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TO: ASSOCIATED PRESS BROADCASTERS ASSOCIATION
SHERATON HOTEL, RALEIGH, NORTH CAROLINA

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"THE MEDIA AND PUBLIC OFFICIALS"

THANK YOU FOR INVITING ME TO VISIT WITH YOU TODAY.

I CONSIDER IT AN HONOR AND A PRIVILEGE, AND I WOULD LIKE TO SAY AT THE OUTSET THAT I HAVE GREAT RESPECT FOR THE BROADCAST MEDIUM. AS SOMEONE SAID RECENTLY, IT IS TRULY THE ONLY MASS MEANS OF COMMUNICATIONS THAT EVER EXISTED.

SINCE I ENTERED PUBLIC LIFE MORE THAN 20 YEARS AGO, I HAVE HAD DEALINGS WITH THE NEWS MEDIA AT BOTH THE LOCAL AND STATE LEVEL. I CAN HONESTLY SAY TO YOU THAT 99 PERCENT OF THE TIME I HAVE FOUND COVERAGE TO BE FAIR AND HONEST. THIS IS A BETTER BATTING AVERAGE, I IMAGINE, THAN MOST PROFESSIONS CAN BOAST, INCLUDING MY OWN AS A LAWYER.

IF THERE IS ANYTHING THAT I HAVE LEARNED ABOUT IN DEALING WITH THE MEDIA DURING THOSE YEARS, IT IS (1) TO BE AVAILABLE AND (2) TO BE OPEN AND HONEST.

LIVING BY THESE RULES NOT ONLY SERVES THE MEDIA AND THE PERSON IN PUBLIC OFFICE, BUT IT ALSO SERVES THE PEOPLE,

BECAUSE THE PEOPLE ARE BEST SERVED WHEN THEY HAVE COMPLETE ACCESS TO INFORMATION.

A PERSON HOLDING PUBLIC OFFICE CANNOT HOPE TO HAVE THE INTEREST AND SUPPORT OF HIS CONSTITUENCY UNLESS THOSE WHO ELECT HIM REMAIN SUFFICIENTLY INFORMED.

IF THE PEOPLE DON'T KNOW WHAT YOU ARE DOING IN THEIR BEHALF, HOW CAN YOU EXPECT THEM TO CONTINUE TO SUPPORT YOU?

AND, THIS ACCESS TO INFORMATION SHOULD NOT BE LIMITED TO NON-CONTROVERSIAL ISSUES.

YOU KNOW, SOME OFFICE HOLDERS TAKE THE POSITION THAT MANY ISSUES ARE TOO COMPLICATED FOR THE PUBLIC TO UNDERSTAND. THEY DOUBT THE ABILITY OF THE PEOPLE TO SEPARATE THE WHEAT FROM THE CHAFF, TRUTH FROM UNTRUTH AND, THEREFORE, THEY ARE FRIGHTENED, EVEN INTIMIDATED WHEN CONTROVERSIES ARISE.

WHAT SUCCESS I HAVE HAD IN PUBLIC LIFE HAS BEEN BASED LARGELY ON THE PRINCIPLE OF NEVER SELLING THE PUBLIC SHORT.

I BELIEVE THE PEOPLE, GIVEN A CHOICE, WILL ALMOST INVARIABLY MAKE THE PROPER DECISION.

AND, I THINK THAT A PERSON IN OFFICE, WHO LEVELS WITH THE PUBLIC AND LETS THE WHOLE FACTS OF AN ISSUE BE GIVEN THE NEWS PEOPLE, WILL NOT BE IN MUCH TROUBLE.

I KNOW THAT MANY TIMES POLITICIANS TRY TO USE THE MEDIA TO THEIR OWN ADVANTAGE, AND I AM SURE YOU HAVE HAD EXPERIENCE WITH THIS.

A PRIME EXAMPLE OF THIS, I THINK, HAS BEEN DEMONSTRATED IN WASHINGTON DURING THE LAST YEAR.

THE ADMINISTRATION THERE MOUNTS AN ALL-OUT ATTACK ON THE MEDIA, BLAMING THE NEWSPAPERS AND THE BROADCASTERS FOR ITS TROUBLES, BUT THEN INVITES FAVORED NEWSMEN FOR INTERVIEWS AND PREEMPTS BROADCAST FACILITIES TO DEFEND ITS ACTIONS AND CRITICIZE ITS OPPOSITION.

TO BE PERFECTLY FAIR, I AM SURE THAT PERSONS OPPOSED TO THE ADMINISTRATION HAVE ALSO SOUGHT TO USE THE MEDIA TO FURTHER THEIR CAUSE, AS IN THE MATTER OF THE LEAKS FROM THE JUDICIARY COMMITTEE HEARINGS.

AS I SEE THE RELATIONSHIP BETWEEN THE ELECTED OFFICIAL AND THE NEWSMAN, IT IS A TWO-WAY STREET AND EACH HAS HIS OWN RESPONSIBILITIES.

IN ADDITION TO BEING AVAILABLE TO THE MEDIA REPRESENTATIVES, THE OFFICIAL SHOULD THOROUGHLY BRIEF THE NEWSMEN AND GIVE THEM THE PROPER BACKGROUND ON THE ISSUE AT HAND.

THIS SERVES TO GIVE THE PUBLIC THE BENEFIT OF KNOWING WHAT IS OCCURRING ON A DAY-TO-DAY BASIS IN ORDER TO BE FULLY INFORMED AND, IN TURN, OBJECTIVELY MEASURE THE PERFORMANCE OF THE PUBLIC OFFICE HOLDER.

THE NEWSMAN, FOR HIS PART, HAS THE RESPONSIBILITY OF PROVIDING OBJECTIVE, CONTINUOUS REPORTING OF THE ON-GOING ACTIVITIES OF THE PUBLIC OFFICE HOLDER AND HIS STAFF.

I THINK IT IS THE REPORTER'S DUTY TO PROBE AND NOT BE SATISFIED WITH A PRESS HANDOUT, WHICH WE ALL KNOW ARE IN TOO MANY CASES SELF SERVING.

I HAVE NEVER OBJECTED TO A NEWSMAN WANTING TO GET TO THE BEDROCK OF AN ISSUE BECAUSE ONLY IN THAT WAY CAN THE PUBLIC BE ADEQUATELY SERVED.

I BELIEVE FIRMLY IN THE FIRST AMENDMENT TO THE CONSTITUTION WHICH DECLARES THAT CONGRESS SHALL MAKE "NO LAW ABRIDGING THE FREEDOM OF THE PRESS."

IF IT COULD BE PROVEN, I WOULD UNRESERVEDLY CONDEMN ANY ATTEMPT BY GOVERNMENT TO PLACE IN JEOPARDY ANY BROADCAST LICENSE FOR POLITICAL REASONS.

THERE IS NOW AN ISSUE BEFORE THE CONGRESS, AS I AM SURE YOU KNOW, INVOLVING THE LENGTH OF YEARS AND CONDITIONS UNDER WHICH THE FCC RENEWS TELEVISION AND RADIO LICENSES.

A BILL WHICH HAS PASSED THE HOUSE BY A VOTE OF 308 TO 84 WOULD CHANGE THE RENEWAL TIME FROM THREE TO FIVE YEARS.

IT IS NOW PENDING IN THE SENATE.

PERHAPS THE MOOD IN CONGRESS WAS BEST EXPRESSED BY REPRESENTATIVE CONTE OF MASSACHUSETTS WHO SAID: "IN MY DISTRICT THERE ARE 18 RADIO STATIONS. THEY ARE RESPONSIVE TO THEIR COMMUNITIES. IT IS TIME THE SMALL GUYS GOT A BREAK IN WASHINGTON."

I, TOO, THINK IT IS TIME THE SMALL GUYS GOT A BREAK IN WASHINGTON.

FRANKLY, I BELIEVE YOU WOULD HAVE TO SEARCH THE HISTORY BOOKS BACK TO THE GRANT ADMINISTRATION TO FIND A PARALLEL TO THE PRESENT FAVORITISM THAT THE BIG CORPORATIONS NOW ENJOY IN WASHINGTON.

WE HAVE SEEN THE BIG OIL COMPANIES PILE UP TREMENDOUS PROFITS WHILE YOU AND I ARE BEING RIPPED OFF WITH 60 CENT GASOLINE,

THE COST OF FOOD, AND CLOTHING AND HOUSING HAS ALL RISEN, AND SO HAVE CORPORATE PROFITS.

AND YET, EVEN AS THE COMPANIES REPORT THESE BIG INCREASES, THE PRICE OF THEIR STOCKS ARE FALLING ON THE EXCHANGE.

ONLY A LACK OF CONFIDENCE IN GOVERNMENT COULD BE RESPONSIBLE FOR THIS SITUATION.

THE FACT OF THE MATTER IS THAT THE NATIONAL ADMINISTRATION, PLAGUED BY SCANDAL AND SORELY BESET, HAS LOST CONTROL OF THE ECONOMY AND DOESN'T KNOW WHERE TO TURN OR WHAT TO DO.

IN TRAVELING ABOUT THE STATE THIS SPRING IN THE SENATE PRIMARY CAMPAIGN, I FOUND THIS IS THE ONE THING THAT IS CAUSING THE MOST CONCERN AND THE MOST FEAR AMONG OUR PEOPLE.

I BELIEVE THAT THE ECONOMY AND INFLATION WILL BE THE PRINCIPAL CONCERN OF VOTERS WHEN THEY GO TO THE POLLS IN NOVEMBER.

CREDIBILITY, OR THE LACK OF IT, ON THE PART OF GOVERNMENT OFFICIALS WILL BE ANOTHER ISSUE.

THE PEOPLE HAVE DISCARDED THE IDEA THAT THEIR GOVERNMENT IS SERVING THEM AND BELIEVE IT IS SERVING THE RICH AND POWERFUL.

THEY, TOO, BELIEVE THAT IT IS TIME "THE SMALL GUY GOT A BREAK IN WASHINGTON."

I BELIEVE THAT TIME HAS COME.

AND WITH THE ADVENT OF A MORE AWARE, MORE SOPHISTICATED PUBLIC, WE CANNOT AFFORD TO CARRY ON THE AFFAIRS OF GOVERNMENT IN SILENCE BECAUSE SILENCE ONLY BREEDS MORE DISTRUST.

WE ARE MORE EXPOSED, AND RIGHTLY SO, TO PUBLIC OPINION THAN EVER BEFORE; OUR ACTIONS IN GOVERNMENT ARE MORE CLOSELY OBSERVED AND MONITORED BY THE MEDIA SERVING A WAITING AND INQUIRING PUBLIC.

TODAY, LINES OF COMMUNICATION MUST BE KEPT OPEN BETWEEN OFFICIALS AND THE PUBLIC SO THAT A BETTER UNDERSTANDING CAN BE FOSTERED.

WE MUST INSURE THAT GOVERNMENT DOES NOT BECOME SO VAST, SO CROWDED AND SO REMOTE THAT IT BECOMES INACCESSIBLE AND INEFFECTIVE. WE MUST NOT ALLOW OURSELVES TO BECOME SO SECLUDED THAT WE CANNOT KEEP OUR EYES AND EARS OPEN AND OUR RESPONSIVES FLEXIBLE.

IN 1960, A REPORT BY THE PRESIDENT'S COMMISSION ON NATIONAL GOALS CONCLUDED: "IMPROVEMENT OF THE DEMOCRATIC PROCESS REQUIRES A CONSTANTLY BETTER-INFORMED PUBLIC . . . WHAT AMERICA NEEDS IS NOT MORE VOTERS, BUT MORE GOOD VOTERS, MEN AND WOMEN WHO ARE INFORMED, UNDERSTANDING AND REASONABLE. TO PRODUCE SUCH MEN AND WOMEN IN EVER LARGER NUMBERS SHOULD BE A MAJOR GOAL OF ALL LABORS TO PRESERVE AMERICAN DEMOCRACY."

I SUBMIT TO YOU THAT SUCH A CONCLUSION PLACES JOINT RESPONSIBILITY ON YOU AS BROADCASTERS AND UPON THOSE OF US WHO HOLD PUBLIC OFFICE TO SEE THAT THE PEOPLE HAVE INFORMATION, AS COMPLETE AS POSSIBLE, ABOUT WHAT IS GOING ON IN THEIR GOVERNMENT.

THE PEOPLE WANT OFFICE HOLDERS AND THOSE IN HIGH PLACES TO OPEN UP, NOT COVER UP.

WE ARE JUST ABOUT TO ENTER A CAMPAIGN FOR THE UNITED STATES SENATE AND AS YOU KNOW, I WILL REPRESENT THE DEMOCRATIC PARTY.

I PLAN TO CAMPAIGN ON THE ISSUES WITHOUT REGARD TO PERSONALITIES JUST AS I DID IN THE PRIMARY.

I WILL BE AS AVAILABLE AS A BUSY SCHEDULE PERMITS ME TO BE FOR YOUR QUESTIONS ABOUT THE CAMPAIGN AND THE ISSUES AS I SEE THEM.

I APPRECIATE YOUR KINDNESS IN INVITING ME HERE TODAY AND YOUR PATIENCE IN HEARING MY THOUGHTS.