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(V.P.S.) N.S.P. (electronic)

REMARKS

OF

HUBERT H. HUMPHREY

MINNESOTA BROADCASTERS CONVENTION

ST. PAUL, MINNESOTA - SEPTEMBER 24, 1970

I know as broadcasters you are all concerned with "fairness". the FCC's Fairness Doctrine has set a guide for you in your handling of controversial affairs on the air. In politics we don't have a fairness doctrine --- at least not one administered and enforced by an agency of government.

However, today I am going to establish my own self enforced "fairness doctrine". My Republican opponent is unable to be here today and it would be unfair of me to make partisan remarks in his absence. So, in the interests of "fairness", I want to discuss with you some of the things I see happening in this marvelous age of "instant communications".

In these past two years that I have been back in Minnesota, I have spent a great deal of time travelling this wonderful state. I've listened to the people in Marshall, Minnesota as well as those in Roseau. I've observed the struggling rural communities of this state that dot the map from one end to another. And, I've viewed and listened to the outstanding community service efforts of our Minnesota broadcasters in both radio and television. I spoke of the Fairness Doctrine a moment ago. Let me say that I know of no responsible broadcaster in this state who has ever turned his back, closed his door, or said no to a political candidate for public office. Now I'm not talking about paid commercial time... I mean free, unsponsored public affairs discussion time... time made available so that all points of view, regardless of political party or persuasion, are presented to the listening and viewing public. When it comes to fairness... the broadcasters of Minnesota have their own doctrine and it isn't written by the FCC and handed down by the Supreme

Court... it's written with their individual integrity and dedication to public service.

As your Vice President I was honored with a special presentation from you and your fellow broadcasters in the National Association of Broadcasters. ~~And when I say honored I really mean honored.~~ I have tried to dedicate my life and my work in public life to the service of the people. I see a similar dedication in the work that the broadcasters of this nation and particularly this state do in the programming they present to their audiences.

NAB

← This country is faced with many serious social and economic problems... but they are problems that the broadcasters have stepped forward to help solve through programs of community and citizen awareness. Today the drug problem among our young people right here in Minnesota is of major proportions. You as broadcasters have seen this... you recognize the serious threat that drugs in your community can mean in the total destruction of the moral fiber and physical well being of our high schoolers and college students.

Drugs

In seeing the need you have set out on a most extensive program of drug abuse information spots that have provided otherwise unknowing youngsters and their parents information they might not otherwise receive about the hazards of drug useage. — *Do more*

↳ On the economic scale you have seen... and most of you, as station managers and owners, have experienced the drastic effects of the serious inflation that has gripped this country for many months. ↳ Again you have led the way in not only attempting to hold down commercial rate increases on your stations, but you have provided air time for various public service spot announcements created and prepared by the Advertising Council.

*Inflation
reform*

↳ These are but two small examples... but the people of this state should remember --- especially in a time when our news media is under attack from high government officials... that this daily dedication to the public's interest, necessity and convenience is done without pay to the station

and, more importantly, without the threat of a governmental agency dictating that it must be done.

Weather!

↳ The broadcasters of Minnesota provide extra measures of service to their audiences because of the kind of state we live in. ↳ What is more important in Minnesota than weather? In the summer it is the threat of severe storms and tornados... it is the lack of moisture or too much rain for our farmers (and I might add our major league baseball team)... in the winter the weather is everything to Minnesotans and it is our Minnesota broadcasters who keep them informed. ↳ Hour after hour Minnesota broadcasters provide the latest information on school closings, driving conditions and changing weather patterns.

↳ I mentioned briefly the fairness of our state's broadcasters in the discussion of public affairs issues. The opportunity that almost every radio station in this state now provides --- either on a daily or weekly basis --- for discussion of various local, state and national concerns of its listeners

Election

Public Affairs

through participation in telephone/talk format programs is one of the truly great developments in broadcasting programming. I realize that these programs can create some problems for the individual broadcaster, however, I have not seen them shy away from providing the opportunity to the public to have this access to the public airwaves to express their points of view on virtually any subject imaginable.

I mentioned the importance of weather *Weather*
broadcasts to the people of Minnesota... mostly because it plays such an important role in their daily lives.

I Today, I am going to ask that this organization take another look at their weather-casts together with a close examination of one of most serious threats we face to continued human life on earth. I am, of course, referring to the very serious problems of ^{*with*} air pollution.

I Air pollution is not just a problem of our major metropolitan areas, although it certainly is more serious in our central cities. I If you live in Willmar, Red Wing, Hibbing, or Hallock you are breathing air that is being contaminated daily -- often times from hundreds and hundreds of miles away.

Q How does that affect you as broad casters?

Individually and collectively you, through your broadcast facilities, have the greatest power to mobilize public opinion and awareness. Just as you have created a society alert and aware of the dangers to health from smoking, you can now instill in your audiences a sense of urgency about the pollution of our environment. Q And the best and most effective way I know is to use those many, many weather-casts you air each day. How simple it would be to include with the percentage change of rain, a daily air pollution count for your community, similar to the ragweed and pollen count that used to be provided by the University. Q These air pollution reports would provide the count of total micro-grams of solid matter in the air during the past 24 hours. The public would be informed of the acceptable level in comparison with the level of that day.

Q I am happy to note that since I first mentioned this idea to a few local broadcasters in various locations here in Minnesota a few months ago,

Water
Pollution
to

the idea has been adopted by at least 6 radio stations ~~and television stations~~ ~~on a daily basis.~~ Today, I call upon the membership of this Minnesota Broadcasters Association, assembled here at their annual convention, to set up the machinery to provide this very necessary and essential information of pollution awareness to all of the listeners of viewers of your stations here in Minnesota. Let

It be shown that in a time of national need and international concern about the contamination of the air we breathe, the broadcasters of Minnesota stepped forward once again to act in the public interest... on their own, and to their everlasting credit as dedicated "sound" servants of the people of Minnesota and the citizens of their individual communities.

✓ Report from the hi school —
+ the Campus —
on the Constructive things.

✓ Jobs, Training for minority groups
✓ Educ TV. Tel in w. Th Jr College



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