



CBS news anchorman, Walter Cronkite

# Cronkite: broadcasters tow burden, cannot give Americans whole story

Most Americans receive their news entirely from television, which puts a heavy burden on its shoulders, CBS anchorman Walter Cronkite said Saturday.

Cronkite was in Lincoln to perform with Aaron Copland and the Lincoln Symphony Orchestra. At an afternoon press conference in the Sports Complex, Cronkite told a group of professional and student journalists that he hopes television can live up to the task it has been given.

Cronkite said that although television does a good job disseminating the news, he does not think people should rely on it for the total story.

"I don't think we are an adequate medium to report all the news," he said. "In a half-hour news broadcast, people are not going to get everything they need to know about the world that day."

Cronkite added that people should turn to newspapers and news magazines for comprehensive coverages.

Although the television press is influential, that influence should not be translated into power, Cronkite said. Power only can be achieved when there is the will and the ability to exert it, he said.

### Group effort

Calling news production a group effort, Cronkite said he would face rebellion from other staff members if he tried to exert power to mold the news.

He said he thinks television news has resisted the temptation to go "show business" and strives to report the news "with the greatest of accuracy and fairness and a lack of bias and prejudice."

That consistency in news coverage makes him proud because he has been with television since its beginning 25 years ago, he said.

Concerning television's recent million dollar news deals, Cronkite said he thinks news commentators' salaries are "past the point of being ridiculous and are absurd."

"Obviously, we are being paid for something other than our news ability," he said.

### Defended contract

However, he said he defended Barbara Walters' recent million dollar contract with ABC.

"To criticize a million is to criticize the whole comparative scale, since we are all paid so much anyway," he said.

"I don't think what ABC has done with Walters is show business," he added.

In his news judgment, Americans are most worried about the economy and its problems, such as inflation, the job market and taxes, Cronkite said, adding that crime on the streets and morality is a close second.

Cronkite said he thinks the Carter administration is attacking these problems one by one.

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