's Christmas?" — and debuted it in Southern New England.

▼ "Who wears these shoes?" Whoever fit Elton John's blue suedes went into a drawing for front row seats at Elton's show. The pixies with 96 TIC FM mikes? Craig and Elliott, of course.



▲ Look out! For most contestants, it was "over easy" in TIC FM's "Egg Drop." Eggs were dropped 23 stories. The object? Catch the egg without breaking it. Chickenmen Craig and Elliott congratulate a winner.

Our listeners responded with their hearts and their pocketbooks. Over the 1984-85 holiday season, more than \$90,000 was raised for "Save the Children" — TIC FM's largest charitable effort ever.

Under the direction of Promotion Manager Mike Dunn, our promotions reflect the tastes and concerns of our audience. We keep you in touch with the concert scene. We find new ways to entertain. We help people, at home and abroad. Most of all, we make good things happen in Southern New England.

## Something new every day.

96 TIC FM is the most successful contemporary music FM station in Southern New England. Other stations often imitate us (the highest form of flattery). But we intend to stay out front — with more music, inventive personalities, reliable information and special promotions. We'll try something new every day, too. What is TIC FM's personality? Predictably unpredictable!

Go ahead, "turn us up." You'll find music. Excitement. Personality. Fun. And the same quality that's given the WTIC call letters a special magic for 60 years.

▼ A night out with the "Boys." Any similarity between the three characters in the middle is purely intentional. They're contestants in TIC FM's "Boy George Look-alike Contest." The two out of uniform are Neil Jackson (left) and Roger Stafford (right).



# Our biggest challenge.

With skill, dedication and insight, WTIC's leaders — Walter Cowles, James Clancy, Paul Morency, Walter Johnson, Leonard Patricelli, Robert Tyrol and others — have ably guided our stations through difficult times in the past. Our greatest challenge lies ahead, however — the challenge of maintaining a leadership position in an ever changing market. We're fortunate to have assembled a team of seasoned broadcast professionals equal to the task.

**Roger M. Freedman** is Chairman of the Executive Committee of The Ten Eighty Corporation. Mr. Freedman is deeply involved in the station. He is the man with whom management consults when major corporate policy decisions need to be made.

**Cheryl Chase Freedman**, Vice President and Corporate Counsel for The Ten Eighty Corporation, provides legal counsel for WTIC AM and FM.

**Perry S. Ury** is President, General Manager and Chief Executive Officer of The Ten Eighty Corporation. Under his guidance, WTIC 1080 has continued to evolve as the number one rated station in the market and WTIC FM has risen to its place as the number two rated station in the market. A remarkable achievement in the industry.

Perry Ury came to WTIC several years after ownership of the stations passed from The Travelers to The Ten Eighty Corporation. He joined as Vice President and General Sales Manager in 1977, became Executive Vice President and General Manager in 1978 and President in 1980. He believes strongly in hiring quality people and instinctively gives them the freedom to do their best. Mr. Ury also has a refreshing perspective: "The successful station is bigger than any of us, including management." Mr. Ury's editorials have won national awards and have been catalysts for change at the local level.

**H. Thomas Barsanti** serves as Senior Vice President of Station Operations and Programming. He joined The Ten Eighty Corporation in 1980, after a distinguished broadcasting career in the Midwest. Tom is responsible for the overall programming, promotion and operations of WTIC AM and FM. Both AM Program Director Phil Hall and FM Program Director Garry Wall report to Tom Barsanti.

**Robert W. Dunn, Jr.** is Senior Vice President of Sales and Marketing. Bob Dunn joined WTIC in 1970 as the first salesperson assigned exclusively to the



▲ The Ten Eighty Corporation's management team. Seated, left to right: Perry Ury, Roger Freedman, Cheryl Chase Freedman and Bob Tyrol. Standing, left to right: Tom Barsanti, Eileen O'Leary, Bob Steele, Ross Miller and Bob Dunn.

then classical FM station. Shortly thereafter, he joined the AM sales team. Under Mr. Dunn's direction, WTIC AM and FM each have their own sales staff, as befits their separate personalities. He is an advocate of on-going sales training and believes strongly in the continuity of a sales team. He also believes in hiring the best people, "people with an intense desire to succeed."

**Roswell Miller, Jr.** is Vice President of Editorial Services and Special Projects for The Ten Eighty Corporation. As the preceding pages show, Ross Miller has had a long and diverse career as a popular WTIC on air personality. He has served in a programming management capacity and now operates primarily in community and public affairs. He is also the pen behind WTIC's award-winning editorials.

In addition to being WTIC's most famous and recognizable personality, **Robert L. Steele**, Vice President, also brings his many years of radio expertise to the management team of The Ten Eighty Corporation. He continues to be a valuable on air and behind-the-scenes contributor to WTIC.

**Eileen T. O'Leary** is Secretary of The Ten Eighty Corporation. In her handling of many administrative functions, she has provided invaluable support to the stations' key executives and has witnessed many of the most significant transitions at WTIC. She has been a major source of guidance to several WTIC management teams.

A forty-year veteran of WTIC radio, now retired, **Robert S. Tyrol** is

Chairman of the Board of Directors of The Ten Eighty Corporation.

It takes many people — producers, continuity writers, engineers, music librarians, traffic coordinators, business personnel and sales staffs — working behind-the-scenes to create the WTIC quality our listeners expect. All make an essential contribution. And all strive to uphold the high professional standards of the men and women who've worked through the years to give special meaning to WTIC radio.

We uphold high technological standards, too. As Lawrence Titus, Chief Engineer of WTIC AM and FM, explains: "Throughout our history, we've stayed on the forefront of technology. One of our most recent steps was the installation of Connecticut's first AM stereo broadcast system."

As this book shows, we've stood for quality entertainment. Reliable information. Responsiveness to our audience. Attention to detail. And meaningful community service. We continue to employ the very best people in our field. We continue to make major capital investments in equipment, studios, remote facilities and computer systems. Most of all, we continue to fulfill the promise of WTIC's founder, Walter G. Cowles: "... to earn the goodwill, friendship and confidence of those who hear us."

We offer heartfelt thanks to our listeners for the success of our first 60 years. We look forward, now, to the next 60. Join us.

# Celebrating 60 years of service: 1925 - 1985.



## David T. Chase

Personally, I appreciated and admired the unique programs and services offered by WTIC for many years, even prior to my association with the station. Therefore, it was an honor and with great pleasure that I joined my friend, Leonard Patricelli, in working to maintain local ownership and operation of WTIC and WTIC FM in 1974.

It is with pride that I acknowledge the great strides made by the management and staff of The Ten Eighty Corporation under the direction of Perry Ury. These accomplishments will assure continuation of quality programming that will serve the needs and interests of listeners to WTIC and WTIC FM.

The call letters "WTIC" have meant much to the people of Connecticut. The radio station that began its service in 1925 has also assumed a significant place among the great radio stations of the country. We of The Ten Eighty Corporation intend to maintain that quality with vigor and an allegiance to the WTIC tradition of broadcasting excellence.

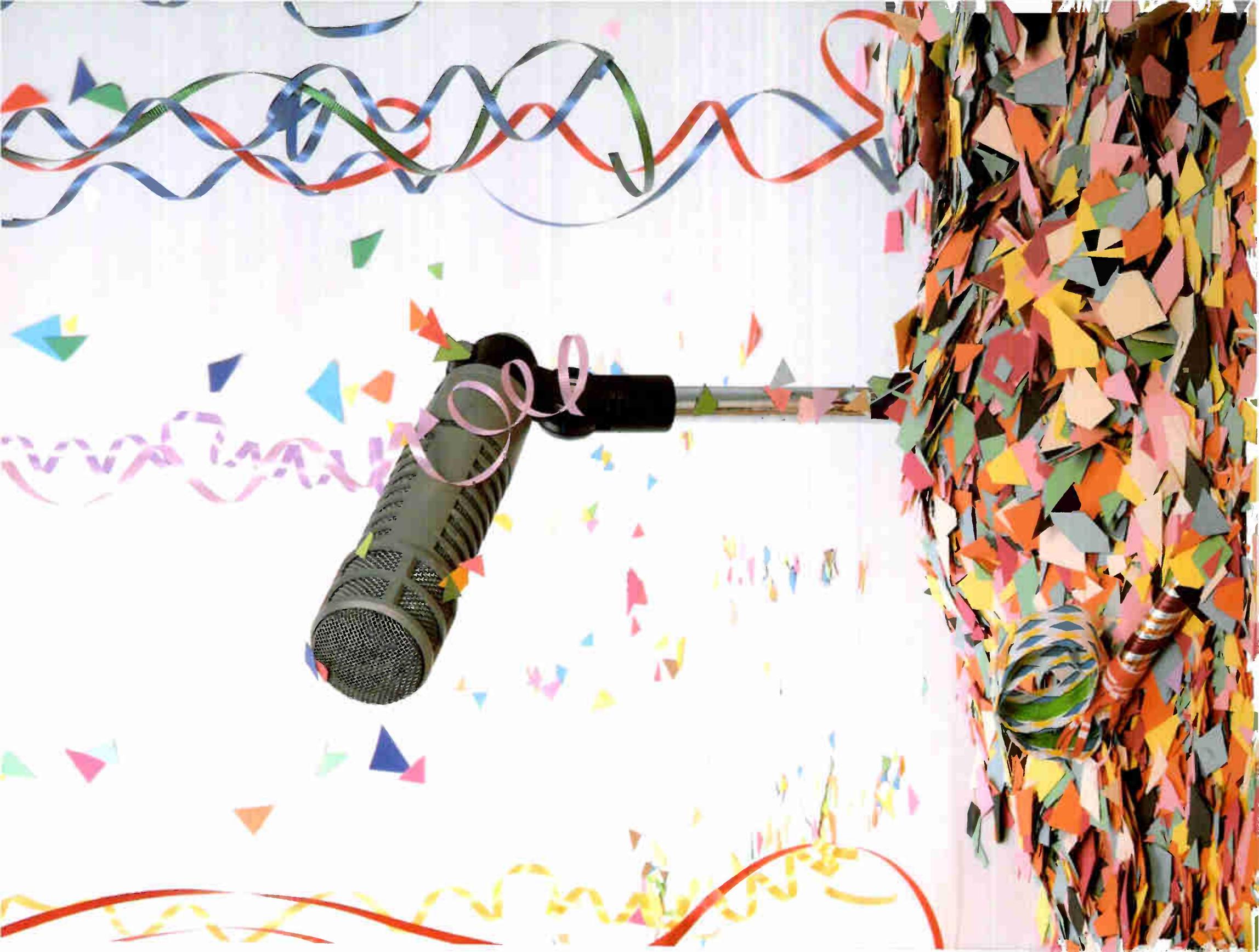


## Perry S. Ury

"WTIC, The Pulse of New England." No matter how many times I hear that phrase so aptly identifying the radio station marking its 60th birthday, I am filled with pride. It is a privilege and pleasure to operate a broadcast facility that, for sixty years, has represented the best qualities to be found in the radio industry. WTIC has represented service, reliability and entertainment to generations of Southern New Englanders.

We commend The Travelers Insurance Company for having the vision to create this legendary radio station in 1925, and then to develop WTIC-FM in 1940. Local ownership was maintained when, in 1974, The Travelers sold the stations to The Ten Eighty Corporation. Under Ten Eighty, the fortunes of these two fine radio stations have prospered. We must credit the civic minded Chase family for the enthusiasm with which we operate today and the vigorous support we enjoy while planning for the future.

Our New England neighbors have come to expect much of WTIC and TIC FM. We intend to honor those expectations as we move into the remaining years of this century and on into the next.



# Former WTIC Announcers and Special Events Performers

Walter Johnson  
Paul Lucas  
Beatrice Bangs  
James F. Clancy  
A.B. McGinley  
Thomas McCray  
Robert Wilkins  
Dwight Latham  
Fred Wade  
Marjorie Waters  
Margaretta Purves  
Marie Patterson  
Florrie Bishop Bowering  
Bessie Lillian Taft  
Ed Oversby  
Ed Rogers  
Jack Brinkley  
Sam Magill  
Hugh Walton  
Guy Hedlund  
Robert Murphy  
Don Thompson  
William Coyle  
Phil Becker  
Robert Shanley  
Irwin Cowper  
Travilla McNabb  
Ben Hawthorne  
Jerry Mohr  
Paul Monroe  
Thomas Paradine  
Charles Pearson  
Joe Ripley  
George Bowe  
Bernard Mullins  
Graham Gladwin  
Ed Jacobs  
Bruce Kern  
Francis "Bud" Rainey  
Professor Arsene Croteau

Frank Atwood  
Harry "Bateese" Crimi  
Ed Anderson  
Frank Stuhlman  
Tom Eaton  
George Petrie  
Harry Clark

Dick Bertel  
Bob Ellsworth  
Bill Hennessey  
Lee Jordan  
Don Robertson  
Bob Simmons  
Larry Blair  
Joe Girard  
Norm Peters  
Doug Webster  
John Ferguson  
Larry deBear  
Franz Laubert  
Art Johnson  
Ray Rice  
Fred Bernard  
Mike Ogden  
John Birchard  
Jim Thompson  
Bob Nelson  
Brad Davis  
Paul Sutton  
Reyna Piola  
John Sablon



Glen Wilson  
Dick Westerkamp  
Keyes Perrin  
Bob Tyrol  
Bob DuFour  
Pete Stoner  
Roy Hanson  
Tom Carr  
Dan McDonnell  
Russ Dollar  
Allyn Corris  
William Stuek  
Andre Schenker  
Glenn Rowell  
Gene Carroll  
Jack Stevens  
Wilmont Ragsdale  
George Malcolm-Smith  
Jim Platt  
William Harvey  
Floyd "Hap" Richards  
Leonard Briggs  
Dan Healy  
Ruth Provan  
Gene O'Neill  
Jan Miner  
Mrs. A. Sherman Hitchcock  
Robert Sheridan  
Everett Jess  
Margaret Thomas  
Betty Pattee  
Arthur Kane  
Jean Colbert  
Robert E. Smith  
Jerry Hallas  
Jim Strong  
Ernie Watson  
Allen Ludden  
Bill Brophy  
Bob Bacon  
John J. Schereschewsky  
John Dando  
Serenio Gammell  
Eleanor LaZarre  
Bob Parker  
Betty Miller  
Bob Arel  
Tony Sargent  
Guy Aylward  
Jack Lennhoff  
Paul Kuntz  
Jeanne Porter

George Ehrlich  
Lou Palmer  
Bill Henry  
Al Terzi  
Ken Allen  
Bill Hanson  
Mike Hickcox  
Paul Knapp  
Don Tuttle  
Bill Clede  
Dr. Tom Malone  
Keith Vegas  
Milt Barlow  
Bob Carnahan  
Fred Ostby  
Stuart Siroca  
George Howe  
Larry Mahar  
Barbara Allen  
John Erikson  
Harold "Buz" Bernard  
Jerry Wilson  
Bill Mammen  
Ken Garee  
Jim MacDonald  
Bruce DePrest  
Charlie Bagley  
Mike McClellan  
Bill Flower  
Ron Milligan  
Dick O'Brien  
Bill Mill  
Chuck Hooker  
Tom Seem  
Dale Reynolds

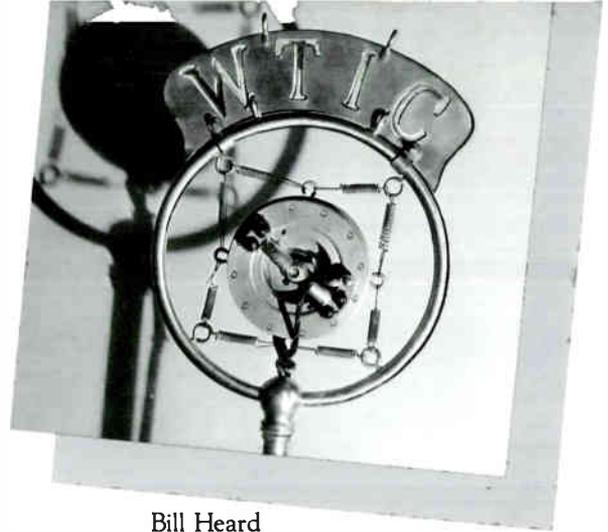


J. Hal Murray  
Ed Begley  
Gertrude Warner  
Eddie "Michael" O'Shea  
Louis Nye  
Eunice Greenwood  
Martin Rudy  
Jay Ray  
Ralph Klein  
Olive Lamoy  
Hazel Goldby  
Charles Richards  
Lester Paul  
Mara Sterling  
Isabel McMinn  
Jane Dillon  
Rea King  
Robert Rissling  
Gordon Wilcox

Bill Heard  
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Joe Crowley  
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Ashley Martella  
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Brian Dow  
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Bobby McGee  
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Brian Phoenix  
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Johnny Michaels  
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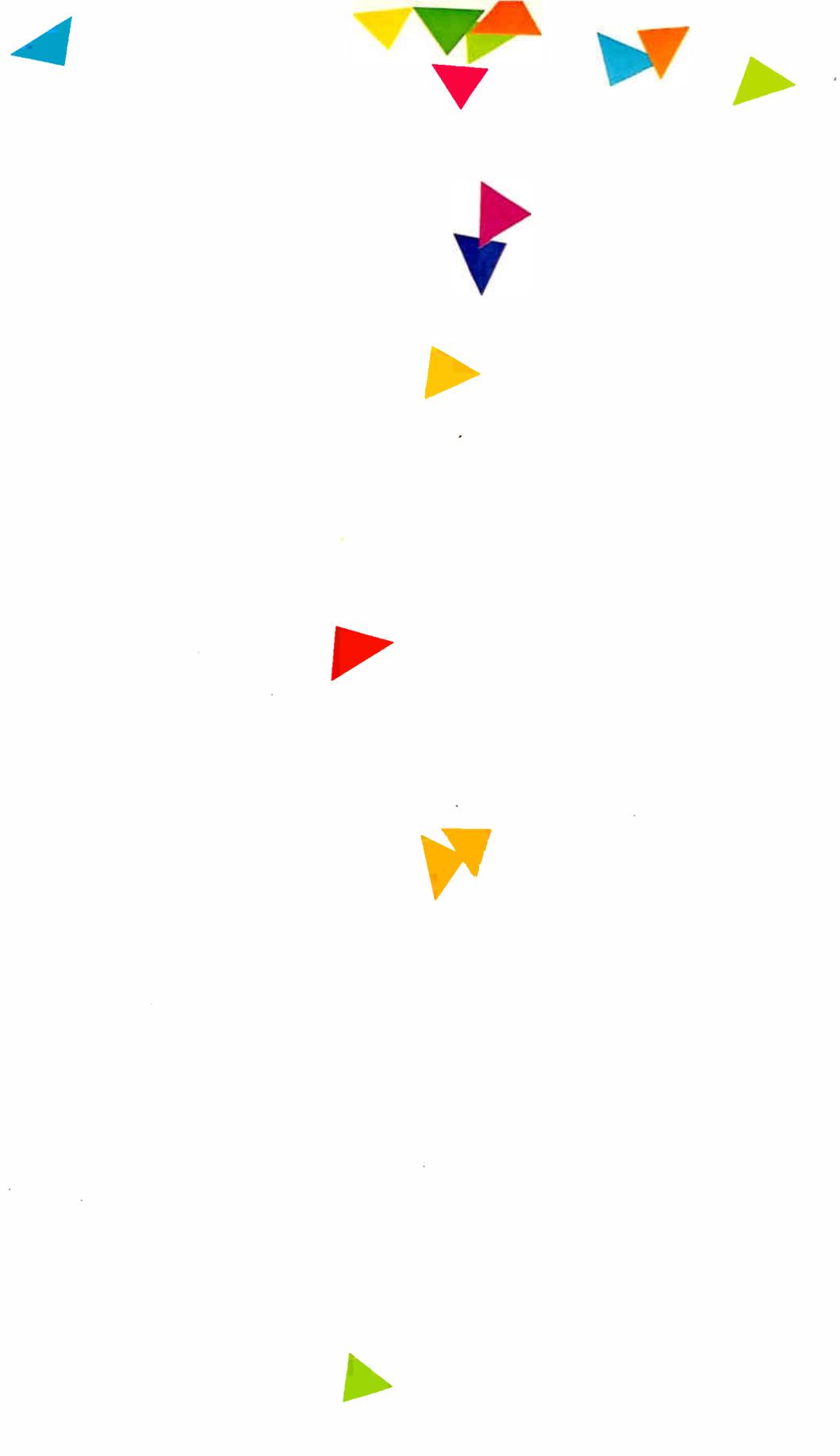
Perry S. Ury  
*President, General Manager and Chief Executive Officer,  
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We'd like to thank the many individuals and organizations who have contributed their time and resources in putting together the WTIC story. Without them, this book would not have been possible.

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Bernard Mullins  
Ross Miller  
Gordon Ramsey*

*The Connecticut Historical Society  
The Travelers Insurance Company  
Cronin & Company*

Special thanks to those people who contributed props and other memorabilia for photography.

A collection of colorful triangles in various colors (blue, yellow, green, orange, red, pink, purple) scattered across the top and bottom of the page, forming a decorative border.

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