

## Local stations look for lasting image

By JUDITH GREER

In a medium as visual as television, images play an important role. Pittsburgh's three major television stations, KDKA, WTAE and WPXI, have all adopted different strategies designed at presenting a positive image in the community while building a strong viewer base.

KDKA's Carolyn McClair, public relations director for the station, said Channel 2 tries to be as much a "people station" as possible, genuinely involved in the community.

At WTAE-Channel 4, News Director Joe Rovitto said the station strategy is to create for the viewer a feeling of stability, consistency and credibility.

And, at WPXI-Channel 11, General Manager John Howell said the plan is to present the viewer with an alternative to Channels 2 and 4.

One thing they all want, however, is as much of the audience share as possible, and part of that is accomplished by having the news personalities active in the community.

"The very specific image-building process does occur every time Don Cannon goes out and speaks to a community group, or Paul Long helps the Heart Association, or Lynn Cullen goes out and does a telethon and Joe DeNardo visits a school of kids. And the key is to build those community services around what people feel they need or want," said Rovitto.

McClair said news people as reporters can't be known and respected solely by doing the news and covering stories because



Jim Hefner



Joe Rovitto

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