

Media

Media

The media can do much to direct positive attention to Pittsburgh and Western Pennsylvania in general. The media can also help community service groups by focusing on their objectives and needs.

It is perceived by some that the media reflect only on negative or sensational events.

Tourist Agency - Beaver County

Amy Outenreith

Date : 12/14/89 Beaver County always gets lost. Need media to get attention directed to Western Pennsylvania. No support from the state.

Mercy Hospital

Eric Hofmann

Date : 12/13/89 Talked about public relations and the city of Pittsburgh.

Greater Pittsburgh Office of Promotion

Mary Kay Poppenberg

Date : 5/17/90 Discussed Pittsburgh's image and promotional programs that will instill a strong sense of pride in the city.

Urban League of Pittsburgh

Mr. Leon Halez

Date : 2/13/86 Talked about the need for media to respond to the problems that minorities face.

Entity Management

Robert Quinn

Date : 11/2/90 Community service groups need the media. Radio and TV need to service the community needs.

Westinghouse Corporation

Ron Hart

Date : 2/13/86 Discussed the reputation of Pittsburgh, the changes taking place in Westinghouse and how the media reports it, and sensationalism in journalism.

Salvation Army

Wesley Kerlin

Date : 3/21/91 Talked about ways to improve social service programs and community awareness of available organizations including:
1. Media focus on the true needs of each organization
2. Make public aware of tangibility of services

Media

American Focus

Date : 5/19/85 Time : 6:30 Source : R Duration : 30.00

Guest : Peter Jennings

Organization :

Issue Treatment : Host Steve Kamer interviewed news anchor Peter Jennings, who discussed his career.

Date : 10/6/85 Time : 6:30 Source : R Duration : 30.00

Guest : Peter Jennings

Organization :

Issue Treatment : Host Steve Kamer interviewed news anchor Peter Jennings.

Date : 11/24/85 Time : Source : R Duration : 30.00

Guest : Ted Koppel

Organization :

Issue Treatment : Host SteveKamer interviewed Nightline host Ted Koppel.

Date : 8/24/86 Time : 5:30 Source : R Duration : 30.00

Guest : Hugh Downs

Organization :

Issue Treatment : Host Steve Kamer interviewed Hugh Downs of the talk show 20/20.

Date : 11/9/86 Time : 5:30 Source : R Duration : 30.00

Guest : Julie Harris

Organization :

Issue Treatment : Host Steve Kamer and actress Julie Harris discussed her TV series (Knots Landing), live theater, and the responsibility of television to education.

Date : 3/8/87 Time : 5:30 Source : R Duration : 30.00

Guest : David Brinkley

Organization :

Issue Treatment : Host Steve Kamer interviewed ABC News Correspondent David Brinkley.

Media

American Focus

Date : 4/5/87 Time : 5:30 Source : R Duration : 30.00

Guest : Connie Chung

Organization :

Issue Treatment : Host Steve Kamer interviewed Connie Chung.

Date : 5/17/87 Time : 5:30 Source : R Duration : 30.00

Guest : Mike Wallace

Organization :

Issue Treatment : Host Steve Kamer and Mike Wallace, 60 Minutes correspondent, talked about General William Westmoreland, the power of the press, and anti-semitism.

Date : 10/25/87 Time : 5:30 Source : R Duration : 30.00

Guest : Linda Ellerbee

Organization :

Issue Treatment : Host Steve Kamer and journalist Linda Ellerbee discussed her program "Our World," her career in television journalism, and her personal approach to reporting the news.

Date : 4/3/88 Time : 5:30 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Steve Kamer and former Assistant Secretary of State Carter discussed the balance between national security and the public's right to know, the power and responsibility of the press.

Date : 4/24/88 Time : 5:30 Source : R Duration : 30.00

Guest : Geraldo Rivera

Organization :

Issue Treatment : Host Steve Kamer and reporter/talk show host Geraldo Rivera talked about his style of journalism, his ethnic background, and his new talk show "Geraldo."

Media

American Focus

Date : 7/16/89 Time : 5:30 Source : R Duration : 30.00

Guest : Andy Rooney

Organization : 60 Minutes

Issue Treatment : Host Steve Kamer interviewed author and 60 Minutes contributor Andy Rooney.

Date : 8/6/89 Time : 5:30 Source : R Duration : 30.00

Guest : Geraldo Rivera

Organization :

Issue Treatment : Host Steve Kamer interviewed talk show host Geraldo Rivera about his style of journalism.

Date : 10/15/89 Time : 5:30 Source : R Duration : 30.00

Guest : Sally Jesse Raphael

Organization :

Issue Treatment : Host Steve Kamer and talk show host Sally Jesse Raphael talked about news and the fact that she does many TV shows and interviews.

Date : 11/19/89 Time : 5:30 Source : R Duration : 30.00

Guest : Harry Reasoner

Organization : 60 Minutes

Issue Treatment : Host Steve Kamer and Harry Reasoner talked about keys to 60 Minutes success.

Date : 1/21/90 Time : 5:30 Source : R Duration : 30.00

Guest : Ben Braolee

Organization : Washington Post

Issue Treatment : Host Steve Kamer and Ben Braolee, Washington Post Editor, spoke on press and government and cynicism in Journalism.

Date : 2/25/90 Time : 5:30 Source : R Duration : 30.00

Guest : Cokie Roberts

Organization :

Issue Treatment : Host Tom Taylor and Cokie Roberts talked about local TV coverage of Congress. Cokie is a reporter who respects the power of the media in government.

Media

American Focus

Date : 5/6/90 Time : 5:30 Source : R Duration : 30.00

Guest : Phil Donahue

Organization :

Issue Treatment : Host Steve Kamer and Phil Donahue discussed the Soviet Union, Tabloid Television, the Donahue show, and the 60's.

Date : 5/13/90 Time : 5:30 Source : R Duration : 30.00

Guest : Tom Brokaw

Organization :

Issue Treatment : Host Steve Kamer and Tom Brokaw talked about network news ratings and the role of the media.

Date : 7/29/90 Time : 5:30 Source : R Duration : 30.00

Guest : Walter Cronkite

Organization :

Issue Treatment : Host Steve Kamer and Walter Cronkite talked about network news, TV and education, Objectivity in reporting, and the greatest news event of the 20th century.

Date : 9/2/90 Time : 5:30 Source : R Duration : 30.00

Guest : Jay Leno

Organization :

Issue Treatment : Host Steve Kamer and comedian and "Tonight Show" guest/host, Jay Leno, discussed comedy in foreign countries, ideal climate for comedy, product endorsements, and the "Tonight Show."

Date : 10/21/90 Time : 5:30 Source : R Duration : 30.00

Guest : Sally Jesse Raphael

Organization :

Issue Treatment : Host Steve Kamer interviewed talk show host, Sally Jesse Raphael, on Geraldo Rivera and outrageousness in talk shows.

Media

American Focus

Date : 11/18/90 Time : 5:30 Source : R Duration : 30.00

Guest : Harry Reasoner

Organization : 60 Minutes

Issue Treatment : Host Tom Taylor interviewed 60 Minutes correspondent, Harry Reasoner on dramatization on TV and American journalism.

Date : 11/25/90 Time : 5:30 Source : R Duration : 30.00

Guest : Cokie Roberts

Organization : NPR

Issue Treatment : Host Tom Taylor interviewed NPR Congressional correspondent, Cokie Roberts on local TV news coverage of congress and political neutrality of reporters.

Date : 2/3/91 Time : 5:30 Source : R Duration : 30.00

Guest : Walter Cronkite

Organization :

Issue Treatment : Host Tom Taylor interviewed former CBS News Anchorman, Walter Cronkite on the amount of news on network, objectivity in reporting, and the greatest news events of the century.

Dialogue

Date : 4/7/90 Time : 7:00 Source : L Duration : 30.00

Guest : Jerry Oppenheimer

Organization :

Issue Treatment : Host Shelley Duffy and Jerry Oppenheimer, author of Barbara Walters' unauthorized biography, talks about what he discovered during his research. He reveals what family, friends and co-workers had to say about the broadcast journalist.

Date : 1/12/91 Time : Source : L Duration : 30.00

Guest : Desmond Atholl

Organization :

Issue Treatment : Host Shelley Duffy and author of "That Girl and Phil," Desmond Atholl, talks about his book which tells the inside story of what it's like to work for Marlo Thomas and Phil Donahue.

Questions Asked by Pittsburgh's Opinion

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Media

1985

Does the news media do a good job of reporting the facts

1986

Do you feel the news media is manipulated

How would you rate USA Today? What are strengths and weaknesses

Should the T.V. networks extend their nightly news programs to one hour

What did you think of the news coverage of the shuttle disaster

1987

Do you miss Walter Cronkite

Do you think more or less of the press for reporting on Gary Hart's dalliances with women

How do you feel about condom ads on television

How far is too far when reporting on a political candidate

Is Gary Hart's private life the news media's business

Is the toy industry influencing kids' T.V. too much

Should a television station air graphic footage of a suicide

The FCC is thinking about reinstating advertising limits for kids' television. What's your feedback

What mixed messages do young people get from the media when it comes to sex

What's your assessment of the media's coverage of the AIDS issue

What's your favorite magazine

What's your feedback on Playgirl Magazine's decision to return to showing centerfolds with full frontal nudity

What's your feedback on the FCC's decision to drop the fairness doctrine

What's your feedback on the media's coverage of the superpower summit. How do you think the Summit went

Which local newspaper is the fairest

Which of society's problems do you feel are most ignored

1988

Do you think Presidential debates are an important part of the election

Do you think Prime T.V. is too risqué

Do you think Television is better now than it was ten years ago

Do you think news reporting is as objective as it should be

Do you think the media has gone too far in reporting the past of Senator Dan Quayle

Media

1988

How do you feel about kiss and tell books about the U.S. Presidents

Should T.V. cameras be allowed in courtrooms

What do you think about television talk shows

What's your favorite magazine

Who's your favorite network newscaster

1989

Are the February sweeps going to make you tune in to tabloid TV

Do you think the media's coverage of recent airplane tragedies and problems has been exaggerated

What do you think about all the attention the media have given to the Zsa Zsa Gabor trial

What do you think about the city's newspaper

Who is one person who's always making news that you could definitely do without

Will the controversy surrounding a memo written by Today Show co-host, Bryant Gumbel, make you tune in to see how his co-workers react

1990

What do you think of morning radio show humor in Pittsburgh

1991

Do you think Barry Bonds has received a bad rap from the Press

If you were the host of your own talk show, who would you interview first

The official T.V. rating season has come to a close and NBC has finished first for the 6th year in a row. What is your favorite show on the top network

What do you think about TV shows that deal with teen sexuality issues

What do you think about the ongoing coverage of the Gulf Crisis

What do you think of C.N.N. reporting from Bagdad

Representative WBZZ Public Service Announcements

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Media

Organization : **Pittsburgh Radio Organization**

PSA name : Pittsburgh Radio Organization

1984 broadcasts : 1988 broadcasts : 12

1985 broadcasts : 180 1989 broadcasts : 1

1986 broadcasts : 118 1990 broadcasts :

1987 broadcasts : 270 1991 broadcasts : 5

Total Number of Broadcasts: 586

Organization : **Pubic Broadcasting System**

PSA name : Public Broadcasting System

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts : 1

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 1

Organization : **WQED**

PSA name : WQED Auction

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 7 1990 broadcasts : 16

1987 broadcasts : 1991 broadcasts : 3

Total Number of Broadcasts: 26

Total PSAs devoted to Media

Sum(1984 broadcasts) : Sum(1988 broadcasts) : 12

Sum(1985 broadcasts) : 180 Sum(1989 broadcasts) : 1

Sum(1986 broadcasts) : 125 Sum(1990 broadcasts) : 17

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Media

Sum(1987 broadcasts) : 270

Sum(1991 broadcasts) : 8

Military

Military

Military

This includes current members of the armed forces, as well as those who have served in uniform in the past.

Vietnam war veterans, former POWs and MIAs are being recognized in Pittsburgh

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Vietnam war veterans, former POWs and MIAs are being recognized in Pittsburgh

Defense Department

Colonel Alan Keimerelt

Date : 10/9/86

Discussed the fact that Pittsburgh needs to work with the military.

Vietnam Outreach Program

David McPeak

Date : 12/9/87

More Vietnam vets are not covered than are covered by the available programs. Additional educational benefits, in particular, are needed.

Military

American Focus

Date : 5/17/87 Time : 5:30 Source : R Duration : 30.00

Guest : Admiral William Crowe

Organization : Joint Chiefs of Staff

Issue Treatment : Host Steve Kamer and Joint Chiefs of Staff Chairman Admiral William Crowe talked about his job, position, career, as well as recent military ventures and today's armed forces.

Date : 2/21/88 Time : 5:30 Source : R Duration : 30.00

Guest : General William Westmoreland

Organization :

Issue Treatment : Host Steve Kamer and former Army Chief and Commander of U.S. Forces in Vietnam, General William Westmoreland, discussed the U.S. handling of the vietnam War, women in the military, and the power of television news.

Date : 9/17/89 Time : 5:30 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Steve Kamer with a discussion about defense for U.S.A.

Dialogue

Date : 2/22/87 Time : 7:30 Source : L Duration : 30.00

Guest : T.J.McGarvey

Organization : Pittsburgh/Allegheny County Vietnam Veterans Monument

Issue Treatment : Host Liz Randolph and T.J.McGarvey, president of the Pittsburgh/Allegheny County Vietnam Veteran Monument, discussed the plight of the Vietnam Veteran and how Americans are finally making peace with the Vietnam War Issue.

Date : 1/3/88 Time : 7:30 Source : L Duration : 30.00

Guest : Dr. Art Van Kara

Organization :

Issue Treatment : Host Shelly Duffy and Dr. Art Van Kara, clinical psychologist, discussed the very specific kind of post combat stress that Vietnam Vets experience and how counseling for both the Vets and their families would alleviate the problem.

Military

Dialogue

Date : 12/15/90 Time : 7:00 Source : L Duration : 30.00

Guest : James Jastrzebski

Organization : 911th Tactical Airlift Group

Issue Treatment : Host Shelley Duffy and Master Sergeant James Jastrzebski of the 911th Tactical Airlift Group with the Air Force, talked about the Persian Gulf Crisis, his experiences in the region, and what he believed would be the outcome.

Date : 12/16/90 Time : 7:00 Source : L Duration : 30.00

Guest :

Organization :

Issue Treatment : Rebroadcast of the show aired on 12/15/90 at 7:00.

Date : 4/27/91 Time : 7:00 Source : L Duration : 30.00

Guest : Jerry Brazo

Organization :

Issue Treatment : Host Shelley Duffy and Jerry Brazo, co-author of "Coping with War and its Aftermath," talked about how soldiers are still dealing with the effects of war, and how they will continue to do so, even though it has been over for months, how we can help.

Date : 4/28/91 Time : 7:00 Source : L Duration : 30.00

Guest : Jerry Brazo

Organization :

Issue Treatment : Rebroadcast of the show aired on 4/27/91 at 7:00.

Scan

Date : 5/1/88 Time : 5:00 Source : R Duration : 30.00

Guest : Paul Loeb

Organization :

Issue Treatment : Host Hal Drygseth with Part I of an interview with Paul Loeb and his Vietnam experience.

Military

1984

Should the Federal Government be able to refuse financial aid to someone who won't register for the draft

Should the U.S. develop weapons for use in space

What do you think of President Reagan's philosophy that the military needs to be built up

1985

Have Americans forgotten the POW's/MIA's still over in Vietnam

What does Memorial Day mean to you

1986

Can Star Wars work? Does the thought of having a defensive shield against incoming Soviet missiles sound workable to you

1987

Is pressure in the Persian Gulf worth the risk of war

Is there a better way to honor our war dead than with parades and memorial services

Now that we have a Vietnam Veteran's Monument, do you feel you've been welcomed home

Some lawmakers want to limit our military involvement in the Persian Gulf. Do you think that's a good idea

1989

Considering the recent string of accidents, are you questioning the Navy's competence

What's your reaction to President Bush's decision to send additional troops to Panama

1990

Do you personally know anyone who is in the Persian Gulf

Should women be able to serve on the front lines, if war breaks out in the Persian Gulf

What holiday message would you like to send to the Troops in the Persian Gulf

1991

As our troops continue to return, tell us what would be the first thing you'd do if you'd spent several months away from home

Do you think Allied Forces should move on to a ground war

Do you think its possible to protest the Gulf War and still support our troops

How do you feel about both military parents reporting for duty in the Persian Gulf

How do you feel about the Military's ban on homosexuals

What frightens you most about war

What's your reaction to Operation Desert Storm

Questions Asked by Pittsburgh's Opinion

Military

1991

What's your reaction to the latest events in the Persian Gulf

WBZZ News Interviews

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Military

- January 16, 1986 Bill Clark, spokesman/U.S. Army. Interviewed two days before the first voluntary muster in over 150 years. It's designed to see how "ready" individual reserve is. 800 showed up from Pittsburgh area.
- October 29, 1986 T.J. McGarvey, spokesman for Vietnam Veteran's Monument group, announced groundbreaking in North Side's Clemente Park for monument honoring those who lived and died in Vietnam War.
- May 13, 1987 Allen Kukovich, State Representative, discussed bill introduced into legislation aimed at establishing a Vietnam Veterans Memorial Commission.
- May 25, 1987 T.J. McGarvey, Committee for Vietnam Veterans Memorial, discussed events that will take place to help fund monument.
- July 06, 1987 David Crosby of Crosby, Stills and Nash said that there are many who feel that Vietnam Vets got the short end of the stick when they returned from the war.
- July 17, 1987 T.J. McGarvey of the Monument Committee talked about the fundraising efforts for the local Vietnam Vet monument.
- October 15, 1987 T.J. McGarvey, president of the Vietnam Vets Monument Committee, discussed the plans for unveiling the monument on Veteran's Day in Pittsburgh. Monument fund is still about \$80,000 shy of its fund raising goal.
- December 09, 1987 David McPeak, Vietnam Outreach Program, discussed this counseling service for Vietnam Vets, and the fact that there are more Vets not covered than are covered by the programs.
- January 16, 1991 Master Sgt James Jastrebzski discussed the weather advantages the U.S. will have in a war against Iraq, what our defenses look like, and what our chances are.
- June 14, 1991 Sandy Kellson, President of Local Chapter of "Veterans for Peace" talks about the welcome home parade for Gulf War Veterans and how it glorifies war. John Cappmbell, a member of 24th Infantry Division (Army) talks about what it was like over there.
- June 17, 1991 BBarry Lybell, who served in the Gulf War, talks about the welcome home parade in Pittsburgh and all the support he's receiving.

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Military

Organization : **Veterans Leadership Program**

PSA name : Veterans Leadership Program

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts : 2	1991 broadcasts :

Total Number of Broadcasts: 2

Organization : **American Legion**

PSA name : American Legion

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 1

Total Number of Broadcasts: 1

Organization : **United States Army**

PSA name : Army Post Office

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 16
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 16

Organization : **Bohman Candy Troop**

PSA name : Bohman Candy Troop Relief

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :

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Military

1987 broadcasts : 1991 broadcasts : 1

Total Number of Broadcasts: 1

Organization : **Desert Storm Parade**

PSA name : Desert Storm Parade

1984 broadcasts : 1988 broadcasts :
1985 broadcasts : 1989 broadcasts :
1986 broadcasts : 1990 broadcasts :
1987 broadcasts : 1991 broadcasts : 9

Total Number of Broadcasts: 9

Organization : **Gulf Crisis Hotline**

PSA name : Gulf Crisis Hotline

1984 broadcasts : 1988 broadcasts :
1985 broadcasts : 1989 broadcasts :
1986 broadcasts : 1990 broadcasts :
1987 broadcasts : 1991 broadcasts : 1

Total Number of Broadcasts: 1

Organization : **B-94**

PSA name : Gulf Crisis Update

1984 broadcasts : 1988 broadcasts :
1985 broadcasts : 1989 broadcasts :
1986 broadcasts : 1990 broadcasts :
1987 broadcasts : 1991 broadcasts : 44

Total Number of Broadcasts: 44

Organization : **Mail for Gulf Soldiers**

Representative WBZZ Public Service Announcements

Military

PSA name : Mail for Gulf Soldiers

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 1

Total Number of Broadcasts: 1

Organization : Mexican War Streets Society

PSA name : Mexican War Streets Open House

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 3
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 3

Organization : Mexican War Streets Society

PSA name : Mexican War Streets Society

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 1

Total Number of Broadcasts: 1

Organization : Military Numbers

PSA name : Military Numbers

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 1