

WHITE HOUSE NEWS PHOTOGRAPHERS

APRIL 25, 1968

They say a picture is worth a thousand words. You'd better get started if you mean to ~~keep~~ up.

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I'm delighted to be here with you tonight, although I know this group is renowned for taking some mighty strange views of things and people.

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But I've been reading Chairman Mao, and I am well aware that political power grows out of the lens of a camera.

And I want you to know that I consider it a fundamental American right to be able to walk into any store, or write to any mail-order house, and buy one.

* * *

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By the way, have you seen Polaroid's new 1968 model, The Candidate? It produces a position in just 10 seconds.

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I promised Muriel that I would begin to look more photogenic. But no matter how much make-up I use, Esquire refuses to put me on its cover.

* * *

One of you asked me which profile I favor. I favor both of them, and I think I'd lose a lot of my appeal without either one.

But if you must choose, let's have a little more emphasis on the left.

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I think you all understand my caution about diving right into politics. There is nothing worse than being over-exposed -- except perhaps a double exposure.

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I came here tonight to say this: You do a terribly difficult and enormously important job extremely well.

I have often wondered what it is about a picture that makes it infinitely richer than words as a source of information.

The answer, I think, is that you put people in the picture.

At a time when events, statistics, decisions, problems, power, "the past," "the future" and all sorts of other intangibles seem to make up our environment, you remind all of us that government is made up of people... that Presidents are people... that's what gets hurt in war and in civil disorder is people... and that our purpose is mankind.

You are, to a very great degree, the custodians of our humanity.

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DRAFT NOTES

Photography is going to have its best Summer in 1968. It is not just because of the exciting political campaign; but rather because photography is helping America meet its most important single domestic challenge -- helping to assure a good Summer for disadvantaged youth.

As Chairman of the President's Council on Youth Opportunity, I'm glad to report to you that the entire photographic industry is cooperating closely with us.

L The slogan for this summer in the Inner City should be "Photograph, Baby, Photograph!" Photography is the only kind of "shooting" we want this summer.

Throughout America, we are going to have Youth Photo Fairs and Photo Festivals.

At my request, the National Association of Photographic Manufacturers is making it possible for teen-age photo-journalism groups to document the summer youth program -- by both still and motion picture photography -- in many cities.

The ~~Master~~ Photo Dealers and Finishers of America has inaugurated what it calls "Project PICS" -- "Pictures in Community Self-Development." It will make available resources to enable youngsters to photograph Neighborhood Beautification and other improvement programs.

I appointed a National Photographic Coordinator, Mr. Herschel Sarbin, and he has been traveling around the country to key cities to launch photography projects, including Lend-A-Camera-Programs for inner city youngsters.

I hope that the best photographs and film footage taken by youngsters will be shown on television, both commercial and educational TV.

I hope that talented -- minority -- youngsters will be encouraged to become apprentices for careers in photography.

Now, I call upon every photographer in this audience to help us. You can donate spare time toward helping youngsters in the inner city.

You know the value of your skill. You know that photography can "turn people on." It can inspire, amuse, motivate.

Photography is a great teacher; it teaches not only the man who takes the photo and the people recorded in the photo, but the audience which sees the photo.

So, let us go forth from this Annual Dinner determined to make photography a liberating force for these youngsters. Liberating those who might otherwise be trapped in unemployment and hopelessness, in idleness and boredom.

Let photography enjoy its finest hour in helping us build a better America.

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^{Friend}
Charles Hull

George Tames V.P.

Pres. ~~H~~ Charles
V.P. George
(just what you need)

King Olaf 7 Norway

Mississippi-Texas
Virginia

Mr Steichen



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