

Of course, I cannot offer a professional judgment on these developments, but I can express the views of an individual who, because of the very nature of his position, is exceptionally sensitive to the actions of radio and television.

Periodically, the criticism arises from various quarters that the radio and television industry is not realizing its full potential. How often have you heard the criticism that your medium is not presenting a sufficient number of public service programs? How often have you heard that you in the industry are addicted to ratings? How often have you heard: "Too many westerns?" "Too much violence?" "Too many doctors?" "Too many lawyers?" "Not enough Indian Chiefs?" But how many of your critics fully appreciate the fact that the medium has to appeal to the broadest possible spectrum of individual tastes? Those who raise such questions usually do so with the best of intentions, without realizing that the criticisms they raise may only reflect their own personal points of view. Even as an individual with no connection whatsoever with the radio and television industry, I can sympathize with your attempts to reply to such criticism. After all, as Governor, I am reminded almost daily of the impossibility of being all things to all people.

The other day I sat down and, without reference to notes but relying solely upon memory, listed the programs recently shown on television that certainly indicate to me that television is doing a splendid job of interpreting the news. How much better all of us understand the plight of the unfortunate East Berliner after viewing "The Tunnel." Imagine the questions that arose in the viewers' minds following Rachel Carson's *Silent Spring*. Or the insight we gained into the water pollution and supply problem after seeing "The Trouble with Water is People."

But perhaps the most dramatic development of recent years is that local stations no longer rely solely on networks to furnish them with documentaries or material for documentaries concerning problems of nationwide scope. Local radio and television documentaries are appearing in ever increasing numbers. "Storm over Assateague" has appeared twice in Baltimore. Others have touched upon such subjects as gambling, prayers in public schools and mental illness. This is a wholesome development because it provides all our citizens with an opportunity to understand more fully and to appreciate the problems that face governments on a daily basis. It is this fuller understanding of the problems that enables our citizens to better govern themselves. In a very true sense, it lifts us from a rut of complacency by focusing