

But let us return to the lessons of the Gulf. The ease with which the promises of satellites could be subverted by the control of the military has been commented on frequently, at Banff and other conferences and meetings around the world. But the Gulf War brought another scale of problem. I believe that this was raised yesterday. There were 1,600 correspondents and crews accredited to the coalition command in Saudi Arabia alone. That is 400 more than Eisenhower had to worry about during the entire liberation of Western Europe. Eighty percent of the correspondents had to watch General Schwarzkopf's briefings in overflow rooms, or on closed circuit in their hotel rooms. Brian Stewart, *The Journal's* correspondent in Saudi Arabia, and one of the first into the liberated Kuwait, suggested that we call the Gulf conflict, the "School Bus War." Everyone was moved around in little rickety yellow school buses, the kind we find everywhere around the world. Convoys of yellow buses carrying hasty assortments of Finns, Canadians, Brazilians and Kansas City affiliates to Khafji or to a shoe factory.

The "gee whiz" our-man-in-the-Gulf syndrome which hit American news, actually began with the Reykjavik Summit. Governments have realized in this decade that the local press is likely to be less critical than the national. David Gergen is credited with this White House strategy in the Reagan years, but it is clearly a broader strategy today. The local police reporter or late night anchor is unlikely to be practised in military affairs, and at any rate has been brought over to do a human interest feature on the home town reserve unit which invariably yields a boosterist, "our boys are ready to kick ass" report. Governments have also learned that it is better to have Secretary Baker interviewed for three minutes by fifteen grateful morning shows, and six o'clock newscasts in a row, than to subject him to a half hour interrogation by the Middle East correspondents of the *Times*, or on *Night Line*. The congestion of the press at the source of the story is playing into the censors' hands. We, in the press, have to develop acceptable alliances and pools among ourselves or they will do it for us. In fact, they did. We have to set up independent ad hoc syndication systems and non-political pool feeds. Governments' press strategies and the sheer numbers of the press, will continue reducing many world events to the level of mass photo opportunities. And I think a large part of the Gulf War can be described as a mass photo opportunity.