

The CHAIRMAN. Very well. We will try to go ahead until you are finished with the next paper.

Dean BARROW. Then we will continue the discussion with the panel for another 10 minutes or so on this paper.

Mr. LYONS. Both Mr. Lower, whose paper comes next, and mine, which discusses his, go into this question. It would save the time of the panel if we withheld our comments and perhaps it would save some duplication. I can make my statement in this 12-minute discussion or withhold it, as you like.

Dean BARROW. Mr. Lyons has made a valuable suggestion, I believe, so we will go, then, into Paper No. 1 by Mr. Elmer Lower, entitled "The Role and Influence of Radio and Television in the Formation of Public Opinion: Comparison with Newspapers, Magazines, and Specialized Journals of Opinion."

PAPER NO. 1—ELMER W. LOWER: THE ROLE AND INFLUENCE OF RADIO AND TELEVISION IN THE FORMATION OF PUBLIC OPINION: COMPARISON WITH NEWSPAPERS, MAGAZINES, AND SPECIALIZED JOURNALS OF OPINION

Mr. LOWER. Thank you, Mr. Chairman.

My name is Elmer W. Lower, vice president of the American Broadcasting Co., and president of ABC news department.

The topic on which I have been invited to speak is the impact and influence of radio and television in forming public opinion as compared with that of newspapers, magazines, and specialized journals of opinion.

I especially want to make this comparison within the context of our theme for this panel discussion—the fairness doctrine and related subjects.

Let me begin with the obvious. In this complex, interdependent world of today people—now as never before—need to know what is going on. They want to be able to find out easily, and they want to be able to find out fast.

These factors, I think, account for the growing importance of all the information media—and especially of broadcast journalism which presents the news quickly, concisely, and in a manner that is easily understood.

I wish there were some exact measuring rod that could enable us to determine with precision the comparative impact of the media. Since there isn't, what I am going to try to do is to draw on what statistical and survey information is available and draw as well on my 35 years of experience in both broadcasting and print in order to reach what I think are valid conclusions and also raise some useful questions.

First off, let's look at what the polls tell us. They tell us that over the last few years, the broadcast media have replaced print as the public's principal source of news and information. More specifically, the polls reveal that since 1963, television has been the most popular news medium—the one Americans turn to for most of their news. They tell us further that television is the medium that people consider the most reliable, the one they would be most inclined to believe in the face of conflicting reports.