

vertisement for tomorrow morning's newspaper. I have always thought such broadcasts to be more than simply trailers which entice viewers to see the main attraction. It is my hope, however, that such an extension of news broadcasts at the network level stimulates local radio and television stations to similar action. It always distresses me a little to note that in covering State government of the 20 or so newsmen regularly present, only a few radio and television reporters are at the State House on a consistent basis. From my conversations with news reporters, I have been given the distinct impression that one cannot adequately cover a news story unless he has sufficient background—unless he can develop the “feel” for his story that cannot possibly be developed by coverage on an occasional basis. I would hope that your activities in this area will be intensified so as to promote the widest possible dissemination of news.

These, then, are some of my observations of developments within radio and television news broadcasting. Certainly, the record of the past year is one of great achievements. You should be applauded for your efforts. It is my hope that your efforts to improve your coverage of news will be warmly received by the viewing public. Certainly such a reception will provide the necessary stimulant to go on to bigger and better things.

In closing, I wish to thank all of you for inviting me to be here today. This has been a most enjoyable experience for me and one I look forward to sharing with you again.

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ADDRESS, COUNTY INFORMATION CONGRESS OF THE  
NATIONAL ASSOCIATION OF COUNTIES

WASHINGTON, D. C.

August 10, 1964

Mr. Baggett, Mr. Lastner, officers and members of the National Association of Counties, distinguished guests, ladies and gentlemen:

Let me say, at the outset, that I am most grateful for this opportunity to appear on the program of this County Information Congress of the National Association of Counties. The State of Maryland is highly honored to have been selected by your Association to serve, along with the Commonwealth of Virginia, as your host for this occasion, and it is my pleasure, as Governor, to extend to all of you a warm welcome and a hearty greeting as you gather here for this conference.