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## NIGHT LEAD NEWSPAPERS

SYRACUSE, N.Y., FEB 11 (AP)-AN EDITOR SAID TONIGHT THAT NEWSMEN FACED CONTROLS UNLESS THEY ACTED THEMSELVES TO PREVENT MASS MEDIA FROM TURNING INTO "THE MOB MEDIA" AS IT DID IN DALLAS AFTER PRESIDENT KENNEDY'S ASSASSINATION.

HERBERT BRUCKER, PRESIDENT OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS AND EDITOR OF THE HARTFORD, CONN., COURANT, DECLARED:

"TO APPLY A RULE OF REASON WHERE THERE IS DANGER THAT THINGS WILL GET OUT OF HAND IS NOT GOING TO LIMIT FREEDOM OF THE PRESS. IT IS GOING TO LIMIT ONLY THE UGLY INTRUSION OF THE MODERN MOB MEDIA INTO THE NEWS ITSELF."

BRUCKER MADE HIS OBSERVATIONS IN AN ADDRESS TO A JOINT MEETING OF THE NEW YORK STATE PUBLISHERS ASSOCIATION AND THE STATE SOCIETY OF NEWSPAPER EDITORS.

ABOUT 100 NEWSPAPER EXECUTIVES ARE ATTENDING THE TWO-DAY MEETING, WHICH BEGAN TODAY

V THE EDITOR SAID THAT NEWSMEN IN DALLAS PRESENTED "PERHAPS THE MOST SHOCKING EXAMPLE OF MOB COVERAGE"

REFERRING TO THE SLAYING OF LEE OSWALD, WHO WAS ACCUSED OF KILLING THE PRESIDENT, BRUCKER SAID:

"A PRISONER, WHILE IN THE VERY CITADEL OF THE STATE'S POWER WAS MURDERED--BEFORE THE CAMERAS. HERE WAS MOB COVERAGE CHANGING THE COURSE OF HISTORY."

MOB COVERAGE, HE SAID, ALSO WAS EVIDENT DURING SOVIET PRREMIER KHRUSHCHEV'S 1959 VISIT TO THIS COUNTRY AND THE RECENT TRIP OF POPE PAUL TO THE HOLY LAND. SUCH COVERAGE, HE SAID, MUST BE HELD WITHIN CONTROLLABLE LIMITS.

"IN ONE WAY OR ANOTHER IT IS GOING TO BE DONE, AND I DON'T WANT IT DONE FOR US AND TO US," BRUCKER SAID.

"I THINK ONE THING WE MUST DO IS REALIZE THAT THE GROWTH OF JOURNALISTIC COVERAGE SOMETIMES MAKES IT NECESSARY TO ORGANIZE THAT COVERAGE," HE OBSERVED.

BUT, HE CAUTIONED. "ONCE YOU BEGIN TO ORGANIZE THINGS YOU ARE LIKELY TO END UP ORGANIZING THEM TOO MUCH AND TURNING YOUR BACK ON A FREE PRESS."

ONE SOLUTION, HE SUGGESTED, WAS THAT NEWSPAPERS RELY MORE ON NEWS SERVICES IN COVERING EVENTS OF WIDE INTEREST. "THERE'S NO REASON WHY THE LITTLE FELLOW SHOULD COVER THE SCENE. ALL HE DOES IS DUPLICATE WHAT IS ALREADY BEING DONE BETTER," BRUCKER SAID.

EW/RP1044PCS