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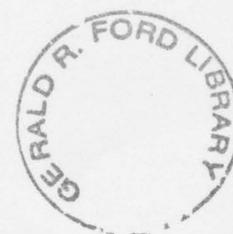
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WASHINGTON, D. C.  
JANUARY 25, 1973

A CHALLENGE TO THE BLACK PRESS



BY:

STANLEY S. SCOTT  
THE WHITE HOUSE

TO PREFACE MY REMARKS LET ME TELL YOU ABOUT AN  
EXPRESSION I HEARD DURING A 1972 POLITICAL RALLY WHICH  
HAS STAYED WITH ME. "BLESSED ARE THE BRIEF FOR THEY  
SHALL BE INVITED AGAIN."

I AM ALSO REMINDED OF A VISITING PREACHER TO MY  
CHURCH IN ATLANTA, GEORGIA WHERE I SPENT MY EARLY  
CHILDHOOD. HE HAD WRITTEN HIS SERMON VERY CAREFULLY  
BUT FOUND AFTER ARRIVING AT CHURCH THAT HE HAD LEFT  
IT AT HOME. "AS I HAVE FORGOTTEN MY NOTES," HE BEGAN  
HIS SERMON, "I WILL RELY ON THE LORD FOR GUIDANCE. AT  
TONIGHT'S SERVICES I WILL COME BETTER PREPARED."

IT IS ALWAYS A PLEASURE TO BE IN THE MIDST OF  
NEWSPAPER PUBLISHERS. I CAN REMEMBER AS A YOUNG  
JOURNALIST JUST WHAT NEWSPAPER PUBLISHERS AND  
EDITORS DID TO MY FINISHED COPY. THEY CHOPPED IT TO  
BITS. I WOULD LIKE TO THANK YOU FOR THE PRIVILEGE OF



BEING WITH YOU TONIGHT. I WOULD ALSO LIKE TO THANK CONGRESSWOMAN BARBARA JORDAN FOR YIELDING TO A REPUBLICAN.

I KNOW YOU'LL AGREE WITH ME WHEN I SAY THAT NO GROUP OF BLACK PROFESSIONAL MEN AND WOMEN ARE MORE TUNED IN WITH THE BLACK COMMUNITY THAN MEMBERS OF THE NATIONAL NEWSPAPERS PUBLISHERS ASSOCIATION. YOUR FINGERS ARE ON THE PULSE OF THE BLACK COMMUNITY AND YOU KNOW WHAT MAKES IT TICK.

WITH THIS DEEP SENSE OF UNDERSTANDING ALSO COMES A RESPONSIBILITY. THIS RESPONSIBILITY IS NOT JUST IN BEING RESPONSIVE, IT IS ALSO IN TAKING THE LEADERSHIP ROLE. THIS SOMETIMES REQUIRES TAKING A RESPONSIBLE BUT, FOR THE MOMENT, UNPOPULAR POSITION, AND STANDING BY IT----JUST AS HARRY TRUMAN AND LYNDON JOHNSON DID--- AND AS PRESIDENT NIXON DID WHILE WINDING THE VIETNAM WAR TO A CLOSE.



YOU NO DOUBT SHARE WITH ME THE SENSE OF PRIDE I FEEL IN KNOWING ALL OF THE THINGS THE BLACK PRESS HAS DONE FOR OUR PEOPLE. WE KNOW THAT THE BLACK PRESS HAS HELPED TO GIVE OUR PEOPLE DIGNITY AND SELF-RESPECT AND THE WILL TO FIGHT FOR FIRST-CLASS CITIZENSHIP AND MANY OPPORTUNITIES OTHERS TAKE FOR GRANTED.

TONIGHT I WOULD LIKE TO ISSUE A NEW CHALLENGE TO THE BLACK PRESS. 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 ITS 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 BLACK PRESS MUST DECIPHER THE RHETORIC, TUNE IN THE PEOPLE TO A COMMON WAVE LENGTH, AND TRANSLATE TO THE PUBLIC, BOTH THE INTERNAL AND THE EXTERNAL PUBLICS, WHAT IT IS WE'RE ABOUT. THE BLACK PRESS MUST RELAY AND RELATE TO ALL AMERICANS WHAT OUR AGENDA REALLY IS. AND LET ME SAY AT THIS POINT THAT WE SHOULD NOT FOR A MOMENT THINK THAT ONLY BLACK PEOPLE READ BLACK NEWSPAPERS. AND FOR THE MANY NON-BLACKS WHO DO, THE BLACK PAPER REFLECTS WHAT THE BLACK COMMUNITY IS ALL ABOUT.

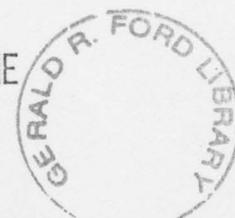
ONCE YOU COME UP WITH THE THINGS YOU THINK ALL BLACK PEOPLE SHOULD BE CONCERNED WITH IN THE 70'S AND



DECADES TO COME, THEN THE BLACK PRESS MUST GO ABOUT AND BUILD PUBLIC SUPPORT FOR THEM.

IT IS OFTEN SAID THAT TODAY'S NEWS IS TOMORROW'S HISTORY. YOU AS PUBLISHERS ARE WRITING THAT HISTORY. TO A LARGE DEGREE, YOU ARE DETERMINING JUST WHAT THE PAGES OF HISTORY WILL TELL ABOUT BLACK PEOPLE. YOUR RESPONSIBILITY HAS GROWN AND WILL CONTINUE TO GROW, JUST AS THE BLACK COMMUNITY GROWS. MY BIGGEST CONCERN IS THAT OUR COMMUNITY WILL GROW IN THE RIGHT DIRECTION, WITH ALL BLACKS SHARING IN AND DETERMINING WHAT IT IS WE'RE ALL ABOUT.

AS YOUR NEWSPAPERS FEEL THE PULSE AND INTERPRET BLACK GOALS AND A BLACK AGENDA, I HOPE YOU WILL REMAIN ALOOF FROM POLITICAL PARTY LABELS AND WEIGH OUR LEADERS ON THEIR MERITS, NOT RHETORIC. I KNOW THAT YOU WILL RESIST THAT WHICH IS NOT PRACTICAL AND THAT WHICH IS NOT GOOD FOR OUR PEOPLE EVEN AT THE PRICE OF BEING UNPOPULAR AT THE MOMENT. YOUR



RESISTANCE WILL BE BASED ON ISSUES, NOT PARTY LABELS;  
ON THE MAN AND NOT THE CHARISMA.

AS WE MEET HERE TONIGHT, MOST OF AMERICA IS  
MOURNING THE DEATH OF THE 36TH PRESIDENT OF THE UNITED  
STATES.....LYNDON B. JOHNSON. IF I MAY, I WOULD  
LIKE TO BORROW SOME OF THE REMARKS HE MADE AT THE  
CIVIL RIGHTS FORUM IN AUSTIN, TEXAS LAST MONTH AS A  
FINAL TRIBUTE. LET ME PREFACE HIS REMARKS BY SAYING  
THAT BLACK PEOPLE OF ALL POLITICAL PERSUASION OWE  
MUCH TO LYNDON JOHNSON FOR THE CIVIL RIGHTS LEGIS-  
LATION HE WAS ABLE TO PASS THROUGH CONGRESS. EVEN MY  
GOOD FRIEND JULIAN BOND, A DEMOCRAT IN THE GEORGIA  
STATE LEGISLATURE, WHO WAS ANTI-JOHNSON IN 1968, CONCEDED  
IN AUSTIN THAT HE HAS DONE MUCH IN PASSING CIVIL  
RIGHTS LEGISLATION.

THE LATE PRESIDENT LYNDON JOHNSON SAID IN  
AUSTIN, "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 NEWSPAPERS 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 THE POLITICAL PROCESS BETTER, JUST AS YOU DID DURING THE 1972 ELECTION BY REPORTING THE VIEWS OF BOTH PRESIDENTIAL CANDIDATES IN AN UNBIASED MANNER.

IN A VERY PRAGMATIC MANNER, I HOPE THAT YOU WILL HELP ME TO INTERPRET THE ADMINISTRATION TO BLACK AMERICA. IN A VERY REAL SENSE, AS A MINORITY GROUP, AND I MIGHT ADD, A POOR MINORITY GROUP, WE CANNOT AFFORD TO NOT RELATE TO WHOMEVER IS IN THE WHITE HOUSE.

LYNDON JOHNSON PUT IT THIS WAY IN HIS LAST PUBLIC SPEECH, "... IT IS EASIER TO WANT TO DO WHAT IS RIGHT THAN TO KNOW WHAT IS RIGHT." LET ME REPEAT:



"IT IS EASIER TO WANT TO DO WHAT IS RIGHT THAN TO KNOW WHAT IS RIGHT."

WHAT ARE OUR OBJECTIVES AS A PEOPLE, WHAT IS OUR AGENDA? YOU, THE MEMBERS OF THE BLACK PRESS, ARE IN THE BEST POSITION TO FIND OUT AND TO HELP RELAY TO ALL OF AMERICA THE ANSWER TO THESE QUESTIONS.

ONE MORE POINT MADE BY THE LATE PRESIDENT JOHNSON, AND THAT IS THAT WE AS A PEOPLE CANNOT BRING ABOUT POSITIVE CHANGE BY BEING NEGATIVE. WHEN WE SET OUT TO FIND A SOLUTION OR EVEN TO IDENTIFY OUR AGENDA, WE ARE DEFEATED BEFORE WE START IF ALL COMES OUT NEGATIVE. I THINK THAT PRESIDENT JOHNSON MAY HAVE BEEN RIGHT WHEN HE ADMONISHED THOSE ATTENDING THE AUSTIN CIVIL RIGHTS FORUM FOR ATTEMPTING TO DRAFT A NEGATIVE RESOLUTION. JOHNSON SAID: "THERE IS NO POINT IN STARTING OFF BY SAYING THAT THE ADMINISTRATION IS TERRIBLE."



WHAT ABOUT SOME POSITIVE RECOMMENDATIONS FOR

CHANGE? WHAT ABOUT A POSITIVE PROGRAM OF OBJECTIVES?  
AS BLACKS WE KNOW WHAT THE PROBLEMS ARE. WE HAVE  
LIVED WITH THEM ALL OF OUR LIVES. BUT NOW IT IS TIME  
TO DETERMINE WHAT ARE OUR COMMON GOALS AND TO OFFER  
SOME SOLUTIONS. NO MAN KNOWS HOW HEAVY THE PACK  
IS UNTIL HE HAS CARRIED IT ON HIS BACK AND WALKED  
DOWN THE ROAD. WE, AS BLACKS, SHOULD HELP WRITE  
THE SOLUTIONS AND SUGGESTIONS.

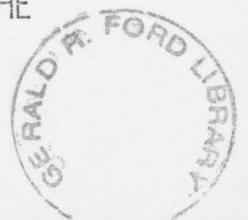
I WANT TO GO ON RECORD TONIGHT WITH A SECOND  
CHALLENGE TO THE BLACK PRESS. AFTER YOU HAVE TRANSLATED  
THE PULSE OF THE BLACK COMMUNITY INTO AN AGENDA AND A  
PROGRAM OF OBJECTIVES, I WANT YOU TO CALL ON AND WORK  
WITH THE ADMINISTRATION IN FINDING SOLUTIONS. NOT  
SOLUTIONS OF RHETORIC, BUT SOLUTIONS THAT WILL STAND  
THE TEST OF TIME. WE DON'T NEED ANY NAME CALLING AND  
NEGATIVE APPROACHES, THERE IS AN OVER-ABUNDANCE OF  
THESE AMONG BLACKS THROUGHOUT THE NATION TODAY. WE



NEED POSITIVE AND REALISTIC ITEMS ON THE BLACK AGENDA. WITH YOUR FINGER ON THE PULSE, I KNOW THAT IS JUST WHAT WILL BE YOUR RESOLVE.

IT IS PARTICULARLY IMPORTANT AND FITTING THAT THE BLACK PRESS ACCEPT THESE CHALLENGES AS WE APPROACH THE BICENTENNIAL OF THE AMERICAN REVOLUTION. WE AS A PEOPLE STAND ON THE THRESHOLD OF BEING IN A VERY REAL SENSE THE CONSCIENCE OF THIS NATION.

IN CLOSING, LET ME SAY THAT I SEEK AND WANT YOUR SUPPORT. IT'S NOT A ONE WAY STREET THAT I AM SPEAKING OF, ITS A PLEDGE THAT I MAKE TO WORK WITH YOU IN YOUR CRUSADE TO ATTAIN EQUALITY FOR ALL AMERICANS. WE HAVE A LONG WAY TO GO IN AMERICA. I KNOW THAT MANY OF YOU WILL SAY THAT THE JOURNEY IS HARDLY BEGUN. I WANT YOU TO KNOW THAT YOU CAN COUNT ON ME TO GO THAT SECOND MILE WITH YOU. THE SECOND MILE IS OFTEN THE DIFFERENCE BETWEEN THE DEDICATED AND THE



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UNDECIDED; THE DIFFERENCE BETWEEN SOLID ACCOMPLISHMENTS AND THINGS THAT BARELY SCRATCH THE SURFACE; THE DIFFERENCE BETWEEN FIRST OR LAST.

IF I COULD IMPART A PERSONAL DESIRE WITH YOU TONIGHT, IT WOULD BE THAT BLACK NEWSPAPERS CONTINUE TO SERVE AS A CATALYST FOR CHANGE WITHIN THE BLACK COMMUNITY. BLACK NEWSPAPERS SHOULD ALSO CONTINUE TO SERVE AS A CATALYST FOR THE COMING TOGETHER OF ALL PEOPLE; THE UNDERSTANDING OF THE BLACK COMMUNITY BY THE OTHER 188 MILLION AMERICANS. 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.

THANK YOU.



~~OFFICE SALUTES NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION~~  
~~CONFERENCE~~

January 1973?

SCOTT SAYS BLACK PRESS LEADS  
IN AMERICA'S RIGHTS STRUGGLE



MIAMI--The Black press in America--147-years after its birth--is still a major force in advancing the aspirations of Blacks in this country, according to Stanley S. Scott, Special Assistant to President Nixon.

Addressing the Mid-Winter Workshop of the National Newspaper Publishers Association, Scott said that while the "Black press is the voice of our communities!... the majority press remains merely an echo."

"The Black press has been the instigator, the pioneer and leader in the march to self-respect, and the Black press must never fall by the wayside," Scott told the publishers and editors here at the Playboy Plaza Hotel.

Commenting on the need for increased numbers of Blacks in the Black media, Scott, a former reporter for United Press International and White House assistant director of communications, said:

"We talk a great deal today about the need for identity...well, believe me, if the function of the Black press is allowed to die a slow death, the Black man will never find his true identity. If young Black students of communications are encouraged only to gain an education in order to infiltrate the majority press then surely our people will never be heard from again."

"It was not the majority press that pioneered for freedom, it was not the majority press that pioneered for recognition of equal civil rights ; it is the Black press which incessantly focuses attention on the need to eradicate hunger and poverty; it is the Black press, occasionally supported by the majority press, which rages when the needs of our people are found wanting," said the Presidential assistant.

Scott praised the NNPA members and their president, Dr. Carlton Goodlett, publisher of the San Francisco Sun-Reporter, as an organization that has

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"carried the torch for freedom handed down by John B. Russwurm," founder of the first black newspaper in America.

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