

the *Atlantic Monthly* and *Harper's*. Each is entirely given over to a single report in depth.

This is, to be sure, unusual. The *Atlantic* had Dan Wakefield exploring for 4 months the mood of America in relation to its two wars, in Vietnam and in our cities, for this one article.

*Harper's* has Mailer's personal report of his participation in the march on the Pentagon. Two very different approaches to what's going on.

Paperback books on a great event can be brought out almost as fast as the Sunday newspaper to join the media of journalism.

I would have little question that the impact and influence of TV is greater than that of the newspaper and all other print media, but that TV does not fully compete in journalistic performance with the printed media.

Of course, with either TV or the newspaper, the quality of service depends on who is running it. But the differences in structure, purpose and tradition are significant.

The newspaper is almost equally dependent on advertising revenue. But it had a couple of hundred years to develop certain minimum standards before the day of mass advertising. It has its own autonomy.

Its articles and departments are not produced for advertisers or tailored to the prescriptions of advertisers. It does not determine whether to have an editorial page or a sports department or a political column by the question of whether it can find a sponsor.

Its sponsors are the whole range of advertisers who accept the total function of a newspaper as a productive channel to reach the public with their ads. But the newspaper separates news from ads and keeps ads off the front page and the editorial page.

The newspaper has a character of its own—I mean a good newspaper. It is not the personality of a broadcaster. It includes many personalities but the whole of it is more than that. It is an institution in its community whose readers expect it to serve a certain role—information, entertainment—and also as a civic force in their public affairs. In this full sense of what journalism is, TV still has to develop its journalistic role, and its primary energies are directed otherwise.

I will not take time for any separate consideration of radio. My own broadcasts are simulcasts because for its first 5 years WGBH was only in FM radio. I know many commuters habitually listen to the news report on their car radios who used to read a newspaper on a train.

I am homesick for the more relaxed time of radio—time for an easy conversation. We put many fine lectures and panel discussions, chamber music, poetry, on radio that wouldn't get a show on the 10 times as expensive television. My programs are repeated at the end of the evening on radio, not on TV.

As to the fairness doctrine, I will settle for Elmer Lower's statement, and I found Dr. Stanton very persuasive.

In 17 years of broadcasting, often stating vigorous views and interviewing on controversial issues, and having complete independence of any news policy or supervision, I have had no real problem.

On the rare occasions when we have had to give equal time, it has been accidental. We didn't know there was any other side to exploring some situation that seemed of general concern.