GIANT Discount DRUG

SAFETY & RELIABILITY

...two of the reasons we fill more prescriptions per store than any other drug chain in the country.

"In a recent incident, a customer was prescribed Lopressor by a cardiologist to control high blood pressure. A week or so later, the customer was prescribed Robitussin DAC by an internist to relieve congestion and severe coughing. The PROFILE system warned us that taking this drug combination could lead to an increase in blood pressure and to a decrease in heart rate. After promptly contacting both doctors, they agreed to change the Robitussin DAC prescription to another cough medication."

Dave Lauer
Giant Discount Drug Pharmacist

You can take an active role in your own protection by always advising your physician if you are taking any other medications.

To take advantage of Giant PROFILE, we recommend you complete a PROFILE form and have your prescriptions filled at the same Giant Discount Drug location every time.

For more information about PROFILE, our Free Prescription Safety Service, ask your Giant Pharmacist.

PROFILE FREE Rx PRESCRIPTION SAFETY SERVICE

The interaction information is updated monthly and is derived from the drug interaction database which was developed by and is endorsed by the American Pharmaceutical Association.

AMERICAN PHARMACEUTICAL ASSOCIATION

1/2 PRICE SPECIALS

Lanolin Enriched Giant Baby Oil 20-oz. bot. Reg. 2.49 — 1.24
Compare to Johnson's

Lady Mitchum or Mitchum Roll-On 1.5-oz. pkg. Reg. 2.99 — 1.49

Giant Added Strength Tablets Pain Reliever bot. of 100 Reg. 2.59 — 1.29
Compare to Excedrin

Assorted Flavors N'Ice Lozenges pkg. of 16 Reg. 1.59 — 79¢

Original or Deodorant Carefree Panty Shields pkg. of 26 Reg. 2.59 — 1.29

Pyrex 8-oz. Measuring Cup each Reg. 3.99 — 1.99

SO OTHERS MAY SHARE IN THE SAVINGS, PLEASE LIMIT YOUR PURCHASE TO SIX OF EACH HALF PRICE ITEM.

SUPER SPECIALS

Full Size or Compact Head, Adult, Youth or Child Reach Toothbrush Reg. 1.89-1.99 SAVE 40¢-50¢ — 1.49 each

Pre-moistened Giant Baby Wipes Reg. 2.49 SAVE 70¢ — 1.79 pkg. of 80
Compare to Scott's

Assorted Finesse Shampoo Reg. 2.99 SAVE 80¢ — 2.19 11-oz. bot.

Assorted Finesse Conditioner Reg. 2.99 SAVE 80¢ — 2.19 11-oz. bot.

For Dandruff Denorex Shampoo Reg. 5.25 SAVE 56¢ — 4.69 8-oz. bot.

Giant Brand Choice Vitamins Reg. 5.99 SAVE 2.00 — 3.99 bot. of 130

Regular or Super Tampons Petal Soft Tampax Reg. 3.29 SAVE 70¢ — 2.59 pkg. of 24

Dr. Scholl's Back Guard Reg. 9.99 SAVE 2.00 — 7.99 pkg.

This Symbol Identifies Items Available Only In Stores With A Pharmacy.

The Afro-American Section C

BUSINESS PULSE

Saturday, February 18, 1989

■ Career Corner C3
■ Obituaries C7

WEBB's Dorothy Brunson:

Baltimore's lady of the airwaves

By Charles H. Brown
AFRO Staff Writer

Sitting behind a desk in the new ofices of WEBB, broadcast entrepreneur Dorothy Brunson is nursing both a cold and a business. The cold is just a passing thing, but as a near 30 year veteran in the broadcasting industry Brunson is not. She just happens to be passing through today.

"I just planned on coming in here for a few hours to get some work out of the way and then get back in bed and to take care of myself, Brunson said, hiding her sneaker clad feet beneath the desk.

Dealing with personal ills is the price paid for being human. The price for being black in the field of broadcasting is something else.

The fate of black broadcasting is as much up in the air as the signals it generates due, surprisingly, to the level of its own success.

The problem: inroads made by blacks into broadcasting are mirrored by black performers into the white music arena thereby cutting away the programming foundation on which black broadcasting was built.

As a result black radio became a proving ground for black entertainers, who once popularized became a staple for crossover stations, particularly in the 70's with disco.

At the time Brunson was part owner of a New York broadcasting group known as Inner City Broadcasting, the firm which produces Amateur Night at the Apollo.

"You don't have a monopoly anymore," Brunson said. "Today you have 30% of black music crossing over and it is very difficult to be competitive.

"Out of the 150 broadcast stations owned by blacks probably 60 to 70 people own all of them," said Brunson, owner of three radio stations and a Philadelphia television station.

"You just don't have any newcomers into the business. Especially in radio and television. I don't see any real mass ownership by blacks," Brunson said. "I just don't see it."

Brunson in one of her on-air studios.

For her own company, Brunson Communications, Brunson sees a holding pattern. With new towers, transmitters and studio/office space within the Park Heights Enterprise Zone, near Park Circle, WEBB has never looked better. But Brunson says there are still some holdovers from the old days.

Legal expenses incurred in the company's costly legal battle with the city to build the system of three towers behind its offices and upgrade to a 24 hour operation amounted to "...approximately $700,000-$800,000," according to Brunson. "We are still paying off bills for it and will be for another two years," Brunson said.

But Brunson has learned the trick of turning on her heels and funneling her energies into another direction. It was during the fight for her towers that she purchased radio station WIGO in Atlanta, followed that up with WBMS in Delaware and capped it all with an FCC building permit for a Philadelphia T.V. station in 1986.

Now it is just a matter of keeping up the pace. As a member of the Presidents Roundtable, a group of leading black businesspersons, a part owner in the Liberty Heights Shopping Center, a string of shops lining the Southeast corner of the Liberty Heights and Garrison Avenue intersection, part owner in the Forum Catering hall as well as a 100% owner of Brunson Communications and a head cold, Brunson is like the unruffled duck who beneath the surface is padding for all she's worth.

"My staff has never seen me sick," Brunson says blowing her nose as she prepares a stack of letters for the trip back home to bed before another trip back to the office, followed by a trip out of town on business.

"Right now I'm not looking my best," Brunson wheezes. "Let me take that back. I'm not feeling my best, I may look as good as I'm ever going to get."

Brunson and sales manager James Johnson discussing advertising sales.

Outer conference room displays the spaciousness of WEBB's new facilities. Brunson's office is directly behind.

Dorothy Brunson strides through her black women of history gallery.

Business Briefs

Pinedo oversees Goodwill Training

Ramona Ramsey Pinedo was appointed Bank Teller Instructor for the Baltimore Goodwill Industries. Ms. Pinedo will be responsible for overseeing Goodwill's new Bank Teller Training Program.

Before joining BGI, Ms. Pinedo was a Field Training Specialist at Chevy Chase Federal Savings Bank, where she was responsible for training new branch managers, manager trainees and customer service representatives.

Hyman Hospital Manager

Baltimore County General Hospital has named Joseph Hyman director of the materials management department.

An employee at BCGH for two years, he previously served as assistant director of materials management and distributions supervisor.

A graduate of the University of Maryland, Baltimore County, with a Bachelor's degree in Psychology, Mr. Hyman currently attends the University of Maryland, University College, where he is a master's degree candidate studying health care.

Mr. Hyman is a member of the Maryland Society of Hospital Material Managers and is a second vice district representative for the Pi Omega Chapter of the Omega Psi Phi Fraternity.

Waters named GM

Paul E. Waters, Jr. has recently been appointed General Sales Manager for United Cable Advertising, Inc., a division of United Cable of Baltimore.

Waters will be in charge of advertising for local, regional, and national business clients on ESPN, CNN, MTV, Black Entertainment Network, TNT, and the USA Network.

Prior to coming to Baltimore, Waters was Account Executive with ABC affiliate WHTM-TV, Harrisburg, PA, and was Account Executive for New York Times Cable Television in Cherry Hill, N.J.

A graduate of Temple University, Waters earned his Bachelor of Arts degree in Communications/Radio, Television and Film.

Waters resides in Baltimore City.

Spencer named assistant

Nancy M. Spencer, director of administrative development services at The George Washington University, has been promoted to Assistant Comptroller, President Stephen Joel Trachtenberg announced today.

Spencer, a member of the George Washington staff since 1978, was previously manager of student information systems for the University.

As Assistant Comptroller, Spencer will be responsible for designing and implementing new administrative data processing systems, directing and managing all functions and activities of the University accounts payable and payroll offices, and establishing payroll and accounting policies and procedures.

Measure of a manager: a small business test

Whether you've been running your business for most of your life or are just about to open your doors, you may want to take this little test of ten basic skills.

T F I believe that treating people fairly and honestly is more important than making money.
T F I like people.
T F I recognize that people have different needs and treat each one in the way that will be most beneficial.
T F I am a good listener.
T F I speak and write well enough to be clearly understood.
T F I rarely waste time.
T F I rarely become overtired.
T F I don't spend money for anything that is unneccesary.
T F I have a good mind and lots of common sense.
T F I'd rather do this work than anything else.

SCORING: Count the number of times you marked true, and then decide if you might be due for a job change.

0-4 True — You should be working for someone else, preferably in a large organization where you won't be too noticeable.

5-7 True — If you work very hard, you may be able to survive, but the odds are definitely against you.

8-9 True — You should succeed in your own business, but you may find the work difficult at times.

10 True — Your small business is likely to become a big business.

Liking people and recognizing their different needs, skills, and interests will make you an effective manager and good with customers. Being able to understand others and make them understand you makes a business run smoothly.

Wasting time and money can prevent you from making a profit, but so can a lack of rest and relaxation.

Business success doesn't require a genius, but clear thinking and practical experience will prevent you from running off in all the wrong directions.

In the end, the secret of making a small business into a giant is loving your work and surrounding yourself with others who love what they are doing. Anything less will slow your progress.

Richard D. Smith is the author of three books on small business.