

Certainly editors, both photo editors and the editors of the printed word, have a great deal of responsibility that goes along with their freedom. I think we both recognize that they try to give a balanced picture rather than a distorted one. Still the subject should be available, I agree with you.

Mr. COSTA. If I may add to what I just said, there is a continuous program within the media itself for improvement of our ethics, practices, and techniques. Only recently there was a long discussion in one of the professional publications about balanced reporting in pictures. It is the responsibility of responsible editors also to select pictures that show both sides of a story just as it is their responsibility to tell both sides of any story in words.

So, you see, we are always trying to improve. Just as your hearing here is aimed at improving, something that we are already living with, newspapers, the law, medicine, the professions, we too are always trying to improve, and we make progress slowly.

I might point out that in the Senate, at Senate hearings, pictures are permitted. I do not think you find newspapers or news media publishing pictures of empty chairs or of the Senators when their faces are distorted. I think those pictures that are published are generally aimed at giving a balanced report of the particular hearing.

Mr. GRIFFIN. I think there is a psychological tendency for a picture more than the printed word to be accepted as proof positive of a situation. People are critical of the printed word, and often compare the articles of various reporters, but I think a picture has a little higher standing in many respects—

Mr. COSTA. You are right.

Mr. GRIFFIN (continuing). And there is probably a little more responsibility involved on the part of the photographer and editor.

Mr. RUMSFELD. Would the gentleman yield? I, to some extent, feel the other way about a picture. I think most people at one time or another have seen a picture of themselves or of something that they saw with their own eyes that does not represent a balanced picture, whereas most individual citizens have never in their lives had anything written about themselves which was inaccurate, because most people have not had anything written about them, and they tend to accept the written word.

We had a situation yesterday in this hearing where the gentleman from the Treasury Department stated categorically that Mr. Jack Anderson's column was not accurate, it was wrong.

Now people read that and have no way to know this. But with a photograph, it seems to me, people recognize that possibility. I would like to say in conclusion that I am delighted to be here to hear your testimony, and I think that certainly the problems you put before this subcommittee are worthy of consideration, and certainly the area of picture reporting and picture information is one which should properly be considered.

Mr. COSTA. If I may add to this discussion, we conduct workshops at various times through the year in different parts of the country, and we have a publication which I edit, and the one thing we continuously admonish is that pictures carry a presumption of truth and, therefore, it is incumbent on the visual reporter when he has his film in his camera and, before he pulls the slide, he should ask himself, "Is this picture that I am about to take true or is it false?" This is a gospel