

The original documents are located in Box 26, folder “January 1975 - Headline Club, Chicago, IL” of the Stanley Scott Papers at the Gerald R. Ford Presidential Library.

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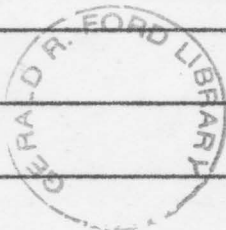
THE WHITE HOUSE
WASHINGTON

2/18/75
Date

TO: JOHN CALHOUN _____
HAZEL CORNWELL _____
PAT HUGHES ☒ _____

FROM: STANLEY SCOTT

ACTION: Dls Xerox 15 copies



PRESS HELPFUL

CIVIL RIGHTS MOVEMENT IS JUST BEGINNING

Note: The complete text of Stanley Scott's talk is available. Contact Marilyn Kennedy at 321-7862.

by Nancy Phillips

How the press helped the black community to move ahead was outlined by Stanley S. Scott, ombudsman at the White House for minorities, when he addressed the Headline Club here last month.

"From my viewpoint," said the special assistant to the President, and former assistant to the director of communication at the White House, "... the best friends that community has are the people, here in this room, joined by thousands of our fraternity brothers of the free press that we have in this country."

Scott continued: "History will single out the leaders and heroes and martyrs in the case of human dignity for all Americans. But you know, and I know, that the issue of civil rights never would have made it into the nation's official law books without the support -- the sweat, the digging, the investigative reporting -- of a vocal -- and often enraged -- national press."

He asked the question, "Is the civil rights movement dead now that the era of confrontation, drama and hot-hot news is behind us?"

Jim Crow

The answer is that it has only just begun. Though Jim Crow may be dead, Scott thinks that there are a lot of legatees left behind by him, far more subtle than the old man.

"The new word for discrimination is 'balance.' After all, it is only fair to expect any company dealing with the public to be 'representative' of the people it serves.

"You can't beat that for an argument. And, I'll bet you right now that if any major company in this country suddenly decided to go 100 percent 'representative' the NAACP would be the first to strike a medal in its honor."

In the question period, Scott was asked about the '76 presidential election especially about the four candidates in the Democratic party and if there would be more. "Will there be a significant third party from the blacks?" he also was asked.

Scott answered that as we move toward '76 there will be more candidates, but by that time, more will have dropped out. "I believe that a third party cannot make it in this country. The Gary, Ind., meeting showed that it was not practical," he said.

Asked how he felt about the Republican party, he said "The Republican party has to do what it says. It must broaden its base and become viable. It must articulate its motto 'the party of the open door' and show by example that blacks and others are welcome."

Other questions asked Scott were:

Q. What is your feeling about the Coleman appointment, and do you have direct access to President Ford?

A. I have direct access to Ford who has retained some holdovers. I am one of them. And one of your sons from Illinois is, Donald Rumsfeld. When we turn in a position paper, he picks up the telephone and calls us to come in and talk about it after he's read it. We have a healthy relationship and I believe the President will do the right thing for all the people. He has shown a willingness to meet them all, a wide spread of them from Leon Sullivan to Jesse Jackson and Muhammad Ali. He has shown sincerity and his nomination of Bill Coleman shows he has the courage to do the right thing. My job is easier. He has pledged to strengthen the right to vote with legislation and renewal of the voting rights act. I know he'll do what's right.

Q. In your view what could have been done in Boston to avoid violence?

A. What happened in Boston is tragic and unfortunate. It is too much a political play from all sides. I say this after the opportunity to talk with the judge and citizens in Boston. Bostons of this country need less demagoguery, less emotional play from the leaders.

Q. Demagoguery by whom?

A. I refer to those who go against the mandate of the highest court in the land. In Boston they played to emotion and there was a break-down in communication.

Q. What about reverse discrimination in job hiring? I've been looking for a job for three months and because I'm not a Chicano or black female I've not been hired (female questioner).

A. I do not believe in discrimination or segregation bias in any form.

Q. Should there be quotas?

A. These are unwarranted because of fears in the national community regarding the emergence of blacks and browns taking their places as tax payers. These are not a threat. They, as you, should be hired on merit and competition. It may be necessary to create jobs for them and for Appalachians.

**HEADLINE CLUB DIRECTORS
APPROVE ETHICS POLICY
FOR FINANCIAL GRANTS**

The board of directors of the Chicago Headline Club at its January meeting approved a policy regarding grants offered to the club. The policy essentially states that each grant will be studied on an individual basis. The policy reads as follows:

The Chicago Headline Club will continue to consider grants with acceptance subject to screening by a three member committee appointed by the president which will report its recommendation to the board of directors. The same committee will also consider solicitation of funds if the need arises.

Chairman of the ethics committee is Ed Hawley, club past president. Committee members are Marilyn Kennedy, Michael Hirsh, Keith Felcyn, Elmer Hoeffer, Howard Dubin and Ken Towers.

**FELCYN ELECTED
VICE PRESIDENT**

Keith Felcyn, bureau chief for Business Week in Chicago, was elected vice president of the Chicago Headline Club succeeding Van Gordon Sauter.



Keith Felcyn



Dan Friedlander

**DAN FRIEDLANDER
NAMED TO BOARD, EDITOR**

Dan Friedlander, president of Universal Communications public relations in suburban Rosemont, was appointed to the board of directors of the Headline Club and named editor of the Headline Club News succeeding the late Maurice "Ritz" Fischer.

The Chicago Press Club's board of governors named Friedlander editor of Overset, its publication, and the Lake County Association of Journalists named him chairman of their annual Journalism Day.

1975 CLUB DUES PAYABLE

More than half of the members of the Headline Club paid their 1975 dues within two weeks after statements were sent out, reported Marilyn Kennedy, club treasurer. She asked that the remaining members pay their \$15 dues this month making the check payable to the Headline Club. Mail your check to her at DePaul University, 25 E. Jackson Blvd., suite 1617, Chicago, Illinois.



Wally Phillips Steve Edwards

Wally Phillips of WGN is perhaps the most listened to personality in any major market in the United States. He has an estimated one and a half million listeners to his daily 270 minute radio show. Wally has built this audience with wit, charm, genuine warmth and a vital interest in the world in which we live. Always interested in helping people, he says, "I've been able to get in the middle of people and put the have with the have-nots."

Steve Edwards is a New Yorker -- a native who moved away in 1967 -- to pursue his radio and television career in Houston. Successfully.

After working as a guest host on Kennedy and Company (WLS-TV) last summer, he was a natural selection to replace Bob Kennedy after he died last fall. Edwards' show, now called AM Chicago, took its present talk format January 6 and 15 days later The Post Tribune (Gary) wrote that he has "one of the best local talk shows in a major city."

BYLAW CHANGE -- continued

take place at the May meeting of the club. The Nominating Committee may select the nominee for President from any of the three Vice Presidents, and there shall be no policy of discrimination in the selection of nominees for office on the basis of employment. Nominations also may be made from the floor at the time of election.

The present rule, article III in the by-laws states:

The officers of the chapter shall be President, three active Vice Presidents, a Secretary and Treasurer, and they shall perform the functions customarily associated with such titles. They shall be elected during the first meeting in May of each year, and shall take office in June; and each shall serve for one year or until a successor may be elected and qualified. During the early part of April each year, the President shall appoint a committee of three to nominate officers and directors to be voted on by the membership in May. The Nominating Committee may select the nominee for President from any of the three Vice Presidents. Nominations may also be made from the floor at the time of election.

THE ROLE OF THE TALK SHOW -- IS IT NEWS? -- continued

by Wally Phillips

Every radio station hangs up the banner with the slogans, "News As It Happens" and "At Your Service." At WGN, we make those slogans work on the air -- every day. That's because we know Chicagoans go to their radio to find out "what's happening?" They want to be entertained, but they have a real need to know what's going on in their world. . . and a lot of them also need a way to tell the rest of us what's going on. That's where the talk show comes in -- and that's why I say you can't separate Talk from News.

When the 95th floor of the John Hancock Center was in flames one morning, we did a free-style "newscast" that stretched for an hour and ten minutes using telephone calls into the building, taking calls from residents there, sending our helicopter to hover outside the windows, and airing "straight" hard news reports.

And, every day, we take questions from our audience -- about the sirens they heard last night, or this morning's expressway pile-up, or the city's political scandals -- and we answer those questions. We answer conversationally, but factually, even if the question makes us do a lot of homework.

It's our feeling that the audience is really thirsty for that information -- no matter what the topic -- and WE OWE it to them because they really have no other place to turn.

Listeners have come to rely on us.

Sharing Information

And we rely on them. To call us from anywhere, any time, if they have information the rest of the audience needs to know. It's a sharing -- a trading -- of information. And, yes, it IS news. There is no other medium that could handle the volume of calls with our kind of speed and mobility -- ONLY radio and ONLY TALK radio.

And only Talk Radio can put a scientist, an economist, a senator, or an astronaut on the air, and make him sound human.

One time, back in 1973, a man called our newsroom and told Frank Beaman his phone call to Los Angeles was interrupted by an earthquake out there. Frank dashed upstairs and, in one minute, producer Marilyn Miller had a Los Angeles newsman on the air with confirmation. That newsman played us his tape from the West Coast while we were calling other authorities on other telephone lines -- then we put them on the air, "live." It turned out to be a seven-minute all-ad-lib radio newscast. And, at the end of it, Frank walked into the wire room as five bells sounded, and the first bulletin about the earthquake ran on the news wires.

Things like that happen all the time here, whether its tracking a balloon in flight across Lake Michigan, or interviewing the governor -- it's the very latest. It's talk -- but it's news!

by Steve Edwards

It might be necessary to respond to the question by asking two others. What is news? What is a talk show?

The spectrum of talk shows in broadcasting is almost as far ranging as definitions of what really is news. That spectrum might include Meet The Press, Johnny Carson, and Call-In Radio.

At AM CHICAGO we are dealing with communications and information in an informal manner. Of course when all elements are right, a newsmaker might make that newsmaking statement, the obvious and happy situation where a talk show is news. But more often our efforts are directed to adding dimension to those in the news by fleshing out the people and events involved.

Usually guests on talk shows are there because they've already made news.

Inside Newsmaker

A show like AM CHICAGO, when it is working, lets the viewer get inside the head of a newsmaker, and beyond the press release. A talk show can also mix and match various personalities and participants in the passing news scene.

But beyond these elements and perhaps more importantly, AM CHICAGO can deal with areas of life that constantly and directly affect people, but do not necessarily fit into strict "news" categories.

Information dealing with the basic problems of coping, like raising kids, paying bills, and making marriage work. These are things people need to know. Are they news? Maybe not always on the 6 o'clock newscast but certainly in the general universal sense.

In answer to the question stated, the role of the talk show, Is It News? can best be answered that a role of a talk show is news - along with the parallel roles of entertaining, informing, and holding an audience.

the headline club news

PUBLICATION OF THE CHICAGO CHAPTER, SOCIETY OF PROFESSIONAL JOURNALISTS

Editor: Dan Friedlander, 9590 Berwyn Ave., Rosemont IL 60018

February, 1975

PRESS ACCOUNTABILITY DISCUSSION AT FEBRUARY 17 HEADLINE CLUB MEETING

Time:	5:30 p.m. bar opens 6:30 p.m. dinner	Subject:	Press Accountability -- Swedish Style
Date:	Monday, February 17	Program:	Three-way discussion with Ralph Otwell , managing editor, Chicago Sun-Times, and member of the National News Council; Sig Mickelson , chairman, Editorial Department, Medill School of Journalism, and advisor to the National News Council; and Lennart Groll , the Swedish Press-ombudsman.
Place:	Chicago Press Club St. Clair Hotel 162 East Ohio Street		

Reservations: Return the enclosed card or call Marilyn Kennedy at 321-7862 (Don't forget to mark the date on your calendar.)



Ralph Otwell



Sig Mickelson

Lennart Groll, 50, is the press ombudsman for the general public in Sweden. He has earned degrees in law and in political science. He has been a member of numerous government committees and served in the courts as a public prosecutor, deputy judge and head of the department for the state rent tribunal. In 1955, he was appointed a member of the commission on policemen's obligation to silence and in 1966 placed on the commission on publicity and secrecy in connection with psychological investigations. His published works concern law and the social sciences.

Ralph Otwell, 50, is managing editor of the Chicago Sun-Times and a charter member of the two year old National News Council created by the news media to receive and act upon complaints against members of their profession.

Otwell is the immediate past president of the Society of Professional Journalists, Sigma Delta Chi, and a former president of the Chicago Headline Club.

His rapid rise in journalism could have been predicted when he graduated from the Medill School of Journalism in 1951 with the highest grade in his class. He joined the Sun-Times in 1953 and four years later was assistant city editor, became news editor in 1960, assistant managing editor for weekend editions in 1963 and assistant to the editor in 1965 before assuming his present position seven years ago.

Sig Mickelson was the first president of CBS News and its chief executive for news and public affairs for a decade beginning in 1951. Programs broadcast under his supervision included See It Now, Air Power, Twentieth Century and CBS Reports. He was network coordinator for the Kennedy-Nixon debates.

He is professor of journalism and chairman of the Department of Editorial Journalism in the Medill School of Journalism at Northwestern University. Mickelson left CBS to direct and develop the international broadcast operations of Time, Inc. He is a member of the DuPont Awards Jury and a director of the Institute of Current World Affairs.

RITZ FISCHER WAS A GENTLE MAN

Bob Herguth wrote this first person tribute about his former boss and friend.

Chicago's Maurice (Ritz) Fischer was a gentleman and a gentle man.

He died December 23 at the age of 71 because his heart gave out. That's ironic, because he was all heart all his life.

In 1961, for instance, the Chicago Newspaper Guild called him "the editor with heart -- with compassion for the underdog." It presented him an award for his outstanding contribution to Chicago journalism. To the boss, from his people.

Ritz was Chicago-born, the youngest of three Fischer brothers who made it big in Chicago journalism. Brother Jo is a noted cartoonist. Late brother Leo was sports editor of Chicago's American.

Ritz began his newspaper career in his early teens as a copy boy at the Chicago Herald. After graduation from the U. of Illinois and boot camp at City News Bureau, he joined the Chicago Daily News in 1927. He spent the next 41 years there, succeeding Clem Lane as city editor (a hard act to follow), and retiring as assistant to the editor.

He was tough when he had to be. What editor never dealt with those who won't talk, or talk with forked tongue or talk too much. He fought hard against the city's ills: slums; discrimination; cruelty to the old, the children, the mentally ill; dishonesty.

But his underlying kindness would surface when it was time for mercy.

And he volunteered for things. For instance, he was editor of the Headline Club News at his death.

Our condolences to his wife, Elvera, the pretty airline stewardess whom he met when on assignment 33 years ago.



HEADLINE CLUB NEWS HAS EXPANSION PLANS

by Tom Dygard
President, Headline Club

There's a new look to the Headline Club News.

Dan Friedlander has taken over as editor and we're moving ahead with plans for broadening the base — and increasing the value — of the Headline Club News.



Tom Dygard

Some of the changes are evident in this issue.

You'll note the discussion entitled, "The Role of the Talk Show — Is It News?" offering the thoughts of Wally Phillips of WGN, Larry Leonard of WKRS and Steve Edwards of WLS-TV.

This is the first of a series of features focusing on various aspects of the news.

Also, you'll note the report on the remarks of Stan Scott of the White House staff, the speaker at our January meeting.

We'll be making fuller use of the Headline Club News in the future to report on programs for the benefit of members unable to attend.

From time to time, too, the Headline Club News will carry reports on the activities of the club in an effort to spread the word among the brethren.

We hope you like the efforts to produce an expanded, more useful Headline Club News.

Among his many activities for WKRS radio in Waukegan, James Larry Leonard conducts a 90 minute daily talk show called "Viewpoint."

He has earned approximately two dozen state and national awards including nine from The Associated Press. Five of the AP awards were for the best newscast in non-metropolitan Illinois and four were for the best special events programs including his coverage of the general assembly and the Illinois Constitutional Convention. The National Conference of Christians and Jews rated Viewpoint as one of the top three radio discussion programs in the nation.

Larry, a Headline Club member, syndicates two radio shows and one newspaper column, all on Illinois and U.S. history.



James Larry Leonard

THE ROLE OF THE TALK SHOW — IS IT NEWS?

by Larry Leonard

The talk show should be news or someone's not doing his job. Consider the potential.

Any show that can justify its air time ought to have more people listening on any particular day than can be packed into all the auditoriums in town. And if those people come together to discuss the deplorable conditions in their schools, the racial hatred in their neighborhoods or the increasing number of burglars in their homes, that's news.

If an entertainer fills those auditoriums he's a superstar and receives appropriate coverage. Well, if a series of less famous authorities tie into that audience via radio and phone and as a result doctors change their minds about alcoholism, a much needed bond issue passes or the racial situation cools, that's at least news.

The question from the city desk being "but how often do you deal with such subjects and how much time is used on the calls about lost dogs, the first robin of spring and pickle recipes?"

The standard retort being "how much news is there in your cooking section and funny papers and how do you justify all that space for sports?" Which is a dodge.

The real issue is how well do broadcasters understand what they have? I don't have the answer to that but when more figure it out American journalism is never again going to be the same because the potential is breathtaking.

Live Interview

It's hard to beat a live, unrehearsed interview where the moderator has done his homework and has the time to keep his news source on the subject until everybody understands what they're talking about. Because they're out there in front, nothing's edited, there are no misquotes; often a pause or what's not said can be devastating.

Some suspect broadcasters actually pray for natural disasters because it is difficult to surpass the coverage one newsman with a workable telephone and a live microphone can give to a tornado or blizzard. Coordinate him with a few reporters in the field and Huntley and Brinkley with their large staffs never sounded better.

Talk radio is when a few stores are burned, several of the brothers are arrested for shooting at firemen and the next day officers of the local AFRO chapter come on for an hour-and-a-half to field all calls to give their side of the story. The discussion produces more light than heat.

Tense Show

When the atmosphere gets very, very tense a "talk show" can invite 48 community leaders, ranging from a white Congressman to a black gang leader, and have 44 of them come for a five-hour discussion. They don't live happily every day after but for the first time many have met each other and actually listened.

Talk is moving to the State Capitol for the annual crisis of the General Assembly and allowing listeners to question their representatives via phone. It's breaking the news to the home folks that they're in for a tax increase from the sanitary district and an hour later breaking the news to a state senator that his tax plan has just been torpedoed in the House.

Last month all the media took turns explaining what Jack Benny was to our national psyche. There were documentaries, interviews, film clips and some quality articles with first class picture spreads. Good work. But two years ago he reminisced with listeners in his home town about his school days, early jobs and a desk he carved up. It wasn't a show, it was an exchange. That's what Benny did best. It's also what "talk" is all about.

(Talk Show continued on next page)

BYLAW CHANGE PROPOSED; MEMBERSHIP TO VOTE

The board of directors of the Headline Club voted to revise the bylaws of the Headline Club concerning the election of officers. The change will be voted upon at a future meeting of the chapter.

The proposed bylaw reads:

ARTICLE III — Officers

The Officers of the chapter shall be President, three Vice Presidents, a Secretary and Treasurer, and they shall perform the functions customarily associated with such titles. They shall be elected during the first meeting in May of each year, and shall take office in June; and each shall serve for one year or until a

successor may be elected and qualified. At the March board meeting each year, a Nominating Committee shall be named. The President shall appoint three members to the committee, naming its chairman, and the Board of Directors shall elect two other members from the Board and/or membership. The Nominating Committee shall report to the Board of Directors at the April meeting and the slate of officers and directors shall be presented to the members in the newsletter for the April meeting, with the election of the officers and Board by the membership to

(continued on next page)