
PRESS RELATIONS

The role of the press takes on a special glow in the light of a political campaign. In the following selections, Governor Tawes comments on this factor as he saw it during his contest for a second term. Here, too, is an appraisal of the broadcast media along with a restatement of his view that public officials have a responsibility to keep the people informed.

ADDRESS, MARYLAND-DISTRICT OF COLUMBIA BROADCASTERS ASSOCIATION

OCEAN CITY

June 27, 1963

President Goodfellow, Vice-President Carr, other officers, directors and members of the Maryland-District of Columbia Broadcasters Association, ladies and gentlemen:

On my way here today, I was toying with the idea of borrowing a jest from the President of the United States and addressing you as "my fellow editors." I abandoned the idea when I could not recall a single instance in which I had been accused of attempting to manage the news. I admit that there have been times when I have been tempted to try, but quite frankly I doubt if anyone outside the profession has the ability to do this. Some of my advisers from time to time have suggested that if I "stay on the side of the angels," as the saying is, a good press is sure to follow. I have been willing to follow this advice, but the problem has been to determine which side the angels are on.

You will observe that I have begun addressing you in your role as purveyors of public information. I do this in full awareness that as radio and television broadcasters your responsibilities are much broader and cover a vast field of public entertainment as well as public enlightenment. But it is in the capacity of newsmen and newswomen that I know you best, and therefore I shall, for the most part, confine my remarks to this phase of your activities.

Having been active in politics for the greater portion of my life, I have had what I consider to be a good opportunity to observe rather closely the developments in radio and television news broadcasting.