

KENNEDY (300)

1965

STANFORD, CALIF., SEPT 22 (AP)-NEWSPAPER, RADIO AND TELEVISION MOVED SO FAST IN REPORTING THE ASSASSINATION OF PRESIDENT JOHN F. KENNEDY THAT MORE THAN TWO-THIRDS OF THE NATION'S MILLIONS KNEW HE HAD BEEN SHOT BEFORE HE WAS PRONOUNCED DEAD.

THIS FINDING AND OTHERS ARE REPORTED IN AN INTEGRATED COLLECTION OF SOCIAL SCIENCE RESEARCH INTO THE ASSASSINATION TO BE PUBLISHED SEPT. 30 BY THE STANFORD UNIVERSITY PRESS.

ROYALTIES FROM THE BOOK, "THE KENNEDY ASSASSINATION AND THE AMERICAN PUBLIC; SOCIAL COMMUNICATION IN CRISIS," WILL BE DONED TO THE JOHN F. KENNEDY MEMORIAL LIBRARY IN CAMBRIDGE, MASS.

PROF. WILBUR SCHRAMM, DIRECTOR OF THE INSTITUTE FOR COMMUNICATION RESEARCH AT STANFORD, WROTE IN THE INTRODUCTION:

"ONE OF THE MOST IMPORTANT DEDUCTIONS FROM THE EVENTS OF LATE NOVEMBER, 1963, IS THAT AMERICANS TRUST THEIR FREE PRESS AND THEIR FREE BROADCASTING SYSTEM. THESE DID NOT FAIL THE AMERICAN PEOPLE IN ANY IMPORTANT WAY. THE PEOPLE GOT THE FULL NEWS, THEY GOT IT FAST AND THEY GOT IT, WITH VERY FEW EXCEPTIONS, ACCURATELY."

DR. SCHRAMM SAID THE SWIFT AND MASSIVE PERFORMANCE OF NEWS MEDIA WAS LARGELY RESPONSIBLE FOR THE SMOOTH TRANSITION FROM THE ADMINISTRATION OF THE MARTYRED PRESIDENT TO THAT OF PRESIDENT JOHNSON.

"IF A SUITABLE OBJECT FOR GREAT NATIONAL ANGER HAD EMERGED FROM THE NEWS OF THE CRISIS, IT IS CONCEIVABLE THAT A MASS UPRISING MIGHT HAVE OCCURRED," DR. SCHRAMM SAID.

"BUT THE VERY FULLNESS OF THE NEWS WON CONFIDENCE IN IT AND DEVELOPMENTS CUT THE GROUND OUT FROM UNDER ANY BELIEF THAT A NATIONAL DANGEROUS CONSPIRACY WAS INVOLVED."

THIRTY-EIGHT SOCIAL SCIENTISTS AND NEWSMEN CONTRIBUTED TO THE VOLUME. IT WAS EDITED BY BRADLEY S.

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VOLUME. IT WAS EDITED BY BRADLEY S. GREENBERG, ASSISTANT PROFESSOR OF COMMUNICATION AT MICHIGAN STATE UNIVERSITY AND EDWIN B. PARKER, ASSOCIATE PROFESSOR OF COMMUNICATION AT STANFORD.

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