

**The original documents are located in Box 26, folder “June 1, 1973 - Associated Press Broadcasters Association” of the Stanley Scott Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Bettye L. Scott donated to the United States of America her copyrights in all of her husband's unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

ASSOCIATED PRESS  
BROADCASTERS ASSOCIATION ANNUAL CONVENTION  
ROYAL SONESTA HOTEL  
NEW ORLEANS, LOUISIANA  
JUNE 1, 1973



BY:

STANLEY S. SCOTT  
SPECIAL ASSISTANT  
TO THE PRESIDENT  
THE WHITE HOUSE  
WASHINGTON, D. C.

DISTINGUISHED GUESTS, LADIES AND GENTLEMEN:

IT IS A PRIVILEGE FOR ME TO BE WITH YOU THIS MORNING,  
AND IT IS A GREAT HONOR TO HAVE THIS OPPORTUNITY TO SPEAK TO  
YOU.

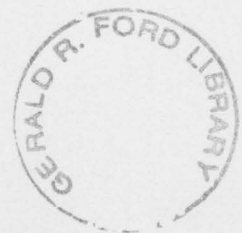
BEING A FORMER BROADCAST-JOURNALIST, YOU PROBABLY  
KNOW THAT I WAS ONE OF YOUR COMPETITORS SINCE I WORKED FOR  
UPI, AND LATER WESTINGHOUSE BROADCASTING CORPORATION.  
NONETHELESS, WE DID SHARE CERTAIN COMMON BONDS WHICH ARE  
SHARED BY ALL MEMBERS OF THE MEDIA. I THINK ITS SAFE TO  
NOW ADMIT THAT I OFTEN READ THE AP WIRE COPY TO MAKE SURE  
THAT I HAD NOT LEFT OUT ANY DETAILS OR TO CHECK YOUR  
ACCURACY AS OPPOSED TO MINE. WHEN I REFLECT ON MY  
YEARS WITH UPI AND THE MID-SIXTIES, I THINK OF THE  
COMPETITION AND THE SCOOP ETHIC WHICH ALWAYS KEPT ME  
ON MY TOES. AT THAT TIME I REALLY DIDN'T APPRECIATE THE



TRUE SPIRIT OF COMPETITIVENESS AMONG THE NEWS SERVICES;  
HOWEVER, I NOW KNOW THAT IT KEPT NOT ONLY NEWSMEN ON  
THEIR TOES, BUT IT ALSO PROMOTED THE PUBLIC'S CONFIDENCE  
IN THE MEDIA.

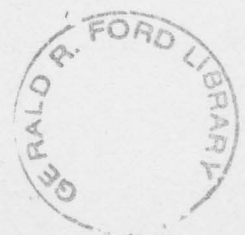
I STILL REGARD THE MEDIA WITH THAT SAME RESPECT AND WITH  
GREAT CONFIDENCE. SOMETIMES I WISH THAT I WAS AGAIN ON  
THE OTHER SIDE OF THOSE QUESTIONS. HAVING BEEN THERE I  
CAN BETTER APPRECIATE THE NEED FOR MANY QUESTIONS, BUT  
I AM TODAY JUST AS I WAS AS A REPORTER, STILL ON MY  
TOES.... DESPITE CURRENT HEADLINES GROWING OUT OF  
WATERGATE.

WHEN I WAS ASKED TO SPEAK BEFORE YOU TODAY ON THE  
RATHER BROAD SUBJECT OF HOW I, AS A FORMER BROADCAST  
NEWSMAN, NOW REGARD THE INDUSTRY, ITS PERFORMANCE, AND  
ITS SOCIAL RESPONSIBILITY, I WAS REMINDED OF ANOTHER



SPEAKER WHO WAS INVITED TO SPEAK BEFORE A CONVENTION ON A SIMILARLY BROAD SUBJECT. THE TELEGRAM HE RECEIVED FROM THE PROGRAM COMMITTEE READ AS FOLLOWS: "WE SHOULD LIKE TO HAVE YOU ADDRESS OUR CONVENTION ON THE SUBJECT, 'THE WORLD, THE WAR, AND THE CHURCH.'" HE GAVE THE MATTER SOME CONSIDERATION AND FELT HE WOULD LIKE TO ADDRESS THE CONVENTION, BUT THE MAGNITUDE OF THE SUBJECT BOTHERED HIM CONSIDERABLY. SO HE WIRED THEM AS FOLLOWS: "GENTLEMEN, I SHOULD LIKE TO ADDRESS YOUR GREAT CONVENTION. HOWEVER, I SHOULD NOT LIKE TO BE CRAMPED IN MY STYLE OR RESTRICTED IN MY REMARKS BY ANY SUCH NARROW SUBJECT AS 'THE WORLD, THE WAR, AND THE CHURCH.' I SHOULD BE GLAD TO COME IF YOU WILL ADD TO IT, 'THE SUN, THE MOON, AND THE STARS.'"

COMMUNICATION HAS ALWAYS BEEN A CHALLENGE, BECAUSE IF IT'S TO BE EFFECTIVE, IT CANNOT BE A ONE-WAY PROPOSITION.





THERE IS NOTHING MORE AGGRAVATING AND FRUSTRATING TO THE HURRYING MOTORIST THAN FINDING HIMSELF ON THE WRONG END OF A ONE-WAY STREET. LIKEWISE, IN TODAY'S FAST-PACED SOCIETY, THERE IS NOTHING MORE AGONIZING TO THE CURIOUS, QUESTIONING CITIZEN THAN A COMMUNICATIONS NETWORK WITH ONLY ONE LINE OPEN.

WE HAVE TO HAVE EXCHANGE. WE HAVE TO HAVE AN EXCHANGE OF IDEAS AND OPINIONS. WE HAVE TO HAVE AN AVENUE OF EXCHANGE FOR AIRING GRIEVANCES AND SHARING SUCCESSES.

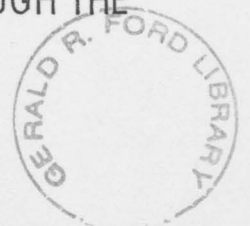
AS I LOOK BACK ON THOSE DAYS DURING THE 60'S WHEN I WORKED AT UPI IN NEW YORK AS THEIR FIRST FULL-TIME BLACK NEWS REPORTER, THEN LATER AS RADIO NEWSMAN FOR WESTINGHOUSE BROADCASTING CORPORATION, THE AIR WAS BRISTLING WITH DISCONTENT WITHIN THE BLACK COMMUNITIES ACROSS THE COUNTRY.



DISCRIMINATION AND PREJUDICE WERE CONDITIONS THAT ALL AMERICA KNEW EXISTED TO SOME EXTENT, BUT IT WAS TELEVISION AND RADIO THAT BROUGHT THE CIVIL RIGHTS ISSUE RIGHT INTO THE LIVING ROOM OF GEORGIA MANSIONS AND URBAN GHETTOS ALIKE.

IN THE 40'S AND 50'S, IN MY VIEW, THE MEDIA AVOIDED ESPOUSING ANY POINT OF VIEW WHICH VIEWERS CONSIDERED DISTASTEFUL. THE PRIMARY JOB OF THE MEDIA WAS TO ENTERTAIN. GENERALLY, VIEWS WERE ADHERED TO THAT WERE UNIVERSALLY ACCEPTED. CONTROVERSY WAS TO BE AVOIDED LIKE THE SEVEN-YEAR ITCH.

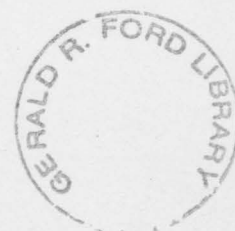
I WAS THERE, COVERING A BEAT, WHEN BROADCAST JOURNALISM ENTERED A NEW PHASE IN THE 60'S. IT SOON BECAME APPARENT, HOWEVER, THAT IT WAS NOT GOING TO BE ENOUGH FOR THE BROADCAST INDUSTRY TO EXPOSE THE HUMAN SUFFERING AND DEGRADATION OF BLACKS AND OTHER MINORITIES THROUGH THE



ELECTRONIC MEDIA. THE INDUSTRY ITSELF BECAME AN ISSUE IN TERMS OF WHAT ROLE IT WOULD PLAY IN ACCEPTING SOCIAL RESPONSIBILITY.

I BELIEVE THAT COMMENDABLE STRIDES HAVE BEEN MADE WITHIN THE INDUSTRY, BUT THERE IS MUCH STILL TO BE DONE. EXPOSING THE PLIGHT OF MINORITIES TURNED OUT TO BE THE FIRST SMALL STEP IN A SERIES OF LONG GLIDES THAT HAVE TO BE TAKEN BY THE BROADCAST INDUSTRY.

WHEN THE DUST BEGAN TO SETTLE AFTER THE FIRST RACIAL UPHEAVALS, STATION MANAGERS AND NEWS DIRECTORS WERE OFTEN JOLTED OUT OF THEIR REVERIE BY BLACKS DISSATISFIED WITH THE KIND OF COVERAGE THEY WERE GETTING. MOSTLY, THEY WANTED TO SPEAK FOR THEMSELVES, AND WERE OFTEN JUSTIFIABLY UNHAPPY AT THE INSENSITIVITY OF SOME PERSONNEL WITHIN THE INDUSTRY. IN SHORT, THEY WANTED COVERAGE FROM A BLACK PERSPECTIVE.





ALL OF THIS BRINGS US AROUND TO THE QUESTION OF EMPLOYMENT. THE CURRENT ISSUE OF COLUMBIA JOURNALISM REVIEW, CARRIES THE STORY OF WILLIAM DILDAY, THE MANAGER OF WLBT TV IN MISSISSIPPI. DILDAY IS REPORTED TO BE THE ONLY BLACK HOLDING SUCH A POSITION IN THE ENTIRE UNITED STATES.

NOW THAT THE PRESS IS ON FOR MORE BLACK HIRING IN POLICY-MAKING LEVELS OF THE BROADCAST INDUSTRY, BROADCASTERS ARE LEANING HARD ON THE EXCUSE THAT THERE ARE NO QUALIFIED BLACKS IN THE FIELD.

THE MAGAZINE ARTICLE QUOTES DILDAY ON THIS QUESTION. "UNTIL NOW IT'S ALWAYS BEEN A CHICKEN AND EGG SITUATION. BLACKS HAVEN'T BEEN PREPARED FOR RADIO-TV WORK, BECAUSE THEY KNEW THERE WOULDN'T BE A JOB FOR THEM ANYWAY."

MANY OF YOU ARE SITTING THERE WONDERING WHERE YOU ARE GOING TO FIND THESE "QUALIFIED" MINORITIES. FRANKLY, YOU MAY NOT BE ABLE TO FIND THEM EVEN AFTER EXHAUSTIVE RECRUITMENT



PROGRAMS. YOU MAY HAVE TO TRAIN THEM, JUST AS TELEVISION HAD TO TRAIN DAVID BRINKLEY AFTER HE DROPPED OUT OF HIGH SCHOOL, OR WALTER CRONKITE, OR HARRY REASONER. YOU MAY HAVE TO TRAIN THEM LIKE THE ASSOCIATED PRESS TRAINED PULITZER PRIZE WINNING PHOTOGRAPHER MAX DESFOR, OR LIKE LIFE MAGAZINE TRAINED GORDON PARKS.

NOT EVERY JOURNALIST WORKING ON DAILY NEWSPAPERS GRADUATED FROM A SCHOOL OF JOURNALISM, NOR IS EVERY BROADCASTER COLLEGE TRAINED. BLACKS AND OTHER MINORITIES WHO WERE INCLINED TO STUDY COMMUNICATIONS WERE OFTEN DISCOURAGED OR HAD LITTLE, IF ANY, HOPE OF ENTERING THE FIELD WITH A NATIONAL NEWS SERVICE.

ONCE YOU INSURE THAT YOUR FIELD HAS INCLUDED MINORITIES, DON'T STOP THEM AT THE DOOR -- OPEN THE DOOR TO THE TOP THROUGH TRAINING, PROMOTIONS, AND THROUGH THE CHANCE TO PERFORM WELL.



MINORITIES NEED TO LEARN HOW TO RIP AND READ IN EMERGENCIES, BUT THEY ALSO NEED TO KNOW HOW TO TRANSLATE THEIR ABILITIES INTO BROADCAST SKILLS, TRANSLATE THEIR KNOWLEDGE OF THEIR COMMUNITY INTO COMMUNICABLE TERMS, AND HELP YOU FULFILL YOUR SOCIAL RESPONSIBILITY. JUST AS ANY OTHER GROUP, MINORITIES INSIST UPON YOUR COMMITMENT TO EXCELLENCE AND NOT FALSE DEDICATION OR PATRONAGE.

I DON'T WANT TO GO INTO AFFIRMATIVE ACTION, EQUAL EMPLOYMENT OPPORTUNITY, AND THE OTHER YARDSTICKS OF TODAY. I'D RATHER TELL YOU ABOUT "SOCIAL RESPONSIBILITY" FROM MY VIEWPOINT.

IT IS A CLICHE TO SAY THAT YOU CANNOT LEGISLATE SOCIAL RESPONSIBILITY. IT HAS TO COME FROM WITHIN -- YOU MIGHT SAY FROM THE SOUL OR THE GUT. CONTRARY TO WHAT YOU MIGHT BELIEVE, THE BROADCAST INDUSTRY ENJOYS A HIGH



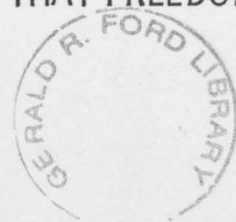
DEGREE OF CREDIBILITY WITHIN MINORITY COMMUNITIES.

IN A VERY REAL SENSE THESE COMMUNITIES COUNT ON YOU TO UNDERSTAND THEIR PROBLEMS, AND TO HELP BRING ABOUT NEEDED CHANGES IN PUBLIC UNDERSTANDING AND ATTITUDE.

FOR YOU TO DO YOUR JOB PROPERLY, MINORITIES MUST ALSO PARTICIPATE IN THE INDUSTRY. THIS DOESN'T MEAN THAT YOU NEED TO DISCARD YOUR COMMITMENT TO EXCELLENCE. BUT YOU CANNOT ABDICATE RESPONSIBILITY.

THE BURDENS PLACED ON YOU BY SOCIAL RESPONSIBILITY IN THIS FAST CHANGING DECADE MIGHT BE FRUSTRATING, BUT I HAVE A FEELING THAT YOU WILL ACCEPT THIS OBLIGATION AS A MORAL NECESSITY.

IT IS OFTEN SAID THAT A FREE PRESS IS ESSENTIAL TO A DEMOCRACY. IT SHOULD ALSO BE SAID THAT A FREE PRESS HAS AN OBLIGATION TO A DEMOCRACY TO INSURE THAT IT REMAINS FREE AND THAT ALL ITS PEOPLE PARTICIPATE IN THAT FREEDOM.

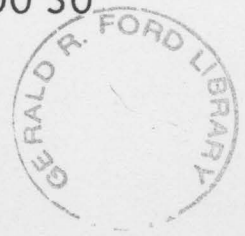




MANY OF YOU HAVE ALREADY FELT THE FRUSTRATIONS OF LOCAL COMMUNITIES WHEN THEY VIEW YOUR NEWS REPORTS AS BEING FROM THE OUTSIDE LOOKING IN. SOME OF YOU HAVE HAD TO COME FACE TO FACE WITH WHAT IS VIEWED AS ACCOUNTABILITY -- OR THE ~~LOOK~~<sup>AC</sup> THEREOF -- BY THE LOCAL COMMUNITY. TO BE PROFESSIONAL, SOME ~~ONE~~<sup>of us</sup> HAVE TRIED TO RETREAT TO THE SAFE HAVEN OF "NEWS JUDGMENT." I AM REMINDED OF BUD WOLFF'S RECENT EDITORIAL IN AFTRA MAGAZINE: "OUR TIMES ARE NEW AND TOUGHER, AND WE MUST FACE THEM." THAT TRANSLATES INTO RESPONSIBILITY AND PERFORMANCE.


PERFORMANCE LEAPS OUT AT YOU EVERY TIME YOU TURN ON A RADIO OR TELEVISION SET OR PICK UP A NEWSPAPER. YOU CAN'T ESCAPE IT.

THE BROADCAST MEDIA CANNOT AFFORD TO COVER THE INNER CITY ONLY WHEN THERE IS A FIRE OR A MURDER. TO DO SO



WOULD BE TO EVADE THE PRESSING ISSUES WITHIN AND UPON THE INNER CITY.

THE NATIONAL ASSOCIATION OF BROADCASTERS ONCE OBSERVED, "RADIO BROADCAST IS SUPPOSED TO BE RESPONSIBLE TO THE PEOPLE, BUT SUCH IS NOT ALWAYS THE CASE, ESPECIALLY WHERE BLACK AMERICANS ARE CONCERNED."

 THE DECADE OF THE SIXTIES AT LEAST BROUGHT A PERIOD OF SELF-AWARENESS TO AN INDUSTRY THAT HAD FAILED TO REALIZE ITS OWN POWER AND RESPONSIBILITY.

THE TREMENDOUS CONCENTRATION OF BLACKS IN THE URBAN AREAS DRAMATICALLY SIGNALLED THE NECESSITY FOR CLOSER SCRUTINY OF THE PROGRAMS SERVING THE BLACK COMMUNITY.


THE BROADCAST INDUSTRY IS STILL UNDERGOING CLOSE SCRUTINY BY THOSE WHO REALIZE THAT IT CAN NEVER BECOME TOTALLY RELEVANT IN DEALING WITH MINORITIES UNLESS THESE GROUPS ARE HIRED IN DECISION-MAKING POSITIONS WHERE THEY CAN OFFER IDEAS AND INPUT.



THERE ARE 25 MILLION BLACK PEOPLE IN THIS COUNTRY WHOSE NEEDS ARE AS VARIED AS THE COLORS OF THEIR SKIN. THERE IS NO SINGLE BLACK PUBLIC. THERE IS NO SINGLE DREAM, HOPE OR AMBITION.

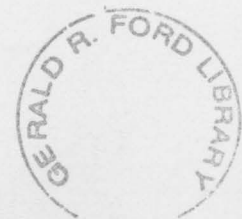
BETWEEN 1960 and 1970, THE BLACK POPULATION OF CENTRAL CITIES INCREASED BY 3.2 MILLION WHILE THE WHITE POPULATION OF SUCH AREAS DROPPED BY 600,000. BUT FOR THE MOST PART,

~~THE PRESS HAS GATHERED AND REPORT THE NEWS ARE PREDOMINATELY~~

 THE IMAGES ON THE TELEVISION SCREEN HARDLY REFLECT THE CHANGING PATTERN IN TODAY'S SOCIETY.

NATIONWIDE, ABOUT 58 PERCENT OF THE BLACKS NOW LIVE IN METROPOLITAN AREAS. THAT FIGURE WAS 44 PERCENT 20 YEARS AGO.

AS THE WORLD TURNS, WHO WILL DEAL WITH THE PROBLEMS AND CONCERNS AND INTERESTS OF THESE PEOPLE? TO A LARGE EXTENT, THE BURDEN FALLS ON YOU. THE BROADCAST INDUSTRY NEEDS TO HAVE PROGRAMS OF AFFIRMATIVE ACTION TO ENSURE





THAT BLACK AND OTHER MINORITIES GAIN ENTRY TO THE WORLD OF MASS COMMUNICATION.

~~TO SOME EXTENT IN <sup>Some</sup> AREAS THERE ARE STILL STATION MANAGERS AND NEWS REPORTERS WHO ARE LARGELY INSENSITIVE TO THE NEEDS OF THE MINORITY COMMUNITY.~~

IT HAS BEEN SHOWN THAT SOURCES WHICH THE AUDIENCE HOLDS IN HIGH ESTEEM APPEAR TO FACILITATE PERSUASION, WHILE SOURCES WHICH THE AUDIENCE HOLDS IN LOW ESTEEM APPEAR TO CONSTITUTE AT LEAST A TEMPORARY HANDICAP. THIS BRINGS US DOWN TO THE CREDIBILITY GAP BETWEEN THOSE WHO REPORT THE NEWS AND THOSE RECEIVING IT.

UNFAIR JUDGMENTS ARE OFTEN MADE BY THOSE IN CHARGE BECAUSE THEY ARE NOT AWARE OF THE NEEDS OF THE COMMUNITY. THEY OFTEN LACK TOLERANCE AND UNDERSTANDING OF ISSUES THEY DO NOT <sup>Comprehend</sup>. THIS CONDITION WOULD NOT EXIST IF THERE WERE MORE BLACK REPORTERS, MORE BLACKS IN POLICY MAKING LEVELS WHO ARE AWARE OF THE CONCERNS AND FEARS OF THE COMMUNITIES THEY REPRESENT.





ONE COMMUNICATIONS EXPERT REMARKED, "WHOEVER SAYS THE FIRST WORD TO THE WORLD IS ALWAYS RIGHT". WHILE THIS MAY BE SLIGHTLY EXAGGERATING A POINT, I THINK IT IS TRUE THAT A PARTICULAR VIEWPOINT CAN REINFORCE SOCIALLY PREVALENT ATTITUDES. WHAT WE NEED RATHER THAN REINFORCEMENT, IN MOST CASES, IS A FRESH VIEWPOINT TO CHANGE CERTAIN ATTITUDES.

AS BROADCASTERS, YOU HAVE THE POWER TO AFFECT SUCH CHANGE BY EDUCATING THE PUBLIC, THUS CREATING AND CONVERTING OLD ATTITUDES. IT IS ONLY NATURAL FOR PEOPLE TO FEAR THAT WHICH IS MYSTERIOUS -- THE UNKNOWN. YOU HAVE THE POWER TO SHATTER THE OLD IMAGES AND BRING NEW ONES INTO THE OPEN. WE NEED POSITIVE IMAGES WITHIN THE MINORITY COMMUNITY.

PEOPLE WANT TO BE INFORMED, AND MORE AND MORE THEY RELY ON YOU FOR THAT INFORMATION. THEY WANT SOMETHING OTHER THAN ENTERTAINMENT. THEY WANT ANSWERS.



I HAVE DEVOTED MOST OF MY LIFE TO THE DISSEMINATION OF INFORMATION, STARTING EARLY AS A CHILD IN ATLANTA, GEORGIA. AND, IN ONE FORM OR ANOTHER, I HAVE PURSUED THAT COURSE THROUGHOUT MY ADULT YEARS. AS I CRISSCROSS THE COUNTRY REPRESENTING THIS ADMINISTRATION, MY JOB IS TO KEEP THE LINES OF COMMUNICATION OPEN BETWEEN THE PEOPLE AND THE GOVERNMENT.

AS AMERICAN SOCIETY EVOLVES, WITH INCREASED DEMANDS FOR A GREATER INFORMED PUBLIC, PEOPLE IN COMMUNICATIONS WILL BE GIVEN A LARGER SHARE OF THE RESPONSIBILITY. AS THE EMPHASIS SHIFTS FROM THE MAKE BELIEVE TO THE HARD REALITIES OF LIFE, THE BROADCAST INDUSTRY MAY WELL BECOME THE NATION'S LEADING PROBLEM SOLVER.

EDWARD MURROW BELIEVED THAT BROADCASTING COULD SERVE TWO MASTERS -- ADVERTISERS AND CITIZENS ALIKE. HE ONCE SAID OF BROADCASTING, "THIS INSTRUMENT CAN TEACH, IT CAN ILLUMINATE: YES, IT CAN EVEN INSPIRE, BUT



IT CAN DO SO ONLY TO THE EXTENT THAT HUMANS ARE DETERMINED TO USE IT TO THOSE ENDS. OTHERWISE, IT IS MERELY LIGHTS AND WIRES IN A BOX".

~~THE MOST MEANINGFUL WAY TO GET INVOLVED IS BY HAVING  
BLACK REPRESENTATIVES FROM LOCAL COMMUNITIES WHO ARE  
REACTIVE TO THE NEEDS OF THE PEOPLE.~~

IT IS NOT ENOUGH THAT WE HAVE THE LAWS ON THE BOOKS THAT GRANT EQUAL OPPORTUNITY EMPLOYMENT FOR ALL, IT IS UP TO YOU TO SEE THAT THESE LAWS ARE SET INTO MOTION.

AS A MINORITY MEMBER OF THE BROADCAST INDUSTRY, I AM FULLY AWARE OF THE PROGRESS THAT HAS BEEN MADE BUT WE HAVE MOVED INCHES WHERE WE MIGHT HAVE MOVED MILES.

SOMEONE HAS SAID, "BROADCASTING CAN'T ALL BE TO CHANGE SOCIETY OR TO IMPLEMENT SOCIAL GOALS", BUT MY REPLY TO THIS IS, "WHY NOT?"



AS THE BROADCAST INDUSTRY FACES UP TO ITS SOCIAL RESPONSIBILITIES, THE PEOPLE AND THE INDUSTRY BOTH STAND TO GAIN.

THE BROADCAST MEDIA'S RESPONSIBILITY IS NOT JUST IN BEING RESPONSIVE, IT IS ALSO IN TAKING THE INITIATIVE. THE MEDIA MUST CONTINUE AND IN SOME INSTANCES INTENSIFY ITS EFFORT TO BE ATTUNED TO THE NEEDS AND INTEREST OF THE COMMUNITY IT SERVES.

THE BROADCAST MEDIA MUST ENCOURAGE OPEN DISCUSSION OF CONFLICTING VIEWS ON CONTROVERSIAL ISSUES. I KNOW YOU WILL AGREE WITH ME WHEN I SAY THAT THE COMPLEXITIES OF UNDERSTANDING ALL THE ISSUES WITHIN MINORITY COMMUNITIES IS A GIANT UNDERTAKING. I THINK IT WOULD BE SAFE TO SAY THAT YOU WILL HAVE NO DIFFICULTY IN FINDING OPPOSING VIEWPOINTS.





THE ERA OF THE 70'S WILL NOT PERMIT THE BROADCAST INDUSTRY  
TO JUST EXPOSE THE SOCIAL ILLS OF THE URBAN AREAS.

ALL SIGNS POINT TOWARD TOTAL INVOLVEMENT WITHIN THE  
COMMUNITY BY THE MEDIA.

AS NEVER BEFORE, ALL CITIZENS NOW ARE BECOMING AWARE  
OF THEIR NEEDS AND OF THE POTENTIALS OF THE BROADCAST  
INDUSTRY TO HELP PROMOTE GREATER UNDERSTANDING WITHIN  
OUR SOCIETY.

THIS IS A CHALLENGE I AM PERSONALLY CONFIDENT YOU WILL  
MEET -- BECAUSE YOU ARE -- IN A VERY REAL SENSE -- OUR  
SOCIETY'S TRAILBLAZERS AND PACESETTERS.

THANK YOU.

# # # #

