

portunities for discussion by major political candidates because of the requirement that all official candidates—serious or not—must be given equal time?

Here the difference in approach between broadcast and print journalism is most graphically illustrated.

While section 315 was suspended in the 1960 presidential elections, it has been in force ever since. And it is going to cause us many problems in this election year as it has in the past. ABC's position—as previously expressed—is that section 315 should be suspended on a trial basis for all candidates for public office—National, State, and local—until after the coming election.

It is our feeling that this temporary suspension as to all candidates would give everyone concerned a valid basis to judge whether a permanent suspension as to some or all of these offices would be desirable. In the alternative, we favor a proposal which would permanently exempt presidential and vice presidential candidates from the requirements of section 315.

I think my comparison of the broadcast and print media—with respect to the unique qualities of each, and the Federal regulation of one and not the other—makes one thing clear: Each has its own unique kind of impact and influence on the public.

No one of the news media has a better claim on informing the public than any of the others. Each complements the others. Complete news coverage comes from a combination of all of them. Perhaps competition among the media is the greatest protection in that it helps the people to determine for themselves where the truth actually lies.

Taken together, the news media best accomplish what each one strives for individually—a better informed America that more fully understands its problems as the first giant step toward overcoming them.

Thank you.

Dean BARROW. Thank you, Mr. Lower, for an excellent contribution. Mr. Louis Lyons will comment on paper No. 1.

COMMENT ON PAPER NO. 1, BY LOUIS M. LYONS

Mr. LYONS. Thank you.

Elmer Lower's statement is characteristically fair, informed, and covers the waterfront. I find little to dispute.

My own experience for two-thirds of my working life was with the newspaper and the last 17 years in broadcasting news and public affairs over an educational or noncommercial television station.

This is not quite the same thing as the commercial broadcasting that Mr. Lower has discussed—much short of it in resources and in audience reach.

I do not have to train myself in split-second timing to weave the news around the commercials. But I do know the limitations of TV time to do a satisfactory news report in 15 minutes.

You just can't do it. At best you cover the front page news, almost nothing of what's inside the paper. I reach for the New York Times next morning to check whether their front page has anything, other than local to New York, that I missed at 7 o'clock last night. This is because the Times undertakes to put its front page in perspective.