

Community involvement important to stations

Continued from page 2s

my philosophy is look, here I am, I know I know what I'm talking about, and I'm trying to present information in the most concise and precise way that I can.

"Our public relations image, in addition to honesty, stability and credibility, is one of community involvement, and it's more than just an image," Cannon said. "If I call it an image then that is all it is, but it is really a fact that is the way we do business



— it is something we believe in. The word 'image' really seems to dilute what we are really trying to do. We are trying to understand people's needs, not that we're a social service agency, but we can't ignore that aspect of our job to be involved with communities."

KDKA anchorwoman Patti Burns said when you're working on a story or anchoring the news you are so involved that you don't have time to worry about an image. "What you see is what you get".

As far as promotional advertisements of Patti Burns are concerned, she said, "They

Hefner said, the reason there is a lot of graphics in TV right now is because of the

Channel 11-WPXI recently underwent a change of graphic looks and a new set, ac-

KDKA-TV 2 ^{GROUP} **W**

technological advancements. "The main reason we can do Economical Reports is because with technology — computer graphics — we can now communicate that important information better," he said.

ording to Howell. "Some people will say we are doing it in a cheap attempt to get ratings, but what we are really trying to do is make a newscast that is easier to watch and understand.

"The eye has such control over what we see, what we say, what we think and what we feel, and that's really the strength of our market," Howell said.

"Visuals are something that television has been apologizing for for too long and shouldn't be," said Hefner. "If we are talking on the telephone or I am reading a letter from you there is a ton of information left out of the communication process. The way people answer a question is just as important as the answer to the question itself. I only wish we could get smell into it, then we'd have all the senses covered."

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