

# Joe Eisenhower's Notebook

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I pass through this world but once. Any good  
therefore that I can do . . . let me do it now.  
For I shall not pass this way again.

## Newspaper Week

WE IN THE NEWSPAPER business seldom have the opportunity to personalize. Once a year, the profession focuses attention upon itself. That time was here again with the result that this week was observed throughout the country as National Newspaper Week. This is the one time during the year when weekly and daily newspapers of the nation join hands as a group and make a concerted effort to promote a better understanding of newspapers and the vital role they play in preserving our cherished way of life.

NEWSPAPER WEEK was instituted nationally in 1940 and is sponsored annually by Newspaper Association Managers Inc., a nationwide organization of state, regional and national press association managers. Newspaper Week is one of the more significant of the many special weeks observed in this country. At first glance, it seemingly is important to only one kind of business. Actually, it is of major importance to EVERY citizen.

FORTUNATELY, ETHICS ARE HIGH in the broad field of journalism, applying to reporters, special writers, columnists, editors and publishers. None condone the scandalmonger. In fairness to the dedicated men and women whose daily lives are devoted to newspaper work, it is appropriate to relate the creed which governs them. As expounded by a late dean of journalism at the University of Missouri, it goes like this:

I believe that the public journal is the public trust, that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of a lesser service than the public service is a betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news for any consideration other than the welfare of society is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that journalism which succeeds best - and best deserves success - fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid, is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance, and as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international goodwill and cementing world comradeship; is a journalism of humanity, of and for today's world.

HIGH - SOUNDING? - It may appear so, but thanks to a benevolent Almighty, it is characteristic of America's press, contrasting sharply with policies of the government - dominated press in captive countries. With out churches, schools and all other great institutions, our nation's press joins in devoutly saying: Thank God For America!

PEOPLE who lead vital, dynamic lives mesh their thinking and ac-

tivities into the whirring gears of today's social, economic and political machinery.

To stay in gear, they need all the help and information they can get. Most of it they get from newspapers – the only news medium which puts information in their hands in a retainable form to be read and digested when they need it and have time for it.

To be of genuine importance to people, newspapers must be free. No peoples are free where the press is gagged. So, it makes a big difference in people's lives whether or not their newspapers are free.

IT MAKES A BIG DIFFERENCE to people whether the cold war is warming up, whether we are losing or winning the space race . . . newspapers bring people the truth.

IT MAKES A BIG DIFFERENCE to home owners whether taxes go up or down, whether fire and police protection is adequate . . . newspapers keep them informed.

IT MAKES A BIG DIFFERENCE to investors whether prices of securities go up or down, whether business is good, employment up or down . . . newspapers provide this news regularly.

IT MAKES A BIG DIFFERENCE to housewives whether or not they get the most for their money when they shop for food, furniture or fashions . . . newspapers help them to shop intelligently.

IT MAKES A BIG DIFFERENCE to sports fans whether their favorite teams win or lose, where and when fishing's best. They find out in their newspaper.

IT MAKES A BIG DIFFERENCE to women what the latest fashion news is . . . their newspapers tell them.

IT MAKES A BIG DIFFERENCE to merchants whether or not customers are attracted to their stores . . . they use newspapers to make this happen.

NEWSPAPERS make a BIG DIFFERENCE in the lives of everyone because newspapers SERVE everyone in so many special ways.