

Walter Cronkite:
Taking a Nightly Stand for Objectivity and
Accuracy in Broadcast Journalism

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Historical Paper
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On September 2, 1963, CBS aired the first ever half-hour edition of a nightly television news broadcast, with Walter Cronkite as the anchorman.¹ Television was gaining popularity, and technology was improving; Cronkite was in the anchor chair, and journalism was in for a change.² As the Evening News managing editor, Cronkite took a stand for objectivity and accuracy in broadcast journalism. His stand was not the usual one-time or call-to-action stand many associate with taking a stand. Cronkite's stand occurred nightly; his resolve for unbiased and precise journalism led to live coverage providing his viewers a front row seat to history, witnessing events that changed the American view on war and peace. Walter Cronkite was the nation's "first important news anchor,"³ upholding the same standards each night for eighteen years. During this time he became the most trusted man in America. Through his commitment to honesty and objectivity, Cronkite set the standard for broadcast journalism that endures today.

Inspiration

Every stand is inspired by another. Cronkite's inspiration was Fred Birney (See Appendix: A1), a volunteer at Cronkite's San Jacinto, Texas high school. Cronkite always had a passion for journalism; by the age of six, Walter had a job delivering papers in Kansas City, Missouri. Birney shaped Cronkite as a journalist, teaching him

¹ 50 Years after Cronkite Took the Anchor Chair, His Legacy Lives On. (CBS, 2012, www.cbsnews.com/news/50-years-after-cronkite-took-the-anchor-chair-his-legacy-lives-on/.)

² Leigh Ann Caldwell. "Walter Cronkite: The "maestro" of news." (CBS News. May 27, 2012. Accessed January 25, 2017. <http://www.cbsnews.com/news/walter-cronkite-the-maestro-of-news/>.)

³ Leslie Clark. "Walter Cronkite." (PBS. August 19, 2015. Accessed January 21, 2017. <http://www.pbs.org/wnet/americanmasters/walter-cronkite-about-walter-cronkite/561/>.)

the principles and ethics of journalism.⁴ At the time, journalism was not a popular career; however, Cronkite was determined, and to him there was no better career.⁵ Birney may have not only been the source for Cronkite's inspiration, but also for his notoriously high standards and objectivity. Birney taught Cronkite that reporters needed to be right, as well as fair;⁶ "everyone you write about is a human being, not just a headline."⁷ It was Cronkite's childhood that motivated his actions, and his standards that would define his career.⁸

As Cronkite entered adulthood, World War II began; it would be at this time in his life his standards were set into place. Shortly after the tragic event of Pearl Harbor, Cronkite signed up to join United Press, after being turned down for recruitment due to being color blind. Covering the allied landings in North Africa and Sicily, Cronkite was often the first reporter to report back from these events (See A2). Reporters were required to submit their reports of events like this to mandatory censorship checks, preventing any details the government wanted contained from slipping out (See A3). In his experiences with the Writing Sixty-Ninth (See A4), Cronkite found his interest in

⁴ "Walter Cronkite." Who Mentored You. (Accessed February 16, 2017. <https://sites.sph.harvard.edu/wmy/celebrities/walter-cronkite/>.)

⁵ *Cronkite Remembers*. (United States: CBS, 1997. Online Video. April 20, 2011. Accessed December 30, 2016. <https://www.youtube.com/watch?v=LD651pl3xis>.)

⁶ Walter Cronkite. *A Reporter's Life*. (New York, NY: Random House in association with A. Knopf, 1997), 30.

⁷ "Walter Cronkite." Who Mentored You.

⁸ Brian Stelter. "Remembering Walter Cronkite and What He Stood For." (*New York Times*, September 10, 2009. Accessed February 19, 2017, ProQuest Historical Newspapers.)

aeronautics, specifically jet propulsion. Cronkite's experiences in the second World War furthered his career and influenced the journalist he became (See A5).⁹

Historical Context

Post WWII, a new American era began: the stands taken in the war became history, the aftershocks became the present, and Cronkite's stand was fast approaching in the future.¹⁰ After returning home from covering the Nuremberg Trials and traveling Europe for United Press, Cronkite got a call from Ed Murrow, asking him, for the second time, to come to CBS (See A6). During WWII Murrow had contacted Cronkite, and Cronkite had declined, determined to stay in the war.¹¹ Cronkite eventually accepted, and his career at CBS began.¹²

The decade was 1950, and the United States was in for another change. Civil rights became the topic of the time,¹³ the nation was still recovering from the horrors of World War II, and the invention of television was increasing in popularity. Cronkite would spend close to a decade developing WTOP- TV, a CBS News' television station in Washington D.C. and covering political conventions (See A7- A9).¹⁴ Prior to becoming

⁹ "Walter Cronkite." Reporting America at War. (PBS. 2003. Accessed December 12, 2016. <http://www.pbs.org/weta/reportingamericaatwar/reporters/cronkite/>.)

¹⁰ Douglas Brinkley. *Cronkite*. (New York: Harper, an Imprint of HarperCollins Publishers, 2012), 258.

¹¹ *Cronkite Remembers*.

¹² Cronkite, 158.

¹³ *Watch: CBS News Original Special Report Coverage of the March on Washington*. (United States: CBS, 1963. Online Video. August 27, 2013. Accessed November 29, 2016. <http://www.cbsnews.com/videos/watch-cbs-news-original-special-report-coverage-of-the-march-on-washington/>.)

¹⁴ Cronkite, 172- 185.

an anchor, Cronkite was simply a journalist. “He didn’t become an anchorman then become a journalist,” said fellow journalist Robert MacNeil. The ‘60s were rapidly approaching, and no one could imagine the events that would soon shake the nation to its core.¹⁵

The Era of Broadcast News Begins

As the ‘50s ended, a new decade began; one filled with uncertainty.¹⁶ The ‘60s were a particularly tempestuous time in American history: Vietnam was an unprecedented event, the civil rights activists and feminists were in full force, and America was in turmoil; through broadcast news, the nation’s problems were visible and impossible to ignore.¹⁷ America had entered a new age of technology, and with this new age came groundbreaking coverage of events like the violent death of John F. Kennedy and the civil rights movement. In prior decades the technology to present live coverage was non-existent; with the advancement of technology came the advancement of expectations; “it needed gravity, tone, a voice, and Cronkite gave it all three.”¹⁸ Television was an unprecedented platform. In his book, *The Powers That Be*, David Halberstam remarked: “Television could reach the nation (not just the elite, the *nation*).” Television not only provided a greater platform, it could reach the nation much faster than the rumors could spread.¹⁹ As the technology of television continued to develop,

¹⁵ “Walter Cronkite, and the Way the News Media Is Now.” (PBS, PBS, 20 July 2009. www.pbs.org/newshour/bb/media-july-dec09-cronkite_07-20/.)

¹⁶ *Cronkite Remembers*.

¹⁷ David Halberstam, *The Powers That Be*. (New York, NY: Alfred A. Knopf, 1979) 407.

¹⁸ Clark.

¹⁹ Carleton and Cronkite, 213.

CBS aired the first thirty-minute broadcast on September 22, 1963, revolutionizing broadcast journalism (See A10).²⁰ The mood of this time was defined by uncertainty; it would be Walter Cronkite that helped change this.²¹

Assassinations

November 22, 1963, a day that changed America forever. Shortly after shots rang out near President John F. Kennedy's motorcade, the news reached the CBS newsroom, transforming the previously relaxed atmosphere into a state of chaos. The only thought on Cronkite's mind was to get on the air; it was always important to get the story out as soon as possible to avoid public misconceptions.²² CBS was the first to get on air with a bulletin, followed soon after by Cronkite informing the nation of the President's death. It was at times like this that Cronkite's resolve for undiluted facts became important.²³ As Cronkite began to tell the nation of Kennedy's death, he briefly broke down; however, he took off his glasses and looked up at the clock of the newsroom, as if to check the time, rather than allowing his emotions to show (See A11). This moment, less than two months after Cronkite's first half-hour evening broadcast, set in place the nation's trust.²⁴ Cronkite was emotional; however, he remained factual.²⁵

²⁰ 50 Years after Cronkite Took the Anchor Chair, His Legacy Lives On.

²¹ "Walter Cronkite, and the Way the News Media Is Now."

²² Walter Cronkite, 64.

²³ CBS News Live Coverage of the Assassination of JFK. (CBS, 1963, www.youtube.com/watch?v=ol2J4sw9Gpo.)

²⁴ Murray, Dr. Michael, email message to author, February 24, 2017.

²⁵ Don E. Carleton, and Walter Cronkite, *Conversations with Cronkite*. (Austin, TX: Dolph Briscoe Center for American History, Univ. of Texas, 2010), 203.

On April 4, 1968, Cronkite once again had to inform the nation of a leader's violent demise. Martin Luther King Jr., "the apostle of the civil rights movement," was killed in Memphis, Tennessee. Cronkite was stricken by this news. He was for integration and equality and strongly supported King and what he stood for; however, he refused to lose focus and presented the facts, as always.²⁶

Cronkite remarked in his autobiography:

In television news there are three categories of "biggest stories" that live in our memories. There are those major events, usually catastrophes, that we all covered and in which we shared our experiences--wars, earthquakes, floods, and the occasional "good" ones like the conquest of space and disease. Then there are those stories that we developed ourselves and that proved to have some importance. And then there are the much rarer stories that we initiated but that developed a historic life of their own.

It would seem these events would fall in the first category.²⁷ These abhorrent events occurred at a time when a single person could have activated anger or peace; Walter Cronkite happened to be that person.²⁸ Cronkite's factual delivery of these events would influence the nation in a revolutionary way, impacting the government in both its scandals and triumphs (See A12).²⁹

²⁶ *1968 King Assassination Report (CBS News)*. (United States: CBS, 1968. Online Video. April 3, 2008. Accessed November 24, 2016. www.youtube.com/watch?v=cmOBbxgxKvo.)

²⁷ Cronkite, 304.

²⁸ Murray, email message to author.

²⁹ Douglas Martin, "Walter Cronkite, 92, Dies; Trusted Voice of TV News." (*New York Times*, July 18, 2009. Accessed February 18, 2017.)

Influence

Cronkite was the nation's most trusted man, according to a 1972 Oliver Quayle poll; Cronkite dismissed the reports, claiming it to be quite ridiculous that people trusted him without question.³⁰ Days before the first half-hour edition of the CBS Evening News aired, Cronkite interviewed President John F. Kennedy at Hyannis Port; by the end of his career, Cronkite had interviewed eight presidents (See A13).³¹ In 1972, CBS aired a special, entitled "The Watergate Caper," anchored by Cronkite who brought the news about the growing connection of President Nixon to the Watergate break-in to national attention, based on reports by the *Washington Post* (See A14).³² It was this coverage, Cronkite's coverage, that influenced the outcome of the situation: "We had a story to report, and you report it as it appears to you."³³

Walter Cronkite was known for his impartial coverage; however, the nation would soon find themselves swayed by Cronkite's own changing opinion of a rapidly intensifying war that ignored the rules of tradition.³⁴

³⁰ Al Thompkins, "What Walter Cronkite Did for Journalism" (Poynter. June 18, 2009. Accessed February 20, 2017. [http://www.poynter.org/2009/what-walter-cronkite-did-for-journalism-2/96404/.](http://www.poynter.org/2009/what-walter-cronkite-did-for-journalism-2/96404/))

³¹ Douglas Brinkley, *Cronkite*. (New York: Harper, an Imprint of HarperCollins Publishers, 2012.), 5.

³² Ryan Smith, "Cronkite on the Crime of the Century: 'The Watergate Caper.'" (CBS News. July 20, 2009. Accessed December 12, 2016. [www.cbsnews.com/news/cronkite-on-the-crime-of-the-century-the-watergate-caper/.](http://www.cbsnews.com/news/cronkite-on-the-crime-of-the-century-the-watergate-caper/))

³³ Carleton and Cronkite, 263.

³⁴ Cronkite, 252.

The Forgotten War

Vietnam is often thought of as the forgotten war, the era of its recognition past; however, it wasn't always that way. The war began in 1955, but it was ten years later in 1965 when President Lyndon B. Johnson began dispatching soldiers that the nation took notice.³⁵ Cronkite's coverage impacted the nation in an unprecedented way; he was their rock,³⁶ "the man who chronicled our time," President Obama later said.³⁷ In 1967, CBS aired a Vietnam Special entitled "The Ordeal of Con Thien," shocking the nation with images of destruction. For the first time, Americans could see the front lines. "You can't be safe, you can only be lucky," one soldier said, informing the nation of the reality of war.³⁸

Vietnam divided the country; at the usually uneventful 1968 Democratic convention, police and anti-war protesters clashed.³⁹ Until January 31, 1968, Tet Offensive, Cronkite had remained supportive of American involvement; however, the gory reports from Vietnam drew his attention. More than one hundred Vietnamese cities

³⁵ Daniel Hallin, "The Museum of Broadcast Communications - Encyclopedia of Television - Vietnam on Television." (The Museum of Broadcast Communications - Encyclopedia of Television - Vietnam on Television. Accessed November 29, 2016. <http://www.museum.tv/eotv/vietnamonte.htm>.)

³⁶ Jim Poniewozik, "Walter Cronkite: The Man with America's Trust." (*Time*, July 17, 2009. Accessed February 20, 2017. <http://content.time.com/time/nation/article/0,8599,1911501,00.html>).

³⁷ Stelter, 34.

³⁸ *Vietnam Special (1967)*, (United States: CBS, 1967. Online Video. October 27, 2011. Accessed November 25, 2016. https://www.youtube.com/watch?v=oePgZ_ocEc0.)

³⁹ *RFK Assassination-*, (United States: CBS, 1968. Online Video. November 16, 2016. Accessed December 30, 2016. <https://www.youtube.com/watch?v=N-UceSEfifM>.)

were affected, the United States embassy in Saigon was under constant fire, and the American troops were outnumbered 6,000 to 30,000.⁴⁰

“I was not yet prepared to grasp that Vietnam was no ordinary war, as some of us senior correspondents had known in WWII,” Cronkite remarked.⁴¹ Vietnam was a stark contrast from WWII; this time there were no censorship regulations, boundaries, or uniforms, creating a chaotic landscape.⁴² Cronkite later remarked, “I had to go see why we were losing.” Americans had received promise, after promise to get “the boys out of the trenches” by Christmas, yet, the war dragged on.⁴³

Cronkite traveled to Saigon, Vietnam, shortly after news of the Tet Offensive reached the United States (See A15). Saigon was in ruins. Cronkite reported, “They mean success or setback, victory or defeat, depending on who you talk to.” There were no body counts, safe zones, or sure answers. During his time in Vietnam, Cronkite interviewed several people with varying opinions; they painted a picture of violence and uncertainty.⁴⁴ On February 27, 1968, Cronkite stunned the nation with his “Tet offensive editorial,” declaring Vietnam a stalemate.

⁴⁰ *Cronkite Reports From Vietnam*, (United States: CBS, 1968. Online Video. June 5, 2008. Accessed December 30, 2016. <http://www.cbsnews.com/videos/cronkite-reports-from-vietnam/>.)

⁴¹ Cronkite, 252.

⁴² “Walter Cronkite: On Censorship.” (Interview. Reporting America at War. PBS. 2003. Accessed December 12, 2016. <http://www.pbs.org/weta/reportingamericaatwar/reporters/cronkite/censorship.html>.)

⁴³ *Walter Cronkite Remembers His Tet Offensive Editorial*. (United States: CBS, 1996. Online Video. February 22, 2007. Accessed December 13, 2016. <https://www.youtube.com/watch?v=zDNJL0mTHWI>.)

⁴⁴ *Cronkite Reports From Vietnam*. (United States: CBS, 1968. Online Video. June 5, 2008. Accessed December 30, 2016. <http://www.cbsnews.com/videos/cronkite-reports-from-vietnam/>.)

Cronkite's stand was quite ironic: the man who stood for objectivity and accuracy, changed the outcome of the war by stating his opinion. His whole career, Walter strived to give the American people the facts and only the facts. His reflection, the war was to end in stalemate, was a first; he had fought to give Americans unbiased information, and he felt they were not receiving the facts.⁴⁵ By declaring the war a stalemate, Cronkite took a stand; however ironic this stand may seem, Cronkite impacted the outcome of the war. For the first time in history a journalist had declared a war over.⁴⁶

Looking Towards the Stars

Throughout Cronkite's evening news career, the nation seemed to undergo a stunning amount of trauma: the deaths of President Kennedy and Martin Luther King Jr., the Vietnam War, and the uncertainty of tomorrow; however, even in this age of turbulence, there was the space program. "People were downcast," Cronkite remarked. "Everybody there was upcast."⁴⁷ Cronkite anchored a number of events related to the space program, from the first manned spaceflight to the first moon landing (See A16). Cronkite anchored from the Kennedy Space center, as eager as the audience for what was to come. As Walter Cronkite and Wally Schirra watched, along with the awed nation, a long-awaited dream came true.⁴⁸ "It seems as if the whole world has stopped

⁴⁵ *Walter Cronkite Remembers His Tet Offensive Editorial.*

⁴⁶ Carleton and Cronkite, 213.

⁴⁷ *Cronkite Remembers.*

⁴⁸ *CBS News Coverage of the Launch of Apollo 11.* (United States: CBS, 1969. Online Video. October 25, 2009. Accessed December 30, 2016. <https://www.youtube.com/watch?v=yDhcYhrCPmc>.)

to watch as man set out on this adventure,” Cronkite noted.⁴⁹ At the beginning of the decade, 1960, President Kennedy promised to put a man on the moon, and the nation was waiting to see if this goal could be reached.⁵⁰

There was never any doubt Cronkite had done his research about the space program; he was always well prepared to explain to the nation what was occurring.⁵¹ “I had to study like the devil,” Cronkite said. This was an understatement; Cronkite read several manuals and participated in training with the astronauts. “Everybody knew that Walter didn’t get that suntan from the studio lights,” commented friend and colleague Bob Schieffer.⁵² Determined to present the facts, Cronkite was willing to spend hours researching and studying, all in an effort to provide the nation with the facts. In a time of uncertainty, the space program was the hope America needed;⁵³ Cronkite directed his audience’s gaze to the stars.⁵⁴

Impact

“For nearly two eventful and fitful decades — Kennedy, King and Kennedy were shot, Vietnam was fought and lost, Nixon resigned, hostages were taken in Iran — he

⁴⁹ *Cronkite Anchors First Moonwalk*. (United States: CBS, 1969. Online Video. July 20, 2009. Accessed December 30, 2016. www.youtube.com/watch?v=0TYuXj5sq6A.)

⁵⁰ *Cronkite Remembers*.

⁵¹ Dr. Michael Murray, “Walter Cronkite: The Way He Was, 1916-2009.” (*St. Louis Post Dispatch*, July 2009. Photocopy of article received from author February 28, 2017).

⁵² CBS News. ““Face the Nation” on Walter Cronkite.” (CBS News. July 19, 2009. Accessed December 29, 2016. <http://www.cbsnews.com/news/face-the-nation-on-walter-cronkite/>.)

⁵³ *Cronkite Remembers*.

⁵⁴ John J O'Connor, “Exit Cronkite, a Conscientious Superstar of TV News.” (*New York Times*, March 8, 1981. Accessed February 19, 2017. ProQuest Historical Newspapers.)

was America's rock,” said Jim Poniewozik.⁵⁵ Cronkite revolutionized television coverage in such a way no other reporter has been able to accomplish; he helped extend the broadcast time, put an emphasis on live coverage and objectivity, and kept to the facts.⁵⁶ Becoming “the most trusted man in America” is no easy feat; however, Cronkite captured the nation’s trust.⁵⁷ President Obama remarked, “He was family. He invited us to believe in him, and he never let us down.”⁵⁸ Thirty-six years later Cronkite’s definition of broadcast journalism is still standing (See A17-18). “But for those of us who also teach mass media courses--and particularly broadcast news--he set an enduring standard for reporting. He also set a high standard as a first class-human being,” Dr. Michael D. Murray commented.⁵⁹ On Friday, March 6, 1981, Cronkite signed off for the last time, ending an era that impacted not only journalism but also America,⁶⁰ and that’s the way it was.

⁵⁵ Poniewozik.

⁵⁶ Emily Smith and Betty Winfield, "News Bureau." (MU News Bureau Atom. July 21, 2009. Accessed February 17, 2017. <http://munews.missouri.edu/expert-comment/2009/0721-winfield-cronkite.php>).

⁵⁷ Al Reinert, "The Secret World of Walter Cronkite." (*Texas Monthly*, January 1976. Accessed February 16, 2017. <https://books.google.com/books?id=yCwEAAAAMBAJ&pg=PA3&dq=texas+monthly+january+1976&hl=en&sa=X&ved=0ahUKEwjhlaTwoY7SAhWM1IMKHcHWDbUQ6AEIPjAI#v=onepage&q=texas%20monthly%20january%201976&f=false>) 65-66.

⁵⁸ Brinkley, 667.

⁵⁹ Murray. "Walter Cronkite: The Way He Was, 1916-2009."

⁶⁰ *Walter Cronkite's Final Broadcast on CBS Evening News.*

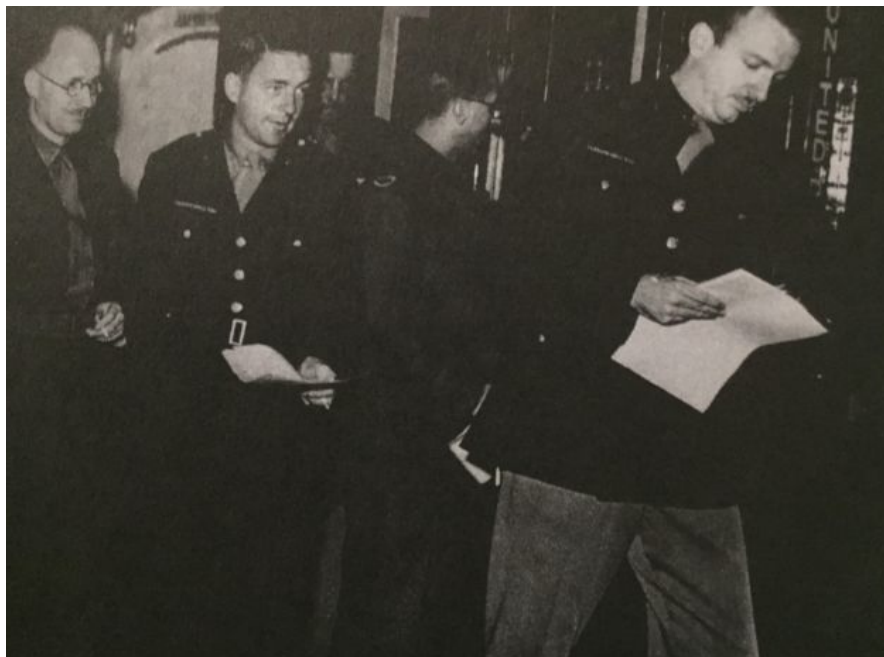
Appendix



A1) *"Fred Birney, an inspiring journalism teacher who influenced the course of my life."*



A2) Cronkite during his UP career appearing in a Paramount Special as the first soldier back from the North African landings.



A3) *“Cronkite at the press censorship office in London.”*



A4) *“An Air Force public relations man dubbed us civilian war correspondents ‘The Writing Sixty-ninth.’ Putting on flying clothes, we were (Left to right): Gladwin Hill, William Wade, Robert Post, myself, Homer Bigart and Paul Manning. Andy Rooney missed the photo session.”*

The holder, **WALTER IRLAND CRONKITE**, (Name and use)
 below, is hereby certified to be **ACC NEWS CORRESPONDENT**
 attached to the Army of the United States in the **European**
 Theater of Operations (Western Command) and, as such, in event of capture
 by the enemy is entitled to be treated as a prisoner of war, and that while
 in the hands of the enemy he will be given the same treatment and afforded the same
 other (advantages) in the Army of the United States of the grade of
CAPTAIN
Walter I. Cronkite
 (Signature of holder)
 SEAL
WALTER F. POLLOCK 1ST LT AGD
 (Signature of official)
 IDENTIFYING INFORMATION
 Age **29** Weight **170**
 Height **5** ft. **11½** in.
 Color of hair **Light Brown**
 Color of eyes **Blue**
 FINGERPRINTS—RIGHT HAND, IF OBTAINABLE
 THUMB
 before. We put the names of all you give
 a hat and your name

- A5)** “Certificate of Identity of Noncombatant issued by the War department to Cronkite on January 3, 1944, so that he could cover the European theater for United Press during WWII.”



- A6)** Cronkite at the 1945 Nuremberg Trials, reporting for UP



A7) *"In 1950 CBS signed me to do the six o'clock news cast at WTOP-TV in Washington D.C."*



A8) *"The 1952 Democratic and Republican conventions were not only the first time, but also the last, that the American public would have such an opportunity to see our great political conclaves in pure undiluted form."*



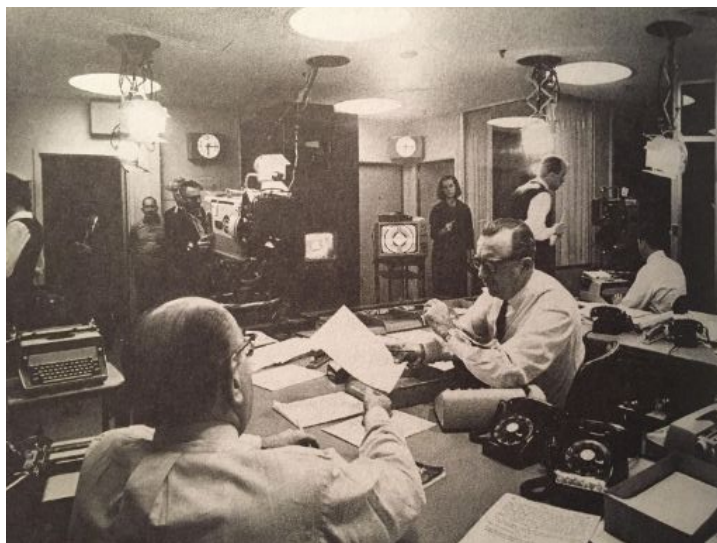
A9) *“Cronkite on the air for CBS News”*



A10) *“Labor Day weekend at Hyannis Port: Interview with Walter Cronkite, CBS News, to inaugurate the first national network half-hour nightly news broadcast.”*



A11) Cronkite after delivering news of President Kennedy's death on November 22, 1963.



A12) *"Cronkite consulting with his staff in the CBS newsroom"*



A13) *“Washington, DC: President Truman gestures as he makes a point about the Diplomatic Reception Room in the White House, as Walter Cronkite, CBS commentator, holds the microphone for him during the television tour of the White House, May 3. The Chief Executive was the star and entire cast of the one-hour live television show which saw him take the public on a tour of the renovated White House.”*



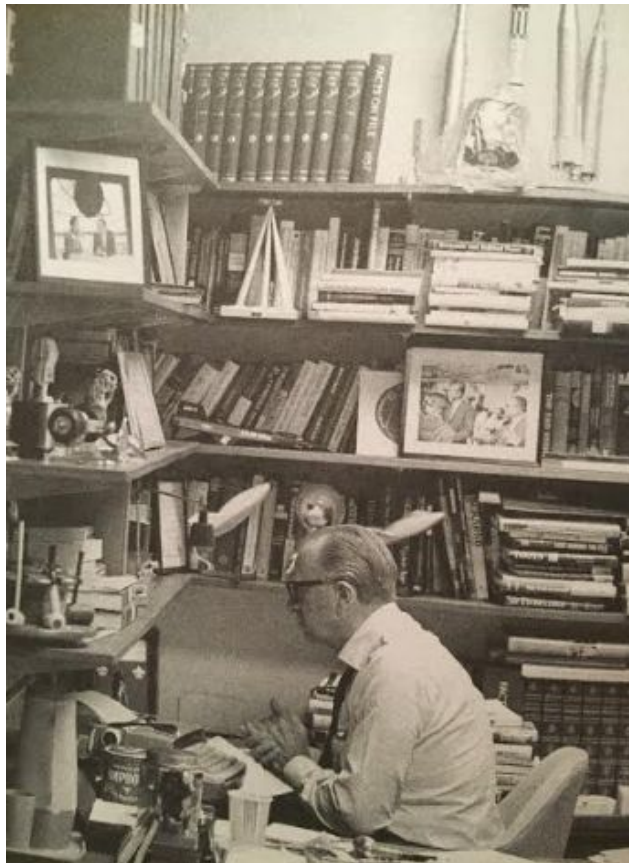
A14) *“Cronkite interviews President Richard M. Nixon”*



A15) *“Cronkite reporting from Hue, South Vietnam, following the Tet offensive during the Vietnam War, 1968”*



A16) *"Cronkite making one of his many newscasts on the U.S. space program"*



A17) *"Cronkite working in his CBS office, surrounded by books and mementos, ca. 1970s."*



A18) *“Journalist Walter Cronkite (L) accepts the Presidential Medal of Freedom from President Jimmy Carter in a ceremony at the White House January 16, 1981. (UPI Photo/Larry Rubenstein/Files)”*

Appendix Notes

A1) Walter Cronkite. *A Reporter's Life*. (New York, Random House in Association with A. Knopf, 1996).

A2) Cronkite Remembers. CBS, 20 Apr. 2011, www.youtube.com/watch?v=LD651pl3xis.

A3) Don E. Carleton and Walter Cronkite. *Conversations with Cronkite*. (Austin, TX, Dolph Briscoe Center for American History, The University of Texas at Austin, 2010), 32.

A4) Cronkite, Photo Section.

A5) Carleton and Cronkite, 56.

A6) "Walter Cronkite." *CBS News*, CBS Interactive, 16 Jan. 2017, www.cbsnews.com/pictures/walter-cronkite/2/.

A7) Cronkite, Photo Section.

A8) Cronkite, Photo Section.

A9) Carleton and Cronkite, 98.

A10) "Labor Day Weekend at Hyannis Port: Interview with Walter Cronkite, CBS News, to Inaugurate the First National Network Half-Hour Nightly News Broadcast." *John F. Kennedy Presidential Library and Museum*, www.jfklibrary.org/Asset-Viewer/Archives/JFKWHP-1963-09-02-B.aspx.

A11) CBS News Live Coverage of the Assassination of JFK. CBS, 1963, www.youtube.com/watch?v=ol2J4sw9Gpo.

A12) Carleton and Cronkite, 170.

A13) Getty Images. 24 Jan. 2017. <http://www.gettyimages.com>. Walter Cronkite with Truman.

A14) Carleton and Cronkite, 240.

A15) Carleton and Cronkite, 206.

A16) Carleton and Cronkite, 228.

A17) Carleton and Cronkite, 330.

A18) *Walter Cronkite Accepting Medal of Freedom from Jimmy Carter*. 1981.
Washington D.C. *UPI*. Web. 27 Jan. 2017.

Annotated Bibliography

Primary Sources

Books:

Carleton, Don E., and Walter Cronkite. *Conversations with Cronkite*. Austin, TX: Dolph Briscoe Center for American History, Univ. of Texas, 2010.

This interview by Don Carleton with Cronkite about the events and experiences Cronkite covered is a very useful source, as the interview format grouped events in an easy-to-find chronological order. It was used to note Cronkite's impact on the events, as well as his reaction to others' opinions. It also provided several quotes.

Cronkite, Walter. *A Reporter's Life*. New York, NY: Random House in association with A. Knopf, 1997.

An autobiography of Cronkite's life, this book features highlights of his career at CBS and details of information that inspired him to take the road less traveled. It was used to gain a better understanding of Cronkite as a man and role model and to gain several quotes used in the project.

Images:

"Labor Day Weekend at Hyannis Port: Interview with Walter Cronkite, CBS News, to Inaugurate the First National Network Half-Hour Nightly News Broadcast." Digital image. *John F. Kennedy Presidential Library and Museum*. Accessed January 24, 2017. www.jfklibrary.org/Asset-Viewer/Archives/JFKWHP-1963-09-02-B.spx.

This particular photo is of Cronkite interviewing Kennedy for the first thirty-minute broadcast in 1963 shortly before Kennedy was assassinated in November of that year. This photo was used to view how the interview was set up.

"Walter Cronkite." Digital Image. *CBS News*, CBS Interactive. Accessed January 16, 2017. www.cbsnews.com/pictures/walter-cronkite/2/.

This photo is from a wide-ranging archive with several photos of Cronkite during his CBS career as well as a few before his career. It is included in the appendix to give readers an image to better understand the events Cronkite covered.

"Walter Cronkite Accepting Medal of Freedom from Jimmy Carter." Digital Image, 1981. Washington D.C. *UPI*. Accessed January 27, 2017. http://www.upi.com/News_Photos/view/upi/c9da05de6aa3b368aeb880d686a75808/WALTER-CRONKITE-ACCEPTING-MEDAL-OF-FREEDOM-FROM-JIMMY-CARTER/.

This image of Cronkite accepting the "Presidential Medal of Freedom" from President Jimmy Carter is an example of Cronkite's impact on America. It is included in the appendix.

"Walter Cronkite with Truman." Digital image. Getty Images. Accessed January 24, 2017. <http://www.gettyimages.com>.

This image is an example of Cronkite's many interviews with America's leaders. This particular image is that of Cronkite and President Truman in the White House. It was used to gain an understanding of Cronkite's experiences and is included in the appendix.

Interviews:

Murray, Dr. Michael, email message to author, February 24, 2017.

This email provided information as to Cronkite's personality and persona. Dr. Murray's first-hand knowledge of Cronkite gave insight into Walter's personality; Dr. Murray is an expert at the University of Missouri-St. Louis in broadcast journalism. As a journalist, Dr. Murray was able to clarify Cronkite's impact on the field as well as the standards applied today. This was used to gain an understanding of Cronkite's legacy in the journalistic field from the perspective of an expert who knew Cronkite and interviewed him several times.

Schieffer, Bob, email message to author, February 26, 2017.

A rather important piece of research, this source provided a first-hand account of Cronkite's personality. As a former colleague of Cronkite, Schieffer provided specific qualities that drew the nation to Cronkite, as well as a unique perception of his stand. An invaluable piece of research that was used to gain a knowledge of a first-hand perspective of Cronkite.

"Walter Cronkite." Interview. Who Mentored You. Accessed February 16, 2017. <https://sites.sph.harvard.edu/wmy/celebrities/walter-cronkite/>.

This source provides a wealth of information on Cronkite's inspiration, Fred Birney. This video interview provided inspiration and information to edit and focus the "inspiration" portion of the paper.

"Walter Cronkite: On Censorship." Interview. Reporting America at War. PBS. 2003. Accessed December 12, 2016. <http://www.pbs.org/weta/reportingamerica/atwar/reporters/cronkitecensorship.html>.

An interview with Cronkite that includes several quotes on censorship from Cronkite, this source has several examples of the issues censorship presented and prevented. It was used to view how Cronkite's opinion of censorship affected his reporting. Several quotes were also used in the project.

Newspapers/Magazines:

Murray, Dr. Michael. "Walter Cronkite: The Way He Was, 1916-2009." *St. Louis Post Dispatch*, July 2009. Photocopy of article sent to author February 28, 2017.

A rather in-depth article that includes several elements of Cronkite's career as well as his personality. Written in first-person perspective, Murray portrays Cronkite's character with emotion, facts and a bit of humor. The article was used to help understand Cronkite's personality, as well as how he prepared himself for the events he covered.

O'Connor, John J. "Exit Cronkite, a Conscientious Superstar of TV News." *New York Times*, March 8, 1981. Accessed February 19, 2017. ProQuest Historical Newspapers.

This article provides a look at the perspective the nation had on Cronkite at the end of his career. Including several of Cronkite's accomplishments both personally and nationally, this provides an estimate of what drew the nation to Cronkite. The article was used to gain an understanding of Cronkite's impact and the opinion the nation held of him in 1981.

Reinert, Al. "The Secret World of Walter Cronkite." *Texas Monthly*, January 1976, 62. Accessed February 16, 2017. [https://books.google.com/books?id=yCwEAAAA MBAJ&pg=PA3&dq=texas monthly+january+1976&hl=en&sa=X&ved=0ahUKE](https://books.google.com/books?id=yCwEAAAA MBAJ&pg=PA3&dq=texas+monthly+january+1976&hl=en&sa=X&ved=0ahUKE)

wjhlaTwoY7SAhWM1IM KHcHWDbUQ6AEIPjAl#v=onepage&q=texas%20monthly%20january%201976&f=false.

This particular article is quite different than others; it is quite clearly written from the view of a person who grew up trusting Cronkite. This article provides insight like no other to both the behind the scenes technology as well as the impact Cronkite had on American viewers. It was used to understand what drew people to Cronkite.

Videos:

1968 King Assassination Report (CBS News). United States: CBS, 1968. Online Video. April 3, 2008. Accessed November 24, 2016. www.youtube.com/watch?v=cmOBbxgxKvo.

Live coverage of Cronkite informing a turbulent nation of the violent death of Martin Luther King Jr. A fantastic example of Cronkite's reporting style and delivery of such devastating news. An event that changed history, viewing allows one to relive and analyze the event at hand. Used to view Cronkite's anchoring style and the delivery of the news of a truly important American event.

CBS News Coverage of the Launch of Apollo 11. United States: CBS, 1969. Online Video. October 25, 2009. Accessed December 30, 2016. <https://www.youtube.com/watch?v=yDhcYhrCPmc>.

Live coverage of the Apollo 11 launch allows the viewer to relive an important historic moment. The video give examples on Cronkite's reporting style as well as the event. It was used to learn about the space exploration program and Cronkite's impact on it.

CBS News Live Coverage of the Assassination of JFK. United States: CBS, 1963. Online Video. August 25, 2014. Accessed December 13, 2016. <https://www.youtube.com/watch?v=ol2J4sw9Gpo>.

Live CBS coverage of Walter Cronkite informing a stunned nation of the assassination of John Fitzgerald Kennedy. The video includes several clips of news coming in as well as the moment Cronkite delivered the news to a shocked nation. It was used to view Cronkite's broadcast style and demeanor, and to get a sense of the coverage Cronkite broadcasted and the information he delivered.

Cronkite Anchors First Moonwalk. United States: CBS, 1969. Online Video. July 20, 2009. Accessed December 30, 2016. www.youtube.com/watch?v=0TYuXj5sq6A.

Cronkite's coverage had quite the impact on the space program. Many have remarked that Cronkite "did his homework," and Cronkite himself even remarked that he had to work quite hard. This video of the first moonwalk is evidence of Cronkite's stellar reporting and knowledge. It was used to view Cronkite's reporting and effects of his research.

Cronkite Remembers. United States: CBS, 1997. Online Video. April 20, 2011. Accessed December 30, 2016. <https://www.youtube.com/watch?v=LD651pl3xis>.

Cronkite reflects on many of the important events he experienced and covered. Covering a broad array of the experiences Cronkite had, this video is specifically focused on his news career. Fellow reporters and Cronkite's acquaintances of the time allow insight into Cronkite's impact. It was used to view Cronkite's personality and take note of important events he covered and experienced.

Cronkite Reports From Vietnam. United States: CBS, 1968. Online Video. June 5, 2008. Accessed December 30, 2016. <http://www.cbsnews.com/videos/cronkite-reports-from-vietnam/>.

This report changed the outcome of the war, clearly showing the destruction the war caused. This video is a clear representation of Cronkite's stand. Vietnam is often referred to as "The Forgotten War"; however, Cronkite assured Americans would not forget. It was used to view how Cronkite took a stand and the stand itself.

RFK Assassination-. United States: CBS, 1968. Online Video. November 16, 2016. Accessed December 30, 2016. <https://www.youtube.com/watch?v=N-UceSEfifM>.

Showcasing an array of CBS broadcasters, this video includes Cronkite, Mike Wallace, and Roger Mudd; however, the clip focuses on Cronkite. Coverage of the Election of '68 allows insight to see how the technology of the time assisted Cronkite in presenting the results of the primaries. It was used to view Cronkite as a reporter and the technology of the day.

Vietnam Special (1967). United States: CBS, 1967. Online Video. October 27, 2011. Accessed November 25, 2016. https://www.youtube.com/watch?v=oePgz_ocEc0.

Although Cronkite is not one of the reporters in this video, it does provide evidence of the time in which Cronkite's stand was taken and a deep look into the ordeal of Con Thien and the horrors of Vietnam. It was used to view the war, soldiers fighting in it, and CBS journalists covering the event that Cronkite took a stand on.

Walter Cronkite Remembers His Tet Offensive Editorial. United States: CBS, 1996. Online Video. February 22, 2007. Accessed December 13, 2016. <https://www.youtube.com/watch?v=zDNJL0mTHWI>.

This video includes Cronkite's reflections on the February 22, 1968, coverage of the Tet offensive. Describing the tension present in the U.S., Cronkite's reflections at the time give a view into the mind of a man who not only changed CBS, but changed the nation as well. The video was used to view Cronkite's thoughts on the era in which he took a stand.

Walter Cronkite's Final Broadcast on CBS Evening News. United States: CBS, 1981. Online Video. April 22, 2013. Accessed January 17, 2017. <https://www.youtube.com/watch?v=t6v7Fx3igg4>.

When Cronkite ended his almost two decades of anchoring the CBS Evening News, a nation grappled with the fact that they were losing one of the most dedicated journalists alive. Cronkite's calm demeanor and steady voice make it clear why thousands of Americans knew him as "Uncle Walter." This source was used to view Cronkite's demeanor and reporting style. His final sign off ended one era and began another.

Watch: CBS News Original Special Report Coverage of the March on Washington. United States: CBS, 1963. Online Video. August 27, 2013. Accessed November 29, 2016. <http://www.cbsnews.com/videos/watch-cbs-news-original-special-report-coverage-of-the-march-on-washington/>.

Although Cronkite is not the reporter in this clip, it provides a point of comparison of Cronkite to Roger Mudd. Cronkite was an important part of a turbulent time in American history; this clip provides a bit of historical context as to what was

going on in the nation at the time. This video was used to compare these two stellar reporters, as well as to learn about the events occurring in the era.

Secondary Sources

Books:

Brinkley, Douglas. *Cronkite*. New York: Harper, an Imprint of HarperCollins Publishers, 2012.

This source is an extremely well written and informative biography of Walter Cronkite's life. From a view different from the autobiography of Walter Cronkite, Brinkley gives a view into Cronkite's life through both facts and college experiences. This book was used to gain a deeper understanding of Cronkite and his impact.

Burgan, Michael. "Chapter 3." In *Raising The Flag*, 32-33. North Mankato, MN: Compass Point Books, a Capstone Imprint, 2011.

This book includes a rather small amount of information in relation to Cronkite's WWII career; however, information on journalists in WWII is relatable, including the impact of photo journalists and correspondents on the war efforts and a paragraph as to how censorship affects the journalists. The information was used to view the journalistic impact on the war.

Halberstam, David . *The Powers That Be*. New York, NY: Alfred A. Knopf, 1979.

This in-depth book includes several examples of journalism's influence on America. There are several chapters dedicated to CBS, as well as several other news agencies such as the Washington Post. This source gave plenty of background knowledge as well as information on Cronkite's impact. It was used to gain knowledge of the journalistic era and Cronkite's impact on this time.

Internet Sites:

Caldwell, Leigh Ann. "Walter Cronkite: The "maestro" of news." CBS News. May 27, 2012. Accessed January 25, 2017. <http://www.cbsnews.com/news/walter-cronkite-the-maestro-of-news/>.

This informative article features Cronkite's impact and legacy, allowing insight to another of the sources in this bibliography, as well as how Cronkite impacted CBS. It was used to gain an idea of Cronkite's impact and legacy, as well as his impact on journalism. Quotes from this source are used in the project.

CBS News. "'Face the Nation' on Walter Cronkite." CBS News. July 19, 2009. Accessed December 29, 2016. <http://www.cbsnews.com/news/face-the-nation-on-walter-cronkite/>.

This article provided several quotes and an estimate of Cronkite's impact on his fellow CBS reporters. It is another example of how Cronkite didn't strive to impact others, he just simply did. It was used to view Cronkite's effect on his fellow CBS journalists. A few quotes are used in the project.

Clark, Leslie. "Walter Cronkite." PBS. August 19, 2015. Accessed January 21, 2017. <http://www.pbs.org/wnet/americanmasters/walter-cronkite-about-walter-cronkite/561/>.

This source gives an informative perspective on Cronkite's actions and impact. Several quotes from historians and fellow journalists portray Cronkite's character and give the reader an idea of Cronkite's impact as well as personality. It was used to view Cronkite's impact on fellow journalists as well as the events he covered and their impact on America. Quotes are also used in the project.

Hallin, Daniel. "The Museum of Broadcast Communications - Encyclopedia of Television - Vietnam on Television." The Museum of Broadcast Communications - Encyclopedia of Television - Vietnam on Television. Accessed November 29, 2016. <http://www.museum.tv/eotv/vietnamonte.htm>.

This article offers a glimpse into the world of journalism during Vietnam. Although not focused on Cronkite, it does mention his impact, proving Cronkite did not simply report, he impacted. It was used to view Cronkite's impact on the nation and journalistic standards of reporting in wartime.

Smith, Emily, and Betty Winfield. "News Bureau." MU News Bureau Atom. July 21, 2009. Accessed February 17, 2017. <http://munews.missouri.edu/expert-comment/2009/0721-winfield-cronkite.php>.

This article truly puts in perspective the difference between the era Cronkite took his stand in and today's era. It was used to gain an understanding of what made Cronkite so trustworthy and how he changed journalism.

Smith, Ryan. "Cronkite on the Crime of the Century: 'The Watergate Caper.'" CBS News. July 20, 2009. Accessed December 12, 2016. www.cbsnews.com/news/cronkite-on-the-crime-of-the-century-the-watergate-caper/.

This is a comprehensive article on the Watergate Scandal and the impact of Cronkite's coverage. It was used to gain an understanding of Cronkite's impact and the scandal itself.

Thompkins, Al. "What Walter Cronkite Did for Journalism." Poynter. June 18, 2009. Accessed February 20, 2017. <http://www.poynter.org/2009/what-walter-cronkite-did-for-journalism-2/96404/>.

This informative article featured several quotes from Cronkite himself. Focused on his impact, this article portrays Cronkite's humble personality in a way that truly shows his passion. This source was used to gain an understanding of Cronkite's motivations and beliefs.

"Walter Cronkite." Reporting America at War. PBS. 2003. Accessed December 12, 2016. <http://www.pbs.org/weta/reportingamericaatwar/reporters/cronkite/>.

This source is a brief overview of Cronkite's journalistic career. Specifying Cronkite's coverage of World War II: his part in the Writing 69th, missions covered, and landings. A small amount of information on Cronkite's CBS career and impact on the Vietnam war is included. This source was used to branch off and 'narrow' in on a specific time in Cronkite's career.

"Walter Cronkite: Witness to History, Career Timeline." American Masters. July 26, 2006. Accessed December 12, 2016. <http://www.pbs.org/wnet/americanmasters/walter-cronkite-career-timeline/562/>.

This source consisted of an in-depth timeline that both functions and informs. This useful source was used to gather information and possible events to research from as well as to understand the events Cronkite covered, and in which order they occurred. This source was utilized to organize the paper in chronological order of events.

Magazines/Newspaper Articles

Martin, Douglas. "Walter Cronkite, 92, Dies; Trusted Voice of TV News." *New York Times*, July 18, 2009. Accessed February 18, 2017.

This article provided a biographical standpoint of Cronkite's impact. Written after his death, the article includes descriptions of what millions of Americans trusted in Cronkite. It was used to understand how Cronkite's coverage of events changed the nation.

Poniewozik, Jim. "Walter Cronkite: The Man with America's Trust." *Time*, July 17, 2009. Accessed February 20, 2017. <http://content.time.com/time/nation/article/0,8599,1911501,00.html>.

This article specified many of Cronkite's achievements, as well as how these events impacted the nation. Focusing on Cronkite's standards, this article provides insight into how Cronkite gained the nation's trust. It was used to learn about Cronkite's standards, as well as to the extent the nation trusted him.

Stelter, Brian. "Remembering Walter Cronkite and What He Stood For." *New York Times*, September 10, 2009. Accessed February 19, 2017. ProQuest Historical Newspapers.

This article provides a standpoint of the nation soon after Cronkite's death in 2009, including several quotes from President Obama. It was used to better understand Cronkite's impact upon American's opinions and their view of him.

Videos:

50 Years after Cronkite Took the Anchor Chair, His Legacy Lives On. CBS, 2012, www.cbsnews.com/news/50-years-after-cronkite-took-the-anchor-chair-his-legacy-lives-on/.

This CBS report shows how Cronkite's legacy still being felt at CBS. It includes the events Cronkite covered and the stellar accuracy of the coverage. It was used to view Cronkite's impact on the ever successful *CBS Evening News*.

“Walter Cronkite, and the Way the News Media Is Now.” *PBS*, PBS, 20 July 2009, www.pbs.org/newshour/bb/media-july-dec09-cronkite_07-20/.

This video is another piece of ‘evidence’ that provides a bit of context on Cronkite’s impact. This source provided several quotes and a look at Cronkite’s personality and was used to view Cronkite’s effect on the journalistic standard.