

## New times ahead for CBS News

With March 6 set as Cronkite's last 'Evening News,' and with change in executive ranks, department enters new era

The magic date for Walter Cronkite, Dan Rather and perhaps the long-running dominance of the *CBS Evening News* is Monday, March 9. That, CBS News announced last week, is when Rather will become *Evening News* anchorman and managing editor, replacing Cronkite, whose final appearance as anchor and editor of that series will take place Friday, March 6.

CBS News President William Leonard, announcing the dates, expressed "enthusiasm and delight" that Cronkite "will remain an integral part of our organization," and confidence that Rather, "a journalist of impeccable qualifications who embodies the great traditions of CBS News that go back more than 50 years," will "continue and expand" the leadership of *CBS Evening News*.

Despite the expressions of confidence, many observers wondered whether the audience size and loyalty that Cronkite has built over the years could in fact be maintained, much less extended, by Rather or anybody else. There were even reports—denied by CBS News—that efforts were being made to have Rather "tone down," or project a less aggressive image, more in line with the solid even-handedness perceived in Cronkite.

Actually, CBS News officials said, the effort was not to get Rather to "tone down" his appearance, but instead to "be more relaxed" on the *Evening News*. When he has substituted for Cronkite, they noted, he has appeared "intense," in contrast with the "relaxed" approach shown when he anchored portions of coverage of the former hostages' return from Iran. They'd like him to get more of that relaxed appearance into the evening



Changing of the guard. CBS announced March 6 as the last *Evening News* broadcast to be anchored by Walter Cronkite (r). Dan Rather will take over as managing editor/anchor on March 9.

newscasts.

Rather will be managing editor and anchor not only of the *Evening News* but also of CBS's coverage of election nights and similar events. He will also anchor an upcoming five-part *CBS Reports* on "Defense of the U.S."

Cronkite in his new role will take on assignments that cut across hard news, documentaries and special events and will include anchoring the *Universe* science series expected to start this summer. He'll also anchor one part of the five-part *CBS Reports* defense series for which Rather will be the overall anchor. Cronkite will anchor the evening dealing with Russia, and is slated to leave for Moscow about mid-March on that assignment.

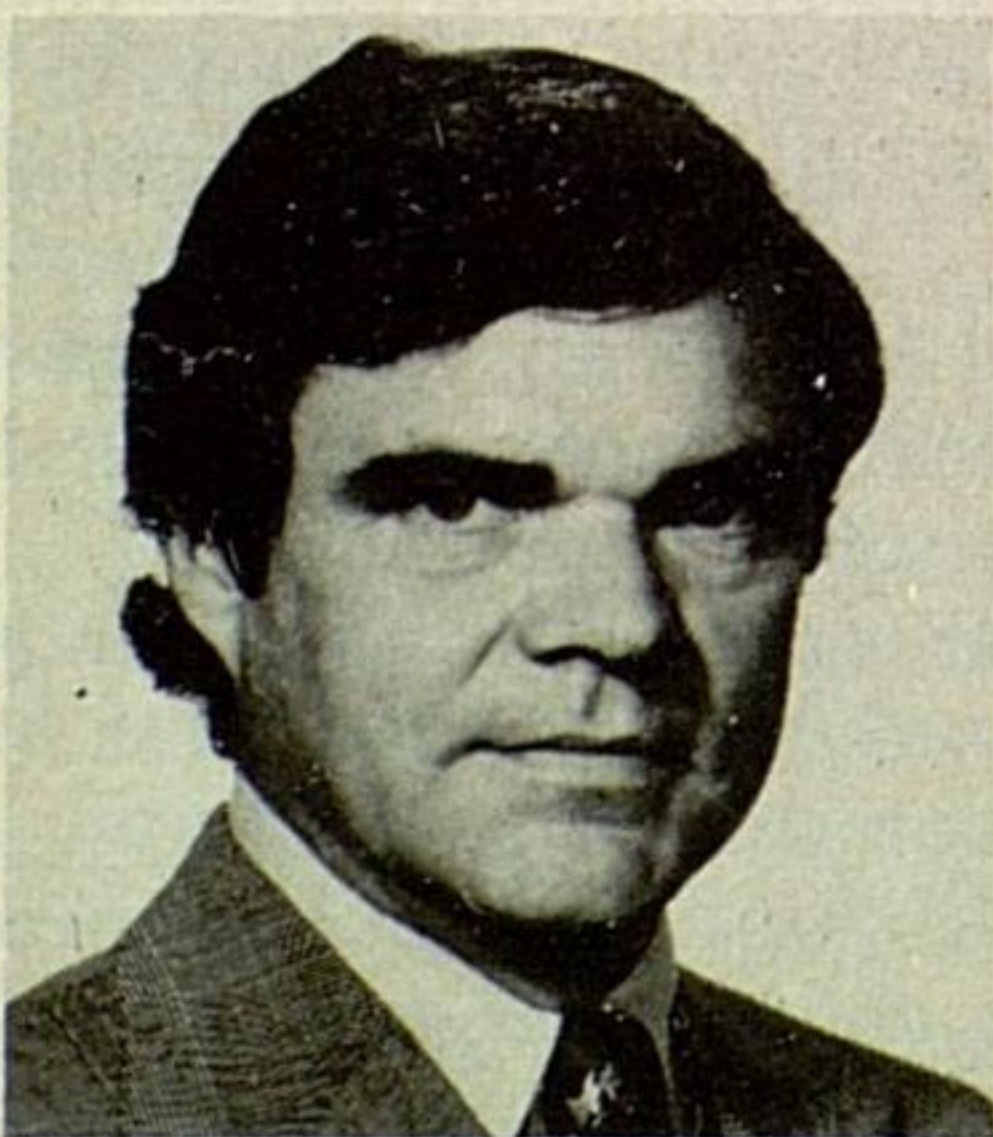
Announcement of the Rather-for-Cronkite changeover date followed, by a few days, disclosure of plans for changes in senior management at CBS News (BROADCASTING, Feb. 2). The changes, unrelated to the Rather/Cronkite moves, fueled new speculation about the eventual

successor to Leonard as president of CBS News, although CBS officials insisted firmly that it was too early for any such speculation. Leonard reaches the normal retirement age of 65 in April but has received a one-year extension from CBS, running to 1982.

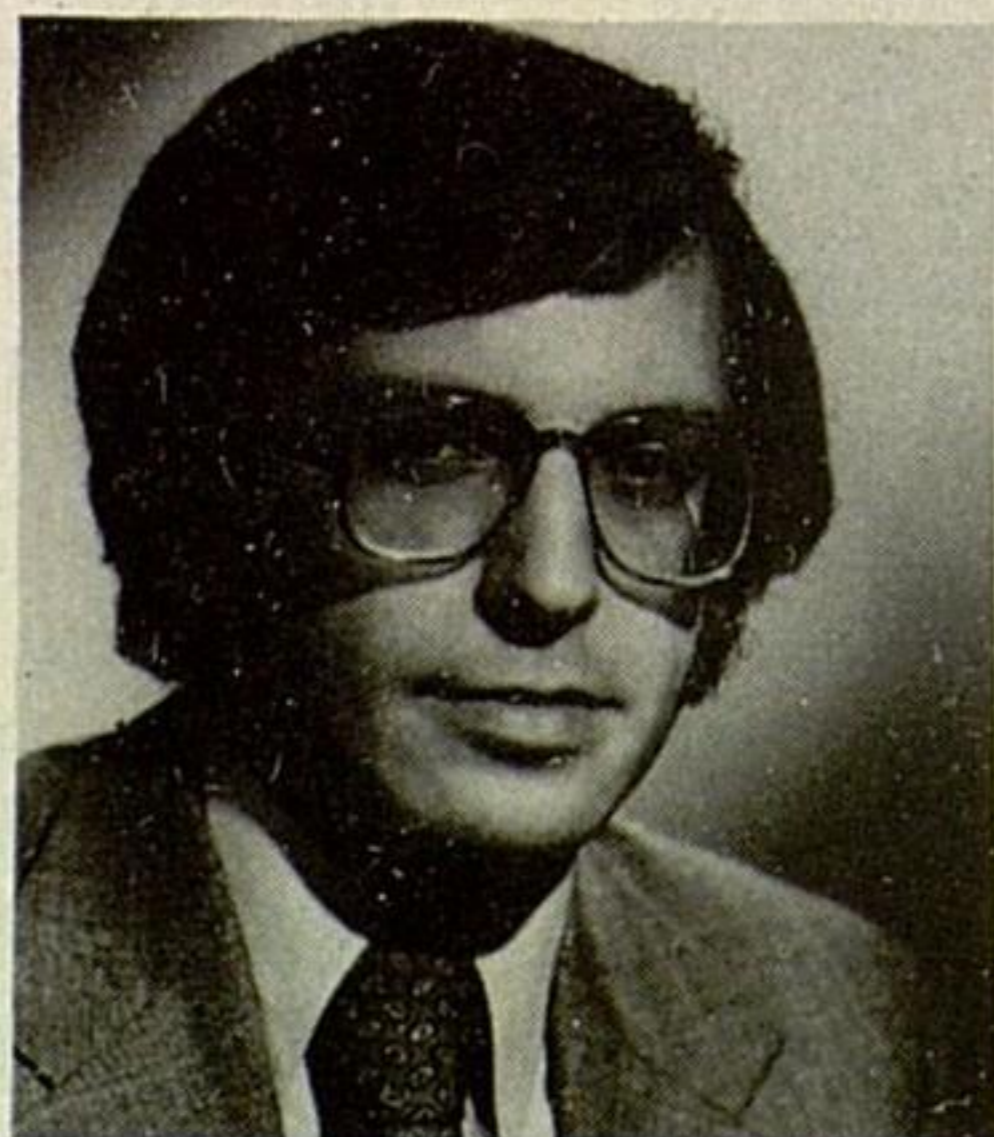
Most of the speculation focused on Edward Fouhy, CBS News vice president, Washington, who was named vice president and director of news, based in New York, and Roger Colloff, vice president and assistant to Leonard, who will become vice president and director of public affairs broadcasts.

Without minimizing speculation about their future prospects, however, it was also noted that Robert Chandler, now vice president and director of public affairs broadcasts, steps up to a new, broader post: senior vice president, administration, with responsibility for planning, public information, policy administration, research and resources development. In effect, he becomes CBS News's number-two executive, in charge of the operation in Leonard's absence.

Fouhy, moving into the key editorial post, succeeds Burton Benjamin, who, CBS News pointed out, has "long expressed a desire to return to production," which he will do in his new assignment as senior executive producer, hard news broadcasts. A part of that desire, it was understood, stems from a wish to avoid forced retirement. He will be 65 in October 1982 and would then be subject to mandatory retirement as an executive, but not as a producer. In addition to being responsible for overall creative content of all hard



Fouhy



Colloff



Chandler

news broadcasts, Benjamin will also produce specific broadcasts occasionally, especially specials involving Cronkite.

Colloff is a comparative newcomer to CBS News, which he joined in early 1979 as vice president and assistant to Leonard when Leonard was executive vice president and chief operating officer. Before that, Colloff had been special assistant to Energy Secretary James Schlesinger since October 1977. Earlier he was senior staff member of the Office of Energy Policy and Planning, and from November 1975 to July 1976 was director of government affairs for CBS Inc. in Washington.

Fouhy and Colloff, like Chandler, will report directly to Leonard in their new assignments.

Leonard had warm words for all three: "Bob Chandler is probably the most experienced executive at CBS News, and once again it is time that his abilities range across the entire news business in this division. I expect him to be part and parcel of every major decision.

"Ed Fouhy has demonstrated in Washington his potential as a top news executive, and he will have full opportunity to expand that potential in one of the most important jobs at CBS News—running the hard news operation on a day-to-day basis, with the aid of John Lane, who will remain as vice president, deputy director, news, and Ernest Leiser, vice president, director of special events.

"Roger Colloff has made a major con-

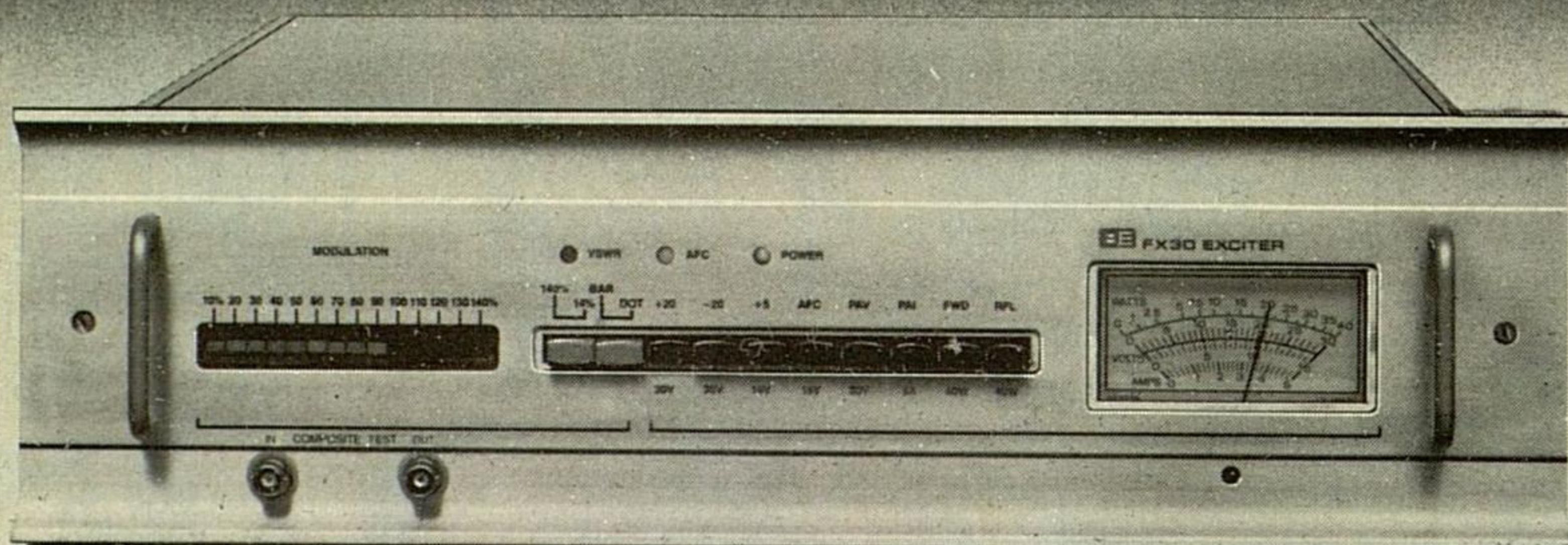
tribution to CBS News in the comparatively short time he has been with us, and his new responsibilities, in which he will supervise *60 Minutes*, *30 Minutes*, *CBS Reports*, *Universe* and all other public affairs programming, are a clear indication of the high regard in which he is held by me and the CBS News organization."

Leonard also had warm words for Benjamin: "... I am delighted that he wants to stay on to make what I know will be an enormous contribution once again in the creative side of our business. He is a dedicated and talented and, needless to say, experienced newsman, with great accomplishments still ahead of him."

In another change, Jack Smith, chief of the CBS News bureau in Chicago, was named to succeed Fouhy as Washington vice president. Smith's successor in Chicago remains to be named.

Chandler and Colloff take their new posts next Monday (Feb. 16). Benjamin, Fouhy and Smith move into their new assignments about April 1.

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## White House relations with press should give more advantage to President

That's message of new book published by Institute for Contemporary Studies, which lists ways chief executive can best use media exposure

In a day when the President is being urged to meet frequently with the press and to maintain an open and candid Presidency, along comes a political scientist who suggests a little of that sort of thing goes a long way. Too much uncontrolled coverage, he believes, reduces the President's capacity for leadership.

What serves to focus particular attention on the views of Robert M. Entman, an assistant professor of public policy studies at Duke University, is that they are contained in a chapter to be included in a book—"Politics and the Oval Office"—to be published in about a month by an institute with ties to the Reagan administration. One of the founders of the Institute for Contemporary Studies was Edwin Meese III, now counselor to the President. Caspar Weinberger, now secretary of defense, is on the institute's board of directors.

Entman may not be antipress in his approach. He says the media "have a responsibility to report what they find and to criticize effectively the institutions of government." He also says reporters should be "alive to the hazards of manipulation"—though he subsequently suggests techniques of manipulation. But the heading chosen for the chapter is illuminating—"The Imperial Media." Ent-