

Control Room Director who replied that it would be a few minutes before he could put him on the air. When the commentator asked the woman how long she planned to remain there, she raised her head slightly and asked "How long would you like?" The responsible judgment of what constitutes news is most demanding on the TV news media. I believe this requires something more than a beard and a guitar. Are they looking for news or viewers? I think you should look for news.

"When people see it on TV they are experiencing it for themselves" said Fred W. Friendly, one time head of CBS News and now Professor of Columbia University Graduate School of Journalism. "It must be true, the viewer feels because he is seeing it. We cannot tamper with that trust or we will lose everything." NBC issued a directive last summer stating that no newsman is to "arrange", "modify", "stage", "schedule" or "re-enact a news event. I believe most radio and TV stations now have similar instructions or an operating policy. Like all rules, there are exceptions which require responsible judgment. Clearly there would be no problem when a presentation to an honored guest is re-enacted.

But should a newsworthy person be asked to walk fast or slow to better cover a demonstration in the background? What if background music or applause is added to a program? Consider the cameraman who missed filming a hoodlum demonstrator throwing a rock through a window. Fortunately the broadcaster has already answered most of these questions and presents the event unchanged as it happened. This responsibility assumed by broadcasters is no accident; it is their direct recognition of the right of free speech granted by our Constitution, which right has repeatedly been reaffirmed by the Courts, the Communications Act and the Rules and policy of the Federal Communications Commission.

The freedom enjoyed by the broadcast news media is not absolute. It is difficult at best to focus on a human being or event which pre-supposes that an initial decision has tentatively been made and that this particular person or event is newsworthy. TV coverage even though entirely complete and accurate can, because of lighting, camera angle and other technical factors, completely distort the news. Thus there is the responsibility of reporting pictorially, what was said or done, without technical distortion.

In this and other respects, the broadcast media is at a disadvantage with the print news media. The print media enjoys the luxury of evaluating the newsworthiness of a President's statement or other important event after it has occurred rather than carrying them as they occur. Consider coverage of an automobile race, live on TV. Normally you would expect to film the skill of the drivers with possibly the main event being an interview with the winner. But what if the main event is a tragic and painful death? The TV newsman here must make an instant decision which balances the public's right to know consistent with good taste and the mores of the times.

When TV seeks to cover an important national figure, conditions *may* apply which would not apply equally to the print news media. Recently this entire matter was brought to the public's attention when Richard S. Salant, President of CBS news, frankly told viewers that an interview with the President had been subject to some degree of control from the White House. TV coverage may often involve the power of some degree of veto as a pre-determined condition of the interview.

There are also situations in which the very nature of TV coverage require the newsman to be conversant in either local, national or international affairs. On-the-spot radio or television news coverage may inadvertently jeopardize a delicate local, national, or international situation. A delay in reporting such an event may properly be indicated. I do not classify this as censorship. It simply reflects responsible self-discipline in making judgments based on a great deal of experience and professional integrity on the part of the newsman.

TV has an added hardship in that it serves both as a news reporting medium and platform for various political views. Unlike the editorial section of a newspaper or magazine, the TV viewer is not always able to emotionally or intellectually distinguish between the two. TV bears a responsibility in news presentation which is greater than any other news media before in our history. Mistakes have been made and will be made in the future. However, the Broadcast News media on the whole has met, in my opinion, and dealt with each new challenge as it appeared. This has been accomplished through the broadcasters' self-imposed code. This responsible approach is the only way the forward looking responsible broadcaster maintains the rights granted him by our Constitution and the corresponding duty which any right involves.

We now have a new factor to deal with. This is the ETV station and the support it will receive from the newly created and as yet unfunded Public