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WASHINGTON, APRIL 20 (AP)—MCGEORGE BUNDY, PRESIDENT OF THE FORD FOUNDATION, CRITICIZED THE NATION'S NEWSPAPERS THURSDAY FOR CONCENTRATING UNDULY ON "HARD HOT NEWS" AND IGNORING THE JOURNALISM THAT HE SAID GOES BELOW THE SURFACE--THE ANALYTICAL STORIES.

"THE AMERICAN PRESS NEEDS TO START PRIZING ITS READERS MORE AND ITS HEADLINES LESS," THE FORMER WHITE HOUSE AIDE TOLD A MEETING OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS.

"THIS DOES NOT MEAN LESS LEG WORK--IT MEANS MORE," BUNDY SAID. "IT DOES NOT MEAN LESS CONTACT WITH THE GOVERNMENT--BUT MORE. BUT IT ALSO MEANS VISITS TO UNIVERSITIES, BETTER USE OF LIBRARIES, MORE CONTROL OF FOREIGN LANGUAGES AND A REFUSAL TO THINK OF ALL REALITY ONLY IN ITS RELATIONSHIP TO THE LEAD (OPENING PARAGRAPH

MORE CONTROL OF FOREIGN LANGUAGES AND A REFUSAL TO THINK OF ALL REALITY ONLY IN ITS RELATIONSHIP TO THE LEAD (OPENING PARAGRAPH OF A NEWS STORY)."

HE URGED NEWSPAPERS--AND THEIR EDITORS--TO "RISE ABOVE THE RATHER TIGHT AND NARROW CIRCLE OF PREOCCUPATION WITH 'FIRSTS' AND 'LEADS'.

"THE POWER OF THE PRESS TODAY DOES NOT LIE IN HOLDING A PLACE ASTRIDE THE HARD NEWS STORY," BUNDY SAID, ADDING THAT THIS POWER LIES INSTEAD IN A MORE ANALYTICAL APPROACH TO DAILY EVENTS.

"THE NEWS OF ANALYSIS," HE SAID, "...IS WHERE THE OPEN ROAD TO POWER IS TODAY, AND THE MOST REMARKABLE SINGLE FACT ABOUT THE MEN OF TALENT IN THE RISING CREST IS THAT SO MANY OF THEM, EVEN IN 1967, WOULD RATHER BREAK A STORY THAN UNDERSTAND IT."

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IT IS THOSE JOURNALISTS OF DEPTH--BUNDY INDICATED THERE MAY BE AS FEW AS 35 IN WASHINGTON--"WHO HAVE THE KEY TO POWER IN THAT THEIR UNDERSTANDING OF REALITY ITSELF BECOMES THE NEWS WE WANT TO READ."

THE FORMER HEAD OF NATIONAL SECURITY AFFAIRS IN THE WHITE HOUSE RESTED HIS CASE ON THREE PROPOSITIONS: "THE FIRST IS THAT THE COMING GENERATION OF JOURNALISTS CAN DO THESE HARDER KINDS OF REPORTING ONCE THEY KNOW THE EDITOR WANTS IT; THE SECOND IS THAT PLENTY OF READERS WANT IT TOO--THEY PREFER THE REALITY TO THE GOSSIP WHEN THEY GET A CHANCE. AND THE THIRD IS THAT THERE IS MORE REAL INFLUENCE HERE THAN ANYWHERE ELSE."

"WE LIVE IN A TIME WHEN NOTING IS MORE RELEVANT--NOTHING MORE 'WITH IT,'" BUNDY TOLD THE EDITORS, "THAN THE JOURNALISM WHICH GOES BELOW THE SURFACE...TODAY'S NEW IDEAS ARE TOMORROW'S HARD REALITY."

BUNDY CITED THE RECENT COVERAGE OF THE CIA DISPUTE, THE CONTROVERSY OVER THE WARREN COMMISSION AND THE VIETNAM WAR AS MISSED OPPORTUNITIES FOR "THOUGHTFUL INVESTIGATORS."

ON THE CIA ISSUE, THE FORD FOUNDATION PRESIDENT SAID THAT IN ALL THE INTENSIVE REPORTING ABOUT IT "NO ONE THAT I SAW BOTHERED TO ATTEMPT A QUALITATIVE ACCOUNT OF THE WORK THAT WAS DONE WITH THE MONEY. I'M NOT SAYING THAT IT WOULD HAVE BEEN AN EASY JOB--OR THAT EVERYONE INVOLVED WOULD, OR EVEN SHOULD, HAVE BEEN COOPERATIVE," HE ADDED. "I AM SAYING SIMPLY THAT THE JOB WASN'T TRIED-- THAT ONE HIGHLY RELEVANT QUESTION WASN'T REALLY ASKED."

BUNDY'S WHITE HOUSE JOB INVOLVED CLOSE CONTACT WITH THE CIA.

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REGARDING THE WARREN COMMISSION CONTROVERSY, BUNDY SAID A LARGE PART OF THE SPECULATION REGARDING THE NUMBER OF BULLETS FIRED AT PRESIDENT JOHN F. KENNEDY AND THE NUMBER OF KENNEDY ASSASSINATORS WAS "BUILT UPON THE ASSUMPTION THAT THE BACK OF THE HUMAN NECK AND ITS FRONT ARE AT ALMOST THE SAME HEIGHT."

AFTER STATING THAT "IN FACT A LINE FROM THE SHOULDER BLADE TO THE NECKTIE KNOT MAY BE LEVEL OR DOWNWARD," BUNDY ASKED: "IS IT NOT REMARKABLE THAT IN ALL THE REVIEWS OF ALL THE ARGUMENTS IN ALL THE MAGAZINES AND PAPERS NO ONE CONSIDERED THE SIMPLE OBSERVATION" UNTIL IT WAS REPORTED THIS SPRING IN THE MAGAZINE "AMERICAN SCHOLAR."

BUNDY ADDED THAT "IT SAYS SOMETHING ABOUT OUR JOURNALISTIC CUSTOMS TOO" THAT THE DAILY PRESS DID NOT REPORT THE MAGAZINE'S FINDINGS.

ON VIETNAM, BUNDY SAID A "KIND OF NAME-CALLING, BETWEEN GOVERNMENT, PRESS AND SCHOLARS"...HAS CONTRIBUTED GREATLY TO THE DIFFICULTY WE HAVE HERE IN UNDERSTANDING AND EXPLAINING THIS CONFLICT. IT IS NOT A WAR WHICH EXPLAINS ITSELF," HE SAID. "NOR DOES IT GAIN FROM THE KIND OF ROLLING FIRE THAT DEVELOPS WHEN A MAN'S MAIN CONCERN IS TO WIN A POINT OVER SOME CHOSEN ADVERSARY."

IN VIETNAM, HE CONCLUDED, "ALL THE SIMPLE ANSWERS--AND ALL THE SIMPLE COMPLAINTS OF PRESS AND GOVERNMENT AGAINST EACH OTHER-- HAVE BEEN WRONG." BUNDY DID NOT AMPLIFY THIS.

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