

But I go back to Mr. Griffin's statement, and I am happy to join with him; I think the old Chinese proverb, which I maybe misquote, but isn't it that one picture is worth a thousand words?

Mr. COSTA. May I—this is interesting—may I give you the correct interpretation. It is "one seeing is worth a hundred tellings," and it has been perverted over the years to "one picture is worth a thousand words," but the actual interpretation I am told by Chinese friends is, "one seeing is worth a hundred tellings."

Mr. MACDONALD. I bow to your erudition. I do not have that many Chinese friends. [Laughter.] But isn't the temptation, not on the photographers so much, but on the, I guess, photo editor very strong? If he happens to like a candidate for, say, such an important office as the Presidency, the news corps has to report what was said, and yet a photographer does not have to do anything except catch somebody, as somebody apparently did Mr. Griffin, in an off moment, and—

Mr. RUMSFELD. He did not say it was an off moment. [Laughter.]

Mr. MACDONALD. He said a thousand pictures were taken, and one was scowling. It must have been a Republican rally, I am sure. But in any event, isn't it very possible and, as a matter of fact, I know it is possible because I traveled on a presidential campaign, and depending on the area and the feelings of the paper in that area, the photographs of the candidate for Presidency of the United States, if it were in a friendly territory they always came out smiling and patting a child on the head, and if it was an unfriendly territory, I don't know if he would be scowling, but he would be chasing a dog away with a stick or something. And I just say that while I agree in theory with what you say, that because a photo is so concise but it also can give a very false impression, I mean somebody can be here at this hearings for hours and be smiling, and then raise their finger and point a finger at you, and it comes out that somebody is browbeating you, that the responsibilities that go with being a photo editor are even stronger than those of an editorial writer for a newspaper. Would you agree with me or not?

Mr. COSTA. They are, they are. But since Mr. Macdonald has raised this point, Mr. Chairman and gentlemen, I would like to comment on it, because I have had experience in this area myself, and I think it is tremendously important that we all understand it.

To begin with, the individual who views a picture views it subjectively. If he is traveling on the Presidential train he has a subjective view—

Mr. MACDONALD. Sir, I am not that old, I am sure none of us are.

Mr. COSTA. At any rate, may I tell you of an incident that happened when Mr. Roosevelt was campaigning for the last time that he campaigned through New York City. It was a miserable, rainy day. The cameramen were in the 14th car, an open car in the procession. I was one of them, and a New York Times photographer, a very dear friend, was with me, and the car was full of cameramen.

We toured the whole city, and when we stopped at the Brooklyn Navy Yard to receive flowers from the daughter of one of the workers there or when we stopped at another place and another place, by the time the cameramen left the 14th car in the procession and ran 14 car lengths up, the particular little ceremony for which they stopped was finished, and we got no pictures.