

REMARKS BY SENATOR HUBERT H. HUMPHREY

BROADCAST PIONEERS' MIKE AWARD BANQUET FOR WCCO RADIO

Hotel Pierre

New York, New York

February 26, 1975

I am honored to be here tonight, because I have always felt a certain kinship with radio broadcasters. They're a good deal like politicians, if you think about it. We sit down somewhere and talk as fast as we can and hope that somebody is listening. But we never know -- until the ratings come out. If we were good, we gain sponsors. If we weren't -- someone else is scheduled in our time slot. The people have spoken.

But, of course, there are some modest differences between the two professions. No legislator can provide so much information in so many ways as radio can. No politician can provide so much entertainment. No one in public office can provide so much constant companionship to thousands in their daily labor. And few stations can do any of these as fully and as well as WCCO has done for the last 50 years.

Leaving aside the obvious contributions of the medium, like hourly up-to-the-minute news, weather warnings, and public information of every kind, radio is unique in its capacity to enrich the lives of our citizens. Perhaps no other institutions of modern life can lend so much to the quality of the average day. There is no way to calculate what radio means to the solitary traveler, the housewife at home, the lonely shut-in. Every day, in countless ways, radio acts as a "good neighbor" to the community.

Marshal McLuhan says that radio is a "hot medium." Maybe he was thinking of WCCO when he wrote that. I remember one time when they certainly made it hot for me. It was in the summer of 1964. I was at the Democratic National Convention in Atlantic City, and I was on the phone to WCCO's "Party Line" program, describing my impressions of the convention.

Suddenly the program was interrupted by a CBS news bulletin. They announced that President Johnson was going to ask Hubert Humphrey about the Vice Presidential spot on the ticket. Now, this was fortunate, because I felt that I had some really valuable opinions on that subject. In fact, I rang off the "Party Line" program immediately in order to give the President the benefit of my advice.

I don't necessarily credit the station with getting me into office. But I doubt that many Vice Presidents of the United States can say to themselves, "You heard it first on WCCO." I call that ACTION NEWS.

WCCO has a policy of "full size variety programming." And I am sure that they have never encountered more "full-size variety" than the time they carried the first taped radio broadcast from the Kremlin.

Jim Borman was covering the story, and like the good reporter that he is, he had his tape recorder with him. Now, the Soviets frowned on this. In fact, I think they would rather have had a live skunk in the meeting with them, than a tape recorder. (There are, after all, no "sunshine laws" in the Soviet Union.)

But they must have recognized a persuasive negotiator when they saw one, because they yielded to my insistence. In line with Lee Loevinger's remarks tonight, I made the Soviets an offer they couldn't refuse. And Jim Borman brought his tape recorder right into the Praesidium meeting. As far as I know, this was the first time that any inside material from the Kremlin was ever broadcast.

I don't think that sat well with our hosts. I have this nagging doubt, because when I went out to Krushchev's tomb to deliver some remarks about the late Premier, I think that about half the audience was secret police.

(The secret police, of course, are very good listeners -- you have to say that for them -- and they are extremely attentive. But they are perhaps not the best audience a speaker can have.)

Ironically, the biggest radio highlight of that trip happened by accident. I had an appointment with Premier Kosygin, and I was supposed to get to Jim afterward for an interview. I got there a little too late. In fact, he was right in the middle of a live broadcast to Minnesota. Since I was there, I went directly on the air over the phone, without checking first with the Embassy. The State Department was not entirely delighted with this course of events -- but at least it was a scoop for WCCO.

So, as you can see, WCCO has been a very good neighbor to me, as well as to the great Northwest, for a long time. We've both been broadcasting for many years now. And I look forward to a successful partnership for many years to come. I extend warmest congratulations to WCCO on being honored by Broadcast Pioneers, Inc. for its distinguished service.

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① Bob Ridder - unemployed Chr of the Bd
needs employment -
natural U.P.

Alan Humphrey
Wall Street Broker

Bob Ridder
NBC Station in Duluth
Jack Thayer
for NBC

50,000 walks
Clear Channel
- Eddie Dunne
- Eddie Dunne

MARKS BY SENATOR HUBERT H. HUMPHREY

Bob Ridder

15+ annual

BROADCAST PIONEERS MIKE AWARD BANQUET TO WCCO RADIO

X Abbott Washburn

HOTEL PIERRE

NEW YORK, NEW YORK

FEBRUARY 26, 1975

X Gold Medal Station

X Washburn
Crosby Co.

1925
First Broadcast 1924

©AK Group

to
Nicollet Hotel
7th & 2nd WCCO
Bldg.

WTCN

Lee Loevinger

Sol Taishoff > publisher of
Broadcasting Magazine

~~we miss~~
~~Phil Lewis~~ - General Manager WCCO

Larry Haeg - WCCO Pres. (Earl Hammons)
~~Gordon Mitchell~~ Scoop Russell

WTCH - Cedric Adams

I AM HONORED TO BE HERE TONIGHT, ~~BECAUSE~~ I HAVE ALWAYS
FELT A CERTAIN KINSHIP WITH RADIO BROADCASTERS. (THEY'RE A
GOOD DEAL LIKE POLITICIANS, IF YOU THINK ABOUT IT. WE SIT DOWN
SOMEWHERE AND TALK AS FAST AS WE CAN AND HOPE THAT SOMEBODY IS
LISTENING. BUT WE NEVER KNOW -- UNTIL THE RATINGS COME OUT.
L IF WE WERE GOOD, WE GAIN SPONSORS. L IF WE WEREN'T -- SOMEONE
ELSE IS SCHEDULED IN OUR TIME SLOT. L THE PEOPLE HAVE SPOKEN.
L BUT, OF COURSE, THERE ARE SOME MODEST DIFFERENCES BETWEEN
THE TWO PROFESSIONS. L NO LEGISLATOR CAN PROVIDE SO MUCH INFORMATION
IN SO MANY WAYS AS RADIO CAN. L NO POLITICIAN CAN PROVIDE SO MUCH
ENTERTAINMENT. ^{and} L NO ONE IN PUBLIC OFFICE CAN PROVIDE SO MUCH
CONSTANT COMPANIONSHIP TO THOUSANDS IN THEIR DAILY ^{lives}.

Golden Mike Award - of
Broadcast Pioneers Foundation
(Fund Raiser)

h AND FEW STATIONS CAN DO ANY OF THESE AS FULLY AND AS WELL AS

WCCO HAS DONE FOR THE LAST 50 YEARS.

L LEAVING ASIDE THE OBVIOUS CONTRIBUTIONS OF THE MEDIA,

LIKE HOURLY UP-TO-THE-MINUTE NEWS, WEATHER WARNINGS, AND PUBLIC

entertainment, music & drama
INFORMATION OF EVERY KIND, RADIO IS UNIQUE IN ITS CAPACITY TO

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DAY. (THERE IS NO WAY TO CALCULATE WHAT RADIO MEANS TO THE

SOLITARY TRAVELER, THE HOUSEWIFE AT HOME, THE LONELY SHUT-IN, *The*
Farmer, the Elderly, the Student -
EVERY DAY, IN ^{COUNTLESS} ~~COUNTLESS~~ WAYS, RADIO ACTS AS A "GOOD NEIGHBOR"

TO THE COMMUNITY. - *a friend in need -*
a companion!

MARSHAL MCLUHAN SAYS THAT RADIO IS A "HOT MEDIUM." MAYBE
HE WAS THINKING OF WCCO WHEN HE WROTE THAT. I REMEMBER ONE TIME
WHEN THEY CERTAINLY MADE IT HOT FOR ME. IT WAS IN THE SUMMER OF
1964, I WAS AT THE DEMOCRATIC NATIONAL CONVENTION IN ATLANTIC
CITY, AND I WAS ON THE PHONE TO WCCO'S "PARTY LINE" PROGRAM,
DESCRIBING MY IMPRESSIONS OF THE CONVENTION.

SUDDENLY THE PROGRAM WAS INTERRUPTED BY A CBS NEWS
BULLETIN. THEY ANNOUNCED THAT PRESIDENT JOHNSON WAS GOING TO

ASK HUBERT HUMPHREY ^{to be} THE VICE PRESIDENTIAL ^{candidate} SPOT ON THE
~~TICKET. NOW, THIS WAS FORTUNATE, BECAUSE I FELT THAT I HAD SOME~~
That's instant news - That's
real drama -!
~~REALLY VALUABLE OPINIONS ON THAT SUBJECT. IN FACT, I RANG OFF~~

~~THE "PARTY LINE" PROGRAM IMMEDIATELY IN ORDER TO GIVE THE~~
~~PRESIDENT THE BENEFIT OF MY ADVICE.~~

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CALL THAT ACTION NEWS.

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I AM SURE THAT THEY HAVE NEVER ENCOUNTERED MORE "FULL-SIZE
VARIETY" THAN THE TIME THEY CARRIED THE FIRST TAPED RADIO BROAD-
CAST FROM THE KREMLIN.

L JIM BORMAN WAS COVERING THE STORY, AND LIKE THE GOOD
REPORTER THAT HE IS, HE HAD HIS TAPE RECORDER WITH HIM AND
THE SOVIETS FROWNED ON THIS. IN FACT, I THINK THEY WOULD RATHER
HAVE HAD A LIVE SKUNK IN THE MEETING WITH THEM, THAN A TAPE
RECORDER. (THERE ARE, AFTER ALL, NO "SUNSHINE LAWS" IN THE

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(THE SECRET POLICE, OF COURSE, ARE VERY GOOD LISTENERS --
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BUT THEY ARE PERHAPS NOT THE BEST AUDIENCE A SPEAKER CAN HAVE.)

h IRONICALLY, THE BIGGEST RADIO HIGHLIGHT OF THAT TRIP HAPPENED
BY ACCIDENT. I HAD AN APPOINTMENT WITH PREMIER KOSYGIN, AND I WAS
SUPPOSED TO GET TO JIM AFTERWARD FOR AN INTERVIEW, I GOT THERE A
LITTLE TOO LATE. IN FACT, HE WAS RIGHT IN THE MIDDLE OF A LIVE
BROADCAST TO MINNESOTA. SINCE I WAS THERE, I WENT DIRECTLY ON THE
AIR OVER THE PHONE, WITHOUT CHECKING FIRST WITH THE EMBASSY. THE
STATE DEPARTMENT WAS NOT ENTIRELY DELIGHTED WITH THIS COURSE OF
EVENTS -- BUT AT LEAST IT WAS A SCOOP FOR WCCO.

SO, AS YOU CAN SEE, WCCO HAS BEEN A VERY GOOD NEIGHBOR
TO ME AS WELL AS TO THE GREAT NORTHWEST FOR A LONG TIME,
WE'VE BOTH BEEN BROADCASTING FOR MANY YEARS NOW. AND I LOOK
FORWARD TO A SUCCESSFUL PARTNERSHIP FOR MANY YEARS TO COME. I
EXTEND WARMEST CONGRATULATIONS TO WCCO ON BEING HONORED BY
BROADCAST PIONEERS, INC. FOR ITS DISTINGUISHED SERVICE.

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