

Remarks of  
The Honorable Hubert H. Humphrey  
Vice President of the United States

Monday, November 8, 1965  
Shoreham Hotel, Washington, D. C.

BROADCASTING and TELEVISION Magazines'  
Reception for BROADCASTERS PROMOTION ASSOCIATION

Thank you very much, Sol Taishoff, Mr. Vaden and the others here from the radio and television Broadcasters Promotion Association. I just said to a few of our friends over here, "I thought this was a party".

When I arrived out here somebody came up to me and said, "Well, we would like to have you say a few words," and, of course, that broke my heart. But, after two or three seconds of pushing and cajoling so I could get my way in here, I said I would be glad to do it.

I am very happy to be with the people that do such a splendid job of promoting and encouraging and developing and advertising these great media of communication, radio and television. I was asked just as I came through the door by some enterprising young reporter, I believe it was a Mr. Allen, if my memory serves me correctly, who said, "Mr. Vice President, how do you feel about the news and the entertainment on television? Is that where you get most of your entertainment?" Well now, I thought that was rather a personal question.

But, in true public official fashion, I responded, and could say to that gentleman and to all of you that quite frankly I am one of the millions of Americans that enjoy radio and television. I have the good fortune, occasionally, to listen to a radio program and to view and listen to a television program. I have many favorite programs but lest I forget a single group or network or station I shall not manage them -- I shall not mention them or manage them. You know we do believe in a bit of managed news around here. I just believe in managed entertainment.

But it is well known to all of you, because this is your business, that most of the people of America now rely upon radio and television for their news. This does not mean that other media have no important function to play, because they do. I happen to believe that the printed word is vital and important, but I also believe that the spoken word is the message that is most readily received, and I want to commend the promotion managers for the good work that you do in promoting these valuable public service programs. Particularly your news programs and the many programs that you have at your local stations.

There are two publications among many that I am very familiar with. Of course, there are so many of them that tell us about your programs, but one is BROADCASTING which is well represented here, and the other is TELEVISION Magazine. I believe in one of them that I noted in the August or September issue a story about the many local programs on your local stations, the great variety of programs. I must say that I was very much impressed with this variety and this display of the wide variety of public service broadcasts. I also know that radio and television programming is one of the most difficult of assignments because you have to appeal to every audience.

Now, having said this, this is why I am like you. This is what we do in politics. I am interested in promotion, too, and I occasionally like to be accused of promoting the cause of the Great Society; and I have taken our programs, and we think they are pretty good, and have taken them to the many parts of America and with your cooperation we have been able to get a goodly number of people to become interested in them. I don't know what my rating is right now, because the only way one can find out in my business is an election day, and I like to postpone that as long as I can. But I want you to know that I am a man of some courage. I gave up a six year term to take up

a four year term. But I did have a little help.

So whatever may be your Pulse, your Arbitron or your Nielsen, or whatever it may be, let me tell you there is no rating that is quite as impressive on that election day as the rating called the majority, and I know that is what you vie for in your work and in a sense that is what we look for in this work of public service. Finally, I want to thank you for what you do to help all of us.

I have noticed of late there has been a great increase in the number of programs that seek to be educational and informational. I know that some of the radio stations for example have carried on programs to explain our situation in, and our policy towards Vietnam. I want to say that this is a service that is deeply appreciated. I can again thank you for all the help you extended through your respective networks and stations and your publications and advertising agencies and your station groups and to thank you for the help that you gave us in the Youth Employment Opportunity campaign this summer. For the work and help you give us in the Peace Corps, for the help that you give us in the war on poverty, the Job Corps and the Neighborhood Youth Corps and for the great help that you have given us recently in our efforts to combat this school drop-out problem. I don't know what we would do without you. You are a part of the effort and a part of the mechanism that makes it possible for this country to be better and to prosper and to grow.

That is enough speech making for a party; it is more than you ought to have, but I just want you to know that it is fun to be with you and now that all the work is over, Sol, I would like to just commiserate and indulge in a little fellowship and to have a moment to see some old friends that are

here from all over America. Many of you I have seen out on the hustings and there isn't a one of you that has treated me unkindly, that I know of, and if you have, you can now come up and confess and apologize.

Nor, may I add, there isn't one of you, and I want the commissioners to listen to this, there isn't a one of you that has ever asked me to do a single thing that I think is beyond the bounds of what we call fair play and decency and legitimate objectives. So more power to you.

NOTES FOR  
VISIT TO BROADCASTERS' PROMOTION ASSOCIATION  
MONDAY, NOVEMBER 8, 1965

Sol Taishoff, President H. Taylor Vaden:

I feel very much at home with your fine  
Association.

It is not only because I see so many familiar  
faces among your officers and members, it is because, I  
share your high regard for the value of sound promotion.

No man can serve in public life as I have --  
for over 2 decades -- without developing a high regard  
for the value of communication and advertising.

You and I know that very little progress can be made in today's world unless one first succeeds in attracting attention. That means getting one's message read, understood, remembered, respected.

That's where you and I come in. One of my jobs is to get across the story of the Great Society to the Congress, to the media and to our people.

In turn, your task is to tell the story of your networks, your stations, your advertising agencies, your publications.

Your work is important -- it is a vital part of the service your dynamic industry -- broadcasting -- renders to American free enterprise.

Both you and I do have a good story to tell.

I particularly commend the progress in Television News shows. As you know a recent poll showed that television has become the No. 1 medium for Communication of news in the U.S. today. This is a great achievement and responsibility.

The other day I was looking through the August, 1965 issue of "Television" magazine and saw its wonderful article on "The Many Worlds of Local TV." The article showed the tremendous variety of public service programs at the local level.

You can be very proud of these programs.

Unfortunately, your public service accomplishments may not be ~~people~~ sufficiently appreciated by our people. So I hope you will step up your efforts to acquaint our fellow citizens with the achievements of your networks and stations in news and public affairs programming.

I note, for example, in the current issue of "Broadcasting" a fine job several stations are doing in describing how crucial our defense of Viet Nam is to the cause of freedom.

I do not underestimate for one moment the tremendous job the broadcasting industry is doing in entertainment. The "pursuit of happiness" is truly fostered over the nation's air waves. The programs carried over your kilocycles and channels do bring great joy to so many of our people.

Thanks so much, Sol, for your kind invitation to be with the Association tonight as your guest.

I just wanted you to know that your Association's -- your industry's -- "Ratings" -- your "Arbitron" or "Pulse" or "Nielsen" are truly high with this Administration.

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OFFICE OF THE VICE PRESIDENT

WASHINGTON, D.C.

- Sal Tadj Shoff  
- Taylor Vaden

Radio & TV Broadcasters  
Promotion Assoc.

10th Annual Seminar  
(groups)

you tell the story of your  
work, state ~~groups~~  
Publications & Agencies

OFFICE OF THE VICE PRESIDENT

WASHINGTON, D.C.

2. Tell the Story of the  
'Great Society'

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L.V. News Shows  
#1 medium for  
Communication of News

---

50% of your two Publications  
Broadcasting +  
Television —

OFFICE OF THE VICE PRESIDENT

WASHINGTON, D.C.

Television Magazine

August -

"~~the~~ many worlds  
of local T.V."

Public Service +  
other shows for  
public ideas -

their own comments

Broadcasting Megayms  
Program on Vietnam Policy  
OFFICE OF THE VICE PRESIDENT  
WASHINGTON, D.C.

Your "Rating" - "Pulse"  
"Arbitron" - "Nelson"  
as OK with  
this Administration.



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