

QUESTIONS FOLLOWING MR. WHITEHEAD'S SPEECH AT THE  
UNIVERSITY OF MARYLAND, APRIL 23, 1974

Question: Dr. Whitehead. You in your description of cable or public television, seem to me to ignore the fact that in Section 315 of the Communications Act it is blatantly stated that public television is not allowed to editorialize at all? Is that a free press?

Whitehead. Well, public television from the outset has been set up as governmentally sponsored, and to some extent governmentally funded, and I think as long as you have that kind of special status that it is at least argueable that such institutions being public institutions should not have the same right to editorialize as do the purely private media. I am not altogether sure I agree with Section 315 in that respect. I think that particularly if public television were using no governmental funds, no public funds, than I think editorializing could make a lot of sense. It would be interesting to have editorializing in the television media, other than from the advertising-supported source. When you get to public television use of cable, as I hope we will, you can imagine a public television station putting out several channels of education and public information material. Then I think the argument against editorializing would be very much reduced, probably done away with.

Question: Does your office have any opinion whether impeachment hearings ought to be televised, and do you see a role for public or cable tv in televising Congressional debates?

Whitehead. My office would not have anything to say about the televising of the impeachment hearings. That would be clearly a decision for Congress; just as it has been a decision for the Courts right now as to whether they will allow televisions in the courtroom. The televising of Congressional debate I think would be a fabulous development. If the Congress of the United States would open up its committee hearings, would open its debate on the floor, even partially, to coverage by television, I think it would really be a wonderful thing, particularly when cable television comes you can begin to have a possibility of students around the country being able to have a front row seat at a Congressional hearing that will affect something they are interested in. Even the average citizen will have the opportunity to see his congressman, his Senator discuss what he feels is important. So I think that it would be great.

Question: Do you agree with the President's assessment that on occasion the networks have been unfair in coverage of him, and if you do or if you don't, have you advised the President in that capacity?

Whitehead. I have not advised the President in my capacity. We make a very strict distinction within the White House about communications policy matters which pertain to the law and the regulation that applies to communications media, and the public information function which falls into the office of the Press Secretary. By and large, we leave each other pretty much alone. The two sides of the White House are handled quite separately. As to fairness, I have yet to see anyone who has received the



extensive television coverage by the networks or anyone else, who does not think he has been treated unfairly.

Question: I was happy to note a surprising note of cynicism. I appreciate hearing it in your remarks, and I have two questions based on that. You mentioned the telephone monopoly -- are you in favor of seeing that? That is question number one; and question number two--you also sort of eluded to the fact that the FCC control was too stringent, at least I heard that. Do you feel that should be dampened or softened?

Whitehead. Well, in the telephone business I am certainly not going to advocate that we have a lot of different telephone systems competing in each community. One of the reasons for a telephone monopoly was that people had to subscribe to four or five different telephone systems in order to call all their neighbors. We don't want to have a break up of the phone company in that regard. On the other hand, the telephone company has taken an attitude about extinguishing all competition for all kinds of non-telephone services and competition for the production of various kinds of specialized communications gear that might plug into the telephone lines -- that something has to be done. We clearly have to find a way to inject more competition into that business. Now, I don't think that it has been proven that the phone company needs to be broken up in order to achieve that.

Question: Computer networks -- is that a protest against using their lines?

Whitehead: Yes. The phone company seems to have coined their own version of "Catch 22". If a service is very profitable then they argue that they ought to be allowed to develop it in order to keep the rates down for other services; and if the service is not profitable they argue that they should not have to offer it because everyone would have to pay more. In short, they do it or no one does it. Some way or other that has to change and that is very challenging. Unfortunately, the phone company is not being very cooperative. With regard to the FCC, I am not so much in favor of a quantitative reduction in the FCC regulation of the communications industry, but I am very much in favor of the FCC putting more emphasis on the public interest and seeing the FCC regulations broken down into more manageable categories. The only guidance that the Congress has given to the FCC in regulating television, or the phone business for that matter, is that the seven members of the Commission shall make their decisions in "the public interest, convenience and necessity," and if a communications company doesn't do something that those seven people -- or more properly four of them, being a majority -- determine to be in the public interest, convenience, and necessity, they are out of business. So you have a bureaucracy which has almost total life or death control over a whole communications industry and a tremendously vague and unspecific mandate as to how they are to exercise that great power. I think the FCC needs to be given, by the Congress, more specific direction about the objectives it is to pursue, the various categories and regulations, where competition is to apply, where monopoly is to apply, etc.



Question: Mr. Whitehead, let me just clarify something. You said you would like to see a trend, or to get away from a trend, of the FCC on domination of the broadcast media and you said to give access to people to cable television just as we assure that everyone has access to a printing press. Do you honestly believe that everyone has access to a printing press?

Mr. Whitehead. Sure, of one form or another. There are lots of commercial printers around and it doesn't cost much to get a few pages printed up. It doesn't cost much to get some color pages printed up when you get right down to it. It doesn't cost very much if you want to go to the other end of the scale -- the end of the scale corresponding to this little sony (camper?). It doesn't cost much at all to have things mimeographed. People do have easy access to a whole host of ways to get things printed but they don't have anywhere near that kind of access to the video field.

Question. How do you propose to guarantee this access to cable TV, in general, and in particular what do you think of the common carrier requirements for cable TV carriers?

Mr. Whitehead. I would refer the serious student of the matter to a report that we just sent to the President about a month ago on a comprehensive national policy for cable television that calls for legislation to achieve the objectives I was talking about. For those who are not interested in reading the document, I'll simply say that we think something very like common carrier status for cable television can be achieved, ought to be

achieved, at least in the sense that cable operators should be principally in the business of carrying and distributing the programs of other people. So that any corporation, any newspaper, any television station, any citizen has the right to go to the cable operator at a standard rate, have his program distributed over the cable system.

Question. A year and one half ago when you recommended that to some extent local stations be held accountable for the network news broadcasting, whatever, many critics said that was rather a crude attempt by the Administration to stifle the criticism of it. I was wondering how you would react to that?

Whitehead. I didn't write the criticism.

This administration like every administration chafes at the coverage of it on network television, local television, front page of the newspaper, etc. Everyone wants to be loved and everyone wants to be understood, and administrations are no different. On the other hand, I think the administration has enough integrity, at least parts of it, to realize that setting up a system of governmental control to stifle criticism of it would very readily be applied and built upon by the next administration which might very well be of the opposition political party. In short, none of us had thought very much about it at the White House, the President included (and weren't the least bit?) interested in using the local station or anyone else to set up some kind of a system of curtailing the flow of information including criticism. What I was trying to say was that we had a lot of monopoly in our television system. The three television networks dominate the programming to a tremendous extent. They program a slice of news and a slice of entertainment right about in the middle of our society, the range of our society. The people in



local communities around the country have no way of expressing to those large networks in New York their dissatisfaction with the ways things are being handled, and I was simply saying that rather than have the government try to control what television networks are doing, it would be far more in keeping with our free press system, under the First Amendment and our free enterprise system, to encourage the local broadcasters to play a bigger role in working with the networks to decide what goes on the network wire. The whole theory of a license to use the public airwaves for broadcasting is that the broadcaster will undertake to find out what the needs and interests of the people in his community are and to put on programming to reflect those needs. In a day when the economics of television seem to dictate that, for the time being at least, we are only going to have three companies providing most of the programming, then I think that that broadcaster with that public license has an obligation to actively reflect back up to the network in New York City what's of interest in his community. One of the problems we have in not getting programming oriented to our black minority in this country was that the broadcasters where blacks were a significant part of the community never bothered to reflect the needs and interests of that community back up the line to the networks in New York. I think its only sound that as long as we have the kind of broadcast system we do, that the local broadcasters acting as the only real representatives we have of local (public?) play an active part in working with the networks. I think the networks would be much enriched by having the views of those people rather than confining their programming positions to their own staffs, their own economics, their national advertising.

Question: You seem to have been saying all along you disagreed with the monopoly of networks, and of their ways and it was about two and onehalf years ago when PBS started disagreeing with the Administration as a whole. It seems as though as soon as they were disagreeing with the Administration policies the funds were withheld from PBS. Would you say something about that?

Whitehead. Well, I don't agree with your question.

Question: What I was trying to say is that you have been saying or speaking of monopolies. This is one alternative to the three network monopoly. Why then were they cut short on their funds?

Whitehead. I agree with you that public television is a very important alternative to the fair or free commercial television networks. There certainly ought to be national distribution of public television programming and to the contrary this Administration has not withheld funds. When this Administration came into office, the Federal contribution to public television was \$5 million a year. It has been steadily increased so that for the next year President Nixon has asked for \$60 million. That's more than a tenfold increase in five years. With very tight pressures on the Federal budget, there aren't very many realms of federal contribution that have received that kind of interest. Our concern with public television has simply been that we thought again that the local stations should have a significant amount of say in how those federal dollars were used, and we have constantly been urging that (?) lies with the local stations. I think that point of view has now come to be well emplaced in the public broadcasting field and we have reached agreement.



not only with the local stations but with the Corporation for Public Broadcasting in Washington on a five year funding bill which will steadily increase the funds above the \$60 million figure that I pointed out. When you only have three national networks, I think a fourth network funded by the government is a significant increase in diversity, but I would hope we would not content ourselves with government funded television as the only alternative, which is why I would like to see us pay more attention in this country, now that the problems in public television seem to be pretty well managed, to the problems of cable television.

Question: Mr. Whitehead. You stated that the FCC is a very critical regulatory agency. If this is really held by the administration to be true, can you explain why it has taken so long to replace the members of the FCC who have retired and can you explain why the kinds of people have been chosen by President Nixon to be on this commission?

Whitehead. No, I can't!

Thank you very much.

REMARKS OF

Clay T. Whitehead, Director

Office of Telecommunications Policy  
Executive Office of the President

at the

University of Maryland  
College Park, Maryland

April 23, 1974

(transcript of actual remarks as delivered)



Thank you very much.

Listening to the introduction, I reflected very briefly on the relationship between all the policy and economic studies that I did in school and later at the Rand Corporation, and how well that prepared me for my life in the White House. In all deference to your faculty, I will only say to you students that I hope they do better by you as you go out into the world of journalism. On the job training is a very real thing in the White House, and a very real thing in Washington, and it is one of the miracles of our system that people, at least some people, learn as fast as they do.

I am supposed to talk to you tonight about communications and the future, and again, I thought back to my days at Rand when we were doing some studies and I was working with a number of people who were trying to predict what America would be like in the year 2000 (or the year 1976 for some studies) and being a bit of a cynic I began to compare some of their projections with what had actually materialized. As we did more and more analysis and more and more study of the projected studies, we came to the conclusion that predicting 25 years into the future (which is kind of an interesting timeframe) was totally impossible. Projecting ten years into the future, which is just far enough so that you begin to think you might see something interesting, the error rate was something approaching 95%. When you begin to predict one year in the future, no one liked to do that because people remember what you projected, and that was not one of the most popular areas of prediction at Rand.

When I came to my current job I began to think about communications policy, which to me meant how do we regulate communications in the country, what kind of communications do we want for the future, what objectives do we seek our communications systems to serve. In short, where ought we be going? I found very little consensus on any of that. So tonight, if I may, this being a university audience, rather than try to tell you how communications will develop in the future, I thought I would simply try to reflect to you some of the perspectives on what will guide the development of communications in this country and hope that will be of some value to you in drawing your own conclusions.

Much of the popular discussion of communications in the future centers on Marshall McLuhan and his concept of a global village. All of us everywhere in the world, or at least everywhere in this country, have access to much the same kind of information. And then I reflect about the theme of the Rand conference which was specialized communications, the media of the future. Superficially it might seem that there is a conflict between the two, but I think that the exact opposite is true. In the global village, or at least the American village, we are finding a whole host of new communities, non-geographic communities, communities of interest, and these communities need desperately communications. By definition we are talking about specialized communications. This kind of specialized



communications among non-geographic communities I think will be the predominant theme of communications in this country in the future. And also, more and more, our communications in this country will be electronic. I am not sounding the death knell to the Baltimore Sun, I am not sounding the death knell to print journalism, but simply reflecting that electronics is and will be playing a much larger role in our future. Already the lines in electronic and print communications are blurring. We have long distance xerography within the telephone lines. We have telex, and right now the Dow-Jones Company distributes the Wall Street Journal across the country by microwave where it is printed up in remote regional printing presses.

Since the war, since World War II (betrayed my age there in calling that the war), there has been a tremendous outburst of creativity and development in electronics, but unfortunately most of this creativity, most of this development, has not found its way into electronic communications. There are two big, big forces that are retarding experiment and growth in electronic communications.

The first is your friendly U.S. Government and the 1934 Communications Act, which this year is forty years old. By virtue of that Act, which I presume made sense in its day, no electronic communication service of any kind can be offered

in this country without the prior approval of the Federal Communications Commission. The FCC has a way of asking the would-be entrepreneur to prove that his service is worthwhile, to prove that his service is economical, to prove that the public wants it, before he is allowed to even try. I think you can see that that kind of discourages innovation.

The second force retarding innovation in electronic communications is monopoly. Private business in the electronic communications field today is very much characterized by monopoly. The common carrier field by the American Telephone and Telegraph Company, and the television field by the three television networks. Now it is argued, principally by those corporate vested-interests, that the United States has the best television system in the world; that the U.S. has the best phone system in the world; and, indeed, the status quo in communications in this country just turns out to be the optimum communications system for the future. But I think while I agree it is true that we do have the best television system, we do have the best telephone system, it's precisely because we do have the best that we in this country have the ability as no other country in this world does to look beyond basic telephone service, look beyond a basic level of national mass television service, and look to a whole host of new and specialized communications for those non-geographic communities of interest which I mentioned before.



Let me talk briefly about the common carrier field. The telephone business today has a lot in common with the automobile business. For years and years the only Ford that you could get was a black "Model T" and the same with the telephone. Today we have in both the telephone business and the automobile business a proliferation of colors and models, and a lot of optional equipment, but precious little real choice and precious little competition about totally different kinds of communications that we might want -- data, facsimile, computer terminals in the home. Just imagine all those little calculators made in Japan that you would plug into your telephone -- from there into the computer -- from there into the college -- from there into a friend's home -- from there to your bank -- remote access to libraries. All of that is technically possible, and it looks economically possible. But none of it is going to come until we have some competition in common carrier communications the way the foreign companies gave us competition in the car business.

Let me turn then to television. It seems hard to believe that the public interest in this country could possibly be served by freezing the number of TV channels that we have today, and by blocking the growth of cable television which could greatly expand the number of TV channels each of us has to choose from. Yet if you listen to the broadcast industry today, if you listen to the three television networks, that is exactly what you will be told, that only by preserving the limited number



of channels to choose from can we have quality television. I think exactly the opposite is true. Cable television has to be allowed to grow on an economic basis, as a medium co-equal with broadcasting. It has to have its own regulatory framework passed by the Congress. It has to develop not as a second class medium, living off broadcast television, but rather a new medium encouraged to have a diversity of programming, a multitude of channels -- and that means much more choice for what each of us wants to see and hear.

In short, the world of the future is going to need more communications, it is going to need lower cost communications; and one way or another the great institutions -- the United States Government, the phone company and the three television networks -- are going to have to change in order to permit that to come into being.

Now let me shift and talk about what some of this means for journalism and the media. There are two main points that I would like to make about the media today and how it is different from what we think about it from the past, what so much of our theory of government-media relations is based on. The first difference is that the media in this country have become big business, as we have seen in many ways it has become monopolistic. We have a very limited number of television stations principally programmed by three New York City television stations, i.e., three television networks. We seem to have



fewer and fewer newspapers each year. With the limited number of TV stations, with the shrinking number of papers, with the TV stations often owned by a newspaper in the community, we find fewer and fewer media voices that are available to each of us as citizens.

The second big difference is that Government regulation of the content of television broadcasting is steadily expanding to the point where today we have a pervasive system of content controls administered by Federal bureaucracy over what we see and hear on television. A situation far different than any of us are accustomed to seeing in the print media. The FCC has 14 favored categories of programming, and now they are talking about setting minimum percentages to apply nationwide to what each television station has to program in order to keep its license. As we all know with the tremendous profits in television broadcasting, it would have to be a rather dumb or a rather courageous broadcaster who would not conform to what the FCC wants in the way of programming. We have a Fairness Doctrine, an old goal, something like what motherhood used to be in the days before zero population growth. None of you would be against fairness, but one can wonder about fairness in the media, when that fairness is decided by a Government bureaucracy. When a Government agency seriously undertakes to decide what are issues of public importance, how many sides there are to each of those issues, who qualifies as a legitimate spokesman, whether or not each of those sides on each of those issues has received adequate



coverage, you begin to wonder about censorship. Similarly the FCC's prime time rule, wherein they undertake to specify which hours of which days of the week, which kinds of programming can be taken from the network, which are to be produced locally or bought from syndicated sources.

In short, we have in place today a system of Government control of what we see and hear that seems at least superficially (there is nothing wrong with it being superficial in this regard) to be totally at odds with the First Amendment of our Constitution. How does that come to be? Well, this kind of regulation of broadcasting was based originally on the concept that broadcasters use the public airwaves, and there are a limited number of those airwaves, therefore the Government has some obligation to see how they are used on behalf of the public. But more and more in FCC decisions and in Supreme Court decisions, the rationale has subtly shifted -- shifted away from the use of the public airwaves, and shifted to the fact that there are a scarcity of broadcast stations available. But when scarcity becomes the rationale to the Federal Government deciding about the appropriateness of what the media are programming, we have to look rather nervously over our shoulder at what is happening in the newspaper business. With fewer and fewer newspapers, there are already fewer newspapers, pure daily newspapers in this country, than there are radio broadcast stations. In many communities there are more broadcasting television stations than there are newspapers. In short,



the scarcity rationale applies directly to newspapers, and particularly when you consider the joint ownership of a newspaper and a television station in a particular market, you begin to see scarcity with a vengeance.

We look at the situation in Florida where a court of law requires newspapers to give space for the answering of editorials. We see that upheld by the Courts, and we look nervously at the Supreme Court with its justification of controls over the media based on scarcity. We really have to wonder where we are going.

Many people in this country would like to see a Fairness Doctrine for newspapers. They would like to see an equal space requirement in the newspapers just like we have an equal time requirement in broadcasting. If scarcity is the only thing we have to demonstrate as an excuse for Government regulation of the content of the media, there will be no shortage of self-appointed overseers of the public interest who will prove scarcity in order to justify using the processes of the Government to make sure that their point of view gets attention in each of the media.

But I think all of us, if we back-off a bit, even though we might approve of some of the specific results of some of that FCC regulation of broadcasting, even if we might like to see some group of poor people get free space in a newspaper in order to answer an editorial, we all have to ask ourselves if we really believe that a bureaucratically-administered press is a free press. In my judgement there is no way. There is no



such thing as a slightly-administered system of censorship -- be it negative censorship to get the media to delete certain types of coverage; or be it the equally pernicious positive censorship, whereby the Government requires the media to give prominent attention to favored points of view.

The big challenge in electronic communications for the next few years is to make sure that we have a free electronic press and that we keep our free print press. The big challenge to that (the big danger that that will not come about) is not a number of special assistants in the White House who seem demonstratively lacking in judgement, who skirt the edge if not going over into the realm of illegality in using Government processes to coerce the media into providing coverage. I think what we are seeing today in our Government is a clear demonstration that people who lack the judgement to refrain from breaking the law to achieve those ends will be caught.

The real threat is not there. The real threat is the year by year gradual accumulation of perfectly legal Government administration by the FCC and the Courts of more and more details -- all for the best of causes, all for the public interest -- of what actually goes out over our airwaves. With concentrated effort and attention in the Government and with concentrated effort and attention on the part of journalists (be they print or be they in the electronic media), with a lot of public support, -- and



I am not sure that the press establishment in this country can demonstrate either much concentration of effort and attention for much public support, -- but if that could be... -- The way to do that is to systematically reverse the trend over the last ten years of creeping FCC controls over what our electronic media are programming.

What I have said applies with a vengeance when it comes to cable television. In cable there seems no need to compromise the public interest and the private interest. Properly regulated, cable television guarantees no use of the airwaves, therefore, no rationale for Government oversight; no scarcity of channels, therefore no need to ration who gets access; it offers us low cost. In short, it all adds up to no excuse on cable television for the Government to control the use of channels or the content of channels as long as we simply assure that everyone has access to those channels, just as everyone today has access to the use of printing presses and the use of the mails.

But when all of that is said and done, when we have slowed the trend towards Governmental specification of what our television system is going to program, when cable television has come and brought lots of television channels, and when Government has no authority whatsoever over how those channels are programmed, when the battle for real press freedom is won and we have a free electronic press just as we have a free print press, when the Government has no legal way to compel fairness,

competence, judgment, accuracy and so forth on the part of the professional journalist, then when that nirvana arrives where does journalism go?

This country is a Government, is an economy and is a society full of checks and balances. The press loves to talk about itself as a vital check on Government and of course it is. In many ways the conscientious, the professional journalist is a guardian of the public interest in Government.

So after all is said and done we are left, and I leave you tonight with, what I think is the central question of a free press in a free society, the question originally asked nearly two thousand years ago, "Who is to guard the guardians?"

Thank you very much.



Now: what does this look like for journalism & the media?

1. Media have become big businesses & as seen, monops  
fewer & fewer papers, 1st & 2nd TV stns often owned by paper  
big TV profits

2. Govt reg of BC has steadily expanded into content  
14 prog categories; now 40  
FD - who can speak abt what  
Equal-time  
~~limits~~ PTAR

3. <sup>This</sup> BC regul is based on scarcity  
- orig scarcity of freq;  
- new scarcity of outlets (sc)

But newspapers are becoming more scarce  
- & w/ joint ownership considered; fewer & fewer media voices  
Fda demand equal space → FD for papers  
~~fairness~~

Scarcity can always be found as excuse  
by self-appointed overactors of pub int  
to use govt processes to get their view athr

4. But bureaucratically admin press not a free press

Big challenge we face in free press today  
- not Magraders in WH acting illegally or nearly so  
- extension of perfectly legal govt admin by FCC & Courts  
of more & more details of what we can see & hear & when.

OFFICE OF TELECOMMUNICATIONS POLICY  
WASHINGTON

{ specialized com: media of the future } conflict?  
MS Luker global village; <sup>nat'l valleys</sup>

no: non-geo communities need their media: "spec media"  
print will continue, but future in electronic  
& lines of print & elect. blast: LDX, telex, Dow Jones microwave

But: two forces retarding experiment & growth

1. govt & 1934 Comm Act: ~~no~~ no elect. com. sec. but at mercy of govt
2. monop: common carrier ATT & ~~no~~ TV (3 nets)

~~Elect. Comm. has grown in scope, reach, volume~~  
~~is big business, controversial, & being reg. by high level~~

Best TV, best phone sec in world - rooted in want & status quo  
But see it's best we have ability to look beyond  
Basic phone, TV sec  
Spec com needed of non-geo communities of interest demand it

comm carrier { Black Phone & Ford Model T - prof. of color & models & optional equip, but little real comp & choice  
data; fax; computer term (jap calc) in home; remote lib access  
all demand comp in commo & info sec

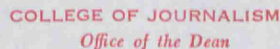
TV { TV: hard to believe pub int served by freezing # TV channels & blocking cable.  
Cable must be allowed to grow as medium co-equal w/ BC  
- have its own reg framework passed by Congr  
- not 2d class medium living off BC TV.  
- encouraged to have more channels, more diverse prog

In short, we'll need more, lower cost commo  
in future & govt reg policy will have to be changed to bring about.



OFFICE OF TELECOMMUNICATIONS POLICY  
WASHINGTON

5. With concentrated effort & attention,  
& w/ pub support  
(neither of which are long out of our presentab)  
- we can counter the monopol trend & still  
retain true press freedom ~~from~~ - even of elect press -  
~~press as young~~  
by curtailing admin content controls
6. Particularly cable: properly reg,  
- no scarcity of channels  
- low cost  
- no use of airwaves  
→ no excuse for govt to control use or content  
so long as access is given to all like printing presses  
& radio
7. But: when that battle is won (hopefully before 1984):  
- when we have free elect press ~~like~~ free print  
- when govt has no legal way to compel  
fairness, judgment, accuracy, etc.  
- Then where does journalism go?
8. US is govt, econ, & society of checks & bal.  
Press is a vital check on govt  
- in many ways a guardian of the pub int in govt.
- ~~But~~  
So we are left with (to I leave you with) what  
is the central question of a free press in a free society:  
- One asked nearly 2000 years ago:  
~~to~~ Who is to guard the guardians.



COLLEGE PARK 20742  
(301) 454-2228

May 8, 1974

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
The White House  
Washington, D. C. 20504

Dear Dr. Whitehead:

On behalf of all of us in the College of Journalism, the University of Maryland, and the Baltimore Sunpapers, I want to thank you for the splendid presentation you gave us as the banquet speaker for our Distinguished Lecture Series.

As you know yourself from the responses of the press, the reaction to your speech was extremely interesting.

I can't imagine any way in which our lecture series could have been brought to a better conclusion.

Thank you again for your efforts. We wish you the best and hope we have the opportunity of getting you back to our campus soon.

Sincerely,

Thy. G. Dickert

Ray E. Hiebert  
Dean

REH:bh

P.S. I'm sure Professor Grunig will be contacting you further about publication of your manuscript.



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(301) 454-2228

COLLEGE OF JOURNALISM  
Office of the Dean

April 5, 1974

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
The White House  
Washington, D. C. 20504

Dear Dr. Whitehead:

Thank you sincerely for agreeing to participate in our 1974 Baltimore Sun Distinguished Lecture Series. We look forward to having you with us.

The program for the series is now complete and a brochure has been printed. I am enclosing a copy of that brochure and a campus map.

For your honorarium, please send me your social security number.

Thank you again for accepting. If you have any questions, write or phone me at (301) 454-5771.

Sincerely,

*James E. Grunig*

James E. Grunig  
Assoc. Prof. and Chairman  
Distinguished Lecture Series

JEG/nmm

Encl.

*Heid called  
to say could not  
accept 4/8*

*A*

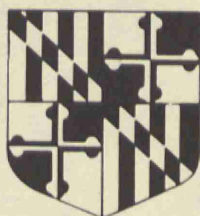


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POLICY

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# **Specialized Communication:**

## **The Media of the Future**



**The Baltimore Sunpapers and the  
University of Maryland  
College of Journalism  
Distinguished Lecture Series  
1974  
April 22 and 23  
College Park Campus  
University of Maryland**



College of Journalism  
University of Maryland  
College Park, Maryland 20742

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## RESERVATION: Deadline, April 15

Please reserve the following places:

\_\_\_\_\_ Lunch with the distinguished lecturers on Monday, April 22, at \$3.50 per person, in Room 0124, Student Union.

\_\_\_\_\_ Lunch with the distinguished lecturers on Tuesday, April 23, at \$3.50 per person, in Room 0124, Student Union.

\_\_\_\_\_ Awards Banquet with Dr. Clay Whitehead of the White House, Tuesday evening, April 23, in the Colony Ballroom, Student Union.

CHECKS SHOULD BE MADE PAYABLE TO UNIVERSITY OF MARYLAND

Name \_\_\_\_\_

Address \_\_\_\_\_

Affiliation \_\_\_\_\_ Phone \_\_\_\_\_



# SPECIALIZED COMMUNICATION: THE MEDIA OF THE FUTURE

The Baltimore Sunpapers and the  
University of Maryland College of Journalism  
Distinguished Lecture Series  
1974

April 22 and 23 in the Student Union  
College Park Campus

## APRIL 22

Fine Arts Lounge, Room 2111, Student Union

9:00-9:30 a.m. — *Introduction*

JAMES E. GRUNIG, Chairman  
1974 Distinguished Lecture Series  
Welcome

RAY E. HIEBERT, Dean  
College of Journalism

Welcome and Introduction of First Speaker

THOMAS AYLWARD, Chairman,  
Division of Arts and Humanities  
University of Maryland, College Park Campus

9:30-10:30 a.m. — *The Media of the Future*

RONALD P. KRISS — senior editor of *Time* magazine and formerly executive editor of *Saturday Review*. He is a graduate of Harvard University and the Columbia School of Journalism. At the Columbia School of Journalism, he was also the Pulitzer Traveling Scholar. Before joining *Time* he served two years in Japan as a reporter for the United Press International.

10:30-11:00 a.m. — Refreshments

11:00-12:00 n. — *The Future of Reporting of Science and Health*

VICTOR COHN — is science and medical reporter and formerly science editor of the *Washington Post*. He graduated from the School of Journalism at the University of Minnesota and served as science editor of the *Minneapolis Tribune* from 1946 to 1968, when he joined the *Post*. He is the only three-time winner of the Sigma Delta Chi distinguished service award for general news reporting, a two-time winner of the Westinghouse prize for science reporting awarded by the American Association for the Advancement of Science, and the first winner of the science and society award (for coverage of sickle cell anemia) awarded by the National Association of Science Writers.

12:00-2:00 p.m. — Lunch

2:00-3:00 p.m. — *The Future of Specialized Media in Public Relations*

DAVID FINN — chairman of the board and co-founder of Ruder & Finn, Inc., one of the largest public relations firms in the world. Ruder & Finn developed from a two-man operation in 1948 to a firm which now has a staff of 300 people and offices in New York, Toronto, London, Paris, Tokyo, Melbourne, and major cities in the United States. He is the author of *The Corporate Oligarch* and *Public Relations and Management* and articles in the *Harvard Business Review*, *Harper's*, *Public Relations Journal* and other publications.

3:00-3:30 p.m. — Refreshments

3:30-4:30 p.m. — *The Future of Public Television as a Specialized Alternative*

JACK LYLE — director of communication research for the Corporation for Public Broadcasting, on leave as professor of journalism at UCLA. He holds a Ph.D. in communication from Stanford University and has conducted research on educational utilization of mass media, communication problems in urban areas, and children and the mass media. He was one of the researchers working under the Surgeon General's Scientific Adviser Committee on Television and Social Behavior. Author of *The News in Megalopolis* and co-author of *Television in the Lives of Our Children* and *The People Look at Educational Television*.

Distinguished Lectures Committee  
PROF. JAMES E. GRUNIG, *Chairman*  
DEAN RAY E. HIEBERT  
PROF. LEE BROWN

## APRIL 23

Fine Arts Lounge, Room 2111, Student Union

9:30-10:30 a.m. — *Reporting the Future and the Future of Specialized Reporting*

JONATHAN WARD — winner of four Chicago Emmy Awards for television writing and directing and a variety of wire service awards for investigative reporting. He is the only full-time reporter covering the future; his *Future File* is a series of short reports heard five times weekly on CBS Radio. Mr. Ward, whose official title at CBS is Director, Program Services, Radio, has conducted over 500 interviews with scientists, scholars and futurists in an attempt to assess the problems and possibilities of tomorrow.

10:30-11:00 a.m. — Refreshments

11:00-12:00 a.m. — *The Future of Social Science Research as a Specialized Reporting Technique*

PHILIP MEYER — a leader in the use of social science techniques in daily journalism and Washington Bureau Chief of Knight Newspapers, Inc. He was a Nieman fellow at Harvard University in 1966-67, during which time he studied social science techniques and their application to journalism. He is well known for his coordination of two major studies of blacks in Detroit, one immediately after the 1967 riots and the other a year later. This research brought a team of Detroit *Free Press* reporters the 1968 Pulitzer Prize for general local reporting. Mr. Meyer is also the author of *Precision Journalism*.

12:00-2:00 p.m. — Lunch

2:00-3:00 p.m. — *Cable TV as an Interactive Medium of The Future*

MARTIN JONES — has spent the last five years measuring the quality of life and assessing the impacts of new technologies on society and individual well-being. Formerly with the MITRE Corporation, he is now director of the Impact Assessment Institute of Bethesda, Md. He holds a Ph.D. in economics and business administration from the University of Chicago. His seven-volume set of reports on "technology assessment" won the Society for Technical Communications award as the best technical document produced in 1972.

3:00-3:30 p.m. — Refreshments

3:30-4:30 p.m. — *Communication as a Future Substitute for Commuting*

JACK M. NILLES — is director of interdisciplinary program development at the University of Southern California. He is currently directing a research team, supported by the National Science Foundation, which is investigating the use of computers and telecommunications to allow workers to work at home rather than commute to their jobs. Mr. Nilles also has 18 years of military and industrial experience in the areas of transportation, resource management, communications, law enforcement, and medical engineering. He has worked for the Aerospace Corporation, TRW Systems, and the Air Force.

6:00-7:00 p.m. — Colony Ballroom, Student Union Reception, Cash Bar.

7:00-8:00 p.m. — Dinner.

8:00-9:00 p.m. — *Communication and the Future*

CLAY T. WHITEHEAD — is the director of the Office of Telecommunications Policy in the White House. He was a special assistant to the President from January 1969 until he assumed his present post in July 1970. Mr. Whitehead holds a B.S. degree in electrical engineering from the Massachusetts Institute of Technology and a Ph.D. in management from the same institution. Before coming to the White House, he worked with the Rand Corporation where he helped plan and organize a policy research program for health services and other areas of national policy.

9:00-10:00 p.m. — Journalism Awards.

10:00-12:00 p.m. — Entertainment.

Lectures will be held in the Fine Arts Lounge, Room 2111, Student Union.

Awards Banquet and Evening Lecture will be held in the Colony Ballroom.

All Lectures are open to the public and free of charge.

See reverse side for lunch and banquet reservations.



UPI 04-24 11:38 AED  
AND JUSTICE INFORMATION SYSTEMS ENDORSED BY THE U.S. AIR FORCE  
AND JUSTICE INFORMATION SYSTEMS ENDORSED BY THE U.S. AIR FORCE

UPI057

(WHITEHEAD)

COLLEGE PARK, MD. (UPI) -- THE NIXON ADMINISTRATION IS "NOT THE LEAST BIT INTERESTED" IN CURTAILING NETWORK NEWS ADVERSE TO IT, A WHITE HOUSE COMMUNICATIONS OFFICIAL SAYS.

CLAY WHITEHEAD, DIRECTOR OF THE OFFICE OF TELECOMMUNICATIONS POLICY, SAID LAST NIGHT, "THE ADMINISTRATION HAS ENOUGH INTEGRITY TO REALIZE ANY SYSTEM OF GOVERNMENT CONTROL WOULD HELP THE NEXT ADMINISTRATION, WHICH MAY HAVE A DIFFERENT VIEW."

THE WHITE HOUSE, HE SAID, IS "NOT THE LEAST BIT INTERESTED IN SETTING UP A SYSTEM TO CURTAIL THE FLOW OF INFORMATION OR CRITICISM."

IN A SPEECH AT THE UNIVERSITY OF MARYLAND, WHITEHEAD CALLED FOR LESS GOVERNMENT REGULATION OF BROADCASTING CONTENT AND AN END TO THE MONOPOLY OF AMERICAN TELEPHONE AND TELEGRAPH CO. IN THE TELEPHONE BUSINESS.

UPI 04-24 11:22 AED



OFFICE OF TELECOMMUNICATIONS POLICY  
EXECUTIVE OFFICE OF THE PRESIDENT  
WASHINGTON, D.C. 20504

"But who is to guard the guards themselves? "

"Sed quis custodiet ipsos custodes? "

from Decimus Junius Juvenal, Satires VI, A.D. c. 50-130

Also Plato said in The Republic, Book III, B.C. 427-347:

"What an absurd idea -- a guardian to need a guardian! "

---

*They do plan to tape your speech*

March 27, 1974

MEMORANDUM FOR MR. WHITEHEAD

FROM: Helen C. Hall

SUBJECT: More Information on Speech at the University  
of Maryland, April 23

A letter of confirmation from Dean Hiebert is attached. You and Margaret are invited to attend the reception at 6:30 p.m. and banquet at 7:30 prior to your speech in the Student Union at College Park. They would like you to speak on the general topic "Communications and the Future" for 25-35 minutes followed by a 15-20 minuet Q&A session. The awards ceremony for student journalists will follow.

Your appearance and speech will be part of their annual two-day Distinguished Lectures series April 22nd & 23rd, where you are the featured, main, and only speaker at the only banquet during the two days. Other speakers during the two days include Jules Bergman, ABC; Jonathon Ward, CBS; and Ronald Crisp, Time Magazine Senior Editor.

If possible, they would like you to bring a written text which could be included in a volume similar to the 1971 one attached. I told them this may not be possible which would be alright with them even though they would prefer a text.

Attachment

cc:  
DO REcords  
DO Chron  
Judy  
HCH CHron  
HCH Subject

HCHall:mlf:3-27-74





UNIVERSITY OF MARYLAND

COLLEGE PARK 20742

(301) 454-2228

COLLEGE OF JOURNALISM

Office of the Dean

March 20, 1974

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
The White House  
Washington, D. C. 20504

Dear Dr. Whitehead:

This is to follow up on my telephone call to your office about our lecture series.

The faculty of the College of Journalism is pleased that you will accept our invitation to be our banquet speaker at our sixth annual series of Distinguished Lectures sponsored by the Baltimore Sunpapers and the University of Maryland College of Journalism.

The purpose of the lecture series is to bring distinguished media and other communication people to campus to speak to and broaden the horizon of journalism students. The title of the series this year will be "Specialized Communication: The Media of the Future." In the series, we intend to explore the future of mass communication, particularly the trend toward specialized and interactive media. The series will consist of three sub-topics: specialized media, specialized reporting, and interactive telecommunications.

The lectures will be given on April 22 and 23 in the Student Union on campus. We would like to ask you to speak for 25 to 35 minutes and to answer questions for an additional 15 - 20 minutes. We can grant you an honorarium of \$200 and will pay your travel expenses.

We would like you to speak at 8:30 p.m., Tuesday, April 23, on the topic, "Communication and The Future." You may use your discretion in approaching the topic. We hope you will bring your wife and join us for the reception at 6:30, banquet at 7:30, and awards ceremony following your address.

In the past, the lectures have been published as a book in a series of contemporary topics in journalism, sponsored by the College of Journalism and Acropolis Books of Washington, D. C. A copy of a brochure on the most recent book is enclosed, and a copy of one of the previous books is being sent under separate cover. To facilitate the publication of the book, we would also like to ask you to provide a written manuscript of your presentation.

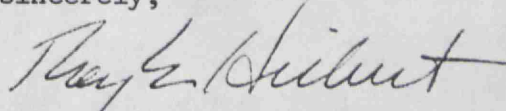
Dr. Clay T. Whitehead

- 2 -

March 20, 1974

I will be happy to answer any questions if you write or call me at 301 454-2228. Could you also send me a brief biographical resume. - sent 3/20  
We will be looking forward to having you with us.

Sincerely,

A handwritten signature in cursive script, appearing to read "Ray E. Hiebert".

Ray E. Hiebert  
Dean

REH:bh  
Enclosure



OFFICE OF TELECOMMUNICATIONS POLICY  
EXECUTIVE OFFICE OF THE PRESIDENT  
WASHINGTON, D.C. 20504

March 27, 1974

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If possible, they would like you to bring a written text which could be included in a volume similar to the 1971 one attached. I told them this may not be possible which would be alright with them even though they would prefer a text.

Attachment

*(unless you would rather do a minute)*

OFFICE OF TELECOMMUNICATIONS POLICY  
EXECUTIVE OFFICE OF THE PRESIDENT  
WASHINGTON, D.C. 20504

March 7, 1973

MEMORANDUM FOR MR. WHITEHEAD

From: Helen C. Hall

Subject: Invitation to Speak at the University of Maryland  
Tuesday, April 23

The Dean of the University of Maryland's College of Journalism called to ask you to speak to their annual journalism awards banquet for students, sponsored by the Baltimore Sun papers and the College of Journalism on April 23.

200 people would attend and you would be the only speaker other than the presentation of the awards. Any remarks you make would be published by Maryland and they would like you to talk about what directions the communications media will take in the future.

Accept ☒ \_\_\_\_\_

Regret \_\_\_\_\_

Other OTP Spokesman \_\_\_\_\_

Who \_\_\_\_\_

*Brian recommends you accept this one -  
would be a good forum*

*Accepted by phone 3/20  
Rut Rio.*





UNIVERSITY OF MARYLAND

COLLEGE PARK 20742

(301) 454-2228

COLLEGE OF JOURNALISM

Office of the Dean

March 20, 1974

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
The White House  
Washington, D. C. 20504

Dear Dr. Whitehead:

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A.

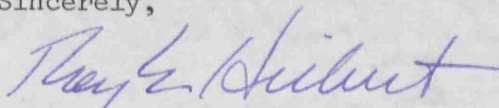
Dr. Clay T. Whitehead

- 2 -

March 20, 1974

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We will be looking forward to having you with us.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ray E. Hiebert", with a stylized flourish at the end.

Ray E. Hiebert  
Dean

REH:bh  
Enclosure



RECEIVED  
MAR 22 4 38 PM '74  
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UNIVERSITY OF MARYLAND

COLLEGE PARK 20742

(301) 454-2228

COLLEGE OF JOURNALISM

April 15, 1974

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
The White House  
Washington, D.C. 20504

Dear Dr. Whitehead:

Final arrangements have now been made for the University of Maryland-Baltimore Sunpapers Distinguished Lecture Series. Once again, I would like to thank you for agreeing to participate.

I would like to urge you to meet with the faculty of the College of Journalism and other interested guests for lunch on the day of your lecture. If possible, we would also like you to stay through the day for the other lectures.

When you arrive on campus, please park in the parking garage next door to the Student Union, where the lectures will be. The parking spaces are metered there, but should you get a ticket, send it to me and we will take care of it.

Sincerely,

*James E. Grunig*

James E. Grunig  
Associate Professor and Chairman  
Distinguished Lecture Series

JEG:mk

454-5771

*He advised that  
COW will be  
there for  
lunch.*



RECEIVED

APR 17 9 46 AM '74

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157-3-111

**LIBERATING THE MEDIA**

CHARLES C. FLIPPEN

# **LIBERATING THE MEDIA**

## **THE NEW JOURNALISM**

by **CHARLES C. FLIPPEN**

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LIBERATING THE MEDIA:  
THE NEW JOURNALISM

Edited by Charles C. Flippen

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Publication date: March 1974

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LIBERATING THE MEDIA: THE NEW JOURNALISM

by Charles C. Flippen

President Nixon in an open press conference recently flayed the media for what he labelled vicious and distorted reporting. Though he spoke from the depths of personal despair, he echoed a growing, though somewhat confused, public concern about the media's performance.

This public concern is an imperfect mirror of questions raised recently within the media. Liberating the Media: The New Journalism, by Charles C. Flippen, to be published early in 1974 by Acropolis Books, considers the current concerns over media performance raised by newsmen themselves--the New Journalists.

The book deals with the source and substance, the present and future influence of the New Journalism. It traces the development of the movement out of the social unrest of the middle and late sixties, and shows how it developed in response to a feeling that journalists and others in the media were not allowed to fulfill their potential. It considers in detail the various components of New Journalism such as self-expressive literary journalism, advocacy as opposed to objective journalism, and the underground media. And finally, the book attempts to demonstrate the liberating influence this movement has already had upon the established media, how it has shaken traditional journalism at its very source, and the real and very serious questions it has raised concerning the appropriate functions of the media. This book is far more comprehensive in scope and substance than any other attempting to deal with the subject.

Contributing to this book, in addition to Dr. Flippen, are the best-known practitioners and students of the New Journalism, including Tom Wolfe, Gay Talese, Jack Newfield, Ron Dorfman and Ben Bagdikian. Also included are examples of literary journalism and advocacy journalism and illustrations from the underground press and the underground cinema.

Charles C. Flippen is a native of Richmond, Virginia and a Phi Beta Kappa graduate of Washington and Lee University. He is a former reporter for The Richmond News Leader and a freelance writer. He received his M.A. and Ph.D degrees from the University of North Carolina at Chapel Hill, and is presently an assistant professor in the College of Journalism at the University of Maryland.

- 30 -

LIBERATING THE MEDIA: THE NEW JOURNALISM

Edited by Charles C. Flippen

\$8.95 cloth, ISBN# 87491-361-6

\$4.50 paper, ISBN# 87491-362-4

Publication date: March 1974

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