

(as of April 1, 1985)

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

they need or want," said Rovitto.

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most people never see reporters and have an image of them as being stars or untouchable. According to McClair, when she came to the station four years ago, one goal that became a priority was for KDKA to become more of a people station, to have more involvement with the community and not only the news.

"We are not just trying to get the best ratings, but to be part of the city," she said.

WPXI's public relation strategy, according to Howell, is fundamentally simple, "We don't promise to be all things to all people."

WPXI does, however, stress community involvement and supports the Jerry Lewis Telethon, the Steeler food drive, and a

missing children's campaign. The idea is that "we should be helping them get the message out," said Howell.

These types of community activities cost the stations money with no immediate return. The hope is that it comes back to them in other ways, such as establishing a strong community image.

In establishing these images, pressure is always on the anchors to keep up the image of that station, but, according to Rovitto, "Anchors don't have to adjust to the image, the station has to mold the advertisement to what's really there."

Channel 4 anchorman Don Cannon said, "I don't make a conscious effort to present myself in any particular fashion,

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