

*I would have
retired if
someone
had been so
kind!*

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REMARKS OF

SENATOR-ELECT HUBERT H. HUMPHREY

PALMER HOYT DINNER,
DENVER, COLORADO
DECEMBER 14, 1970.

*Hoyt - 4 letter
Post words*

"AN EMPIRE OF ACCOMPLISHMENT"

I personally am not one much attracted or im-
pressed by trappings of Empire.

↳ I've experienced enough protocol pageants to
recognize them as mostly sounding brass-- displaying nothing
so much as perhaps a poor sense of theatre.

But today--here in the Rocky Mountains--with
the accomplishments of Ep Hoyt and the Denver Post dotting
the geography of this region and the Nation like victory
pins on a campaign^{map}-- it is impossible not to feel something
akin to imperial exhilaration and pride. ↳ And I do take
pride in this Rocky Mountain Empire.

↳ An empire of accomplishments--

↳ A parade of ideas, ideals and deeds achieved
and acknowledged without personal fanfare--

↳ A record of championing the Freedoms that makes
America what it is today--

and ↳ All this achieved, without pretension, by the ruler
of this journalistic and democratic realm-- Ep Hoyt.

Ep have followed your career and the struggles
that have made you and the Post grow and benefit not just
a region, but a Nation. And as an aside, I must say here
that I am ever mindful of your scrupulously careful scrutiny.

of my own career-- for that you have my belated but sincere appreciation.

Some may listen to my words and wonder that a founder of 'Democrat-Farm-Labor Party displays familiarity with words such as--empire--sovereignty--ruler and realm.

But America is indeed a land of immense but tempered power. And Americans themselves wield this power and rule this realm. In declaring this mountain empire, Ep Hoyt and the Post were declaring the empire of the People of the Rocky Mountain Region.

The founders of the Post--Bonfils and Tamen--declared the Post to be the peoples paper. Ep Hoyt has continued and strengthened that tradition by living up to this declaration of editorial policy, "The voice of the people is the voice of the sovereign. It is your voice. That voice needs to be heard in the land."

Through the Denver Post, that voice of the people has been and continues to be heard in the land. But, more importantly, things have happened as a result of this expression of the people's voice and will.

Through persistent editorial hammering, the Post has had a decided impact in fostering new commercial, cultural and social change in Denver and the Region:

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7-achieving fairer labor laws,

--lessening intolerance and ~~intolerance~~ ^{hostility} towards minorities,

2. --removing secrecy from ~~public~~ ^{public} hearings,

--achieving local improvements like adequate

Colorado highways and Denver street signs,

--keeping the Region and the Nation informed on the progress of the Second World War,

--leading the journalistic fight against mccarthyism.

and, establishing standards of ethics & excellence for American Journalism;

~~The adoption of these advocacies was no small departure for the Post. Some resentment of newcomers to family or community is too strong a part of basic human nature for post-war Denver not to have had its share.~~

~~Lep~~ experienced this initial resentment along with substantial negative reaction to some of his editorial policies. But gradually the low voice of moderate liberalism was recognized. The people recognized their voice in his policies and supporting programs that were in the best interest of the region.

Denver soon realized that here was a man who was vitally interested in the City and the Region and had some concrete suggestions to back up that interest.

~~Ep had been... by the people whose~~
~~voice...~~ #

However, before coming to Denver, Ep had a taste of Washington bureaucracy at its best, or perhaps I should say, at its worst.

Ep accepted the position as Director of the Domestic Division of the Office of War Information.

This program, for a number of reasons, was unpopular with the Congress, with the military, with the public, and even with the press--those it was supposed to be serving.

It was by assuming ^{this position} ~~the~~ position that Ep had his first, direct impact on the establishing of national policy.

War information policy, in the early days of the war, was a confusing--and thus self-defeating--mix of propaganda and delayed and distorted reporting from the war zones.

Bad news, it was felt, should not be transmitted to the American People.

Ep knew that to continue such a policy would confuse and alienate the American people and give free rein to the rumor-monger. Using the personal lessons of persuasion of his college days, Ep showed the Administration the wisdom of telling the American people the truth.

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To the military, Ep pointed out that if they didn't start telling America the truth about various setbacks, their credibility would be nil at the end of the war.

*Polite
Hoyt
using!*

↳ To the White House, he used another approach. I quote Ep himself right here, "I finally convinced Harry Hopkins that if the U.S. Government did not alter its policy of turning smashing defeats into reported victories, that when we had finally won the war, the public would be convinced that we could have won it anyway, with a Chinaman in the White House and an educated gorilla as Chief-of-Staff." ↳ This bluntness, we all know, was not lost on the politically astute Mr. Hopkins.

and ↳ Ep succeeded with the Congress in getting a budget for his office.

↳ He succeeded with the Administration in getting them to tell the truth about matters already known to the enemy.

↳ He succeeded ^{with} ~~the~~ the press in getting them to perform the information duties they were best equipped to handle.

yes He succeeded for the American people!
Information policy of a democracy at war was set by Ep Hoyt.

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Ep has spent his life clarifying the Role of the
Responsible Journalist in a Democratic Society
and for this we are most grateful.

He has always known the difference between
reporting impartially and objectively -- and
editorializing strongly for Causes.

His own Concise Statement best spells out
his Policy: "Print the News, comment adequately
thereon; never mix the two."

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He believes, and I quote, "In wartime, the most important asset that any government can have is public confidence."

Ep passed his own "Freedom of Information Act" 25 years before Washington realized this is the way in which a Democracy must deal with ~~the~~ citizens' right to know."

Ep came to Denver at the War's end and initiated the changes in policy that resulted in the catalogue of achievement we recited just a moment ago.

But, to my mind, Ep's greatest, specific service to the Nation, was his early and persistent battle against mccarthyism *demagoguery.*


This battle and its continuing clash resounded throughout the Country. And this is exactly what Ep intended. He knew that he was probably the single most likely newspaperman to put the lie to the unfounded character assassinations of this era.


Ep knew, before any of his colleagues, that *the demagogues* ~~mccarthyism~~'s use of the press for hit-and-run accusation would eventually destroy both the freedom of the press and its credibility.

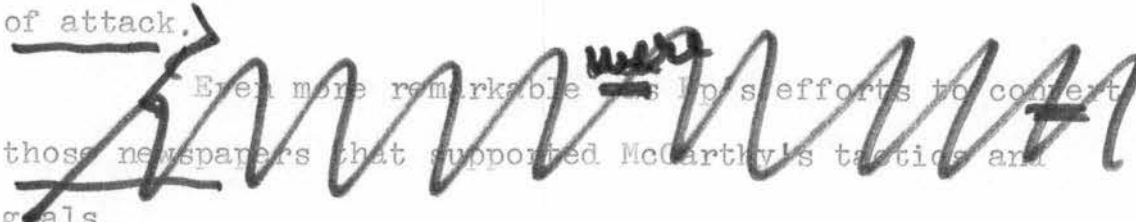
And he knew that he, with impeccable anti-communist credentials, could best withstand the inevitable

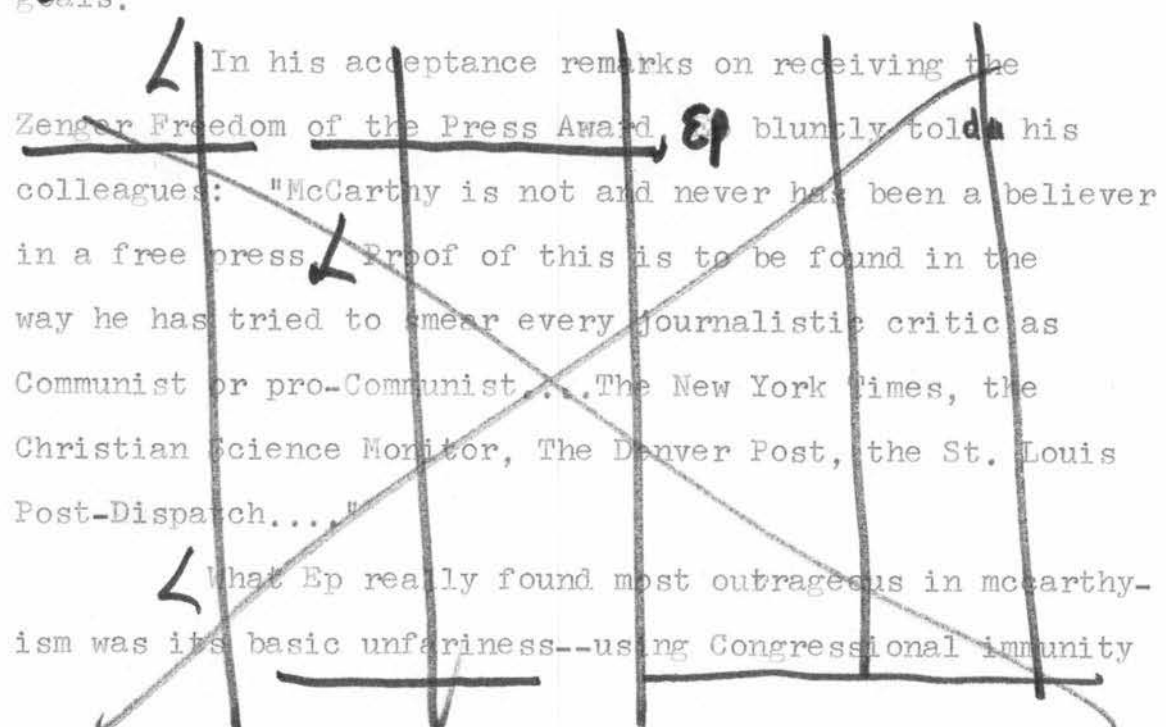


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~~McCarthy~~ attacks on his own and the Post's patriot-
ism.

—  Here was a fighter against subversion, combatting
an inner force-- a force eroding what no external
enemy could even taint--the personal, constitutional free-
doms and protections guaranteed to all Americans.

—  In editorials and at speaking engagements
across the Country, Ep continually warned against
the unfairness of McCarthy's accusations and his methods
of attack.

 Even more remarkable ~~was~~ ^{was} Ep's efforts to convert
those newspapers that supported McCarthy's tactics and
goals.

  In his acceptance remarks on receiving the
Zenger Freedom of the Press Award, Ep bluntly told his
colleagues: "McCarthy is not and never has been a believer
in a free press.  Proof of this is to be found in the
way he has tried to smear every journalistic critic as
Communist or pro-Communist... The New York Times, the
Christian Science Monitor, The Denver Post, the St. Louis
Post-Dispatch...."

 What Ep really found most outrageous in McCarthy-
ism was its basic unfairness--using Congressional immunity

~~to protect unfounded attacks on the basic patriotism
of decent, dedicated Americans.~~

~~But, in addition to the basic unfairness to
those he was destroying, McCarthy was ^{also} unfair to
journalists in an equally basic way.~~

The dilemma he presented to the press was this:
How do you objectively report a story that attacks someone,
provides no proof and does not permit the victim of the
attack to reply in his own defense?

This clever tactic of McCarthy's of slander-
just before deadline was out-maneuvered by Ep and the
Post.

In a classic memorandum outlining journalistic
practice to be followed in such cases, Ep provided
newspapermen with the weapons to fight this dual unfairness
of McCarthy.

Ep's memo said, in brief, when a man consistently
has proven himself a liar, it is part of good reporting
to bring that fact clearly before the reading public.

Ep said it more elegantly than that, but it
comes down to the same thing..

Ep, clearly the coat of arms of this Empire
has engraved on it the motto, "Fairness to all, is the
basis of one's own honor."

ON THE OFFENSIVE AGAINST MCCARTHY IN 1952 BUT NOW HE REALIZED
 THAT A PLAN TO COUNTER MCCARTHY'S METHODS OF USING THE
 PRESS FOR HIT AND RUN ACCUSATIONS WAS NECESSARY.

William Allen

IN THE WHITE LECTURE, HE DESCRIBED THE MEMO HE HAD WRITTEN
 HIS NEWS STAFF. ^{and} HIS FIVE GUIDELINES ARE STILL VALID:

- 1 ONE: ALWAYS EVALUATE THE SOURCE OF THE CHARGE.
- 2 TWO: WEIGH THE STORY AND SEE WHAT THE NEWS STAFF WOULD
 DO WITH IT IF OFFICIAL (SENATORIAL) IMMUNITY WERE LACKING.
- 3 THREE: DISCUSS WHETHER THE POST CAN WITHHOLD PUBLICATION
 OF THIS PARTICULAR MOOT STORY UNTIL PROOF OR A QUALIFYING
 ANSWER CAN BE OBTAINED FROM THE PERSON, ORGANIZATION OR
 GROUP ACCUSED.
- 4 FOUR: ASK THE NEWS STAFF WHETHER THEY *of* THEIR OWN
 KNOWLEDGE, KNOW A DOUBTFUL CHARGE TO BE FALSE, AND TO APPLY
 ANY REASONABLE DOUBT THEY MAY HAVE TO THE TREATMENT OF THE
 STORY.

FIVE: IN CONNECTION WITH BANNER LINES OR OTHER HEADLINES

ON THIS TYPE OF STORY, ASK THE NEWS STAFF TO DETERMINE WHETHER WORDING IS USED AS SHOCK TREATMENT OR TO SUMMARIZE FACTS.

IN THE MEMO'S CONCLUDING REMARKS, HOYT REMARKED:

"IT IS OBVIOUS THAT MANY CHARGES MADE BY RECKLESS OR IMPULSIVE PUBLIC OFFICIALS CAN NOT AND SHOULD NOT BE IGNORED, BUT IT SEEMS TO ME THAT NEWS STORIES AND HEADLINES CAN BE PRESENTED IN SUCH A MANNER THAT THE READING PUBLIC WILL BE ABLE TO MEASURE THE REAL WORTH OR VALUE AND THE TRUE MEANING OF THE STORIES."

L WHILE THE CASE OF MCCARTHYISM WAS AN EXAMPLE OF AN EXTREME ATTEMPT TO MIS-USE THE NEWS MEDIA, IT IS NOT AN ISOLATED INCIDENT. IN AMERICA TODAY ALMOST ALL PUBLIC OFFICIALS AND ALL SPECIAL INTEREST GROUPS ATTEMPT TO USE THE NEWS MEDIA TO SOME DEGREE.

AND NEWSMEN CAN NOT PLEAD INNOCENCE BY CLAIMING IGNORANCE OF THE MOTIVES AND ULTERIOR AIMS OF THE USERS.

L GOOD REPORTING IS NOT ONLY OBJECTIVE -- IT IS HIGHLY

SOPHISTICATED.

AND IT IS BRAVE, STANDING UP TO THE PRESSURES OF
GOVERNMENT AND OF ADVERTISERS.

WHILE THE EDITORIAL WRITER CAN AND MUST ENGAGE IN
OPINIONS, HE MUST ALSO BE BRAVE AND SOPHISTICATED.

ONCE
ROBERT LUCAS WHO/SERVED UNDER EB HOYT, RECALLS THAT HOYT
TOOK HIM ASIDE ONE DAY AND SAID:

"NOW YOU ARE IN A BIG CITY AND ON A BIG PAPER. THE
PRESSURES ARE STRONGER HERE. BIGGER MEN HAVE MORE WEIGHT
TO THROW AROUND.

"I WANT YOU TO BE FAIR. I WANT YOU TO BE COURTEOUS,
OPEN-MINDED AND RESPECTFUL. I WANT YOU TO ADMIT IT WHEN
YOU ARE PROVED WRONG. I WANT YOU TO GIVE THOSE WHO
DISAGREE WITH YOU EVERY OPPORTUNITY FOR REPLY.

"AFTER YOU HAVE DONE ALL THIS, AND HAVE EXHAUSTED
EVERY AVENUE OF ACCOMMODATION AND COMPROMISE, IF YOUR
DETRACTORS CONTINUE IN THEIR OPPOSITION -- I DON'T CARE WHO
OR WHAT THEY ARE -- GIVE THEM WHAT WE CALL OUR EVASIVE ANSWER."

L "WHAT," ASKED LUCAS, "IS OUR EVASIVE ANSWER?"

"TELL THEM," HOYT SAID, "TO GO STRAIGHT TO HELL!"

WHEN ~~HE~~ FIRST CAME TO THE POST, HOYT OPENED UP THE
COLUMNS OF THE PAPER TO ALL SHADES OF OPINION FROM READERS
AND GUEST COMMENTATORS -- AN APPROACH RARE AT THE TIME
BUT BECOMING A TREND TODAY.

JUST THIS YEAR, FOR INSTANCE, THE WASHINGTON POST
HAS EXPANDED ITS LETTERS TO THE EDITOR SECTION TO COMPRISE
AN ENTIRE HALF-PAGE ON THE EDITORIAL PAGES. L THE NEW YORK
TIMES HAS INSTITUTED AN "OP ED PAGE" -- OF DIVERGENT OPINIONS
OPPOSITE ITS OWN EDITORIALS.

L IN THIS, AS IN SO MANY AREAS, THE DENVER POST HAS PROVED
TO BE A REAL LEADER UNDER THE ABLE EDITORSHIP OF PALMER HOYT.

L HE HAS SHOWN THE DIRECTION THAT THE NEWS MEDIA MUST TAKE
TOWARDS IMPROVED PROFESSIONALISM.

L AND HE HAS SHOWN HOW INDEPENDENT BUT RESPONSIBLE JOURNALISM
CAN PLAY AN IMPORTANT ROLE IN HELPING OUR NATION AND OUR
COMMUNITIES FUNCTION IN MORE EFFECTIVE AND MORE DEMOCRATIC WAYS.

THANK YOU

Ep. There remain, I trust, many more years ahead of you. Years in which your gift for friendship, your wit and wisdom will be among us. You have already done that beyond which no one can expect more--you have made this world, and this Nation and this City, a better place for being here. The years ahead shall make us only richer so.

"Honour travels in a strait so narrow where
one but goes abreast. Keep the path, for
 emulation hath a thousand sons that one

by one pursue." (Troilus and Cressida
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Ep, here before you your thousand sons and
 their emulation of you to add further to this Empire of
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PALMER HOYT DINNER

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Yes, he succeeded for the American people!

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Ep Hoyt.

He believes, and I quote, "In wartime, the most important asset that any government can have is public confidence."

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Ep came to Denver at the War's end and initiated the changes in policy that resulted in the catalogue of achievement we recited just a moment ago.

But, to my mind, Ep's greatest, specific service to the Nation, was his early and persistent battle against McCarthyism -- demagoguery.

Ep has spent his life clarifying the role of the responsible journalist in a Democratic society. And for this we are most grateful. He has always known the difference between reporting impartially and objectively -- and editorializing strongly for causes. His own concise statement best spells out his policy: "Print the news; comment adequately thereon; never mix the two."

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This battle and its continuing clash resounded throughout the country. And this is exactly what Ep intended. He knew that he was probably the single most likely newspaperman to put the lie to the unfounded character assassinations of this era.

Ep knew, before any of his colleagues, that the demagogues' use of the press for hit-and-run accusation would eventually destroy both the freedom of the press and its credibility.

And he knew that he, with impeccable anti-communist credentials, could best withstand the inevitable attacks on his own and the Post's patriotism.

Here was a fighter against subversion, combatting an inner force -- a force eroding what no external enemy could even taint -- the personal, constitutional freedoms and protections guaranteed to all Americans.

In editorials and at speaking engagements across the country, Ep continually warned against the unfairness of McCarthy's accusations and his methods of attack.

The dilemma he presented to the press was this: How do you objectively report a story that attacks someone, provides no proof, and does not permit the victim of the attack to reply in his own defense?

This clever tactic of McCarthy's of slander just before deadline was out-maneuvered by Ep and the Post.

In a classic memorandum outlining journalistic practice to be followed in such cases, Ep provided newspapermen with the weapons to fight this dual unfairness of McCarthy.

Ep's memo said, in brief, when a man consistently has proven himself a liar, it is part of good reporting to bring that fact clearly before the reading public.

Ep said it more elegantly than that, but it comes down to the same thing.

Ep, clearly the coat of arms of this Empire has engraved on it the motto, "Fairness to all, is the basis of one's own honor."

In the William Allen White lecture, he described the memo he had written his news staff. And his five guidelines are still valid:

1. Always evaluate the source of the charge.
2. Weigh the story and see what the news staff would do with it if official (Senatorial) immunity were lacking.
3. Discuss whether the Post can withhold publication of this particular moot story until proof or a qualifying answer can be obtained from the person, organization or group accused.

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4. Ask the news staff whether they of their own knowledge know a doubtful charge to be false, and to apply any reasonable doubt they may have to the treatment of the story.
 5. In connection with banner lines or other headlines on this type of story, ask the news staff to determine whether wording is used as shock treatment or to summarize facts.

In the memo's concluding remarks, Hoyt remarked:

"It is obvious that many charges made by reckless or impulsive public officials cannot and should not be ignored, but it seems to me that news stories and headlines can be presented in such a manner that the reading public will be able to measure the real worth or value and the true meaning of the stories."

While the case of McCarthyism was an example of an extreme attempt to mis-use the news media, it is not an isolated incident. In America today almost all public officials and all special interest groups attempt to use the news media to some degree.

And newsmen cannot plead innocence by claiming ignorance of the motives and ulterior aims of the users.

Good reporting is not only objective -- it is highly sophisticated.

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And it is brave, standing up to the pressures of government and of advertisers.

While the editorial writer can and must engage in opinions, he must also be brave and sophisticated. Robert Lucas, who once served under Eb Hoyt, recalls that Hoyt took him aside one day and said:

"Now you are in a big city and on a big paper. The pressures are stronger here. Bigger men have more weight to throw around.

"I want you to be fair. I want you to be courteous, open-minded and respectful. I want you to admit it when you are proved wrong. I want you to give those who disagree with you every opportunity for reply.

"After you have done all this, and have exhausted every avenue of accommodation and compromise, if your detractors continue in their opposition -- I don't care who or what they are -- give them what we call our evasive answer."

"What," asked Lucas, "is our evasive answer?"

"Tell them," Hoyt said, "to go straight to hell!"

When he first came to the Post, Hoyt opened up the columns of the paper to all shades of opinion from readers and guest

commentators -- an approach rare at the time but becoming a trend today.

Just this year, for instance, the Washington Post has expanded its letters to the editor section to comprise an entire half-page on the editorial pages. The New York Times has instituted an "Op Ed Page" -- of divergent opinions opposite its own editorials.

In this, as in so many areas, the Denver Post has proved to be a real leader under the able editorship of Palmer Hoyt. He has shown the direction that the news media must take towards improved professionalism.

And he has shown how independent but responsible journalism can play an important role in helping our nation and our communities function in more effective and more democratic ways.

Ep, there remain, I trust, many more years ahead of you. Years in which your gift for friendship, your wit and wisdom will be among us. You have already done that beyond which no one can expect more -- you have made this world, and this Nation and this city, a better place for being here. The years ahead shall make us only richer so.

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