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DON WESTON KEYNOTES
ADDRESS ON BROADCASTING
AT 1969 M.I.E.A. CONFERENCE

MISSOULA---

Don Weston, news director of KGVO-TV in Missoula, told 573 Montana journalism students, their advisers and instructors Friday that fairness will be the most important decision the journalist of the future will make.

Weston's keynote speech, entitled "Broadcasting the News of the 70's and 80's," was presented at the 20th annual high school journalism conference of the Montana Interscholastic Association (M.I.E.A.) at the University of Montana here Friday and Saturday (Sept. 26-27).

In the audience were student members of high school newspaper and yearbook staffs, instructors, publications advisers and high school journalism students from 67 Montana schools and from one school in Idaho.

The program is sponsored by the M.I.E.A. and the UM School of Journalism. Dr. Warren J. Brier, dean of the journalism school, introduced the keynote speaker and other guests.

"Pressure groups are, and will be, a constant threat to the constitutional guarantee of freedom of the press," Weston said.

He urged his youthful audience to keep democracy alive by being responsible, fair, honest and concerned about freedom of the press and speech, "all of which affect the lives of real people in our community.

"Be sure you're getting both sides," Weston advised.

"Fairness," he said, "also includes an awareness of the public's right to know. The right to know is the catalyst essential to making democracy work."

more

DON WESTON KEYNOTES--2

Said Weston, "It is impossible for a journalist to be entirely objective. Human beings are subjective. But we can be fair."

Weston also discussed the future of radio in the 70's and 80's. "Radio is just approaching its maximum effectiveness in reporting of news and public affairs. Hour-long radio news broadcasts and talk stations or call-in programs will be more common," he said. radios."

Weston referred to an age of "wristwatch / . . . He said, "You will be able to tune-in the news anytime.

"Increased radio and television news operations will need more writers, editors, directors, photographers and reporters," he said. "They will have the responsibility of handling ever increasing complexities of life, from pollution of the environment, landing on Mars, dwindling natural resources and race relations."

In another M.I.E.A. address Friday, Dr. Nathan B. Blumberg, UM professor of journalism and former dean of the UM journalism school, told conference participants their high school publications should have editorial pages with "guts."

During his speech entitled "Editorials Should Say Something," he said, "All high school newspapers should have editorial pages and they should get down to the nitty gritty of relevance to your school and community.

"Your editorials should take a stand, even if it means stepping on 'sacred cows,'" Dr. Blumberg said.

"By taking a stand, I don't mean voicing an opinion on motherhood, green grass in the park or about the Statue of Liberty. Above all, I don't mean voicing concern about school spirit.

"An editorial should be logical and fair," he said. "How often have I seen editorials with mysterious conclusions which don't relate to their premises."

Dr. Blumberg said editorials should be "vigorous and courageous" while offering constructive solutions. He advised his audience to "stare at" problems. "Do your homework," he said. "Read about, learn about and confront all problems so that your editorials will say something."

DON WESTON KEYNOTES--3

Other speakers at sessions Friday included: Dale Burk, state editor for The Missoulian, and Tom Wendelburg, a free-lance writer and former instructor of journalism at Brookfield Central High School, Brookfield, Wis.

Also, UM faculty and students, including Cheryl Hutchinson, a graduate assistant in journalism and a former publications editor for UM; Edward B. Dugan, UM professor of journalism; Charles Hood Jr., journalism instructor; Donald Miller, assistant professor of journalism; Philip J. Hess, associate professor of journalism and director of the UM Radio-TV Studios; Penny Wilson, production director of the UM Radio-TV Studios and former society editor of The Missoulian, and Dennis Sale, news editor for UM Information Services.

U M representatives slated to speak at sessions Saturday include Robert C. McGiffert, associate professor of journalism, and Nancy Chapman, graduate assistant in journalism and former publications adviser at Great Falls Russell High School.

Activities at Saturday's final session will include presentation of the 22nd Gold Key Award from the School of Journalism to a Montana high school publications adviser.

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