

GUBERNATORIAL ATTITUDES TOWARD
BROADCAST JOURNALISM

Thesis for the Degree of M. A.
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ABSTRACT

GUBERNATORIAL ATTITUDES TOWARD BROADCAST JOURNALISM

By

Lowell Newton

This thesis deals with the results of a survey to determine the attitudes of state governors toward broadcast news and broadcast newsmen. The survey was undertaken because of a lack of research in this area of broadcast news. Broadcasting is the most effective way for a governor to reach the electorate. The survey was designed to show the makeup of the governors' press section, facilities and services provided, and governors' attitudes about broadcast newsmen, the news conference, and special messages. John Byington, press aide to former Michigan Governor George Romney, and Brevard Carihfield, Executive Director, National Governors Conference, served as consultants for pre-testing and implementation of the study. Fifty state governors were contacted.

A three-category questionnaire was mailed to the governors in early 1967. Mr. Carihfield provided the list of governors and press secretaries and signed an introductory letter which accompanied the questionnaire. After one month's time, a follow-up reminder was mailed to those governors from whom a questionnaire had not been received. Three weeks later, follow-up phone calls were made. The mailing and

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follow-up procedures were completed by Summer, 1967. One-hundred percent of the governors were polled. Ninety-four percent (47) returned completed questionnaires.

The author found that most state governors utilize a press section to coordinate news coverage. The number of people in the press section working primarily with radio and television newsmen depends on the number of stations regularly covering the capitol. Holding of news conferences ranges between both extremes of "rarely" to "daily". Broadcast newsmen are allowed the maximum flexibility in setting up for news conferences. News releases are put out by most press sections but are not written in broadcast style. Most governors will grant exclusive interviews to broadcast newsmen. Governors generally feel their programs and policies are fairly presented by broadcasters but some are dismayed by the broadcast newsman's lack of knowledge in governmental affairs. There have been improvements in the relationship between print and broadcast reporters covering the state capitol.

Facilities and services of all the states are summarized as a hypothetical maximum service state. That is, a composite state which represents everything that one or more states have found workable. The thesis also includes a section on the news operation of Michigan's present Governor William G. Milliken.

Another section discusses a governor's inherent advantage over other state officials and political rivals in terms of public exposure.

The governor's access to the media for important messages to the public is also covered.

The thesis concludes that broadcast news is growing in importance witnessed by the fact that many governors have radio-tv specialists working on their staffs. Broadcasting equipment, considered disruptive and obtrusive in earlier days, is now accepted. The young broadcast reporter, while eager, is still trying to earn the respect of his colleagues and the officials on whom he chooses to report.

The criticism of lack of knowledge of state government is not so much a criticism of the individual reporter as it is the television or radio medium within which he operates. Broadcast news will continue to be favored by governors as a direct means of reaching constituents and building or perpetrating an image.

It is strongly believed, on the basis of the questionnaire results, that broadcast news will continue to grow in prominence at state capitols as reporters learn more about government and as government provides more facilities and services to aid the reporters efforts.

The thesis appendix includes a copy of the questionnaire, a listing of governors and press secretaries, and various supporting documents.

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A THESIS

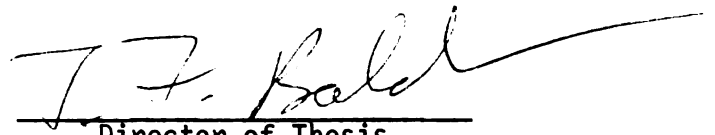
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And, finally, with sincere appreciation, a thanks to the Governors and their staff members who took the time to so thoroughly respond to the survey questions.

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INTRODUCTION

This thesis represents an attempt to measure the effect of broadcast journalism on the office of the chief state executive. It was undertaken because of a need for more research in the field of broadcast news. Specifically, the research sought to determine whether broadcast journalism is making an impact on state governors and to what extent. As a research effort this represents a large challenge because of the diverse personalities of the officials involved and because of the geographic range involved, the Continental United States plus Alaska and Hawaii.

Broadcasting is now an essential channel in the process of public information about state government. Many people get most of their news from television and radio and some people use the broadcast media exclusively for news. Certainly broadcasting is the most immediate and direct means for the chief executive of a state to reach his constituency.

And, broadcasters are beginning to seriously cover state government. The logistics of broadcast coverage create special problems, however, problems not usually found in other communications media. This research was an attempt to discover how the Governor's office meets these problems. The author was interested in the Governor's news (public information) staffs in terms of functions and backgrounds; the Governor's attitudes toward the broadcast medium; what uses are made of the news conference; what physical facilities are available or planned

and the use of these facilities. Additionally, interest focused on the relationship between the broadcast newsman and the newspaperman who had established prior claim on news from the executive office. Finally, the research tried to get some measure of the Governor's attitudes toward the broadcast media and their significance in public communication.

Execution of the research plan required collection of information directly from the Governors or their news secretary. The information was solicited by a questionnaire mailed to each Governor in April, 1967 with the follow-up going on through that summer. Fifty state executives and their aides were polled to determine their attitudes and beliefs toward the use of radio and television in the operation of their office. It was pointed out in the questionnaire's cover letter that the information, when published, would also be useful to the Governor, his staff aides, newsmen and others.

The main duties of those broadcast journalists who cover, directly or indirectly, the Governor's officer are to report on the activities and pronouncements of the chief executive by reporting these activities via film and/or tape.

The limitations of previous research in this area and the personalized relationship between a Governor and broadcast journalists indicate that even more research in this area would be useful. Certainly the expectations and uses of the broadcast media by Governors has grown in all states over the years. In Michigan, use of broadcast facilities to report on the Governor has increased rapidly from the days of G. Mennen Williams through John Swainson and George Romney to the present Governor

William G. Milliken. The increases reflect on both sides--broadcasters willingness to provide their listeners and viewers with a more intimate feel for the Governor and his job and the Governor's desire to use the broadcast media to carry out the programs of his administration and for political advantage. As gubernatorial uses of broadcast become more frequent, those officials who would contend with the Governor for "space" also have to adapt to the use of broadcast coverage in order to be heard. To that end, many legislative leaders and agency chiefs have hired personnel familiar with broadcasting techniques and requirements. For example, the Republican leadership of the Michigan House of Representatives hired Dave Machtel, former anchorman and reporter for WJIM-TV in Lansing. The Democrat side of the House hired as their radio-tv coordinator, Sylvia Wayne, former reporter for WJBK-TV in Detroit.

But this report concerns itself more specifically with the role of Governors vis-a-vis broadcast journalists. Under the impact of electronic journalism, the news conference itself has become a public event. Even in those many instances where news conferences are not broadcast live the public is aware, sometimes within seconds, of what events took place.

It is assumed that all Governors want to maintain close liason with their electorate. Communication is an executive responsibility and state and national Constitutions guarantee the public's right to know. This research is offered to provide a clearer definition of what problems may exist and what advances have been made. It is also a foundation upon which those interested can learn from others and build a more efficient organization.

CHAPTER I

METHODS

To get the necessary information it was realized that a mailed questionnaire would be most practical. Since we were dealing with relatively small numbers (fifty state governors), the questionnaire could be handled more comfortably by mail rather than by personal interview. The geographic separation of the respondents made personal contact impractical. Mailing also allowed for a more rigid follow-up procedure and better accounting of the standing of the project at any given time.

Lengthy questionnaires tend to be avoided or ignored so a seven page, three-category questionnaire was designed (see Appendix A). An attempt was made to obtain useful information where possible by fixed-alternative, check-off responses. Other desired information required open-ended questions. Approximately sixty questions were contained in the survey.

The survey was put together and evaluated in early Spring, 1967. It was pre-tested to an extent by Mr. John Byington, who at that time was working with the presidential campaign staff of Michigan Governor George Romney. Prior to that Byington had worked in the Romney press section as liason for radio and television newsmen. Byington offered many helpful suggestions and much insight into the responsibility of a governor's press section.

With an eye toward gaining pre-acceptance of the survey and hopefully quick response, the cooperation of Mr. Brevard Carihfield, Executive Secretary of the National Governors Conference, was solicited. After convincing Mr. Carihfield of the authenticity and future usefulness of such research he agreed to help. Mr. Carihfield allowed the researchers to use National Governors Conference stationery for a cover letter to each Governor.

The cover letter, signed by Mr. Carihfield, introduced the researchers, briefly explained the project, and asked for cooperation. A good deal of the credit for the success of the survey must go to Mr. Carihfield. In addition to the cover letter, Mr. Carihfield also maintained contact during the period the survey was in the field, offering any help needed. On a few occasions the respondents returned the completed survey directly to Mr. Carihfield who in turn forwarded the matter to Professor Thomas H. Baldwin at Michigan State University or the author.

The final form of the questionnaire was agreed upon and they were mailed out in April, 1967. The packet that went out to each of the fifty state governors included: 1) cover letter from Brevard Carihfield of the National Governors Conference; 2) explanatory letter from Professor Thomas H. Baldwin and Lowell Newton; 3) the questionnaire; and 4) self-addressed, stamped return envelope.

In all cases the material was addressed to the Governor with the express wish that he turn it over to his news secretary for completion of the questionnaire. In all cases, the respondent for the Governor was an administrative aide, the news secretary or a member of the news staff.

Approximately one month was allowed before follow-up procedures began. At that point, inventory was taken to determine the number and location of questionnaires outstanding. Those executives or executive aides who had not returned the questionnaire were sent reminders along with another questionnaire. Following an approximate three-week period, personal phone calls were made to the staff aide most likely to be responsible for preparation of the questionnaire. The follow-up procedure continued until mid-summer, 1967.

Completed questionnaires were received from all states but Indiana, Mississippi, and New Jersey. The findings reported within this work, therefore are based on forty-seven states, a response rate of 94 percent.

Because of the time span involved since the original research and the present time, the author has updated the response of the current Governor of Michigan by personal interview with a staff aide.

CHAPTER II

FINDINGS

Personnel

Forty-three of the 47 reporting executives utilize a press section to maintain liaison with newsmen (see Appendix B). The remainder assign an administrative aide or executive assistant to handle press relations. The aide or assistant also has other duties within the executive organization.

In 24 of the states one person works in the press section; 12 of the states use two persons; three of the states employ more than four persons; and about four of the states employ no one in this capacity. These figures do not include clerical workers.

Four of the state governors (California, Maryland, Massachusetts, Ohio) assign one person to the primary responsibility for radio and television. These people work full-time with radio-tv. The remaining states do not have a full-time radio-tv person assigned for a variety of reasons. Some governors prefer to have their staff service all media and feel they are all capable of doing so. In a few states a specialist is not needed because of the small numbers of broadcasters covering the capitol. Other states either have staff limitations or no budget.

Nearly half of the states (23) have personnel with working experience in radio and television news. In one state the Governor, himself,

has had extensive experience in broadcast news. Governor Tom McCall of Oregon worked for 15 years as a journalist in Oregon radio and television. In New York all five of the persons working in the information section have had broadcast news experience.

News Conferences

The survey of news conference frequency indicates that most governors hold a news conference once a week. At both ends of the average ... three governors hold news conferences only on rare occasions ... and two governors hold news conferences twice a day (one for print, one for broadcast).

News conferences are attended regularly by an average of three radio and three television stations. Densely populated states report as many as 15 radio stations and 13 television stations in regular attendance. A few states indicated there were no regularly attending stations.

Those radio and television stations not attending news conferences with the governor get their information about the news conference from a variety of sources but mainly from the Associated Press or United Press International newswires. According to aides in the governors' offices, a fair number of stations make use of the newswires plus contacts they may have in the governor's office. Other means of getting information include stringer, telephone recording devices and other news media (see Appendix C).

In 19 states news conferences are sometimes carried live to the listeners. Other states indicate that stations do not use live pickups

because of no perceived audience demand, inadequate facilities, or the expense involved.

Broadcast newsmen are usually allowed the maximum flexibility in setting up for and covering news conferences, mainly in reference to the need for additional equipment. All but two states allow broadcast newsmen to bring audio, film, and lighting equipment to a news conference.

News releases originating from the Governor's office are generally designed for background information on a subject and are not written for direct use on the air. Only six states prepare news released in broadcast style.

Travel

In response to the question on gubernatorial trips away from the capitol, 25 states indicated broadcast newsmen make in-state tours with the governor. In 18 other states they do not. In four states broadcast newsmen travel only during the campaign. In states where broadcast newsmen do not travel with the governor, staff personnel assumed it was uneconomical for the station or there was simply a lack of interest.

In 17 states newsmen traveling with the governor do so either at the governor's expense or the state's.

Most press sections alert out-state broadcast newsmen of an impending visit by the governor.

Interviews

In the section on "exclusive interviews," a substantial majority, 35 states, said their governor was available for exclusive interviews. The deciding factor is whether or not a reporter has a valid subject or an unusual angle to pursue.

In 12 states the respondents said "usually not" ... for fear of alienating other members of the news corps. And a few indicated that their governor's schedule never permitted time for an exclusive interview. One governor has a flat policy against granting exclusive interviews.

Special Messages

There are times when some governors feel a need to go directly to the people; perhaps to explain a program or point of view. Governor Romney of Michigan did so in pointing to the need for a state income tax ... Governor Rockefeller of New York did so in reporting to the people of New York City on the status of the garbage strike. Following the assassination of Martin Luther King, Jr., many state governors went to the airwaves to ask for calm and restraint during a period of civil uncertainty.

Twenty-five states responded that their governor had, on occasion, asked for and received, radio and/or television time. In most cases, except during political campaigns, the time is donated as a public service by the station.

The rest of the states said they had not asked for broadcast time claiming the occasion has not arisen or that regular contact with broadcast newsmen allows ample opportunity for the expression of views.

News secretaries or administrative aides were asked if they thought radio and television stations would donate prime time for important special messages from the governor. Respondents from 31 states thought they would; 10 said definitely no. The respondent for the State of Vermont said: "The owner of the TV station ... we have just one ... hates the governor's guts, he won't give us time."

Attitudes Toward Broadcast News

The important area of how the governor feels about broadcast news was covered in this section of the questionnaire.

We asked how well the governor felt his programs and policies were communicated through the broadcast media. Eighteen governors or their spokesmen felt they had excellent communication. Twenty-two felt communication was adequate and seven governors felt communication inadequate. Of those seven, the reasons ranged from "views not fully reported," to "lack of understanding" (on the part of the newsmen), to a "lack of knowledge."

The section on communication differentiated between adequacy and fairness. Forty-six respondents thought their governor was fairly treated. Only one respondent felt broadcasters slanted the governor's programs and policies.

Does the governor consider radio and television important channels for the dissemination of information? Thirty-nine governors felt radio

and television to be very important. Some typical reasoning follows:

The governor feels that broadcast newsmen, by their nature and the nature of their medium, are able to get at the 'meat' of a story faster, explain it quicker.

TV and radio reaches audiences on a personal basis often and people will listen though they might not read.

Radio and television offer a more personal relationship between the Governor and the listener/viewer. Print media is more authoritative--lends itself to confirming what one has seen or heard on the broadcast media.

Allows him to tell the story his own way.

Several respondents said the governor is impressed with the favorable image created by radio and especially television.

Most of the governors make an effort to hear and watch newscasts, or news specials. In the case of news specials or other notable events, the governor, if unable to see or hear the program personally, will assign a staff aide to monitor it and report to him.

Attitudes Toward Broadcast Newsmen

Most of the respondents either had no criticism of newsmen or no answer to this category. Responses from others gave these typical criticisms: "lack of understanding or knowledge of state government," "insufficient time given to cover a story," and "announcer or cameraman first and a journalist second." Only in one case did the spokesman for a state executive suggest that equipment disrupted or disturbed a news conference.

The Governor of Indiana took exception to the entire questionnaire and refused to answer it. Possibly through a misunderstanding of the intent of the questionnaire, the governor felt the survey was biased in

favor of broadcast journalism. Nonetheless, his letter rejecting participation gives a fair indication of his relationship with and attitude toward the broadcast media (see Appendix D).

The attitudes of print journalists toward broadcast newsmen, as seen by the governors' staff aides, ranged between "a good working relationship" to "bare tolerance." Sixteen respondents felt the relationship was good. Thirteen thought print journalists were tolerant of the electronic newsmen. And eighteen said they noticed resentment or hostility.

A telling, although not necessarily disparaging, description of broadcast newsmen by print reporters is the remark that broadcasters cover the capitol with a "one-ton" pencil (the Sound-on-Film camera).

Hypothetical Maximum Service State

Several questions were designed to determine the extent of facilities and services for broadcasters. One state argued that such facilities and services could not properly be provided at taxpayer expense: "Should taxpayer funds be used to subsidize a private industry (broadcasting) such as this?" Many states indicated that old buildings, lack of space, low budgets or an unsympathetic legislature would preclude special technical facilities for broadcasters. Some states assumed a lack of demand, either too few broadcasters, or a general disinterest. One comment: "No space available in Executive Office for special facilities; no funds available to establish such facilities if space were available; no indication that broadcasters would use facilities if they were available."

It should be noted here that requests for special services are usually initiated by the broadcasters (see Appendix E). At the Michigan capitol in early 1967, a committee of radio-tv journalists persuaded a joint legislative committee to provide studio recording space. Such a room was provided in the lower floor West wing of the Capitol building. For several months the situation proved quite amicable. Then the legislature, claiming space was needed for legislative offices, evicted the broadcasters. It was felt by a number of radio-tv reporters that certain legislators, who had been the victims of "bad press", demanded the move.

Twenty states had at least some special physical facilities to accommodate broadcast equipment; several met all present technical demands of broadcasting. Moreover, many states also went well beyond the provision of routine news information services. The installation of special drapes and lighting for better color filming was an early innovation by the staff of California Governor Ronald Reagan.

To summarize these facilities and services, we will outline below a hypothetical maximum service state--that is a state that offers all of the facilities and services presently available in one or more states. Every facility or service identified is currently available in at least one state and in many instances available in several. What we have below then, is a composite state which represents, hypothetically, everything that one or more states have found possible and practical for public communication through broadcast channels.

As a matter of information, the states mentioning each of the facilities or services listed are included in parentheses. The list no

doubt represents a fairly complete inventory of facilities and services although there have probably been additions and deletions since the survey.

Facilities

1. Accoustically engineered studio-conference room. (Cal., Colo., Ga., Ia., Ark., O., Okla., S.D., Utah, Ken.)
2. Special lighting. (Cal., Colo., Ga., Kans., Mass., N.H., N.Y., N.C., O., Okla., Ore., Pa., R.I., S.C., Utah, Va.)
3. Backdrop designed for color broadcasts. (Cal.)
4. Microphones available at various points in the room to pick up all questions. (Pa.)
5. Multiple output jacks. (Cal., Ga., Me., N.C., Okla., S.C., Va.)
6. Dark loading room for film. (Okla.)
7. Recording booth and control room. (Colo., Ill., Kans., Nev., Ore., Pa., S.D., Vt.)
8. Storage space for station-owned broadcast equipment. (W. Va.)

Services

1. Staff photographer. (R.I.)
2. Radio technician. (N.Y., Ken.)
3. Sound-on-film recording of news conferences, speeches, or announcements at request of any television station. (Idaho)
4. Audio tape transcripts (or "pool" tapes) of news conferences, speeches, or announcements. (Colo., Conn., Idaho, La., Md., N.Y., N.D., Pa., R.I., Vt., Wisc., Ken.)
5. Sound-on-film excerpts of news conferences available for television newscasts. (La., N.D., Ken.)
6. TeleVoice (automatic audio tape-phone service). In some cases wire service notice of TeleVoice availability. (Ark., Haw., Kans., Mich., N.Y., Vt., W.Va.)

7. Background information file. (O.)
8. Transportation arranged for accompanying governor on trips. (Ga., Ala., Ark., Kans., Mass., Mich., Minn., No., Mont., Neb., Nev., N.M., N.Y., N.C., O., Ore., S.C., S.D., Utah, Vt., W.Va., Wisc., Ken.)
9. Phone relay of news releases to radio and television newsrooms. (R.I.)
10. FM relay network to cover state for special messages from the governor. (N.C.)
11. Videotaped, unrehearsed news conferences at a commercial station. Available to all interested television stations within 48 hours. (Ken.)
12. Monthly, hour-long, live, radio news interview from Governor's office. (Ark., Minn.)
13. Fifteen-minute weekly radio program produced cooperatively by governor's office and a radio station available at cost to any station. (Colo., Wash.)
14. Governor appears regularly on panel show. (Mich.)
15. Stimulation of extended treatments of single subject., e.g., radio or television documentaries. (Mich., Ken.)
16. News releases prepared in broadcast style. (Ken., Nev., O., Ore., S.D., Wy.)

CHAPTER III

METHODS AND TECHNIQUES WHICH HAVE CHANGED SINCE THE ORIGINAL SURVEY

Personnel in the Michigan Executive Office, including the Governor, have changed since the 1967 survey. Facilities and services remain much the same. In September, 1974, the author interviewed Governor William Milliken's Assistant Press Secretary, Al Sandner. The most apparent difference noted between the operation of former Governor George Romney and Governor Milliken was the location and frequency of the news conference. While Governor Romney held a news conference two or three times a week, Governor Milliken avails himself of that opportunity usually not more than once a week.

Governor Romney's news conferences were an informal meeting held in his office. Cameramen would set up equipment in his office prior to the news conference while the Governor was still busy attending to the affairs of the State. Then print and broadcast newsmen were ushered into the office and began competing for space. The radio and tv people had placed a forest of microphones before the Governor. Occasionally, when the broadcast newsmen's promotional instincts surfaced they would also attach their station logo with call letters sometimes making it difficult to even see the Governor.

Governor Milliken has turned that process around. Milliken uses a large anteroom adjacent to the Executive Office for his news conferences.

The more formal Milliken does not appear until all equipment and newsmen are in place. Where Governor Romney often held forth in shirt sleeves behind his huge desk, Milliken is never seen without a suitcoat. He stands behind a rostrum containing a single mike. The single microphone is an innovation with the Milliken administration. It leads to a splitter (White House box) at the side of the room. The box contains multiple outputs for the stations to use. The governor can be seen without the mass of a dozen or so microphones before him. Permanent lighting for filming is now standard procedure.

The Governor's immediate press relations staff consists of a news secretary, an assistant news secretary, a speech writer, and two "program persons" who specialize in such areas as Youth, Veterans Affairs, Civil Rights, Women Rights, and Minorities. No one person is assigned as liason with radio and television people. Governor Milliken feels his entire executive office, not just the press section, is news sensitive. Consequently, all staff members are capable of handling all media situations. Nor are there any separate rules for broadcast or print newsmen.

Governor Milliken holds a news conference less than once a week with approximately 6 radio and 7 television stations regularly attending. Another 2 radio and 4 television stations occasionally attend. Those stations not attending rely heavily on Associated Press and United Press International teletype dispatches.

Radio stations who want to give the appearance of "having been there", utilize the SpotMaster recording device. Excerpts of a news conference, which is also taped by the Governor's staff, are placed on the SpotMaster. By phoning the Governor's office, out-state radio

stations can record "actualities" over the phone for use on their station newscasts. The only difference, usually undetected by the listener, is the difference between "phone" quality and "first" quality.

There is no demand for live pick-ups of news conferences.

The Governor's office sees to it that news releases are mailed to every radio and tv station in the state. The releases are always prepared for background use and require re-writing before broadcast (see Appendix F).

In the area of travel, the situation has not changed with the Milliken administration. If a broadcast reporter feels the need to be with the Governor on an out-state trip he, or she, is welcome to come along. Most do not because they are responsible for reporting not only news from the Governor's office but news from both houses of the legislature and 19 major agencies.

The governor does not go unreported on out-state visits. Local radio and television stations are always on hand when the governor shows up. Any newsworthy developments are generally phoned immediately to the Detroit offices of AP or UPI to be shared with other broadcasters via the newswire.

Only on one recent occasion has Governor Milliken found it necessary to ask stations for time in order to directly address the citizenry. During the national energy crisis in 1973, Governor Milliken went on the air asking the population to conserve energy. A bona fide request for time by Governor of Michigan would rarely be rejected, except of course when the governor is a candidate and Section 315 considerations come into play. Yet, time is seldom asked for because none of the issues about

which a governor would speak (excepting the above mentioned energy crisis) carry the same drama or sense of urgency as do national, presidential announcements. Unlike working with the President of the United States, who has implied if not direct power over licensees, a governor has no such power over broadcasters. Just the same, it would not be wise to alienate him.

According to his aides, Governor Milliken feels his policies are being adequately and fairly communicated through the broadcast media.

Aides felt they could not legitimately criticize the performance of radio-tv newsmen. When pressed, one aide stated that a few broadcasters over-simplified questions in order to trap a source. Superficial reporting was also listed as a reluctant criticism.

When asked to ascertain the general relationship between print and broadcast newsmen it was termed "generally good" and "improved".

According to A. Sandner, print criticisms of broadcast newsmen include ... "superficial" ... "incapable of adequately handling a story" ... "sensationalistic" ... "equipment disruptive".

Governor Milliken believes radio and television are very important channels of communication because of immediacy and ability to reach into every community, every home, every car. And, the broadcast media, according to the governor's spokesman, "has a noticeable impact on peoples' attitudes."

Governor Milliken tries to hear and watch newscasts and news specials. Similar to other chief executives, when he is unable to personally watch or hear, he will assign a staff member to either monitor or tape and report back to him.

CHAPTER IV

THE GOVERNOR AND OTHER LEADERS

The Governor, particularly the governor-as-candidate, has a definite advantage over other state officials and opposition party members. Hardly a day goes by when he is not quoted in the daily press or on radio and television. Very seldom will more than a week pass without the governor's voice or image showing up on the air. As far as recognizability, he generally had a running start. The news conference is his major tool.

A news conference held by legislative officers, party leaders, or department heads, may or may not attract media coverage. A meeting called by the governor almost always will. Inasmuch as other governmental leaders are aware of the time and location of most gubernatorial news conferences they plan around it. A certain pecking order exists with the governor being the number one in line for media attention. The Attorney General, Secretary of State, and Chief Justice of the Supreme Court are also high on the list. Much depends of course on the subject matter of the news conference. Even the lowest government leader will command media attention if he hints at dropping a news "bombshell".

Essentially the calling of the news conference is the prerogative of the governor, similar to the presidency. As Washington reporter Jules Witcover says,

The conference has its roots in tradition, not in the Constitution or any lesser law, and if it 'belongs' to anyone it is to the President.... He can use it, abuse it, or dispense with it altogether.¹

And, despite enormous differences in the responsibilities of office, certain parallels can be made between the presidency and the governor's office.

Writing in the September 28, 1974 issue of TV Guide, Kevin Phillips said:

It is almost impossible to overstate the power of television news. In a paper presented to the September meeting of the American Political Science Association, Dartmouth Professor Jeffrey Hart said that around 1960, 'We acquired, in effect, a fourth branch of government. The mass media, especially the major networks, but also the major dailies and weekly news magazines, acquired to a large degree than ever before the capacity to determine the focus of our public debate.... The capacity of the media to determine the terms of public debate gives it, at least for extended periods, a political leverage that may be superior to that of a variegated and often ill-informed Congress.... The key struggle, on the frequent occasions when a centrist or a conservative occupies the White House, will be between the President and media, and it will be a contest over public opinion.'²

In most states, and Michigan in particular, there have been no recent crises of leadership in the Executive Office which would demand the Governor take his case to the people via the broadcast media. However, the power is still there. Despite the personal tragedy,

¹ Jules Witcover, "Salvaging the Presidential Press Conference," Columbia Journalism Review (Fall, 1970), 31, as quoted in Presidential Television, John B. Martin, Newton Minow, and Lee M. Mitchell (eds.) New York: Twentieth Century Fund Report, 1973.

² Kevin Phillips, "An Argument to Regulate TV Networks," TV Guide, Vol. 22, No. 39 (September 28, 1974), A-5.

President Nixon's resignation speech "may have had the largest television audience in American history. According to the National Broadcasting Company's research department, 130-million Americans watched some part of the 16-minute broadcast on the three commercial networks and on public broadcasting."¹

Bringing it down to the gubernatorial level, the same potential exists. If Governor Milliken had sufficient cause, there is little doubt he could make his voice and image felt through over two-hundred AM, FM, and TV stations licensed in Michigan, thus facing a potential audience of over nine-million persons.

Depending on the governor and his future plans, those most adept at using television can and do, use television to build a firm base in the state for concurrent or later national exposure. Governors Wallace, Rockefeller, Reagan, and Romney are cases in point.

Within the state, the incumbent governor has a hammerlock on publicity. In an election year, for example, he can withhold until the last possible moment, his announcement for re-election, thus receiving maximum coverage on official and unofficial activities with no concern for the equal time ramifications. Even with his announcement the governor still receives coverage of bona fide official activities which generate news. The opposition can really only attack issues brought up during the campaign. The challenger can invoke the Fairness Doctrine if he feels issues supported by the governor have been overplayed to the

¹UPI Dispatch, Detroit News, 9 August 1974, Sec. A, P. 2.

challenger's detriment. The FCC traditionally has left to the licensee the determination of balance and fairness in the presentation of controversial issues. According to Bradley Canon,

... the 'fairness doctrine' is quite long on virtuous admonitions, but short on detailed prescriptions; the emphasis is more on the spirit of licensee behavior than on the letter. Thus it becomes extremely difficult for the [FCC] staff to articulate broad and yet meaningful criteria against which complaints are judged.¹

The Fairness Doctrine allows the stations to be the arbiters of use. Stations, at least in Michigan, will allow party leaders to respond to the State of the State message if they carry the original. Few of the stations carry the original message in whole, opting instead to carry excerpts or highlights on newscasts. The regulatory rules, guidelines, and doctrines established on the presidential level are far more encompassing than what has been set down for state executives.

Outside the campaign period, radio and television access allows the governor to go around political and legislative forces which strive to limit him and take his message directly to the people. It allows him to advocate legislation, to explain peril, to enhance his personal image in the citizen's mind. It is there if he needs it. But people know who their governor is. The fact they may hear from him infrequently once he is in office must mean things are going well.

¹Bradley C. Canon, "The FCC's Disposition of 'Fairness Doctrine' Complaints," Journal of Broadcasting, Vol. 13, No. 3 (Summer, 1969), 317.

CHAPTER V

CONCLUSIONS

Perhaps most indicative of the growing importance of broadcast news is the finding that very nearly half of the state executives employ personnel with a background in radio and television news. The trend is also detected of multi-media experience among individual information specialists.

Testimony to the acceptance of broadcasting is the acceptance of broadcast equipment. Only one of the respondents was willing to concede that television and radio equipment disrupted news conferences. While trend data are not available, it seems hardly likely that this nearly-universal acceptance would have been obtained a few years ago.

Most governors seem aware that broadcast newsmen are still growing in their profession, attempting to match the sophistication of their equipment. Some executive offices, however, while understanding the problems of the broadcast journalist, are appalled by his innocence of government affairs. He is usually younger, less experienced, and with much less time to give a single story than his newspaper or wire service colleagues. He suffers greatly in the inevitable comparison. John Kinkel writes in Tribulations of the One-Man Gang:

Chances are he is young and able, and he sticks with his job for a number of reasons: excitement, public recognition, the lure of actual or potential big money.... Even with such refinements

as a library, a clipping service, and a file clerk, the TV reporter is at a disadvantage, for he ranges the spectrum of assignments and must be a one-man gang simply because that news-hour man devours whatever he produces.¹

The survey dramatically points out the recognition most governors give to the importance of broadcasting for the dissemination of news, and incidentally, for image building. Many governors see broadcasting as a direct, personal means of reaching the people. It will be interesting to see if this favorable attitude will continue as broadcast newsmen become more sophisticated reporters.

One might speculate that as background knowledge of state government improves and foreknowledge of specific issues increases, questions will become sharper and editorial prerogatives more likely will be exercised. The film or tape that was once run whole may be cut and pieced. The bigger stations, properly staffed, may become less an open, "direct channel to the people."

Nonetheless, the station with a small news staff will probably always remain open to readily available, pre-packaged materials. In at least twelve of the surveyed states, the executive office provides audio tape transcripts (or "pool" tapes) of news conferences, speeches, or announcements. The executive staff of seven other states originate edited highlights of news conferences which can be tape-recorded over the phone and replayed on newscasts. Because station staff has no control over what is fed via TeleVoice or SpotMaster systems, it must be

¹John T. Kinkel, "Tribulations of the One Man Gang," Journal of Broadcasting, Vol. 12, No. 2 (Spring, 1968), pp. 132-133.

used recognizing the fact that someone else, not on the station's staff, has input into the news programming. To a smaller degree, the same situation exists when a capitol-based reporter feeds multiple stations raw stock or selected excerpts for a fee. This is somewhat more compatible with most stations' news policies because it presumes the originating newsman is working more for the news broadcaster than the newsmaker.

The relationship of physical facilities to the amount of coverage is well-established by the findings. The states with the best facilities get the most coverage by broadcasters. While many of these states have the greatest number of large news staff stations, this is not always the case. Some states with few stations and excellent facilities draw better broadcast coverage than other states with many stations but adequate facilities.

It seems safe to predict that the proper facilities will attract coverage. As a matter of fact, it is likely that initial interest or demand on the part of only one station, encouraged by a hospitable physical environment, would be sufficient as a beginning. The competitive nature of broadcast news reporting is such that if one station were to begin regular coverage, others might soon follow. Extensive promotion of exclusive regular coverage would be upsetting to competitors and might result in their own greater coverage.

If one is sympathetic with the value of thorough reporting of state government through all mass media channels, then it is difficult to deny the energy and expense devoted to its facilitation.

APPENDICES

APPENDIX A

Division of Mass Communications
327 Union Building
Michigan State University
East Lansing, Michigan 48823

1. PERSONNEL

A. How is the executive office organized for servicing the news media?

B. How many non-clerical persons are assigned to work in the press section? _____

Please give their names, titles and a brief description of their responsibilities.

C. Is there one person in the executive office with a primary responsibility for liason with radio and television newsmen?

Yes ☐ No ☐ (If not, why?)

If "yes", what is this person's name and title?

What is his background in broadcasting?

Academic (coursework) _____

Practical experience _____

What is his background other than broadcasting? _____

II. COVERAGE

A. Please speculate, if you will, how much this person's efforts have increased coverage of the executive office.

- ☐ No more coverage
- ☐ One-third more coverage than might have occurred without the facilitation of the radio-tv specialist.
- ☐ Two-thirds more coverage than might have occurred without the facilitation of the radio-tv specialist.
- ☐ Twice as much coverage than might have occurred without the facilitation of the radio-tv specialist.
- ☐ More than twice as much coverage than might have occurred without the facilitation of the radio-tv specialist.

B. How often does the Governor hold a news conference?

- ☐ Almost every day ☐ Two or three times a week ☐ Once a week
- ☐ Less than once a week ☐ Hardly ever

C. How many stations attend? Please mark "0" if none.

- Approximate number of radio stations regularly attending.
- Approximate number of tv stations regularly attending.
- Approximate number of radio stations occasionally attending.
- Approximate number of tv stations occasionally attending.

D. How many stations are represented by stringers?

- Approximate number of radio stations regularly represented by stringers.
- Approximate number of tv stations regularly represented by stringers.
- Approximate number of radio stations occasionally represented by stringers.
- Approximate number of tv stations occasionally represented by stringers.

E. What is the source of information for stations not attending? _____

F. Are news conferences ever carried live by radio or tv?

Yes ☐ No ☐

If not, why? _____

G. Are broadcast newsmen allowed to bring equipment to news conferences?

- Audio tape recorders ☐ Yes ☐ No
- Film or tv cameras ☐ Yes ☐ No
- Lighting equipment ☐ Yes ☐ No

H. Is consideration shown for the technical requirements in setting up Sound-On-Film or live cameras?

Yes ☐ No ☐

If yes, what? _____

I. Are broadcast newsmen given time in advance of news conferences for equipment set up?

Yes ☐ No ☐ How much time? _____

J. Are all the state radio and tv stations on your mailing list for news releases?

- ☐ Yes, all stations
☐ Only releases of special interest
☐ No. If not, why?

K. Do the same releases go to all media, or do broadcasters receive a different release?

☐ Same ☐ Different. Explain difference.

L. Are releases mailed out for direct use on the air, or background information?

☐ Direct use on the air. ☐ Background information.

M. Do you mail to broadcasters the text of all the Governor's speeches?

☐ Yes ☐ No If not, why? _____

N. Please estimate the use of your news releases by broadcasters covering the capitol.

☐ Most stations use most releases. ☐ Most stations use some releases.
☐ Most stations seldom use releases. ☐ Unknown.

O. When the Governor travels throughout the state, do any capitol radio or tv correspondents, or stringers, make the trip?

☐ Yes ☐ No If not, why? _____

— Approximate number of radio-tv reporters regularly traveling.

— Approximate number of radio-tv reporters occasionally traveling.

P. On these trips, how is transportation for the press corps handled?

Do they arrange their own? ☐ Yes ☐ No

Do they travel with the Governor's party? ☐ Yes ☐ No

If yes, do they reimburse the state for travel expenses or is this expense picked up by the State?

☐ Reimburse the State. ☐ Do not reimburse the State.

Q. When the Governor travels to other communities within the state, is he interviewed by local radio and television newsmen?

☐ Usually ☐ Seldom

Is there any attempt on the part of the press section to forewarn the outstate radio and television stations of an impending visit?

☐ Yes ☐ No

For trips do you try to set up audio tape or Sound-On-Film interviews in advance?

☐ Yes ☐ No

If not, why? _____

R. Is the Governor available for exclusive interviews in the Capitol or out?

☐ Almost always

☐ Usually not

If not, why? _____

S. Has the Governor ever asked for radio or tv time to explain programs or policies to the citizens of the State?

☐ Yes ☐ No

If not, why? _____

Do you think most radio and television stations in your state would donate prime time for important special messages by the Governor?

☐ Yes ☐ No

T. Does the Governor feel the programs and policies of his administration are now being adequately (fully) communicated through the broadcast media in your state?

☐ Excellent communication through radio-tv

☐ Adequate communication

☐ Inadequate

If inadequate, why? _____

U. Does the Governor feel the programs and policies of his administration are now being fairly communicated through the broadcast media in your state?

☐ Fairly communicated through radio-tv.

☐ Unfairly communicated.

Why? _____

V. Please indicate any general criticisms you may have about broadcast newsmen, with whom you have contact.

Do any of these specific criticisms apply to broadcast newsmen?

☐ Poorly backgrounded.

☐ Lack of knowledge of state government.

☐ Superficial reporting to the extent that coverage is misleading.

☐ Equipment disrupts news conferences.

W. In your opinion, what is the attitude of print journalists toward broadcast newsmen covering the administration?

Does the attitude of print newsmen influence your treatment of broadcast newsmen?

☐ Yes ☐ No

If yes, why?

X. Does the Governor feel that radio and television are important channels for the kind of information disseminated from the executive office?

☐ Very important. Why?

☐ Important. Why?

☐ Unimportant. Why?

Y. Does the Governor regularly listen to radio and watch tv newscasts?

☐ Yes ☐ No

Does he make an effort to see or hear radio and/or tv "specials" which would be of interest to him?

☐ Yes ☐ No

What does the Governor do in the event he is unable to see or hear something which he thinks would benefit him?

[illegible]

ADDITIONAL COMMENTS

Name and Title of Person Filling Out This Form

Date

State

Please use the enclosed envelope to return to:

Dr. Thomas F. Baldwin
Division of Mass Communication
327 Union Building
Michigan State University
East Lansing, Michigan 48823

APPENDIX B

STATES PARTICIPATING IN THE SURVEY

| <u>STATE</u> | <u>GOVERNOR</u> | <u>PRESS SECRETARY</u> |
|---------------|-----------------------|------------------------|
| ALABAMA | LURLEEN WALLACE | JACK HOUSE |
| ALASKA | WALTER J. HICKEL | ALLAN ADASIAK |
| ARIZONA | JACK WILLIAMS | THOMAS KELLAND |
| ARKANSAS | WINTHROP ROCKEFERRER | WILLIAM CONLEY |
| CALIFORNIA | RONALD REAGAN | LYN NOFZIGER |
| COLORADO | JOHN A. LOVE | PATRICK MURPHY |
| CONNECTICUT | JOHN N. DEMPSEY | KEITH SCHONROCK |
| DELAWARE | CHARLES L. TERRY, JR. | NED DAVIS |
| FLORIDA | CLAUDE R. KIRK, JR. | JOHN SMOLKO |
| GEORGIA | LESTER MADDOX | ROBERT SHORT |
| HAWAII | JOHN A. BURNS | DONALD HORIO |
| IDAHO | DONALD SAMUELSON | DOUGLAS BEAN |
| ILLINOIS | OTTO KERNER | CHRIS VLAHOPLUS |
| IOWA | HAROLD E. HUGHES | DWIGHT JENSEN |
| KANSAS | ROBERT DOCKING | MAX McDOWELL |
| KENTUCKY | EDWARD T. BREATHITT | DON MILLS |
| LOUISIANA | JOHN T. McKEITHEN | MARY BETH KEY |
| MAINE | KENNETH M. CURTIS | ROY WHITCOMB, JR. |
| MARYLAND | SPIRO T. AGNEW | HERBERT THOMPSON |
| MASSACHUSETTS | JOHN A. VOLPE | BARRY LOCKE |
| MICHIGAN | GEORGE W. ROMNEY | CHARLES HARMON |
| MINNESOTA | HAROLD LeVANDER | ROBERT HINKLEY |
| MISSOURI | WARREN E. HEARNES | WILL DAVIS |

| <u>STATE</u> | <u>GOVERNOR</u> | <u>PRESS SECRETARY</u> |
|-----------------|-----------------------|------------------------|
| MONTANA | TIM M. BABCOCK | JOHN HALLOWELL |
| NEBRASKA | NORBERT T. TIEMANN | CLAYTON YEUTTER |
| NEVADA | PAUL LAXALT | ED ALLISON |
| NEW HAMPSHIRE | JOHN W. KING | THOMAS POWER |
| NEW MEXICO | DAVID F. CARGO | BILL PREVITTI |
| NEW YORK | NELSON A. ROCKEFELLER | LESLIE SLOTE |
| NORTH CAROLINA | DANIEL K. MOORE | G. H. ELLIOTT |
| NORTH DAKOTA | WILLIAM R. GUY | ART McKINNEY |
| OHIO | JAMES A. RHODES | PAUL QUICK |
| OKLAHOMA | DEWEY F. BARTLETT | GENE ALLEN |
| OREGON | TOM McCALL | RONALD SCHMIDT |
| PENNSYLVANIA | RAYMOND P. SHAFER | JACK CONMY |
| RHODE ISLAND | JOHN H. CHAFEE | ARTHUR LEVIN |
| SOUTH CAROLINA | ROBERT E. McNAIR | WAYNE SEAL |
| SOUTH DAKOTA | NILS A. BOE | SID DAVISON |
| TENNESSEE | BUFORD ELLINGTON | HUDLEY CROCKETT |
| TEXAS | JOHN B. CONNALLY | BILL CARTER |
| UTAH | CALVIN L. RAMPTON | JOHN ROSE |
| VERMONT | PHILIP H. HOFF | ARTHUR RISTAU |
| VIRGINIA | MILLS E. GODWIN, JR. | JOHN WESSELLS, JR. |
| WASHINGTON | DANIEL J. EVANS | WAYNE JACOBI |
| WEST VIRGINIA | HULETT C. SMITH | JOHN CANFIELD |
| WISCONSIN | WARREN P. KNOWLES | STEPHEN BOYLE |
| WYOMING | STANLEY K. HATHAWAY | JACK FAIRWEATHER |

APPENDIX C

STATE OF KANSAS

OFFICE OF THE GOVERNOR

State Capitol Building
Topeka, Kansas

Robert B. Docking
Governor

February 21, 1967

TO: News Director

EFFECTIVE IMMEDIATELY: The morning news conference with Governor Docking will be tape-recorded.

A number of radio newsmen have asked for "actualities" of the morning conference for use during their newscasts. Obviously each radio station cannot send a reporter and tape-recorder to the Governor's office. Therefore, a recording will be made during the conference and excerpts made available to those stations desiring them.

The number to call for a "beeper" is 913 CE 5-2329.

This service, in effect, will afford each radio-listener the opportunity to "sit-in" on a portion of the Governor's news conference and will, of course, further promote the "open door" policy established by Governor Docking.

Max McDowell
State Press Secretary

MM:sm

APPENDIX D

S T A T E O F I N D I A N A
Office of the Governor
I N D I A N A P O L I S

Roger D. Branigin
Governor

April 20, 1967

Mr. Lowell Newton
Michigan State University
Department of Television and Radio
322 Union Building
East Lansing, Michigan 48823

Dear Mr. Newton:

On April 13, 1967, I wrote to Mr. Carihfield at the National Governor's Conference.

In this letter I told Mr. Carihfield that I did not wish to participate in the survey, mainly because the questionnaire is heavily slanted in favor of the broadcast media to be fair.

I think this office does a good job of giving all newsmen equal access. There are no special facilities here for anyone, since all the newspapers, television and radio stations have their own press rooms in this building.

Sincerely,

Roger D. Branigin
Governor of Indiana

RDB:br

APPENDIX E

MEMO:

Various representatives of the radio-television news media have asked that some type of room be made available to them where sound-on-film interviews could be conducted within the Statehouse.

After discussing this with Terry Scanlon, Director of the Department of Administration, we have decided to build a room especially designed for this purpose on the fifth floor of the Statehouse. To be located in the north wing, the room will have the following dimensions:

Length.....23'
Width.....11'
Ceiling.....9'

The walls and ceiling will be constructed so as to provide the best possible acoustics and the floor will be covered with a pad and carpeting.

Normal room lighting will be provided in addition to electrical panels and circuits need for your lights. The room is also to be air-conditioned to offset the heat produced by your lights.

Mr. Scanlon tells me that construction will begin immediately following the end of this legislative session and that the room should be finished within about 3 weeks. Unfortunately we cannot work on it during the session, since the area is being used by the legislators secretaries.

I trust this room will meet with the requirements of the radio-television news media.

If I can be of any further service to you, do not hesitate to call upon me.

Sincerely,

Max McDowell
State Press Secretary
KANSAS

MM:sm

APPENDIX F

Executive Office
October 18, 1974

For Immediate Release

Governor William G. Milliken said Friday that during a period when government-assisted housing starts for low and moderate income families were declining by 46 percent nationally, they were increasing by 19.5 percent in Michigan.

Milliken praised the Michigan State Housing Development Authority "for its effective work in stimulating the production of such housing even during the recent federally-imposed moratorium on subsidized housing starts."

The Authority increased its subsidized housing production by 1,198 units in 1973, an increase from 6,144 to 7,342 units, or 19.5 percent over the previous year--compared with a 46 percent national decline "and a remarkable achievement in light of today's economy," Milliken said.

The Authority released its annual report Friday--"one that shows it to be an effective tool in the state's efforts to meet its housing needs" the Governor said.

"Michigan can point with pride to the work of the Housing Authority. Since becoming fully operational in 1970, it has helped combat the problems of inadequate housing for thousands of our citizens. It is a mechanism which remains directly responsible to the people it serves and functions without the benefit of continuing state appropriations," he said.

Milliken noted that the Authority had made "important progress in providing new housing opportunities for elderly citizens living on fixed incomes; had pioneered a warm and human program of non-institutional housing for marginally handicapped adults; and made significant investments in the city of Detroit and other urban areas."

The report shows that the Authority financed about 1,000 units of newly constructed housing costing \$22 million in the city of Detroit.

Through June 30, 3,468 housing units for the elderly had been built or were under construction, and an additional 1,560 units had been accepted for processing.

Since 1970, the Authority has issued mortgage loans for 15,393 homes, an investment of \$307.7 million.

Pre-mortgage commitments existed for an additional 2,389 homes, another 5,867 units were being processed through the Authority pipeline, and another 6,634 units had been proposed to the Authority.

"Authority production has increased steadily since 1970, and 50,000 housing starts in the 1970s appears to be a realistic goal in view of agency activity and capacity coupled with new federal legislation which gives the Authority a key role in the nation's housing development effort.

"In addition, Authority programs have had a significant impact on Michigan's economy, generating an estimated 22,124 jobs and \$18 million in state and local tax revenue based on mortgage commitments through June 30.

"While the Authority represents significant progress in Housing Michigan's low and moderate income persons, there is no question that many of our citizens find it increasingly difficult to obtain adequate housing. Therefore, we must continue to do all we can to stimulate sound housing development programs and to increase housing opportunities.

"I am gratified with the progress of the Authority, and it will continue to have my encouragement and support as we seek to attain the goals we have set," the Governor said.

#

APPENDIX G

GOVERNOR'S POLITICAL PARTY

| | |
|---------------|----|
| 1. Democrat | 22 |
| 2. Republican | 25 |

GOVERNORS' TIME IN OFFICE

| | |
|--------------------------|----|
| 1. Less than a year | 15 |
| 2. One to three years | 10 |
| 3. More than three years | 18 |
| 4. Unknown | 4 |

STATE POPULATION

| | |
|---------------------------------------|----|
| 1. Number of states under one-million | 14 |
| 2. One to three million | 13 |
| 3. Three to five million | 11 |
| 4. Five to seven million | 2 |
| 5. Seven to nine million | 1 |
| 6. Nine to eleven million | 3 |
| 7. Eleven to thirteen million | 1 |
| 8. Thirteen to fifteen million | 0 |
| 9. Fifteen to seventeen million | 0 |
| 10. Over seventeen million | 2 |

NUMBER OF COMMERCIAL AM RADIO STATIONS

| | |
|---|---|
| 1. Ten to twenty-five | 8 |
| 2. Twenty-six to fifty | 9 |
| 3. Fifty-one to seventy-five | 8 |
| 4. Seventy-six to one-hundred | 9 |
| 5. One-hundred and one to one-hundred and fifty | 6 |
| 6. One-hundred and fifty-one to two-hundred | 5 |
| 7. Over two-hundred | 2 |

NUMBER OF COMMERCIAL TV STATIONS

| | |
|------------------------------|----|
| 1. One to five | 8 |
| 2. Six to ten | 15 |
| 3. Eleven to fifteen | 15 |
| 4. Sixteen to twenty | 3 |
| 5. Twenty-one to twenty-five | 3 |
| 6. Over twenty-five | 3 |

APPENDIX H

NATIONAL GOVERNORS' CONFERENCE

1313 East Sixtieth Street
CHICAGO, ILLINOIS 60637

September 14, 1966

Mr. Lowell Newton, News Editor
WKAR Radio
310 Auditorium
Michigan State University
East Lansing, Michigan

Dear Mr. Newton:

Thank you for your letter of September ninth, which has been forwarded to me while I am attending the Southern Governors' Conference in Kentucky. I have added some check marks on your list of Governors' aides. Not all of these apply directly to Governors' press secretaries, but they are people with whom we are acquainted and who I know would be helpful to you if you were to write them.

It would be much appreciated if you could let us have a copy of anything you prepare which summarizes the scope and relationships between the Governors' offices and the radio and television news media personnel.

Sincerely,

BC:LM

Brevard Carihfield
Secretary-Treasurer

APPENDIX I

State of Oklahoma
OFFICE OF THE GOVERNOR
Oklahoma City

Dewey F. Bartlett
Governor

March 13, 1968

Mr. Thomas F. Baldwin
Michigan State University
Department of Television & Radio
322 Union Building
East Lansing, Michigan 48823

Dear Mr. Baldwin:

Thank you for sending the copy of the survey done by you and Mr. Newton on State Governors and Broadcast News.

We enjoyed seeing it and found it most interesting. If it is convenient, Governor Bartlett would like to request ten additional copies, so we can share your findings with the broadcasters who regularly cover his news conferences.

We appreciate your assistance in this matter and your interest and work in this area.

Sincerely,

Liz Morgan
Information Assistant

LM/

APPENDIX J

THE STATE OF WISCONSIN
Executive Office
Madison
53702

Warren P. Knowles
Governor

March 13, 1968

Mr. Thomas F. Baldwin and Mr. Lowell Newton
Department of Television and Radio
322 Union Building
Michigan State University
East Lansing, Michigan 48823

Gentlemen:

I appreciated receiving a copy of your report: "State Governors and Broadcast News: A Survey of Facilities, Services and Attitudes." I would appreciate receiving an additional dozen copies for distribution to some Wisconsin broadcasters and interested individuals.

Thank you for your consideration.

Sincerely,

Stephen T. Boyle
Press Secretary

STB:dvb

APPENDIX K

SECRETARY OF STATE
State of Florida
The Capitol
TALLAHASSEE

Tom Adams
Secretary of State

32304

Regional Office
3399 Ponce de Leon
Boulevard
Coral Gables, Florida
33134

June 3, 1968

Dr. Thomas F. Baldwin
Assistant Professor
Television and Radio
Michigan State University
East Lansing, Michigan 48823

Dear Dr. Baldwin:

In the May 20, 1968, edition of Broadcasting Magazine there was a brief article on an interesting survey regarding a study of gubernatorial relationships with the electronic media. It is my understanding that you have conducted a comprehensive survey in each state on the effective use of radio and television by those persons elected to high office in our state governments.

It would be appreciated if a copy of your conclusions could be forwarded to this office. State government and the media should benefit from your fine efforts.

With regards, I remain

Sincerely,

CJWN/fob

Christopher J. W. Nuthall
Administrative Assistant

SOURCES CONSULTED

SOURCES CONSULTED

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