



# Washington In Motion

**WDCM** TV  
WASHINGTON DC

# Forward!



The medium of television has moved rapidly ahead, during the thirty years in which Channel 9 has served Washington.

We've moved right along with it, often setting the pace, always giving our community our best.

The high quality product we present comes straight from the talent, concern and dedication of our people. They're a unique group. Each one seems to feel personally responsible to the viewers. It's a feeling our viewers can see. In innovative programming, comprehensive and helpful news coverage, and an energetic public service commitment.

Only if we meet the challenge of our diverse home; only if we're recognized and awarded by our peers; only if we continue to achieve the

strong ratings necessary to grow, and therefore, stay ahead; only then can we call ourselves "The One and Only TV9."

This booklet presents a picture of how we see Washington, and what we show Washington.

It takes non-stop dedication to serve a community in perpetual motion.

Edwin W. Pfeiffer  
Vice President/General Manager  
WDVM-TV9

# Our History: Major Advances.

January 20, 1949: President Harry S. Truman's Inaugural Address was delivered with animation and clarity to the largest audience ever to eye-witness a Presidential speech.

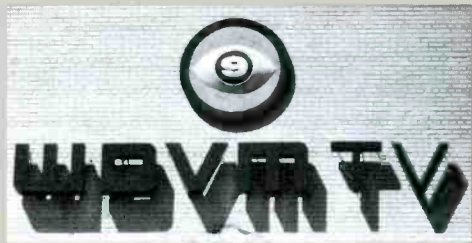
It was televised, and Channel 9 was there. In the forefront of a fast and fascinating history, as a CBS member station.

In 1950, Washington saw WOIC-TV become a major innovator as WTOP-TV.

In 1978, Washington watched as our commitment became even greater.



History in the making, in the Channel 9 control room during the early days of television.



WTOP-TV becomes WDVM-TV, as Channel 9's commitment continues to move forward.

June 26, 1978: Channel 9 began to answer to new call letters. Under ownership by the Evening News Association, we became WDVM-TV.

Precisely at 11 pm, *Eyewitness News* made headlines once again.

In 1972, we were the first major market station to produce 90 minutes of local evening news. By 1977, we were using a total tape system called "Electronic News Gathering," or ENG.

WDVM-TV9 was the first Washington television station to add a helicopter to its news team. We introduced the area's newest and most pictorial weather radar system.

When *Harambee* premiered a decade ago, it was the country's first regularly scheduled black community affairs program. We produced a clearer view of government, with *Agronsky & Company*.

WDVM-TV9 introduced the lively *PM Magazine*, and the enlightening *My Washington, My World*.

We think there's a lot in a name that says Washington: The District, Virginia and Maryland. To live up to it, we'll continue to innovate major advances.

# Our Home: It Never Stands Still.



The Mall is our monument to a dynamic and diverse home.



The Metro, one of Washington's prime movers, is also a work of art.

We're lucky. The place WDM-TV9 calls home is on the move. Just like the medium we use to present it.

It's a powerful world capital, to scores of global leaders.

It's an inspiring Nation's Capital, to countless visitors.

But most importantly, our home is *home* to more than 3 million of the most interesting, most diverse people who live anywhere.

Washingtonians come in all colors; speak many languages; live in historic old neighborhoods, pleasant new towns and beautiful open countryside.

Together, they create an 8-county metro area that is one of the nation's most affluent.

Our town deserves a lot. At WDM-TV9, we give it a unique overview from where we work, atop the city's highest elevation. And a close-up perspective from where we live, in The District, Virginia and Maryland.

We have to be fast on our feet to keep up with Washington.



The Channel 9 beat covers our forward motion, from country road to suburban avenue to city street.

# Our Philosophy: Non-Stop Service.

We can't stop. For even a second. If we're going to do the best job, it's a total commitment to meaningful news coverage. Worthwhile local programming. Effective community service.

At WDVM-TV9, our philosophy works to create a common forum for communication that crosses political jurisdictions and natural boundaries.

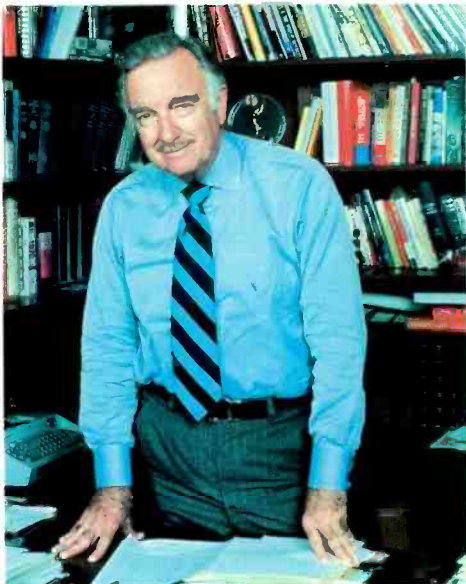
We begin at home, but we go much further. With on-location programming that takes us across the states and even across the seas.



At 11 pm, *Eyewitness News* anchors Gordon Peterson and J. C. Hayward cover late-breaking events.



Reporter Chris Gordon's general bear takes him all over metro Washington, via the fastest news vehicle in town.



Channel 9 continues to make headlines, as the CBS *Evening News* with Walter Cronkite continues to be Washington's most-watched network news.



Reporter Bruce Johnson goes to Cambridge, Maryland's Ward 2, interviewing voters for his news series, "Apathy: The Last Major Shackle".



The *60 Minutes* team informs and intrigues the largest number of viewers of any public affairs series in broadcast history.

*Eyewitness News* hits the hot spots, from Iran to Three Mile Island. And the soft spots, from an unusually moving ballet to a particularly poignant visit from Santa.

Our news team fulfills the responsibility of the leading news station in the premiere capital of the world: To provide information, insight and an additional viewpoint to all Washingtonians, including our neighbors who make national laws and international policy decisions.

Weeknights, anchors Gordon Peterson, J.C. Hayward and Maureen Bunyan help viewers benefit from the good news and cope with the bad news. Weekends, Ralph Penza ably anchors.

They're newsmen who've covered Washington long enough to become the most experienced and most professional newscasters in town.

They carry on our tradition of reporting expertise, established by Walter Cronkite, Sam Donaldson, Hal Walker, Roger Mudd and Max Robinson, who began their careers here.

And they lead into, and complement, the dynamic *CBS Evening News*.

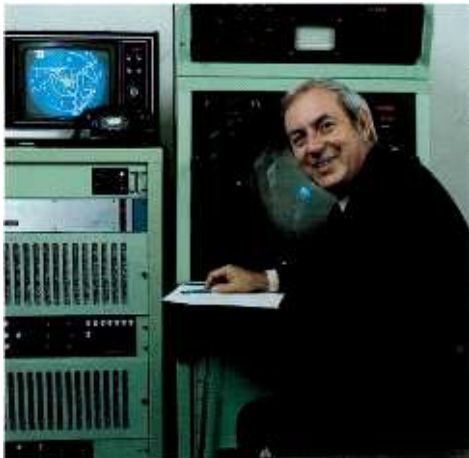
For the past 30 years, Channel 9 and CBS have worked together to produce comprehensive nightly coverage as well as special reporting. In fact, regularly, the CBS news magazine *60 Minutes* is the number one rated program in news-hungry Washington.

Because local events create national headlines, and national events have acute local impact, it takes a lot to give Washington the explanation and interpretation it deserves.

# Perpetual motion news.



At 5:05 pm, the *Eyewitness News* assignment desk gathers last-minute information for more immediate coverage, beginning at 5:30 pm.



*Eyewitness News* weather coverage extends beyond Washington's horizons, with meteorologist Gordon Barnes' innovative radar unit.

It takes expertise behind the scenes, as well as in front of the cameras.

Some days, the researchers and directors in our news room question and challenge the news. Other days, we're busy defining and pursuing important issues.

Everyday, our people are supported by the most advanced technology, so every night, our viewers are presented the most accurate, immediate picture.

It takes mobile van units, a helicopter and our Electronic News

Gathering capability to cover more territory more quickly, so our early news and our 11 pm update are up-to-the-minute.

The *Eyewitness News* radar weather service gives meteorologist Gordon Barnes' expert forecasts the area's most accurate and innovative visual aide.

We also put our technology to work covering sports, to assist the natural abilities of Glenn Brenner, Sonny Jurgensen and Frank Herzog.

A lot of hustle goes into *Eyewitness News* before it's ready to go on-air.



The WDVN-TV Electronic News Gathering unit is on-the-move, for incisive on-location coverage.

# Innovative programming.

Since Channel 9 became WDVM-TV, we've introduced a series of fast-paced programs.

Carl Rowan gives a closer look at a crisis abroad, or closer scrutiny of a politician at home, on *My Washington, My World*.

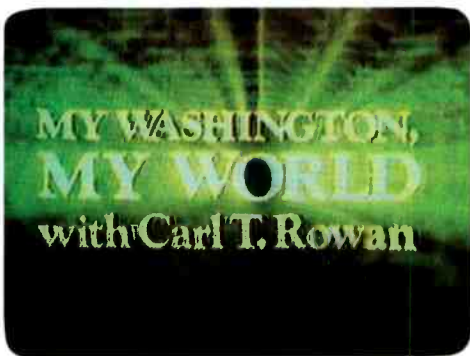
*Neighborhood News Conference* presents a more accurate, more compelling view of where we live, on location, on our streets.

*PROBE* coordinates our entire community affairs resources, to examine a single significant issue.

*Kidsworld* underscores our awareness of the special interests of our 7-to-15 year olds. They are, after all, our community's potential.



*Kidsworld* takes younger viewers to Oakdale, Virginia in a fascinating look at gymnasts who are trained by a former circus performer.



WDVM-TV Reporter Bob Strickland covers Adams Morgan, in another close-up view of Washington, on *Neighborhood News Conference*.



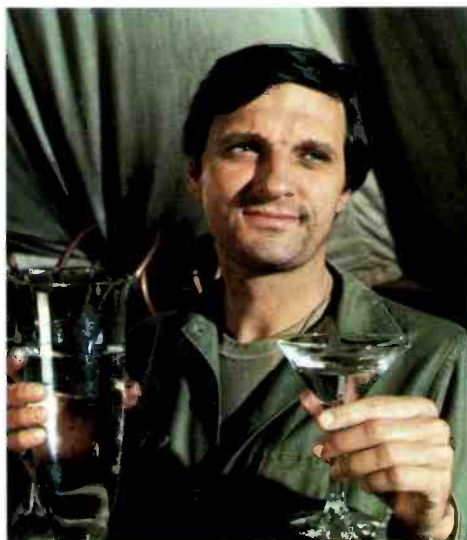
WDVM-TV and CBS-TV create Washington's most informative and most entertaining picture.

The CBS tradition as a prime-time mover began in the fifties, and continues to set the pace into the eighties.

Channel 9 is a non-stop eyeful.



CBS standout Lou Grant hits home in news-oriented Washington with its tales of the trials of a major newspaper.



*M\*A\*S\*H*, with Alan Alda, is now in its eighth season, continuing the CBS tradition of long-standing favorites that began with *Playhouse 90* and *I Love Lucy*.

# PM Magazine sets a new pace.

We thought it was high time for a prime time alternative to game shows.

Our program would have to entertain while it enlightened, intrigue while it informed.

It had to be very, very good. After all, *Eyewitness News* and *CBS Evening News* are tough acts to follow.

*PM Magazine* premiered as a fast-paced kaleidoscope of opportunities for enjoyment of our own city and many others. It makes us feel good at home. It also makes us feel like we're getting away.

Our crews have a tough time keeping up with Henry Tenenbaum,

who sets the pace for this on-location program. They've taken us all over our wide and diverse hometown.

They've also taken us from skiing in Utah to looking around Monte Carlo.

In fact, the only time they take a break is when PM Departments take over, with Discovery, Leisure, Home and History.

WDVM-TV developed a bold new picture of prime-access programming. Washingtonians watched and liked what they saw, Monday through Friday.



Henry hits the top of an ice formation in the Shenandoah National Park.



Henry goes high over Manassas, Virginia in a hot air balloon.



Back down to earth, Henry covers the Northern Virginia Patriots, who have the distinction of being the largest drum corps in America.



# Other programs continue the trend.

Other WDVM-TV9 programs continue to show our concern for every segment of our community, as we cover special interests and uncover special problems.

*Morning Break* presents a specific local subject, every weekday morning. Topics run the gamut of information and entertainment, from hyperactive children to the phenomenon of male go-go dancers. While one morning shows a how-to demonstration, another might reveal the

latest fashions, and still another might focus on an author or a current newsmaker.

*Town Meeting* meets once a week to provide a public forum for the exchange of community ideas.

*Prisma* speaks Spanish, to the area's growing Latino community.

*Everywoman* presents issues of interest to all Washington women, in a documentary series which covers trends and trendsetters.

*Harambee* speaks for, and to, our diverse black community, showing current culture and concerns.



In a special segment celebrating the year of the child, *Harambee* airs the poignant "My Name is Tonya."



*Morning Break* host Carol Randolph entertains viewers by entertaining famous guests.



*Prisma* preserves the heritage and culture of Washington's unique Hispanic population.

# Fast-breaking sports.

In a town that has four pro teams, as well as crack college and high school teams, it takes a lot of strength to stay with the action.

That's why WDVM-TV9's sports team is the brawniest and brainiest around.

*Eyewitness News* wins, with the wit and wisdom of the One and Only Glenn Brenner. The pro experience of 9-on-9 Sonny Jurgensen. The expertise and enthusiasm of every man's fan, Frank Herzog.

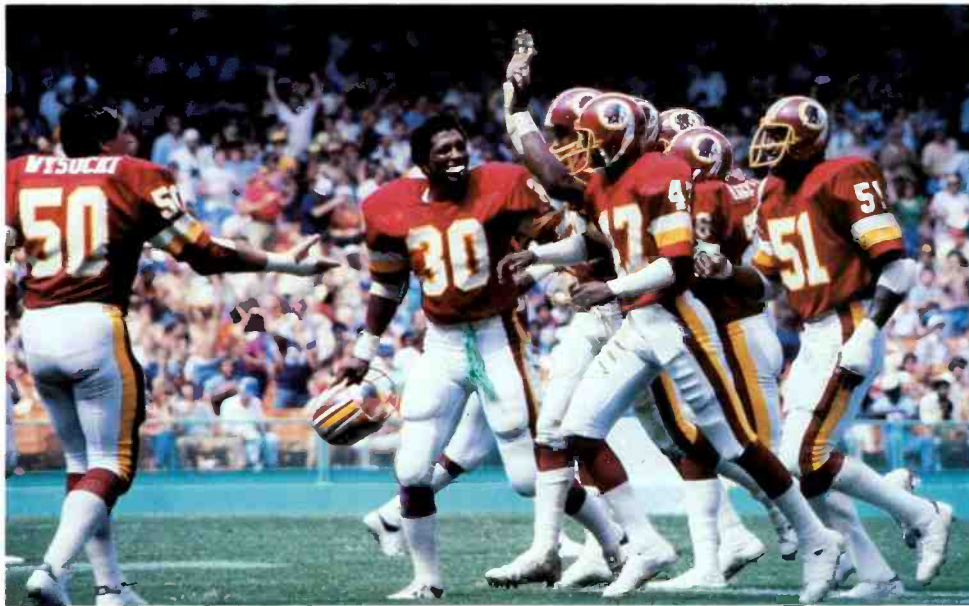
Before a Redskins' game, we bring in the coach for *The Jack Pardee Show*. Jurgensen teams with Brenner on *Redskins Sidelines*. Herzog gives the week's highlights on *Sportsbreak*.

The action continues, with the *CBS Sports Spectacular*, NBA and NFL game coverage.

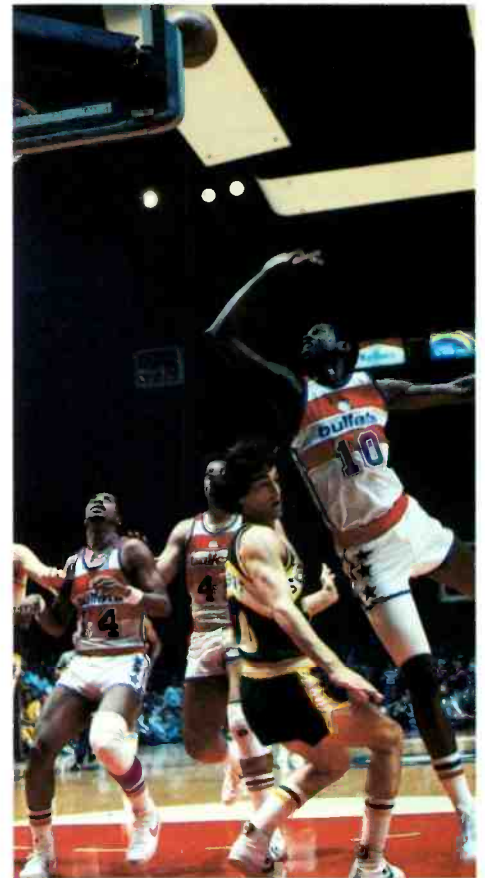
No wonder Washington fans can't take their eyes off 9.



*Redskins Sidelines* attracts plenty of fans, when Jurgensen joins Brenner for a little Monday night quarterbacking.



The best seat for the "One and Only" Redskins and the rest of the NFL is in front of Channel 9, with CBS coverage. It's what we'd expect from the first network to use the instant replay, and the network that shows more than 400 hours of sports each year.



CBS carries the ball for the Washington Bullets. Here, the home team meets the Seattle SuperSonics in the NBA playoffs.

# Special programs, special people.

WDVM-TV9 crossed an ocean to examine a "Race War in Rhodesia," and to record the tragic deaths of two Popes, in "After Paul."

We looked at our town's culture from the inside, with the "National Symphony Live!" We left town, to see how the country felt about The District's efforts for full voting representation, in "Washington from the Outside."

When the farmers came to our hometown, we went to their hometowns, to uncover the roots of their protest.

We examine important concerns, such as "Emergency Medical Care," during our *PROBE* weeks.

WDVM-TV9's special programs show an ever-widening commitment to the people who view us as a prime information source.



A WDVM-TV special report, "Mexico Challenges Uncle Sam," takes Carl Rowan to the oil and gas fields just south of our border.



Reporter Steve Gendel's "Health File" aids our community with special information culled from area doctors and other experts.



When we celebrated George Washington's last birthday with one of the worst blizzards in our history, Gordon Barnes helped viewers dig out, during emergency coverage of the storm he'd accurately predicted.



The WDVM-TV special, "Dancing for Love," puts the viewers beyond the glitter and the grace of the ballet "Don Quixote," revealing the pressure and the pain of becoming a major performer like Mikhail Baryshnikov.



Channel 9's designers improve the state of the art, as they create tonight's on-air graphics.

When we call ourselves "The One and Only TV9," we're talking about the professionalism, experience and dedication of a lot of "One and Only" people.

They're responsible for WDVM-TV's accomplishments, from the on-camera teams who are our most visible representatives to the scores of employees who are never, never seen.

Some are in management, opera-

tions, programming, art, marketing and sales.

You'll find others in control rooms and editing booths.

Their backgrounds are as diverse as their community. Their concerns are the same as their neighbors'.

WDVM-TV9 moves, because a lot of people move together, to ascertain the attitudes and needs of the area we all call home.



In the WDVM-TV control room, a crack team of technicians stays with the action during *Redskins Sidelines*



Diverse talents work together, in Operations, Accounting and Sales, processing the commercial messages of WDVM-TV's local and national clients.

# Our Community; We Give It All We've Got.

WDVM-TV9 serves its public, on-air and off.

*Editorials* not only voice public concerns; they also get results. We led fights that ended abuse of diplomatic immunity; increased the safety of populated areas through which aviation fuel is transported; and stopped the false billing practices of a local water agency.



WDVM-TV Editorial Director Rich Adams goes on-location to air the community's concerns.



The WDVM-TV United Way Committee contributes its time to a very successful annual campaign.

*Public Service Announcements* show a greater time commitment to non-profit organizations than any other area station.

We share our knowledge, by conducting an active program of general and news internships for area high school, college and graduate students. We participate in *CRTI* (Career Recruitment in Telecommunications Industries), a program for minority students.

*WDVM University* opens education and employment opportunities in broadcasting to Washington high schoolers.



WDVM-TV Technician J.J. McNally puts his talent to work for the Juvenile Diabetes Association. The public service announcement he created to air in Washington will be used as part of the association's national message.

To support some of the younger members of our community, we co-sponsor the annual "Dollars for Orphans" Christmas program.

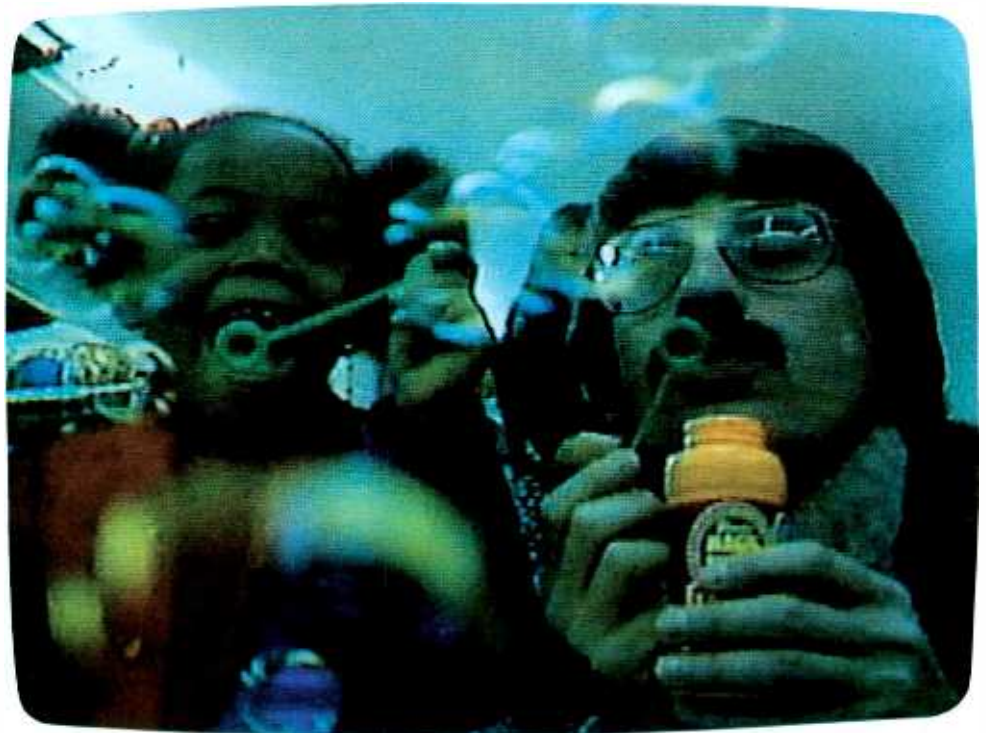
To help people with many different problems, we give the "United Way."

And our sense of responsibility doesn't stop when we leave work. At home, we're volunteer firemen, neighborhood association leaders, school activists, and personal advocates of a range of community issues.

Our community gives us a lot. In return, we give it all we've got.



Program Manager Ed Jones helps a new group of WDVM-TV college interns determine their career potential in broadcasting.



PM Magazine's Henry Tenenbaum joins a young friend during a shopping tour sponsored by "Dollars for Orphans."



Interns involved with the CRTI program become acquainted with various areas of telecommunications, including the workings of the *Eyewitness News* set.

# Our Honors: Awarded is Rewarded.

When you work hard to serve your community, it's rewarding to have that work recognized as a solid contribution to broadcasting excellence.

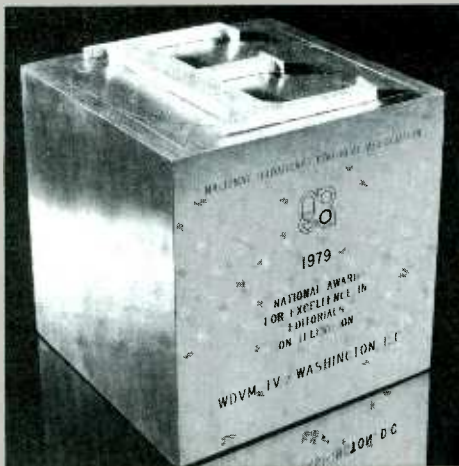
At WDVM-TV9, we're honored by a range of awards which reflect a range of quality programming.

This year, we found the following kudos particularly gratifying.

Carl Rowan's special report, "Race War in Rhodesia," and Steve Gendel's news series, "Your Health and Your Wallet," distinguished us as the only station in the country to win two *Peabody* awards.



The George Foster Peabody award is given "in recognition of meritorious service in broadcasting," by the Regents of the University System of Georgia.



The National Award for Excellence in Editorials on Television cited WDVM-TV for its "high quality of research, political acumen and awareness of complex issues."

Rich Adams' Editorials were judged the best in the nation by the *National Broadcast Editorial Association*.

Our twelve local *EMMY* awards included two for "PM Magazine," honored just three weeks after it premiered. *The Washington Community Service Award*, voted by local leaders, cited the new concept, "PROBE." In addition, the *Ted Yates Outstanding Journalism Award* was presented to Carl Rowan.

While the *San Francisco State University* honored "Dancing for Love" as outstanding entertainment, the *Chesapeake Associated Press* cited another special art, naming Channel 9 for "Best Year-Round Local Sports."



The Washington Chapter of the National Academy of Television Arts and Sciences also awarded *EMMYS* to *Everywoman* for several of its specials, and to *Eyewitness News*, in the categories of news series and investigative reports.

We'd like to thank the people who created our work, the peers who recognized it, and the community that challenged our talents and inspired our efforts.

Winning in Washington is particularly rewarding.

# Our Future: Staying Ahead.



There's no time to take a break, even after years of full-speed-ahead.

There's little time to reflect, and less time to rest on one's laurels.

We'll pursue, with ever-increasing energy, our commitment to show Washington its best.

WDVM-TV9's news effort will include a new investigative team. You'll see more foreign coverage and more live coverage.

Our programming department is out to show the community like it's never been seen before. The emphasis is on local life, and how to live better. We'll be even more relevant; even more progressive.

At WDVM-TV9, we have to continue our innovative tradition to stay ahead of a home that's not only two different states and a Nation's Capital, but also the third fastest-growing metro area in the country.

In the words of one memorable Washingtonian: "The future is now."

To WDVM-TV9, and to our viewers, it looks bright.



**WDVM TV**

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