

INFORMATION

FROM THE
PRESIDENT'S COMMITTEE
-ON-
EQUAL EMPLOYMENT OPPORTUNITY
Washington 25, D. C.

REMARKS OF VICE PRESIDENT HUBERT H. HUMPHREY AT THE
CONVENTION OF THE NATIONAL ASSOCIATION OF BROADCASTERS,
SHOREHAM HOTEL, WASHINGTON, D. C., MARCH 22, 1965

It is a pleasure to welcome the National Association of Broadcasters back to Washington.

I feel very much at home with this audience. An outstanding delegation of Minnesota broadcasters is present. I see, too, many familiar leaders from other states whom I have had the pleasure of working with in years past.

I predict a very high "rating" for your NAB Convention. It will consider in detail the key topics which are on your minds. You are going to hear from many other officials in the Legislative and Executive Branches. Fortunately, they are going to hear from you, too.

Such a constructive dialogue between broadcaster and public official is good news for America.

Out of this communication one hopes will come consensus, and, through consensus, teamwork for national progress.

President Johnson believes in finding the common ground on which all men of good will can unite. And he is determined to widen that ground -- and conversely, to narrow the area of division and discord.

In the major issues of American broadcasting, there is ample meeting grounds for Government and industry to work together as a team.

The record of your industry is a remarkable example of technical accomplishment and creative achievement.

The over 5,000 radio stations and 550 T.V. stations on the air today, together with the networks and groups which serve them, represent an incredible array of talent for and capability for entertainment, information, and education.

The members of this audience have had a singular impact on American society. You have revolutionized habits of recreation; you have transformed American journalism. You have broken the barriers of time and space -- in news gathering, news interpretation and news discussion.

Indeed, a recent Roper survey which has come to my attention reports that television has replaced newspapers as the primary news source for the public. In 1963 for the first time more people looked to television for news of what's going on in the world today than looked to newspapers. The disparity between the two media has increased in 1964.

The Roper survey also shows that television is now regarded by the public as the most believable source of news by a substantial margin and that more people select television as their most desired medium than select all the other media combined. When we add radio to television the reliance on broadcasting and the preference for broadcasting by the public becomes overwhelming.

These figures represent a great achievement for the broadcasting industry. They also represent a very great responsibility for the broadcasting industry.

The American system of government depends upon an informed public. Those who are in the business of bringing news and information to the public have a responsibility which is, in some respects, as great as that which rests upon government officials.

The great power and popularity of broadcasting requires that those in control recognize that they are not merely businessmen but also professionals bound by professional responsibility, ethics and honor to serve the public interest as journalists.

This is a task which you must perform for yourselves. Government cannot do this for you.

The role of the government with respect to regulated industries is to regulate that which must be regulated but not to dominate or dictate beyond the area of appropriate government action.

This is particularly important with respect to broadcasting where we are concerned with the very sensitive area of free speech. I can assure you that President Johnson and I are both devoted to the principle of free speech and believe that it is basic in the relationship between government and the news media.

The American public looks to you -- not only for news, but also for civic leadership.

So, too, you have a right to look to the Nation's Capital -- for wise and statesmanlike policies.

President Johnson has made it clear that he wants Government to trust industry, and he wants industry to trust Government. He does not believe in Government by

scare or by threat, but rather, in his concept of "creative federalism", he seeks to draw together the best in Government at all levels and in the private sector.

It is my personal view that the role of Government -- with respect to all regulated industries -- should be that of a fair and friendly umpire. The task is to make sure that the rules of the game are drawn fairly and followed in good faith. Clearly, in the case of broadcasters, this includes ensuring that each licensee of the public's airwaves fulfills his commitment to serve the public interest.

But the task of the Federal official is to regulate, not to dominate. He should stimulate, not harass. Government can and should be a catalyst for the best of which private enterprise is capable.

Excellence in broadcasting or any other industry can best be obtained -- not by compulsion, but by industry heeding its own inner voice -- by acting on its own initiative -- to fulfill its own highest ideals. Effective law observance makes most of law enforcement unnecessary. But if private responsibility is not exercised, the public interest clearly requires that the vacuum be filled and that the rights of the public will be safeguarded.

Individuals or companies which deplore excessive regulation have a simple means of preventing it: act so responsible that there is no necessity for extensive regulation.

There are so many challenges facing our people that it would be a pity if Government and industry were to squander their energies on quarrelling with one another.

The breathtaking prospect of the Gemini shot tomorrow is only a dramatic example of what Government and private enterprise working together can accomplish.

From the Communications satellites which circle the globe to every other field of communication the broadcasting industry is looking ahead to "Century 21." And what a task we have to prepare this nation for the vast population of the next century.

Within the next third of a century, our President has reminded us that we must virtually rebuild urban America.

Between now and 1970 alone, we must create one and one-half million new jobs every year -- just to provide employment for new and displaced workers. We are going to have to call on the broadcasting industry to help keep our economy rolling.

Advertising has helped raise the American consumer's sights to higher standards of living. Radio and television have stimulated the American market for goods, and services and brought the marketplace into every home, every factory, every office, yes, into every automobile.

You have helped America prosper, and America's prosperity has helped broadcasting to flourish.

We are now engaged in a final drive to bring the blessings of prosperity into the all-too-numerous backwaters and pockets of poverty that still exist.

And we need your help.

The President is determined to raise the rate of our economic growth. And that's not all. He seeks to reduce the deadly social and economic losses -- the rate of school dropouts, the death rate from killing and crippling diseases, the crime rate, the rate of formation of slums.

Can these and other goals of a Great Society be achieved in a reasonable period of time?

Of course, they can. And you of this audience can provide some of the most crucial help.

You may differ on some specifics, on some timing or on means or financial sums. But I believe that you join in the national consensus that what we have is not good enough. We can do far better.

Today is better than yesterday. And many fine projects of the Advertising Council -- which you have so well supported and through your own initiative -- have helped to make it so.

Your country asks still more of you. Still more of the finest talent of your industry needs to be enlisted for the advancement of human rights, the eradication of human misery, the enrichment of human life.

Let America ventilate more of its public grievances. Let America see and hear more about the problems which are only now emerging. Provide more of a forum for the public discussion of alternatives. That is the essence of democratic decision-making.

It is my privilege to serve our President in coordinating two broad national efforts -- the battle against poverty and the struggle against racial discrimination.

The prospect for victory in such battles lies -- in considerable part -- within your hands. In the field of civil rights, you can help the forces of law win over the forces of violence; you can help communities to heal wounds instead of allowing them

to fester. You can help knowledge triumph over ignorance, and reason over emotion. In the War Against Poverty, you can help swell the ranks of volunteers serving the disadvantaged. You can help raise the hopes -- and the ability -- of the deprived to break their own cycle of poverty.

In countless other objectives, too, you can help -- to beautify America, for example. You can help your President to remove blemishes from the landscape -- "sights that sore the eye." You can quicken the conscience of our citizens to clean the air and the streams.

You can encourage millions of Americans to see more of our country, to understand more of our history, to enjoy and protect our national parks and forests and memorials, our great and fascinating cities, our cultural centers.

And, more broadly, you can encourage the qualities of tolerance, of mutual respect, of dignity, of pride in one's self and one's work that must be the qualities of a truly great American society.

By the quality of your programming, by demonstrating excellence, by stimulating taste, by encouraging beauty, you can contribute beyond measure to the national effort to upgrade the quality of American life.

I am proud to share the platform today with one of your leaders -- a man who has helped add so much vitality to your industry -- an outstanding broadcaster and civic leader -- Leonard Goldenson.

This morning you honor him with a well-deserved award, and I add my congratulations.

Leonard, I wish you continuing success and even higher achievement for your company, your industry, and your nation. Competition is the A-B-C of the American broadcasting network. But it is also the A-B-C of our entire American system. The competition of ideas, of economic units, the struggle to find some improvement, some better way to do things -- this is the very essence of the American idea. We must never lose sight of that.

NAB will carry on now with its fine program. I am so pleased to have been given this "prime time", and to have had this opportunity to be with you today.

Thank you.

OK

ADDRESS PREPARED FOR DELIVERY BY

THE HONORABLE HUBERT H. HUMPHREY

THE VICE PRESIDENT OF THE UNITED STATES

AT THE CONVENTION OF THE NATIONAL ASSOCIATION OF BROADCASTERS

SHOREHAM HOTEL, WASHINGTON, D.C.

MONDAY MORNING, MARCH 22, 1965 10:45 A.M.

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Fortunately, they are going to hear from you, too.

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L The great power and popularity of broadcasting requires that those in control recognize that they are not merely businessmen but also professionals bound by professional responsibility, ethics and honor to serve the public interest as journalists.

L This is a task which you must perform for yourselves. Government cannot do this for you. Self Discipline

L The role of the government with respect to regulated industries is to regulate that which must be regulated but not to dominate or dictate beyond the area of appropriate government action.

L This is particularly important with respect to broadcasting where we are concerned with the very sensitive area of free speech. I can assure you that

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So, too, you have a right to look to the Nation's
Capital -- for wise and statesmanlike policies. And it
is the orderly and just definition of policy that the
President of the United States seeks for all regulated
industry.

President Johnson has made it clear that he wants
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Challenges Ahead

Popul

*Urban
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/ Adver

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Civil Rights

Poverty

Beautify
America

Lead a Community Drive.

Bencano Litter - clean neighborhoods!

-11-

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Travel -
See America

Community Service - Proud Community Nation!

-12-

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Goldenson

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