

## TIMES EDITOR PRODS PRESS ON REPORTING

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NYTimes

BALTIMORE, April 7 (UPI)—  
The greatest problems facing  
the press in the United States  
are the unwillingness of pub-  
lishers and broadcasters to  
spend the money needed for  
good reporting, the constant  
danger of Government distor-  
tion of information and judicial  
encroachments on the First  
Amendment, according to A. M.  
Rosenthal, managing editor of  
The New York Times.

In a speech today at Johns  
Hopkins University, Mr. Rosen-  
thal said lack of money was not  
as serious a weakness as "the  
failure to spend it properly and  
sufficiently."

"The question that must be  
posed to themselves by pub-  
lishers and broadcasters is  
whether, given the need to pro-  
duce a profit margin large  
enough to keep them viable,  
they are spending enough mon-  
ey to do their jobs right. And  
I think most of them are not,"  
Mr. Rosenthal said.

Mr. Rosenthal attributed part  
of the blame for shallow or in-  
sufficient reporting to readers  
and viewers of the news.

"The consumer who would  
raise hell if he were short-  
changed at the supermarket or  
who found himself buying wa-  
tered milk says nothing and  
does nothing to persuade the  
local editor or publisher or  
broadcaster that he does want  
to know what is going on in the  
world even when there is not a  
disaster or crisis taking place,"  
Mr. Rosenthal said.