

our respects

to LEE RUWITCH



THINKING people must guide the machines.

In a few words, that is the credo held by Lee Ruwitch, executive vice president and general manager of WTVJ (TV) Miami, Fla., which is owned by the Southern Radio & Television Equipment Co. The station is in its fifth year of operation on ch. 4.

Mr. Ruwitch is also first vice president and 28.5% owner of WMAY-TV Inc., applicant for vhf ch. 2 at Springfield, Ill.

Mr. Ruwitch believes in people and counts on them to direct the operation of the tv station he manages.

He also believes in, and practices, good management. Lee Ruwitch, an efficient executive, expects not only efficiency but voluntary cooperation from the men who work with him.

"No matter how powerful a combination of money, machines and materials a company may have, this is a dead and sterile thing without a team of willing, thinking, articulate people to guide it. Efficiency produced through exercise of discipline is only apparent efficiency, not the real efficiency which can come only from the spontaneous voluntary cooperation of all persons concerned."

A man who makes such a statement ought to be able to back it up. Mr. Ruwitch not only can back it up with experience but also with his everyday results at WTVJ, a financial and community success.

Lee Ruwitch, born the son of Harry and Ida Ruwitch, on Nov. 21, 1913, at Escanaba, Mich., has spent a good many of his 39 years proving that a young man can do a good management job in meeting old problems.

When he was 12, an age when knee pants usually covered the extremities, Mr. Ruwitch was using business ingenuity buying and selling cattle "on the hoof" and reportedly making more headway than the older "experts" in the business. He continued his business bent with the aid of textbooks at the U. of Minnesota from which he graduated with a B. S. degree in Business Administration.

From college it was Joseph Ruwitch & Sons, a Norway, Mich., department store. There, Lee Ruwitch progressed from sales to department supervisor. He was named secretary and treasurer of the corporation in 1939.

As has happened to many an ex-service man, life in the armed forces changed the man. It was the Navy which introduced Mr. Ruwitch to the communications field.

Lieutenant (j.g.) Ruwitch spent two of his four Navy years in Washington in the Navy's communications division. When he donned civvies he had made up his mind to enter the

In 1947, Mr. Ruwitch joined Wometco (who owns a number of theatre houses) aware of the theatre circuit planned to enter television. As executive assistant to Mitchell Wolf, now WTVJ president and then co-owner of Wometco, Mr. Ruwitch played a big part in planning the station and supervising pre-air activities.

In August 1949, five months after the station began its commercial telecasting, Mr. Ruwitch was named general manager.

From this point on, WTVJ's climb in pre-freeze and thaw period of station operation is legendary in the South and in the nation as a whole.

In June 1951, Mr. Ruwitch was elected to the board of directors of Southern Radio & Television Equipment Co. and executive president of WTVJ. With Mr. Ruwitch as helmsman, the station expanded its programming profitably into daytime hours as early as November 1950 and boasts a long list of local sponsors using its facilities. WTVJ received the Gold Trophy Award of the Radio Television News Directors Assn. in 1952 and 1953 as the nation's "outstanding tv news operation" and has received more than 100 citations from local groups.

Progressive management—the Ruwitch way—gives every employe a chance to take part in management planning.

Mr. Ruwitch holds meetings twice a week with all WTVJ department heads. Subject matter of the meetings are those which have been of concern to members of the engineering, production, accounting, programming and other departments in their weekly meetings. Every employe takes part in departmental meetings.

Mr. Ruwitch is far from the silent one in community affairs. He is vocal. In fact, he is in great demand as a speaker and is active in such organizations as the Community Club, Cerebral Palsy, the Young Men's Christian Assn., Variety Club and the Mental Health Society. He is a board member of the local society and of the local chapter of the National Conference of Christians and Jews. He is a vice president of the Dade County Citizens Committee for Educational Television.

Any thumbnail look at Mr. Ruwitch ought to include a concluding note about the broadcast industry. Letting Mr. Ruwitch supply the note, he says:

"Certainly, the broadcast industry has the capacity for influence on the molding of opinions and attitudes. If all of the people within the industry can be actively sold on our way of life as it is reflected in their daily work