

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 don't make me say anything that is not true or that I don't agree with."

Burns added that "You are a representative of the station and that is with you all the time. But as far as keeping people coming back to channel 2, I'm just one out of 75 people here that does a job and I do whatever is expected of me to my best capabilities."

How the news is presented is as important as who is presenting it.



Although news ends up being the flagship image of the television station, "we don't tailor the newscast to address a public relations target," said Jim Hefner, news director at KDKA.



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