



For Immediate Release

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WALTER CRONKITE ADDRESSES POLITICAL BROADCAST JOURNALISTS

Legendary TV journalist spoke on the current state of broadcast journalism, gave congratulations to 2005 Cronkite Award winners at luncheon ceremony at USC.

LOS ANGELES, September 29, 2005 – Broadcast television legend **Walter Cronkite** shared his views about the current state of broadcast journalism and gave remarks honoring winners of the **2005 USC Annenberg Walter Cronkite Award for Excellence in Television Political Journalism** at an awards ceremony Tuesday on the USC campus.

The venerable CBS anchorman expressed concern about the U.S. educational system, and urged broadcasters to stress the importance of educating the public to their networks.

“Those who are more concerned with profits than they are with performance – we should be doing our best to educate them, so they will hopefully understand the need to educate the population,” he said. “If we fail at that, our democracy, our republic, is, I think, in serious danger.”

He lauded the winners of the 2005 Cronkite Awards, which celebrated reporters and producers from national, local, public and cable stations and networks for their coverage of the 2004 election campaigns, for working to inform voters – and “should be” voters – about the political process.

ABC News correspondent **Judy Muller** acted as master of ceremonies for the awards ceremony and later served as moderator for a Q&A discussion with Mr. Cronkite and over 200 USC Annenberg students. Earlier in the day, a press event, drawing major media attention, was convened for Mr. Cronkite on campus.

The biennial Cronkite Awards have been administered since 2000 by USC Annenberg's Norman Lear Center. The winners of the 2005 awards are:

Station Group: **Hearst-Argyle Television**

Broadcast Network: **NBC News’ “Meet the Press”**

Local Station, Large Market (three winners)

- **WCVB, Boston**
- **WFAA, Dallas**
- **WFLA, Tampa, Fla.**

Local Station, Medium Market: **Wisconsin Public Television**

Local Station, Small Market: **KY3, Springfield, Mo.**

Local Cable News Station: **6News, Lawrence, Kan.**

Individual Achievement (three winners)

- **Robert Mak** (reporter) and **Mike Cate** (producer), **KING-TV, Seattle**
- **Katie Moore**, **KOAA-TV, Colorado Springs, Colo.**
- **Randy Shandobil**, **KTVU-TV, Oakland, Calif.**

As part of their award, the 2005 Cronkite winners participated as senior fellows at a special, three-day symposium on political journalism convened September 26-28, on the USC campus. The USC Annenberg Western Knight Center for Specialized Journalism symposium, titled “**Beyond the Soundbite: Covering Politics and Public Affairs for TV,**” evaluated the current state of political broadcast news and presented ideas for combating high-pressure stakes to produce compelling, meaningful coverage.

At a related event on Monday evening, NBC News correspondent **George Lewis** gave a candid speech commenting on the role of the broadcast journalist and profession in covering political campaigns today, followed by a group discussion about what the industry needs to do to get better.

Video of the 2005 Cronkite Awards ceremony, as well as one-minute and full-length video from each winning entry is available at www.reliableresources.org. For more information about the Walter Cronkite Awards, please visit www.reliableresources.org.

The Norman Lear Center

The Norman Lear Center is a multidisciplinary research center that explores the implications of the convergence of entertainment, commerce and society. From its base in the USC Annenberg School for Communication, the Lear Center builds bridges between faculty who study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between the entertainment industry and academia, and between them and the public. For more information, please visit www.learcenter.org.

The Western Knight Center

The Western Knight Center for Specialized Journalism (WKC) offers competitive fellowships to mid-career journalists for short, intense seminars on timely topics critical to the interests of the western United States and beyond. WKC is a partnership of the USC Annenberg School for Communication and the UC Berkeley Graduate School of Journalism. The program is funded by a grant from the John S. and James L. Knight Foundation. For more information, please visit www.wkconline.org.

USC Annenberg School for Communication

Located in Los Angeles at the University of Southern California, the Annenberg School for Communication is among the nation’s leading institutions devoted to the study of journalism and communication and their impact on politics, culture and society. Annenberg offers BA, MA and PhD degrees in journalism, communication and public relations. For more information, please visit www.annenberg.usc.edu.

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