

The intimacy of the broadcast is a dimension beyond the printed word.

Mr. Lower spoke about this, I thought, very effectively.

People feel acquainted with the personality of the broadcaster whose voice and features are familiar night after night.

I know that even on a small educational station, my broadcasts bring me more mail than I or any of my colleagues experienced when I was covering top stories on a newspaper of several times the circulation of our station.

This intimacy is a real factor in the confidence of viewers that Elmer Lower mentioned.

As one who has worked both sides of the street, I do not fully accept these statements of greater confidence in broadcast news.

The newspaper has more time to make its report accurate and adequate. The newspaper reader has a better chance to detect error. I think the broadcaster gets off more easily if he smiles and looks pretty. And many people can't remember what they heard. If they come in at the middle of a broadcast and get a confused notion, they are apt to assume that the part they missed would have cleared it up.

Then I think there is a feeling about newspaper headlines, that they look sensational. The broadcaster escapes that, although some try to pitch their voices up to overcome this deficiency.

Then we have, I think, some hangovers from the days of intensely competitive yellow journalism. That is just newspaper talk.

We haven't yet developed an equivalent cliché about broadcasting.

We have been considering mostly television performance in terms of what the great networks produce.

As Mr. Lower says, though, if you don't happen to be at home at that particular time, you can't turn back and pick up the TV program you missed. Our educational station in Boston repeats on weekends the most important programs of the week. This is a very appreciated service.

But in very many areas, the network programming is not typical TV fare. The local news broadcasts, outside a few metropolitan centers—such as parts of New England—are parochial to trivial, and the rest of the fare in prime time is more to be compared with what the local movie theater dispenses than with the content of a good newspaper.

The local station does not compete at all with the newspaper in adequate reporting staff, nor will it give time for adequate treatment of public affairs. It is primarily an entertainment medium.

The journalistic side of broadcasting, even in the networks, is incidental to entertainment, and even the talent sought in the news broadcaster is more as performer than analyst of news. Eric Sevareid is unique.

The pace of change and the urgency of our public affairs have made information of contemporary events increasingly important. The need of the citizen is to be informed. TV on one side and the magazines on the other, have become increasingly journalistic. They have moved into what used to be the province of the newspaper.

Television has not yet developed this side of its programming to do the full job. The magazines can do it in more depth than the newspaper, with more time for consideration. Look at the March issues of