Media Women

(Continued from Page 9)

When she speaks to women's groups, Mary urges her audiences to focus in closely on what they really want to do. Both men and women, regardless of their goal, should plan their careers on paper at least five year in advance.

"Then you should figure out how to raise any needed money, move to another city where jobs are open, change companies and work with professionals or go back to school at night and get the training you need," she added.

Seated in her book-lined office with numerous plaques and awards filling the wall behind her desk, the petite divorcee, said, "I feel that IBM is giving me the best of all possible worlds. I work for a company with superior products to advertise and I learn from the creative people on staff in our corporate communications area.

"I travel around the country following up on advertising leads and I am well paid for what I do. Working on television commercials has been fascinating and my film background was utilized. I also know that my luck is holding: I've never had a boss I didn't like and I've always worked for people who've helped me sharpen my media skills and move up on the job."

Mary has been a broadcaster for TV station KETV in Omaha, Nebraska, a newswriter for WNBC TV News in New York City and an editor for ABC TV network news. She initiated and produced the first two Annual New York Black Film Festivals. Her first IBM commercial, "Navajo," won first prize in the image building category last year at the U.S. Commercials Festival.

She has been honored for her communications work by the New York City chapter of the American Women in Radio and Television, the National Association of Minority Bankers and was voted, "Media Woman of The Year" last February by the New York City Chapter of the National Association of Media Women.

MELBA TOLLIVER
WABC TV Channel 7
New York City

Ms. Brown is a member of American Women in Radio and Television, the Society of Professional Journalists, Sigma Delta Chi, the National Association of Media Women, Writers Guild of America East, International Radio and Television Society, the National Council on Crime and Delinquency and the Women's Auxiliary of the Remington Boys Club of New Rochelle.

She has devised and taught her own ten-week course in broadcast journalism and has lectured before various civic and community groups. This fall she will give a series of lectures in broadcasting at the Woman School in New York City.

One of four daughters, Mary's motivation to succeed began with encouragement from her parents, Judge and Mrs. Scovel Richardson of New Rochelle, New York.

MELBA TOLLIVER

For the past nine years, one young woman has held the respect and love of her colleagues and the attention of the number one local television news station in New York City. She is exceptionally talented, wise and as are all of the women in this article, strikingly attractive.

Many people believe that looks are an asset in getting hired in broadcasting. That may or may not be true, but it is true that it takes brains and hard work to keep the job. Someone who has handled all the tough assignments and appeared to do it with ease, is WABC TV's Melba Tolliver.

Melba, 36, hails from Akron, Ohio. She completed her training as a nurse and promptly pursued her real love, television. Beginning in the office handling routine work, she kept her eye on the newsroom. Eventually she had filled in during a strike on the air at WABC and was an instant success. The hard part thereafter was keeping up with the job and learning her skills as quietly as possible. That she managed to do this and do it so well is why she is considered a "natural" and one of the best in the business. She is in great demand as a speaker before community groups. And she has always insisted that young people be able to see her and encourages them to seek jobs in communications.

A general assignment reporter for the Channel 7 Eyewitness News, Melba is also anchorwoman and associate producer of the Sunday Hour News. She serves as co-host for the popular weekly public affairs program, "Like It Is" and participates as a reporter on another public affairs show, "Eyewitness News Conference" which schedules interviews with newsmakers and covers current events.

JANE T. IRVING
WCBS, New York City

Some of the special programs she has either hosted or been reporter for include, "Melba Tolliver's New York," "Consciousness Rising," "Eyewitness Exclusive," "Frank Gifford's Pre-Game Football Show," "People, Places and Things," and "African Influence on American Style."

In addition, Melba has served as anchor for several weekend late news broadcasts. She served as reporter for the American Broadcasting Company special, "Who's News?" for the network's Wide World of Entertainment series and as a reporter on the mini-documentary series on minority group leaders, "Americans All."

Holding down a job that so many others would like to have and which everyone interprets differently isn't easy. On occasion Melba has been mobbed by friendly crowds while in the midst of covering a news story! In an article appropriately titled, "Melba is the Toast Of The Town," she was asked to summarize her work in television. Melba replied that she had worked hard and "I have survived." Undoubtedly she will continue to do both and do them well.

JANE TILLMAN IRVING

Lou Adler, director of News Operations and Programs for the top-rated all news radio station in New York, WCBS News Radio 88, announced recently, that Jane Tillman Irving would co-anchor a three-hour daytime period for the station. This announcement was carried in all the trade publications and was applauded by communications people around the Empire state.

JANET LANGHART
WCVB TV Channel 5
Boston, Mass.

Commenting on her appointment, Adler said: "Jane has served this station in an outstanding manner as a general assignment reporter and as moderator of our public affairs series, "Access: Saturday Edition." I am delighted to announce that she will be co-anchoring this important daytime period on a permanent basis."

The willowy Ms. Irving gives a crisp yet ear-catching delivery and well-thought out analysis on the air. She has been focusing in on a journalistic career since her graduation from City College of New York in 1969.

She attended the Radcliffe College Publishing Procedures Course in Cambridge, Massachusetts and in addition to her work schedule, is presently working toward a master of arts degree in American Literature.

Jane joined WCBS in 1972 as a reporter. She had previously been associated with WWRL Radio where she had served as a writer/reporter since 1970. Earlier in her career, Ms. Irving was a reporter with the Community News Service, a black press reporting agency, specializing in news of the Harlem area.

Like her very involved colleagues, Jane reaches out to the community and in February of this year, was honored by the New York Metropolitan Chapter of the National Association of Media Women for "contributions through the media to the community and to the enrichment of black life."

She is a member of the board of directors of the nationally-known Schomburg Center for Research in Black Culture, a component of the New York Public Library system. She is also a member of the City College of New York Alumni Association and a member of its board of directors.

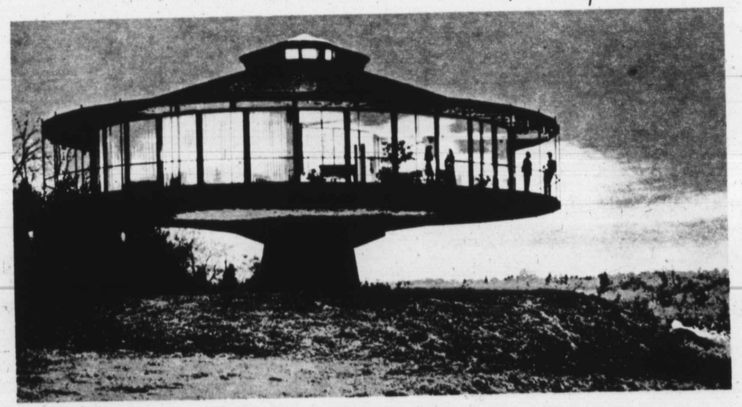
Her artistic interests have led her to a post on the board of directors of the Harlem Cultural Council, one of the foremost associations for the advan-

(Continued on Page 17)

Kentucky Straight Bourbon Whiskeys. 86 proof and 100 proof. Bottled in Bond. Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.

"Pine forests, rolling hills, lakes and a house that rotates to take it all in...What more could you ask for?"

"Old Grand-Dad."



Head of the Bourbon Family.

Old Grand-Dad
When you ask a lot more from life.