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HOLD FOR RELEASE 10:00 A. M., THURSDAY, AUGUST 9, 1973

NATIONAL ASSOCIATION OF TELEVISION  
AND RADIO ANNOUNCERS  
18TH ANNUAL CONVENTION  
MARRIOTT HOTEL  
NEW ORLEANS, LOUISIANA

BY:

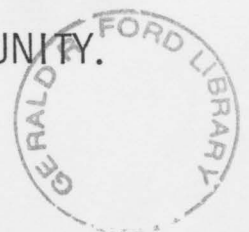
STANLEY S. SCOTT  
SPECIAL ASSISTANT  
TO THE PRESIDENT  
THE WHITE HOUSE  
WASHINGTON, D. C.



THE SCRIPTURE TELLS US, "TO EVERY THING THERE IS A SEASON." THE SEASON OF THE LONG HOT SUMMER WHEN BLACKS TOOK TO THE STREETS TO AIR THEIR GRIEVANCES SEEMS TO BE A THING OF THE PAST. THE MESSAGE HAS SOMEHOW GOTTEN THROUGH TO THE MASSES THAT THERE ARE OTHER AVENUES WHERE PENTUP FRUSTRATIONS CAN BE DIRECTED INTO MORE POSITIVE AVENUES. POSSIBLY AT THE TOP OF THIS LIST IS THE COMMUNICATIONS MEDIA.

THOSE OF YOU IN THE BROADCASTING INDUSTRY HAVE BEFORE YOU A GREAT CHALLENGE -- A CHALLENGE TO DISPEL THE MYTHS WHICH ARE MOST CERTAINLY SURROUNDING THE BLACK COMMUNITY AS IT RELATES TO BROADCASTING.

LET ME POINT OUT A FEW EXAMPLES WHERE I FEEL THE INDUSTRY HAS BEEN REMISS IN ITS RESPONSIBILITIES TO THE COMMUNITY. THE TREMENDOUS CONCENTRATION OF BLACKS IN THE URBAN AREAS DRAMATICALLY SIGNALS THE NECESSITY FOR CLOSER SCRUTINY OVER THE BROADCAST MEDIA'S RESPONSIBILITY FOR SERVING THE PROGRAM NEEDS OF THE BLACK COMMUNITY.

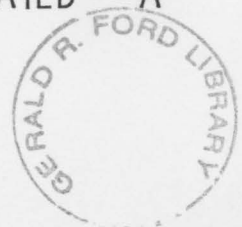




FCC LICENSE CONTESTS IN THE MAJOR CITIES WITH SUBSTANTIAL BLACK POPULATIONS PROVIDE NEW PRESSURE FOR MORE COMMUNITY SERVICE IN RADIO BROADCASTS. MUNICIPALITIES WITH LARGE BLACK POPULATIONS HAVE CHALLENGED, OR ARE PREPARING TO CHALLENGE, LICENSES OF RADIO AND TELEVISION STATIONS WHEN THEY COME UP FOR RENEWAL.

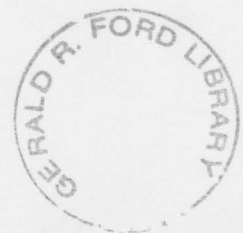
EFFORTS ARE BEING MADE TO ALTER THE OWNERSHIP, EMPLOYMENT AND PROGRAMMING OF RADIO AND TELEVISION. THE CHALLENGERS CHARGE THAT THE BROADCAST INDUSTRY IS ONE OF THE MOST LILY-WHITE INSTITUTIONS IN THE LAND FROM THE STANDPOINT OF CONTROL AS WELL AS THE CONTENT OF MATERIALS IT PEDDLES TO THE PUBLIC.

THIS WAS CONFIRMED BY THE 1968 REPORT OF THE NATIONAL ADVISORY COMMISSION ON CIVIL DISORDERS WHICH STATES: "THE COMMUNICATIONS MEDIA, IRONICALLY, HAVE FAILED TO COMMUNICATE ..." THEY HAVE NOT SHOWN UNDERSTANDING OR APPRECIATION OF -- AND THEY HAVE NOT COMMUNICATED -- A



SENSE OF NEGRO CULTURE, THOUGHT, OR HISTORY." BLACK-ORIENTED RADIO STATIONS ARE ACCUSED OF A TYPE OF PROGRAMMING THAT IS STRICTLY COMMERCIAL, NON-CONTROVERSIAL, FREQUENTLY EXPLOITATIVE OF THE BLACK COMMUNITY. PROGRAMS ORIENTED TOWARD THE BLACK COMMUNITY ARE ALMOST COMPLETELY AT THE MERCY OF WHITE ECONOMIC CONTROL AND ARE MANIPULATED IN WAYS WHICH ARE CONSISTENT WITH WHITE INTERESTS.

KDKA IN PITTSBURGH STARTED FORMAL BROADCASTING NOVEMBER 20, 1920. IN THE PAST FIFTY-THREE YEARS WE HAVE WITNESSED A TREMENDOUS GROWTH IN THIS INDUSTRY. TODAY THERE ARE MORE THAN 7,000 RADIO STATIONS COMMUNICATING NEWS AND IDEAS TO LISTENERS WITH LESS THAN A HANDFUL BEING OWNED BY BLACKS. I BELIEVE THE NUMBER IS AROUND TWENTY-TWO. YET, HERE WE ARE TRYING TO DEAL WITH 25 MILLION BLACKS -- THEIR NEEDS AND THEIR DESIRES. THAT'S LESS THAN ONE BLACK STATION TO SERVE A MILLION PEOPLE.



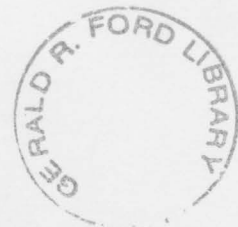
EVEN WHEN YOU THROW IN THE OTHER STATIONS THAT CARRY SOME SORT OF PROGRAMMING DEALING WITH THE BLACK COMMUNITY, THERE IS STILL NOT NEARLY ENOUGH COVERAGE OF THE TYPE OF NEWS AND COMMUNITY AFFAIRS PROGRAMS THAT ARE NEEDED.

I READ RECENTLY THAT BY THE TIME A PERSON REACHES 18, HE HAS SPENT TWO YEARS WATCHING TELEVISION. A FURTHER STATISTIC WAS THAT THE HIGH SCHOOL GRADUATING CLASS OF 1973 SPENT MORE TIME WATCHING TELEVISION THAN ANYWHERE ELSE EXCEPT IN THE BED. ALSO, A STUDY BY THE U. S. OFFICE OF EDUCATION CONDUCTED IN 1967 INDICATED THAT PRE-SCHOOL YOUNGSTERS SPEND 54.1 HOURS A WEEK WATCHING TELEVISION. KEEPING THESE FIGURES IN MIND, I BELIEVE THE BROADCAST INDUSTRY OUGHT TO REALLY HAVE A SENSE OF RESPONSIBILITY TOWARDS SHAPING AND MOLDING THESE YOUNG MINDS.



WILLIAM WRIGHT, DIRECTOR OF UNITY HOUSE IN WASHINGTON, D. C. ASKED, "DO WE NEED TWENTY-FOUR HOURS OF JAMES BROWN?" I FOR ONE SAY WE DON'T. IF WE ARE TALKING ABOUT FREEDOM AND SELF-DETERMINATION, WE NEED TO HEAR OUR BLACK HEROES PERFORMING IN OTHER ARTS. WE NEED TO TALK ABOUT DRUG ADDICTION AND SEEK WAYS TO COMBAT IT IN OUR BLACK COMMUNITIES. WE NEED TO TALK ABOUT SLUM LANDLORDS AND PUSH FOR REFORM. WE NEED TO TALK ABOUT EMPLOYMENT AND JOB TRAINING. THERE IS NO AREA THAT SHOULD GO UNTOUCHED.

I WANT TO PAUSE HERE A MOMENT AND PUT IN A PLUG FOR MORE BLACK-OWNED STATIONS. IT IS ONE THING TO TALK ABOUT WHAT THINGS NEED TO BE DONE IN THE BROADCAST INDUSTRY, BUT IT'S ANOTHER THING TO GET THE JOB DONE. I BELIEVE OUR GREATEST HANDICAP IS THAT WE DON'T HAVE ANY CONTROL OVER STATION POLICIES. THAT'S WHY WE NEED TO LOOK BEYOND THAT FRIDAY PAYCHECK AND PUSH FOR FULL CONTROL, THROUGH OWNERSHIP.





TODAY, I WOULD LIKE TO ISSUE A NEW CHALLENGE TO BLACK BROADCASTERS. MY CHALLENGE IS THIS: TRANSLATE THE PULSE OF THE BLACK COMMUNITY INTO AN AGENDA AND A PROGRAM OF OBJECTIVES.

AS A PEOPLE, COMMUNICATIONS IS SOMETHING WE OFTEN FALL SHORT IN ACCOMPLISHING, EVEN AMONG OURSELVES AND OUR IMMEDIATE FAMILY. IF WE FALL SHORT IN COMMUNICATING TO EACH OTHER, THEN IT'S SAFE TO ASSUME THAT WE DO NOT COMMUNICATE TO THE REST OF THE 188 MILLION AMERICANS.

WHAT ARE OUR REAL HUMAN NEEDS? WHAT DOES THE BLACK COMMUNITY THINK OUR HUMAN NEEDS REALLY ARE: THESE ARE SOME OF THE QUESTIONS WE NEED TO DISCUSS AS WE ATTEMPT TO COME UP WITH A WORKABLE AGENDA.

IF THERE ARE REAL OBJECTIVES WITHIN THE BLACK COMMUNITY, THE COMMUNICATIONS EXPERTS MUST DECIPHER THE RHETORIC, TUNE IN THE PEOPLE TO A COMMON WAVE LENGTH, AND TRANSLATE TO THE PUBLIC WHAT IT IS WE'RE TALKING ABOUT.



AND LET ME SAY AT THIS POINT THAT WE SHOULD NOT FOR A MOMENT THINK THAT ONLY BLACK PEOPLE LISTEN TO OUR RADIO AND TV SHOWS. KEEP IN MIND THAT FOR THE MANY NON-BLACKS WHO ARE TUNED IN, THE VIEWS OF THE BLACK BROADCASTER REFLECTS WHAT THE BLACK COMMUNITY IS ALL ABOUT.

ONCE YOU COME UP WITH THE ISSUES YOU THINK ALL BLACK PEOPLE SHOULD BE CONCERNED WITH IN THE 70's AND DECADES TO COME, THEN IT IS YOUR RESPONSIBILITY TO GO ABOUT THE BUSINESS OF BUILDING PUBLIC SUPPORT FOR THEM.

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.

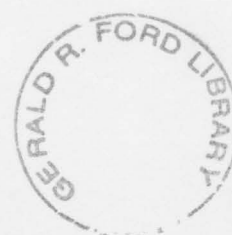
AS THE WORLD TURNS, WHO WILL DEAL WITH THE PROBLEMS AND CONCERNS AND INTERESTS OF THESE PEOPLE? TO A LARGE EXTENT, THE BURDEN FALLS ON YOU. THE BROADCAST INDUSTRY



NEEDS TO HAVE A SENSITIVITY TO ALL THE NEEDS OF THE BLACK COMMUNITY.

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 IMAGES ON THE TELEVISION SCREEN HARDLY REFLECT THE CHANGING PATTERN IN TODAY'S SOCIETY. THE IMAGES HARDLY REFLECT, FOR EXAMPLE, THAT NATIONWIDE, ABOUT 58 PERCENT OF THE BLACKS NOW LIVE IN METROPOLITAN AREAS.

AS BROADCASTERS, YOU HAVE THE POWER TO AFFECT CHANGE BY EDUCATING THE PUBLIC, THUS CREATING NEW ATTITUDES AND CONVERTING OLD ONES. AS BROADCASTERS, YOU HAVE THE POWER TO SHATTER THE OLD IMAGES AND BRING NEW ONES INTO THE OPEN. RIGHT NOW, WE NEED MORE 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. AFTER ALL, THEIR COMES A TIME IN EVERY MAN'S LIFE WHEN HE IS PAST THE STAGE OF DOING THE FUNKY CHICKEN. THAT'S WHEN HE STARTS GOING AFTER THE FACTS AND FIGURES AND HE EXPECTS YOU TO PROVIDE THEM.

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.

I HAVE DEVOTED MOST OF MY LIFE TO THE DISSEMINATION OF INFORMATION, STARTING EARLY AS A CHILD WORKING ON A NEWSPAPER IN ATLANTA, GEORGIA. AS THE PRESIDENT'S





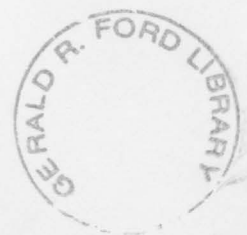
SPECIAL ASSISTANT, MY JOB IS TO KEEP THE LINES OF COMMUNICATION OPEN BETWEEN THE PEOPLE AND THE GOVERNMENT.

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

THE ERA OF THE 70's WILL NOT PERMIT THE BROADCAST INDUSTRY TO JUST EXPOSE THE SOCIAL ILLS OF THE URBAN AREAS. THERE MUST BE 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.

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 GEORGIAN MANSIONS AND URBAN GHETTOS ALIKE.

IN THE 40's AND 50's, IN MY OPINION, THE MEDIA AVOIDED ESPOUSING ANY POINT OF VIEW WHICH VIEWERS CONSIDERED DISTASTEFUL -- RACE RELATIONS WAS ONE. THE PRIMARY JOB OF THE MEDIA WAS TO ENTERTAIN. GENERALLY, VIEWS WERE ADHERED TO THAT WERE UNIVERSALLY ACCEPTED. NOBODY WANTED



TO ROCK THE BOAT. CONTROVERSY WAS TO BE AVOIDED LIKE THE SEVEN-YEAR ITCH.

I WAS THERE, CONVERING 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 NEEDS TO BE A CONCERTED EFFORT TO EXTEND COMMUNITY SERVICE. WE HAVE ALREADY TAKEN A FIRST STEP IN A SERIES OF LONG GLIDES THAT HAVE TO BE TAKEN BEFORE WE CAN CONSIDER OUR JOB DONE.

WHEN THE DUST BEGAN TO SETTLE BACK IN THE 60's AFTER THE FIRST RACIAL UPHEAVALS, STATION MANAGERS AND NEWS



DIRECTORS WERE JOLTED OUT OF THEIR REVERIE BY BLACKS DISSATISFIED WITH THE KIND OF COVERAGE THEY WERE GETTING. MOSTLY, BLACKS WANTED TO SPEAK FOR THEMSELVES AND WERE OFTEN JUSTIFIABLY UNHAPPY AT THE INSENSITIVITY OF SOME PERSONNEL WITHIN THE INDUSTRY. IN SHORT, WHAT WE NEEDED WAS REGULAR COVERAGE FROM A BLACK PERSPECTIVE.

THE COVER USED BY MANY OF THE WHITE OWNED STATIONS WAS THAT THEY COULD NOT FIND QUALIFIED BLACKS. WILLIAM DILDAY, THE BLACK MANAGER OF WLBT-TV IN MISSISSIPPI CALLS IT "A CHICKEN AND EGG SITUATION". WHEN WHITES START LEANING HARD ON THE EXCUSE THAT THERE ARE NO QUALIFIED BLACKS TO BE FOUND, DILDAY RESPONDS THAT "BLACKS HAVEN'T BEEN PREPARED FOR RADIO-TV WORK, BECAUSE THEY KNEW THERE WOULDN'T BE A JOB FOR THEM ANYWAY."

WHAT WE SEE OFTEN IS A DOUBLE STANDARD IN THE HIRING PRACTICES OF MANY RADIO AND TV STATIONS. IF THERE ARE NO TRAINED BLACKS TO BE FOUND, TRAIN THEM. TRAIN THEM JUST



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

NOT EVERY BROADCASTER IS 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.

BUT THOSE OF YOU WHO HAVE MADE IT THROUGH THE CRACK IN THE DOOR NEED TO STAY ON YOUR TOES. JUST AS ANY OTHER GROUP, MINORITIES MUST COMMIT THEMSELVES TO EXCELLENCE AND NOT FALSE DEDICATION OR PATRONAGE.

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, AND TRANSLATE THEIR KNOWLEDGE OF THE COMMUNITY INTO COMMUNICABLE TERMS.





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.

THE LATE PRESIDENT LYNDON JOHNSON SAID IN AUSTIN, DURING A MEETING WITH A GROUP OF BLACKS, "WHILE THE RACES MAY STAND SIDE BY SIDE, WHITES STAND ON HISTORY'S MOUNTAIN AND BLACKS STAND IN HISTORY'S HOLLOW. UNLESS WE OVERCOME UNEQUAL HISTORY, WE CANNOT OVERCOME UNEQUAL OPPORTUNITY."

WITH YOUR FINGER ON THE PULSE OF THE BLACK COMMUNITY, I HOPE THAT YOU WILL HELP TO REWRITE THE HISTORY OF BLACK PEOPLE IN THIS COUNTRY BY GIVING MORE CAUSE AND PURPOSE TO OUR LIVES. BY ADDING SOME COMMON PURPOSE AND SOME COMMON BOND TO OUR LIVES. AND BY HELPING US TO UNDERSTAND THAT OUR POWER AS A PEOPLE WILL NOT BE DETERMINED BY OUR FINGER POPPING. OUR POWER WILL BE LARGELY DETERMINED BY OUR ABILITY TO PRODUCE RATHER THAN CONSUME.



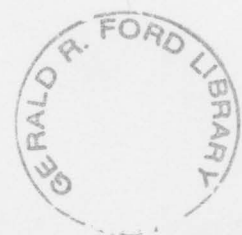
GIVE OUR PEOPLE A CHANCE TO LOOK AT ALL THE FACTS -- TO QUESTION -- TO DEBATE -- TO APPLAUD OR CRITICIZE. THE CHALLENGE IS YOURS -- TAKE IT. FIGHT FOR FINANCIAL CONTROL CONCERNING COMMUNICATIONS IN THE BLACK COMMUNITY: FIGHT THE FEAR OF CANCELLATION: FIGHT CENSORSHIP: AND ABOVE ALL, FIGHT THE "DISTORTION OF INFORMATION ABOUT WHAT'S HAPPENING IN THE BLACK COMMUNITY".

"SOUL" RADIO, FOR EXAMPLE, IS VIEWED BY MANY PEOPLE AS A PROMOTIONAL MEDIUM FOR BLACK RECORDINGS AND WARES OF MERCHANTS. TALK SHOWS, TOPICS AND PERSONS DISCUSSING THEM OFTEN SEEM TO BE AVOIDING THE REAL ISSUES THAT ARE PRESSING IN A PARTICULAR COMMUNITY. CONTROVERSY IS AVOIDED AND MOST TALK SHOWS APPEAR ANXIOUS TO STRESS ONLY THE POSITIVE AND ESTABLISHMENT CONDONED ASPECTS OF A SITUATION. BLACK PARTICIPANTS WHO DISAGREE ARE OFTEN EDITED OUT.



I WANT TO URGE YOU TO DEDICATE YOURSELVES TO THE PURSUIT OF EXCELLENCE. I ASK YOU TO STAND UP AND BE COUNTED AGAINST THOSE WHO WOULD ADVOCATE BIGOTRY AND THOSE WHO FAN THE FIRES OF RACIAL DISCORD AND STRIFE: TO CONDEMN THOSE WHO WOULD SANCTION VIOLENCE FOR ANY CAUSE: TO JOIN WITH THOSE PERSONS WHO STRIVE TO KEEP OPEN THE CHANNELS OF COMMUNICATION BETWEEN THE RICH AND POOR, THE YOUNG AND OLD, BLACK AND WHITE AND TO DENOUNCE THOSE WHO WOULD DESTROY OUR SOCIAL INSTITUTIONS TO SATISFY THEIR OWN VANITY OR EXTREMIST IDEOLOGIES.

AS MEMBERS OF THE NATIONAL ASSOCIATION OF TELEVISION AND RADIO ANNOUNCERS YOU ALREADY KNOW THAT BLACK AMERICANS SPEND MORE THAN 50 BILLION DOLLARS ANNUALLY. WE EXERCISE NO CONTROL OVER THE 50 BILLION THAT WE SPEND. NONE OF IT IS CHANNELED BACK INTO THE BLACK COMMUNITY AND VERY LITTLE OF IT BENEFITS THESE COMMUNITIES.





WE NEED TO START TO THINK OF BLACK ADVANCEMENT IN TERMS OF ECONOMICS. BLACK OWNED BUSINESSES, BLACK OPERATED BROADCAST INSTITUTIONS, POLITICAL COALITIONS AND BUSINESS COALITIONS MUST BE OUR MAJOR CONCERNS. I ASK YOU TO CONTINUE TO ENCOURAGE BLACK AMERICANS TO UNDERSTAND AND PARTICIPATE IN THE ECONOMICS OF CAPITALISM WHICH HAS MADE THIS NATION GREAT.

THE GOVERNMENT PROVIDES US WITH NEW VEHICLES EVERYDAY IN WHICH TO BRING ABOUT EFFECTIVE COMMUNICATIONS. THE "IN-BOX" ON MY DESK OVERFLOWS EACH DAY WITH GOVERNMENT PRESS RELEASES WHICH ARE DISSEMINATED BY THE GOVERNMENT AGENCIES AND DEPARTMENTS. THIS INFORMATION CONCERNS BLACK AMERICA.

HOW MANY OF YOU RECEIVE AND READ THESE RELEASES?

HOW MANY OF YOU PASS THE INFORMATION ALONG TO YOUR LISTENERS?

HOW MANY OF YOU TAKE THE TIME TO EVALUATE WHAT YOU READ BEFORE FEEDING IT TO YOUR AUDIENCE?



YOU ARE ALL COMMUNICATORS -- YET, HAVE YOU ASKED YOURSELVES RECENTLY WHETHER YOU ARE EFFECTIVE COMMUNICATORS?

WEBSTER'S DEFINES COMMUNICATIONS AS "AN ACT OR INSTANCE OF TRANSMITTING".

YOU, AS BROADCASTERS, OCCUPY A POSITION OF RESPONSIBILITY IN THE COMMUNITY AND MUST, ACCORDING TO LAW, CONSCIENTIOUSLY ENDEAVOR TO BE ACQUAINTED WITH ITS NEEDS AND CHARACTERISTICS IN ORDER TO INSURE THE WELFARE OF ALL ITS CITIZENS.

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.

IF I COULD IMPART A PERSONAL DESIRE WITH YOU TODAY, IT WOULD BE THAT NATRA'S MEMBERS CONTINUE TO SERVE AS A CATALYST FOR CHANGE WITHIN THE BLACK COMMUNITY. YOU SHOULD CONTINUE TO SERVE AS A CATALYST FOR THE COMING TOGETHER OF ALL PEOPLE. IF SOMEHOW YOU COULD RELATE TO



ALL BLACK AMERICANS THAT IN OUR POSITIVE APPROACH TOWARD  
CHANGE, WE CAN ALL JOIN IN THIS EXPRESSION ABOUT COMING  
TOGETHER -- COMING TOGETHER IS A BEGINNING, KEEPING  
TOGETHER IS PROGRESS, WORKING TOGETHER IS SUCCESS.

I THANK YOU.

###



INSERT

PEOPLE ARE ALWAYS CURIOUS AND PRESSING FOR ANSWERS  
LIKE THE LITTLE GIRL WHO QUESTIONED HER MOTHER SO MUCH THAT  
THE MOTHER FINALLY SAID IN EXASPERATION, "STOP ASKING SO  
MANY QUESTIONS. DON'T YOU KNOW THAT CURIOSITY KILLED  
THE CAT?"

UNDAUNTED THE CHILD ASKED, "IS THAT SO? WHAT DID  
THE CAT WANT TO KNOW?"





# NATRA



OFFICE OF THE  
EXECUTIVE DIRECTOR  
LUCKY CORDELL

NATIONAL ASSOCIATION OF TELEVISION AND RADIO ANNOUNCERS  
1408 SOUTH MICHIGAN AVENUE - CHICAGO, ILLINOIS 60605 - (312) 939-5170 - OFFICE OF EXECUTIVE DIRECTOR  
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BILL SUMMERS - LABARON TAYLOR - BOB TERRY - JAMES BISHOP - TOMMY SMALLS - AL DIXON - REV. JESSIE JACKSON

September 18, 1973

The Honorable Stan Scott  
The White House  
Room 179  
Executive Office Building  
Washington, D. C. 20500



Dear Mr. Scott:

This letter hopefully will convey our heartfelt appreciation for the fine address you made to our regular and associate membership at the NATRA '73 Convention in New Orleans.

Not only was the subject matter of the address timely, but it was precise, to the point, and relevant to today's problems.

NATRA's functional endeavors are clearly defined and by the grace of God, we shall, one day, succeed in our quest to bring the highest degree of professionalism to our Black Brothers and Sisters who reside all across America.

During our 1971 Convention, it was my pleasure to author the general theme and I would like to leave you with this message, which is a direct quote from our 1971 NATRA Journal:

We are at the crossroads...as communicators,  
we are in a position to affect change.

Therefore, it is our responsibility to use this  
power wisely.

But as communicators, we must realize that to  
wait is to abuse this privilege.

The time to affect change is now.

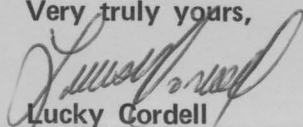
# NATRA

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The Honorable Stan Scott  
September 18, 1973

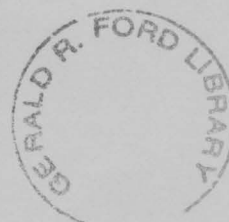
Again, thank you and we hope to see you again in the very near future.

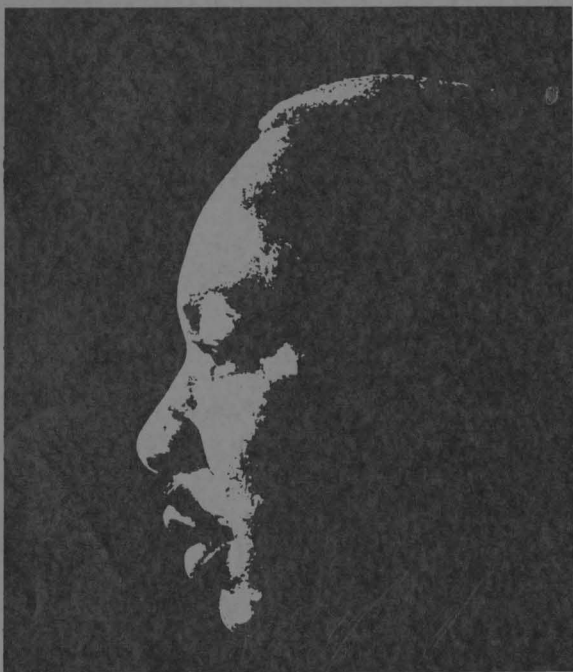
Very truly yours,



Lucky Cordell  
Executive Director/NATRA

LC:rj  
Delta Ashby/Office Manager





DR. MARTIN LUTHER KING, JR  
1929-1968

*"I have come to appreciate the role the radio announcer plays in the life of our people. For better or for worse you are opinion makers in the community and it is important that you remain aware of the power which is potential in your vocation. The masses of Americans who have been denied and deprived educational and economic opportunity are almost totally dependent on radio as their means of relating to the society at large. They are the thousands of people who have come to feel that life is a long and desolate corridor with no exit signs."*

Dr. Martin Luther King  
From a speech delivered at the  
Annual Convention of NATRA  
August 11, 1967 in Atlanta, Georgia

**NATRA**

NATIONAL ASSOCIATION OF TELEVISION AND RADIO ANNOUNCERS

**NATRA**



Executive Offices  
1408 South Michigan Ave.  
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THE NATIONAL ASSOCIATION OF TELEVISION AND RADIO ANNOUNCERS is a service organization that seeks to promote an exchange of information and experience to create a healthier climate of opinion among organizations and individuals who are primarily concerned with:

COMMUNICATIONS  
PHONOGRAPH RECORD PRODUCTION  
RADIO AND TV STATIONS  
ADVERTISING AGENCIES  
NEWS MEDIA  
EDUCATIONAL PROGRAMS

NATRA's functions are educational and professional. It is a non-profit organization whose revenues are derived from membership dues, promotions and other activities directly related to the industries involved, along with our annual national convention revenue.

NATRA membership is open to persons and organizations from the fields of record manufacturing, radio and TV stations, advertising agencies, new media and creative groups directly related to the field of entertainment and communications.

There are Dee Jays and there are Dee Jays...BUT...  
...those who are aware of the need to make important nationwide contacts in order to improve their position are NATRA members.

...those who realize the need for constant improvement in their performance through increased training and further education in the field of communications and who can apply for educational assistance for themselves from our SAM COOKE SCHOLARSHIP FUND, are NATRA members.

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ALL NATRA MEMBERS HAVE THE ASSURANCE OF THE TOTAL SUPPORT OF AN ORGANIZATION THAT IS READY AND WILLING TO LEND ITS ASSISTANCE WHEREVER AND WHENEVER POSSIBLE.

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Once you become an active member of NATRA, you will be put on a regular mailing list to receive correspondence from the National Office. In addition all pertinent information prior to the annual convention in August will be sent, and your copy of the NATRA Convention Journal will be assured once Convention time rolls around.

NATRA members are also eligible to receive help from the NATRA Emergency Fund loan program and the NATRA Job Placement service through the National Office. Another fine feature is the availability of the Sam Cooke Scholarship Fund for those qualified applicants who wish to apply for college or university benefits.

If you have any further questions, please feel free to contact our National Office at any time. A membership blank has been enclosed for your convenience with a return envelope. Fill this application out in full noting which category best suits your position. Our membership secretary shall review your application and upon its approval you will be notified by return mail.

Executive Offices  
1408 South Michigan Ave.  
Chicago, Ill. 60605 (312) 939-5170

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We are at the crossroads  
... as Communicators,  
we are in a position to  
affect change.

Therefore, it is our responsibility to use this power wisely.

But as Communicators,  
we must realize that to wait is to abuse this privilege.

The time to affect change is now

LUCKY CORDELL  
NATRA '71 Convention

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NATRA NEEDS YOU AND YOU NEED NATRA  
TOGETHER WE CAN MAKE IT



**NATRA**

1408 South Michigan Avenue  
Chicago, Illinois 60605



The Honorable Stan Scott  
The White House  
Room 179  
Executive Office Building  
Washington, D. C. 20500



# NATIONAL BLACK NEWS SERVICE

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SCOTT URGES BLACK COMMUNICATORS TO PUSH FOR MORE BLACK-OWNED STATIONS,  
PROFESSIONALISM (082073)

BY NATIONAL BLACK NEWS SERVICE

NEW ORLEANS, La.--(NBNS)--A high-ranking black Administration official last week urged black television and radio broadcasters to dispel the "myths" which inundate the black community because of a lack of "effective" communications and to push for more blacks in the broadcast industry as well as more black-owned stations.

Addressing the 18th annual convention of the National Association of Television and Radio Announcers (NATRA) here last week, Stanley S. Scott, special assistant to President Nixon, noted that "less than a handful" of the 7,000 radio stations providing news and opinions are owned by blacks.

Consequently, the former newsman said, those few stations owned by blacks cannot fully articulate or meet the needs and desires of the 25 million blacks in this country while those stations owned by whites have been virtually unresponsive to the special needs of that segment of the population.

"It is one thing to talk about what things need to be done in the broadcast industry," explained Scott, "but it's another thing to get the job done. I believe our greatest handicap is that we don't have any control over station policies. That's why we need to look beyond that Friday paycheck and push for full control through ownership."

(MORE)



Scott also chastised those radio stations which concentrate more on playing "soul" music than on discussing and evaluating such topics as drug addiction, slum landlords, reform, and employment.

"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. After all, there comes a time in every man's life when he is past the stage of doing the funky chicken. That's when he starts going after the facts and figures and he expects you to provide them," said Scott.

He added that black broadcasters should make every effort to provide the black community with a "workable agenda" for solving its problems while meeting "real human needs."

Then, noting that the role of the media has changed from that of entertaining, in which it avoided controversial issues, to that of informing, Scott urged the black broadcasters to be in the forefront of not only enlightening the public, but also in presenting "more positive images within the minority community."

As broadcasters, Scott told his audience, "you have the power to affect change by educating the public, thus creating new attitudes and converting old ones."

Although the broadcast industry has made "commendable strides," Scott said, there still needs to be a determined effort by broadcasters --- both black and white --- to increase community services, especially in the black community.

The White House official also challenged the black broadcasters to have a

(MORE)



ready response to those white stations which contend they "can't find any qualified" blacks by training more blacks to fill positions in the industry.

"But those of you who have made it through the crack in the door need to stay on your toes," Scott emphasized. "Just as any other group, minorities must commit themselves to excellence and not false dedication or patronage.

"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. and translate their knowledge of the community into communicable terms," Scott added.

In challenging the broadcasters to be "a catalyst for change within the black community," Scott urged them to take a "positive approach" by unifying their efforts.

"Coming together is a beginning, keeping together is progress, working together is success," Scott said.

-NBNS-





THE WHITE HOUSE  
WASHINGTON

FROM: MORT ALLIN

TO: Stan

FYI



# Black Women Face Less Job Sexism

~~X-5~~  
BY SUSAN FOGG  
The Newhouse News Service

L.A. Times

9/14/73

WASHINGTON — Black women who have made it to the top as professionals face less sexism on the job, suffer fewer self-doubts and get stronger backing from their families on the way up than white women, reports a white woman sociologist.

Cynthia Fuchs Epstein, a member of President

working, than comparable professional white women.

There was "far less self-hatred among the black women than among the white . . . who generally bought the stereotype of female attorneys as aggressive and masculine persons," Ms. Epstein said.

The upbringing of these black women—particular-