ABSTRACT

Title of Thesis: TELEVISING THE SPACE AGE:

A DESCRIPTIVE CHRONOLOGY

OF CBS NEWS SPECIAL COVERAGE

OF SPACE EXPLORATION FROM 1957 TO 2003

Alfred Robert Hogan, Master of Arts, 2005

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From the liftoff of the Space Age with the Earth-orbital beeps of Sputnik 1 on 4 October 1957, through the videotaped tragedy of space shuttle *Columbia*'s reentry disintegration on 1 February 2003 and its aftermath, critically acclaimed CBS News televised well more than 500 hours of special events, documentary, and public affairs broadcasts dealing with human and robotic space exploration. Much of that was memorably anchored by Walter Cronkite and produced by Robert J. Wussler. This research synthesizes widely scattered data, much of it internal and/or unpublished, to partially document the fluctuating patterns, quantities, participants, sponsors, and other key details of that historic, innovative, riveting coverage.

TELEVISING THE SPACE AGE:

A DESCRIPTIVE CHRONOLOGY OF CBS NEWS SPECIAL COVERAGE OF SPACE EXPLORATION FROM 1957 TO 2003

by

Alfred Robert Hogan

Thesis submitted to the Faculty of the Graduate School of the
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Advisory Committee:

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Professor Lee Thornton.

Dedication

To all the smart, energetic, talented people who made the historic start of the Space Age an unforgettable reality as it unfolded on television; to my ever-supportive chief adviser Professor Douglas Gomery and the many others who kindly took time, effort, and pains to aid my research quest; and to my special personal circle, especially Mother and Father, Cindy S. Spitzer, Gary M. Gately, Caroline J. Kweller, and Jill S. Leonard.

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Literally hundreds of people contributed in various ways great and small to my research efforts, and I am thankful to them, one and all.

Former CBS News anchor and correspondent Walter L. Cronkite inspired my boyhood interests in space, science, and journalism.

Former CBS News space coverage executive producer and Cable News Network co-founder Robert J. “Bob” Wussler was especially encouraging of this project, vivid in his recall, and instrumental in opening numerous doors.

Veteran librarian Carole Parnes of the CBS News Reference Library in New York City patiently, cheerfully, and enthusiastically filled request after request on visit after visit with an abundance of files and transcripts. Ace space producer Mark K. Kramer of the CBS News Special Events Unit generously let me peruse materials he retained from space coverage going back to Project Apollo. CBS Program Information’s John Behrens found and copied huge troves of crucial information stashed away down in the basement and elsewhere at CBS News World Headquarters. *Face the Nation* Associate Producer Kelly Rockwell in Washington DC emailed data on space-related guests from that broadcast’s half-century of programs.

At ABC News World Headquarters in New York City, Joel Kanoff and Ana Villanueva nicely facilitated access to the ABC News “bibles” of television special events coverage and to material from ABC’s in-house MARS computer database. Former ABC News producer Justin Friedland made available for copying extensive space shuttle coverage records.

Mary Ann Watson kindly FedEx-ed a collection of invaluable materials upon which she based the Project Mercury chapter of her enlightening and readable book, *The Expanding Vista:*

American Television in the Kennedy Years. Professor Howard E. McCurdy of DC's American University alerted me to a space–related CBS experimental telecast in 1932 in New York City.

Space coverage hobbyist Thomas A. McKeever—who along with a school chum of his was invited by space correspondent Peter Hackes to visit the NBC News Space Center sets in New York City several times in 1968 and 1969—passed along an amazing and invaluable volume and caliber of tips and tapes. Related thanks also to Brad Johnson, Kyle King, David Coates, and Chris Chandler.

Several dozen surviving participants in television and radio space coverage from both sides of the cameras and microphones spent hours sharing their recollections and perspectives in person and/or by telephone, mail, or email, among them Robert "Bob" Asman, Joel Banow, Jay Barbree, David Bohrman, Ronald S. Bonn, Clarence "Red" Cross, Sid Darion, Morton Dean, David Dow, Christopher Glenn, Jeff Gralnick, Jim Hartz, William "Bill" Harwood, Erin Hayes, George E. Herman, Jack Kelly, Mark K. Kramer, James Kitchell, Jack R. Lousma, Roy Neal, Joan F. Richman, Walter M. "Wally" Schirra, David Schoumacher, William Sheehan, Jim Slade, Robert Siegenthaler, and Robert E. "Bob" Vitarelli.

Also contributing were librarians and archivists at such places as the NASA History Office in Washington, DC; the NASA Headquarters Library in DC; the National Air and Space Museum Archives in Suitland MD; the Library of Congress's Motion Picture, Broadcasting, and Recorded Sound Division in DC (notable for its NBC-TV and NBC News records holdings); American University, Georgetown University, and George Washington University, all in DC; the University of North Carolina-Chapel Hill; and the National Archives II in College Park MD. My journalism protégé Jennifer L. Money adeptly obtained photocopies of some documents for me from the papers of Charles Kuralt and Nelson Benton in Chapel Hill NC. From Idaho, former

producer Clarence “Red” Cross mailed me a boxful of fascinating folders full of revealing original materials about CBS News coverage of Project Apollo.

University of California-Los Angeles (UCLA) film-television archivist Daniel Einstein’s two *Special Edition* reference books partially inspired and set precedent for my undertaking this endeavor.

Murry J. Cohen, M.D., Patricia R. Bertron, R.D., and Bruce G. Friedrich, all good vegans, encouraged me to pursue journalism graduate school studies.

Closer to home campus, I want to thank the staff at the UMCP Broadcasting Archives in Hornbake Library, most especially the well-informed and ever-cordial Michael L. Henry, and at McKeldin Library. The Journalism College’s Erik Ritzman and Clint Bucco provided computer formatting aid. Professor Kathy McAdams lent key logistical support.

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And my Mother and Father and my late Grandma and late grandfathers, key among others, consistently encouraged my academic interests and educational aspirations, and without their morale boosts and material aid I would never have arrived at this stage.

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Chapter 1: Introduction, Literature Review, and Methods and Sources

The Space Age. That very phrase evokes an almost magical sense of the-future-is-now and we-are-lucky-to-be-here-to-see-it-happen. As planetary astronomer and "television scientist" Carl Sagan noted, at only one time in all of human history did our species begin to explore space for the first time, to venture to Earth's Moon with both machines and men and, via our robotic surrogates, to pioneer out to Mars, in to Venus, and on to the rest of our Solar System investigative itinerary. Those humans born just a few decades earlier missed out on the adventure and may have even scoffed at it being feasible.[1] Those born a few decades later can only look back on it as history and may even almost take it for granted.

Space exploration embodies and exemplifies that ancient human need to know what is over that next hill, to shrink the portions of maps marked *terra incognito*, "to boldly go where no one has gone before," as TV's *Star Trek: The Next Generation* prologue put it. Space exploration has also produced a plethora of benefits from instant global communications to lifesaving weather forecasts, from miniaturized computers to emergency response robots, and from increased knowledge of Earth's environmental fragility to voluminous data on the comparatively harsh conditions on other planets. Plus, there's inspirational and educational value. Space exploration has changed our collective perspectives, not only about our universe out there, but also about our own home planet down here.[2]

Often in the news profession, stories-*du-jour* grab the ink and airtime, without much historical perspective entering into the hurly-burly of headlines and deadlines. The news equivalents of fads all too regularly absorb and divert journalists from or lead them to downplay truly significant occurrences. Especially in U.S. network television, profitability pressures can be enormous, and the news divisions and news programming were by no means ever totally

shielded from that, but even less so as the years went by and media corporate ownership increasingly concentrated and broadcasting morphed distressingly away from its promising roots and best values.

Against that backdrop, as many observers have persuasively noted, space coverage ranks among television's highest worthwhile achievements, no pun intended. It certainly entailed enormous efforts, tapped incredibly talented people, cost considerable sums, and stretched television technology toward new frontiers in more than one sense. It also yielded much goodwill for the networks, sharpened the skills and enhanced the reputations of key individuals involved (on both sides of the cameras), and produced a vast array of indelibly iconic images of historic turning-point events—for instance, just think of Apollo 8's Christmas Eve 1968 view of Earthrise as seen from lunar orbit. Yet, the actual television space coverage and the story behind how it was created need to be rescued from, to borrow an expression from science communications scholar Marcel C. LaFollette, "historical oblivion."[3] (Apparently, no one else has pulled this information about CBS News television space coverage together before—not even internally at CBS News.)

An apt analogy can be drawn between the human space program and network news, in that the most public faces of each—astronauts and anchors, respectively—represent much less than the tip of the iceberg, in terms of the vast numbers of people enlisted by NASA *et al* in, for instance, and CBS News, ABC News, and NBC News in coverage of the first human lunar-landing expedition. (Interestingly, then-just-retired Mercury, Gemini, and Apollo astronaut Walter M. "Wally" Schirra joined Walter Cronkite at Kennedy Space Center FL and in New York City as a CBS News expert special guest analyst starting with Apollo 11 and continuing through the Apollo-Soyuz Test Project, becoming a sort of admixture of astronaut and anchor.)[4]

For this research thesis, my central research question was: **What special coverage related to space exploration did CBS News televise in the 45 years and four months between Sputnik 1's beginning and STS-107 *Columbia*'s ending?**

Even though NBC News and ABC News both often did commendable jobs at covering space, as did the Cable News Network (CNN) after its 1980 sign-on, for the purposes of this thesis, in consultation with my adviser, I decided to focus mainly on CBS News televised space coverage for these reasons:

- My personal familiarity with and affection toward CBS News coverage since I began watching such broadcasts, at age 5, on my family's black-and-white Philco TV set in a Boston suburb.
- Comparatively good access obtained to CBS News records and personnel, thanks in particular to Robert J. Wussler, Joel Banow, Carole Parnes, John Behrens, and Clarence "Red" Cross.
- The superior Reference Library kept and maintained by CBS News in New York City, as compared with those at other networks.
- The fact that CBS News began its television news archives in 1954, with a supportive emphasis that—with some major caveats—connoted the sense that history was to some significant extent duly appreciated by those running that television news organization and their corporate superiors.
- The popular and critical consensus that CBS News space coverage was probably overall, in many aspects, the best, from the beginning through the early space shuttle years (though NBC News in its "CBS plus 30 [minutes]"[5] mode circa the 1960s often aired more-extended coverage, and both NBC News and ABC News

benefited from having such dedicated and talented space anchors and reporters as Frank McGee, Roy Neal, Peter Hackes, Jay Barbree, Jim Hartz, Jules Verne Bergman, and Frank Reynolds).[6]

- While all news media have covered space—newsreels, wires, newspapers, magazines, newsletters, LP records, instant books, radio, television, the Internet—major television networks conveyed key space exploration events most dramatically, often live, to some of the broadest mass audiences, with perhaps thereby the highest potential for generating awareness of, interest in, and support for further space exploration.
- Limiting the scope seemed wise to make the research process *somewhat* more manageable.

Literature Review

Daniel Einstein, later an archivist at the University of California-Los Angeles (UCLA), earned a master's degree there based in part on a research project that became the first of two highly useful reference books, each called *Special Edition—A guide to network television documentary series and special news reports*. For the 1987 book, he researched and compiled a chronology of network documentary programs and special events coverage for the period 1955-1979, inclusive. A sequel, published in 1997, covered 1980-1989, inclusive. But, as Mr. Einstein noted in his prefaces to both volumes, he chose to exclude, among other items, most presidential news conferences, "space shots," and broadcasts shorter than 15 minutes. What space coverage Mr. Einstein did include provided some helpful jumping-off points for this research, such as the listing of a Hugh Downs-hosted NBC News half-hour called "First Step Into Space," aired at

2000 EDT on Saturday 6 August 1955, just after the U.S. Vanguard satellite project began. And while the later Einstein book generally included more information about its listed broadcasts, it still did not remotely approach the level of detail ideally desirable to gather. But the very existence of Mr. Einstein's books both inspired me and revealed a huge unfilled gap.

Of course, other books have been researched and written covering prime-time television programming aired since circa 1946 (such as Alex McNeil's *Total Television*, 1980, and its sequel editions), but they mainly focus on entertainment shows. More-specialized volumes published in that genre have dealt with dramas, comedies, westerns, blacks, actors, children's fare, and so on. For example, David Zurawick, television critic for the Baltimore newspaper *The Sun*, earned a University of Maryland-College Park (UMCP) American studies Ph.D. in December 2000, in part by completing a dissertation on "The Jews of Prime Time [TV]" during the half-century starting in 1949. He adapted that into a book published in 2003 with the same title.

Yet, a surprisingly limited number of books have been researched and written about television news coverage of particular events. Examples include *Freeing the Whales—How the Media Created the World's Greatest Non-Event* by Tom Rose (1989), *The Media and Disasters: Pan Am 103* by Joan Deppa (1994), and *Covering Catastrophe—Broadcast Journalists Report September 11* [2001] (2002). Also, a few books deal with Vietnam War television coverage, which is often credited and even applauded for showing more of the gruesome and senseless realities of warfare than usually seen previously—and thereby helping slowly shift the consensus of the American public opinion against U.S. government involvement in that war.

However, as for the topic of television space coverage, no doubt whatsoever exists about the identity of the most comprehensive and outstanding single book—indeed, apparently the *only*

book devoted to the subject. It is *10:56:20 PM EDT 7/20/69—The historic conquest of the moon as reported to the American people over the CBS Television Network*.[7] [8] That elaborate hardback book, whose unusual title refers to the moment that Apollo 11 Mission Commander Neil Alden Armstrong became the first human to step on to the surface of the Moon, was published by CBS News in 1970. A CBS public relations staffer named James H. Byrne, who was present as most of the coverage unfolded, later holed up in a Manhattan hotel room for weeks with the telephone off the hook to put the book together.[9] It runs about 170 pages, plus 48 color plates filled with photographs of television-screen images from the eight days of flight coverage. The book was essentially written by Mr. Byrne, though he gets only a tiny "Edited by" credit buried in the back (and even that was something of a concession to him).[10] About 20,000 copies were printed and distributed to NASA leaders, U.S. members of Congress, foreign heads of state, college libraries, and others.[11]

In a sense, Mr. Byrne's book recreates, inasmuch as its medium can, "Man on the Moon: The Epic Journey of Apollo 11," which was the suitably grand umbrella title chosen for CBS News television coverage of Apollo 11 (after at least two other less-majestic coverage titles, announced in press releases, were discarded).[12] The book offers a focused, illustrated, narrative history both of what appeared on-the-air on the CBS Television Network during the eight days of the Apollo 11 flight (Wednesday 16 July-Thursday 24 July 1969) and of what went on behind-the-scenes to make possible more than 46 hours of extraordinary Special-Events news broadcasting.[13][14]

In a touch of CBS class, the book's mottled-embossed, gray-beige jacket depicts in 3D the craters around the actual Apollo 11 Sea of Tranquility touchdown spot. The endpapers diagram the outbound and return voyages of Mr. Armstrong, Edwin E. "Buzz" Aldrin, and

Michael Collins. Interspersed throughout the book's pages are substantial transcript excerpts from the telecasts. In the center section, TV-set-shaped images on 48 color-plate pages show snapshots of what was being broadcast at various times throughout the special coverage, with an attempt to include most of the major correspondents, notable guests, and especially memorable moments. In the back, a four-page list of "The Participants" outlines the components and members of the main CBS News Apollo 11 team, headed by famed and indefatigable Executive Producer Robert J. Wussler: two Co-Producers (Joan F. Richman and Clarence "Red" Cross), nine Location Producers, 10 Sequence Producers, 22 Associate Producers, 13 Location Directors, three News Writers, nine Researchers, four Consultants, five Film Editors, 16 Engineers-in-Charge, and many others, along with almost 40 Correspondents, three Pool Correspondents, reporters from eight CBS affiliate stations, and some 65 Guests.

In being engaging, thorough, and clear, the book in general succeeded extremely well, providing a rare in-depth look at how network television news covered a planned event of tremendous historical importance.

Even though virtually everyone not deluded by the likes of Fox-TV's February 2001 "Moon Hoax" special knows how triumphantly the basic Apollo 11 story turned out, Mr. Byrne wove together the lesser-known coverage tale in a page-turning manner that is usually both detailed and lucid. For non-TV-journalists who watched the original coverage, the book can both evoke fond memories and reveal interesting insights into the hard work by people of diverse talents that went into preparing and executing such ambitious broadcasts (e.g., "So that's how they did those neat simulations with models!"). TV journalists can appreciate the landmark historic perspective as a comparison with how TV news policy and technology works these days. For readers too young to have been there back in July 1969, the book should prove comparably

absorbing as a series of glimpses—both into the details of the mission itself, and into how a huge event was covered by television in a day when communications satellites were new and few and Cable News Network's 24-hour news channel debut was almost 11 years away.

Of course, the book might have been made even better via:

- Providing a log/chart, as an appendix, of all the special broadcasts related to Apollo 11, including those before and after the actual flight (astronaut welcome-home parades, presidential dinner, appearance in Washington DC before Congress, *et cetera*.)
- Including an introductory section tracing the history of how CBS News had been covering space exploration since 1950s, perhaps with a sampling of photos.
- Using 24-hour times, especially with the images, to enhance clarity.
- Adding some information about the CBS Radio News coverage, possibly as a sidebar or appendix.
- And publishing it in much bigger press runs, if necessary trimming the quality and expense for a trade paperback edition (such as by forgoing the mottled cover).

While Apollo 11 constituted a truly unique event—U.S. President Richard M. Nixon even deemed it "the greatest week since the Creation"—and the CBS News television coverage was indeed exceptional, this book is so good it does make one wish that the other networks had tried to do something similar,[15] and that more efforts had been made to provide such contemporary documentation of how other major, albeit lesser, historical events were covered, including other space missions.[16]

But apparently, no other network produced anything like that book for Apollo 11, much less for any other space flight. (ABC News did publish a four-page oversize brochure about its

radio and television coverage of Apollo 11, for which it coordinated pool coverage, a rotating role among the networks for big events, then and now.[17]) Ranking a distant second is probably a photo-rich booklet published by CBS News circa late July 1962 called *An Unprecedented Seven Days of Television*. About half focused on how CBS News covered the Tuesday 20 February 1962 first-American-in-orbit flight of John H. Glenn Jr. aboard *Friendship 7*.[18] It was also produced under Mr. Dorfsman's supervision.[19]

For certain years in the 1960s, NBC News published annual year-in-review books, which included text and photos about space events (but little on the actual coverage itself). Also, on occasion back then, the major networks, especially CBS News and NBC News, created and sold LP records linked to major news events, such as especially notable space flights.

Of course, shelves of books have been written about television and television news, especially about CBS and CBS News. But most contain at most only passing or brief references to space coverage, such as in memoirs by Fred W. Friendly and Richard S. Salant, both former CBS News presidents. Even Walter Cronkite's 1996 autobiography, *A Reporter's Life*, includes only one chapter devoted to space coverage. Perhaps the best general book about CBS News is *Air Time: The Inside Story of CBS News* (1978), an amazingly detailed, hard-to-put-down book by Gary Paul Gates, who has also co-written books with CBS News Correspondents Dan Rather and Mike Wallace. While the book includes some mentions of space coverage, and Mr. Gates wishes he had included more,[20] it is extremely valuable for its material about "Special Events" more broadly and for its insights and anecdotes about key people at CBS News.

Former British Broadcasting Corporation (BBC) aerospace correspondent Reginald Turnill's absorbing 2003 memoirs *The Moonlandings: An eyewitness account* includes some

history of space coverage broadcasting (especially by the BBC, for whom Mr. Turnill covered space from 1957 to 1975), but the book mainly concentrates on the actual space program itself.

Few scholarly articles focus on space coverage. One useful such piece was a September 2002 article in the quarterly *Science Communication*, written by Marcel C. LaFollete on "A Survey of Science Content in U.S. Television Broadcasting: 1940s through 1950s." Also, a Spring 1966 *Journalism Quarterly* short article by Hillier Krieghbaum—"Two Gemini Flights in Two Metropolitan Dailies"—quantified some Project Gemini newspaper coverage in the *New York Times* and *Washington Post*. And a Louis Alexander article bearing on space coverage, "Space Flight News: NASA's Press Relations and Media Reaction," appeared in *Journalism Quarterly*'s Winter 1966 issue.

Quest, a peer-reviewed space history quarterly magazine, in 2002 ran a transcript of a Wednesday 15 November 2000 television space coverage panel held at DC's Smithsonian National Air and Space Museum. It featured Mr. Cronkite, Mr. Wussler, and Joel Banow, all currently or formerly associated with CBS News; Jim Kitchell, formerly with NBC News; and Julian Scheer, a former top NASA public affairs official. Illustrating the piece were vintage CBS News space coverage photos, supplied by David Lombard of the CBS Photo Archive in New York.

Oddly enough, few theses or dissertations have focused in-depth on television space coverage or television Special Events coverage in general, with at least two outstanding exceptions. Joseph Arthur Angotti, later a producer and executive at NBC News and later still the broadcast journalism dean at Chicago's Northwestern University, did his 1965 master's thesis at Indiana University on "A Descriptive Analysis of NBC's Radio and Television Coverage of the First U.S. Manned Orbital Flight." During the *Friendship 7* mission, Mr.

Angotti had been a junior member of the press corps at the launch, and he later gained incredibly generous access for his research to the relevant NBC News people and documents while the events were all still very fresh history. Michael Anthony Russo, who eventually became a college professor in California and a Catholic priest, did his 1983 New York University doctoral dissertation on "CBS and the American Political Experience: A History of the CBS News Special Events and Election Units, 1952-1968." He had earlier worked at CBS News for some years, which clearly helped him later in gaining special access to historical records that really brought his subject vividly to life (including a few pages devoted to space coverage). In addition, another master's thesis, written by Lisa A. Goens of San Jose State University in 1996, provides "An Analysis of Media Coverage of the U.S. Space Program, 1962-1986." It consists of relatively brief statistical analysis and qualitative analysis of "media frames" for selected crisis and non-crisis space coverage, drawing upon a limited sampling of stories from *Popular Science* magazine, the *Washington Post* newspaper, and regular CBS News telecasts.

While not scholarly, articles about television space coverage in popular and trade publications can usefully recapture and reveal contemporary attitudes toward and awareness of that coverage for this sort of historical retrospective. A useful "appetizer" list of some such articles —albeit, at just three pages published in 1984, an extremely abbreviated and dated one—is included in Myron J. Smith's reference book *U.S. Television News: A Guide to Sources in English*, which has much more extensive listings for such subjects as the U.S. political conventions from 1948 through 1980 and the Vietnam War.

Reviews, features, and network advertisements in selected major newspapers, magazines, and trade publications were good supplemental sources, especially from *Broadcasting*, *Variety*, the *Ross Report*, and *Radio Daily-Television Daily*, as were a few TV-coverage-related articles

that appeared occasionally in space magazines, such as *Countdown* and *Spaceflight*. The ProQuest Historical Newspapers database made possible relatively easily searchable access to a relevant half-century's worth of the *New York Times* and *Washington Post*, including print ads for television network space coverage. (UMCP's McKeldin Library finally bought access to the database for the latter paper in mid-2004.) ProQuest has ongoing and eventual plans to similarly digitize the *Los Angeles Times*, *Chicago Tribune*, *Wall Street Journal*, the *Boston Globe*, and possibly other prominent newspapers. Unfortunately, institutional subscriptions are expensive and few libraries yet carry the databases (not even the CBS News Reference Library, for example). And *Columbia Journalism Review*, *Washington/American Journalism Review*, and *Quill* magazine have on all-too-rare occasions run stories about space coverage.

As for correspondent and anchor Walter Cronkite, in addition to his 1996 autobiography, literally hundreds of newspaper and magazine articles about him abound, plus there are speech texts and CBS News press releases, among other sources. However, oddly enough, apparently no one has written a major biography of Mr. Cronkite, one comparable to the outstanding and comprehensive job done by Ms. A.M. Sperber on Edward R. Murrow, her definitive 1986 book *Murrow: His Life and Times*. Many pieces on Mr. Cronkite do prominently mention his avid interest in space and science and his prominent involvement in televised space coverage.

As for producer Robert J. Wussler, an interesting profile piece by Joel Simon, headlined "Robert Wussler: Television's Supernewsman," ran in the New Jersey *Sunday Record Call* newspaper on Sunday 19 January 1969, and included material bearing on CBS News Apollo 8 coverage and special events coverage in general. Only a scant smattering of pieces bearing on other key CBS News "space people" could be located, most notably a *Christian Science Monitor* "Making it in the media" feature from Friday 11 July 1969 about Joan F. Richman headlined,

"Launching a moon shot at CBS," plus two 1969 feature articles on her from the *Dallas Morning News*.

The *Atlantic Monthly* magazines for January and February 1976 contain a lengthy, informative two-part series by David Halberstam, "CBS: The Power & The Profits," which included a fair amount relevant to CBS News. Media expert Ken Auletta's "Annals of Communications: Sign-Off The long and complicated career of Dan Rather," an article in the 7 March 2005 *New Yorker* magazine, provided an extremely up-to-date inside look at CBS News. For the record, except for a few scattered articles, "Close-Up" highlight boxes, and "Richard Doan Reports" short items, the high-circulation weekly *TV Guide* proved of very limited use. Rarely was anything in the way of follow-ups printed after space missions.

Audio and video tapes of actual CBS News television space coverage for the most part were not readily available or accessible, but they generally still do exist. In fact, here and there, copies of some broadcasts—even from the mostly pre-VCR 1960s and 1970s—exist outside the renowned CBS News [TV] Archives in New York City. For example, the only TV space coverage held by UMCP's library system is about 75 minutes worth of excerpts from July 1975 *CBS News Special Reports* on "Apollo-Soyuz: A Meeting in Space," originally recorded on U-Matic cassettes and for reasons now unknown, with official CBS permission secured in advance. The National Archives II in College Park MD holds some space coverage by CBS News and other networks of Apollos 11, 12, and 13 and Mariners 6 and 7, videotaped by the Nixon White House Communications Agency in 1969 and 1970 (especially at times when either U.S. President Richard M. Nixon or Vice President Spiro T. Agnew were involved on-camera). Phil Gries of Long Island NY runs the Audio Television Archives (*www.atvaudio.com*), a unique resource that holds thousands of rare and even peerless audio recordings of television broadcasts

dating from the late 1940s through 1979, including some related to space coverage. (Mr. Cronkite himself obtained dubbed audio copies of some of his broadcasts for use in a National Public Radio series he did starting in the late 1990s, material that CBS News evidently did not have.) Also, a small hobbyist community swaps historic space, political, and news tapes.

For general background about the space exploration program, a subject boasting a rich and deep selection of books, seven volumes are notably lucid, engaging, and informative overviews.

Journey Into Space: The First Three Decades of Space Exploration (1989) is by Bruce Murray, a media-friendly space scientist, a former director of the NASA CalTech Jet Propulsion Laboratory in Pasadena CA, and a co-founder with astronomer Carl Sagan of the nonprofit advocacy group the Planetary Society.

Moon Shot: The Inside Story of America's Race to the Moon (1994) is by former Mercury 7 astronauts Alan B. Shepard Jr. and "Deke" Slayton and their co-authors, Jay Barbree a space reporter for NBC News since mid-1958, and Howard Benedict, the Associated Press chief aerospace writer from 1959 to 1990 (succeeded by Marcia Dunn).

A Man on the Moon: The Voyages of the Apollo Astronauts (1994), by science journalist Andrew Chaikin, is a work almost 10 years in the making and based on hundreds of hours of interviews with surviving astronauts and other key space program figures from that era.

This New Ocean (1998) by William E. Burrows, a journalist for many years at the *New York Times*, offers a good, readable historical overview of the Space Age.

The Heavens and the Earth: A Political History of the Space Age (1986) is by Walter A. McDougall, and it won the University of Pennsylvania history professor a Pulitzer Prize. *The Decision to Go to the Moon: Project Apollo and the National Interest* (1970) is by John M.

Logsdon, who has long run the Space Policy Institute at DC's George Washington University and has been tapped now and then as an on-air guest expert by CBS News, from the time of Apollo 11 through the STS-107 *Columbia* disaster. Both books stress the politics intermixed with space goals and policies.

Space and the American Imagination (1997) is by Howard McCurdy of DC's American University. The book includes detailed descriptions of ABC-TV's *Disneyland* "Tomorrowland" trio of landmark programs from 1955 and 1957 dealing presciently with human space travel, Earth-orbiting space stations, and voyages to Earth's Moon and Mars. (Walt Disney and Wernher von Braun collaborated on the programs, which were based partly on a series that ran in *Collier's* magazine—whose managing editor, Gordon Manning, later became a top news producer and executive involved in CBS News Gemini and Apollo television coverage and NBC News Skylab television coverage.)

In addition, three other books of special merit each focus on one high-profile space flight, one an unqualified success, another a near-tragic "successful failure," and the other a full-fledged disaster. *We Reach the Moon: The New York Times Story of Man's Greatest Adventure* (1969) is by John Noble Wilford, who has covered space since 1965 for the *New York Times* and who wrote part of the first edition of this instant-paperback on a super-tight deadline during the Apollo 11 flight so it could be printed in time for the splashdown. *Lost Moon* (1994), by former Apollo 13 mission commander James A. Lovell and Jeffrey Kluger—retitled *Apollo 13* in paperback to match the name of the 1995 movie starring real-life space aficionado Tom Hanks, whose film-role photo graces the newer cover—recounts the harrowing "successful failure" mission in 1970 that made Mr. Lovell the only human to voyage twice to the vicinity of the

Moon without landing there. *Comm Check—The Final Flight of Shuttle* Columbia (2004), by Michael Cabbage, a newspaper space reporter, and William Harwood, the CBS News space consultant and writer, draws on their extensive experience in covering the space shuttle program and concentrates on the STS-107 mission in 2003.

Methods and Sources

Using the approach of reconstructing history from primary source documents, telephone and personal interviews to collect oral history-type accounts, and secondary source documents, plus relevant and available video and audio recordings and other sources, this research and thesis sought to piece together an *original* partial-but-detailed descriptive chronology of many of the whos, whats, wheres, whens, and how muches involved with CBS News television space coverage from 1957 to 2003. To an extent, some information about and insights into the hows and whys were gathered as well, though those are ancillary to the main purpose of this thesis.

Both by volume and quality, far and away the most pertinent data to be mined for a project such as this should be derived directly from CBS and the other major television networks. But the myriad problems entailed therein include: 1) finding one of the few key people who has any clear and cogent idea of that data's existence, let alone its whereabouts, or at least that portion that has not been discarded, ruined, misplaced, or kept in all-but-inaccessible archaic formats; 2) clearly and convincingly explaining to said person(s) the macro- and micro- scope of this project and the need for best-available data; 3) persuading said person(s) to make a rare exception to general policy and grant an outside serious researcher access to said data; 4) keeping the costs of access to said data to free or as economical as possible; 5) reconciling or at

least noting conflicts and omissions within a network's own data; and 6) organizing and presenting the available data in a coherent, logical, accessible, and useful form.

From June 2003 through April 2005, I made 14 train trips from Washington DC to New York City to undertake research, mainly at the CBS News Reference Library, but also elsewhere in the city, and to make contacts and conduct pertinent interviews, following up on two earlier such train trips in August 1987 and January 1992 and building on a four-credit history independent study project I did as an undergraduate at UMCP in 1987, and intermittent research and interviews conducted since that time. (On one additional train trip to Stamford CT/Pound Ridge NY, I obtained a wealth of documents about ABC News television coverage of space shuttle missions STS-2, STS-3, STS-4, STS-5, STS-6, and STS-26. Knowing what other networks did provides useful context and improved understanding of broadcast news coverage.)

The process of getting access to and gathering the raw data for this project took a long while and much effort, even aside from those 16 train daytrips to New York, extensive patience and persistence, a portfolio of diplomatic skills, and some serendipity. In particular, former CBS News executive Robert J. Wussler, Carole Parnes of the CBS News Reference Library, and John Behrens of CBS Program Information in New York were crucially helpful.

In addition to my own accumulated knowledge base, the main sources drawn on for this research included:

- **CBS Television Network Special Programs Logs**. The format and titles varied over time, early listings tended to be very terse, some gaps exist, most of the listings tend to be one-time-only sports and entertainment programs (rather than special news broadcasts), and many short-duration deviations from the regular schedule are excluded, especially earlier-on. The 1st-floor CBS News Reference Library had on its back shelves four thick

sky-blue binders with partial coverage for 1967 and 1968, and almost complete coverage from late 1968 through October 2001. I was able to get almost complete listings for 1954-1967 from Mr. Behrens, and thanks to my original quest the Reference Library now has a copy of those, too. Unfortunately, these records do omit some special news broadcasts, and the earlier records are usually less descriptive than those of more-recent vintage. Late in my research, Mr. Behrens informed me that no space-related terms turned up in a computer search he did for November 2001-January 2003, and he supplied the log sheets for February 2003, which included special coverage of the space shuttle *Columbia* reentry accident and its aftermath.

- **CBS Program Information Cards**. Mr. Behrens passed along photocopies of a couple of dozen or so manually typed 3”x5” cards from circa 1957-1960 that include a few details about some special space-related news programs. (The Library of Congress keeps somewhat similar cards on its all-too-selective TV copyright holdings—which include about a score or so space-related broadcasts, mostly from CBS News.).
- **CBS News [Television] Space Log**. Mr. Behrens found this 43-page gem of a document down in a basement cabinet—even Ms. Parnes, after two conscientious decades as a librarian at CBS News, did not know about it. The entries clearly omit some coverage. Only one program is listed for Sputnik 1, for instance. That defies both common sense and what the Library of Congress (LOC) microfilmed reels of NBC master logs indicate about NBC News television coverage of the first artificial satellite, which was launched by the Soviet Union on Friday 4 October 1957 and is considered the start of the Space Age. The only listed CBS News program on Sputnik 1 aired *two days* after its launch, and no programs are listed for Sputnik 2 a month later, also suspicious. Moreover, all the

entries are laconic, they include some obvious typos, and they only extend from October 1957 through February 1990, with a few gaps (such as coverage of July 1979's fiery deorbit of the Skylab space station). Nonetheless, this item supplied an incredibly invaluable skeleton, especially for many of the short broadcasts.

- **CBS News press releases**. I copied hundreds of CBS News press releases from flight-specific files that Ms. Parnes supplied me during several visits, but many others—such as those pertaining to Project Gemini—were missing because of CBS records being shifted around during assorted corporate takeovers (including some boxes possibly sent to Pittsburgh when Westinghouse bought CBS and/or to warehouse storage in Secaucus NJ), other records were damaged by a basement flood at CBS News World Headquarters at 524 West 57th Street, and so on. Thankfully, mainly from some old microfilm stashed in a basement cabinet, Mr. Behrens eventually provided copies of literally more than a ream's worth of pages of CBS News space-related press releases, dated from August 1958 to November 1983. Some known or likely releases are missing from this set (such as for space-related *CBS Reports* and *Face the Nation* broadcasts—though some space-related *CBS Reports* press releases did later turn up in program-series files). But it represents a quite extensive and useful resource, especially the releases issued during and after spaceflights, as those releases reflect and report actual coverage aired, rather than what had been planned or projected. Leapfrogging ahead, strangely, no major news releases were evidently issued regarding CBS News coverage of the STS-51L *Challenger* disaster, the space shuttle's return-to-flight with the STS-26 *Discovery* mission, the STS-95 *Discovery* John H. Glenn return-to-space flight of October-November 1998, or of the STS-107 space shuttle *Columbia* tragedy in February 2003—the practice seems to have

been significantly abandoned over the years for reasons unknown. (If anything, with advancing technology it is ever-cheaper, easier, and faster to send out such press releases.)

- **CBS News Transcripts (paper copies and printed booklets)**. From lateral file cabinets in the back of the CBS News Reference Library on the 1st floor of the CBS Broadcast Center, I obtained transcripts of various CBS News broadcasts. For some series, such as *CBS Reports*, *Eyewitness to History/Eyewitness*, *The Twentieth Century*, *The 21st Century*, and *Face The Nation*, complete or virtually complete sets of air-correct transcripts exist. But for *CBS News Specials* and *CBS News Special Reports*, the files are much spottier (though vastly better than those a few blocks east at ABC News World Headquarters in New York City). In rare instances, the "transcript" filed is actually a script, such as for the half-hour special broadcast on Sputnik 1 from Sunday 6 October 1957. Oddly enough—even for the landmark Apollo 11 mission—only portions of a very few long-duration space broadcasts seem to have been transcribed (contrasted with the whole 1963 John F. Kennedy assassination weekend and all 1972 Nixon-to-China special coverage being transcribed, for example). Some early space shuttle flights are exceptions, too, with detailed transcripts on file. Over the decades, some *Special Reports* of a mere three minutes are fully transcribed, and others of multiple-hours duration are not, and vice versa. One likely partial explanation: periodic budget cuts at various times curtailed the practice.
- **The CBS News Special Events Unit**. In its 6th-floor offices at the CBS Broadcast Center, various files and binders in assorted formats (such as thick 3-ring binders of "Network Interrupts" compiled from 2000 onward by the SEU's unit manager Howard

Brenner) provided additional details, especially for production credits and cross-checking of dates and times with other sources. Unfortunately, very little pre-1980 material is apparently still present there, and the formats vary drastically by year.

- **CBS News Daily Transcripts on microform ("old series" and "new series").** Outside of CBS News Headquarters, very few libraries possess this resource—in the DC area, the Gelman Library in DC at George Washington University has the best set, on microfiche, covering between the two "old" and "new" series the period from late 1963 to mid-1988. Unfortunately, most of the years covered include only regular newscasts, not *Special Reports* and documentaries and *Bulletins*; material for many days was missing entirely when the microfiche was prepared; and from early 1965 until about 1969, even fiches about weekday newscasts often consist of rundown sheets (the term for lists of stories, anchors, and correspondents, sometimes with time-lengths for segments) and selected excerpts here and there, with weekend newscasts included as rundown sheets only until much later. From 1975 onward in the new series (done by a different company), transcripts of many—but by no means all—*Special Reports* are included. (Lexis-Nexis and Burrelle's transcripts of network news programs—focusing on regular newscasts, with some inclusion of *Special Reports* and such—only go back to circa 1990, depending on the network and the program. So, an awkward gap yawns from late 1988 into early 1990. (UMCP's McKeldin Library periodicals department holds microfiche of a few years' worth of ABC News regular newscasts and a few other ABC News programs, but nothing similar for the other major networks.)
- **CBS News Archives [for Television] Computer Database Printouts.** During a January 2004 visit to the CBS News Archives for Television[21] (an amazing place located in the

same building as *60 Minutes*, on the other side of West 57th Street across from the ex-Sheffield Dairy converted in 1964 into CBS News World Headquarters), I obtained records that indicated broadcasts that had been recorded, along with varying but limited details about formats (such as kinescopes, U-Matic cassettes, Beta tapes, VHS cassettes, and so on) and contents.

- **CBS News Bulletin Log**. On that same visit, by chance I found a partly typed, partly handwritten, laconic listing of various short *CBS News Bulletins* from 1963 through 1971, some of which dealt with space topics. The listings are ultra-terse, though they do almost always include the announcer/reporter, the editor on duty, and the on-air and off-air times down to the second. Circa the early 1970s, CBS-TV stopped airing *CBS News Bulletins*—most famously used when Walter Cronkite broke into the soap opera *As the World Turns* to do voiceovers of early reports on John F. Kennedy's Dallas assassination on Friday 22 November 1963. (Such broadcasts later became designated as *CBS News Special Reports*.)
- **CBS Broadcast Operations/Air Control "Final Broadcast Irregularity Reports."** Kept at the CBS Broadcast Center's 1st-floor Broadcast Operations area, these computerized database records of space-related "network interrupts" (and other deviations form regular CBS Television Network programming) only go back to late 1995 and extend to the present. I obtained what records were readily available during an April 2005 visit. The records indicate exact-to-the-second times and dates, but very limited other details. Unclear were the whereabouts and formats of earlier-era paper records long required by the U.S. Federal Communications Commission was unclear, and they could not yet be obtained for this research.

- **Articles in Magazines, Newspapers, and Trade Publications.** I have clipped, copied, collected, and googled literally thousands of articles and listings about TV space coverage over the years, and during this project I worked a good deal on better sorting them out into colored folders for each network's coverage of major space events (e.g., red folders for CBS News, with blue designated for ABC News, green for NBC News, and purple for CNN).

Materials kept by surviving coverage participants may contain additional pertinent data, which may be possible to access eventually. (However, for journalists who were documenting history-as-it-happens, amazingly few broadcast network news staffers seem to have kept more than a few papers, tapes, badges, photographs, and other mementos.) Additionally, Mr. Behrens at one point thought that "monitors' notes" might exist for coverage of some space missions, as they do for coverage of many political conventions and Election Nights. But apparently they do not, or at least he could not locate them. Again, I strongly suspect they were compiled, at least at times. (The practice typically involved three young people sitting in front of three TV sets tuned respectively to CBS, ABC, and NBC, and then keeping a running account of exactly what aired on each network's news coverage of a special event, a summary intended for internal use in comparing what "we" did versus what "they" did.) Materials sent to the CBS Records Center may also be helpful, but access is very tricky to arrange (Michael A. Russo tapped into those materials to greatly enrich his 1983 doctoral dissertation on the history of CBS News special events coverage for 1952-1968, but he had the advantages of being at New York University *and* of having earlier worked for CBS News.)

In painstakingly comparing source documents during the research process, some small discrepancies came to light, such as exact broadcast times—usually a deviation of one minute, which appeared to be a function of rounding idiosyncrasies. In general, I gave preference to the "CBS News [Television] Space Log." In some cases, information conflicted or was murky about other aspects, such as a broadcast's on-air title or genre status (especially *Bulletins* versus *Special Reports*). *CBS News Extras* constituted another category of broadcasts, but seemed most akin to planned-style *Special Reports*.

It is probable that other relevant broadcasts (mostly short ones) may come to light during further research, but this effort undoubtedly accounts for the overwhelming majority of CBS News televised space coverage that has aired, outside of regular newscasts, during the studied time period of October 1957 to February 2003.

However, compared with determining what aired when, tracking down how economic factors influenced television network coverage of space proved a real super-detective job, with bits and pieces of clues scattered widely in sometimes-unexpected places.

For example, Joel Banow, a longtime director at CBS News who was extensively involved in its space coverage for a decade starting in the mid-1960s, donated a mix of saved materials to the National Air and Space Museum Archives in Suitland, MD. One set of documents dealt with CBS News budget estimates for Apollo 9 television and radio coverage.

Additional sources included the *New York Times* and other major papers with good beat coverage of television news and critical reviews of television coverage, trade publications such as *Broadcasting*, *Television*, *Variety*, *Advertising Age*, *Sponsor*, and newsletters such as the *Ross Report/Television Index* and *Radio Daily and Television Daily*. Interviews with surviving

coverage participants from television networks added a qualitative dimension. Books about CBS News provided perspective, as did the 1983 dissertation by Mr. Russo.[22]

Eventually, some perusal of relevant but restricted extant materials might possibly be finessed. However, budget reports and planning memos and the like that once were as mentioned kept in storage at the CBS Records Center in Manhattan, were perhaps shipped to Pittsburgh after Westinghouse bought CBS in 1995, or possibly were sent to a warehouse in Secaucus NJ: their status is foggy. And any surviving papers held by other participants may also yield a fuller picture of the economics side of space coverage, as would interviews with them, assuming those individuals can be located and convinced and have held on to their memories and mementos.

To NBC's credit, that network provided microfilm copies of its master logs covering 1936-1979 and hardbound volumes of trade news releases covering 1951-1989 to the Library of Congress's Motion Picture, Broadcasting, and Recorded Sound Division in Washington DC. Unfortunately, CBS News, ABC News, and CNN have not *yet* done likewise. Also to NBC's credit, the free, open, and searchable Internet Web site *www.nbcnewsarchives.com* is a valuable research tool with no parallel at other major networks. However, some listings are stock footage rather than whole, intact programs.

As for viewing actual CBS News space coverage, the Library of Congress and National Archives II hold a few relevant programs or excerpts. The John F. Kennedy Presidential Library in Boston possesses recordings of some Project Mercury television coverage, as noted by Mary Ann Watson in her book, *The Expanding Vista: American Television in the Kennedy Years*. So does the Museum of Television and Radio in New York City, and evidently ditto for the archives of the News Emmy Awards and the Newseum in Arlington VA. Also, some private hobbyists trade historic space, political, and news coverage tapes. Actual network archives do retain many

of the programs, but access is extremely limited and purchasing copies is extremely costly. In sum, bits and pieces are scattered here and there outside television network archives. But lots of enterprise, energy, and expense is required to find and view them.

Chapter 2: CBS News Televised Space Coverage: An Overview

Apparently the first program dealing with space exploration televised by CBS aired on Tuesday 1 March 1932, at 2230 ET. That is not a typo. According to a two-paragraph item headlined "Rocket Will Shoot" in *The Brooklyn Daily Eagle* newspaper of that date, on CBS's experimental television station in New York City, W2XAB (which eventually became WCBS-TV 2), "G. Edward Pendray, president and founder of the American Interplanetary Society, and the designer and builder of a new seven-foot [2-meter] aluminum experimental rocket, will be guest speaker…on Columbia's television station…tonight…H. Burt McElfresh will introduce the speaker…Walter A. Fallon will offer several piano selections during the program."[23]

Over the early years of the CBS Television Network after World War II, a few special broadcasts dealt with space and astronomy matters. For example, an expanded edition of *The Morning Show* on Wednesday 30 June 1954, starting a half-hour earlier than usual, at 0630 ET, aired live coverage of a solar eclipse, featuring images from Minnesota. Normally, the host would have been a certain fellow named Walter Cronkite, but he was at home in New York recuperating from some minor surgery.

The civilian space agency, the National Aeronautics and Space Administration (NASA), did not formally exist until Wednesday 1 October 1958, so most earlier rocket testing—including with Nazi German V-2s captured in the closing phases of World War II—was done in remote places such as the New Mexico desert and along Cape Canaveral FL beaches, under a U.S. military aegis, and with little or no notice before or after to the press or public—early coverage remained extremely sparse.

However, after fits and starts in the post-Sputnik late 1950s, television space coverage picked up in earnest in 1961, when humans started venturing and exploring where no one had

gone before, to borrow again from NBC-TV's *Star Trek* prologue. New television technology was emerging (such as videotaping circa 1958 and increasingly-portable television cameras) and communications connections gradually improved with the once-isolated, semi-wild, and lightly inhabited Cape Canaveral FL launching area.

As space producer Robert J. Wussler reflected for the 1998 CBS News Productions documentary *I Remember* "Man on the Moon," "Television went hand in glove with the space program, because it was the early '60s that television cameras—with big wires and big cameras and big tripods—for the first time really got into the field to cover things." (Please see Appendix 1 for a more detailed look at Mr. Wussler and other key players in CBS News televised space coverage.)

Putting together television coverage involved myriad details the average viewer might take for granted. For example, consider the on-screen coverage titles. The umbrella titles CBS News used to provide a unifying identity to special events space coverage were sometimes prosaic and sometimes poetic. At times an ongoing pattern would emerge, while other selections seemed to be quasi-random. (Please see Table 2.1, Table 2.2, and Table 2.3.)

TABLE 2.1

CBS NEWS TELEVISED SPACE COVERAGE:
UMBRELLA AIR TITLES FOR SELECTED HUMAN MISSIONS, 1961-1969

FLIGHT	FLIGHT COVERAGE DATES	UMBRELLA TITLE(S)
Friendship 7	20 February 1962	"Man in Orbit: The Flight of John Glenn"
Aurora 7	24 May 1962	"The Flight of Mercury Aurora 7"
Sigma 7	3 October 1962	"The Flight of Sigma 7"
Faith 7	15-16 May 1963	"A Day and a Half in Space"
Gemini 3	23 March 1965	"Gemini: Two Men in Space"
Gemini 4	3-7 June 1965	"G-T 4: Four Days in Space"
Gemini 5	21-29 August 1965	"Gemini 5: Eight Days in Space"
Gemini 6 (launch scrub)	25 October 1965	"Gemini 6: Rendezvous in Space"
Gemini 7	4-18 December 1965	"Project Gemini: Two Weeks in Space"
Gemini 6A	15-16 December 1965	"Project Gemini: Two Weeks in Space"
Gemini 8	16 March 1966	"Gemini 8: Another Step to the Moon"
Gemini 9	3-6 June 1966	"Week in Space" (with Surveyor 1)
Gemini 10	18-21 July 1966	"The Mission of Gemini 10"
Gemini 11	12-15 September 1966	"The Mission of Gemini 11"
Gemini 12	11-15 November 1966	"The Mission of Gemini 12"
Apollo 4 [first, unpiloted Saturn 5 launch]	9 November 1967	"The Flight of Apollo 4"
Apollo 7	11-22 October 1968	"The Flight of Apollo 7"
Apollo 8	21-27 December 1968	"The Flight of Apollo 8"
Apollo 9	3-13 March 1969	"The Flight of Apollo 9"
Apollo 10	18-24 May 1969	"The Flight of Apollo 10"
Apollo 11 [1st human Moon landing]	16-24 July 1969	"Man on the Moon: The Epic Journey of Apollo 11"
Apollo 12	14-24 November 1969	"Return to the Moon: The Flight of Apollo 12"

Notes: Dates refer to actual broadcast coverage, regardless of flight dates. Previews and wrap-ups not necessarily incorporated. Dates based on Eastern Time. Some air titles not clearly obtainable.

Sources: "CBS News [Television} Space Log, 1957-1990;" CBS News press releases and CTN Special Programs Logs; NASA.

TABLE 2.2

CBS NEWS TELEVISED SPACE COVERAGE:
UMBRELLA AIR TITLES FOR SELECTED HUMAN MISSIONS, 1970-1979

Apollo 9	3-13 March 1969	"The Flight of Apollo 9"
Apollo 10	18-24 May 1969	"The Flight of Apollo 10"
Apollo 11 [1st human Moon landing]	16-24 July 1969	"Man on the Moon: The Epic Journey of Apollo 11"
Apollo 12	14-24 November 1969	"Return to the Moon: The Flight of Apollo 12"
Apollo 13 [mid-flight explosion aborted lunar landing]	11-17 April 1970	"Aquarius on the Moon: The Flight of Apollo 13"; "The Flight of Apollo 13"; "Odyssey Returns: The Flight of Apollo 13"
Apollo 14	31 January-9 February 1971	"1961-1971 Ten Years Later: The Flight of Apollo 14"
Apollo 15	26 July- 7 August 1971	"A Ride on the Moon: The Flight of Apollo 15"
Apollo 16	16-27 April 1972	"Orion on the Moon: The Flight of Apollo 16"
Apollo 17 [6th and last-to-date human Moon landing]	7-19 December 1972	"Farewell to the Moon: The Flight of Apollo 17"
Skylab 2	14 May and 25 May-22 June 1973	"Skylab One"; "The Flight to Save Skylab"; "Skylab One"
Skylab 3	28 July-25 Sep. 1973	"Skylab: Mission Two"; "Skylab Two: Journey's End"
Skylab 4	16 Nov. 1973-8 Feb. 1974	"Skylab: Mission Three"
Apollo-Soyuz Test Project [1st international human space mission]	15-24 July 1975	"Apollo-Soyuz: A Meeting in Space"
Skylab Deorbit	10-11 July 1979	"Skylab Is Falling"/"Skylab Watch"

Notes and Sources same as for Table 2.1.

TABLE 2.3

CBS NEWS TELEVISED SPACE COVERAGE:
UMBRELLA AIR TITLES FOR SELECTED HUMAN MISSIONS, 1981-2003

STS-1 *Columbia*	9-10 and 12-14 April 1981	"Wings in Space"
STS-2 *Columbia*	12-14 November 1981	"Space Shuttle II"
STS-3 *Columbia*	22-30 March 1982	"*Columbia* in Space: The Third Journey"
STS-51L *Challenger* [fatal explosion]	28 January 1986/ 31 January 1986/ 29 Feb. and 9 March 1986	"Shuttle *Challenger* Explosion" (breaking coverage)/ "Disaster in Space" (prime-time wrap-up)/ "In Memory of the *Challenger* Seven" (midday memorial service in Houston)
STS-26 *Discovery* [1st post-accident mission]	29 September- 3 October 1988	"Return to Space"/ "Return of *Discovery*"
STS-27 *Atlantis*	2-6 December 1988	"The Flight of *Atlantis*"
STS-29 *Discovery*	13-18 March 1989	"The Flight of *Discovery*"
STS-30 *Atlantis*	28 April and 4-8 May 1989	"The Flight of *Atlantis*" (including launch scrub)/ "The Return of *Atlantis*"
STS-28 *Columbia*	8-13 August 1989	"The Flight of *Columbia*"
STS-34 *Atlantis*	17 and 18 October 1989	"The Flight of *Atlantis*" (launch scrub and actual launch)
STS-33 *Discovery*	22 November 1989	"The Flight of *Discovery*"
STS-32 *Columbia*	9 and 12 January 1990	"The Flight of *Columbia*" (launch and shuttle recovery of Long Duration Exposure Facility satellite)
STS-36 *Atlantis*	25 February 1990	"The Flight of *Atlantis*" (launch scrub only)
STS-95 *Discovery*	29 October and 7 November 1998	"John Glenn—Return to Space"
STS-107 *Columbia*	1-2 February 2003/ 4 February 2003	*Columbia* Disaster/ "A Farewell to *Columbia*" (memorial service in Houston)

Notes and Sources same as for Table 2.1. (No relevant broadcasts aired in 1980.)

Amounts of aired coverage varied widely from year to year, naturally depending in part on what space projects were going on, but also at least as much on shifts in intra- and inter-network politics, personalities, and practices. But the “golden age of TV space coverage,” depending on one’s definitions and expectations, took place between the late 1950s and early 1970s—though not as an unbroken trend. (Please see Table 2.4. and Table 2.5)

TABLE 2.4

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions From 1961 To 2003
By Year (1961-1986)

YEAR	TOTAL DURATION SPECIAL EVENTS BROADCASTS
1961	10 hours 17 minutes
1962	44 hours 25 minutes
1963	13 hours 48 minutes
1964	None
1965	73 hours 34 minutes
1966	58 hours 54 minutes
1967	3 hours 32 minutes +
1968	25 hours 13 minutes
1969	109 hours 57 minutes
1970	18 hours 24 minutes
1971	41 hours 58 minutes
1972	22 hours 4 minutes
1973	5 hours 18 minutes ++
1974	0 hours 2 minutes
1975	6 hours 40 minutes
1976	None
1977	0 hours 30 minutes
1978	None
1979	1 hour (est. approx., possibly somewhat less) +++
1980	None
1981	18 hours 11 minutes
1982	2 hours 17 minutes
1983	1 hour 54 minutes
1984	0 hours 57 minutes
1985	0 hours 12 minutes
1986	7 hours 48 minutes

+ Includes first, unpiloted test launch of Saturn V as Apollo 4.
++ Includes Skylab 1 launch of “unmanned” space station.
+++ Skylab space station forced deorbit.

Notes: No U.S. human space missions flew in 1964, 1967 (but the Apollo 1 fire aftermath garnered coverage), 1976, 1977 (but space shuttle *Enterprise* drop testing was covered), 1978, 1979 (but the Skylab space station’s fall to Earth was covered), or 1980.
Sources: Derived from: “CBS News [TV] Space Log, 1957-1990’; “CTN Special Programs” logs for 1961-2003; CBS News press releases on space coverage; and related data.

TABLE 2.5

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of U.S. Human Missions From 1961 To 2003
By Year (1987-2003)

YEAR	TOTAL DURATION SPECIAL EVENTS BROADCASTS
1987	None
1988	1 hour 57 minutes
1989	2 hours 24 minutes
1990	0 hours 37 minutes
1991	0 hours 5 minutes
1992	None
1993	6 hours 19 minutes (plus extensive *Up To The Minute* coverage of STS-61)
1994	0 hours 3 minutes
1995	0 hours 13 minutes
1996	None
1997	None
1998	1 hour 10 minutes
1999	0 hours 1 minute
2000	None
2001	None
2002	None
2003	8 hours 23 minutes ++

+ Includes about 2 minutes of live STS-27 landing coverage on the original, eastern feed of the *CBS Evening News*.
++ Excludes 3-1/2 hours of dedicated broadcasts on Saturday-Sunday 1-2 February 2003 of the *CBS Evening News with Dan Rather*, *CBS News Sunday Morning*, and *Face the Nation*.

Notes: No US human space missions flew in 1987. In a few instances, space shuttle launches and landings received brief live coverage on broadcasts such as the *CBS Morning News*.
Sources: Derived from: "CBS News [TV] Space Log, 1957-1990'; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data.

In grand total, CBS News has televised more than 505 hours of Special Events space coverage in the 45 years since Sputnik 1 went into Earth orbit, almost all of it focused on U.S. human space flight. In addition, CBS News has televised about another 43 hours of space-related documentaries and public affairs programs during that period. (For definitions of these and other terms, please see the Glossary in the back matter.) Those figures are only approximate and involve some educated guesswork, incomplete and conflicting records, indistinct rounding patterns in some data, interpretational calls, and so forth, and do not incorporate Telstar and early Bird comsat specials nor space coverage on regular newscasts. If all 550 hours of special coverage were aired in a chronological reprise nonstop 24-7, it would take about three weeks and two days. (Please see Table 2.6.)

TABLE 2.6

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE OVERALL SUMMARY

Special Broadcasts on U.S. Human Missions 1961-2003, U.S. Robotic Missions 1958-1976, and Soviet/Russian Missions 1957-1969, and Other Space-Related Special Broadcasts

PROJECT/CATEGORY	YEAR(S)	DURATION TOTAL
Project Mercury Special Events Total	1961-63	68 hours 30 minutes
Project Gemini Special Events Total	1965-1966	132 hours 28 minutes
Project Apollo Special Events Total	1967-1972	217 hours 58 minutes
Project Skylab Special Events Total	1973-74; 1979	6 hours (approx.) +
Apollo-Soyuz Test Project Special Events Total	1975	6 hours 40 minutes
Pre-Space Shuttle U.S. Human Space Missions Total	**1961-1975**	**431 hours 36 minutes (approx.)**
Space Shuttle Project (drop testing)	1977	0 hours 30 minutes
Space Shuttle Project (STS-1-STS-51L)	1981-1986	30 hours 49 minutes
Space Shuttle Project (STS-26-STS-107)	1988-2003	21 hours 13 minutes
Space Shuttle Project Special Events Total	**1981-2003**	**52 hours 32 minutes**
U.S. Human Missions Special Events Grand Total	**1961-2003**	**484 hours 8 minutes**
U.S. Robotic Missions Special Events Total	**1958-1976**	**15 hours 45 minutes**
U.S. Misc. Space Missions Special Events Total	**1961-1967**	**1 hour 46 minutes ++**
U.S. Space Missions Special Events Total	**1958-2003**	**501 hours 39 minutes (approx.)**
Soviet/Russian Human and Robotic Missions Sp. Evs.	1957-1969	3 hours 7 minutes +++
Solar Eclipses	1963/1970	1 hour 30 minutes
Special Events Total	***1957-2003***	***506 hours 16 minutes (approx.)***
Space-Related Documentaries/Public Affairs	***1957-2003***	***43 hours ++++***
OVERALL GRAND TOTAL	**1957-2003**	**550 hours (approx.)**

+ Includes coverage of 1973 “unmanned” Skylab station launch and its 1979 “deorbit.”
++ Encompasses some U.S. nonhuman animal flights and rocket test launches not closely linked to U.S. human space missions.
+++ Excludes 1 hour of Soyuz launch coverage and 30 minutes of landing coverage already included in ASTP total above.
++++ Very approximated and excludes half-hour Willy Ley *Face the Nation* from August 1955.

Sources: Approximated times and tentative totals based on data from various CBS News sources, with further research needed. Data excludes Telstar (1962) and Early Bird (1965) communications satellites special coverage and space coverage on regular newscasts, such as the *CBS Morning News*, *CBS Midday News*, *CBS Evening News*, and *CBS News Nightwatch/Up to the Minute*.

Another gauge of network commitment to space coverage is the airing of preview and/or wrap-up broadcasts related to each mission. This practice was common during Mercury and Gemini, but after Apollo 11 became much more sporadic, and virtually disappeared during the space shuttle era. (A preview broadcast, often aired on the evening before scheduled liftoff, acted as a scene-setter, recapping our-story-so-far and providing a primer on the next mission’s goals, crew, experiments, hardware, and so on. Wrap-up programs, typically aired during prime-time or late-evening on splashdown/landing day, reviewed highlights of the mission and looked ahead to upcoming missions. (Please see Table 3.7.) In addition to preview and wrap-up broadcasts, for a limited number of missions, post-flight news NASA news conferences, crew appearances with U.S. presidents, astronaut addresses to the U.S. Congress, celebratory ticker-tape parades, and related events were also covered, in separate broadcasts.

TABLE 2.7

CBS NEWS TELEVISED PREVIEW AND WRAP-UP BROADCASTS RELATED TO USA HUMAN SPACE MISSIONS, 1961-1963

MISSION	YEAR(S)	PREVIEW BROADCAST? AIR TITLE/ APPROX. LENGTH	WRAP-UP BROADCAST? AIR TITLE/ APPROX. LENGTH
Freedom 7	1961	No	Yes *Eyewitness*: "Our Man in Space" 30 mins.
Liberty Bell 7	1961	No	Yes *CBS News Special Report*: "Manshoot II" * 30 mins.
Friendship 7	1962	Yes *Eyewitness*: "Flight Plan for Orbit" 30 mins.	Yes *CBS News Special Report*: "The Flight of John Glenn" 30 mins.
Aurora 7	1962	No	Yes (TWO) • *CBS News Extra*: "The Flight of Aurora 7" 30 mins. • *CBS News Extra*: "The Happy Landing" 15 mins.
Sigma 7	1962	Yes *CBS News Special Report*: "Our Next Man in Space 30 mins.	Yes *CBS News Special Report*: "The Flight of Sigma Seven" 15 mins.
Faith 7	1963	No	Yes *CBS News Extra*: "A Day and a Half in Space" 30 mins.

* Also given as "Manshot II."
Sources: "CBS News [TV] Space Log"; files in CBS News Reference Library; CBS News press releases.

TABLE 2.8

CBS NEWS TELEVISED PREVIEW AND WRAP-UP BROADCASTS RELATED TO USA HUMAN SPACE MISSIONS, 1965

MISSION	YEAR(S)	PREVIEW BROADCAST? AIR TITLE/ APPROX. LENGTH	WRAP-UP BROADCAST? AIR TITLE/ APPROX. LENGTH
Gemini 3	1965	Yes (TWO) • *T-Minus 4 Years, 9 Months, 30 Days and Counting* [partly preview of Project Gemini] 60 mins. • *CBS News Special Report*: Gemini 3 Preview 60 mins.	Yes *CBS News Special Report*: "Gemini: Two Men in Space (G-T3)" 30 mins.
Gemini 4	1965	Yes "Gemini Preview" 30 mins.	Yes (TWO) • *CBS News Special Report*: "Gemini Wrap-Up G-T 4" 30 mins. • *CBS News Special Report*: "Major White's Walk" 30 mins.
Gemini 5	1965	Yes *CBS News Special Report:* "Gemini 5: Eight Days in Space" 30 mins.	Yes *CBS News Special Report:* "Gemini 5: Eight Days in Space" 30 mins.
Gemini 6 (launch scrub)	1965	No	No
Gemini 7	1965	No	Yes *CBS News SpecialReport*: "Project Gemini: Two Weeks in Space" 30 mins.
Gemini 6A	1966	No	No *

* But Gemini 6A wrap-up was incorporated into Gemini 7 wrap-up because flights overlapped.

Sources: "CBS News [TV] Space Log"; files in CBS News Reference Library; CBS News press releases.

TABLE 2.9

CBS NEWS TELEVISED PREVIEW AND WRAP-UP BROADCASTS RELATED TO USA HUMAN SPACE MISSIONS, 1966-1969

MISSION	YEAR(S)	PREVIEW BROADCAST? AIR TITLE/ APPROX. LENGTH	WRAP-UP BROADCAST? AIR TITLE/ APPROX. LENGTH
Gemini 8	1966	No	No *
Gemini 9A	1966	No	Yes *CBS News Special Report:* "Week in Space" 15 mins.
Gemini 10	1966	No	Yes *CBS News Special Report*: "The Mission of Gemini 10" 15 mins.
Gemini 11	1966	No	Yes *CBS News Special Report*: "The Mission of Gemini 11" 15 mins.
Gemini 12	1966	No	Yes *CBS News Special Report*: "Halfway to the Moon: Gemini-Apollo Report" 30 mins.
Apollo 1 (pad fire)	1967	*Not Applicable*	Yes *CBS News Special Report* 34 mins.
Apollo 7	1968	Yes *CBS News Special Report*: "Apollo 7 Preview" 30 mins.	Yes *CBS News Special Report*: "The Flight of Apollo 7" 9 mins.
Apollo 8	1968	Yes *CBS News Special Report*: "The Flight of Apollo 8" 16 mins.	Yes *CBS News Special Report*: "Man at the Moon" 60 mins.
Apollo 9	1969	No	Yes *CBS News Special Report* "The View From Apollo 9" 15 mins. [in-flight films]
Apollo 10	1969	Yes *CBS News Special Report*: "The Flight of Apollo 10" 15 mins.	No

* After Gemini 8, a *Special Report* of about 28 minutes did show NASA films from the flight.
Sources: "CBS News [TV] Space Log"; files in CBS News Reference Library; CBS News press releases.

TABLE 2.10

CBS NEWS TELEVISED PREVIEW AND WRAP-UP BROADCASTS RELATED TO USA HUMAN SPACE MISSIONS, 1969-1972

MISSION	YEAR(S)	PREVIEW BROADCAST? AIR TITLE/ APPROX. LENGTH	WRAP-UP BROADCAST? AIR TITLE/ APPROX. LENGTH
Apollo 11	1969	Yes *CBS News Special Report*: "Man on the Moon: The Epic Journey of Apollo 11' 60 mins.	Yes *CBS News Special Report*: "Man on the Moon: The Epic Journey of Apollo 11' 60 mins.
Apollo 12	1969	Yes *CBS News Special Report*: "Return to the Moon: The Flight of Apollo 12" 13 mins.	No*
Apollo 13	1970	No	No
Apollo 14	1971	Yes	No
Apollo 15	1971	Yes *CBS News Special Report*: "A Ride on the Moon: The Flight of Apollo 15" 15 mins.	No
Apollo 16	1972	No	No
Apollo 17	1972	No	Yes *CBS News Special*: "Challenger Has Landed: The Adventures of Apollo 17" 60 mins. [especially aimed at children]

* However, after Apollo 12, a *CBS News Special Report* of about 14 minutes on Thursday 27 November 1969 (Thanksgiving Day) did show NASA films from the flight.

Sources: "CBS News [TV] Space Log"; files in CBS News Reference Library; CBS News press releases.

TABLE 2.11

CBS NEWS TELEVISED PREVIEW AND WRAP-UP BROADCASTS RELATED TO USA HUMAN SPACE MISSIONS, 1973-1986

MISSION	YEAR(S)	PREVIEW BROADCAST? AIR TITLE/ APPROX. LENGTH	WRAP-UP BROADCAST? AIR TITLE/ APPROX. LENGTH
Skylab 1 and 2	1973	Yes *CBS News Special*: "What's Skylab All About?" 30 mins. [especially aimed at children]	No
Skylab 3	1973	No	No
Skylab 4	1973-74	No	No
Apollo-Soyuz Test Project	1975	Yes (TWO) • *CBS News Special*: "What's Apollo-Soyuz All About?" 30 mins. [especially aimed at children] • *CBS News Special Report:* "Apollo-Soyuz: A Meeting in Space" 30 mins.	No
STS-1	1981	Yes *CBS News Special Report*: "Wings in Space" 31 mins.	No
STS-2	No	No	No
STS-51L (*Challenger* ascent accident)	1986	No	Yes *CBS News Special Report*: "Disaster in Space" 60 mins.
STS-95 (John Glenn returns to space)	1998	No	No
STS-107 (*Columbia* reentry accident)	2003	No	No

Sources: "CBS News [TV] Space Log"; files in CBS News Reference Library; CBS News press releases.

Of course, had CNN been conceived, possible, and around earlier, in time for the 1960s say, one can assume its coverage would have amounted to far more hours than that, given CNN's 24-7 schedule and the considerable hours often taken up by topics and stories of vastly less significance. How that might have affected broadcast network coverage by CBS News and others is difficult to speculate upon.

In the three-network news universe prevalent during 1957-1980, however, many observers awarded high marks to CBS News for its space coverage, shortcomings such as curtailed airtimes notwithstanding. For example, Mr. Sanders Lamont, an aerospace writer for the Florida newspaper *Today in Cocoa*, had this to say in a mid-1971 piece headlined "The TV Networks And Apollo 15":

> Many Americans wouldn't know how to follow an Apollo flight to the moon [sic] if it wasn't for Walter Cronkite and his competitors…
>
> All three networks have their followers, but it is the professional no-nonsense approach which Cronkite epitomizes that collects the most viewers in aerospace communities here and in Houston…
>
> One reason the CBS coverage is consistently good is the people behind the scenes who actually collect information, write it in understandable form, and pass it up the line to Cronkite to present to millions of viewers. Producers like Joan Richman and Jim O'Brien have been coming to the Cape for years, know the people, know the problems and understand what they are talking about….
>
> CBS also draws on a large group of experts such as the prestigious Arthur C. Clarke, a science fiction and fact expert…
>
> CBS…prides itself on space coverage…

Chapter 3: Televised Space Coverage: Economic Factors and Public Interest

Economic factors

In the realm of live broadcast news "special events" coverage, somewhere between the semi-predictable choreography of a national political convention and the unexpected chaos wrought by a presidential assassination, there lies the human space exploration mission.

For its part, the U.S. space agency NASA has generally released to journalists, well before its flights start, press kits including detailed schedules of dates and times for launches, splashdowns/landings, moonwalks/spacewalks, satellite deployments, and other key events. Contractors and others issue additional press kits. But assorted matters—varying from an emergency return after an equipment malfunction (as happened on Gemini 8) to eager astronauts simply wanting to walk on the Moon before going to sleep (as on Apollo 11) and from a near-fatal mid-flight explosion (on Apollo 13) to a weather-related countdown delay (as happened with Apollo 14 and many other missions)—induce significant uncertainties to unfolding television coverage. However, in the 1960s and 1970s CBS-TV and NBC-TV, and to a lesser extent ABC-TV, were making hefty overall profits—and operating under the watchful regulatory powers of the U.S. Federal Communications Commission and the Communications Act of 1934 as amended—and thus were both positioned and motivated to absorb somewhat uncertain costs in fulfilling the public "interest, convenience, and necessity."

Other relevant factors in the background included:

- The television networks were still recuperating from serious damage to their reputations caused by the TV quiz show scandals of 1950s.
- Broadcast journalism pioneer Edward R. Murrow (1908-1965), in a rightly famous address on 15 October 1958 in Chicago to the Radio and Television News Directors

Association (RTNDA) annual meeting, had eloquently warned regarding television, "This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely wires and lights in a box."

- The emerging technologies of videotape, communications satellites, and smaller cameras and other equipment were providing better means with which to cover the space story.
- The clout and persuasiveness with top network decision-makers of key news division staffers at a network—such as CBS News Correspondent Walter Cronkite (1916-), its chief anchor and an avid space enthusiast, and its special events executive producer Robert J. Wussler (1936-)—could also exert some positive difference.
- In addition, CBS founder William S. Paley (1901-1990) still influentially presided over his network and exuded clear interest in maintaining quality.

Nevertheless, as Mr. Murrow noted in that 1958 RTNDA speech, "One of the basic troubles with radio and television news is that both instruments have grown up as an incompatible combination of show business, advertising, and news. Each of the three is a rather bizarre and demanding profession. And when you get all three under one roof, the dust never settles. The top management of the networks, with a few notable exceptions, has been trained in advertising, research, sales or show business. But by the nature of the corporate structure, they also make the final and crucial decisions having to do with news and public affairs."[24]

One such notable exception was the highly regarded CBS News President Richard S. Salant (1914-1991), a lawyer-journalist who wrote in his memoirs, "…no single issue in my sixteen years at CBS was as difficult and amorphous as trying to get time on the air for news

programs…I got an OK to my requests for airtime too often for me to believe that the sole criteria were ratings and profits…[But] CBS News could only propose; it was for others to dispose." Even Mr. Salant claimed he was mystified by who made such decisions and how they were made.[25] Nonetheless, Mr. Salant's own commitment to space coverage was at best unreliable and weak.

Mr. Salant's counterpart at ABC News for some years was President William "Bill" Sheehan, who had covered one late Mercury flight as an ABC News correspondent and a pool reporter and been an ABC News producer for later Gemini flights. According to Mr. Sheehan, even for Apollo 11, securing airtime was not as easy as one might suppose. (Later still, Mr. Sheehan changed hats and worked at NASA Headquarters in Washington DC as associate administrator for public affairs from shortly after the STS-51L *Challenger* disaster for six years through mid-1992, in the process accumulating an unusual mixture of perspectives.) In a May 2003 telephone interview, he shed this light on the subject:

> Well, the big problem in television in those days, at ABC particularly, but I'm sure it was true at the other networks as well, was to acquire the amount of time that we thought we needed from the network, preempting programs that were profitable. And that was always a *struggle*. And, you know, we fought the fight, and won some, and lost some.
>
> When Apollo 11 went, we came up with a program plan that asked for about 30 straight hours of broadcasting! And it was a difficult fight, but we won it! And we *did* do that, and everybody else did as well. It would have been terrible if we hadn't.
>
> When you're dealing with the people that, whose only interest is in how much money the thing is making—and you're going to pre-empt a lot of commercials—or, have commercials that are bringing in a lot less revenue than [those on] entertainment programs, then it's an argument! And we always had `em and that was the *constant* that ran through *all* Special Events coverage. But the space program required so much Special Events coverage, that it [fighting over airtime] lingers in my mind probably stronger than some of the others.

> News is now producing revenues that are quite comfortable for the networks. But in those days, every news event that was covered was a costly thing, not just in the cost of covering, but in the cost of commercials that didn't get on the air because of the special programming. So it [fighting hard for airtime] was one of the things that we had to do.[26]

So, were there equivalents of Jim Aubrey (1918-1994)—the notorious early-1960s CBS Television Network president infamous for his single-minded focus on ratings and profits and his undisguised dismissive hostility toward news programming, documentaries, and special events coverage—at the other networks? "Yes. Oh, yes! You bet," Mr. Sheehan replied with gusto.

Economics and television network-affiliate politics combined help explain why CBS News and ABC News started their special coverage of the memorable total solar eclipse that swept across central Mexico and up the U.S. Eastern Seaboard on Saturday 7 March 1970 a half-hour later than did NBC News, which ironically bested the ratings. This is how writer Marvin Kitman, via his quoted but unnamed "authority," explained it back then in the magazine *The New Leader*: "Live coverage, not truth, is the virtue of television journalism. Why didn't Number Two and Number Three go on the air at noon, as NBC did, so their [photography] jet could chase the sun and moon at 12:31 [EST]? 'They wouldn't go into network [regular programming] time,' one authority explained. 'At one o'clock, they're on local station time when it's less costly to preempt programs for public affairs. It was a cynical decision based on money.'" (Bad luck with cloudy weather curtailed live pictures at program's start time, though tape was used and Mr. Kitman complimented CBS News anchor Charles Kuralt for "a most urbane lecture on the significance of the eclipse, illustrating his talk with, among other items, a film excerpt from *A Connecticut Yankee in King Arthur's Court* [based on the 1889 novel by Mark Twain]."[27]

However, in general at present, only a snapshot-style look at this economics subject is feasible with available sources. But even with fragmentary and mostly secondary information, one can extrapolate that clearly the three major U.S. television networks collectively expended—in 2003 U.S. dollars—hundreds of millions of dollars on covering the space exploration story. However, much like NASA and space exploration advocates struggled again and again with assorted presidents and legislators for enough money to pursue even a modest program, space coverage advocates within the broadcast networks also struggled again and again for adequate budgets, airtime, personnel, and other resources to devote to the story.

From the very start of U.S. human spaceflight, the economics of television coverage were occasionally noted by the press. "Networks Facing Big Bill Covering Space Flight" headlined the "TV-Radio Today" column in the morning *New York Tribune* on Tuesday 2 May 1961, the day Alan B. Shepard Jr. was scheduled to become the first American in space (his actual flight was weather-delayed until Friday 5 May 1961). As Marie Torre wrote:

> One can forgive television for most, if not all, its misadventures today when the networks dismiss the fact that they are profit-making organizations and assume the high cost of bringing on-the-scene coverage of the man-in-space flight story to every interested American home—that is if the weather conditions permit the launching of an astronaut.
>
> This electronic miracle—unsullied by commercials of any kind, which is only as it should be—is made possible through the use of $3,000,000 [2003: $18,400,000] worth of broadcasting equipment and at a combined cost of $350,000 [2003: $2,150,000] to the three television networks and the Mutual Radio Network….[28 29]

Nine months later, John H. Glenn Jr.'s historic first-American-in-orbit flight on Tuesday 20 February 1962 proved a key early landmark in the economics of TV space coverage. (His launch had been scrubbed or delayed 10 times since late January 1962.) Three days earlier, a *New York Times* headline read, "Delays in Glenn Flight Proving Costly for Television and Radio," with Bernard Stengren's lead describing Glenn's *Friendship 7* Mercury mission even

then as "believed to be the most extensively and expensively reported news story." The estimated broadcasters' bill was topping $2 million [2003: $12,100,000[30]], including $800,000 [2003: $4,860,000] for CBS , $750,000 [2003: $4,550,000] for NBC, and $700,000 [2003: $4,250,000], he reported.[31] Each delay day would add $50,000 [2003: $303,000], he said.[32]

By press time for the April 1962 issue of *Television Magazine*, it reported these unofficial figures: ABC, $700,000 [2003: $4,250,000] in costs; CBS, more than $1 million in costs [2003: more than $6,080,000]; and NBC, $1.2 million [2003: $7,290,000] in production costs plus $350,000 to $400,000 [2003: $2,120,000 to $2,430,000] in preemptions and other costs. The three-TV-network poll accrued another $715,000 [2003: $4,340,000] in television pool production expenses, shared among the networks. To cite a specific line-item, one unidentified network paid $700 [2003: $4,250] per day just in long-distance telephone charges.[33] In all, the magazine noted, the bill for production, preemption, and other expenses came to about $3,300,000 [2003: $20,000,000].

"How Many Glenns Can TV Afford?" screamed the April 1962 cover story of *Television Magazine*, which featured a liftoff photo of Glenn's Mercury capsule atop its Atlas rocket and the all-caps coverline, "THE HIGH PRICE OF HISTORY." "Television and John Glenn were almost inseparable in the weeks before and after his historic space flight. The industry covered itself both with glory and red ink," the unbylined article stated.[34] It commented further:

> With its recent coverage of man in space—and back at home—network television picked up deserved admiration and an expense tab totaling more than $3 million [2003: $18,200,000], with bills still coming in. Stations along the network during the coverage of Lieut. Col. John H. Glenn Jr. "lost" another $3 million [2003: $18,200,000] in local revenue….[The Glenn mission]…covered by the networks with "damn the schedule" tenaciousness—will long stand as one of television's top achievements. But the sustained coverage also poses some

> questions: Do future shots warrant continuous "live" coverage? Will the public be as keyed up about forthcoming space rides as it was with those of Shepard, Grissom, and Glenn, or will its interest wane? And finally, whatever course coverage takes, how can costs be controlled without lessening the quantity and quality of the television effort? Network news dollars are not inexhaustible.[35]

The piece went on to suggest "cooperation, more use of 'pooling,' and even permanent network bureaus at Cape Canaveral, as "sensible" cost-saving measures. "Television knows it has a comet by the tail in its coverage of space exploration. It now has to find out how not to get burned too badly by those hot dollar signs it gives off," it concluded.[36]

After the six one-man Mercury flights ended in May 1963, space coverage went into a relative lull until zooming upward with the start of the two-man Gemini flights in 1965. "Perfect match: TV and space" read the headline on a summer 1965 *Columbia Journalism Review* article by Edwin Diamond, then a Newsweek senior editor and author of the book, *The Rise and Fall of the Space Age.* Referring to the just-flown Gemini 4 mission, Diamond wrote, "The total cost of the news coverage has been put at $4,250,000 [2003: $24,800,000], and from the viewers' vantage point the money was well spent…[Aside from minor complaints] The truth is, space and television, subject and medium, are ideally suited to each other. It is a marriage made in heaven….Literally, the sky is no longer the limit to what can be done on television to explain and elaborate an unfolding news event….The future of television in space seems set."

That Gemini 4 mission of 3-7 June 1965—highlighted by the first American spacewalk, taken by astronaut Edward H. White II, assisted by James A. McDivitt—featured a lively competition among the television networks, fueled in part by a flurry of on-air promotions and print ads. On average, each network telecast roughly about 25-1/2 hours of coverage, according to *Broadcasting*.[37] (The "CBS [TV] Space Log" indicates that during 2-13 June 1965, CBS News

televised slightly more than 22 hours of special coverage related to Gemini 4, including pre-flight and post-flight special broadcasts.)

The *New York Times* pegged Gemini 4's overall TV coverage costs at $6.1 million [2003: $35,600,000] ($4.85 million in direct costs [2003: $23,800,000] and $1.85 million [2003: $10,800,000] in preempted commercial time). By network, the paper reported, CBS spent $1.5 million [2003: $8,760,000] and lost $800,000 [2003: $4,660,000], NBC likewise spent $1.5 million [2003: $8,760,000] and it lost $700,000 [2003: $4,080,000], and smaller-viewership ABC spent $1.25 million [2003: $7,300,000] and lost $350,000 [2003: $2,040,000]. [38]

The networks also spent aggressively to promote their coverage beforehand with on-air spots and print ads, and to brag afterward about the ratings and reviews they received. [39]

A post-flight article in *Broadcasting* magazine bore the headline, "$6 million [2003: $35,000,000] for Gemini 4 TV—Soaring costs lead networks to try for expanded pool coverage."[40] Approximate three-network coverage costs totaled about $6.1 million gross [2003: $35,600,000], excluding some post-flight astronaut ceremonies broadcasts, the article reported. Of that sum, NBC News incurred about $1.5 million [2003: $8,760,000] in production costs, CBS News about $1.25 million [2003: $7,300,000], and ABC News almost $1.25 million [2003: almost $7,300,000]. Rounding out the rest of the bill were advertising revenue losses occasioned by soap operas and other regular programs being preempted, though some of that was offset by space broadcast sponsorships.

The NBC News total may or may not include the $55,000 [2003: $321,000] the network spent to build a motel rooftop studio for anchors Chet Huntley and David Brinkley to use, directly across from NASA's Manned Spacecraft Center outside Houston.[41]

On Thursday 10 June 1965, the three network news divisions issued a rare joint statement—after their presidents had met at the CBS Broadcast Center in New York City. The one-pager extolled their intent to expand pool arrangements for future Gemini missions, which NASA was planning to last up to 14 days, 10 more than Gemini 4's flight. As *Broadcasting* noted, "Though soaring costs as well as duplication of coverage facilities by the networks have been cited as additional causes for concern…[they] officially took notice only of a desire for enlarging their coverage through further pooling….But on the basis of mounting costs both in coverage and in promotion of individual efforts, the dollar factor was clearly a basic consideration…"[42]

In a section of Mr. Russo's dissertation subheaded "Television Profits vs. Television Story," he recounts conflicts among such CBS leaders as company founder William S. Paley, CBS President Frank Stanton, CBS Broadcast Group head Jack Schneider, and 1964-1966 CBS News President Fred W. Friendly. "Paley disapproved of Friendly's desire to see extended coverage of news events at the expense of profitable network time. Friendly subscribed to the notion that news brought the network prestige and was among television's first obligations to its viewers. He rejected Mr. Paley's assertion that news coverage lost CBS revenue. Of course, Mr. Paley felt his first obligation was to CBS stockholders. For instance, he told the 1965 CBS stockholders annual meeting that net income for first quarter 1965 dropped $900,000 [2003: $5,250,000] compared with first quarter 1964 because of "unscheduled news" coverage of such events as the 50 minutes of coverage aired on 26 March 1965[43] of the White House welcome for Gemini 3 astronauts Virgil I. "Gus" Grissom and John W. Young (plus former British prime minister Winston Churchill's funeral and civil rights leader Martin Luther King's Alabama "Freedom March").[44]

On Thursday 19 August 1965, CBS News televised 6 hours and 35 minutes of coverage of the attempted Gemini 5 launch, which wound up being scrubbed and rescheduled for Saturday 21 August 1965. On the day in-between, Mr. Friendly went ballistic. Despite his reputation as a staunch news advocate—and his principled resignation in February 1966 in protest over CBS not airing a Vietnam War congressional hearing live, in favor of a Lucille Ball sitcom daytime rerun—Mr. Friendly heatedly vowed that henceforward CBS News would not take the air until 30 minutes before a scheduled launch, and if countdown delays ensued, it would leave the air and resume regular programming until a half-hour before the new launch time.[45] [46] NBC News—which long had a "CBS plus 30 [minutes]" policy on coverage of big events—and ABC News did not follow suit, and NBC News was still on the air well after Gemini 5's, when a serious fuel cell lapse problem cropped up that astronauts L. Gordon Cooper and Charles "Pete" Conrad managed to deal with. (CBS News did return to the air for almost five hours that afternoon). [47]

"Network news chiefs swap snarls—CBS announces curtailed Gemini coverage, NBC and ABC say they will judge news on merits; football is only casualty," read the headline days later in *Broadcasting*.[48] The article quoted NBC News President William McAndrew as saying, it "makes better sense [to report] news accurately, report it fully, and report it first—in that order," noting that in starting launch coverage three hours before liftoff, "we believe NBC is discharging that basic responsibility."

The *Washington Post Times Herald* 's Rick DuBrow wrote, "The primary factors in determining coverage of space shots are the huge costs—especially if a launching is delayed—and the fact that, except for rare moments such as the recent floating of an astronaut in space, some aspects of an orbital flight are no longer the novelty they once were."[49] The U.S. was only on its seventh Earth-orbital flight at that point.

As a consequence of Mr. Friendly's edict, CBS News coverage times of most later Gemini flights through November 1966 decreased from what otherwise probably would have been the case. However, during the dramatic Gemini 8 emergency Pacific Ocean splashdown on Wednesday 16 March 1966—after Neil A. Armstrong and David R. Scott's capsule had suddenly begun wildly tumbling—CBS News's extended coverage pre-empted prime-time programming for several hours. Ironically, the CBS switchboard was barraged by hundreds of callers complaining that the hour-long science-fiction series *Lost in Space* was not on.

In the flight gap between the Apollo 1 fatal launch pad fire in January 1967 and the return-to-human-flight of Apollo 7 in October 1968, coverage planning went on and economics remained a key consideration. In a 9 February 1968 memo to Mr. Wussler, Mr. Banow wrote, in part:

> Enclosed is a floor plan of [CBS] Studio 46 [in the CBS Broadcast center, much smaller than that building's Studio 41, later used for Apollo 11] as worked up for the first manned [Apollo] shot. I believe that this set-up is still necessary for the kind of coverage we want to give Apollo even taking into account a reduced amount of programming. Keeping this economy wave in mind, I feel that a Studio 46 operation will be rather inexpensive comparatively speaking….
>
> Based on a previous estimate of $8500 [2003: $44,900] for all the areas in the Studio, I would guess the remaining scenery to be constructed (the anchor area and some backings) would cost between three and five thousand dollars [2003: $15,800 to $26,400]….
>
> Manpower costs would, of course, be greatest on launch and recovery date but as in the past it would be reduced a great deal when we go to a standby mode…

Five months after Apollo 7, on Apollo 9 in March 1969, astronauts James A. McDivitt, David R. Scott, and Russell L. "Rusty" Schweikart—launched by a mighty Saturn V rocket into Earth orbit—successfully maneuvered and tested a Lunar Excursion Module for the first time in space.

In 21 pages of advance documents titled "CBS News Apollo 9 Budgeted Cost of Radio and Television Coverage," CBS's Robert E. McCarthy estimated the CBS News Division and CBS Pool Contribution costs at about $711,400 [2003: $3,570,000] for Apollo 9. Another page breaks down the "time assigned" allocations of about 30 people connected to the coverage, topped by executive producer Robert J. Wussler and producer Joan F. Richman at six weeks apiece, and including three other producers, one director, two associate directors, six researchers, four secretaries, one clerk, one newswriter, and a few others. Incidentally, anchor-correspondent Walter Cronkite was noted at just three days for "time assigned." The budget also covered six New York-DC survey trips and eight New York-Boston survey trips (pegged at one "man-day" each); 12 New York-Cape Kennedy "survey trips" (18 "man-days"); 11 New York-Houston "survey trips" (33 "man-days"); and four New York-Downey CA "survey trips"[50] (10 "man-days"), with in some cases air travel, hotel expenses, car rentals, and living expenses broken out. Other costs included TWX machine rental, consultants, rental of office space, rental or purchase of office equipment, shipping, stationery and supplies, charter flights, a Xerox machine, air conditioning maintenance, advance filming, and raw film stock and lab processing.[51] Animator Richard Earle Spies and his colleagues at Spies and Associates received $31,500 [2003: $158,000] for animation prepared for the broadcasts, a deal Mr. Banow helped negotiate.

Amazingly, only $12,500 [2003: $62,800] of the CBS News Apollo 9 production costs estimate was directly attributed to radio coverage, constituting a much-miniaturized version of the elaborate television coverage staffing and preparations. CBS's radio anchor counterparts to Mr. Cronkite were Reid Collins (assigned for two weeks, including to the Cape Kennedy FL launch site from T minus 4 days to T plus one day, with the additional time spent in New York) and George E. Herman (9 days in New York). At the Cape, CBS Radio News had just one

correspondent-anchor, one producer, and one newswriter, plus one local messenger, far fewer personnel than the television entourage. Only two "survey trips" ("3 days") were budgeted for radio, both for anchor Reid Collins and producer Mr. Gayle Combest to venture out to Lunar Module-maker Grumman's plant on Long Island, a modest drive out the expressway from New York City.

Without doubt, the most expensive space mission for U.S. network television to cover—before or since—was Apollo 11 in 1969, flown by Neil A. Armstrong, Edwin E. "Buzz" Aldrin, and Michael Collins. According to *Broadcasting*, Apollo 11 coverage cost the networks more than $11 million[52] [2003: $55,200,000], including production and pre-emptions ($6.5 million of that [2003: $32,620,000] was in direct production costs, including for the multi-network pool). On Sunday-Monday 20-21 July 1969, from a few hours before until a few hours after the lunar module *Eagle*'s 22-hour stay on the Moon's surface, the three television networks stayed on the air for an incredible 32 hours straight (CBS News), 31 hours (NBC News), and 30 hours (ABC News). According to *Advertising Age*, 11 sponsors together spent $4 million [2003: $20,100,000] on Apollo 11 network television coverage.[53]

Even for Apollo 11, extensive airtime was not automatically approved by all network corporate higher-ups. William Sheehan, a pilot and a former Mercury pool reporter (from aboard the recovery ship U.S.S. *Intrepid* for Scott Carpenter's May 1962 flight), former ABC News space producer, former ABC News president (1974-1977), and former NASA associate director for communications (1987-1992), put it this way in a May 2003 telephone interview: "It doesn't seem so there should be any argument at all. But people on the business side and the entertainment side [of television] looked upon—and still look upon—television as a money-making machine, rather than an educational machine or a news machine."[54]

For the second of six human Moon landings in Project Apollo, in November 1969, each of the three networks directly spent only about $1 million[55] [2003: $5,020,000], for $3 million [2003: $15,055,000] in total production costs, even though Apollo 12's Charles "Pete" Conrad and Alan Bean made two, longer moonwalks instead of just one. "And losses from advertising revenue due to preemptions also were less this time [compared with Apollo 11], mainly because of the less-than-prime-time hours of the mission [key events]. Only ABC mentioned any substantial ad revenue loss—due to several interruptions in the Joey Bishop Show Nov. 20," *Broadcasting* reported.[56]

What with the life-and-death crisis of Apollo 13 in April 1970 after its mid-flight explosion and emergency return to Earth, much of that coverage ran on a sustaining basis. The moonwalks of 1971's Apollos 14 and 15—which grew ever more ambitious, longer, and fascinating—were covered in full by the networks, though with tighter limits before and after key events. For Apollo 14, one sponsor was Bristol-Myers Co., which spent $66,000 [2003: $300,000] for 16 minutes, almost all touting the painkiller Bufferin.[57] CBS ad prices ranged from about $3,900 [2003: $17,700] for a predawn minute to $13,500 [2003: $61,300] for a launch-time minute to $14,700 [2003: $66,800] for one minute near splashdown.[58]

For Apollo 15 network television coverage, five sponsors (General Foods/Tang, Bristol-Myers Co., 3M Co., Western Electric, and Gulf Oil) paid more than $1 million in all [2003: $4,550,000]. For instance, Gulf planned for more than 70 commercial minutes to air during NBC News coverage.

Ironically, despite NASA's adjusting the flight schedules to put much of the Apollo 16 and 17 lunar EVAs in U.S. prime time—when more Americans would be naturally awake and home from work or school and so could easily watch—the networks severely curtailed coverage,

over strong internal objections from NBC News anchor Jim Hartz, among others.[59] In planning for coverage of Apollos 15, 16, and 17, "the big missions," with the Lunar Roving Vehicles, the color cameras, and the longer-duration moonwalks, Mr. Hartz recalled, "Oh, I'll tell you, we went through arguments [with network decision-makers], we fussed and fussed over that, about how much we were going to carry it…those of us who were the air guys—we just lost the battle." Indeed, drastic cutbacks took place on the coverage of Apollos 16 and 17 in 1972, but it is unclear exactly how various economic factors played into that. For the record, the flights took place in April and December 1972, outside the vaunted national major ratings sweeps months of February, May, and November. (In a partial parallel, the three major television networks increasingly cut back their national political convention coverage the more the major two political parties catered to television.)

For the last planned lunar landing in December 1972, NASA even approached public television in early November 1972 to propose that full coverage of the three Apollo 17 lunar EVAs air live nationally on PBS. Unfortunately, characteristic internecine squabbling amongst the Public Broadcasting Service, the Corporation for Public Broadcasting, the National Public Affairs Center for Television, and various PBS stations scuttled the potential deal. However, a comparative shoestring operation by the first U.S. public television, KUHT-TV 8 in Houston, gave it the distinction of being the only television station to carry the historic three lunar EVAs in full. With university geologists volunteering their expertise, interns helping out, and engineers working double-shifts, KUHT-TV's commercial-free 25 hours of "Exploration of Taurus-Littrow" cost about $4,000 [2003: $17,600], about three-fourths of which was given by the local Association for Community Television.[60]

Five months after Apollo 17's crew returned to Earth from the sixth and last-for-now Moon landing mission, the Skylab space station went up, followed by a series of three crews. The last Saturn 5 launch lofted the third-stage/Skylab 1 space station into Earth orbit, albeit with a seriously damaged micrometeoroid shield and solar power array. That drama and its resolution spiked coverage a bit, but the human launches of Skylabs 2, 3, and 4 and the Skylab 2 and 3 splashdowns received only modest live coverage. How much a role possibly lessened commercial sponsorship interest played is hard to say.

Starting in November 1973, the three American astronauts of the Skylab 4 crew—Gerald P. Carr, Edmund G. Gibson, and William R. Pogue—began a then-record 84-day stay aboard the orbiting Skylab space station, conducting a smorgasbord of experiments in human medicine, solar and cometary astronomy, materials science, and other fields. But when it came time for the trio to return to Earth, on Friday 8 February 1974, none of the three networks covered the Pacific Ocean splashdown live. (CBS News, for one, did telecast a two-minute *Special Report* anchored by Walter Cronkite.[61]) Live-via-satellite network pool coverage from the U.S.S. *New Orleans* in the eastern Pacific Ocean would have cost $250,000 to $300,000 [2003: $989,000 to $1,187,000].[62]

With the Apollo-Soyuz Test Project in July 1975, the dramatic first joint American-Soviet human spaceflight and the last U.S. human spaceflight for almost six years, space coverage moderately upticked again. As for costs, *Broadcasting* reported just before the dual liftoffs, "Because of all the Soviet television [coverage provided to U.S. networks] and all of the NASA pictures from space will be pool coverage, and because the networks will pick up only a fraction of that coverage, network budgets are not expected to match those for the first moon

landing."[63] The piece added that NBC News had invested $40,000 to $50,000 [2003: $136,000-$171.000] in rental for a base for its Houston coverage.

From 1961 to 1973, most NBC News sponsored television space coverage was backed by Gulf Oil, as part of its unusual "instant special" flexible arrangement negotiated in December 1960. [64] Three early programs were the late-night half-hour "Project Mercury" on Tuesday 31 January 1961, the prime-time half-hour "Man Into Space" on Wednesday 12 April 1961, and the full-hour prime time "The Astronauts" on Sunday 30 April 1961.

For many years thereafter, NBC News anchor desks featured the orange, blue, and white "Gulf" logo, and anchors such as David Brinkley would actually introduce the commercials by voicing such cues as, "We'll be back after these words from Gulf." (By contrast, CBS News's Walter Cronkite would "throw to" commercials by saying something like, "CBS News color coverage of Apollo 10 will return in a moment."). Many Gulf spots were softer institutional image ads, rather than buy-our-gas-now hard-sells. For example, during NBC News Apollo 12 coverage in November 1969, a memorable two-minute-long commercial showed dramatic aerial shots of a seafaring supertanker as an off-camera man with an Irish lilt sang a rather catchy tune, "Bringin' Home the Oil," but with no mention of Gulf and only a couple of brief glimpses of the logo.

Among other sponsors of NBC News space coverage were Bristol-Myers Co., Procter & Gamble, R.J. Reynolds, Thomas Leeming, and General Foods/Tang.[65]

Sponsors of CBS News space coverage at times during the 1960s and 1970s included Metropolitan Life insurance, the Federal Savings & Loan Foundation, Western Electric ("the manufacturing and supply unit of the Bell System"), International Paper ("where good ideas grow on trees"), Frito-Lay, Colgate-Palmolive, General Foods/Tang ("the instant breakfast drink

for space *men* and Earth families"), Lum's restaurants, Wyler's Lemonade (with a catchy ditty, a voiceover and graphic noting the beverage's status as astronaut in-flight fare, and the tagline "walk on over to Wyler's"), and S.C. Johnson. (Please see Table 3.1.)

TABLE 3.1
CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
MAIN SPONSORS FOR SELECTED MISSIONS, 1962-1981

FLIGHT	**DATE**	**MAIN SPONOR(S)**
Mercury-Atlas 6	Jan.-Feb. 1962	Federal Savinsg and Loan Association, and also Richardson-Merrell, Inc. (Vick Chemical Div.) and Better Vision Institute, Inc.
Mercury-Atlas 7/ *Aurora 7*	May 1962	Standard Brands Inc.; Colgate-Palmolive Co.; American Home Products Corp.
Mercury-Atlas 8/ *Sigma 7*	October 1962	Metropolitan Life Insurance Co. (in part)
Mercury-Atlas 9/ *Faith 7*	May 1963	Metropolitan Life Insurance Co. (in part)
Gemini 4	June 1965	Savings & Loan Foundation
Gemini 6 (launch scrub)	October 1965	The Continental Insurance Companies
Gemini 7/6A	December 1965	Remington Shavers (in part)
Gemini 8	March 1966	American Home Products Corp. Lever Brothers Co. The Mennen Co. Miles Laboratories, Inc. Norwich Pharmacal Co. Charles Pfizer and Co., Inc. American Cyanamid Co. The Dow Chemical Co.
Surveyor 1 (launch)	May 1966	Under "Week in Space" umbrella Colgate-Palmolive Co. Thomas J. Lipton, Inc. Shulton, Inc.
Surveyor 1 (landing)	June 1966	Under "Week in Space" umbrella Colgate-Palmolive Co. P. Lorillard Co. [tobacco] American Home Products Corp. Westinghouse Electric Corp.
Surveyor 1 (news conference)	June 1966	Colgate-Palmolive Co.

Gemini 9A	May-June 1966	Under “Week in Space” umbrella Colgate-Palmolive Co. Polaroid Corp. Sherwin-Williams Co. Standard Brands, Inc. U.S. Rubber Co. Block Drug Co. Corn Products Co. Thomas J. Lipton, Inc. General Motors Corp. Liggett & Myers Tobacco Co. Shulton, Inc. Miles Laboratories, Inc. Minute Maid Corp. Revlon, Inc. Shell Oil Co.
Gemini 10	July 1966	Frito-Lay, Inc. Polaroid Corp.
Surveyor 1	June 1966	Hughes Aircraft Co.
Apollo 4	November 1967	Western Electric
Apollo 7	October 1968	Western Electric
Apollo 8	December 1968	Western Electric
Apollo 9	March 1969	Western Electric
Apollo 10	May 1969	Western Electric
Apollo 11	July 1969	Western Electric; International Paper Co.; General Foods/ Tang; Kellogg Co.
Apollo 12	November 1969	Western Electric; International Paper
Apollo 13	April 1970	Western Electric; International Paper *
Apollo 14	January- February 1971	Western Electric; General Foods/Tang
Apollo 15	July-August 1971	Western Electric; General Foods/Tang
Apollo 17	December 1972	Western Electric; General Foods/Tang
Skylab 4 (launchcast only)	November 1973	Bufferin; Tang
ASTP	July 1975	S.C. Johnson; Lum’s Restaurants; Wyler’s Lemonade
Viking 1	July 1976	Block Drug Company, makers of Polident
STS-1	April 1981	Bell System and Polaroid

* Much coverage of Apollo 13 aired on a commercial-free sustaining basis after the in-flight explosion.

Sources: CBS News press releases and broadcast recordings.

Over at ABC News, space coverage more often ran on a sustaining basis, that is, unsponsored, especially in the earlier years (aside from local spot ads during station breaks). Later, sponsors included General Foods/Tang, Bristol- Myers Co., Listerine, and Western Union. And Tang's logo was placed on the ABC News anchor desk during some flights—for a price, of course, for a price. Tang famously and successfully parlayed its status as space fare even during commercial aired in between spaceflights—its print ads even showed painted lunarscapes.[66]

In 1976, Mr. Salant issued an-depth document called "CBS News Standards," which among its many points repeated longstanding policies barring placement of advertiser logos on anchor desks and correspondents voicing billboards or lead-ins[67] to commercials. In contrast with NBC News practice, that had not been done by CBS News during its space coverage, though a Westinghouse logo had appeared on CBS News anchor desks at 1950s political conventions.

Of course, when a deadly or potentially deadly crisis took place—such as the Apollo 1 launch pad fire or the Apollo 13 in-flight explosion—networks and sponsors often had a mutual understanding not to run commercials, partly for journalistic reasons and partly out of discretion and taste. Similar reasoning prevailed during coverage of such events as the assassination of U.S. President John F. Kennedy in 1963, the Persian Gulf War II in January-February 1991, and the airplane attacks of Tuesday 11 September 2001.

But in covering space, network television provided a vicarious armchair ride-along on the most historic, memorable, and significant journeys and events of all during these times, which have been aptly called the Space Age. As Princeton University physicist and space colonization advocate Gerard K. O'Neill wrote about Project Apollo, "…our age may be remembered for no

other accomplishment than the first great climb from Earth's surface to another planetary body [*sic*]."[68]

Longtime *Houston Chronicle* television writer Ann Hodges was referring specifically to Apollo 17 coverage at KUHT-TV 8 in pre-CNN 1972 with the following well-put words critical of network much-reduced network space coverage, but they embody a much more general point and enduring resonance for 2003 and beyond: "Let the networks have their high-priced fun, games, and occasional taped space excerpts—and while they do, Ch. 8 is coming of age, celebrating its full emergency as a vital, exciting community TV station that any city might be proud to call its own…Thanks to Ch. 8, Houston is the only—repeat, only—TV center in the country privileged to watch every televised minute of this historic final Apollo mission on the Moon."[69]

Overall, comprehensive information about the history of advertising *by* CBS News was not accessible.[70] But in spot-checking several major publications, especially the *New York Times* and *Washington Post*, but also *Broadcasting* and *Variety*, it became clear that once-regular prominent and often clever ads intended to promote CBS News space coverage in advance or brag about it afterwards declined sharply, indeed evidently almost vanished, after Apollo 13 in April 1970. (For Apollo 11 in July 1969, CBS News really went to town, buying a double-full-page spread in the *New York Times*.) (Please see Table 3.2, Table 3.3, and Table 3.4.) From anecdotal mentions, on-air promotional spots for space coverage were also once commonplace, but specific statistics could not be located.

TABLE 3.2

CBS NEWS SPACE COVERAGE ADVERTISING SLOGANS, SAMPLES FROM SELECTED MISSIONS, 1963-1965

SPACE MISSION	RELATED CBS NEWS AD SLOGAN/ HEADLINE	PUBLICATION	DATE
Mercury-Atlas 7/ *Faith 7*	"Television Coverage of the 22-Orbit Flight of Faith 7 Scheduled to Start at 8 AM Tomorrow on CBS"	*Washington Post Times-Herald*	13 May 1963
Gemini 3/ *Molly Brown*	"We Had More Gemini 'Boosters' on Tuesday"	*New York Times*	25 March 1965
Gemini 3/ *Molly Brown*	"We Had More Gemini 'Boosters'"	*Variety*	31 March 1965
Gemini 4	"We'll keep our eye on McDivitt and White, you keep your eye on Cronkite and Wallace for complete coverage from countdown to recovery, starting tomorrow morning at 7" "`Gemini Preview' tonight at 8"	*New York Times*	2 June 1965
Gemini 4	"We'll keep our eye on McDivitt and White, you keep your eye on Cronkite and Wallace for complete coverage from countdown to recovery, starting this morning at 7" "G-T4: Four Days in Space"	*New York Times*	3 June 1965
Gemini 4	"Major White's Walk—and we're still floating on air"	*New York Times*	13 June 1965
Gemini 5	"FIRST AGAIN AND AGAIN!"	*Broadcasting*	14 June 1965
Gemini 5	"And we're *still* walking on air."	*Broadcasting*	21 June 1965
Gemini 6	"Starting tomorrow morning at 8, watch for the flashing eye Gemini 6: Rendezvous in Space' [CBS NEWS SPACE ALERT]	*New York Times*	24 Oct. 1965
Gemini 6	"In the most critical U.S. space mission since John Glenn orbited the Earth in 1962, two vehicles hurtling through space at 17,500 miles per hour will attempt to rendezvous and dock. A CBS News exclusive will show you everything the astronauts can see—and a lot they can't" "Gemini 6 Coverage Begins at 8 AM"	*New York Times/ Washington Post Times-Herald*	25 Oct. 1965

Sources: Spot searches through publications cited.

TABLE 3.3

CBS NEWS SPACE COVERAGE ADVERTISING SLOGANS, SAMPLES FROM SELECTED MISSIONS, 1966-1969

Gemini 8	"CBS NEWS EXCLUSIVES" "GEMINI 8— ANOTHER STEP TO THE MOON LAUNCH COVERAGE IN COLOR STARTS 9:30 AM"	*New York Times*	16 March 1966
Gemini 9	"GEMINI 9 CBS NEWS' SELECTIVE COVERAGE PUTS YOU THERE WHEN IT COUNTS"	*New York Times*	17 May 1966
Gemini 11	"STARTING TOMORROW MORNING AT 7:05 WATCH THE FLIGHT OF GEMINI 11 WITH WALTER CRONKITE—AND YOU'LL KNOW WHY MORE PEOPLE WATCHED GEMINI 10 ON CBS"	*New York Times*	8 Sep. 1966
Gemini 12	"LAST OF THE GEMINIS (Prelude to Apollo) Gemini 12 in color 2 pm"	*New York Times/ Washington Post Times-Herald*	11 Nov. 1966
Apollo 7	"PRELUDE TO THE MOON: APOLLO 7" "PREVIEW 11:30 TONIGHT LIVE COVERAGE BEGINS TOMORROW 7:05 ON CBS MORNING NEWS"	*Washington Post*	10 Oct. 1968
Apollo 8	"Tomorrow morning these men will embark on the greatest voyage since Christopher Columbus" "APOLLO LIFT-OFF 7:00 AM TOMORROW PREVIEW 10:45 TONIGHT"	*New York Times/ Washington Post*	20 Dec. 1968
Apollo 8	"Apollo 8 Splashdown 10:51 am"	*New York Times/ Washington Post*	27 Dec. 1968
Apollo 9	"THE FINAL LINK Broadcast Schedule Starting today, The Flight of Apollo 9"	Washington Post	3 March 1969
Apollo 9	"A spectacular splash of our own"	*New York Times*	18 March 1969

Sources: Spot searches through publications cited.

TABLE 3.4

CBS NEWS SPACE COVERAGE ADVERTISING SLOGANS, SAMPLES FROM SELECTED MISSIONS, 1969-1970

Apollo 10	"THE MOON MINUS ONE 'THE FLIGHT OF APOLLO 10' COVERAGE STARTS 11:30 TODAY"	*New York Times/ Washington Post*	18 May 1969
Apollo 11	"The end of the beginning Man on the Moon: The epic journey of Apollo 11 Coverage starts at 6 am"	*New York Times/ Washington Post*	16 July 1969
Apollo 11	"Walter to Walter coverage. Apollo 11 Splashdown Coverage Starts 11:30 am Today" [Walter Cronkite/Wally Schirra]	*New York Times*	24 July 1969
Apollo 11	"CUT THIS NEWSPAPER UP AND THROW IT AT YOUR TELEVISION." [welcoming ticker-tape parades for astronauts in New York and Chicago]	*New York Times/ Washington Post*	13 Aug. 1969
Apollo 12	"WHEN YOU GO TO THE MOON GO FIRST CLASS" "THE FLIGHT OF APOLLO 12 COVERAGE STARTS AT 7 AM"	*Washington Post*	14 Nov. 1969
Apollo 13	"For the 200 million people who will be left behind today APOLLO 13 COVERAGE STARTS 12:30 PM ON CBS NEWS"	*New York Times*	11 April 1970

Sources: Spot searches through publications cited.

With only very scattered exceptions, promotional advertisements in print, and probably on-air promo spots, too, all-but-disappeared after 1970, with very scattered exceptions. What cause-effect relationships existed among that sharp decline in ads, the generally reduced TV coverage, and public awareness of, interest in, and support for space exploration is hard to say.

Public Interest

"Radio-TV: Well Done! Live Account of Flight Into Space Gives Public Active Feeling of Participation" read the *New York Times* headline over a piece by longtime television critic Jack Gould on Saturday 6 May 1961, the day after Alan B. Shepard Jr. became the first American in space. As Mr. Gould effusively wrote:

> No program in broadcasting history ever evoked the drama, excitement, and prayers that attended the trip into space of Comdr. Alan B. Shepard Jr. of the [U.S.] Navy. The live account on radio and television united a nation in holding its breath…
>
> The capability of television to make the layman an active participant in the anxious morning bore down upon the viewer with gripping completeness. Through the pooled facilities of the three networks, which had cameras in position for pictures of both superb perspective and intimate close-up, the set owner's sense of presence at Cape Canaveral's drama was total.
>
> Throughout the day and evening the TV networks… virtually outdid themselves in comprehensive summaries of events before, during, and after the flight…For all, there is ample credit to be shared…[71]

Space and science journalist William "Bill" Harwood—whose well-regarded coverage appears in print, on CBS News network television and radio broadcasts (for which he is the space consultant), and online (*www.cbsnews.com*)—stated in a November 2004 telephone interview, "CBS, since the early days of Walter Cronkite, has been committed to covering space. And it's not just because a disaster can happen, which they are certainly aware of, but because it's an intriguing story that the public enjoys."

However, convincing and persuading network airtime decision-makers of that—not only at the CBS corporate upper levels, but even with leaders of the CBS News Division itself—has been a long, continuing, and sometimes unsuccessful effort.

In response to a request from CBS Television Network President Dr. Frank N. Stanton, CBS Broadcast Group official Jay Eliasberg sent a three-page CBS Memorandum on Friday 14 May 1969, two days before the launch of Apollo 10, the final "dress rehearsal" for the first human Moon landing. The memo opened:

> You asked us to analyze the ratings for coverage of manned space flights to give you an indirect measure of the public's interest in these events. The rating data indicate that while there is still a good deal of interest in these events, the degree of interest has declined considerably over the course of the years. As you know, there are many technical problems in an evaluation of this sort: the events occur at varying times of day and have varying durations, not all relevant rating data are available, and the events tend to have different 'feature attractions.'"

Mr. Eliasberg suggested comparing launch and splashdown broadcasts—especially the former which tended to usually occur in early morning—as common ground for comparisons, against normal Households Using Television (HUT) for 15-minute increments. "We reasoned that if interest in the flights had been stable, then the relationship of set usage at the time of launch (or splashdown) to normal set usage, should have been essentially constant over the years," Mr. Eliasberg wrote. (Please see Table 3.5 and Table 3.6.)

TABLE 3.5

US HUMAN SPACE FLIGHTS
US HOMES USING TELEVISION AT LAUNCH TIME,
May 1961-March 1969

FLIGHT	LAUNCH DAY AND DATE	LAUNCH HUT %	NORMAL HUT %	RATIO
Freedom 7	Fri. 5 May 1961	26.5	13.1	2.0
Liberty Bell 7	Fri. 21 July 1961	22.0	7.9	2.8
Friendship 7 (Scrub)	Sat. 27 Jan. 1962	45.4	16.7	2.7
Friendship 7	Tue.20 Feb. 1962	53.3	15.4	3.5
Aurora 7	Thu. 24 May 1962	34.0	9.7	3.5
Sigma 7	Wed. 3 Oct. 1962	23.6	9.7	2.4
Faith 7 (Scrub)	Tue. 14 May 1963	22.9	14.6	1.6
Faith 7	Wed. 15 May 1963	30.0	10.8	2.8
Gemini 3 (*Molly Brown*)	Tue. 23 Mar. 1965	38.4	17.5	2.2
Gemini 4	Thu. 3 June 1965	31.6	16.5	1.9
Gemini 5 (Scrub)	Thu. 19 Aug. 1965	28.3	25.9	1.1
Gemini 5	Sat. 21 Aug. 1965	27.5	18.6	1.5
Gemini 7	Sat. 4 Dec. 1965	34.2	30.1	1.1
Gemini 6 (Scrub)	Sun. 12 Dec. 1965	24.3	14.2	1.7
Gemini 6	Wed. 15 Dec. 1965	25.4	13.6	1.9
Gemini 8	Wed. 16 Mar. 1966	22.6	21.1	1.1
Gemini 9	Fri. 3 June 1966	16.9	13.3	1.3
Gemini 10	Mon. 18 July 1966	30.5	30.7	0.9
Gemini 11	Mon. 12 Sept. 1966	15.0	16.9	0.9
Gemini 12	Fri. 11 Nov. 1966	24.0	25.7	0.9
Apollo 7	Fri. 11 Oct. 1968	21.9	16.6	1.3
Apollo 8	Sat. 21 Dec. 1968	21.1	6.7	3.1
Apollo 9	Mon. 3 Mar. 1969	24.0	21.4	1.1

Notes: HUT is Households Using Television, a standard audience measure. Most "Launch HUT" ratings are for the 15-minute time blocks including launch coverage carried on CBS-TV, ABC-TV, and NBC-TV. "Normal HUT" ratings are based on the previous and subsequent weeks for the same time period.

Source: Derived from Nielsen data as adapted by CBS, from "CBS Memo" from Jay Eliasberg to CBS President Dr. Frank Stanton *et al* dated 14 May 1969

TABLE 3.6

US HUMAN SPACE FLIGHTS

US HOMES USING TELEVISION AT SPLASHDOWN TIME,

May 1961-March 1969

FLIGHT/YEAR	SPLASHDOWN DAY AND DATE	SPLASHDOWN HUT %	NORMAL HUT %	RATIO
Freedom 7 (1961)	Fri. 5 May 1961	26.8	13.9	1.9
Liberty Bell 7	Fri. 21 July 1961	24.1	8.7	2.8
Friendship 7 (1962)	Tue. 20 Feb. 1962	51.5	23.9	2.8
Aurora 7	Thu. 24 May 1962	38.4	19.4	2.0
Sigma 7	Wed, 3 Oct. 1962	45.8	25.2	1.8
Faith 7 (1963)	Thu. 16 May 1963	57.0	37.5	1.5
Gemini 3 (1965) (*Molly Brown*)	Tue. 23 Mar. 1965	39.2	24.9	1.6
Gemini 4	Mon. 7 June 1965	36.7	22.2	1.6
Gemini 5	Sun. 29 Aug. 1965	*Not Available*		
Gemini 6	Thu. 16 Dec. 1965.	25.0	19.2	1.3
Gemini 7	Sat. 18 Dec. 1965	32.1	17.5	1.8
Gemini 8 (1966)	Wed. 16 Mar. 1966	51.9	55.0	0.9
Gemini 9	Mon. 6 June 1966	18.8	15.3	1.2
Gemini 10	Thu. 21 July 1966	25.8	25.2	1.0
Gemini 11	Thu. 15 Sept. 1966	17.2	13.5	1.3
Gemini 12	Tue. 15 Nov. 1966	25.7	24.7	1.0
Apollo 7 (1968)	Tue. 22 Oct. 1968	14.1	4.4	3.2
Apollo 8	Fri. 27 Dec. 1968	*Not Available*		
Apollo 9 (1969)	Thu. 13 Mar. 1969	35.6	28.0	1.3

Notes: HUT is Households Using Television, a standard audience measure. “Splashdown HUT” ratings are for the 15-minute time blocks including splashdown coverage carried on CBS-TV, ABC-TV, and NBC-TV. “Normal HUT” ratings are based on the previous and subsequent weeks for the same time period.

Source: Derived from Nielsen data as adapted by CBS, from “CBS Memo” from Jay Eliasberg to CBS President Dr. Frank Stanton *et al* dated 14 May 1969

TABLE 3.7

USA HUMAN SPACE FLIGHTS

USA HOMES USING TELEVISION AT SPLASHDOWN TIME,

May 1961-March 1969

FLIGHT/YEAR	TOTAL NETWORK RATING	RATIO OF LAUNCH HUT TO NORMAL HUT
Apollo 7 (1968)	16.1	1.3
Apollo 8	31.6	3.1 *
Apollo 9 (1969)	22.7	1.1
Apollo 10	22.0	1.9
Apollo 11	30.6	1.1
Apollo 12	18.2	1.1
Apollo 13 (1970)	26.8	1.4
Apollo 14 (1971)	25.6	1.4
Apollo 15	17.4	1.2
Apollo 16 (1972)	23.4 (partial data only)	1.5

* Before CBS-TV normally programmed on a Saturday morning.
Source: “Space Shot Ratings As A Measure of Public Interest,” an internal “CBS MEMORANDUM” of 19 September 1972 sent from David C. Fuchs (probably involved with audience research) to CBS News President Richard S. Salant.

TABLE 3.8

ESTIMATED TELEVISION VIEWING AUDIENCES FOR SELECTED SPACE EVENTS, 1961-1975

SPACE MISSION	EVENT(S)	DATE	ESTIMATED CBS-ABC-NBC AUDIENCE (Viewers unless noted as Homes)
Liberty Bell 7	Suborbital flight	21 July 1961	43 million
Friendship 7	Actual launch	20 February 1962	60 million
Friendship 7	Altogether during flight And nighttime wrap-ups	20 February 1962	135 million
Gemini 5	Splashdown/recovery	29 August 1965	17. 1 million homes
Apollo 11	First human Moon landing	July 1969	125 million 53.5 million homes
Apollo 14	Actual launch	31 January 1971	55 million
Apollo 14	Lunar EVA 1	5 February 1971	45 million (saw at least some part)
Apollo 14	Splashdown and recovery	9 February 1971	55 million
ASTP	Soyuz Launch	15 July 1975	12 million
ASTP	Apollo Launch	15 July 1975	30 million
ASTP	Handshake in space, US President Gerald R. Ford-Soviet President Leonid Brezhnev radio greetings to crews	17 July 1975	26 million-30 million

Sources: Liberty Bell 7: NBC and Trendex via *Broadcasting* of 24 July 1961, page 10; *Friendship 7*: NBC as reported by 26 February 1962 *Sponsor*, page 7, and in *Broadcasting* for the same date, page 50, and in NBC News press release of 23 February 1962; Gemini 5: Arbitron via *Broadcasting*, 6 September 1965, pages 50-51; Apollo 11: *Broadcasting* of 28 July 1969, pages 28-31; *10:56:20 PM EDT 7/20/69;* and *Columbia Journalism Review*, "The dark side of moonshot coverage," Fall 1969, page 50; Apollo 14 launch: Attributed to "NBC Research Department" in NBC News press release of 1 February 1971; Apollo 14 lunar EVA 1: Attributed to "NBC Research Department" in NBC News press release of 5 February 1971; Apollo 14 splashdown and recovery: Attributed to "NBC Research Department" in NBC News press release of 10 February 1971 ASTP: NBC via *Broadcasting* 21 July 1975, page 22, and *Broadcasting*, 28 July 1975, pages 35-36.

Watching space coverage was such an ingrained right thing to do, like voting, that sometimes people lied about it, as with voting. Nixon White House chief of staff H.R. Haldeman's diary entry for Monday 26 July 1971—Apollo 15's launch day (at 0934 EDT)—includes this telling comment about the shallow phoniness of Mr. Nixon's space interest, not to mention his staff's contempt for the press and the truth:

"The Apollo shot was this morning; the P [President Nixon] slept through it, but we put out an announcement that he had watched it with great interest."

For Apollo 16 and Apollo 17, NASA even altered the timelines to put the moonwalks in U.S. prime time, in hopes of maximizing television viewing audiences. As Nicholas C. Chriss of the *Los Angeles Times* reported:

> Whether several million earthlings watch the Apollo 16 crew do its work on the moon [sic] probably shouldn't make much difference, but it does.
>
> No one knows better than [NASA] officials that public awareness, or the lack of it, has much to do with the number of tax dollars Congress feeds into the space budget….
>
> One top official at the manned spacecraft center, asked about the Apollo 16 schedule, said the excellent television viewing time "just took a few adjustments" in planning the schedule.[72]

Yet, paradoxically, all three television networks sharply curtailed their coverage for Apollo 16 and Apollo 17.

What effects such cutbacks in televised space coverage had on public attitudes toward space exploration is speculative, but probably negative. One of the key NASA flight directors in Houston during Gemini and Apollo, Gene "Failure Is Not An Option" Kranz, made these comments on a 1998 CBS News Productions documentary *I Remember*: Man on the Moon:

> I can’t ever look at the Moon without thinking we were there. It helped people, it helped our leadership posture, it helped our economy, it helped many things. But I think more than that, it helped our young folks to have belief and commitment to do tough things, also, in particular, to dream…The Moon will never be the same to me. It’s the place that we were. It’s the place that we should have continued to go.

One often wonders, as did New England poet Robert Frost, about the road not taken, and where it might have led.

Chapter 4: CBS News Televised Special Events Space Coverage: Prelude Years and Project Mercury

On the very day that the classic sitcom *Leave it to Beaver* debuted on the CBS Television Network, an event of historic proportions took place. Sputnik 1, the first artificial satellite or "moon," rocketed into Earth orbit and began beep-beep-beep-ing its way through space. The Soviets had launched Sputnik 1 on Friday 4 October 1957 as part of the 18-month-long International Geophysical Year. (Please see Appendix 2 for a detailed chronology of key space events.)

On Sunday evening 6 October 1957, Douglas Edwards anchored a Don Hewitt-produced, half-hour special broadcast, "Sputnik One…the Soviet space satellite" (1800-1830 ET), which included reports from Howard K. Smith in Washington DC, Daniel Schorr in Moscow, and Alexander Kendrick in London for reaction and Richard C. Hottelet at New York City's Hayden Planetarium at the American Museum of Natural History for explanation.

Two months later, the U.S. Navy attempted to launch its Vanguard satellite from Cape Canaveral FL. CBS News Correspondents Harry Reasoner (going to his first launch) and Charles von Fremd were assigned to the story. As Mr. Reasoner recalled in his memoirs *Before the Colors Fade*, "In those days…I was temporarily one of the chief CBS authorities on the space program…We worked out an elaborate plan to ensure that, while Russia may have beaten the United States, no one was going to beat CBS News."[73]

In those early years, the U.S. military—and later even NASA—were quite tight about releasing information, especially beforehand. All sorts of tricks had to be resorted to by the press, including getting tips from restaurant waiters and motel clerks.[74]

As usual, the military was being secretive about this pending launch's time and other details, but CBS News film cameraman Paul Rubenstein of Tampa had developed sources among the area's observant waiters, bartenders, and motel clerks. They tipped him that liftoff was set for between 0800 and 1200 EST on Friday 6 December 1957. As Mr. Reasoner recalled:

> …Chuck von Fremd and Paul [Rubenstein] went to the nearest beach that had an unobstructed view of the launch. I went to the cottage that Chuck and his wife had on the beach in front of the Starlite [Motel]. Chuck was to get film and description for the *CBS Evening News*; I was the man who was to get the word to New York of the launch, so that CBS Television and Radio could intrepidly defeat NBC and ABC by getting the bulletin on the air first, even if that meant interrupting a commercial in a morning soap opera. They had worked out an elaborate system in New York to do their part, and put an executive on an open telephone line to the phone in the von Fremd living room, where Virginia von Fremd sat with the receiver to her ear. Out on the porch above the beach was this fearless reporter, eyes glued to a pair of binoculars…I could just barely see Vanguard, miles away, at its pad….At about 10 o'clock I saw an unmistakable flash of flame, and the pencil-then white rocket began to move. "There she goes!" I shouted. "There she goes!" shouted Virginia into the phone. "There she goes!" shouted the executive in New York, hanging up the phone then and there and charging off to get the bulletin on the air.
>
> We beat ABC and NBC certainly. There was only one problem. A tenth of a second after I shouted "There she goes!" I shouted "Hold it!"…Vanguard had exploded on ignition. Maybe the technology was *too* advanced; certainly ours was; by the time I shouted "Hold it!" there was no one on the phone in New York. It was the first really elaborate attempt by CBS News to cover a Canaveral launching. We got better later.[75]

Almost two months after Vanguard fiasco, the German rocket pioneer Dr. Wernher von Braun—working for the U.S. Army since the end of World War II—lofted the first successful U.S. satellite, Explorer 1, into orbit atop a Jupiter C rocket, late on Friday evening 31 January 1958. The next afternoon, CBS News aired special coverage on two broadcasts (1435-1440 and 1630-1700 EST), which seems incredibly delayed, even allowing for time gaps to transport

launch film from the Cape Canaveral area to either Orlando or Jacksonville FL, develop and edit it, and so forth.[76] [77]

Other early rocket launch efforts received sporadic special coverage by CBS News on television.

On Wednesday 26 March 1958, the U.S. Army launched a scientific satellite called Explorer 3 from Florida as part of the International Geophysical Year (IGY), just like the earlier Sputnik and Explorer satellites. Explorer 3 sent back radiation and micrometeoroid data from Earth orbit. CBS News broadcast coverage from 1700 to 1715 EST.

On Sunday 17 August 1958, the U.S. Army tried to launch a scientific satellite from Florida on a three-day trip toward Earth's Moon, where it was to have orbited for two weeks. But Pioneer Zero's Thor-Able launch rocket exploded just 77 seconds into flight, destroying the satellite. CBS News aired two related reports at 1155 and 2300-2315 EDT, with at least the latter telecast anchored by Walter Cronkite.

Two months later, another U.S. Army lunar probe mission attempt launched, this time in collaboration with the then-days-old National Aeronautics and Space Administration (NASA). Pioneer 1 left Florida in the predawn of Saturday 11 October 1958, with CBS News televised coverage of Pioneer 1 running under the umbrella title "Operation Moonshot." Four reports aired, at 0443-0502, 1000-1014, and 1600-1630 that day, and 2315-2345 ET the next night. The first broadcast included a film or tape of the Pioneer 1 satellite's launching just seven minutes earlier, and the following three were progress reports. The probe, meant to study cosmic rays, magnetic fields, ionizing radiation, and micrometeorites, did not reach Earth's Moon because of a launch vehicle malfunction, but it did send back a limited amount of useful data about "near-

earth space" before burning up upon reentering Earth's atmosphere after less than two days. (For broadcast production credits, please see Table 4.1.)[78]

TABLE 4.1
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "OPERATION MOONSHOOT," SATURDAY-SUNDAY 11-12 OCTOBER 1958

Overall Supervision	Mac Johnson
Producer	Av Westin
Director	Av Westin
Anchor	Harry Reasoner
Correspondents	Richard Bate (Cape Canaveral FL) Grant Holcomb (Inglewood CA) Eric Severeid (Washington DC) Howard K. Smith (Washington DC)

Source: From CBS News press release of 14 October 1958, "CBS News Is Eyewitness to Moonshoot; Four Special Programs on Air Force Rocket."

Almost two months later, on Saturday 6 December 1958, CBS News aired a pair of special programs about another U.S. Army lunar mission called Pioneer 3 (0045-0148 and 0945-1000 EST). The U.S. military adamantly banned live launch coverage, so on the first program CBS News aired a videotape of liftoff about three minutes after "fire in the tail." The second "Army Space Probe" program included "a live pickup" from NASA's office in Washington DC, with "missile expert" Wernher von Braun, plus a rebroadcast of the launch videotape. The spacecraft returned useful data about cosmic radiation, but only managed to travel about one-fourth the distance to the Moon before falling back to Earth and ending its 38-hour flight. (Please see Table 4.2.)

TABLE 4.2

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "ARMY SPACE PROBE" [PIONEER 3], SATURDAY 6 DECEMBER 1958

Producer	Av Westin
Director	Av Westin
Anchors	Harry Reasoner (New York City) Neil Strawser (Washington DC)
Correspondent	Richard Bate (Cape Canaveral FL)

Source: From CBS News press release of 18 December 1958, "CBS News Special Coverage of Space Probe."

On Thursday 18 December 1958, CBS News televised a late-night (2345-0000 EST) report about an Atlas missile launching early that evening from Florida of the first communications satellite, or "comsat," an experimental U.S. military project named SCORE .

Curiously, however, when the iconic Meet-the-Mercury-7-Astronauts news conference was held in downtown Washington DC near the White House on Thursday 9 April 1959, CBS News apparently did not provide live television coverage. Nor did NBC News.

Two Soviet lunar-probe missions received one-minute *Bulletin* treatments on the afternoons of Sunday 13 September 1959 and Sunday 4 October 1959.

On Tuesday 31 January 1961, African-born space chimp Ham rocketed into space on a suborbital hop from Florida, and he splashed down (and lived until 1983). CBS News noted his flight with three one-minute *Bulletins* at 1205, 1225, and 1554 EST. (The American "space chimp" Enos's flight in November 1961 received similar brief coverage.) On Thursday 9 March 1961, a one-minute mid-evening *Bulletin* reported that the Soviets had launched a black dog named Chernushka ("Blackie") into Earth orbit (the animal returned alive after making one orbit).

One month later, Yuri A. Gagarin became the first cosmonaut and thereby gained worldwide fame as the first human in space and in Earth orbit, making one orbit aboard Vostok 1 on Wednesday 12 April 1961. That night, CBS News televised a one-hour prime-time broadcast, “First Man in Space” (1930-2030), which Mr. Wussler had been helping pull together in anticipation the Soviets might manage such an achievement.

Soon afterward, the six-shot, one-man-each U.S. Mercury series received major coverage, from start to finish, initially under decidedly suboptimum working conditions and television technology limits. (Please see Table 4.3.). For the Mercury-Redstone launch of Alan B. Shepard Jr., for instance, Walter Cronkite reported out of the back of a station wagon “flash unit.” Only two television transmission lines were then available out of the Cape, forcing the three television networks to institute a shared rotation of one line, with the other kept clear for a pool feed. (The four radio networks, CBS, NBC, ABC, and the Mutual Broadcasting System, who were also in the multi-network pool, had a *slightly* easier time of it technically.)

TABLE 4.3
CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of U.S. Human Missions, 1961-2003
By Flight (1961-1963)

HUMAN MISSION	FLIGHT DATE(S)	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION
Mercury-Redstone 3 *Freedom 7* (1961)	Fri. 5 May 1961	5 hours 41 minutes	15 mins. 28 secs.
Mercury-Redstone 4 *Liberty Bell 7*	Fri. 21 July 1961	4 hours 36 minutes	15 mins. 37 secs.
Mercury-Atlas 6 *Friendship 7* (1962)	Tue. 20 Feb. 1962	25 hours 22 minutes	4 hrs. 55 mins. 23 secs.
Mercury-Atlas 7 *Aurora 7*	Thu. 24 May 1962	12 hours 5 minutes	4 hrs. 56 mins. 5 secs.
Mercury-Atlas 8 *Sigma 7*	Wed. 3 Oct. 1962	7 hours 1 minute	9 hrs. 13 mins. 11 secs.
Mercury-Atlas 9 *Faith 7* (1963)	Wed.-Thu. 15-16 May 1963	13 hours 48 mins.[79]	34 hrs. 19 mins. 49 secs.

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990"; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data, plus the www.ksc.nasa.gov and www.worldspaceflight.com Web sites, accessed on 10 November 2004. Broadcast duration figures may be slightly approximated in original documents consulted.

Liftoff of *Freedom 7* had been planned for Tuesday 2 May 1961, but recovery area rain squalls forced postponement, a development relayed in an eight-minute *Special Report* (0836-0844 EDT) that interrupted *Captain Kangaroo*. Three days later, "fire in the tail" for the 15-minute suborbital hop took place at 1034 EDT. The CBS News "launchcast" ran from 1022 to

1130 EDT, but five other CBS News *Special Reports* and one *Bulletin* ran before and afterward that day (including 0815-0830, 1150-1200, 1245-1330, and 1347-1417), plus a half-hour *Eyewitness to History* in prime time that night called "Our Man in Space." The next day's *New York Mirror*, under a headline "TV's Finest Hour," printed high praise: "Veteran newscaster Walter Cronkite of CBS, a man who has covered just about every major event of our time—was visibly and audibly moved by the occasion. 'There is now less than one minute before the ascent,' he told viewers in low, almost awed tones." (Please see Table 4.4.) [80]

TABLE 4.4
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF MERCURY-*FREEDOM 7*, FRIDAY 5 MAY 1961

Executive Producer	William Crawford
Producer-Director (non-pool TV)	Don Hewitt
Special Projects Manager	Robert J. Wussler
Anchors	Walter Cronkite (Cape Canaveral FL.) Charles Collingwood (New York City) Ron Cochran (New York)
Correspondents	Charles von Fremd (Cape Canaveral) Richard Bate (Cape Canaveral)
Location Director	Robert E. "Bob" Vitarelli (Cape Canaveral flash unit)
Associate Director	Joel Banow
Engineer-in-Charge	Arthur F. "Art" Schoenfuss

Notes: Three days later, Mr. Cronkite and Mr. Cochran anchored coverage of Astronaut Shepard's welcome ceremonies and news conference held in Washington DC, with Neil Strawser, George E. Herman, and Charles von Fremd reporting from DC.

Sources: CBS News 9-page internal memo "Advance Program Notes on Mercury Atlas 6 Coverage" dated December 1961; "Man In Orbit: CBS News Coverage Plans," 11-page internal memo from January 1962; CBS News press releases.

In the next-day's New York *Daily News*, TV-radio critic Ben Gross extolled, "If there had been television in 1492 when [Christopher] Columbus sailed that ocean blue, the world might have known then the thrill experienced by millions of Americans yesterday. From coast to

coast, our countrymen saw one of their own, Navy Comdr. Alan B. Shepard Jr., make his historic journey into space. Via both TV and radio, they followed the epochal adventure…”[81]

On Monday 8 May 1961, CBS News televised some two hours and 40 minutes of special coverage of Mr. Shepard’s triumphal visit to Washington DC, including a meeting with U.S. President John F. Kennedy (0930-1030) and a news conference by Mr. Shepard (1300-1400).

Less than three weeks after the 15-minute suborbital hop by *Freedom 7*, on Thursday 25 May 1961, Mr. Kennedy addressed a midday joint session of Congress in Washington—an event televised live by CBS News (1230-1330 ET)—and, among other matters mentioned, he rhetorically tossed his cap over the wall and made his famous Moon–landing challenge. "I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth," Mr. Kennedy said, calling it “this very urgent request."

Meanwhile, by the time of the second suborbital Mercury hop on Friday 21 July 1961, by Virgil I. “Gus” Grissom, CBS News and Mr. Cronkite had upgraded to a trailer. (Two days earlier, coverage of a weather-scrubbed launch attempt lasted from 0855 to 0945 EDT.) The “launchcast” proper ran from 0811 to 0915 for a liftoff at 0820 and a 15-minute flight. After Mr. Grissom’s somewhat-off-target splashdown, the *Liberty Bell* hatch blew and the capsule sank quite deep, with the capsule remaining at the bottom of the Atlantic Ocean until a July 1999 salvage expedition found and raised it (but not the still-missing hatch). Mr. Grissom was barely rescued by a helicopter crew, using a rope and a sling. Additional coverage aired at 1037-1120. A three-camera network pool aboard the *U.S.S. Randolph* recovery ship became “the first television crew to work aboard a ship on the high seas,” with their videotape report shown from 1215 to 1245 that day, according to a CBS News press release.[82] On the next night, Saturday 22

July 1961, a *Special Report* covered the Grissom post-flight news conference (1800-1853). (Please see Table 4.5.)

After the Grissom flight, a mini-controversy erupted over a prerecorded film that CBS News aired without adequate labeling that it was not live. CBS News vowed to not let such a lapse in standards recur.

TABLE 4.5
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF MERCURY-*LIBERTY BELL 7*, FRIDAY 21 JULY 1961

Producer-Director (non-pool TV)	Don Hewitt
Producer	Robert J. Wussler (for pool)
Director	Robert "Bob" Quinn (for pool)
Anchor	Walter Cronkite (Cape Canaveral FL)
Correspondent	Richard Bate (Cape Canaveral for pool)
Location Director	Robert E. "Bob" Vitarelli (Cape Canaveral)
Associate Director	Joel Banow

Sources: CBS News press releases from July 1961, and interviews.

By the time of John H. Glenn Jr.'s 10-times-delayed flight on Tuesday 20 February 1962, CBS News and Mr. Cronkite had the benefit of a nicer semi-permanent structure sitting in place at the Florida launch press site area (succeeded by another in early 1965 and yet others circa 1968 and a permanent building circa 1988). They made good use of their "Cape Canaveral Control Center." For example, on Saturday 27 January 1962, one ultimately-scrubbed attempt to launch Mr. Glenn occasioned special coverage from 0630-0930, 0958-1000, 1009-1030, and 1038-1049 EST.

Weeks later on what turned out to be the true launch day, Tuesday 20 February 1962, CBS News aired day-long coverage of "Man in Orbit: The Flight of John Glenn" from 0630 to 1630 EST, with additional *CBS News Extras* broadcast before and after the three-orbit mission by the "clean Marine," plus other aftermath programs. Mr. Cronkite again co-anchored the main coverage from the Cape. (Please see Table 4.6.) That coverage of Mr. Glenn's first-American-in-

orbit flight aboard *Friendship 7* included shots of a giant Eidophor television screen set up in New York City's Grand Central Terminal showing CBS News coverage for commuters to watch, and in turn to be watched by CBS News cameras as they watched, an idea brainstormed by Mr. Hewitt.

TABLE 4.6

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "MAN IN ORBIT: THE FLIGHT OF JOHN GLENN" [*FRIENDSHIP 7*], TUESDAY 20 FEBRUARY 1962

Co-Producers	Robert J. Wussler Don Hewitt (New York City)
Co-Directors	Vern Diamond (Cape Canaveral FL) Don Hewitt (New York)
Anchors	Walter Cronkite (Cape Canaveral) Douglas Edwards (New York)
Correspondents	Richard Bate (Cape Canaveral FL) Hughes Rudd (New Concord OH) Harry Reasoner (New Concord OH) Nancy Hanschman (Arlington VA) Grant Holcomb (San Diego) Robert Schakne (San Diego) Robert Pierpoint (Capitol Hill DC) Roger Mudd (USIA/Voice of America DC Neil Strawser (USIA/Voice of America DC) Dave Dugan (aboard *U.S.S. Forrestal* recovery ship) Bill Downs (aboard *U.S.S. Forrestal* recovery ship) Bernard Eisman (McDonnell Aircraft St. Louis) George E. Herman (White House) Richard C. Hottelet (New York) Marvin Kalb (Moscow)
Location Director	Robert E. "Bob" Vitarelli (Cape Canaveral FL)
Production Supervisor	Al Thaler
Associate Director	Joel Banow
Engineer	Don McGraw
Writers	Sanford "Sandy" Socolow, Jeff Gralnick
Manager Field Operations	Arthur F. "Art" Schoenfuss
Graphic Artist	Ben Blank

Sources: CBS News 9-page internal memo "Advance Program Notes on Mercury Atlas 6 Coverage" dated December 1961; "Man In Orbit: CBS News Coverage Plans," 11-page internal memo from January 1962; CBS News press releases and logs from February 1962 and interviews.

The nation's broadcast facilities last week combined in one of their finest service achievements to cover Lt. Col. John H. Glenn Jr.'s orbital flight in space," noted *Broadcasting* magazine in its issue of 26 February 1962.

Follow-up coverage includes a news conference by Mr. Glenn, his appearances for a speech to a joint meeting of Congress, and a heroic reception by enthusiastic crowds in a New York City ticker-tape parade. For example, one of three *CBS News Extras* on "The Return of John Glenn" on Friday 23 February 1962 covered his Washington DC press conference from 1330 to 1500 EST, and the *CBS News Extra* "John Glenn in New York" on Thursday 1 March 1962 ran from 1200 to 1330 EST, and featured aerial television pictures shot from a specially modified helicopter hovering over the parade route—a technical innovation by CBS News engineer Don McGraw and his colleagues. As late as Monday 9 April 1962, CBS News devoted an hour to late-released NASA films from Mr. Glenn's flight (1800-1900 EST).

On Thursday 24 May 1962, "The Flight of *Aurora 7*" received similar all-out coverage, including a 10-hour stretch (0700-1659) from before launch to after splashdown for the postponed three-orbital mission by M. Scott Carpenter. Broadcasts of 12 minutes for a short post-flight NASA news conference (1816-1828) and two wrap-ups of 30 and 15 minutes also aired that evening, plus one-hour for a press conference by Mr. Carpenter three days later, and a speech by him on Tuesday 5 June 1965. Except for Gemini 3 in March 1965, *Aurora 7* marked the last time CBS News would televise an entire U.S. human spaceflight. CBS News used a unique new wireless portable television camera for a remote from St. Louis, showing McDonnell Aircraft Corp. capsule engineer Robert Seat in a Mercury replica. A high-resolution U.S. Air Force camera showed staging two minutes after launch. (Please see Table 4.7.)

TABLE 4.7

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *AURORA 7*," THURSDAY 24 MAY 1962

Co-Producers	Robert J. Wussler Don Hewitt Leslie Midgley (wrap-up) John Sharnik (wrap-up) William Crawford (wrap-up)
Director	Don Hewitt
Anchor	Walter Cronkite (Cape Canaveral FL)
Correspondents	Douglas Edwards (NYC) Richard C. Hottelet (NYC) Richard Bate (Cape Canaveral FL, for pool) Harry Reasoner (Grand Central Station NYC) Dave Dugan (Grand Central Station NYC) Robert Schakne (Boulder CO, Carpenter hometown) Murray Fromson (Boulder CO, carpenter hometown) Bernard Eisman (McDonnell Aircraft St. Louis) Joe Sauris (at sea for pool) Kevin Delaney (at sea for pool)
Location Director	Robert E. "Bob" Vitarelli (Cape Canaveral FL)
Associate Director	Joel Banow
Editorial Supervisor	Emerson Stone
Engineering Supervisor	Arthur F. "Art" Schoenfuss

Note: Mr. Sauris and Mr. Delaney were reporters.
Sources: CBS News press releases from May 1962, and interviews.

Walter M. Schirra Jr.—with whom Mr. Cronkite did a half-hour preview program called "Our Next Man in Space," aired Thursday 13 September 1962 (2200-2230 EDT), which presaged their later on-air collaboration in 1969-1975—was the next Mercury 7 astronaut launched, also on a three-orbit mission. For "The Flight of *Sigma Seven*," CBS News aired a two-hour launch broadcast from 0700 to 0900 EDT anchored by Mr. Cronkite, followed during the day by more than 40 *CBS News Bulletins* (at least some evidently across-the-screen crawls) and five more-extended programs of as long as 20 minutes, and a splashdown telecast from 1700

to 1840 EDT. A 15-minute recap aired at 2315, and on Sunday 7 October 1962, a half-hour *CBS News Extra* aired at 2315 on "The Return of Wally Schirra." Notably, despite technical challenges and glitches, some coverage was sent to Europe via the new transatlantic satellite, Telstar, during its short low-Earth-orbit passes, and live British public reaction was seen on America's television screens.[83] (Please see Table 4.8.)

TABLE 4.8
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *SIGMA SEVEN*," WEDNESDAY 3 OCTOBER 1962

Executive Producer-Director	Don Hewitt (New York City)
Producer	Robert J. Wussler (Cape Canaveral FL)
Director	Robert E. "Bob" Vitarelli (Cape Canaveral)
Anchor	Walter Cronkite (Cape Canaveral) Douglas Edwards (NYC)
Associate Directors	Joel Banow (NYC) Sanford "Sandy" Socolow Russ Bensley (NYC) William Crawford (NYC)
Location Director	Fred Stollmack (Cape Canaveral)

Sources: CBS News press releases from September-October 1962, and interviews.

Seven months later, for what became Project Mercury's 22-orbit finale by L. Gordon Cooper Jr., "A Day and a Half in Space" coverage included a two-hour launch attempt broadcast on Tuesday 14 May 1963 (0800-1000 EDT), a two-hour actual launch broadcast on Wednesday 15 May 1963 (0800-1000 EDT) both anchored by Mr. Cronkite at the Cape, and a veritable flurry of more than 100 *CBS News Bulletins* (in many cases quick on-screen crawls updating where Mr. Cooper was—relative to countries and oceans below—and what he was doing, which included trying some primitive from-space television transmissions in slow-scan black-and-white, aired on a delayed basis) and one-minute progress reports, extended programs of 40 minutes and 30 minutes that late morning and late evening and 30 minutes early the next

forenoon, and *Faith 7* splashdown and recovery-related broadcasts in the late afternoon and evening for 7 minutes, 4 minutes, and from 1900 to 2037 EDT, plus a half-hour wrap-up at 2130. On Friday 17 May, a mid-afternoon half-hour was devoted to Cooper recovery films, on Sunday 19 May a late-night half-hour to "The Return of Gordon Cooper," and on Tuesday 21 May broadcasts of 1 minute, 8 minutes, and from 1154-1358 EDT pegged to "Gordon Cooper in Washington." (Please see Table 4.9.)

TABLE 4.9
PRODUCTION CREDITS
FOR CBS NEWS TELEVISED COVERAGE OF
"A DAY AND A HALF IN SPACE" [*FAITH 7*],
WEDNESDAY-THURSDAY 15-16 MAY 1963

Executive Producer	Don Hewitt (New York City)
Producer	Robert J. Wussler (Cape Canaveral FL)
Director	Robert E. "Bob" Vitarelli
Anchors	Walter Cronkite (Cape Canaveral) Douglas Edwards (New York City)
Correspondent	George E. Herman (Cape Canaveral)
Reporter	Jeff Gralnick
Associate Producer	Sanford "Sandy" Socolow
Associate Director	Joel Banow
Writer	Peter Herford

Sources: CBS News press releases from 1963 and interviews.

By Mercury's end the pool arrangements among the three television and four radio networks had built of experience and experimentation to become much more sophisticated. And technology access at the Cape was improving, too. And about the time Mercury ended, so did the reign of the colorful characters John "Shorty" Powers, the Voice of Mercury Control, who could certainly be mercurial, indeed, but seemed to usually like or even favor the television press corps. Then came the first of at least six (so far) year-plus hiatuses in U.S. human space travel.

Chapter 5: CBS News Televised Special Events Space Coverage: Project Gemini

Following the 22-month gap after Project Mercury's final flight (the astronauts had unsuccessfully campaigned to NASA officials for more Mercury flights to be added on), Project Gemini's 10 human flights served as a bridge between the comparatively simple, one-man, near-Earth Mercury missions and the complex, three-man Apollo missions destined for the Moon. (Please see Table 5.1.)

On a broadcast that could be considered a grandparent of sorts for the CBS News *48 Hours* concept that debuted more than two decades later, Don Hewitt produced and directed from New York a videotaped-the-same-afternoon, prime-time status report on the Space Race and "JFK"'s Moon-landing goal, "T- Minus 4 Years, 9 Months, and 30 Days." It aired as a *CBS News Special* on Monday 1 March 1965 (2200-2300 EST), hosted by Walter Cronkite from the NASA Robert H. Goddard Space Flight Center in Greenbelt MD, and was shot live-to-tape there that afternoon (1500-1600 EST) and at four other key U.S. space centers in Alabama, California, Texas, and Florida. CBS News Correspondents Nelson Benton, Bill Stout, and Charles von Fremd also reported. The program "will look over the shoulder of these men who are working to put an American on the Moon," read a CBS News press release issued two weeks earlier.[84] As Mr. Hewitt explained, "We will cover the small, every-day events that lead to eventual great events with the same scope that we have used to cover space flights, conventions, and inaugurations…Our world is shaped not only by the John Glenns, but by a welder on a space capsule assembly-line, a jet engine technician at a booster plant, a satellite communicator translating telemetry from outer space."[85] Mr. Glenn himself participated in the program from Greenbelt as an expert commentator.

TABLE 5.1

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2003
By Flight (1965-1966)

HUMAN MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
Gemini-Titan 3 (*Molly Brown*) (1965)	12 hours 59 minutes [86]	4 hrs. 0 hrs. 52 mins. 31 secs.	23 March 1965
Gemini-Titan 4 [first American spacewalk]	21 hours 8 minutes	4 days 1 hr. 56 mins. 12 secs.	3-7 June 1965
Gemini-Titan 5	17 hours 51 minutes	7 days 22 hrs. 55 mins. 14 secs.	21-29 August 1965
Gemini-Titan 6 (Launch Scrub)/ Gemini-Titan 7/ Gemini-Titan 6A (Launch Scrub)/ Gemini-Titan 6A[87] [first space rendezvous]	21 hours 36 minutes	Gemini 7: 13 days 18 hrs. 35 mins. 1 sec. Gemini 6A: 1 day 1 hr. 51 mins. 24 secs.	Gemini 7: 4-18 Dec. 1965 Gemini 6A: 15-16 Dec. 1965
Gemini-Titan 8 (1966) [emergency splashdown]	13 hours 9 minutes[88]	10 hrs. 41 mins. 26 secs.	16 March 1966
Gemini-Titan 9A	11 hours 13 minutes+	3 days 21 hrs.	3-6 June 1966
Gemini-Titan 10	6 hours 24 minutes	2 days 22 hrs. 46 mins. 39 secs.	18-21 July 1966
Gemini-Titan 11	9 hours 59 minutes	2 days 23 hrs. 17 mins. 8 secs.	12-15 Sep. 1966
Gemini-Titan 12	6 hours 33 minutes	3 days 22 hrs. 34 mins. 31 secs.	11-15 Nov. 1966

+ Includes two *CBS News Bulletins* on 28 February 1966 (1140-1141 and 1208-1209 EST) by Charles Kuralt on deaths of Gemini 9's original crew, Elliot M. See Jr. and Charles A. Bassett II, whose T-38 training airplane crashed amid rain and fog into the McDonnell Aircraft complex in St. Louis—near the location where CBS News anchored some Gemini coverage.

Notes: Broadcast duration figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted.

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990"; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data, plus *www.ksc.nasa.gov* Web site, accessed on 10 November 2004, and interviews.

Three weeks later, Gemini 3—with astronauts Virgil I. "Gus" Grissom and John W. Young aboard the *Molly Brown* (plus a smuggled-in contraband corned-beef sandwich)—received literally full-coverage-plus, advanced with a one-hour, night-before *Special Report* "Gemini Preview" broadcast (2200-2300 EST) from Florida. On Tuesday 23 March 1965, the *CBS News Special Report* "Gemini: Two Men in Space" lasted from 0700 to 1630 EST, from 2 hours and 24 minutes before launch to 2 hours and 13 minutes after splashdown. From 2315 to 2345 that night, a half-hour, late-night wrap-up aired. On that Thursday, *Special Reports* covered their arrival back at Cape Kennedy FL (0927-0936) and their post-flight news conference (1730-1830), That Friday, another *Special Report* showed their reception at the Lyndon B. Johnson White House in DC (1110-1200). (Please see Table 5.2.)

Gemini 3 marked the last U.S. human space flight covered on television in its entirety by CBS News, or any other U.S. television network.[89][90]

TABLE 5.2

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "GEMINI: TWO MEN IN SPACE," MARCH 1965

Producers	Robert J. Wussler (Cape Kennedy FL) Av Westin (New York)
Director	Robert "Bob" Quinn
Anchor	Walter Cronkite (Cape Kennedy)
Correspondents	Charles von Fremd (Cape Kennedy) and others
Location Director	Robert E. "Bob" Vitarelli
Associate Producer	Clarence "Red" Cross
Associate Director	Joel Banow
Set Designer	Hugh Raisky

Sources: "Two-Man Gemini Space Shot To Be Covered on CBS Television Network From Early Morning Until After Capsule is Recovered," CBS News press release, Thursday 11 February 1965, and subsequent releases, and interviews.

For the Gemini 4 flight by James A. McDivitt and first American spacewalker Edward H. White II, the coverage was likewise intense.[91] A launch-eve preview half-hour aired at 2000-2030 EDT the night before. On launch day, Thursday 3 June 1965, Walter Cronkite anchored coverage from 0700 to 1636, with liftoff at 1116, in the first of a series of *CBS News Special Reports* called "G-T 4: Four Days in Space." (Incidentally, by now, CBS News had expanded to using a twin-trailer set-up for studio, control, and work space at the Cape, with the middle wall taken out.)[92]

For splashdown on Monday 7 June 1965 at 1314 EDT, CBS News was on the air from 1130 to 1530. In between those bookend broadcasts, some 40 *Special Reports* had aired of from 1 to 15 minutes in length, and a prime-time, half-hour wrap-up aired on splashdown night (2200-2230). Further *Special Reports* covered "LBJ" 's congratulatory telephone call to the crew, the release of inflight films, the crew's arrival in Houston, and LBJ greeting them in person. Live television from space of Ed White's spacewalk had not been not technically feasible, but Mike Wallace anchored an additional follow-up *Special Report* "Major White's Walk," featuring film excerpts and comments by the crew on Sunday 13 June (1830-1900). (In 1960, Mr. Wallace had narrated the very first television special produced by David L. Wolper, an Oscar-nominated syndicated documentary hour called "Race for Space.")

"Radio-TV: Gemini Flight's Drama Brought Home—Astronauts Are Heard Directly First Time," read the headline on New York Times TV critic Jack Gould's review on Friday 4 June 1965. "Broadcasting coverage of the walk in space of [U.S.] Maj. Edward H. White 2nd was a tantalizing experience for the television viewer and radio listener….Jules Bergman of A.B.C. and Walter Cronkite of C.B.S. were the iron men of the day in television, carrying the burden of the running report practically by themselves," Mr. Gould wrote. (Please see Table 5.3.)

TABLE 5.3

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "G-T 4: FOUR DAYS IN SPACE," JUNE 1965

Producers	Robert J. Wussler (New York City) (for Cape Kennedy FL and Houston) Av Westin (for all other locations) Arthur Kane (3-network pool producer)
Directors	Robert E. "Bob" Vitarelli (Cape Kennedy FL) Dave Roth (Houston) Jack Kelly (KMOX-TV/St. Louis, for St. Louis remote) Robert "Bob" Quinn (director for pool)
Anchors	Walter Cronkite (Cape Kennedy and Houston) Mike Wallace (Houston)
Correspondents	Nelson Benton (El Lago TX) Marya McLaughlin (Houston) Harry Reasoner (White House) Robert Pierpoint (White House) David Schoumacher Bill Stout (St. Louis) Bill Plante Charles von Fremd (assigned to pool at Pad 19 area and in Houston) Dallas Townsend (assigned to pool aboard *U.S.S. Wasp* recovery carrier) Allan Jackson (for pool) Charles Collingwood (London) Frank Kearns (Madagascar) Sam Roberts (Cape Kennedy)
Editorial Director for Pool	Jeff Gralnick
Remote Producers	Zeke Segal Ralph Penza (WCBS-TV/New York, for NYC remote)
Associate Producer	Clarence "Red" Cross
Associate Director	Joel Banow
Set Designer	Hugh Raisky
Researcher	Joan F. Richman (and others)

Note: Ms. McLaughlin, Mr. Plante, and Mr. Roberts were reporters.

Sources: "Four-Day, 63-Orbit Gemini-Titan 4 Flight Next Month to Received Most Complex and Comprehensive CBS News Coverage of Any Space Shot," CBS News press release of 12 May 1965, and subsequent press releases during and after the flight, and interviews.

With all the critical acclaim and solid ratings generated by Gemini 4 coverage, one might not expect a backlash from CBS News management regarding space programming. Of course, reasonably enough, with a longer eight-day mission upcoming and a 14-day flight in prospect by year's end, network news officials increased discussion of cost-saving pool measures, meeting in New York and issuing a joint statement to that effect on Thursday 10 June 1965. But after countdown problems and holds stretched out CBS News televised coverage of the Gemini 5 launch attempt on Thursday 19 August 1965 from 0700 to 1400 EDT (with regular news airing from 0735-0800), CBS News President Fred W. Friendly went on a ballistic trajectory of his own, vowing to curtail coverage, a pledge his counterparts did not sign onto. Two days after the scrub, under the new policy of coming on the air just 30 minutes before liftoff, CBS News began its "launchcast" *Special Report* "Gemini 5: Eight Days in Space" at 0930 EDT Saturday for a 1000 launch of L. Gordon Cooper and Charles "Pete" Conrad, maintaining air until 1236. An eventually-resolved but potentially serious problem brought Mr. Cronkite and his colleagues back on the air for another *Special Report* from 1306 to 1800. The *Variety* trade paper's main Gemini 5 headline of Wednesday 25 August 1965 delivered this pointed zinger to Mr. Friendly: "GT-5 Shoots Down Friendly Memo With a Real Space Cliffhanger, As Arbitron Vindicates NBC 'Overkill'."[93]

More than 20 *Special Reports* of from 4 to 30 minutes aired during the week ahead, with coverage for a 0829 splashdown on Sunday 29 August 1965 running from 0700 to 1200, with a half-hour wrap-up at 1830. (Please see Table 5.4.) For unclear reasons, Mr. Cronkite and Mike Wallace anchored from New York, the first time Mr. Cronkite had not been in Florida to cover a U.S. human space launch.

TABLE 5.4
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "G-T 5: EIGHT DAYS IN SPACE," AUGUST 1965

Executive Producer	Av Westin
Producer	Robert J. Wussler
Director	Vern Diamond
Anchor	Walter Cronkite (New York City), Mike Wallace (NYC)
Correspondents	Charles von Fremd (Cape Kennedy FL) David Schoumacher (Cape Kennedy) Bill Stout (McDonnell Aircraft St. Louis) George E. Herman (Martin Co. Baltimore) Nelson Benton (NASA Houston) Dave Dugan (NASA Houston) Marya McLaughlin (Patrick AFB FL and El Lago TX) Terry Drinkwater (in California desert) Dallas Townsend (for pool aboard *U.S.S. Lake Champlain* recovery ship)
Associate Producer	Clarence "Red" Cross
Associate Director	Joel Banow
Set Designer	Hugh Raisky
Researcher	Joan F. Richman (and others)

Sources: CBS News press releases from August 1965, and interviews.

Just in time for Gemini 6, CBS News instituted a dandy on-screen, attention-catching "CBS NEWS SPACE ALERT" system with "24-hour-a-day capability" to advise viewers when a space progress report or special coverage was about to be aired. The Space Alert consisted of "a flashing signal superimposed [in the upper-left corner of the television screen] over regular broadcasts to indicate that a news bulletin is imminent," explained CBS News press releases.[94]

Gemini 6's launch attempt on Monday 25 October 1965 received six brief updates and then a 1055 to 1230 EST would-be launch broadcast. That latter broadcast began five minutes before the liftoff of an Atlas-Agena rocket, part of which NASA intended to use as a first-ever rendezvous-and-docking practice target for Gemini 6, to have been launched at 1241 EST. But telemetry from and tracking of the rocket soon failed, prompting NASA to scrub and postpone Gemini 6's launch. This was, incidentally, to have been the first time the multi-network pool tried to provide live-from-at-sea splashdown coverage, a culmination of four years of effort by

Mr. Wussler and his team, especially by Clarence "Red" Cross, and some of their counterparts at the other networks.[95] (Please see Table 5.5.)

TABLE 5.5
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "GEMINI 6: RENDEZVOUS IN SPACE," MONDAY 25 OCTOBER 1965

Executive Producers	Robert J. Wussler Av Westin
Director	Vern Diamond
Anchors	Walter Cronkite (New York City) Mike Wallace (New York City)
Correspondents	Charles von Fremd (Cape Kennedy FL) David Schoumacher (Cape Kennedy FL) Nelson Benton (NASA Houston) Bill Stout (McDonnell Aircraft St. Louis) George E. Herman (IBM Kingston NY)
Associate Producers	Clarence "Red" Cross Joan F. Richman *
Associate Director	Joel Banow
Location Producer	Bernard Boroson (aboard U.S.S. *Wasp* recovery ship, possibly for pool)
Set Designer	Hugh Raisky

* Ms. Richman became a CBS News associate producer in September 1965, according to a profile feature in the Christian Science Monitor of Friday 11 July 1969, "Launching a moon shot." This could not be confirmed via other sources.

Sources: CBS News press releases from October 1965, and interviews.

After that Atlas-Agena failure setback, given that one of Project Gemini's aims was to practice rendezvousing two vehicles in space, NASA decided to try flying two Gemini vehicles partly at the same time. On Saturday 4 December 1965, Gemini 7 went aloft first for two weeks with Frank Borman and James A. Lovell. The "launchcast" lasted from 1330 to 1600 EST.

The re-designated mission Gemini 6A was to follow on a two-day flight by Walter M. "Wally" Schirra and Thomas P. Stafford. However, a dramatic on-pad abort after ignition but seconds before liftoff complicated matters and occasioned a four-hour broadcast on Sunday 12

December 1965 (0900-1300 EST). With super effort, NASA readied the rocket for another try just three days later, with liftoff at 0837 amid a CBS News launchcast that ran from 0730 to 0944 EST. Under the joint umbrella title "Project Gemini: Two Weeks in Space," more than 30 *CBS News Bulletins* and *Special Reports* periodically updated viewers about the ultimately successful joint flight, including the riveting rendezvous to within .3 to 30 meters (1 to 295 feet) and "station-keeping." Later, splashdown television coverage was relayed for the first-ever time live via the new Early Bird transatlantic communications satellite, with technical aid from COMSAT and the International Telephone and Telegraph Corp. (ITT). CBS News "splashcast" airtimes amounted to three hours and two hours, respectively, for Geminis 6A and 7. Gemini 6A's was broadcast from 0900-1200 EST on Thursday 16 December 1965; Gemini 7's from 0800-1000 on Saturday 18 December 1965. A joint wrap-up half-hour aired on Saturday 18 December 1965 (1900-1930 EST), with a half-hour news conference *Special Report* airing on Thursday 30 December 1965 (1100-1130 EST). (Please see Table 5.6.)

TABLE 5.6

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "PROJECT GEMINI: TWO WEEKS IN SPACE" [GEMINI 7 AND GEMINI 6A], DECEMBER 1965

Executive Producer	Av Westin
Producer	Robert J. Wussler
Director	Vern Diamond (New York City)
Anchors	Walter Cronkite (New York City), Mike Wallace (NYC)
Correspondents	Charles von Fremd (Cape Kennedy FL) David Schoumacher (Cape Kennedy for pool) Bill Stout (McDonnell Aircraft St. Louis) George E. Herman (McDonnell Aircraft St. Louis—Gemini 7 and Martin Co. Baltimore—Gemini 6A) Nelson Benton (NASA Houston) Douglas Edwards (Space Alert) Reid Collins (Space Alert) Dave Dugan (Space Alert) Steve Rowan (Space Alert) DallasTownsend (aboard *U.S.S. Wasp* recovery carrier for pool)
Location Producers	Bill Eames (Cape Kennedy) Don Richardson (NASA Houston) Dave Roth (aboard *U.S.S. Wasp* recovery carrier for pool)
Location Directors	Bill Barron (aboard *U.S.S. Wasp* recovery carrier for pool) Bernard Boroson (for pool)
Associate Producers	Clarence "Red" Cross Joan F. Richman *
Associate Director	Joel Banow

*According to the article "Launching a moon shot on CBS," in the *Christian Science Monitor* of Friday 11 July 1969, CBS News promoted Ms. Richman to associate producer in September 1965.

Sources: CBS News press releases from November-December 1965, and interviews.

On Wednesday 16 March 1966, CBS News called its coverage "Gemini 8: Another Step to the Moon." But the flight almost ended in tragedy, when a few hours after launch, the Gemini 8 spacecraft started tumbling wildly in orbit after trying to rendezvous with an "angry alligator" spent Agena rocket booster pre-positioned in Gemini 8's orbit. NASA cut the flight abruptly short. Neil A. Armstrong and David R. Scott reacted coolly under stress and made an emergency

splashdown in the Pacific Ocean, with the potentially life-and-death drama being extensively covered in prime time. Ironically, one CBS-TV early-prime-time entertainment program preempted was *Lost in Space*, which led hundreds of the campy-but-at-times-charming science-fiction show's fans to call the CBS switchboard to complain. Six *CBS News Space Alerts* during the following three days further covered the troubled flight. (Please see Table 5.7.) Before trouble struck, Gemini 8 had succeeded in making the first space docking, with that Agena rocket stage.

TABLE 5.7

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "GEMINI 8: ANOTHER STEP TO THE MOON," MARCH 1966

Producer	Robert J. Wussler (New York City)
Remote Producers	Zeke Segal (St. Louis) Sam Zelman (St. Louis)
Director	Vern Diamond
Anchors	Walter Cronkite (New York), Mike Wallace (New York)
Correspondents	Charles von Fremd (posthumous taped report from Cape Kennedy FL) David Schoumacher (Cape Kennedy FL and Houston) Bill Stout (St. Louis) George E. Herman (St. Louis) Douglas Edwards (New York) Steve Rowan (Houston) Robert Pierpoint (White House) Roger Mudd (Washington)
Associate Producer	Clarence "Red" Cross Joan F. Richman *
Associate Director	Joel Banow

*According to the article "Launching a moon shot on CBS," in the *Christian Science Monitor* of Friday 11 July 1969, CBS News promoted Ms. Richman to associate producer in September 1965.

Sources: CBS News press releases from March 1966, and interviews

From refusing to carry civil rights protest coverage to resisting expansion of the nightly flagship newscasts to 30 minutes and 60 minutes, network television affiliates have not been generally renowned as bastions of progressive, public-service-minded practices and priorities.

Given that context, this is how CBS News President Richard S. Salant spun CBS News "selective coverage" of space events during his address to the CBS Television Network Affiliates' Conference in New York City on Wednesday 4 May 1966, less than a fortnight before the scheduled launch of Gemini 9A (which was later again delayed—the original Gemini 9 crew died in St. Louis when they crashed into the plant of McDonnell Aircraft, makers of the Gemini spacecraft, and where CBS News had Gemini studio space during some flights):

> What we hope to establish is that the American public can rely on CBS News to be there when it counts; and that when CBS News is not there, it is because there is no significant and noteworthy news. Marking time, making brownie points, backing and filling when the mission is routine—those are the antithesis of the journalistic function.[96]
>
> "The time has arrived when it must be treated with new editorial awareness. Space, in short, now requires selectivity in the telling. The Gemini series put television and radio news forward in the editing business."[97]

CBS News called the concept "selective coverage."

During the remainder of 1966, Gemini 9A (Thomas P. Stafford and Eugene A. Cernan),[98] Gemini 10 (John W. Young and Michael Collins), Gemini 11 (Charles "Pete" Conrad and Richard F. Gordon), and Gemini 12 (James A. Lovell and Edwin E. "Buzz" Aldrin) all succeeded in further strengthening the spacefaring skills of American astronauts and their NASA colleagues on the ground. In parallel, the additional flights also honed the space coverage skills of the journalists of CBS News and the other networks. Respectively, the last four Gemini flights featured one, two, two, and three spacewalks, or EVAs—but no live television pictures. So, CBS News hired Peter Foy—famed for devising the "stage flying" used in the play Peter Pan—to rig a studio apparatus that would let someone wearing an astronaut spacesuit simulate what the actual spacewalker was doing up in orbit.[99] Models, animation, maps, and globes all helped visually track mission progress and depict key events, such as further rendezvous and docking practice.

(Please see Table 5.8, Table 5.9, Table 5.10, and Table 5.11.) After the final flight, CBS News presented a late-night *Special Report* on Tuesday 15 November 1966 called "Halfway to the Moon: Gemini-Apollo Report." The program did not include a story prepared by Correspondent David Schoumacher about potentially deadly fire hazards in spacecraft.[100] But that topic would become extremely prominent in the news in little more than two months.

TABLE 5.8

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "WEEK IN SPACE," GEMINI 9A PORTION, JUNE 1966

Producer (overall)	Robert J. Wussler
Director (overall)	Joel Banow
Anchors	Walter Cronkite (Cape Kennedy FL. St. Louis, and New York) Mike Wallace (New York)
Correspondents	Nelson Benton (Houston), David Schoumacher (St. Louis), Douglas Edwards, Steve Rowan
Producers (field)	Zeke Segal (St. Louis)
Director (field)	Jack Kelly (St. Louis)
Associate Producers	Clarence "Red" Cross, Joan F. Richman *

*According to the article "Launching a moon shot on CBS," in the *Christian Science Monitor* of Friday 11 July 1969, CBS News promoted Ms. Richman to associate producer in September 1965.

Sources: CBS News press releases from May-June 1966, and interviews.

TABLE 5.9

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE MISSION OF GEMINI 10," JULY 1966

Producer (overall)	Robert J. Wussler
Director (overall)	Joel Banow
Anchor	Walter Cronkite (Cape Kennedy FL and St. Louis)
Correspondents	Nelson Benton (Mission Control Houston) David Schoumacher (St. Louis) Dallas Townsend (New York City) Steve Rowan (Cape Kennedy, for pool)
Associate Producers	Jeff Gralnick, Clarence "Red" Cross
Producers (field)	Dan Bloom (Cape Kennedy) Zeke Segal (St. Louis) Phil Scheffler (Houston) Frank Fitzpatrick (for pool) Walter Lister (for pool)
Directors (field)	Vern Diamond (Cape Kennedy FL) Jack Kelly (St. Louis)
Associate Producer	Joan F. Richman *

*According to the article "Launching a moon shot on CBS," in the *Christian Science Monitor* of Friday 11 July 1969, CBS News promoted her to associate producer in September 1965.
Sources: "Cronkite to Anchor Full-Color Coverage of Gemini 10 Mission Next Week (July 18-19-20-21) on CBS Television Network," CBS News press release of 12 July 1966, and subsequent press releases during and after the flight, and interviews.

TABLE 5.10

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE MISSION OF GEMINI 11," SEPTEMBER 1966

Executive Producer	Robert J. Wussler
Producer	Jeff Gralnick
Director	Joel Banow
Anchor	Walter Cronkite (Cape Kennedy FL and St. Louis)
Correspondents	Nelson Benton (Houston) David Schoumacher ((St. Louis) Terry Drinkwater (aboard U.S.S. *Guam* recovery ship) Dallas Townsend (New York) Steve Rowan (New York)
Associate Producers	Clarence "Red" Cross, Joan F. Richman *
Producers (field)	Dan Bloom (Cape Kennedy FL), Zeke Segal (St. Louis), Don Richardson (Houston)
Directors (field)	Vern Diamond (Cape Kennedy FL), Jack Kelly (St. Louis)

*According to the article "Launching a moon shot on CBS," in the *Christian Science Monitor* of Friday 11 July 1969, CBS News promoted her to associate producer in September 1965.
Sources: "CBS News Set for Color Coverage of Ambitious Gemini 11 Mission" CBS News press release of 2 September 1966, and subsequent press releases, and interviews.

TABLE 5.11

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE MISSION OF GEMINI 12," NOVEMBER 1966

Executive Producer)	Robert J. Wussler
Producer	Jeff Gralnick
Director	Joel Banow
Anchor	Walter Cronkite (Cape Kennedy FL and St. Louis)
Correspondents	Nelson Benton (Mission Control Houston) David Schoumacher (St. Louis) Steve Rowan (Cape Kennedy FL and New York)
Associate Producers	Clarence "Red" Cross, Joan F. Richman *
Producers (field)	Dan Bloom (Cape Kennedy FL) Zeke Segal (St. Louis) Bernard Boroson (Houston)
Directors (field)	Lef Ufland (Cape Kennedy FL), Jack Kelly (St. Louis)

*According to the article "Launching a moon shot on CBS," in the *Christian Science Monitor* of Friday 11 July 1969, CBS News promoted her to associate producer in September 1965.

Note: When the Gemini 12 liftoff was still set for Wednesday 9 November 1966—the afternoon following the 1966 off-year congressional elections—Mr. Cronkite was scheduled to anchor the coverage from New York, where he had also anchored the Election Night special coverage. But the launch slipped two days, allowing him to fly to Florida in time.

Sources: "CBS News Will Present Full-Color Coverage of Gemini 12 on CBS Television Network, Beginning Wednesday, Nov. 9," CBS News press release of 28 October 1966, and subsequent press releases during and after the flight, and interviews.

Project Gemini was supposed to flow directly into Project Apollo almost without pause. But a tragedy from a surprise quarter detoured the U.S. human Moon-landing effort for about 20 months.

Chapter 6: CBS News Televised Special Events Space Coverage: Project Apollo

On Tuesday 21 February 1967, astronauts Virgil I. "Gus" Grissom Jr., Edward H. White II, and Roger B. Chaffee were scheduled to have made the first Apollo flight, an Earth-orbital shakedown mission for the Command-Service Module. But at 1831 EST on Friday 27 January 1967, many hours into a routine day-long countdown readiness practice session at Cape Kennedy FL, a flash fire engulfed their Apollo 204/Apollo 1 capsule and asphyxiated the three men within seconds, well before rescuers at Launch Pad 34 could open the cumbersome hatch. No journalists from CBS News were on hand (nor from other news organizations) because the test had been considered so mundane. Even once the initial confusion had cleared, NASA officials did not immediately reveal what had happened, and the story took hours and days to emerge, in fits and starts. Decades before cell phones became commonplace, Walter Cronkite had finished anchoring the *CBS Evening News* and gone out to dinner somewhere in New York City and could not be reached. So he was absent as a series of short *Special Reports* aired, starting at 2016-2017 EST, with Bill Martin and later Mike Wallace anchoring. A *Special Report* instant special was fast pulled together for 2300-2334 EST, anchored by Mr. Wallace in New York, with Robert J. Wussler making a rare on-air appearance to use models to try and visually explain what had happened. Mr. Cronkite joined the broadcast midway through, and correspondent Nelson Benton contributed, too. Meanwhile, producer Joan F. Richman and correspondent David Schoumacher and others had quickly left New York City to fly down to Florida that night.

The next day, Saturday 28 January 1967, follow-up *Special Reports* aired at 0028-0039 EST (from the NASA Manned Spacecraft Center in Houston), 1047-1147 (a NASA News

conference from Cape Kennedy), and 1743-1747 (photographs of the burned-out “white room” in the “Cape Kennedy Disaster”).

On Monday 30 January 1967, a half-hour *Special Report* covered the departure of the astronauts’ caskets from Cape Kennedy (1000-1030 EST), with Mr. Schoumacher on the scene and Mr. Cronkite anchoring from New York. The next day, a one-hour *Special Report* covered the funeral of Mr. Grissom (0900-1000 EST), with Mr. Wallace again anchoring.

The fire, investigation, and redesign created a 20-month halt in U.S. human space flights, and a lull in television space coverage, with one noteworthy exception. On Tuesday 9 November 1967 at 0700 EST, the mighty Saturn 5 Moon rocket roared off from the Kennedy Space Center’s Launch Complex 39 for the first time. Walter Cronkite was anchoring a *Special Report* as the CBS News building’s ceiling tiles started to come down and the big plate-glass window behind the anchor desk rattled. Mr. Cronkite and producer Jeff Gralnick held on to the window, which stayed intact. A less-than 1 minute *Special Report* by Douglas Edwards in mid-afternoon confirmed a successful splashdown. (Please see Table 6.1, Table 6.2, and Table 6.3.)

Almost three months after the Apollo 1 fire, on Monday 24 April 1967, Soviet cosmonaut Vladimir M. Komarov died when his Soyuz 1’s parachute system failed after a one-day flight and the capsule crash-landed in the Soviet Union. Correspondent Ed Rabel reported that first-ever spaceflight fatality in a quick *CBS News Bulletin* that morning at 09:33:17-09:33:46 ET.[101] The deadly incident set back the Soviet human space program by about 18 months.

TABLE 6.1

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2003
By Flight (1967-1972)

HUMAN MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
Apollo 1[102] (1967) [fatal fire during ground test killed three astronauts]	3 hours 32 minutes	Fatal fire during ground test	27 Jan. 1967 [flight had been set for 21 Feb. 1967]
Apollo 4[103]	1 hour 1 minute	8 hrs. 37 mins.	9 Nov. 1967
Apollo 7 (1968)	8 hours 9 minutes	10 days 20 hrs.	11-22 Oct. 1968
Apollo 8	18 hours 55 minutes	6 days 3 hrs.	21-27 Dec. 1968
Apollo 9 (1969)	8 hours 37 minutes	10 days 1 hr.	3-13 March 1969
Apollo 10	15 hours 5 minutes[104]	8 days 0 hrs. 3 mins.	18-26 May 1969
Apollo 11	60 hours 15 minutes	8 days 3 hrs. 18 mins.	16-24 July 1969
Apollo 12	24 hours 9 minutes	10 days 4 hrs. 36 mins.	14-24 Nov. 1969
Apollo 13[105] (1970)	18 hours 24 minutes	5 days 22 hrs. 54 mins. 41 secs.	11-17 April 1970
Apollo 14 (1971)	18 hours 31 minutes[106]	9 days 0 hrs. 2 mins.	31 Jan.-9 Feb. 1971
Apollo 15	23 hours 27 minutes	12 days 17 hrs. 12 mins.	26 July-7 Aug. 1971
Apollo 16 (1972)	13 hours 25 minutes	11 days 1 hr. 51 mins.	16-24 April 1972
Apollo 17	8 hours 39 minutes	12 days 13 hrs. 52 mins.	7-19 Dec. 1972

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990'; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data, plus *www.ksc.nasa.gov* and *www.worldspaceflight.com* Web sites, accessed on 10 November 2004. Broadcast duration figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted.

TABLE 6.2

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF APOLLO 4," THURSDAY 9 NOVEMBER 1967

Executive Producer	Robert J. Wussler
Producers	Jeff Gralnick (Cape Kennedy FL) Clarence "Red" Cross (New York)
Directors	Joel Banow (New York) Jack Kelly (Cape Kennedy)
Anchor	Walter Cronkite (Cape Kennedy FL)
Correspondent	Steve Rowan (Cape Kennedy)

Note: Joan F. Richman was also involved in a major production role.

Sources: "CBS News Plans Live Coverage of First Saturn V Launch, with Cronkite at Cape Kennedy, During Week of Nov. 7," CBS News press release of 20 October 1967, and subsequent press releases, and interviews.

TABLE 6.3

"CTN SPECIAL PROGRAMS": "THE FLIGHT OF APOLLO 4," NOVEMBER 1967

Thursday 9 November 1967	*CBS News Special Reports* "The Flight of Apollo 4" • 0629-0730 [launch of first, unpiloted Saturn V broadcast] • 1537-1538 [splashdown confirmed] [sustaining]

Notes: All Times Eastern Standard Time; all broadcasts sponsored unless indicated as sustaining

Sources: "CTN Special Programs" logbooks at CBS News Reference Library; "CBS News [Television] Space Log, 1957-1990"; CBS News press releases.

Eleven months later, U.S. human spaceflight resumed during the super-news-intense year 1968 and specifically amid the closing weeks of the closely contested U.S. presidential campaign—which may account for switching to Houston as an anchor location after the Florida launch instead of New York City, because the big CBS studio was being prepped for Election Night 1968. "The Flight of Apollo 7" coverage started with a quarter-hour, night-before-launch preview broadcast, and 2-1/2 hours of launch-related *Special Reports* on Friday 11 October

1968, anchored by Mr. Cronkite. A series of morning TV transmissions from Walter M. Schirra, Walter Cunningham, and Donn F. Eisele, "high up in the Apollo Room" ensued during the flight, despite the astronauts' reluctance about it, further aggravated by serious colds (the anti-TV attitude was especially ironic about Mr. Schirra, given the mission commander's later side career as Mr. Cronkite's on-air "astro buddy" expert sidekick). These black-and-white transmissions constituted the first extended live telecasts from a human space mission. (Please see Table 6.4 and Table 6.5.) Remote splashdown coverage was both live and, at last, in color.

TABLE 6.4

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF APOLLO 7," OCTOBER 1968

Executive Producer	Robert J. Wussler
Producer	Jeff Gralnick (Cape Kennedy FL) Joan F. Richman (Houston) Jack Kelly (Downey CA)
Director	Joel Banow (New York City)
Anchors	Walter Cronkite (Cape Kennedy FL and Downey CA) Steve Rowan (New York City)
Correspondents	David Schoumacher (Cape Kennedy FL) Bill Stout (Downey CA) Steve Rowan (New York) John Darsa (Houston) Charles Kuralt (Pocatello ID) Richard O'Brien (aboard U.S.S. *Essex* recovery ship, for pool)
Associate Producers	James O'Brien (and others)
Researcher	Mark K. Kramer

Sources: CBS News press releases of September-October-November 1968, and interviews.

TABLE 6.5

"CTN SPECIAL PROGRAMS": "THE FLIGHT OF APOLLO 7"

Thu. 10 October 1968	*CBS News Special* "Apollo 7 Preview" • 2300-2330 and 2330-0000 (two feeds)
Friday 11 October 1968	*CBS News Special Reports* "The Flight of Apollo 7" • 0800-0900 • 1000-1130 [launch broadcast] • 1400-1416
Saturday 12 October 1968	*CBS News Bulleti*n [Apollo 7] • 1059-1100
Monday 14 October 1968	*CBS News Special Report* "The Flight of Apollo 7" • 1045-1100 (part in color and part in black-and-white)
Tuesday 15 October 1968	*CBS News Special Report* "The Flight of Apollo 7" • 1030-1043 (part in color and part in black-and-white)
Wednesday 16 October 1968	"The Flight of Apollo 7" • 1012-1024 (part in color and part in black-and-white)
Thursday 17 October 1968	*CBS News Special Report* "The Flight of Apollo 7" • 0817-0827 (part in color and part in black-and-white)
Saturday 19 October 1968	*CBS News Special Report* "The Flight of Apollo 7" • 0807-0820 (part in color and part in black-and-white)
Sunday 20 October 1968	*CBS News Special Report* "The Flight of Apollo 7" • 0947-0959 (part in color and part in black-and-white)
Monday 21 October 1968	*CBS News Special Reports* "The Flight of Apollo 7" • 0822-0833
Tuesday 22 October 1968	*CBS News Special Report* "The Flight of Apollo 7: Re-entry and Recovery" • 0630-0900 [reentry, splashdown, and recovery broadcast]
Wednesday 23 October 1968	*CBS News Special Reports* Wednesday 23 October 1968 "The Flight of Apollo 7" • 2300-2309 and 2330-2339 [wrap-up broadcast] (two feeds)
Sat. 2 November 1968	*CBS News Special Report* "The President [Johnson] and the Astronauts" • 1130-1217

Notes: All Times Eastern Standard Time; all broadcasts sponsored unless indicated as sustaining.
Sources: "CTN Special Programs" logbooks at CBS News Reference Library; "CBS News [Television] Space Log, 1957-1990"; CBS News press releases.

Just in time to be a holiday gift to the world, after an especially rough and incredible *annus horribilus* that was 1968, along came the Apollo 8 first-human voyage to the Moon in December 1968. Apollo 8 is a special space mission for many alive at the time to remember it vividly. The three astronauts made 10 orbits of the Moon at an altitude of about 100 kilometers (about 60 miles), arriving on early on Christmas Eve day and leaving for their home planet just into Christmas Day morning back in New York and Houston. The crew of Frank Borman, James A. Lovell, and William A. Anders—who controversially read from the Bible's Genesis "In the beginning…" passages during a Christmas Eve broadcast from lunar orbit—received a warm welcome home. Extensive post-flight coverage followed their splashdown as they arrived in Hawaii, made it back to Houston, went on to appear in a ticker-tape parade in New York City, and eventually addressed a joint meeting of Congress in Washington DC. (Please see Table 6.6 and Table 6.7.)

TABLE 6.6

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF APOLLO 8," DECEMBER 1968

Executive Producer	Robert J. Wussler (New York City)
Producers	Jeff Gralnick, Joan F. Richman; Ernest Leiser ("Man at the Moon" wrap-up program)
Director	Joel Banow
Anchors	Walter Cronkite (Kennedy Space Center FL and New York) Dan Rather (DC, for aftermath in January 1969)
Correspondents	Morley Safer (Jodrell Bank Observatory Manchester UK) Terry Drinkwater (Jet Propulsion Laboratory Pasadena CA) Bill Stout (Downey CA) Nelson Benton (Mission Control Houston) Steve Rowan (New York) Dallas Townsend (aboard U.S.S. *Yorktown* recovery ship) Gordon Barnes (New York CBS News chief meteorologist)
Associate Producers	Frank Manitzas, Beth Fertik, James "Jim" O'Brien, Ev Sears, Paul Cleveland William W. "Bill" Headline (Houston, for pool) Sid Kaufman (Houston, for pool)
Directors (field)	Jack Kelly, Fred Stollmack (KSC), Joe Yaklovitch
Producers (field)	Jeff Gralnick (KSC and New York) Joan F. Richman (KSC and New York) Dan Bloom (UK), Jack Kelly, Ed Fouhy (JPL)
Researchers	Mark K. Kramer (and others)
Announcer	Harry Kramer (New York)

Sources: CBS News press releases of Nov.-Dec. 1968 and Jan. 1969, and interviews.

TABLE 6.7

"CTN SPECIAL PROGRAMS": "THE FLIGHT OF APOLLO 8," 1968-1969

Fri. 20 Dec. 1968	*CBS News Special Report* "The Flight of Apollo 8" • 2244-2300 [preview broadcast]
Sat. 21 Dec. 1968	*CBS News Special Report* "The Flight of Apollo 8" • 0700-0830 [launch broadcast] • 0903-0909 • 0933-0937 • 1000-1130 [trans lunar injection broadcast, leaving Earth orbit for the Moon] • 1300-1302 • 1452-1454 • 1627-1630
Sun. 22 Dec. 1968	*CBS News Special Report* "The Flight of Apollo 8" • 1330-1332 • 1502-1519 (part in color and part in black-and-white) [during late first half and halftime of NFL football game] • 1705-1730 (part in color and part in black-and-white) • 2057-2100
Mon. 23 Dec. 1968	*CBS News Special Reports* "The Flight of Apollo 8" • 1026-1030 • 1500-1530 (part in color and part in black-and-white) • 2005-2007
Tue. 24 Dec. 1968	*CBS News Special Reports* "The Flight of Apollo 8" • 0500-0700 • 0724-1030 (part in color and part in black-and-white) • 1331-1334 • 1502-1507 • 2024-2030 2130-2204 (part in color and part in black-and-white) (astronauts read Genesis passages from Bible)

Wed. 25 Dec. 1968 [Christmas Day]	*CBS News Special Report* "The Flight of Apollo 8" • 0100-0146 [trans Earth injection broadcast, leaving lunar orbit for home planet] • 1028-1029 • 1600-1630 (part in color and part in black-and-white) • 2056-2057
Thu. 26 Dec. 1968	*CBS News Special Reports* "The Flight of Apollo 8" • 1027-1030 • 1501-1503 • 1538-1540 • 1552-1600 (part in color and part in black-and-white) • 2055-2056 • 2254-2259
Fri. 27 Dec. 1968	*CBS News Special Reports* "The Flight of Apollo 8" • 0831-0836 • 0903-0908 • 0931-0936 • 1000-1300 [re-entry, splashdown, and recovery broadcast] "Man at the Moon" 1930-2030 [wrap-up broadcast]
Sat. 28 Dec. 1968	*CBS News Special Report* "Hawaii Greets the Apollo 8 Astronauts" 2330-2345
Sun. 29 Dec. 1968	*CBS News Special Report* "Homecoming for the Astronauts" [Houston] • 1008-1015
Thu. 9 Jan. 1969	*CBS News Special Reports* "The Apollo 8 Astronauts in Washington" • 1100-1121 [at the Lyndon B. Johnson White House] (sustaining) • 1230-1300 [with Congress on Capitol Hill] • 1430-1530 [post-flight news conference]

Notes: All Times Eastern Standard Time; all *CBS News Special Reports* unless indicated otherwise; all broadcasts sponsored unless indicated as sustaining

Sources: "CTN Special Programs" logbooks at CBS News Reference Library; "CBS News [Television] Space Log, 1957-1990"; CBS News press releases.

Next up in, March 1969, was "The Flight of Apollo 9," an extensive test of the Lunar Excursion Module in the nearby, relative safety of Earth orbit. James A. McDivitt, David R. Scott, and Russell L. "Rusty" Schweickart caught colds, delaying launch by three days. (Please see Table 6.8 and Table 6.9.) For the first time, a spacewalk—albeit a curtailed one—was televised live. Robert Eggart of North American provided Apollo spacecraft expertise. Also on tap for an encore was Peter Foy with his "flying people" rigs, this time standing by at Bethpage NY and Downey CA to simulate spacewalking—it is not clear from the available data what exactly appeared on the air.

TABLE 6.8

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF APOLLO 9," MARCH 1969

Executive Producer	Robert J. Wussler (New York)
Producers	Joan F. Richman (KSC and New York) Frank Manitzas Jack Kelly Bernard Boroson (pool producer)
Director	Joel Banow
Anchor	Walter Cronkite (Kennedy Space Center FL and New York)
Correspondents	Steve Rowan (Bethpage LI NY) Bill Stout (Downey CA) Terry Drinkwater (Downey CA) Nelson Benton (Mission Control Houston) David Schoumacher (New York) Murray Fromson (aboard U.S.S. *Guadalcanal* recovery ship, for pool) Gordon Barnes (New York, CBS News chief meteorologist)
Associate Producers	William W. "Bill" Headline (Houston) James "Jim" O'Brien
Researchers	Mark K. Kramer (and others)

Sources: CBS News press releases from January-February-March 1969, and interviews.

TABLE 6.9

"CTN SPECIAL PROGRAMS": "THE FLIGHT OF APOLLO 9," MARCH 1969

Monday 3 March 1969	*CBS News Special Reports* "The Flight of Apollo 9" [launch delayed in advance from previous Friday because crew ill] • 0809-0815 (sustaining) • 0900-0906 • 1000-1130 [launch broadcast] • 1345-1413
Tuesday 4 March 1969	*CBS News Special Report* "The Flight of Apollo 9" • 1630-1637
Wednesday 5 March 1969	*CBS News Special Report* "The Flight of Apollo 9" • 0900-1000 (includes space transmission in black-and-white) • 1300-1310
Thursday 6 March 1969	*CBS News Special Report* "The Flight of Apollo 9" • 1200-1230 • 1300-1309 (sustaining) • 1400-1430 (includes space transmission in black-and-white)
Friday 7 March 1969	*CBS News Special Report* "The Flight of Apollo 9" • 0730-0755 • 1330-1410
Thursday 13 March 1969	*CBS News Special Report* "The Flight of Apollo 9" • 0932-0935 • 1003-1006 • 1033-1036 • 1100-1311 [re-entry, splashdown, and recovery broadcast]
Monday 17 March 1969	*CBS News Special Report* "The View From Apollo 9" • 2300-2315, 2315-2330, and 2330-2345 (three feeds)

Notes: All Times Eastern Standard Time; all *CBS News Special Reports* unless indicated otherwise; all broadcasts sponsored unless indicated as sustaining

Sources: "CTN Special Programs" logbooks at CBS News Reference Library; "CBS News [Television] Space Log, 1957-1990"; CBS News press releases.

The final dress rehearsal for the first human Moon landing came in May 1969 with Apollo 10, which took and tested the LEM to within 13 kilometers (8 miles) of the Moon's surface. This was the first U.S. human space mission to try and launch on a Sunday since December 1965, so Walter Cronkite and the CBS News team made extra effort during the "launchcast" to explain the basics to the many extra workers and schoolchildren who might be watching. Thomas P. Stafford, John W. Young, and Eugene A. Cernan succeeded in clearing the way for Apollo 11 to actually land on the Moon. The flight sent back the first live color television pictures from space, too. (Please see Table 6.10 and Table 6.11.)

TABLE 6.10

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF APOLLO 10," MAY 1969

Executive Producer	Robert J. Wussler (New York City)
Producers	Joan F. Richman (Kennedy Space Center FL and NYC) Frank Manitzas (Bethpage, Long Island, NY) Jack Kelly (Downey CA) Clarence "Red" Cross (NYC) Sid Kaufman (NYC, overall pool producer)
Director	Joel Banow
Anchor	Walter Cronkite (KSC and NYC)
Special Analyst	Arthur C. Clarke (KSC and NYC)
Correspondents	George E. Herman (KSC Vehicle Assembly Building) Bill Stout (Downey CA) Nelson Benton (Bethpage LI NY) Bruce Morton (Mission Control Houston) David Schoumacher (NYC) Gordon Barnes (NYC, CBS News Chief Meteorologist)
Associate Producers	William W. "Bill" Headline James "Jim" O'Brien
Researchers	Mark K. Kramer (and others)
Announcer	Harry Kramer (NYC)

Sources: CBS News press releases from May 1969: videotape excerpts from coverage, and interviews.

TABLE 6.11

"CTN SPECIAL PROGRAMS": "THE FLIGHT OF APOLLO 10," MAY 1969

Fri. 16 May 1969	*CBS News Special Report* 2245-2300 [preview broadcast]
Sun. 18 May 1969	*CBS News Special Report* 1130-1330 [launch broadcast] 1515-1703 1756-1810
Mon. 19 May 1969	*CBS News Special Report* 1600-1630
Wed. 21 May 1969	*CBS News Special Report* 1300-1346 1630-1720 2130-2206
Thu. 22 May 1969	*CBS News Special Report*
Fri. 23 May 1969	*CBS News Special Report* 1900-1930
Sat. 24 May 1969	*CBS News Special Report* *0600-0739* *0900-0930*
Mon. 26 May 1969	*CBS News Special Report* 0900-0906 1100-1109 1200-1400

+ Part of expanded, one-hour, special edition of the *CBS Evening News with Walter Cronkite* (1830-1930 EDT) was devoted to live Apollo 10 Television transmission on Tuesday 20 May 1969.

Sources: CBS News [TV] Space Log," "CTN Special Programs," and CBS News press releases.

At long last, in July 1969, a mere 8-1/2 years after the JFK Moon-landing-goal speech before Congress in May 1961, the Apollo 11 crew of Neil A. Armstrong, Edwin E. "Buzz" Aldrin, and Michael Collins was ready to set out. As Associate Press aerospace writer Harry F. Rosenthal observed, putting a new twist on Newton Minnow's famous critique of television, "We are going to see a vast wasteland and it will be television's finest moment. We will see a white boot coming down nine steps of a ladder a minute at a time, and we will be along for

man's biggest stride. We will see Neil A. Armstrong's foot stirring the moon's dust, and nothing that has been said or written will compare."[107]

The CBS News Apollo 11 television coverage was appropriately extensive, in-depth, and reflective and it deserved and received accolades and ratings galore, with Walter Cronkite, Robert J. Wussler, Joel Banow, Joan. F. Richman, Clarence "Red" Cross, and their colleagues at CBS News receiving huge share of both. (Please see Table 6.12 and Table 6.13.) The "Moon Day" telecast on Sunday-Monday 20-21 July 1969 ran for 32 hours (1000-1800), including the LEM *Eagle*'s historic lunar touchdown at Tranquility Base at 1617 EDT as *Columbia* continued making 30 lunar orbits above, the first moonwalk EVA by Mr. Armstrong and Mr. Aldrin from 2256-0109 EDT, and the lunar liftoff at 1354. (The first hour consisted of a five-minute progress report and a 55-minute religious-angle special.) Apollo 11 received the most extensive post-flight coverage, eclipsing even that devoted to John H. Glenn in 1962.

TABLE 6.12

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "MAN ON THE MOON: THE EPIC JOURNEY OF APOLLO 11," JULY-SEPTEMBER 1969

Executive Producer	Robert J. Wussler (Kennedy Space Center FL and New York City)
Co-Producers	Clarence "Red" Cross Joan F. Richman
Director	Joel Banow
Anchor	Walter Cronkite (KSC and NYC)
Special Analysts	Walter M. "Wally" Schirra (KSC and NYC; for aftermath: Chicago and Los Angeles)) Arthur C. Clarke (KSC and NYC)
Analysis	Eric Severeid (KSC and NYC), Harry Reasoner (New York)
Status Desk	David Schoumacher (NYC)
Correspondents New York Studio	Walter Cronkite Eric Severeid (analysis) (also at KSC for launch) Harry Reasoner (analysis) David Schoumacher (relief anchor and status desk) Charles Kuralt Richard C. Hottelet (plus for aftermath: outside HQ of United Nations) Alexander Kendrick
Correspondents Domestic Locations	Joseph Benti (at CBS News giant Eidophor screen, John F. Kennedy International Airport NYC) Nelson Benton (Bethpage LI NY; for aftermath: JFK Intl. Airport NYC and Chicago) Heywood Hale Broun (on Florida beaches and at CBS News giant Eidophor screen, Tomorrowland, Disneyland CA) Terry Drinkwater (Downey CA) Jed Duvall (Houston) John Hart (U.S. Geological Survey, Flagstaff AZ) George E. Herman (U.S. Geological Survey, Flagstaff AZ) Marya McLaughlin (Houston) Bruce Morton (Houston) Roger Mudd (Smithsonian Institution DC) Bill Plante (Van Cortland Park and Harlem Soul Festival NYC) Ed Rabel Dan Rather (White House and Smithsonian Institution DC) Bill Stout (Downey CA) John Laurence (for aftermath: JFK Intl. Airport NYC) David Culhane (for aftermath: Broadway, NYC) Morton Dean (for aftermath: parade route NYC) Ike Pappas (for aftermath: State Street Chicago) Gordon Barnes (CBS News Chief Meteorologist, NYC)

Correspondents International Locations	Mike Wallace (London) Winston Burdette (Rome) Marvin Kalb (Bucharest, Romania) Peter Kalischer (Paris) Frank Kearns (Africa) William McLaughlin (Belgrade, Yugoslavia) Morley Safer (Jodrell Bank Manchester UK) Tony Sargent (Vietnam) Robert Schakne (Mexico City) Daniel Schorr (Amsterdam) Bob Simon (Trafalgar Square, London) George Syvertsen (Tokyo) Don Webster (Vietnam) Sheridan Nelson (CBC) (Montreal, Canada) James Burke (BBC)
International Staff	Marshall B. Davidson William Small Ralph Paskman Don Hewitt (London) Robert Little Mario Biasetti Dan Bloom Peter Boultwood Robert Chandler Norman Gorin Jeff Gralnick Alan Harper Arthur Kane David Miller Margaret Osmer Robert Ruggierro Joseph Tier Robert Wilson
Lunar Consultant	Newell Trask (not on-air while at KSC; on-air while in NYC)
Consultants	Richard Hoagland Lindy Davis Charles Friedlander G. Harry Stine
Chief Assistant to Producers	Mary Kane
Associate Producer/Research Manager	Beth Fertik
Associate Producer-Researcher	Christine Huneke

Associate Producers	James “Jim” O’Brien Barry Jagoda James Brown Jed Duvall Ed Freedman Charles Gallagher Alan Greene Robert Jones Arnold Labatan E.S. “Bud” Lamoreaux Patricia Lynch Jody Porter Joe Rothenberger Marly Russell Cindy Samuels Dewey Schade Ev Sears Alvin Thaler Chris Wallace Barry Lando
Film Producer	Zeke Segal
Videotape Producers	Paul Soroka Ronald S. “Ron” Bonn
Location Producers	Frank Manitzas Jack Kelly Sid Kaufman Bernard Boronson William W. “Bill” Headline (incl. Houston) Paul Greenberg Peter Hereford David Fox Jack Murphy
Sequence Producers	Burton Benjamin (for analysis) Ernest Leiser Sanford “Sandy” Socolow Vern Diamond Zeke Segal Andrew A. Rooney Fred Warshofsky Ronald S. “Ron” Bonn Hal Haley Paul Soroka

Location Directors	Fred Stollmack Alvin R. Mifelow Bob La Hendro David Roth Bill Barron Dan Gingold George Jason Neal Finn Joe Yaklovitch Robert Camfiord Robert E. “Bob” Vitarelli (Washington DC) Jack Murphy Bud Weil
Associate Directors	Richard Knox Arthur Bloom Frank Bradley James Clevenger Joe Gorsuch Bob Gray Stan Green Jim McMann Richard Mutschler Jan S. Rifkinson Ken Sable Art Spitzer John Weaver
Special Effects Directors	Bob Taylor Henry Gordon Mort McConnell Neal Schatz
News Writers	John Armstrong John Merriman John Mosedale
Researchers	Mark K. Kramer Margery Baker Jim Brannon Frances Guenette Judy Hole Hardy Jones Cathy Mitchell Howard Stringer Rick Testa

News Associates	Bob Blum Peter Kendall Leon Rice Peter Sturtevant Ken Witty Bob Mead
Directors of Operations	Andrew P. Barry, Richard Sedia, Harold Sobolov
Art Director	Hugh Gray Raisky
Associate Art Director	Ned Steinberg
Director of Graphic Arts	Rudi Bass
Graphic Artists	Lowell Chereskin Rene Gonzalez John Huie Joe Lagana Billy Randell George Smith Billy Sunshine Anthony Vespoli
Set Decorator	Wes Laws
Titles and Film Animations	Richard Spies/Reel III Animation
“Hal” Display	Douglas Trumbull/Trumbull Effects
Film Editors	George Loughran Robert H. Jegle Irwin Dennis Henry Neiland Jerry Randell
Technical Directors	James Angerame Guy Cornelini Tom Delilla Charles Donofrio Frank Florio Charles Franklin Bill Guyon Dick Hall Bud Hvavaty Al Kawa George Keck Stan Mitchell Carl Schutzman Harold Schutzman Dick Shapiro Marty Solomon Max Streem Stan Thorsen Les Vaught

Lighting Directors	Stan Alper Bob Barry Laird Davis William Greenfield Ed S. Hill Ralph Holmes Walter Urban
Audio	Doc Bennett Al Bressan A. Buckner Herb Claudio Norm Dewes Tom Duffy Jim Hargraves Arthur Irons Jack Katz Sam Laine Bud Lindquist Fred Lopez Mike McGrath Romeo Quaranta Larry Schneider Art Shine Jim Williams Richard Wormsbecher
Engineers-in-Charge	Don McGraw Hy Badler George Benkowsky Wayne Brandt Herb Gardener Brooks Graham Robert Heuberger Stan Kreinik Bob Lawson Robert Manno Jack O'Donnell Walter Pile Bob Stone Art Tinn John Waszak Mal Weinges

Stage Managers	Rupert Baron Bud Borgen Don Carmichael Willie Dahl Chet O'Brien Snooks O'Brien Jim Rice Harry Rogue Bob Savery Ray Sneath James E. "Jim" Wall
Production Supervisors	Arthur Schotz Norman Brenner Jim Lynch Ray Norton Dave Osborne Al Rosen Robert Sherman Sid Sirulnick
Production Control	Michael Brigida Steven Rader Bernard Rozenberg Bob Stewart Paul Zydel
Production Library	Dave Mlotok Mike Chaplin Don German
Assistants to Producers	Mary Kane Rick Boudin Hinda Glasser Irene Hess Margaret Isaacs Pamela Kossove Susan Langley Claire Neff Janet Olin Pamela Orzechowski Carolyn Terry

Affiliate Stations	Ray Moore, WAGA-TV, Atlanta Don Wayne, WHIO-TV, Dayton OH Bill Haskell, WTIC-TV, Hartford CT Bob Davies, KOOL-TV, Phoenix Barry Serafin, KMOX-TV, St. Louis Ted Capener, KSL-TV< Salt Lake City Dick Norris, KSL-TV, Salt Lake City Cliff Curke, KIRO-TV, Seattle Ollie Thompson, KTVH-TV, Wichita
Pool Correspondents	Dallas Townsend, CBS News (aboard U.S.S. *Hornet*) Ron Nessen, NBC News (aboard U.S.S. *Hornet*) Keith McBee, ABC News (aboard U.S.S. *Hornet*) Mark Landsman, NBC News
Announcer	Harry Kramer

Notes: A few people listed as "Correspondents," such as Ms. McLaughlin, Mr. Duvall, and Mr. Sargent were technically still "Reporters," a slightly lower rank within the CBS News structure. "A Day for the Astronauts" coverage was broadcast from NYC (parade), Chicago (parade), and Los Angeles (state dinner) on Wednesday-Thursday 13-14 August 1969, anchored by Walter Cronkite from each city, supplemented by Joseph Benti. Writers Jimmy Breslin in New York City and Studs Terkel in Chicago contributed live color commentary.
Sources: Adapted from CBS News press releases issued in July 1969 and the book *10:56:20 PM EDT 7/20.69*: "The Participants," pages 166-169, and from interviews.

TABLE 6.13

"CTN SPECIAL PROGRAMS":
"MAN ON THE MOON: THE EPIC JOURNEY OF APOLLO 11," 1969

Mon. 14 July 1969	*CBS News Special Report* "Man on the Moon: The Epic Journey of Apollo 11" "A Conversation With Three Astronauts" • 1900-1933 [pre-launch crew news conference] (sustaining)
Tue. 15 July 1969	*CBS News Special Report* "Man on the Moon: The Epic Journey of Apollo 11" • 2200-2300 [preview broadcast]
Wed. 16 July 1969	*CBS News Special Reports* "Man on the Moon: The Epic Journey of Apollo 11" • 0600-0700 [*CBS Morning News* then aired, including extensive Apollo 11 coverage] "Man on the Moon: The Epic Journey of Apollo 11" • 0800-1306 [launch and trans lunar injection broadcast] • 1428-1429 • 1630-1632 • 2028-2029 • 2302-2304
Thu. 17 July 1969	*CBS News Special Reports* "Man on the Moon: The Epic Journey of Apollo 11" • 0958-0959 • 1300-1302 (sustaining) • 1428-1429 • 1630-1633 • 1930-2010 • 2140-2141
Friday 18 July 1969	*CBS News Special Reports* "Man on the Moon: The Epic Journey of Apollo 11" • 0958-0959 • 1300-1308 • 1428-1429 • 1630-1632 • 1750-1829 • 2139-2140
Sat. 19 July 1969	*CBS News Special Reports* "Man on the Moon: The Epic Journey of Apollo 11" • 1028-1029 • 1330-1359 • 1557-1633 • 2058-2059

Sun. 20 July 1969- Mon. 21 July 1969	*CBS News Special Reports* [Known as Moon Day, or Lunar Day, through Monday 21 July 1969] "Man on the Moon: The Epic Journey of Apollo 11" • 0855-0900 • 1000-1005 "Nearer to Thee" [Apollo 11-related religious special from CBS News] • 1005-1100 (sustaining) "Man on the Moon: The Epic Journey of Apollo 11" • 1100 SUNDAY-1800 MONDAY (CONTINUOUS BROADCAST)
Tue. 22 July 1969	*CBS News Special Reports* "Man on the Moon: The Epic Journey of Apollo 11" • 0045-0120 • 2058-2130
Wed. 23 July 1969	*CBS News Special Report* "Man on the Moon: The Epic Journey of Apollo 11" • 1900-1930
Thu. 24 July 1969	*CBS News Special Reports* "Man on the Moon: The Epic Journey of Apollo 11" • 0900-0905 • 1102-1107 • 1130-1532 [re-entry, splashdown, and recovery broadcast] • 2000-2100 [wrap-up review broadcast]????
Sat. 26 July 1969	*CBS News Special Report* "Man on the Moon: The Epic Journey of Apollo 11: Arrival of Astronauts in Hawaii" • 1530-1700
Sunday 27 July 1969	*CBS News Special Report* "Man on the Moon: The Epic Journey of Apollo 11: Arrival of the Astronauts in Houston" • 1430-1500
Tue. 29 July 1969	*CBS News Special Report* "Man on the Moon: The Epic Journey of Apollo 11" • 1400-1415 ["Photos of Lunar Landing"]
Thu. 31 July 1969	*CBS News Special Report* "Two Views From Space" • 2100-2112 ["Mariner 6 Mars flyby (3 minutes) and Apollo 11 Moon landing films (9 minutes)]

Tue. 12 Aug. 1969	*CBS News Special Report* "Man on the Moon: The Epic Journey of Apollo 11: The Astronauts' News Conference" • 1100-1230
Wed. 13 Aug. 1969	*CBS News Special Reports* "A Day for the Astronauts" • 1100-1230 [New York Parade] • 1530-1732 [Chicago Parade] • 2330-0207 [Presidential State Dinner in Los Angeles]
Sun. 17 Aug. 1969	*Face The Nation* Special Edition extended time [Apollo 11 astronauts from Houston in their first network TV interview] • 1230-1330
Tuesday 26 August 1969	*CBS News WHO, WHAT, WHERE, WHEN, WHY* "The Heritage of Apollo" [going back to Greek mythology] • 2200-2230 and 2230-2300 (two feeds)
Tue. 16 Sept. 1969	*CBS News Special Report* "The Astronauts in Washington" [Apollo 11 crew before Congress] • 1230-1305

Notes: All Times Eastern Daylight Time; all *CBS News Special Reports* unless indicated otherwise; all broadcasts sponsored unless indicated as sustaining

Sources: *10:56:20 PM EDT 7/20/69*; "CTN Special Programs" logbooks at CBS News Reference Library; "CBS News [TV] Space Log, 1957-1990"; CBS News press releases.

The sequel mission of Apollo 12 by Charles "Pete" Conrad, Alan Bean, and Richard F. Gordon in November 1969—though more interesting scientifically, with two moonwalks each longer than Apollo 11's single EVA, and featuring a walk-over visit to the dormant spacecraft Surveyor 3 (which had soft-landed in April 1967) to inspect the craft and take sample parts back for study of exposure—received sharply less television coverage than did Apollo 11, beginning a general downward trend. Although Apollo 12 took a color camera to the lunar surface, rather than Apollo 11's black-and-white one, early in the first moonwalk, Mr. Bean accidentally pointed the camera at the Sun and damaged it, preventing any more pictures from being

transmitted to Earth. So, in the Bethpage hangar-studio, CBS News simulated for the rest of EVA 1 and all of EVA 2 what was going on using two men suited, trained, attuned to the Moon-to-Mission Control radio transmissions, and versed in the flight plan to depict what Mr. Conrad and Mr. Bean were doing. (Please see Table 6.14.)

TABLE 6.14
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "RETURN TO THE MOON: THE FLIGHT OF APOLLO 12," NOVEMBER 1969

Executive Producer	Robert J. Wussler (New York City)
Producer	Joan F. Richman
Director	Joel Banow
Anchor	Walter Cronkite (Kennedy Space Center FL and NYC)
Special Analyst	Walter M. "Wally" Schirra (KSC and NYC)
Director (field)	Al Thaler (aboard *U.S.S. Hornet*, for pool)
Associate Producers	James "Jim" O'Brien (and others)
Researchers	Mark K. Kramer (and others)

Note: Clarence "Red" Cross also played a limited production role.

Sources: CBS News press releases from November 1969, and interviews.

Of course, the Apollo 13 "successful failure" of April 1970, a few days before the first Earth Day (Wednesday 22 April 1970), stands as a landmark event not only in television news history and space exploration history, but in 20th century history overall. Public and press interest in the feats and fates of James A. Lovell. Fred W. Haise, and Jack Swigert was enormous—after the accident, at least. Here are some headlines from CBS News press releases about its coverage: "CBS News Remains On the Air All Night to Report Dramatic Developments in Apollo 13 Space Crisis"; "More Than 40,000,000 Americans Watched TV Coverage of Apollo 13 Splashdown, With Approximate Total of 75,000,000 Viewing Some Part of the Day's Coverage"; and "ABC News Ends Almost 22 Hours of Comprehensive Telecasts of Apollo 13

Mission With 6-1/2 Hours of Continuous Coverage on Splashdown Day." The 1994 Jim Lovell-Jeffrey Kluger book *Lost Moon* and the 1995 Ron Howard-Tom Hanks film based on it revived awareness and interest in this mission. (Please see Table 6.15.)

TABLE 6.15
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "*AQUARIUS* ON THE MOON: THE FLIGHT OF APOLLO 13"/ "THE FLIGHT OF APOLLO 13"/ "*ODYSSEY* RETURNS: THE FLIGHT OF APOLLO 13," APRIL 1970

Executive Producer	Robert J. Wussler (New York City)
Producer	Joan F. Richman
Director	Joel Banow
Anchor	Walter Cronkite (Kennedy Space Center FL and NYC)
Special Analyst	Walter M. "Wally" Schirra
Correspondents	David Schoumacher (NYC) Bill Stout (Bethpage LI NY) Nelson Benton (Bethpage LI NY) Bruce Morton (Houston) Steve Rowan (Washington DC) Ike Pappas (Denver) David Culhane (New York) Dan Rather (with President Nixon in Houston)
Location Director	Robert E. "Bob" Vitarelli (Washington DC)
Associate Producers	James "Jim" O'Brien (and others)
Researchers	Mark K. Kramer (and others)

Note: This coverage won a News Emmy.
Sources: CBS News press releases from April 1970; in-person interview with Robert E. Vitarelli in Williamsburg VA on 2 April 2005.

To a great extent, Apollo 14 accomplished in January and February 1971 what Apollo 13 was to have done, before Apollo 13's explosive accident aborted that flight into a lunar swingby and perilous emergency return nine months earlier. Alan B. Shepard Jr. finally made a second space flight, becoming the oldest-flown astronaut at that time by commanding a two-EVA Moon-landing expedition even more ambitious than Apollo 12. A rollable, two-wheeled cart

nicknamed "Shepard's Rickshaw" made carrying camera equipment, geology tools, and lunar samples easier. In a lighter moment, Mr. Shepard—the oldest space traveler at that time—briefly played one-sixth-gravity lunar golf, near the end of the second of two EVAs. (Please see Table 6.16.)

TABLE 6.16
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "TEN YEARS LATER 1961-1971: THE FLIGHT OF APOLLO 14," JANUARY-FEBRUARY 1971

Executive Producer	Robert J. Wussler (New York City)
Producer	Joan F. Richman
Director	Joel Banow (New York)
Anchor	Walter Cronkite (Kennedy Space Center FL and New York)
Special Analyst	Walter M. "Wally" Schirra (KSC and New York)
Special Guest Consultant	Neil A. Armstrong (Houston)
Correspondents	David Schoumacher (KSC and New York) Nelson Benton (Bethpage LI NY) Bruce Morton (Houston) Gordon Barnes (New York, CBS News Chief Meteorologist) Tony Sargent (*USS New Orleans* recovery ship for pool) Bill Stout (report on CA earthquake during splashcast)
Remote Directors	Bill Linden (KSC and Houston) Al Mifelow (Bethpage LI NY)
Associate Producers	James "Jim" O'Brien David Lowe Zeke Segal Al Thaler
News Writer	John Merriman (NYC)
Lunar Consultant	Dr. John Salisbury (NYC)
Research Manager	Mark K. Kramer (NYC)

Note: This coverage won a News Emmy.
Sources: "FYI CBS News" from 27 January 1971 and CBS News press releases from January-February 1971, and interviews.

Apollo 15 in July-August 1971 began the super-sized "J" missions, which among other innovations included Lunar Roving Vehicles for greater mobility and flexibility, with enormous

scientific advancements, three lunar EVAs on each flight, and one deep-space EVA early in each flight's trans-Earth coast to retrieve a scientific package from the Service Module. Apollo 15 (and Apollo 16) also deployed sub-satellites in lunar orbit. Mission Commander David R. Scott won praise from scientists, educators, and TV critics alike as he and fellow moonwalker James B. Irwin explored a section of the Hadley-Apennine lunar highlands. A late reprieve kept all three Apollo 15 lunar EVAs televised fully, along with the first-ever deep-space EVA by Alfred M. Worden, but just barely. (Please see Table 6.17.)

TABLE 6.17

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "A RIDE ON THE MOON: THE FLIGHT OF APOLLO 15," JULY-AUGUST 1971

Executive Producer	Robert J. Wussler (New York City)
Producer	Joan F. Richman (Kennedy Space Center FL and NYC)
Director	Joel Banow (New York)
Anchor	Walter Cronkite (Kennedy Space Center FL and NYC)
Field Producers	Barry Jagoda (Houston) Sid Kaufman (Bethpage LI NY) Jack Kelly (Bethpage LI NY) James "Jim" O'Brien (KSC, for pool)
Special Guest	Alan B. Shepard
Correspondents	Richard C. Hottelet (KSC) David Schoumacher (KSC and NYC) Morton Dean (Houston) Nelson Benton (Bethpage LI NY) Reid Collins (New York) Gordon Barnes (meteorologist)
Field Producers	Barry Jagoda (Houston) Sid Kaufman (Bethpage LI NY) Jack Kelly (Bethpage LI NY) James "Jim" O'Brien (KSC, for pool)
Associate Producers	Mark K. Kramer, Zeke Segal
Associate Director	Richard Knox
Field Directors	Bill Linden (KSC), Jack Kelly (Bethpage LI NY)
News Writer	John Merriman
Research Manager	Mark K. Kramer
Announcer	Harry Kramer (NYC)

Note: This coverage won a News Emmy.
Sources: CBS News press releases from July-August 1971, and interviews.

By April 1972's Apollo 16 flight by Mission Commander John W. Young, Charles Duke, and Thomas K. Mattingly, major cutbacks struck CBS News and the other networks, truncating coverage of the three lunar EVAs, with the astronauts riding another camera-equipped rover. In interviewing the wife of moonwalking astronaut Charles Duke—a first scored by CBS News—she politely but firmly expressed her disappointment and Mr. Cronkite tried to put the best possible face he could on the reductions, of which he clearly disapproved. The deep-space EVA was covered live. (Please see Table 6.18.)

TABLE 6.18

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "*ORION* ON THE MOON: THE FLIGHT OF APOLLO 16," APRIL 1972

Executive Producer	Robert J. Wussler (New York City)
Producers	Joan F. Richman (Kennedy Space Center FL and New York) Clarence "Red" Cross (NYC)
Director	Joel Banow (NYC)
Anchor	Walter Cronkite (Kennedy Space Center and NYC)
Special Analyst	Walter M. "Wally" Schirra (KSC and NYC)
Special Guest Astronauts	James B. Irwin, Alfred M. Worden, Charles "Pete" Conrad
Correspondents	David Schoumacher Bill Plante (Mission Control Houston) Morton Dean (NYC) Bob Schieffer (report from U.S. Pentagon during launchcast on new intense U.S. bombing raid attacks on North Vietnam)
Associate Producers	Mark K. Kramer (KSC and NYC) James "Jim" O'Brien Harold Classon Zeke Segal Tom Bettag (Mission Control Houston)
Assistant Producer	Margery Baker (KSC and NYC)
Location Producer	Barry Jagoda (Mission Control Houston)
Associate Directors	Richard "Dick" Knox (studio), Frank Bradley (videotape), Allen Mack (videotape), Herman Rich (KSC)
Production Assistant	Bob Fishman
News Writer	Bill Overend (KSC and NYC)
Engineers in Charge	John Waszak Don McGraw (KSC)
Production Supervisor	Dennis Clinthorne
Videograph Coordinator	John Reade
Videotape Production Control	Mike Brigida
Videotape Library	David Mlotok
Film Library	Neil Waldman
Researcher	Brennan Jones (Mission Control Houston)
Anchor Researcher	Steve Friedman (KSC and New York)
Anchor Assistant	Mark Harrington
Administrative Assistants	Marcy McGinnis (KSC and New York), Hinda Glasser Carolyn Dorsett (to Mr. Cronkite)
Secretary to Producers	Paula Sturtevant

Sources: CBS News press releases from March-April 1972, undated but circa April 1972 internal list from Clarence Cross, and interviews.

Mr. Wussler cleverly negotiated by using three proposed budget plans for 1972 space coverage (for Apollo 16 and Apollo 17) in hopes of obtaining stronger backing from CBS News and CBS higher-ups. But space coverage was still severely curtailed, even with the most robust of the three budgets, and the struggle continued relentlessly.[108]

On Friday 15 September 1972, CBS News President Richard S. Salant sent this rather scathing and dismissive "CBS MEMORANDUM" to news executive Gordon Manning, with copies routed to his CBS News colleagues Bill Leonard, Sandy Socolow, and Robert J. Wussler:

> I have grave reservations about some major elements of the proposed alternatives for the scheduling of Apollo 17. Let me put it bluntly: I do not think that Apollos are any longer prime news and nobody has told me anything about this flight—except that it is the last one and since it is at night, it will be pretty visible and spectacular—which makes it more than routine. Sorry, but in the absence of further information or further persuasion, my initial instinct is to interrupt MEDICAL CENTER five minutes before the scheduled launch and go back to MEDICAL CENTER as soon as the Apollo 17 is no longer visible to camera.
>
> Further, I would like somebody to explain to me why live splash down is worth the couple of hundred thousand dollars it would cost. [2003: $868,000]
>
> Obviously, this is all open to argument. I suggest we meet as soon as possible so you can change my stubborn and unimaginative mind.[109]

Coverage of Apollo 16 and Apollo 17 dropped off sharply, notwithstanding—or even in part because—big portions of the lunar EVAs fell within viewer-friendly prime-time slots. Interestingly, NBC News Apollo 16 producer Robert "Shad" Northshield commented, "This is a large and exciting event. People are interested in it. They watch it—so what we hope to do is have people like [former U.S. Ambassador to France James M.] Gavin, [bestselling author James] Dickey, [civil rights leader Rev. Jesse L.] Jackson and others watch our coverage with us right in our studios and have them share with us their feelings, and comment on what they

see."[110] (Meanwhile, over at NBC News, Jim Hartz, a reporter and anchor of space coverage during most of his 15 years at NBC News [1964-1979], was losing similar struggles with upper managers who kept pushing to curtail Apollo coverage.)

Just after Election Night 1972, Mr. Wussler had left CBS News Special Events to run WBBM-TV 2 in Chicago, owned and operated by CBS, and Russ Bensley had taken charge of the Special Events Unit, including space programming. But Mr. Wussler studied up intensely about Apollo 17's journey to the Moon's Taurus-Littrow highlands, in case a possible strike would interfere with Mr. Cronkite anchoring. In that contingency, Mr. Wussler and former CBS News research manager Beth Fertik Gralnick would have anchored.[111] That precaution proved unnecessary, but Mr. Wussler was able to see the dramatically delayed and luminously spectacular Saturn 5 nighttime launch in person. (Please see Table 6.19.)

Thanks to the extended hold, the launchcast lasted from 2141 EST Wednesday 6 December 1972 to 0057 EST Thursday morning, with liftoff at 0033 EST. (The remaining unaired plot of "Medical Center" was synopsized on Thursday's *CBS Morning News*.)

The three moonwalks by Mission Commander Eugene A. Cernan and the first scientist-astronaut to fly in space, geologist Harrison H. "Jack" Schmidt, received much-abbreviated coverage. The deep-space EVA by Ronald Evans received no live CBS News special television coverage, marking the first such blackout of an American spacewalk.

On the Saturday afternoon following splashdown, 23 December 1972, a one-hour wrap-up broadcast aired, especially aimed at children, and constituting the longest CBS News space preview or wrap-up program since those for Apollo 11 in July 1969.

TABLE 6.19

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "FAREWELL TO THE MOON: THE FLIGHT OF APOLLO 17," DECEMBER 1972

Executive Producer	Russ Bensley
Producers	Clarence "Red" Cross (New York City) Ronald S. "Ron" Bonn (Kennedy Space Center FL)
Director	Joel Banow (KSC and NYC)
Anchor	Walter Cronkite (KSC and NYC)
Special Analyst	Walter M. "Wally" Schirra (KSC and NYC)
Correspondents	Morton Dean (Mission Control Houston) Bruce Morton (NYC) Bruce Hall (KSC VIP viewing area) Ike Pappas (Kansas City MO— former U.S. President Harry S Truman serious illness status)
Associate Producers	Mark K. Kramer (NYC and KSC), Harold Classon, Zeke Segal, Mary Kane (for pool in Houston), James "Jim" O'Brien
Assistant Producers	Margery Baker Jim Jenner (for pool downrange aboard *U.S.S. Ticonderoga* recovery ship)
Location Producer	Jack Kelly (for pool downrange aboard *U.S.S. Ticonderoga* recovery ship)
Associate Director	Richard Knox
Location Director	David Fox (for pool downrange aboard *U.S.S. Ticonderoga* recovery ship)
News Writer	John Merriman
Sketch Artist	Howard Brodie
Engineer-in-Charge	Don McGraw
Production Supervisors	Dennis Clinthorne Bob Sherman
Film Library	Neil Waldman
Vidifont Coordinator	John Reade
Videotape Production	Mike Brigida
Videotape Library	David Mlotok
Researchers	Virginia Huber, Steve Steinberg
Anchor Assistants	Mark Harrington, Carolyn Dorsett
Administrative Assistants	Marcy McGinnis, Hinda Glasser
Secretary	Paula Sturtevant

Sources: CBS News press releases from November-December 1972 and an internal "CBS MEMORANDUM" re "Apollo 17 personnel list" from Russ Bensley on 20 November 1972, and interviews.

When Eugene A. Cernan—later an astronaut consultant to ABC News—became the last American Apollo astronaut to walk on Earth's Moon on Thursday 14 December 1972, few people expected that at least several decades would elapse before humans would return to the lunar surface. The post-Apollo Skylab space station, due for launch the following spring and not as obviously exciting in comparison, was in part intended to make human spaceflight more comfortable, more routine, and more productive, and indirectly lead to human Moon trips becoming easier to accomplish—but so far, that latter hope has not been realized.

Chapter 7: CBS News Televised Special Events Space Coverage: Project Skylab and the Apollo-Soyuz Test Project

Without doubt, compared with Project Apollo journeys to the Moon, Project Skylab did not encompass dramatic exploration of a new frontier terrain. But the three crews of three astronauts each—using much leftover Apollo-era equipment—conducted an ambitious schedule of experiments in Earth observations, medical science, solar astronomy, astrophysics, materials science, and other fields, and undertook nine spacewalks in all. As a serendipitous bonus, the third crew was in place to document the one-time-only swing around the Sun of Comet Kohoutek 1973. (Please see Table 7.1.)

TABLE 7.1

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2003
By Flight (1973-1974 and 1979)

MISSION	TOTAL DURATION SPECIAL BROADCAST	FLIGHT DURATION	FLIGHT DATES
Skylab 1 (Space Station) (1973)	0 hours 44 minutes[112]	6 years 2 months (approx.)	14 May 1973-11 July 1979
Skylab 2	3 hours 2 minutes	28 days 50 mins.	25 May 1973-22 June 1973
Skylab 3	1 hour	59 days 11 hrs. 9 mins.	28 July 1973-25 Sep. 1973
Skylab 4 (1973-1974)	0 hours 34 minutes	84 days 1 hr. 16 mins.	16 Nov. 1973-8 Feb. 1974
Skylab Space Station Fall to Earth (1979)	40 minutes (approx.)	6 years 2 months (approx.)	Not Applicable

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990'; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data, plus www.ksc.nasa.gov Web site, accessed on 19 November 2004. Broadcast duration figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted.

As a preview article by Neil Hickey in the 12-18 May 1973 *TV Guide* headlined the project, "And Now We Bring You the Sun, the Earth, and the Stars—For eight months, TV signals will be beamed from Skylab as it buzzes around the globe." Yet, the record-length flights garnered extremely limited amounts of coverage.

Of course, it should be noted that, among various major news distractions from the Skylab story, were the Senate Watergate special committee hearings, which started on Thursday 17 May 1973 with coverage stretching over months, other aspects of the unfolding Watergate scandal, and the superpower summit meeting held in late June in Washington, DC, between U.S. President Richard M. Nixon and Soviet President Leonid Brezhnev. Later on during Skylab missions, other competing news stories would include the resignation of U.S. Vice President Spiro T. Agnew because of a bribery scandal, the Yom Kippur Mideast War, the ensuing Arab-led oil embargo and consequent energy crisis, the drive to impeach President Nixon, and the political kidnapping and strange odyssey of newspaper heir Patricia Hearst.

Yet, despite the relative dearth of Skylab coverage airtime, much as NASA must plan for unexpected contingencies, so must network news special events teams. Toward that end, a small rotating contingent from CBS News stayed on duty in Houston monitoring each Skylab flight (including assistant producer Marcy McGinnis, who eventually rose to be CBS News vice president for hard news and bureaus).[113] Here are two other examples of conscientious extra preparatory steps taken by the CBS News Skylab coverage team:

- An undated internal CBS memo (probably written in spring 1973) from the Joel Banow Collection at the National Air and Space Museum Archives notes, "If we get into extended emergency broadcasting, we will need an open-ended Skylab orbital simulation

or animation over which to play the [NASA] Voice of Skylab)alternating this with the MOCR shot from Houston)," referring to the Mission Operations Control Room.

- Another undated note from sometime just after 14 May 1973 discusses the need for specially made "Models of Damaged Spacecraft." Along with a fact sheet from aerospace contractor TRW about the damage accrued to the Skylab space station during ascent, the note requests three sets of solar power wings (two wings per set), with two sets at 1/48th scale and one at 1/20th scale. Detailed instructions read, in part: "Each wing should be built so it can plug into the existing socket on the side of the orbital workshop. The wings should be hinged so that they can swing up and down from 0 [degrees] to 90 [degrees]…The solar panels connected to the wings should be foldable, so that we can deploy as much panel as desired…We will also need three half-cylinders (13-9/16" diameter x 13-7/16" high), to snap fit around [the] three Skylab models…The outside of the half-cylinders should be covered with gold mylar. In a few places the mylar should be torn, revealing the aluminum skin. There should be some ragged edges to show what happened when the micrometeoroid shield was torn away."

CBS News did air a half-hour preview special "What's Skylab All About?"—especially geared for young people and including some children along with host Walter Cronkite—in the early afternoon of Saturday 12 May 1973 (1230-1300 EDT), two days before the scheduled launch of the Skylab space station. Much of the program was taped on location at NASA's George C. Marshall Space Flight Center in Huntsville AL.

On Monday 14 May 1973, the last Saturn 5 rocket, just 5-1/2 years after the first one roared to life, lofted as its third stage the Skylab 1 space station, an event covered in a 13-minute

CBS News Special Report (1325-1338 EDT) anchored by Walter Cronkite from the Kennedy Space Center FL. But the powerful rocket's ascent to Earth orbit somehow ripped off a protective micrometeoroid shield and knocked loose a solar power array, jeopardizing the whole project. So, NASA officials postponed the scheduled next-day launch of the first crew. Right away, lots of scientists, engineers, managers, technicians, and astronauts commenced round-the-clock brainstorming, designing, building, and training vis-à-vis an emergency fix-it kit and plan to make Skylab safe to inhabit. Those developments were briefly reported in two *Special Report*s of one-minute that afternoon and evening. Because the Skylab space station was overheating and underpowered, the situation was urgent. (For production credits, please see Table 7.2.)

TABLE 7.2

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "SKYLAB ONE"/"THE FLIGHT TO SAVE SKYLAB," MAY 1973

Executive Producer	Russ Bensley
Senior Producer	Ronald S. "Ron" Bonn
Producers	Harold Classon Jack Kelly Barry Jagoda
Directors	Joel Banow (New York) Bill Linden (Cape Kennedy FL)
Anchor	Walter Cronkite (Kennedy Space Center FL and New York)
Special Analyst	Walter M. "Wally" Schirra (KSC and New York)
Correspondents	Morton Dean (New York) Bill Plante (Mission Control Houston) Steve Young (Houston)
Associate Producers	Mark K. Kramer Mark Harrington Mary Kane James "Jim" O'Brien Zeke Segal
Assistant Producer	Margery Baker
Writer	John Merriman
Researchers	Cathy Krein John Winslow
Production Assistant	Robert Fishman
Administrative Assistants	Carolyn Dorsett (to Mr. Cronkite) Marcy McGinnis Beverly Morgan Ann Parker
Vidifont Coordinator	John Reade
Film Editor	Bob Ruttenberg
Production Supervisor	Tony Sturniolo
Engineer-in-Charge	John Waszak
Videotape Production	Mike Brigida
Videotape Library	David Mlotok
Film Library	Neil Waldman
Secretaries	Harriet Shelare Paula Sturtevant

Sources: "FYI CBS NEWS" press release of 11 May 1973, and subsequent press releases, plus undated, three-page CBS News internal note "SKYLAB 1&2 PERSONNEL LIST" from Joel Banow Collection at the NASM Archives, and interviews.

On Friday 25 May 1973, the Skylab 2 crew lifted off atop a Saturn 1B rocket, with Walter Cronkite anchoring a one-hour launch broadcast from the Kennedy Space Center FL (0830-0930 EDT). The Apollo-style capsule ferrying Charles "Pete" Conrad, Joseph P. Kerwin, and Paul J. Weitz soon rendezvoused near the crippled station orbiting at about 435 kilometers altitude (270 miles), which CBS News covered that afternoon in a 45-minute *Special Report* (1630-1715 EDT). That evening, just after midnight Saturday, and at mid-evening Saturday, three one-minute-long *Special Reports* noted docking difficulties that might cause a mission abort; a successful docking; and partial success in deploying the special sunscreen shade. (Even the high drama of the station rescue mission, including tricky spacewalks, did not generate any extended coverage.)

On Friday 22 June 1973, the successful crew reentered the atmosphere and splashed down safely, an occasion covered in a 75-minute *Special Report* (0930-1045 EDT) anchored from New York by Mr. Cronkite, who was about to leave on an unusual three-month-long sailing vacation.

On Saturday 28 July 1973, the Skylab 3 crew of Alan L. Bean, Owen K. Garriott, and Jack R. Lousma took off from KSC to spend a record-breaking 59 days in space. Morton Dean, filling in for Mr. Cronkite, anchored the half-hour launchcast "Skylab: Mission Two" from KSC (0700-0730 EDT). Mr. Dean was assisted by ex-astronaut Wally Schirra, who said he thought Mr. Cronkite might have interrupted his long vacation to be on hand for the liftoff, the first U.S. human spaceflight launch Mr. Cronkite had missed covering since they began in 1961.

On Thursday 2 August 1973—during Watergate committee hearing coverage of testimony by former CIA Director Richard Helms, anchored by space reporting veterans George E. Herman and Nelson Benton—the veteran space reporters briefly noted a problem with a

reaction control system on the Apollo service module that might have forced the Skylab 3 mission to be cut short (which did not happen).

Not until splashdown on Tuesday 25 September 1973 did another *CBS News Special Report* about Skylab 3 air (1800-1830 EDT)—"Skylab Two: Journey's End"—with reentry awkwardly timed for just before the first live feed of the *CBS Evening News* and during a timeslot most stations usually aired local news. Mr. Cronkite was back and doing the evening newscast, but Mr. Dean nonetheless substitute-anchored again. (Please see Table 7.3.)

TABLE 7.3
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "SKYLAB TWO: JOURNEY'S END," SEPTEMBER 1973

Executive Producer	Russ Bensley
Director	Joel Banow
Anchor	Morton Dean (New York City)
Special Consultant	Walter M. "Wally" Schirra (NYC)
Associate Producers	Margery Baker, Mark Harrington, Mark K. Kramer, James "Jim" O'Brien
Associate Directors	Richard Knox, Alan Mack
Researcher	Steven J. Steinberg

Source: "FYI CBS News" issued on Friday 21 September 1973, and interviews.

Skylab 4, carrying the third and final crew of Gerald P. Carr, Edward G. Gibson, and William R. Pogue, launched on Friday 16 November 1973, delayed six days from an earlier date. Mr. Cronkite anchored the *Special Report* "Skylab: Mission Three" launchcast from KSC, with Mr. Schirra at his side (0845-0917 EST), marking the last U.S. astronaut launch until July 1975's ASTP Apollo liftoff. (Please see Table 7.4.)

TABLE 7.4
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "SKYLAB: MISSION THREE," NOVEMBER 1973

Executive Producer	Russ Bensley
Producers	Sanford "Sandy" Socolow (Kennedy Space Center FL) Al Thaler (Johnson Space Center TX)
Directors	Joel Banow (New York) Bill Linden (KSC)
Anchor	Walter Cronkite (Kennedy Space Center FL)
Special Consultant	Walter M. "Wally" Schirra (KSC)
Associate Producer	Mark K. Kramer
Writer	John Merriman
Researcher	Steven J. Steinberg

Source: "FYI CBS News" issued on Friday 31 October 1973, and interviews.

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Skylab 4's record-shattering 84-day mission received little coverage, and when the time for their return approached, CBS News (and the other networks) announced they would not provide live coverage, an unprecedented decision in U.S. television space coverage history. All previous splashdowns had been granted special coverage, and 19 splashdowns going back to Gemini 6A (excepting Gemini 8's emergency splashdown at a remote Pacific backup site) had been covered with live television pictures from the scenes. Understandably, this network decision sparked controversy, for example, including protest letters sent beforehand to television network officials by U.S. Lou Frey (R-FL) and others.

Mr. Frey wrote, in part, "Your lack of interest in the space program and your presumption that the remainder of America is just as uninterested is appalling. Surely, the splashdown of Skylab III [sic][114] is more important than the regular programs scheduled for that time period." Some excuses cited were the heavy news expense loads connected with coverage of such other big stories as the Watergate scandal and related Nixon impeachment issue and the Yom Kippur

Mideast War and related Arab oil embargo. In addition, network representatives claimed "the public had become jaded from having seen so many such events over the years." Furthermore, someone at NBC News noted that typically, women dominate television viewing in -morning time period of the scheduled Skylab splashdown, and, as *Broadcasting* paraphrased, "experience indicate[s] women are not ardent splashdown-watchers."[115]

Associated Press television writer Jay Sharbutt quoted a CBS spokesman as contending, "…the interest in space and the audiences for space coverage aren't what they used to be when the first explorations were going on."[116]

On Friday 8 February 1974, Mr. Cronkite in New York anchored a less-than-two-minute *CBS News Special Report* (1117-1118 EST), simply announcing the successful splashdown against a map depicting where it had taken place in the Pacific Ocean off California. As a cost-cutting move, the networks had made no satellite transmission arrangements from the recovery carrier U.S.S. *New Orleans*, and so television pictures did not air until they could be helicoptered back to San Diego and fed to the networks in time for the *CBS Evening News* and its counterparts, more than seven hours later.

Skylab coverage briefly revived, as it were, for the station's death almost 5-1/2 years later. July had several times been associated with space triumphs, most notably the Mariner 4 Mars flyby in 1965, the Apollo 11 Moon landing in 1969, the ASTP American-Soviet flight of 1975, and the Viking 1 Lander touching down on Mars in 1976. But in July 1979, the main space news focused on what might be termed un-space-exploration. What with protracted delays in getting the space shuttle program off the ground and unusually high solar activity causing significant extra drag even in the all-but-no-there thin atmosphere at Skylab's altitude, the outpost's orbit was deteriorating much faster than NASA's ability to send a spacecraft up there

to boost Skylab into a higher, safer, more enduring orbit, where it could have been revisited on occasion and perhaps used as a lab for semi-autonomous experiments. On Tuesday 10 July 1979, CBS News aired "Skylab Is Falling," a half-hour *CBS News Special Report* at 2330 EDT anchored by Mr. Cronkite, with Mr. Dean and Bill Plante contributing reports. The following day, CBS News televised at least four short *CBS News Special Reports* as "Skylab Watch" news updates (1150, 1215, 1307, 1347 EDT), also anchored by Mr. Cronkite, with more reporting from Mr. Dean and Mr. Plante. The updates continued until confirmation arrived that the station had made a fiery death plunge through Earth's atmosphere, with surviving chunks landing in the Indian Ocean and almost-uninhabited parts of Western Australia.

* * * *

After 17 months with scant space coverage, the Apollo-Soyuz Test Project (ASTP) revived the genre for one "last hurrah" concentrated dose before the long pre-space shuttle interval. The joint flight of former Space Race rival nations had been agreed to and the deal signed at the May 1972 U.S.-U.S.S.R. Moscow Summit, though it had received only brief mentions during special coverage of that occasion.

Even the CBS-TV Network Sales staffers appeared to be affected by the excitement building up about ASTP:

> Here is the space mission the entire world has been looking forward to, since it represents the first example of pre-planned specific and elaborate cooperation in a space mission between not only two major powers but two traditional rivals in this area—the United States and Soviet Russia. This is a space venture that opens up whole new phase in space travel, exploration, and international cooperation. The CBS Television Network will present full scale and detailed coverage of the entire series of events…[117]

ASTP was a time of firsts and it was a time of lasts.

For the first time, two nations would coordinate a joint international mission and dock their spaceships, using a special adapter module ferried up by Apollo's crew. For the first time, Soviet authorities would permit and U.S. networks would carry live a launch of two Soviet cosmonauts (and their landing) and, with some limitations, American journalists would report live from the Soviet Mission Control. And for the first time, a stationary television camera inside the Apollo capsule would transmit live pictures of the three-man crew during their launch and ascent to orbit.

But it was the last Saturn 1B launch, probably the last-ever splashdown (barring an emergency ditching-at-sea someday), the last original Mercury 7 astronaut was finally to reach orbit (Donald Kent "Deke" Slayton, waiting since 1959), and the last U.S. human space mission was flying for what turned out to be almost six years. It was also the last time Walter Cronkite would be lead anchor for a space mission on CBS News on television, though he did assist Dan Rather with the STS-2 launch and contributed to STS-51L *Challenger* disaster coverage—and, when CBS News did not request his services for television,[118] he co-anchored CNN STS-95 coverage with Miles O'Brien and contributed to CNN's STS-107 disaster coverage.

Although ASTP received much more special coverage in two weeks than all of Project Skylab combined across nine months, that total still amounted to less such coverage than what many individual Mercury, Gemini, and Apollo earlier missions had garnered. But, unlike with Skylab 4, ASTP's Apollo splashdown was carried live, and the coverage appropriately had a nostalgic end-of-an-era feel to it at times. (Please see Table 7.5 and Table 7.6.)

TABLE 7.5

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2003
By Flight (1975)

MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
Apollo-Soyuz Test Project	6 hours 40 minutes	Apollo: 9 days 7 hrs. 28 mins. Soyuz: 5 days 22 hrs. 31 mins.	Apollo 18: 15-24 July 1975 Soyuz 19: 15-21 July 1975

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990"; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data, plus www.ksc.nasa.gov Web site, accessed on 10 November 2004. Figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted.

TABLE 7.6

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE
OF "APOLLO-SOYUZ: A MEETING IN SPACE," JULY 1975

Executive Producer	Russ Bensley
Producers	Ronald S. "Ron" Bonn, George Murray, and Mary Kane (Johnson Space Center Houston) Mark K. Kramer (Moscow) Jack Kelly and Hal Classon (downrange pool aboard U.S.S. *New Orleans* recovery ship)
Directors	Richard Knox (New York) Bill Linden (Kennedy Space Center FL) Alvin Thaler (Johnson Space Center)
Anchor	Walter Cronkite (Kennedy Space Center FL and New York City)
Special Analyst	Walter M. "Wally" Schirra
Correspondents	Nelson Benton (Mission Control Houston) Richard Roth (Moscow) Steve Young (Moscow) Barry Serafin (Washington) Morton Dean (NYC)
Associate Producers	Mark Harrington, Mark Bloom, Jack Hubbard, James "Jim" O'Brien
Assistant Producers	Marcy McGinnis, John Reade
Writer	Charles West
Researcher	Harriet Shelare

Sources: "FYI CBS News" press release of 11 July 1975 and other data, and interviews.

The conclusion of ASTP marked the start of what turned into the longest hiatus ever in U.S. human spaceflight: almost six years, much longer than the anticipated three or four years. And because of heightened solar activity and fringe-atmospheric drag, and multiple extended delays in getting the space shuttles aloft, tentative plans to revisit or boost the Skylab space station into a higher, longer-lasting, safer Earth orbit fell through. So, one decade almost to the day after NASA's Apollo 11 triumph, television covered the ignominious demise and fiery deorbit of Skylab over the Indian Ocean and Western Australia.

Chapter 8: CBS News Televised Special Events Space Coverage: Early Space Shuttles

Following that post-ASTP drought in television space coverage—relieved by only a few small oases in the Viking Mars landings, space shuttle orbiter drop tests, and the death plunge of Skylab—the debut of the space shuttle era finally arrived. Five weeks before the first scheduled space shuttle launch, Walter Cronkite had stepped down as anchor and managing editor of the *CBS Evening News* as of Friday 6 March 1981, thereby also passing the lead-anchor role for special events coverage as well, to Dan Rather. Mr. Rather, who joined CBS News in early 1962 just after Mr. Glenn's flight, had since then accumulated considerable experience in Special Events broadcasts as a principal reporter for national political conventions, Election Nights, and the President Nixon's resignation amid impeachment proceedings. Mr. Rather had contributed to space coverage only on occasion, mainly while covering the Johnson and Nixon White Houses. On Thursday 9 January 1969, he anchored from Washington DC post-flight coverage of the Apollo 8 crew's appearances there, and he broke a major scoop of the names of the Apollo 11 crew. That July, during Apollo 11, he filed reports and did reaction interviews from DC.

However, on Monday 30 March 1981, near the Washington Hilton Hotel in DC, a young male would-be assassin with a handgun shot and seriously wounded U.S. President Ronald W. Reagan, also injuring three other men. Ensuing coverage dominated and distracted the news cycles for some days, even as the first space shuttle launch neared. The shootings also provided Mr. Rather with his first lead-anchor-role in special events coverage since the transition. (Mr. Cronkite—who had memorably anchored much of the John F. Kennedy assassination coverage in November 1963—telephoned in a reaction report from Moscow, where he was on assignment for a *CBS Reports* documentary about U.S. military defense.)

Late the night before STS-1's scheduled takeoff, a *CBS News Special Report* half-hour preview broadcast, "Wings in Space," ran as a scene-setter, with Mr. Rather at Florida's Kennedy Space Center. Early the next morning, on Friday 10 April 1981, Mr. Rather anchored the most extended launch coverage since Apollo 17's delayed-liftoff in December 1972, with a series of five "Wings in Space" *Special Reports* airing that morning. But a computer problem onboard *Columbia* forced a two-day postponement. (Please see Table 8.1 and Table 8.2.) On Sunday 12 April 1981, the 20th anniversary of the first human space flight, Mr. Rather anchored a 2-1/2-hour launchcast (0630-0900 ET) before flying out to California's Edwards Air Force Base to anchor three hours of landing coverage on Tuesday 14 April 1981 (1200-1500 ET), his only time anchoring landing coverage on-scene. In between, short *Special Reports* had provided viewers with updates.

As Ron Alridge, *Chicago Tribune* TV-radio critic, commented about STS-1 coverage, on Thursday 16 April 1981, **"**It was a news event that made the country feel good and it was TV coverage that should make the networks feel the same. How lucky we are that the space age and the television age coincide. How lucky we are that both continue to advance."

For *Columbia*'s STS-2 mission, the first re-flight of a human spaceship, Mr. Rather anchored "Space Shuttle II" from KSC—with Mr. Cronkite at his side for the only time in CBS News space coverage history. Mr. Cronkite covered the shortened-flight landing in person, but Mr. Rather anchored from New York. (Please see Table 8.3.)

From STS-3 in March 1982 (which made the only shuttle landing in White Sands, New Mexico, because of bad weather conditions in California) and the last test shuttle mission STS-4 until special coverage gradually dwindled away, Morton Dean and Terry Drinkwater usually handled anchor duties. (Please see Table 10.4 and Table 10.5.) Both correspondents had already

accrued shuttle coverage experience. For example, Mr. Dean in August 1977, filling in for a vacationing Mr. Cronkite, had anchored a half-hour *Special Report* about the prototype space shuttle *Enterprise*'s piloted drop test from a modified 747 aircraft over the California desert.

TABLE 8.1

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2003
By Flight (1977 and 1981-1983)

HUMAN MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATE(S)
Space Shuttle *Enterprise* Drop Tests (1977)	0 hours 30 minutes	*Not Applicable* (free flight glide—after detaching from modified Boeing 747 airplane—for about two minutes)	12 Aug. 1977 and afterward
STS-1 *Columbia* (1981)	9 hours 33 minutes[119]	2 days 6 hrs. 20 mins. 53 secs.	12-14 April 1981
STS-2 *Columbia*	8 hours 38 minutes	2 days 6 hrs. 13 mins. 11 secs.	12-14 Nov. 1981
STS-3 *Columbia* (1982)	1 hour 7 minutes	8 days 0 hrs. 4 mins. 46 secs.	22-30 Mar. 1982
STS-4 *Columbia*	0 hours 32 minutes	7 days 1 hr. 9 mins. 31 secs.	27 June- 4 July 1982
STS-5 *Columbia*	0 hours 38 minutes	5 days 2 hrs. 14 mins. 26 secs.	11-16 Nov. 1982
STS-6 *Challenger* (1983)	0 hours 34 minutes	5 days 0 hrs. 23 mins. 42 secs.	4-9 April 1983
STS-7 *Challenger* [first American woman in space, Sally Ride]	0 hours 28 minutes	6 days 2 hrs. 23 mins. 59 secs.	18-24 June 1983
STS-8 *Challenger* [first African-American in space, Guion S. Bluford, and first nighttime shuttle launch and landing]	0 hours 30 minutes	6 days 1 hr. 8 mins. 43 secs.	30 Aug.- 5 Sept. 1983
STS-9 *Columbia*	0 hours 22 minutes *	0 days 7 hrs. 47 mins. 24 secs.	28 Nov.- 8 Dec. 1983

* The total includes five minutes of landing coverage aired during the live first feed of the *CBS Evening News with Dan Rather* on Thursday 8 December 1983 (1844-1849 EST)—it is unclear if this was offered as a *Special Report* to other stations not then carrying that newscast.

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990"; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data. Figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted. Space flight data from www.cbsnews.com CBS News Space Place by William Harwood, accessed on 14 November 2004.

TABLE 8.2

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "WINGS IN SPACE," STS-1, APRIL 1981

Executive Producer	Russ Bensley
Senior Producers	Sam Roberts Hal Haley
Producers	Mark K. Kramer Dick Sedia Jack Kelly Al Thaler
Anchor	Dan Rather (Kennedy Space Center FL and Edwards Air Force Base CA)
Correspondents	Morton Dean (Mission Control Houston) Terry Drinkwater (Edwards Air Force Base CA) Eric Engberg (White Sands NM) Steve Young Bruce Hall Pam Olsen Gordon Joseloff (Moscow) Richard Threlkeld

Sources: "CBS News to Provide Live Coverage of Major Aspects of the Space Shuttle Columbia Voyager, Week of April 5," CBS News press release of 27 March 1981, and subsequent press releases.

TABLE 8.3

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "SPACE SHUTTLE II," STS-2, NOVEMBER 1981

Executive Producer	Russ Bensley
Senior Producers	Sam Roberts, Hal Haley
Producer	Mark K. Kramer
Director	*Could not be determined*
Anchor	Dan Rather (Kennedy Space Center FL and New York)
Correspondents	Walter Cronkite (KSC FL and Edwards Air Force Base CA) Morton Dean (Mission Control Houston) Terry Drinkwater Bruce Hall (KSC)

Sources: "CBS News Provides Live Coverage of Second Mission of Space Shuttle Columbia," CBS News press release of 18 November 1981, and interviews.

TABLE 8.4

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "COLUMBIA IN SPACE: THE THIRD JOURNEY," STS-3, MARCH 1982

Executive Producer	Joan F. Richman
Senior Producers	Peter Sturtevant Hal Haley
Producers	Mark K. Kramer, Jack Kelly, Richard Sedia (on locations)
Anchor	Dan Rather (New York)
Guest Astronauts	Paul J. Weitz Gordon Fullerton
Correspondents	Morton Dean (Kennedy Space Center FL and Mission Control Houston) Bruce Hall (KSC) Eric Engberg (Mission Control Houston) Terry Drinkwater (White Sands NM) Jerry Bowen (Edwards AFB)

Sources: "CBS News to Provide Live Coverage of Launch and Landing of Space Shuttle in *Special Reports*, 'Columbia in Space: The Third Journey,' March 22 and 29," CBS News press release of 26 February 1982, and interviews.

TABLE 8.5

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE LAUNCH OF SPACE SHUTTLE IV"/ "THE LANDING OF SPACE SHUTTLE IV," STS-4, JUNE-JULY 1982

Executive Producer	Joan F. Richman
Senior Producers	Peter Sturtevant, Lew Allison
Producers	Mark K. Kramer, Jack Kelly, Richard Sedia (on locations)
Anchors	Launch: Morton Dean (Kennedy Space Center FL)/ Landing: Terry Drinkwater (Edwards Air Force Base CA)
Correspondents	David Dow (Mission Control Houston) Bill Plante (with President Reagan)
Guest Astronaut	Jeffrey Hoffman

Sources: "CBS News to Provide Live Coverage of Launch and Landing of Space Shuttle in *Special Reports*, 'Columbia in Space: The Third Journey,' March 22 and 29," CBS News press release of 26 February 1982, and interviews.

On Friday 6 April 1984, as the STS-41C *Challenger* space shuttle mission left the launch pad at KSC, CBS News broke 23-year-long precedent and did not televise it live, even in truncated fashion (though CBS Radio News did still air it live). It was only the 11th shuttle launch. As *Washington Post* "TV Column" writer John Carmody wrote on the following Monday:

> When CBS News declined to provide live coverage of the space shuttle liftoff Friday morning, it was the first time since the manned [sic] space program got under way that the network wasn't on the air as the Space Network of Record, disconcerting some loyal viewers.
>
> Bob Chandler, CBS News senior vice president, administration, explained Friday that "even a year ago, we started talking about at what point did the space shuttle liftoffs become so routine they were no longer compelling news events we should cover live. We didn't know when it would occur but we knew that eventually it would happen. Now, we've reached the point that these things are becoming routine.
>
> Chandler pointed out that in addition to covering the liftoff on the *CBS Evening News* Friday night, "we had the capability to go live instantaneously at the first sign of any trouble.[120]

Perhaps CBS News and CBS-TV leaders reconsidered that stance, albeit slightly, because two shuttle launches and one launch attempt (aborted at just T-minus 4 seconds) were televised during the rest of 1984, along with two landings (albeit one only on a second-feed of the *CBS Morning News*). But in 1985, only one launch was televised—and that for just three minutes on 12 April, which happened to be the 24th anniversary of the first human space flight and the 3rd anniversary of the fist shuttle launch—plus a three-minute *Special Report* aired on a post-launch engine failure, and no landings were televised live. (Please see Table 10.6.)

TABLE 8.6

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2004
By Flight (1984-1986)

HUMAN MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
STS-41B *Challenge*r (1984) [Manned Maneuvering Unit untethered spacewalking]	0 hours 24 minutes	7 days 23 hrs. 15 mins. 55 secs.	3-11 Feb. 1984
STS-41C *Challenger* [Solar Max satellite repair]	None	6 days 23 hrs. 40 mins. 7 secs.	6-13 Apr. 1984
STS-41D *Discovery* [including liquid-fueled engines shutdown at T minus 4 seconds, aborting launch]	0 hours 22 minutes	6 days 0 hrs. 56 mins. 4 secs.	30 Aug.- 5 Sep. 1984
STS-41G *Challenger*	None	8 days 5 hrs. 23 mins. 38 secs.	5-13 Oct. 1984
STS-51A *Discovery*	0 hours 11 minutes	7 days 23 hrs. 44 mins. 56 secs.	8-16 Nov. 1984
STS-51C *Discovery* (1985)	0 hours 6 minutes	3 days 1 hr. 33 mins. 23 secs.	24-27 Jan. 1985
STS-51D *Discovery*	0 hours 3 minutes	6 days 23 hrs. 55 mins. 23 secs.	12-19 Apr. 1985
STS-51B *Challenger*	None	7 days 0 hr. 8 mins. 46 secs.	29 April- 6 May 1985
STS-51G *Discovery*	None	7 days 1 hr. 38 mins. 52 secs.	17-24 June 1985
STS-51F *Challenger* [including on-pad engine shutdown and launch abort]	0 hours 3 minutes	7 days 22 hrs. 45 mins. 26 secs.	29 July- 6 Aug. 1985
STS-51I *Discovery*	None	7 days 2 hrs. 17 mins. 42 secs.	27 Aug.- 3 Sep. 1985
STS-51J *Atlantis*	None	4 days 1 hr. 44 mins. 38 secs.	3-7 Oct. 1985

STS-61A *Challenger*	None	7 days 0 hr. 44 mins. 53 secs.	30 Oct.- 6 Nov. 1985
STS-61B *Atlantis*	None	6 days 21 hrs. 4 mins. 49 secs.	26 Nov.- 3 Dec. 1985
STS-61C *Columbia* (1986)	None	6 days 2 hrs. 3 mins. 51 secs.	12-18 Jan. 1986
STS-51L *Challenger* [explosion destroyed orbiter and crew died shortly thereafter]	7 hours 48 minutes[121]	73 secs.	28 Jan. 1986

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990"; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data. Figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted. Space flight data from www.nasa.gov Web site, accessed on 11 November 2004.

After one untelevised shuttle launch and landing early in January 1986—with then-U.S. Rep. Bill Nelson (D-FL) aboard as a payload specialist—then came the STS-51L *Challenger* accident, a terrible explosion 73 seconds into flight on a wintry-cold late morning, with the much-postponed launch and ascent being televised only on CNN and a West Coast feed of the NBC News *Today* program. The first teacher-in-space, Sharon Christa Corrigan McAuliffe, and six other astronauts aboard died shortly afterward on impact with the Atlantic Ocean, and *Challenge*r, a tracking satellite payload, and all experiments aboard were destroyed.

Joan F. Richman, who had long been a CBS News space researcher and producer and by then headed the CBS News Special Events Unit, recalled the day in a May 2003 telephone interview:

> We were sitting at our 1130 [EST] conference meeting [at CBS News Headquarters in New York]. We had a meeting every day at 1130, to go over today's news and stuff…what's going on, your basic briefing. Like an editorial meeting. And we always had the TV on for a launch. That's all we did. We just watched it, 'cause it was so—automatic. I don't think we were covering it

> much to speak of… Listen, it was not newsworthy. It really wasn't. It just wasn't! Now, it's hard for you to understand that today, because today anything that—you know, a dog crosses the road, and it's covered live! Everything is covered live nowadays! But that is *not* news. That is just what happens to be going on in front of our cameras at this particular hour.
>
> [For sudden big events like the *Challenger* explosion] that's why we had the flash studio. So we could always get on the air quickly. That's what we had to do with the Apollo 1 fire, too. And, in fact, that's what we had to do for *Challenger*, too. I mean, that's what it's for! You get on the air fast, and then other people rush around and get the studio, the big studio, ready.[122]

Meanwhile down at the Kennedy Space Center, then-CBS News Correspondent Bruce Hall, who had regularly covered space shuttle missions from STS-1 (and who had contributed to Apollo 17 launch coverage), was on hand to cover the multiply-delayed STS-51L "teachernaut" launch for the *CBS Evening News with Dan Rather* (though anchor-correspondent Christopher Glenn was on the scene and on the air live for CBS Radio News[123]):

> It was the first time that I had not been sitting in the chair [inside the CBS News building at KSC, during a shuttle launch], ready to broadcast at a moment's notice. So I was on the roof…excited because, hey, I can watch this go off!..[Then, later,] I knew as soon as I saw it [the explosion], that this was a *major* problem…I ran down from the roof, and immediately got into the chair in front of the camera. And it was not until then that I saw the close-up…As soon as I saw the NASA pictures, which [showed what] you could not see with the naked eye, you knew—that was it. They were gone.[124]

Rushing to the flash studio, Dan Rather—the only major broadcast network anchor not in DC for the later-postponed Reagan State of the Union Address, which was to have been delivered that night—went on the air from New York to anchor a commercial-free *Special Report* at 1145 EST. The broadcast lasted until 1712 EST, just after U.S. President Ronald W. Reagan's short but moving speech to the nation (drafted quickly by Reagan speechwriter Peggy Noonan, a former CBS News writer for Mr. Rather). Correspondents contributing to the day's unfolding coverage included Mr. Hall at KSC, Bill Plante and Lesley Stahl at the White House,

David Martin at the Pentagon, Peter van Sant at KSC, and Jerry Bowen in Palmdale CA, at the Rockwell International plant where the space shuttles had been manufactured.

That night at 2200 EST, CBS News aired and Mr. Rather anchored a one-hour, prime-time *Special Report* called "Disaster in Space." Correspondents contributing this time were Mr. Hall, Martha Teichner, Bernard Goldberg, Ms. Stahl, Mr. Martin, and Charles Osgood. Near the end, it included a reflection piece filed via telephone by Walter Cronkite from Santiago, Chile.

The next day a 10-minute *Special Report* aired part of a NASA news conference, anchored by Mr. Rather in New York, with Mr. Hall reporting from KSC (13:08:40-13:18:26), with two related roughly one-minute *Newsbreaks* anchored by Mr. Rather that day, too (at 1157 and 1540 EST). And on Friday 31 January 1986, Mr. Rather anchored from Houston the *Special Report* "In Memory of the *Challenger* Seven": Francis R. "Dick" Scobee, Michael "Mike" Smith, Judith A. "Judy" Resnik, Ronald E. "Ron" McNair, Ellison Onizuka, Gregory Jarvis, and Sharon Christa Corrigan McAuliffe (1230-1330 EST). Bob Simon reported from Akron, Ohio, the site of the Judy Resnik memorial service at Temple Israel, with mini-profiles narrated by Mr. Osgood.

Two short further *Special Reports* aired on Tuesday 25 February (a shuttle update intermixed with a 1314-1323 EST update on fleeing Philippine dictator-president Ferdinand Marcos) and on Sunday 9 March 1986, the latter for one minute when the crew compartment had finally been found in the Atlantic Ocean. But the extensive, public hearings held by the *Challenger* investigatory commission and its final report release received no special coverage.

Another long lull in special space coverage followed.

Chapter 9: CBS News Televised Special Events Space Coverage: Later Space Shuttles

The post-*Challenger* hiatus predictably stretched much longer than NASA initially estimated. During that time, CBS News Special Events producer Mark K. Kramer negotiated with various NASA and CBS officials to put up a semi-permanent, concrete-block, two-story CBS News building at the KSC press site, near the 52-story-tall Vehicle Assembly Building. The new, improved structure cost about $250,000 [2003: $1,322,000] and replaced the rundown one used for about 20 years.[125]

By the time *Discovery* was ready to fly again, the U.S. presidential general election campaign was in full swing and absorbing considerable media interest and budgets (both the story and money kinds), as the Democratic ticket of Michael S. Dukakis and Lloyd M. Bentsen competed with and made joint-television-appearances with the Republican ticket of George H.W. Bush and Dan Quayle. (The early-autumn "Summer Olympics" in Seoul, South Korea, were being televised by NBC-TV, so that at least was not CBS's programming headache.) For the first time since STS-2 in November 1981, Dan Rather anchored launch coverage from the Kennedy Space Center on Thursday 29 September 1988, with a modest amount of "Return to Space" *Special Reports* coverage—09:30:00-09:32:31, 10:00:00-10:01;56, 10:30:00-10:31:58, 11:00:00-11:01:27, and 11:10:00-11:59:36 EDT. The landing on the following Monday, with Mr. Rather anchoring from back in New York, received two short "Return of Discovery" *Special Reports*—11:33:00-11:41:20 and 12:20:00-12:47:30 EDT, short portions of which were devoted to hostage updates. (Please see Table 9.1 and Table 9.2.) Mr. Rather would not anchor a launch in person again for more than 10 years, until the October 1998 John Glenn return-to-space shuttle liftoff.

TABLE 9.1

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "RETURN TO SPACE," STS-26, THURSDAY 29 SEPTEMBER 1988

Executive Producer	Lane Venardos
Senior Producers	Steve Jacobs Jack Kelly Terry Martin
Producer	Mark K. Kramer (Kennedy Space Center FL)
Directors	Eric Shapiro Bill Brady
Anchor	Dan Rather (KSC)
Guest Experts	Michael Collins (former astronaut) Jeff Hoffman (shuttle astronaut) Carl Sagan (space scientist)
Correspondents	Peter Van Sant (KSC) Lesley Stahl Bruce Hall (KSC) Victoria Corderi (KSC) David Martin Charles Osgood
Assistant Directors	Ron Flaum Ken Einhorn
Writer	Paul Fischer

Source: Internal file at CBS News Special Events Unit, and interviews.

TABLE 9.2

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "RETURN OF *DISCOVERY*," STS-26, MONDAY 3 OCTOBER 1988

Executive Producer	Lane Venardos
Senior Producers	Steve Jacobs, Jack Kelly, Terry Martin
Producer	Mark K. Kramer
Directors	Eric Shapiro
Anchor	Dan Rather (NYC)
Astronaut Consultant	Jeff Hoffman
Correspondents	David Dow David Martin Wyatt Andews Bob Schieffer (at Edwards AFB in CA with U.S. President George H.W. Bush)
Assistant Director	Nora Gerard
Writer	Paul Fischer

Source: Internal file at CBS News Special Events Unit, and interviews.

After STS-26, special coverage steeply and swiftly declined overall, though with some fluctuations.. (Please see Table 9.3, Table 9.4, Table 9.5, and Table 9.6.) For example, in March 1989, the STS-29 launch broadcast lasted only from 09:48:12 to 10:10:45 EST and the landing broadcast only from 09:29:24 to 09:39:34 EST, for a total of 32 minutes and 43 seconds. However, just seven months later, in November 1989, STS-33 received only about 10 minutes of coverage (for its launch). Nevertheless, despite the dwindling airtime, the CBS News Special Events Unit needed to remain prepared for a potential space crisis or disaster, so staffing levels and "homework time," albeit reduced, stayed somewhat high in proportion to the quantity of special coverage actually aired. But by late February 1990, launches were again not being covered live. Another consequence of the STS-51L catastrophe was NASA's effective cancellation of its Journalist in Space project. CBS News anchor and correspondent Walter Cronkite, who had long wanted to make a space journey himself, had made it to being one of the 10 finalists.

TABLE 9.3

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2004
By Flight (1988-1991)

HUMAN MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
STS-26 *Discovery* (1988) [post-*Challenger* return to flight]	1 hour 34 minutes	4 days 1 hr. 0 mins. 11 secs.	29 Sep.- 3 Oct. 1988
STS-27 *Atlantis*	0 hours 23 minutes *	4 days 9 hrs. 5 mins. 37 secs.	2-6 Dec. 1988
STS-29 *Discovery* (1989)	0 hours 33 minutes	4 days 23 hrs. 38 mins. 52 secs.	13-18 Mar. 1989
STS-30 *Atlantis*	1 hour 28 minutes	4 days 0 hrs. 56 mins. 28 secs.	4-8 May 1989
STS-28 *Columbia*	0 hours 14 minutes (excludes landing)	5 days 1 hr. 0 mins. 8 secs.	8-13 Aug. 1989
STS-34 *Atlantis* [sent Galileo probe on way to Jupiter]	0 hours 19 minutes (excludes landing)	4 days 23 hrs. 39 mins. 20 secs.	18-23 Oct. 1989
STS-33 *Discovery*	0 hours 10 minutes (excludes landing)	5 days 0 hrs. 6 mins. 49 secs.	22-27 Nov. 1989
STS-32 *Columbia* (1990) [retrieval of LDEF]	0 hours 28 minutes (excludes landing)	10 days 21 hrs. 0 mins. 36 secs.	9-20 Jan. 1990
STS-36 *Atlantis*	0 hours 9 minutes[126]	4 days 10 hrs. 18 mins. 22 secs.	28 Feb.- 4 Mar. 1990
STS-31 *Discovery* [deployment of Hubble Space Telescope]	None	5 days 1 hr. 16 mins. 6 secs.	24-29 April 1990
STS-41 *Discovery*	None	4 days 2 hrs. 10 mins. 4 secs.	6-10 Oct. 1990
STS-38 *Atlantis*	None	4 days 21 hrs. 54 mins. 31 secs.	15-20 Nov. 1990
STS-35 *Columbia*	None	8 days 23 hrs. 5 mins. 8 secs.	2-10 Dec. 1990
STS-37 *Atlantis* (1991)	None	5 days 23 hrs. 32 mins. 44 secs.	5-11 April 1991
STS-39 *Discovery*	None	8 days 7 hrs. 22 mins. 23 secs.	28 April- 6 May 1991
STS-40 *Columbia*	0 hours 5 minutes	9 days 2 hrs. 14 mins. 20 secs.	5-14 June 1991
STS-43 *Atlantis*	None	8 days 21 hrs. 21 mins. 25 secs.	2-11 Aug. 1991

STS-48 *Discovery*	None	5 days 8 hrs. 27 mins. 38 secs.	12-18 Sep. 1991
STS-44 *Atlantis*	None	6 days 22 hrs. 50 mins. 44 secs.	24 Nov.- 1 Dec. 1991

* STS-27 total includes about two minutes of live landing coverage on the *CBS Evening News with Dan Rather*—it is not clear if this was made available as a *Special Report* to other stations not then carrying the newscast.

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990'; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data. Figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted. Space flight data from www.nasa.gov Web site, accessed on 11 November 2004.

TABLE 9.4

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2004
By Flight (1992-1995)

HUMAN MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
STS-42 *Discovery* (1992)	None	8 days 1hr. 14 mins. 44 secs.	22-30 Jan. 1992
STS-45 *Atlantis*	None	8 days 22 hrs. 9 mins. 28 secs.	24 Mar.- 2 Apr. 1992
STS-49 *Endeavour* [Intelsat VI satellite rescue via EVAs]	None	8 days 21 hrs. 17 mins. 38 secs.	7-16 May 1992
STS-50 *Columbia*	None	13 days 19 hrs. 30 mins. 4 secs.	25 June- 9 July 1992
STS-46 *Atlantis*	None	7 days 23 hrs. 15 mins. 3 secs.	31 July- 8 Aug. 1992
STS-47 *Endeavour*	None	7 days 22 hrs. 30 mins. 23 secs.	12-20 Sep. 1992
STS-52 *Columbia*	None	9 days 20 hrs. 56 mins. 13 secs.	22 Oct.- 1 Nov. 1992
STS-53 *Discovery*	None	7 days 7 hrs. 19 mins. 47 secs.	2-9 Dec. 1992
STS-54 *Endeavour* (1993)	None	5 days 23 hrs. 38 mins. 19 secs.	13-19 Jan. 1993
STS-56 *Discovery*	None	9 days 6 hrs. 8 mins. 24 secs.	8-17 Apr. 1993
STS-55 *Columbia*	None	9 days 23 hrs. 39 mins. 59 secs.	26 Apr.- 6 May 1993
STS-57 *Endeavour*	None	9 days 23 hrs. 44 mins. 54 secs.	21 June- 1 July 1993
STS-51 *Discovery*	None	9 days 20 hrs. 11 mins. 11 secs.	12-22 Sep. 1993
STS-58 *Columbia*	None	14 days 0 hrs. 12 mins. 32 secs.	18 Oct.- 1 Nov. 1993
STS-61 *Endeavour* [1st Hubble Space Telescope servicing mission]	6 hours 19 minutes[127]	10 days 19 hrs. 58 mins. 37 secs.	2-13 Dec. 1993
STS-60 Discovery	None	8 days 7 hrs. 9 mins. 22 secs.	3-11 Feb. 1994
STS-62 *Columbia*	None	13 days 23 hrs. 16 mins. 41 secs.	4-18 Mar. 1994

STS-59 *Endeavour*	None	11 days 5 hrs. 49 mins. 30 secs.	9-20 Apr. 1994
STS-65 *Columbia*	0 hours 3 minutes [128]	14 days 17 hrs. 55 mins. 1 sec.	8-23 July 1994
STS-64 *Discovery*	None	10 days 22 hrs. 49 mins. 57 secs.	9-20 Sep. 1994
STS-68 *Endeavour*	None	11 days 5 hrs. 46 mins. 8 secs.	30 Sep.- 11 Oct. 1994
STS-66 *Atlantis*	None	10 days 22 hrs. 34 mins. 2 secs.	3-14 Nov. 1994
STS-63 *Discovery* (1995) [*Mir* fly-around]	None	8 days 6 hrs. 28 mins. 15 secs.	3-11 Feb. 1995
STS-67 *Endeavour*	None	16 days 15 hrs. 9 mins. 46 secs.	2-18 Mar. 1995
STS-71 *Atlantis* [100th U.S. human space launch/1st *Mir* docking]	0 hours 13 minutes[129]	9 days 19 hrs. 22 mins. 17 secs.	27 June- 7 July 1995
STS-70 *Discovery*	None	8 days 22 hrs. 20 mins. 5 secs.	13-22 July 1995
STS-69 *Endeavour*	None	10 days 20 hrs. 28 mins. 55 secs.	7-18 Sep. 1995
STS-73 *Columbia*	None	15 days 21 hrs. 53 mins. 16 secs.	20 Oct.- 5 Nov. 1995
STS-74 *Atlantis*	None	8 days 4 hrs. 31 mins. 42 secs.	12-20 Nov. 1995

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990'; "CTN Special Programs" logs for 1961-2003; CBS News press releases; and related data. Figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted. Space flight data from *www.nasa.gov* Web site, accessed on 11 November 2004.

TABLE 9.5

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2003
By Flight (1996-2000)

HUMAN MISSION	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
STS-72 *Endeavour* (1996)	None	8 days 22 hrs. 1 min. 47 secs.	11-20 Jan. 1996
STS-75 *Columbia*	None	15 days 17 hrs. 40 mins. 21 secs.	22 Feb.- 9 Mar. 1996
STS-76 *Atlantis*	None	9 days 5 hrs. 16 mins. 48 secs.	22-31 Mar. 1996
STS-77 *Endeavour*	None	10 days 0 hrs. 40 mins. 10 secs.	19-29 May 1996
STS-78 *Columbia*	None	16 days 21 hrs. 47 mins. 45 secs.	20 June- 7 July 1996
STS-79 *Atlantis*	None *	10 days 3 hrs. 19 mins. 28 secs.	16-26 Sep. 1996
STS-80 *Columbia*	None	17 days 15 hrs. 53 mins. 18 secs.	19 Nov.- 7 Dec. 1996
STS-81 *Atlantis* (1997)	None	10 days 4 hrs. 56 mins. 30 secs.	12-22 Jan. 1997
STS-82 *Discovery* [2nd Hubble servicing mission]	None *	9 days 23 hrs. 38 mins. 9 secs.	11-21 Feb. 1997
STS-83 *Columbia*	None	3 days 23 hrs. 13 mins. 38 secs.	4-8 Apr. 1997
STS-84 *Atlantis*	None *	9 days 5 hrs. 20 mins. 47 secs.	15-24 May 1997
STS-94 *Columbia*	None	15 days 16 hrs. 46 mins.	1-17 July 1997
STS-85 *Discovery*	None	11 days 19 hrs. 18 mins. 47 secs.	7-19 Aug. 1997
STS-86 *Atlantis*	None	10 days 19 hrs. 22 mins. 12 secs.	25 Sep.- 6 Oct. 1997
STS-87 *Columbia*	None	15 days 16 hrs. 35 mins. 1 sec.	19 Nov.- 5 Dec. 1997
STS-89 *Endeavou*r (1998)	None	8 days 19 hrs. 46 mins. 54 secs.	22-31 Jan. 1998
STS-90 *Columbia*	None	15 days 21 hrs. 50 mins. 58 secs.	17 April- 3 May 1998
STS-91 *Discovery*	None	9 days 19 hrs. 53 mins. 0 secs.	2-12 June 1998

STS-95 *Discovery* [John H. Glenn's return to space]	1 hour 10 minutes	8 days 21 hrs. 44 mins.	29 Oct.- 7 Nov. 1998
STS-88 *Endeavour*	None	11 days 19 hrs. 18 mins. 47 secs.	4-15 Dec. 1998
STS-96 *Discovery* (1999)	None	9 days 19 hrs. 13 mins. 57 secs.	27 May- 6 June 1999
STS-93 *Columbia* [first woman shuttle commander, Eileen Collins]	0 hours 1 minute[130]	4 days 22 hrs. 50 mins. 18 secs.	23-27 July 1999
STS-103 *Discovery* [3rd Hubble servicing mission]	None	7 days 23 hrs. 11 mins. 34 secs.	19-27 Dec. 1999
STS-99 *Endeavour* (2000)	None	11 days 5 hrs. 39 mins. 41 secs.	11-22 Feb. 2000
STS-101 *Atlantis*	None	9 days 20 hrs. 36 mins. 0 secs. (estimated.)	19-29 May 2000
STS-106 *Atlantis*	None	11 days 19 hrs. 12 mins. 15 secs.	8-20 Sep. 2000
STS-92 *Discovery*	None	12 days 21 hrs. 40 mins. 25 secs/	11-24 Oct. 2000
STS-97 *Endeavour*	None	10 days 19 hrs. 57 mins. 24 secs.	30 Nov.- 11 Dec. 2000

* Live coverage of these three space shuttle launches did air during the CBS News early-morning "overnight" newscast *Up to the Minute*, according to "CBS Air Control/Final Broadcast Irregularity Reports."

Sources: Derived from: "CBS News [TV] Space Log, 1957-1990'; "CTN Special Programs" logs for 1961-2003; CBS News press releases on space coverage; and related data. Figures may be slightly approximated in original documents consulted. Some broadcasts, especially short ones, may have been omitted. Space flight data from www.nasa.gov Web site, accessed on 11 November 2004.

TABLE 9.6

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE
Of USA Human Missions, 1961-2003
By Flight (2001-2003)

HUMAN MISSIONS	TOTAL DURATION SPECIAL BROADCASTS	FLIGHT DURATION	FLIGHT DATES
STS-98 *Atlantis* (2001)	None	12 days 21 hrs. 20 mins. 3 secs.	7-20 Feb. 2001
STS-102 *Discovery*	None	12 days 19 hrs. 49 mins. 33 secs.	8-21 Mar. 2001
STS-100 *Endeavour*	None	11 days 21 hrs. 30 mins.	19 April- 1 May 2001
STS-104 *Atlantis*	None	12 days 18 hrs. 35 mins. 56 secs.	12-24 July 2001
STS-105 *Discovery*	None	11 days 19 hrs. 12 mins. 44 secs.	10-22 Aug. 2001
STS-108 *Endeavour*	None	11 days 19 hrs. 35 mins. 42 secs.	5-17 Dec. 2001
STS-109 *Columbia* (2002)	None	10 days 22 hrs. 9 mins. 51 secs.	1-12 Mar. 2002
STS-110 *Atlantis*	None	10 days 19 hrs. 42 mins. 38 secs.	8-19 April 2002
STS-111 *Endeavour*	None	13 days 20 hrs. 34 mins. 52 secs.	5-19 June 2002
STS-112 *Atlantis*	None	10 days 19 hrs. 57 mins. 49 secs.	7-18 Oct. 2002
STS-113 *Endeavour*	None	13 days 18 hrs. 47 mins.25 secs.	23 Nov.- 7 Dec. 2002
STS-107 *Columbia* (2003)	8 hours 23 minutes	15 days 22 hrs. 21 mins. 21 secs.	16 Jan.- 1 Feb. 2003
STS-114 *Discovery*	None in 2003 or 2004 **		

* Excluding 3-1/2 hours of fully dedicated special editions of the *CBS Evening News with Dan Rather*, *CBS News Sunday Morning*, and *Face the Nation* on Saturday-Sunday 1-2 February 2003.

** As of 17 March 2005, post-*Columbia* return-to-space of space shuttles scheduled for sometime during 14 May 2005-3 June 2005.

Notes: All times both approximated and estimated (some rounding was done by CBS sources in base materials) and all figures exclude regular newscasts except as noted. Definite data are note yet in hand, but apparently virtually no special coverage devoted to human space missions aired after John H. Glenn's return to space aboard STS-95 in October-November 1998 and before the Columbia tragedy of 1 February 2003, excepting some gray-area segments of the overnight newscast "CBS News Up To The Minute."

Sources: Same as previous Table.

As an example of the quick cutbacks, the very next flight after STS-26, STS-27—yet another Pentagon-payload semi-"secret" shuttle flight of *Atlantis* (undertaken in apparent conflict with the 1958 National Aeronautics and Space Act's mandate for NASA to be a civilian, open agency)—received less than 22 minutes of launch coverage in a *Special Report* on Friday 2 December 1988 (0941-0942 EST). Reportedly, *Atlantis*'s crew deployed an advanced and costly spy satellite called Lacrosse, dedicated to surveillance of the Soviet Union and Eastern Europe 24-7. After four days in orbit, STS-27 received less than two minutes of live landing coverage early-on during the East Coast feed of the *CBS Evening News With Dan Rather*. (Please see Table 9.7.)

TABLE 9.7

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *ATLANTIS*," STS-27, DECEMBER 1988, LAUNCH

Executive Producer	Lane Venardos
Producer	Mark K. Kramer
Directors	Eric Shapiro (New York City) Jeff Kay (Kennedy Space Center FL)
Anchor	Dan Rather (NYC)
Astronaut Consultant	Michael Collins (NYC)
Correspondents	Bruce Hall (KSC) David Martin (Pentagon)
Senior Producers	Jack Kelly Steve Jacobs Terry Martin
Assistant Directors	Nora Gerard Terry Robinson
Writer	Paul Fischer

Sources: Internal file at CBS News Special Events Unit, and interviews.

1989's first shuttle flight received limited coverage. (Please see Table 9.8 and Table. 9.9.) Dan rather again handled the launchcast anchoring. However, Bob Schieffer, who became the post-Dan Rather "interim anchor" of the *CBS Evening News* on Thursday 10 March 2005, back in March 1989 was still amidst two-decade-long tenure as the regular Saturday *CBS Evening News* anchor, and was thus on hand in New York to anchor live coverage of that mission's Saturday-morning landing in California (0929-0939).

TABLE 9.8

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *DISCOVERY*," STS-29, MONDAY 13 MARCH 1989

Executive Producer	Lane Venardos
Senior Producers	Jack Kelly, Steve Jacobs
Producers	Mark K. Kramer (Kennedy Space Center FL/Johnson Space Center Houston TX) Tom Mattesky (KSC) Kelly Rickenbaker (KSC) Wayne Nelson (JSC) Clem Taylor (JSC)
Directors	Eric Shapiro (New York City) Jeff Kaye (KSC)
Anchor	Dan Rather (NYC)
Guests	Michael Collins (DC) (former astronaut) David Hilmers (KSC) (astronaut)
Correspondents	Peter Van Sant (KSC) Eric Engberg (KSC) David Dow (CA)
Newsroom Manager	Sharon Houston (KSC)
Editors	John Egger (KSC) Bob Greene (KSC) Marilyn Carruthers (JSC)
Anchor Producer	Terry Martin (NYC)
Guest Producer	Margery Baker
Videotape Producers	John Reade Carolyn Kresky (NYC) Anne Reingold (NYC)
Assistant Producer	Sarah Morton (JSC)
Assistant Directors	Nora Girard; Vickie Bensen (tape)
Production Supervisors	Kitzie Becker (KSC), George Miller (JSC)
Writer	Paul Fischer

Sources: Internal file at CBS News Special Events Unit, and interviews.

TABLE 9.9

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "RETURN OF *DISCOVERY*," STS-29, SATURDAY 18 MARCH 1989

Executive Producer	Steve Jacobs
Producer	Mark K. Kramer (Kennedy Space Center FL/ Johnson Space Center TX)
Director	Eric Shapiro
Anchor	Bob Schieffer (New York City)
Shuttle Consultant	David Hilmers (Edwards AFB CA) (astronaut)
Correspondents	David Dow (Edwards AFB CA) James Hattori (Houston—on standby)
Assistant Directors	Vickie Bensen Nancy Boland Tommy Simpson
Writer	Jerry Cipriano

Sources: Internal file at CBS News Special Events Unit, and interviews.

At times, the occurrence of another significant breaking news story appears to have helped garner more live coverage for some space events, with the right timing. Given that regular entertainment programming, say, is already being interrupted, it sometimes may be possible to shoehorn or twin a second subject into one *Special Report*. Take when the jury verdict of guilty arrived in the trial of U.S. Col. Oliver North, a central figure in the Reagan-Iran-contra scandal. A space shuttle launch, with the Venus-orbiting Magellan spacecraft aboard, was pending at about the same time, so the unrelated stories were combined. (Please see Table 9.10 and Table 9.11.)

TABLE 9.10

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *ATLANTIS*," STS-30 [WITH *MAGELLAN* VENUS ORBITER PROBE], THURSDAY 4 MAY 1989

Executive Producer	Lane Venardos
Senior Producer	Jack Kelly
Producers	Mark K. Kramer (Kennedy Space Center FL) Margery Baker (Johnson Space Center Houston TX)
Director	Eric Shapiro
Anchor	Dan Rather (New York City)
Shuttle Consultant (former astronaut)	Michael Collins (NYC)
Correspondents	Peter Van Sant (KSC) David Dow (JPL Pasadena CA)
Assistant Directors	Susan Bean; Jeff Kay (tape)
Writers	Paul Fischer, Paul Enger

Note: This launch broadcast (and a later update) both partially dealt with the verdict in the Oliver North trial, with reports contributed by Bob Schieffer, Lesley Stahl, Rita Braver, and Eric Engberg, all in DC.
Sources: Internal file at CBS News Special Events Unit, and interviews.

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TABLE 9.11

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "RETURN OF *ATLANTIS*," STS-30 [WITH *MAGELLAN* VENUS ORBITER PROBE], MONDAY 8 MAY 1989

Executive Producer	Lane Venardos
Director	Eric Shapiro
Anchor	Dan Rather (New York City)
Correspondent	David Dow (CA)
Assistant Directors	Vickie Benson Guya Paterson (tape)
Writer	Hugh Heckman
Production Supervisor	Tony Sturniolo

Sources: Internal file at CBS News Special Events Unit, and interviews.

Limited special coverage continued through the rest of 1989 and into early 1900. (Please see Table 9.12, Table 9.13, Table 9.14, Table 9.15, and Table 9.16.)

TABLE 9.12

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *COLUMBIA*," STS-28, TUESDAY 8 AUGUST 1989

Executive Producer	Lane Venardos
Senior Producer	Steve Jacobs
Producers	Mark K. Kramer (Kennedy Space Center FL) Margery Baker (Johnson Space Center Houston TX)
Director	Eric Shapiro
Anchor	Dan Rather (New York City)
Correspondent	Bruce Hall (KSC) James Hattori (JSC)
Reporter	Scott Pelley (KSC)
Anchor Producer	Terry Martin
Assistant Producer	Sarah Morton (JSC overnight)
Assistant Directors	Nancy Boland Terry Robinson (tape)
Writer	Paul Fischer

Sources: Internal file at CBS News Special Events Unit, and interviews.

TABLE 9.13

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *ATLANTIS*," STS-34 [DELAY AND LAUNCH ONLY], TUESDAY-WEDNESDAY 17-18 OCTOBER 1989

Executive Producer	Lane Venardos
Senior Producers	Steve Jacobs, Jack Kelly
Producers	Mark K. Kramer (KSC) Anne Reingold (KSC) Pat Olsen (KSC) Clem Taylor (JSC)
Directors	Hobart Lawson
Anchor	Dan Rather
Correspondents	Bruce Hall (KSC/JSC) James Hattori (JSC) David Dow (CA)
Reporters	Scott Pelley, Erin Hayes
News Manager	Sharon Houston (KSC)
Assistant Producer	Sarah Morton (JSC)
Assistant Directors	Gayle Barsky; Terri Robertson (tape)
Writers	Paul Fischer

Sources: Internal file at CBS News Special Events Unit, and interviews.

TABLE 9.14

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *DISCOVERY*," STS-33 [LAUNCH ONLY], WEDNESDAY 22 NOVEMBER 1989

Executive Producer	Lane Venardos
Producers	Mark K. Kramer (Kennedy Space Center FL) Kelly Rickenbaker (KSC) Clem Taylor (Johnson Space Center Houston TX)
Directors	*Not determined as yet* (New York City) Jeff Kaye (KSC)
Anchor	Dan Rather*
Correspondents	Bruce Hall (KSC/JSC) James Hattori (JSC)
News Manager	Sharon Houston (KSC)
Technical Supervisors	John Smith (KSC) Arne Jensen (JSC)

* Probable but not confirmed.

Sources: Internal file at CBS News Special Events Unit, and interviews.

TABLE 9.15

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *COLUMBIA*" STS-32, TUESDAY 9 JANUARY 1990, LAUNCH

Executive Producer	Lane Venardos
Senior Producers	Steve Jacobs, Jack Kelly
Producers	Mark K. Kramer (Kennedy Space Center FL) Kelly Rickenbaker (KSC) Mary Mapes (Johnson Space Center Houston TX) Clem Taylor (JSC)
Directors	Eric Shapiro (possibly in New York City) Ron Flaum (KSC)
Anchor	Harry Smith (NYC)
Correspondents	Bruce Hall (KSC/JSC) David Dow (JSC on standby)
Reporter	Scott Pelley (KSC/JSC)
Astronaut Consultant	Karol Bobko (JSC on standby)
Assistant Producer	Sarah Morton (JSC overnight)
Assistant Directors	Bernard Rosenberg (control room), Terry Robinson (tape)
Editors	John Egger (KSC), Walter Leiding (KSC), Len Raff (JSC), Marilyn Carruthers (JSC)
Technical Supervisor	John Smith

Sources: Internal file at CBS News Special Events Unit, and interviews.

TABLE 9.16
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *COLUMBIA*," STS-32, FRIDAY 12 JANUARY 1990, LDEF RETRIEVAL

Executive Producer	Lane Venardos Joe Peyronnin
Senior Producers	Steve Jacobs
Producers	Mark K. Kramer (Johnson Space Center Houston TX) Margery Baker John Reade Anne Reingold
Director	Eric Shapiro
Anchor	Charles Osgood (New York City)
Correspondent	Bruce Hall (JSC)
Astronaut Consultant	Karol Bobko (JSC)
Anchor Producer	Terry Martin (NYC)
Assistant Directors	Alysha Tanz; Terry Robinson (tape)
Writer	Jerry Cipriano

Sources: Internal file at CBS News Special Events Unit, and interviews.

That STS-36 flight proved to be the last actual space shuttle launch that the CBS News Special Events Unit covered live for more than eight years, until STS-95. However, when NASA attempted to launch the multiply-postponed next mission very early on Sunday 25 February 1990—and officials had to abort the countdown at T-minus 31 seconds because of a range safety computer malfunction—CBS News was on the air for almost 10 minutes, from 00:55:00 to 01:03:30 EST. But for reasons unknown, CBS News decided not to interrupt programming to televise the eventually successful launch attempt three days later at 0250 EST on Wednesday 28 February 1990. An historical footnote: in anchoring that launch-attempt broadcast, Jacqueline Adams apparently became the first woman and first African-American to anchor a substantial space-related *CBS News Special Report*. (Please see Table 9.17.)

TABLE 9.17
PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "THE FLIGHT OF *ATLANTIS*," STS-36, 25 FEBRUARY 1990 [launch abort only]

Executive Producer	Lane Venardos
Senior Producer	Jack Kelly
Producers	John Reade (New York City) Carolyn Kresky Mark K. Kramer (Kennedy Space center FL) Mary Mapes (Johnson Space Center Houston TX)
Director	Eric Shapiro (possibly in New York City)
Anchor	Jacqueline Adams (NYC)
Correspondents	Bruce Hall (JSC) Scott Pelley (JSC) (not seen on air)
Astronaut Consultant	Karol Bobko (JSC)
Anchor Producer	Margery Baker (NYC)
Editors	Bob Reingold Forest Burger
Production Supervisor	Jessica Frank
Assistant Producer	Sarah Morton
Assistant Directors	Ron Flaum Mark Farrington (tape)
Writer	*None* ("ad lib on and off the air")

Sources: Internal file at CBS News Special Events Unit, and interviews.

Even the high-profile Hubble Space Telescope deployment mission in late April 1990 and the dramatic Intelsat VI satellite rescue by three spacewalking astronauts in May 1992 received no special coverage. Indeed, with sporadic exceptions--two of them quite notable—available records indicate almost no space-related *Special Reports* aired during the 1990s through 2002. The major exceptions were these:

- For the first of five long EVAs to repair the bus-sized Hubble Space Telescope on STS-61, a *Special Report* "The Mission to Repair Hubble" was offered to CBS-TV stations commercial-free on Saturday-night/Sunday-morning 4-5 December 1993, from 2341 to 0600 EST. (As always, affiliated station clearance rates for

given network programs can be quite another matter—for example, WUSA-TV 9 in DC refused to carry that sustaining program, in favor of such tacky fare as "Star Search" and "Arsenio Hall," despite heavily promoting itself as "your news station" at the time.) Former CNN anchor and new CBS News Correspondent Sharyl Attkisson anchored the broadcast from the Johnson Space Center in Houston, assisted by CBS News space consultant William "Bill" Harwood, with a huge space shuttle orbiter mock-up visible behind them, and former shuttle astronaut Joe Allen on hand for added perspective. The broadcast also included an astronaut panel discussion moderated by Ms. Attkisson and pre-taped in front of the full-scale Lunar Module at DC's Smithsonian National Air and Space Museum. Former astronauts John H. Glenn, Edwin E. "Buzz" Aldrin, Charles "Pete" Conrad, Gerald P. Carr, and Mr. Allen, along with Mr. Harwood, talked about NASA's goals, budgets, and prospects, past, present, and future. (At 6 hours and 19 minutes, "The Mission To Repair Hubble" constituted the longest CBS News space telecast in more than 22 years, since Walter Cronkite anchored coverage of the second of Apollo 15's three moonwalk EVAs on Sunday 1 August 1971, from 0630 to 1500 EDT. The only longer spacecast since then was the STS-107 *Columbia* disaster coverage has) Ms. Attkisson also anchored significant coverage of STS-61's four later EVAs as part of *Up To the Minute*, an "overnight" news program she regularly anchored back then. Tom Bradford, Steve Ackerman, Mark K. Kramer, Chip Colley, and others were involved in production.

- In October 1998, the STS-95 mission returned Sen. Glenn to space and Mr. Rather to KSC, where he anchored a 68-minute, sponsored *Special Report* "John Glenn—Return to Space" on the launch, filled with historical and nostalgic perspective, including from former Mercury 7 astronaut L. Gordon Cooper (13:30:00-14:36:45 EST). (Earlier, Mr. Rather had delivered reports on CBS's morning news programs.) Meantime, Mr. Cronkite co-anchored with CNN space correspondent Miles O'Brien that cable network's much more extended coverage. On Saturday 7 November 1998, Paula Zahn anchored a quick three-minute, sustaining *CBS News Special Report* on the mission's Florida landing (12:02:30-12:05:06 EST), with nothing extra having aired since the launch broadcast. (Please see Table 9.18.)

TABLE 9.18

PRODUCTION CREDITS FOR CBS NEWS TELEVISED COVERAGE OF "JOHN GLENN—RETURN TO SPACE" [*COLUMBIA* STS-95], OCTOBER-NOVEMBER 1998

Executive Producer	Lane Venardos
Producers	Mark K. Kramer (KSC and NYC) Ward Sloane
Director	*Not Determined From Research*
Anchors	Launch: Dan Rather (KSC) Landing: Paula Zahn (NYC)
Astronaut Consultant	L. Gordon Cooper (KSC)
Medical Consultant	Dr. Bernadine Healy, M.D. (KSC)
Space Consultant	William Harwood
Correspondents	Sharyl Attkisson (KSC/JSC) Eric Engberg Cynthia Bowers
Production Manager	Jay Bleiweiss
Editors	Bob Green, Rob Blache
Scenic Designer	Victor Paganuzzi
Lighting Director	Lonnie Juli

Sources: Internal file at CBS News Special Events Unit, and interviews.

After the STS-95 revival spike, special space coverage again essentially disappeared.

But on Saturday 1 February 2003, returning from a successful 16-day round-the-clock science experiment flight, the STS-107 *Columbia* disintegrated over Texas during its Florida-bound reentry, killing all seven crew members: Rick D. Husband, William "Willie" McCool, Michael Anderson, Kalpana Chawla, Dr. David M. Brown, M.D., Dr. Laurel Clark, M.D., and Ilan Ramon, the first Israeli astronaut. It was the 28th flight of *Columbia* since its STS-1 debut almost 22 years earlier, the 113th shuttle flight, and the 144th U.S.–launched human space mission Neither CBS News nor either of the other major broadcast networks had covered the launch live, nor any other part of the flight. None were covering the landing. (CNN had covered the STS-107 launch live and was intending to cover the landing live as well, as per its dependable custom, though devoting much less airtime than to many similar past occasions.)

As recounted in the 2004 book *Comm Check*:

> At the CBS News bureau a mile [1.6 km] from the shuttle runway, William Harwood was putting the finishing touches on a post-mission wrap-up story he planned to post to the network's website within minutes of Columbia's touchdown. As always on landing day, Harwood was in the bureau's second-floor television studio, wired up and prepared to go on the air in the event of a disaster. But CBS had no plans to interrupt its Saturday morning news show for an uneventful landing and Harwood, a veteran of 107 of the 113 shuttle missions to date, did not expect any problems….
>
> One of his two earpieces was plugged into a network audio loop in New York while the other was plugged into NASA's Mission Control circuit..[131]

After *Columbia* went missing and off the radar over Texas during reentry, while supposedly headed for a Florida touchdown, CBS News broke in with a sustaining *Special Report* from 09:15:14 to 15:58:26 EST, initially anchored by the *Saturday Early Show*'s co-anchors Russ Mitchell and Gretchen Carlson, but joined a little more than one hour later by Dan

Rather. CBS News Space Consultant William Harwood at the CBS News KSC building played a crucial central role—just 10 minutes into the coverage, he even correctly speculated on what proved eventually to be the accident's main cause (insulation foam pieces that broke off and damaged the orbiter's left leading edge during ascent). After 6 hours, 34 minutes, and 12 seconds of coverage, the CBS Television Network controversially switched to a golf tournament (the PGA Bob Hope Chrysler Classic), after having preempting a college basketball game, Louisville at Indiana. Three short shuttle-focused *CBS News Updates* anchored by Mr. Rather in New York aired in late afternoon that Saturday (from 16:30:37 to 16:32:07, from 17:05:34 to 17:06:40, and from 17:30:00 to 17:30:55). But unlike with STS-51L almost exactly 17 years earlier, no prime-time *Special Report* aired. On that Sunday, Mr. Rather in New York anchored six more shuttle-related *CBS News Updates*—amid college basketball and more golf—at about 1330-1332, 1435-1436, 1530-1531, 1630-1631, and 1732-1733 EST. Mr. Rather took over the Saturday and Sunday *CBS Evening News* broadcasts, both of which were entirely devoted to STS-107, as were virtually all of *Sunday Morning* and *Face the Nation*, and part of *60 Minutes*. Two days later, the *Columbia* memorial service at NASA's Johnson Space Center did receive almost 90 commercial-free minutes of coverage, from 12:30:00 to 13:58:41 EST (instead of just 60 minutes for *Challenger*'s crew memorial) on Tuesday 4 February 2003, again anchored by Mr. Rather, on the scene in Houston.[132] (Please see Table 9.19 and Table 9.20.)

TABLE 9.19

PRODUCTION CREDITS FOR *CBS NEWS SPECIAL REPORTS* ON *COLUMBIA* DISASTER STS-107, SATURDAY-SUNDAY 1-2 FEBRUARY 2003

Executive Producer	Al Ortiz
Producers	Mark K. Kramer (NYC, KSC, JSC)* Dan Dubno Carol Gillesberg Mark Sturchio
Director	Eric Shapiro
Assistant Director	Pat McBrearty
Anchors	Russ Mitchell (New York City) Gretchen Carlson (NYC) Dan Rather (JIP) (NYC)
Anchor Producer	John Reade
Space Consultant	William Harwood
Assistant Directors	Ken Einhorn (Sat.); Bob Rooney (Sun.)
Writer	Paul Fischer
Unit Manager	Howard Brenner
Production Assistant	Erin Hiner
Production Managers	Jay Fishkin Jay Bleiweiss

* During course of STS-107's aftermath, including the JSC memorial service.

Source: "Network Interrupts 2003," internal binder at CBS News Special Events Unit, and interviews.

TABLE 9.20
PRODUCTION CREDITS FOR *CBS NEWS SPECIAL REPORT*:
"A FAREWELL TO *COLUMBIA*,"
STS-107, TUESDAY 4 FEBRUARY 2003

Executive Producer	Al Ortiz
Senior Producer	Richard "Dick" Jefferson
Producers	zMark K. Kramer (Johnson Space Center Houston TX)z Dan Dubno Mark Sturchio Carol Gillesberg
Director	Eric Shapiro
Anchor	Dan Rather (JSC)
Correspondents	Bob Orr John Blackstone Bill Whitaker Andrew Cowen John Roberts
Space Consultant	Bill Harwood
Anchor Producer	John Reade
Assistant Director	Ken Einhorn
Writer	Jerry Cipriano
Production Assistants	Erin Hiner; Jill Baker
Production Managers/ Unit Managers	Jay Bleiweiss Jay Fishkin

Source: "Network Interrupts 2003," internal binder at CBS News Special Events Unit, and interviews.

Literally on the day after the memorial service, news attention shifted fast and overwhelmingly to what turned out to be the final ramp-up to Persian Gulf War 3 and the ensuing undeclared war on Iraq, leaving the *Columbia* aftermath, investigation, and return-to-flight process stories quite neglected. No further special coverage of STS-107 aired, including of the public hearings held by the *Columbia* Accident Investigation Board (CAIB) or of the news conferences held by CAIB and NASA on Tuesday 26 August 2003, the day the main volume of the final report was issued in DC, followed by a news conference, and still later NASA Administrator Sean O'Keefe's reaction to the report.

Chapter 10: CBS News Televised Special Events Space Coverage: Robotic Missions

To borrow a familiar song lyric from Frank Sinatra, who was extremely popular in 1966, for space coverage in general and robotic mission coverage in particular, "it was a *very* good year." Actually, has proven to be the all-time best to date through 2003, setting a record likely to stand, at least for broadcast television networks. For, with a few glorious exceptions, robotic missions—like comedian Rodney Dangerfield—"don't get no respect," or at least not much special airtime. (Please see Table 10.1 and Table 10.2.)

TABLE 10.1

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE OF U.S. "UNMANNED" MISSIONS FROM 1957 TO 1976

By Year

YEAR	SPECIAL BROADCASTS DURATION
1957	0 hours 30 minutes +
1958	2 hours 51 minutes
1959	0 hours 2 minutes
1960	None
1961	0 hours 32 minutes
1962	0 hours 1 minute
1963	None
1964	1 hour 11 minutes
1965	5 hours 52 minutes
1966	7 hours 7 minutes
1967	0 hours 4 minutes
1968	None
1969	0 hours 30 minutes (approx.)
1970	None
1971	None
1972	None
1973	None
1974	None
1975	None
1976	0 hours 22 minutes

+ This figure seems improbably low as it counts only a single half-hour special two days after the Soviets launched Sputnik 1, an event of worldwide momentous impact. It also excludes Vanguard 1 launch failure coverage related in Harry Reasoner's memoirs.

Sources: Derived from "CBS News [TV] Space Log, 1957-1990," from CBS Program Information, New York City; CBS News space coverage press releases; and other related data Figures may be slightly approximated in original documents consulted.
Some broadcasts, especially short ones, may have been omitted.
Note: No coverage indicated for years 1960, 1963, 1968, 1970, 1971, 1972, 1973, 1974, 1975, or in 1977 or later through 2003, though the overnight broadcasts *CBS News Nightwatch* in the early 1980s and *CBS News Up To The Minute* since 1992 have provided some such coverage on occasion, but no specific data was available

TABLE 10.2

CBS NEWS TELEVISED SPECIAL EVENTS SPACE COVERAGE OF "UNMANNED" MISSIONS FROM 1957 TO 1976

By Project/Mission (Selected Examples)

PROJECT/MISSION (TARGET)	MONTH(S)/YEAR SPECIAL BROADCASTS AIRED	TOTAL DURATION (APPROX.)
Explorer 1(Earth)	February 1958	35 minutes
Pioneer 1 (Earth's Moon)	October 1958	1 hour 33 minutes
Ranger 3 (Earth's Moon)	January 1962	Less than 1 minute
Ranger 7 (Earth's Moon)	August 1964	58 minutes
Ranger 8 (Earth's Moon)	February 1965	1 hour 54 minutes
Ranger 9 (Earth's Moon)	March 1965	31 minutes
Surveyor 1 (Earth's Moon)	May-June 1966	5 hours 9 minutes
Surveyor 3 (Earth's Moon)	April 1967	3 minutes
Surveyor 6 (Earth's Moon)	November 1967	1 minute
Lunar Orbiter 1 (Earth's Moon)	August 1966	12 minutes
Mariner 4 (Mars)	July 1965	1 hour 56 minutes
Mariner 6 (Mars)	July-August 1969	45 minutes (approx.)
Viking 1 Lander (Mars)	July 1976	22 minutes

Sources: Derived from "CBS News [TV] Space Log, 1957-1990," from CBS Program Information, New York City; CBS News space coverage press releases; and other related data. Excludes documentaries and public affairs telecasts.

Earth's Moon

The closest celestial orb to Earth received the most attention by far vis-à-vis robotic probes, dating back to 1958, as noted. Project Ranger, Project Surveyor, and Project Lunar Orbiter all also received some coverage. For example, on Wednesday 24 March 1965, Ranger 9 transmitted back to Earth the first live close-up television pictures of Earth's Moon. Dave Dugan reported from the NASA-CalTech Jet Propulsion Laboratory in Pasadena CA for a *Special Report* from 0845-0915 EST, with Ranger 9's intentional impact-crash at 0908 EST at more than 9,600 kilometers per hour (about 6,000 miles per hour). Sam Zelman served as the producer. (Before Ranger 9, Moon pictures from earlier probes were only able to be released after a lag of several hours. But for Ranger 9, JPL debuted a special converted to greatly hasten the process.)

But the best-covered mission by far was Surveyor 1, which at least eight special broadcasts devoted to the first successful soft landing on the Moon—despite or maybe synergistically benefiting from overlapping with the Gemini 9 human mission.

On Monday 30 May 1966, Surveyor 1's launch was accorded live coverage in a *Special Report*. Progress updates also aired as Surveyor traveled toward the Moon. The actual landing in the Ocean of Storms received a two-hour, pre-dawn *Special Report* (0200-0400 EDT), anchored by George E. Herman at the NASA-CalTech Jet Propulsion Laboratory (JPL) in Pasadena CA, followed a bit later by a one-hour *Special Report* (0800-0900 EDT), as the Jet Propulsion Lab–run craft's science team kept taking, transmitting, processing, and releasing more and more pictures. Another NASA news conference aired on Thursday 16 June 1966 (1400-1432 EDT).

Capping it all off was an unusual *Special Report* anchored by Charles. Kuralt from that recreated moonscape set out at CBS Television City in Hollywood, "Two Weeks on the Moon"

on Sunday 19 June 1966 (1800-1900 EDT). Perhaps fittingly for such a futuristic seeing endeavor, the program preempted the *Twentieth Century* public affairs series.

Here is part of Mr. Kuralt's poetic opening delivered from the lunarscape replicated from some of Surveyor 1's deluge of 10,000-plus photographs:

> Our imagination reached to the Moon before our rockets did. Down the ages we have started at it, worshipped it even…
>
> *This* is the Moon, not as we imagine it but as it is, 625 square feet of it, which we have constructed with painstaking accuracy, down to rocks and pebbles even, and craters just where they are and just the size and shape and color they are. And there in the distance low mountains, just as they would appear to you, if you were standing in the Moon. And there, hanging in the black distance of space, the Earth.
>
> We were able to construct this moonscape, of course, because of this ungainly product of the genius of man, Surveyor 1, which stands lightly on the Moon in just the position it stands here.[133]

In its way, for the NASA lunar scientists and CBS News staffers, Surveyor 1 provided a miniature dress rehearsal for Apollo Moon voyages then still years ahead.[134] (Please see Table 10.3, Table 10.4, and Table 10.5.)

TABLE 10.3

CBS NEWS TELEVISED SPECIAL COVERAGE OF SURVEYOR 1, MAY-JUNE 1966

Monday 30 May 1966	*CBS News Special Report* "Week in Space' [Gemini 9 and Surveyor 1] Surveyor 1 Launch 1030-1100 EDT
Wednesday 1 June 1966	*CBS News Bulletins* 2100-2101 2200-2201 *CBS News Special Report* "Week in Space" 2300-2305
Thursday 2 June 1966	*CBS News Special Report* "Week in Space" 0200-0400 [Surveyor 1 soft Moon landing] 0800-0900
Thursday 16 June 1966	*CBS News Special Report* [Surveyor 1 news conference] 1400-1432
Sunday 19 June 1966	*CBS News Special Report* "Two Weeks on the Moon" 1800-1900

Sources: "CBS News [TV] Space Log"; CBS News press releases.

TABLE 10.4

PRODUCTION CREDITS FOR *CBS NEWS SPECIAL REPORTS* SURVEYOR 1 MOON LANDING, THURSDAY 2 JUNE 1966

Producer	Robert J. Wussler
Directors	Joel Banow Robert "Bob" Quinn
Anchor	George E. Herman (Jet Propulsion Laboratory [JPL] Pasadena CA)
Associate Producers	Jeff Gralnick Clarence "Red" Cross Joan F. Richman
Remote Producers	Sam Zelman Alan Jarlson
Guest Experts	Harold C. Urey (JPL) Kenneth Franklin (NYC)

Sources: CBS News press releases from June 1966, and interviews.

TABLE 10.5
PRODUCTION CREDITS FOR *CBS NEWS SPECIAL REPORT*
"TWO WEEKS ON THE MOON" SUNDAY 19 JUNE 1966

Producers	Robert J. Wussler Sam Zelman
Director	Joel Banow
Anchors	Charles Kuralt (Los Angeles CBS Television City) George E. Herman (New York City)
Guest Experts	Thomas Gold (NYC) Eugene Shoemaker Leon Jaffe (JPL) William H. Pickering (JPL)
Art Director/Scenic Designer	Hugh Raisky

Note: Joan F. Richman was also involved, apparently as an associate producer.

Sources: CBS News press releases from June 1966, and interviews.

The Planet Mars

Humanity has been fascinated with the Red Planet since ancient times. It has appeared extensively in popular culture, including novels, comic books, radio drama, science-fiction films, and television dramas. It is the most Earth-like other known planet, though much colder. And it has been the destination for more than 40 successful and failed flybys, orbiters, landers, and rovers launched by the United States, the Soviet Union/Russia, Japan, and Europe, between 1960 and 2003. Nonetheless, Mars has fared even less well than Earth's Moon in terms of special television coverage of robotic missions.

Mariner 4 in 1965 and Mariners 6 and 7 in 1969 and Vikings 1 and 2 (two orbiters and two landers) in 1975-1976-plus received decreasing amounts of special coverage. As Charles Kuralt later did with Surveyor 1's soft-landing on the Moon, he had also anchored some coverage of the Mariner 4 first-ever Mars flyby. (Please see Table 10.6 and Table 10.7.)

TABLE 10.6
"CTN SPECIAL PROGRAMS": MARINER 4 MARS FLYBY, JULY 1965

Sun. 11 July 1965	*CBS News Special Report* "Mission to Mars: The Search for Life" 1830-1900 EDT
Wed. 14 July 1965	*CBS News Bulletin* Mariner 4 Progress 1057-1059
Fri. 16 July 1965	*CBS News Special Report* "Mariner IV First Space Photos" 0002-0056
Thu. 29 July 1965	*CBS News Special Report* Lyndon B. Johnson's Speech on Mariner Photos and Awards 1030-1100 [LBJ at NASA HQ in DC]

Note: All times EDT.
Sources: "CTN Special Programs" logs at CBS News Reference Library and "CBS News [TV] Space Log, 1957-1990."

TABLE 10.7
CBS NEWS SPECIAL REPORT:
"MISSION TO MARS: THE SEARCH FOR LIFE"
[MARINER 4 MARS], SUNDAY 11 JULY 1965 (1830-1900 EDT)

Executive Producer	Leslie Midgley
Producer	Stephen White
Associate Producers	Bernard Birnbaum, Jane Bartels
Anchor/Reporter	Charles Kuralt

Sources: "Mariner IV's Encounter with Mars to be Previewed in *CBS News Special Report* Sunday, July 11," CBS News press release, 2 July 1965, and "CBS News [TV] Space Log, 1957-1990."

Mariners 6 and 7 accomplished more advanced Mars flybys in mid-summer 1969, just after the Apollo 11 flight. CBS News Correspondent Bill Stout reported from Pasadena CA's NASA-CalTech Jet Propulsion Laboratory (JPL) in *Special Reports* as black-and-white television still images were released to the press and public. (Please see Table 10.8.)

TABLE 10.8
"CTN SPECIAL PROGRAMS": MARINER 6/7 MARS FLYBYS, JULY-AUGUST 1969

Tue. 29 July 1969	*CBS News Special* Mariner 6 to Mars • 2330-0000 EDT
Wed. 30 July 1969	*CBS News Special* "The President [Nixon] in Vietnam"/"A Closeup of Mars" • 2330-0000 [anchored by Charles Collingwood, apparently from New York; about the first 5 minutes dealt with Mars]
Thu. 31 July 1969	*CBS News Special Report* "Two Views from Space—Mariner and Apollo Films" [Mariner 6 of Mars (about 3 mins.) and Apollo 11 of Earth's Moon (about 9 mins.)] • 2100-2112
Tue. 5 Aug. 1969	*CBS News Special Report* "A Closeup of Mars" • 2200-2205

Note: All times EDT. .
Sources: "CTN Special Programs" logs at CBS News Reference Library and "CBS News [TV] Space Log, 1957-1990"

Yet just two years later, Mariner 9, which became the first spacecraft to orbit another planet, Mars, on Saturday 13 November 1971, received no special coverage at all. However, then-associate producer Mark K. Kramer did make his first-ever trip to JPL for the occasion. Plans and arrangements had been made for a special Mariner 9 segment of *60 Minutes* that the next night, including an interview with planetary astronomer Carl Sagan. But the planet-wide dust storm that obscured the initial months of Mariner 9's observations prompted cancellation of the segment.[135]

On the American Declaration of Independence Bicentennial of Sunday 4 July 1976, Viking 1's lander was due to make a first-ever soft touchdown on the Red Planet. But mission scientists decided to delay the landing by 16 days, so the event wound up falling on an even more famous date, 20 July, the seventh anniversary of the Apollo 11 Moon landing. (Please see Table 10.8.) Two short *Special Reports* interrupted *Captain Kangaroo*, with Correspondent

Terry Drinkwater reporting from JPL, which supervised the mission. (Please see Table 10.9.) Almost two months later, the Viking 2 Lander's also-delayed Mars touchdown received some live coverage on the *CBS Evening News with Walter Cronkite*, but no *Special Reports*, though tentative plans had been made, announced, and published about such coverage.

TABLE 10.9

"CTN SPECIAL PROGRAMS": VIKING I MARS LANDING, JULY 1976

Tuesday 20 July 1976	*CBS News Special Reports* "The Landing on Mars" • 0809-0814 EDT • 0847-0858 (sustaining) • 0922-0928 [including congratulations from U.S. President Gerald R. Ford]

Notes: All times EDT and all broadcasts aired as *CBS News Special Reports*.
Sources: "CTN Special Programs" logs at CBS News Reference Library and "CBS News [TV] Space Log, 1957-1990."

The last operational Viking spacecraft—the Viking 1 Lander—went silent in November 1982, but no Viking-related special coverage had apparently aired since the initial touchdown day in July 1976.

Post-Viking Mars exploration lapsed for almost two decades because of stingy appropriations to NASA and other factors. But even NASA's Mars pathfinder/Sojourner rover mission, which landed on Mars on Friday 4 July 1997 (the day Charles Kuralt died), received no special coverage.

Unfortunately, nor did the dozens of intrepid spacecraft that made historic flybys of the planets Venus, Mercury, Jupiter, Saturn, Uranus, and Neptune, as well as of several asteroids and comets, garner Special Events coverage.[136] Neither did other spacecraft that orbited Mars, Venus, Jupiter, and Saturn. Nor did the spacecraft that landed on the asteroid Eros in February 2000 and

Saturn's huge moon Titan in January 2005. Nor did post-Apollo robotic missions sent back to Earth's Moon after a long interregnum.[137]

However, in addition to the Special Events broadcasts previously described, a few other space-related subjects garnered special coverage over the decades. For example, CBS News devoted programs to major solar eclipses visible from the United States (including Minnesota) on Wednesday 30 June 1954 (an added early-half-hour to *The Morning Show* at 0630 ET), from Canada on Saturday 20 July 1963 (a half-hour *CBS News Extra* anchored by Douglas Edwards in New York at 1800-1830 ET), and from Mexico and the U.S. Eastern Seaboard on Saturday 7 March 1970 (as a one-hour *CBS News Special Report* "Earth in the Shadow of the Moon—The Solar Eclipse," anchored by the versatile and eloquent Mr. Kuralt in New York at 1300-1400 EST).[138] The February 1979 solar eclipse in the U.S. Pacific Northwest was only covered by ABC News (for a late-morning half-hour at 1100-1130 EST), in part prompted by former CBS News space producer Jeff Gralnick, who had by then switched networks.

In addition, some early Soviet human and robotic missions received limited special coverage. Several American and Soviet space animal launches received very brief, bulletin-style special coverage, too. So did several American rocket test launches, including these examples:

- On Friday 27 October 1961, from 1100 to 1116 ET, a *Special Report* covered a successful Saturn Project test launching at 1106 ET from Cape Canaveral FL. Two brief news reports at 1005 and 1020 had announced the countdown status. Walter Cronkite reported from the Cape.
- On Wednesday 29 January 1964, Mike Wallace in New York anchored *CBS News Special Reports* on "The Launch of the Saturn" (1121-1130 and 1136-1140 EST), with Correspondent Charles von Fremd reporting from post-assassination re-

named Cape Kennedy FL.[139] Robert J. Wussler, also at the Cape, produced both the pool and CBS News coverage. After its 1125 EST liftoff, the engineering test flight of an advanced Saturn 1 rocket successfully achieved orbit. In between, an onboard camera transmitted close-up pictures of the rocket's first and second stages separating, and a long-range ground tracking camera provided a further-away perspective.[140]

- On Tuesday 16 February 1965, the Saturn rocket/Pegasus ultra-heavy satellite launch from Cape Kennedy FL was covered in three *CBS News Special Reports* delivered by Correspondent Charles von Fremd on the scene (for one minute each at 0827 and 0902, and then the launchcast itself from 0932 to 1000 EST). New camera technology yielded the steadiest-ever live launch pictures, on-board television pictures were beamed back and aired during the ascent, Boston University's "BU-scope" long-range camera tracked the rocket, and other shots showed the NASA controllers inside "Saturn Control." Robert J. Wussler produced and Robert Quinn directed.
- On Thursday 17 June 1965, two *CBS News Special Reports* covered attempts to launch the huge new Titan 3C rocket from Cape Kennedy FL (1313-1329 and 1426-1448 EDT). Another *CBS News Special Report* the next day, with Correspondent Charles von Fremd once again reporting from Cape Canaveral FL, covered the actual successful test-flight launch (0956-1007 EDT). The Titan 3C was intended, among other uses, to loft the U.S. military's planned Manned Orbiting Laboratory, which was cancelled in mid-1969 before ever getting into orbit. (The next day, Charles von Fremd live at the Cape and Bill Stout on tape

from NASA'CalTech's Jet Propulsion Laboratory (JPL) in Pasadena CA reported on the Ranger 8 lunar probe launch and mission (1200-1225 EST).

- On Saturday 26 February 1966, a quartet of "Apollo Launch" *Special Reports* anchored by Walter Cronkite covered "the dramatic on-again, off-again, on-again launch" to test an unpiloted Apollo mooncraft and Saturn 1B rocket (0853-0944, 1017-1029, 1045-1047, 1055-1129 EST).[141]

In addition, the debuts of the transatlantic communications satellites (comsats) Telstar in July 1962 and Early Bird in May 1965 received considerable special coverage. Some of it was carried simultaneously on all three major American television networks, with collaborative arrangements also made with European broadcast journalists.

Chapter 11: CBS News Televised Space Coverage: Documentary and Public Affairs Broadcasts

Outside the realm of Special Events coverage, the genres of documentary and public affairs news broadcasts also dealt with space exploration from time to time, especially in 1950s and the 1960s. Here is a rundown of examples.

CBS Reports

Born in the aftermath of the rigged-quiz-show scandals of the late 1950s—and in part as a redemptive attempt by CBS officials—the high-quality documentary series *CBS Reports* featured as its musical signature the Aaron Copeland's stirring ballet score "Appalachian Spring" and it tackled in stirring depth a variety of tough, off beat, and important subjects. Over the decades, some of its installments became highly controversial, from "Harvest of Shame" about the plight of US migrant farm workers (November 1960) to "The Silent Spring of Rachel Carson" about the health and environmental dangers of toxic chemical pesticides (April 1963) and from "The Selling of the Pentagon" about US military public relations chicanery (February 1971) to "The Guns of Autumn" about the violent hunter subculture in Michigan (September 1975). While the series could in theory still be revived someday, no *CBS Reports* aired in the eight years after CBS broadcast "Inside the Jury Room" in April 1997.

Only nine *CBS Rep*orts programs of more than 200 aired during its 38-year run dealt with space wholly or significantly, but among those select few was the hour-long debut program, "Biography of a Missile." (Please see Table 11.1.) Narrated and reported by legendary broadcast journalist Edward R. Murrow, executive produced by his frequent collaborator Fred W. Friendly, produced by Palmer Williams (later a *60 Minutes* mainstay), and edited by Mr. Murrow and Mr.

Friendly, the compelling program aired in prime time on Tuesday 27 October 1959. It featured interviews with rocket pioneer Wernher von Braun, space scientists William H. Pickering, Kurt H. Debus, and James A. Van Allen, and others, talking about their "Project Sixteen," a U.S. effort costing $5 million [2003: $31.6 million] to rocket a scientific satellite into Earth orbit. On Thursday 16 July 1959, both missile and satellite were exploded by a range-safety officer in the blockhouse immediately after ignition. But on Tuesday 13 October 1959, the sequel, "Project Sixteen A," made it into Earth orbit to become Explorer 7.[142]

Mr. Murrow's recorded introduction to the program went like this:

> I'm standing on a launching pad at Cape Canaveral. Behind me is a Juno II missile—a modified Jupiter. Sometime tomorrow, come rain or shine, this missile will attempt to loft a satellite [the U.S. Army's Explorer 7] weighing more than 90 pounds, and put it into orbit. We've been living with this missile for several months. …At the time this is being recorded, we still don't know [if it will succeed]. They make this missile and we report its biography. But from the beginning, it has been understood that win, lose, or draw, it would be broadcast on *CBS Reports*…[143]

A bit more than two months later, Mr. Murrow, Jack Beck, and Howard K. Smith reported for *CBS Reports*: "The Space Lag," the fourth program in the series. It was an hour-long self-described "post-mortem" attempt to discover "what went wrong and what went well"—adopting a decidedly Amero-centric perspective—regarding the Soviet Union's early lead in the Space Race with the United States. Near the program's beginning, Mr. Smith spoke frankly: "Let it be stated at the outset that this program is not meant to be entertainment. It is a serious report on how a democracy makes decisions in the space age. Much of it is complicated, and some of it is upsetting. We do not have the ability or the desire to make the program otherwise than what it is, nor are we persuaded that the public needs to have its television gimmicked-up or watered-down to make it easy viewing." [144]

Amid 1960 U.S. presidential campaign talk about a "missile gap," Mr. Murrow in October reported for *CBS Reports*: "The Year of the Polaris," which emphasized the military aspects and prospects of rocketry and missiles.

Just 15 days after Soviet cosmonaut Yuri A. Gagarin became the first human in space and in Earth orbit, aboard Vostok 1 on Wednesday 12 April 1961, Mr. Smith reported for an especially excellent *CBS Reports* produced by Jack Beck: "Why Man in Space?" Experts tapped to discuss the prospects for human and robotic exploration of space, whether life exists on Mars or elsewhere beyond Earth, and other topics included astronomers Fred Hoyle and (a very young) Carl Sagan, astronaut John H. Glenn, space physician James N. Waggoner, M.D., Jet Propulsion Lab scientist Albert Hibbs, CalTech geochemist Harrison Brown, and Nobel laureate in chemistry Harold C. Urey.[145]

Shortly before Christmas 1962, space scientists received an early holiday present, as the U.S. Mariner 2 spacecraft achieved the first-ever planetary encounter, a flyby of the cloud-enshrouded planet Venus. *CBS Reports*: "109 Days to Venus" was reported by Walter Cronkite and Alexander Kendrick, executive produced by Fred W. Friendly, and produced by Jack Beck.

On a lighter note, in May 1966, Mr. Cronkite narrated *CBS Reports*: "UFOs: Friend, Foe, or Fantasy?" about the "great Flying Saucer Mystery of 1966." As he cogently noted: "Reports of flying saucers are nothing new. From the beginning of recorded time, men have been seeing unexplainable things in the sky. And there's no reason to doubt they saw something. The question is: was what they saw really there? And what was it they really saw?" Generally, lenticular clouds, sun dogs, planets, balloons, planets, mirages, and other scientific explanations can provide the answers, he said.[146]

More than eight years later, for the Apollo 11 fifth anniversary in July 1974, Mr. Cronkite hosted *CBS Reports*: “Space: A Report to the Stockholders,” with the title referring to the American taxpayers who financed the space program.

On New Year’s Day 1981, a bit more than three months before space shuttle mission STS-1 launched, veteran space correspondent and anchor Morton Dean hosted *CBS Reports* “Space Shuttle: $14 Billion Question Mark,” a critical examination of the years-delayed, much-over-budget program.

More than 13-1/2 years later, for the Apollo 11 25th anniversary in July 1994, the unlikely choice of Connie Chung—who had seldom covered space and was midway through her ill-starred May 1993-May 1995 co-anchorship with Dan Rather of the weeknight *CBS Evening News*—hosted *CBS Reports*: “Last Frontier or Lost Frontier?,” an updated critical look at the past, present, and prospective future of space exploration.

TABLE 11.1

CBS NEWS *CBS REPORTS* DOCUMENTARIES ON SPACE EXPLORATION TELEVISED FROM 1959 TO 1994

DATE AIRED	PROGRAM TITLE	ANCHOR(S)/REPORTER(S)
Tue. 27 Oct. 1959	"Biography of a Missile"	Edward R. Murrow
Wed. 6 Jan. 1960	"The Space Lag: Can Democracy Compete?"	Edward R. Murrow, Howard K. Smith, Jack Beck
Thu. 27 Apr. 1961	"Why Man in Space?"	Howard K. Smith
Wed. 12 Dec. 1962	"109 Days to Venus"	Walter Cronkite, Alexander Kendrick
Tue. 10 May 1966	"UFO: Friend, Foe, or Fantasy?"	Walter Cronkite, Bill Stout, Frank Kearns
Tue. 16 May 1972	"Where We Stand"	Charles Collingwood, Robert Schakne
Mon. 22 July 1974	"Space: A Report to the Stockholders"	Walter Cronkite
Thu. 1 Jan. 1981	"Space Shuttle: The $14 Billion Question Mark"	Morton Dean
Thu. 14 July 1994	"Space: Last Frontier or Lost Frontier?"	Connie Chung

Sources: *Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1955-1979*; *Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1980-1989*; and CBS News Reference Library-New York City files on and transcripts of *CBS Reports*.

Note: All broadcasts were one-hour long and aired in prime time, 2200-2300 ET, except for the 1974 program, which aired 2209-2309 ET, delayed briefly because of an earlier live *CBS News Special Report* related to the Watergate scandal and possible Nixon impeachment.

CBS News Specials

On occasion, the boundaries become a bit blurry. But programs designated as *CBS News Specials*—as distinguished from *CBS News Special Reports*, which generally covered live scheduled or breaking important news events, and *CBS Reports*, which typically were extensively produced investigative-type documentaries—were a pre-produced potpourri that included year-in-pictures-style "A Television Album" annual reviews done for certain years.

Those late-December programs in 1963, 1964, and 1973, hosted variously by Charles Collingwood and John Hart, included some space exploration highlights from the years then ending. Space developments also received some mention in two other differing-format, year-ender programs, "CBS News 1965" and "CBS News 1966."

For Apollo 11's 20th anniversary in July 1989, Dan Rather and Charles Kuralt co-hosted a two-hour-long *CBS News Special* titled "The Moon Above, The Earth Below," aired on Thursday 13 July 1989. The prime-time program blended films [*sic*] of what various ordinary American folks were doing back on Earth with footage of what the far-away Apollo 11 explorers were doing during those mid-July days.[147]

About the time Mr. Cronkite was finally working on his autobiographical memoirs, he hosted a Thursday 23 May 1996 prime-time, two-hour *CBS News Special* called "Cronkite Remembers" that included short vintage space coverage excerpts, including of a news broadcast he anchored about an early U.S. satellite being readied for launch. Demonstrating the unflappability and sense of humor that served him so well in anchoring extended coverage of space missions and other special events, he said in the clip: "This is the Explorer as it is being moved to the gantry. Unfortunately, however, the film seems to be upside down…One hour ago the Explorer was—there's our film now of the preparations, right side up. Fortunately, the Explorer went up right side up, and we're going to see it that way."

Eyewitness to History/Eyewitness

Somewhat as the ABC News series *Nightlin*e in March 1980 grew out of *America Held Hostage* news specials about the first five months of the 1979-1981 Iran- U.S. hostage crisis, the half-hour Friday-evening series *Eyewitness to History* stemmed from a series of instant news specials about Soviet Premier Nikita Khrushchev's September 1959 visit to the United Nations

and the United States. Over its run, the program was hosted in turn by Walter Cronkite, then Charles Kuralt, and finally Charles Collingwood. The weekly series—focusing on one major story in-depth, "the one everyone is talking about" as CBS News promoted it—was unfortunately cancelled as a trade-off when the *CBS Evening News* expanded from 15 to 30 minutes on Labor Day 1963. In 1961 and 1962, *Eyewitness to History* and its shortened-title sequel *Eyewitness* dealt with space topics 10 times. Programs were often based on fast-breaking news, and when necessary they could be put together by executive producer Mr. Leslie Midgely, producer John Sharnik, and their small team in just one or two days, or if necessary even a few hours. Non-space topics ranged from actor Marilyn Monroe's suicide to racial strife in Georgia. (Please see Table 11.2),

TABLE 11.2

CBS NEWS *EYEWITNESS TO HISTORY/EYEWITNESS*

PROGRAMS ON SPACE EXPLORATION TELEVISED FROM 1961 TO 1962

DATE AIRED	PROGRAM TITLE/DESCRIPTION	ANCHOR(S)/REPORTER(S)
Fri. 3 Feb. 1961	"Happy Landings: Ham and the *Santa Maria* Passengers" [partly about space chimp flight]	Charles Kuralt/ Ernest Leiser
Fri. 14 Apr. 1961	"Down to Earth" + [Yuri Gagarin, cosmonaut who was first human to orbit Earth]	Walter Cronkite/ Marvin Kalb
Fri. 5 May 1961	"Our Man in Space" [Alan B. Shepard, first American astronaut in space earlier that day]	Walter Cronkite
Fri. 27 Oct. 1961	"The Flight of the Saturn" [Largest American rocket test yet, from Cape Canaveral FL; included comments by rocket pioneer Wernher von Braun]	Walter Cronkite/ Bernard Eismann/ Charles von Fremd/ Phil Scheffler
Fri. 19 Jan. 1962	"Flight Plan for Orbit" [preview of John H. Glenn becoming first American astronaut in Earth orbit]	Walter Cronkite/ David Dugan, Bernard Eismann, Charles von Fremd
Fri. 23 Feb. 1962	"John Glenn's Homecoming" [with U.S. Pres. Kennedy at Cape Canaveral]	Walter Cronkite
Fri. 23 Mar. 1962	"The President at the Missile Sites" [Mr. Kennedy sees "space age defense" missile launching in CA]	Walter Cronkite/ Robert Pierpoint
Fri. 4 May 1962	"Meeting of the Astronauts" [American astronaut John H. Glenn and Soviet cosmonaut Gherman Titov in DC] ++	Charles Collingwood/ Walter Cronkite
Fri. 17 Aug. 1962	"The Falcon and the Eagle" [cosmonauts on Vostok 3 and 4 in "space tandem feat"]	Charles Collingwood/ Marvin Kalb, Robert Kallsen, Robert Schakne
Fri. 16 Nov. 1962	"The Big Space Show" [American Rocket Society meeting in Los Angeles]	Charles Collingwood/ Robert Schakne

+ The "Down to Earth" program was also reported as titled "Man Into Orbit," and in either case it replaced a planned half-hour about the ongoing Adolph Eichmann Nazi war criminal trial in Israel.

++ Mr. Titov's first American television interview (with his wife also included) was conducted by Walter Cronkite on the CBS News half-hour morning program *Calendar* on Tuesday 1 May 1962.

Note: All broadcasts lasted one-half-hour and aired in prime time, 2230-2300 ET. Series ran at various times from August 1959 through August 1963; title was shortened as of September 1961.

Sources: *Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1955-1979*; *Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1980-1989*; and CBS News Reference Library-New York City files and transcripts of *Eyewitness to History/Eyewitness*.

Conquest

This Sunday-afternoon science series—initially aired as full-hours hosted by Eric Severeid and later as half-hours hosted by Charles Collingwood—incorporated space topics a few times, according to *Special Edition, 1955-1979*. CBS News produced the series in collaboration with the venerable D.C.-based American Association for the Advancement of Science and U.S. National Academy of Science, in part pegged to the 1957-1958 International Geophysical Year. IGY also helped inspire the launches of the first Soviet and American satellites. *Conquest* ran intermittently between December 1957 and April 1960. Two installments dealt with space most directly, according to *Special Edition*:

- Sunday 19 January 1958: "Report on aerodynamicist Dr. H Julian Allen, who solved the problem of how to keep artificial objects in outer space from burning up upon reentering the atmosphere. Report on new theories concerning Saturn, Pluto, and the evolution of the solar system with Dr. Gerald Kuiper. A look at the work of the World Warning Agency, an I.G.Y. project which receives and studies reports on solar activity from observatories all over the world. Guest is astronomer Walter Orr Roberts.
- Sunday 24 January 1960: "The Mystery of the Sun." Visit with astronomers Herbert Friedman and Walter Orr Roberts."[148]

The Twentieth Century

This half-hour-long, early-Sunday-evening public affairs series, produced by Burton "Bud" Benjamin with assists from Isaac Kleinerman and hosted by Walter Cronkite, lasted for nine seasons. It dealt with space on seven programs. (Please see Table 11.3.).

TABLE 11.3

CBS NEWS *THE TWENTIETH CENTURY*
PROGRAMS RELATED TO SPACE EXPLORATION
TELEVISED FROM 1957 TO 1966

DATE AIRED	PROGRAM TITLE/DESCRIPTION	ANCHOR/REPORTER
Sun. 27 Oct. 1957 (Series Regular Premiere)	"Guided Missile" Captured Nazi film of the secret development of German V-1 and V-2 rockets, with a look at Wernher von Braun's later work with the U.S. Army on American Jupiter and Redstone missiles-rockets	Walter Cronkite
Sun. 10 Nov. 1957	"Toward the Unexplored: The Flight of the X-2" Development of extreme-altitude Bell airplane that flew from California both higher and faster than any previous plane, toward the edge of space	Walter Cronkite
Sun. 21 Dec. 1958	"Mission: Outer Space" Development of the semi-secret X-15 rocket plane "from planning to completion" and the training of the men who will fly it	Walter Cronkite
Sun. 26 April 1959	"Toward the Unexplored: The Flight of the X-2" (Repeat Broadcast)	Walter Cronkite
Sun. 20 Sep. 1959 (Pre-season Special)	"Reaching for the Moon" A recounting and chronology of human tries to get to Earth's Moon "in fantasy and fact" and a summary of what was then known and not known about the Moon; included were interviews with American space science experts Harold Urey, Robert Jastrow, and Gordon MacDonald about Moon-landing prospects, as were excerpts of a Soviet 1958 documentary about that nation's lunar exploration efforts +	Walter Cronkite
Sun. 11 Oct. 1959	"Guided Missile" (Repeat Broadcast)	Walter Cronkite
Sun. 1 May 1960	"Reaching for the Moon" [updated version]	Walter Cronkite
Sun. 1 Apr. 1962	"First Man on the Moon" "How man is being prepared and equipped to survive in the hostile environment he must pass through to get to the Moon"	Walter Cronkite
Sun. 6 May	"The Satellite that Talks" Development and potential of the new Telstar	Walter Cronkite

1962	transatlantic communications satellite	
Sun. 16 Feb. 1964	"Deep in the Heart of Houston"	Walter Cronkite
Sun. 2 Jan. 1966	"Air Rescue: The Making of the Men" [partly about trainees learning to rescue Gemini astronauts after splashdowns]	Walter Cronkite

+ CBS News advanced this program's airdate by six weeks after the Soviets succeeded in launching a lunar probe in mid-September 1959.

Note: All broadcasts above were one-half-hour long and aired 1830-1900 ET (October 1957-August 1961) or 1800-1830 (September 1961-August 1966).

Sources: *Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1955-1979*; *Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1980-1989*; and CBS News Reference Library-New York City files about and transcripts of *The Twentieth Century* (with descriptions adapted from CBS News one-line summaries).

The 21st Century

This futuristic half-hour science series debuted more than one year before the Stanley Kubrick-Arthur C. Clarke film *2001: A Space Odyssey* brought added attention to what life might be like in the next century. Hosted by Walter Cronkite, the series aired weekly outside the football season from 1967 to 1969 and covered space topics on seven programs. Union Carbide sponsored the series. (Please see Table 11.4.). CBS-TV even prepared tie-in curriculum materials for teachers to use in their classrooms.[149]

TABLE 11.4
CBS NEWS *THE 21ST CENTURY*
PROGRAMS RELATED TO SPACE EXPLORATION
TELEVISED BY CBS NEWS FROM 1967 TO 1969

DATE AIRED	PROGRAM TITLE	ANCHOR/REPORTER
Sun. 5 Feb. 1967	"To the Moon" Future exploration or even colonization of Earth's Moon, with comments by rocket scientist Wernher von Braun and science writer-science fiction author-scientist Isaac Asimov	Walter Cronkite
Sun. 19 Mar. 1967	"Mars and Beyond"	Walter Cronkite
Sun. 14 Apr. 1968	"Anatomy of a Shoot" [Surveyor 7 lunar landing flight, as controlled by NASA-CalTech's Jet Propulsion Laboratory in Pasadena CA]	Walter Cronkite
Sun. 7 July 1968	"Anatomy of a Shoot" (Repeat Broadcast) [Surveyor 7 lunar landing flight]	Walter Cronkite
Sun. 27 Oct. 1968	"Surviving in Space"	Walter Cronkite
Sun. 26 Jan. 1969	"Tomorrow…Today" [simulations of possible spaceflight problems]	Walter Cronkite
Sun. 9 Feb. 1969	"Stranger Than Science Fiction"	Walter Cronkite
Sun. 13 Apr. 1969	"Eye in the Sky" [uses of current and future satellites]	Walter Cronkite

Note: All broadcasts above lasted one-half-hour and aired at 1800-1830 ET. The series ran during three periods between January 1967 and September 1969.

Sources: *Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1955-1979; Special Edition, A Guide to Network Television Documentary Series and Special News Reports, 1980-1989;* and CBS News Reference Library-New York City files about and transcripts of *The 21st Century*.

In “To the Moon,” for instance, Mr. Cronkite in Huntsville AL interviewed German rocket pioneer Wernher von Braun (1912-1977), who exuded confident optimism about future prospects for lunar exploration:

> My estimation is that in the year 2000 our activities on the Moon can best be compared with our present activities in Antarctica. As far as technical feasibility is concerned, I think that in 1975—less than 10 years from now—we could have a semi-permanent, or maybe even a permanent small station on the Moon—a kind of “Little America” on the Moon where astronauts could stay, say, for half a year and then be relieved by another ship arriving there, rotating the crews. So this is the technical feasibility.[150]

As Mr. Cronkite concluded from a likewise optimistic viewpoint, “Like some lunar Lewis and Clark, men will walk on the Moon and uncover its secrets. For the Moon is a vast treasurehouse of information, a cosmic history book on which has been recorded events we have long yearned to know about…From the Moon he will truly step out into space, launching first instruments and then men to land on the other planets of the solar system.”

Universe/Walter Cronkite’s Universe

Aired as a pilot on Wednesday 27 June 1979, this half-hour-long, late-spring and summer science series ran four times in 1980, 13 times (re-titled) in 1981, and another 13 times in 1982. The critically well-received, multi-segment programs (except for a single hour-long episode in August 1982) were hosted by Walter Cronkite and occasionally dealt with space topics. (Please see Table 11.5.)

TABLE 11.5
CBS NEWS *WALTER CRONKITE'S UNIVERSE* SEGMENTS RELATED TO SPACE EXPLORATION TELEVISED IN 1981 AND 1982

AIRDATE	SPACE-RELATED SEGMENT	CORRESPONDENT
Tue. 14 July 1981	"Arthur C. Clarke" Discussion at Clarke's Sri Lanka home focused on communications satellites (which Clarke envisioned in a 1946 paper) and space elevators that could cheaply ferry people and supplies into Earth orbit.	Walter Cronkite
Tue. 21 July 1981	"Life in Space" Frank Drake, Carl Sagan, and Philip Morrison weigh in on the search for potential extraterrestrial life.	Charles Osgood
Tue. 4 Aug. 1981	"Saturn Preview" An advance look at Voyager 2's flyby of the ringed planet Saturn, with an interview of Jim Blinn, a computer graphics whiz at NASA-CalTech's Jet Propulsion Laboratory in Pasadena CA.	Christopher Glenn
Tue. 8 June 1982	"Super Star" Astronomers expect *Eta Carinae*, a star 100 times as massive as our Sun, will explode as a spectacular supernova within 10,000 years.	Walter Cronkite
Tue. 15 June 1982	"Aurora" The beautiful aurora borealis, or northern lights as seen from a flying lab, with consideration of their effects on global communications and military surveillance.	Walter Cronkite
Tue. 13 July 1982	"Mars" A look back at photographs taken of the Red Planet by Viking spacecrafts in 1976.	Walter Cronkite
Tue. 17 Aug. 1982	"Space Cadet" Profile of Bonnie Dunbar, one of the first women selected as US astronauts.	Walter Cronkite
Tue. 17 Aug. 1982	"Ants in Space" An experiment by Camden NJ high school students will be flown aboard a forthcoming space shuttle mission.	Christopher Glenn
Tue. 14 Sept. 1982	"Spilhaus" Oceanographer-cartographer Athelstan Spilhaus designed a three-dimensional map of the universe, which was displayed at DC's Smithsonian National Air and Space Museum.	Walter Cronkite

Sources: CBS News Reference Library files and *Special Edition 1980-1989* by Daniel Einstein (1997).

Face The Nation

This weekly public affairs broadcast, usually one-half-hour in length and usually originating from Washington DC, was the CBS News answer in November 1954 to the long-running NBC News broadcast *Meet the Press*. (From late April 1961 to mid-November 1963, *Face The Nation* was replaced by a somewhat similar program hosted by Stuart Novins, for which guest records could not be obtained during this research. Mr. Novins had been the moderator of *Face The Nation* from 1955 to 1960.) Washington politics, election-year politics, assorted wars and diplomatic doings *vis-a-vis* the Cold War, the Vietnam War, the perpetual Mideast mess, and so on have tended to predominate the program's focus.

From August 1955 through February 2003, only 18 programs of *Face The Nation* were wholly or partially devoted to space, out of some 2,400 weekly programs aired during that period. The first instance took place on Sunday 14 August 1955, when moderator Ted Koop and other journalists interviewed rocket expert Willy Ley, just after U.S. President Dwight D. Eisenhower's administration had announced that the U.S. military would try to loft a satellite into Earth orbit as part of 1957-1958 International Geophysical Year.[151]

Aside from a clustering of eight partly or totally space-related programs in 1957-1959, and with surprisingly rare exceptions since then, space has mostly been off that broadcast's radar. On Sunday 13 October 1957, eight days after Sputnik 1's debut, U.S. Sen. William Knowland (R-CA) was asked about the Soviet space achievement's impact during part of the broadcast, which was moderated by Stuart Novins. The questions generally conveyed preoccupation with a Cold War-Space Race-"military preparedness" frame of reference and mindset.[152] On Sunday 2 February 1958, less than two days after the U.S. Army launched

Explorer 1 into Earth orbit, Democratic National Committee Chairman Paul M. Butler was questioned about that event and its impact, again during just part of the broadcast.[153]

One fortnight later, more congruently, Jet Propulsion Laboratory Director Dr. William Pickering—one of the Explorer 1 project's top leaders, not some random politician—was asked about the scientific data returned by Explorer 1, sharing space information with Soviet scientists and others, the prospects for sending a probe toward Earth's Moon and nuclear-powered rockets, plans for Explorer 2 and further goals, and the case for civilian control over space exploration activities. Mr. Novins moderated, with CBS News Correspondent George E. Herman (a future moderator) as one of the panelists.[154]

On Sunday 27 April 1958, the guest was Dr. Hugh Dryden, director of the National Advisory Committee on Aeronautics (the 1915-1958 predecessor agency of NASA, where he would soon be a top official). Mr. Novins and a panel including CBS News Correspondent Charles von Fremd, a space beat regular, asked about such topics as the civilian-military clash over the shape of the prospective space agency, a possible race with the Soviets to get machines and men around and on Earth's Moon, the economic costs of and timetables for space exploration, U.S. space goals, and Soviet advances in rocket technology. Dr. Dryden noted that five years earlier, on the 50th anniversary of the Wright Brothers first flight, he had written down "a little prophecy" that humans would land on the Moon by 2003, an estimate that in 1958 he expected would easily be beaten (that goal was achieved 11 years and 3 months later, in July 1969).[155]

On Sunday 8 June 1958, Herbert York, the chief scientist of the U.S. Defense Department's Advanced Research Projects Agency, was the guest on a broadcast moderated by Mr. Novins and again including Mr. von Fremd among the panelists. Topics ranged from the

prospects for Soviet and American lunar probes, reasons for the Soviet rocketry lead, space budgets, and the relationship between military and civilian space programs.[156]

On Sunday 7 December 1958, shortly after launch of the semi-unsuccessful Pioneer 3 science satellite, U.S. Army General John B. Medaris in Orlando FL—in charge of the attempted lunar probe, which did not escape Earth orbit—was interviewed by Mr. Novins, Mr. von Fremd, and colleagues in Washington DC. In addition to the status and problems of Pioneer 3, subjects included Earth's Van Allen radiation belt, human spaceflight prospects, the new civilian space agency NASA, and the merits and demerits of solid rocket fuel vs. liquid rocket fuel. [157]

On Sunday 1 March 1959, Mr. Novins and colleagues interviewed another politician, U.S. Rep. Overton Brooks (D-LA) of the House Science and Astronautics Committee, about space probes to the planet Venus and Earth's Moon, space budgets, and anti-missile defenses.[158]

On Sunday 8 March 1959, a mere one week later and just after the Pioneer 4 solar satellite launched, the guest was Dr. Abe Silverstein, NASA's director of space flight development, who underwent questioning by Mr. Novins, Mr. von Fremd, and others. The topics included U.S. space program progress, the start of Project Mercury to put astronauts into space and the status of astronaut selection, and "civilian vs. military applications of missilery."[159]

U.S. Sen. John C. Stennis (D-MS), for whom a NASA center was later named, was the guest on Sunday 6 December 1959, questioned by Mr. Novins, Mr. Herman, and two others. Part of the broadcast covered whether the United States and Soviet Union were in a Space Race, and if so, which country might be ahead, and the possible combining of civilian and military space programs.[160]

More than five years later, on Sunday 21 March 1965—sandwiched between the successful Ranger 8 and 9 lunar missions and two days before Gemini 3 launched the first of 10

two-man crews—NASA Administrator James E. Webb was the guest from Washington DC. Moderator Paul Niven questioned him in DC, as did CBS News Correspondents Walter Cronkite and Charles von Fremd, live from Cape Kennedy. An especially fascinating program, it covered the status of the Space Race, space spending, lunar and planetary exploration, whether the first man on the Moon would be a Russian or an American, the in-development huge Saturn 5 rocket, potential military applications of space, and whether Ranger 9 or Gemini 3 would get launch priority if high winds postponed that afternoon's scheduled Ranger 9 liftoff (it made it very late that afternoon), and the possibility of more openness in the Soviet space program.[161]

The next space-focused broadcast aired on Sunday 12 January 1969. On it, the first humans to orbit Earth's Moon—the Apollo 8 Christmastime crew of Frank Borman, James A. Lovell, and William A. Anders—were questioned by soon-to-be moderator George E. Herman, CBS News Correspondent Steve Rowan, and *Newsweek* magazine science and space editor George Alexander. The half-hour *Face The Nation* from New York City was the astronauts' first such post-flight interview. They recalled their flight, "from poetry to hardware" plus the Genesis-reading controversy, and discussed future U.S. space exploration prospects, especially the man-on-the-Moon goal.[162]

Seven months later, on Sunday 17 August 1969, the first human Moon-landing expedition crew—Neil A. Armstrong, Edwin E. "Buzz" Aldrin," and Michael Collins—sat down in Houston at CBS-TV's affiliate there (KHOU-TV) for an expanded one-hour *Face The Nation*, their first post-flight interview, other than a news conference. CBS News Correspondent Walter Cronkite himself led the questioning, joined by CBS News Correspondent David Schoumacher and Associated Press Chief Aerospace Writer Howard Benedict.[163] Among other subjects, they talked about their recent mission, the pros and cons of striving for humans to land on Mars circa

1981, the prospects regarding public and political support for space spending, space program spinoff benefits, the Moon-landing plans for Apollos 12 through 20, and whether Mr. Armstrong dropped the "a" from his famous first words on the Moon ("That's one small step for a man, one giant leap for mankind.").[164]

More than 26 years passed before another space-related *Face The Nation* aired, this time in much-the-opposite circumstances: five days after the space shuttle *Challenger* exploded and its seven-member crew died on mission STS-51L. On "Setback in Space," aired on Sunday 2 February 1986 (1030-1100 EST), moderator Lesley Stahl in DC interviewed acting NASA Administrator Dr. William Graham; Duke University space historian, author, and sometime-space-critic Alex Roland; former NASA Deputy Administrator Dr. Hans Mark; U.S. Sen. Jake Garn (R-UT), who had flown on the space shuttle *Discovery* mission STS-51D in April 1985; and Patrick Smith, brother of killed *Challenger* pilot Michael J. Smith. Topics included the possibility that a booster rocket fuel leak caused the explosion, the merits of humans vs. robots in space exploration, shuttle schedule pressures, and the prospects for NASA and the shuttle program.[165]

Six weeks later, on Sunday 16 March 1986, another *Face The Nation* looked at the "Shuttle Investigation," with Ms. Stahl joined by CBS News Correspondents Bruce Hall and Eric Engberg in asking questions of Sen. Garn, plus NASA astronauts Henry Hartsfield Jr. and Paul J. Weitz and again the space historian Alex Roland.[166]

On Sunday 2 October 1988, when space shuttle flights had finally resumed after a 32-month hiatus, NASA Administrator James Fletcher and STS-1 *Columbia* pilot astronaut and NASA shuttle team manager Robert L. Crippen appeared for about the first half of the broadcast (the second half focused on 1988 U.S. presidential campaign politics). Moderator Lesley Stahl

posed the questions pegged to the "Return to Space" and NASA's prospects, on the fourth flight day of the STS-26 *Discovery* mission, which had been launched the previous Thursday and was slated to touch down the next day.[167]

More than another five years elapsed before the next space-related program, this time one pegged to STS-61, the ambitious and triumphant first shuttle mission to service and repair the ailing Earth-orbiting Hubble Space Telescope. On Sunday 4 December 1993, moderator Bob Schieffer in DC, joined by *Washington Post* space reporter Kathy Sawyer (in Houston) and *Newsweek* magazine's Gregg Easterbrook, questioned the two guests, NASA Administrator Daniel S. Goldin and U.S. Sen. Barbara Mikulski (D-MD), who had long served on the Senate's NASA oversight panel. Shuttle *Endeavour*'s crew had just wrapped up the first of five successful EVAs earlier that morning.[168]

More than nine years went by before *Face The Nation* again returned to a space theme, on Sunday 2 February 2003 (1030-1100 EST), prompted by the day-before tragedy of the space shuttle STS-107 *Columbia* breaking apart during its re-entry, killing all seven astronauts aboard. Moderator Bob Schieffer in DC, joined by CBS News space consultant William Harwood at Houston's NASA Johnson Space Center, interviewed NASA Administrator Sean O'Keefe, who was at NASA Headquarters in DC; former shuttle astronaut Mark Brown in Dayton OH; former shuttle astronaut Mike Mullane in Albuquerque NM; and U.S. Senate Majority Leader Dr. Bill Frist (R-TN) in the DC bureau studio. Topics included the investigation status, the accident's possible cause, the adequacy of NASA's shuttle safety precautions, and the shuttle program's return-to-flight prospects.[169]

60 Minutes

During its 36-years-and-still-ticking air history, the newsmagazine *60 Minutes* has only rarely deal with space exploration topics. This is rather curious, given the importance of the subject, the central role that *60 Minutes* creator Don Hewitt had in producing and directing the early years of CBS News space coverage before his magazine creation's debut in September 1968, and the prominence of Mike Wallace in co-anchoring space coverage of Project Gemini in particular. On Sunday 23 April 1972, the program included a progress report update on Apollo 16's Moon mission by Walter Cronkite.

Among the few other space-related segments have been these:

- On Sunday 17 December 1978, "Space Wars" looked at the "potential use of weapons in outer space," according to *Special Edition, 1955-1979*.
- On Sunday 7 March 1982, "The Money Shuttle" examined alleged illegal cost overruns by space shuttle *Columbia* prime contractor Rockwell International.
- On Sunday 21 January 1996, a Lesley Stahl-reported segment called "January 28, 1986" reflected back on the 10th anniversary of the Challenger accident. (Football's annual Super Bowl aired on NBC-TV on the actual anniversary date the next Sunday, which meant that a special version of *60 Minutes* would run on CBS, probably so that CBS network officials could choose to exclude that date from television-season cumulative ratings calculations for *60 Minutes*.)
- On Sunday 18 October 1998, in "Second Chance," Ed Bradley looked at the then-impending second spaceflight of astronaut-U.S. Sen. John H. Glenn (D-OH), aboard *Discovery* on shuttle mission STS-95, more than 36 years after Sen. Glenn became the first American in orbit in 1962.

- On Sunday 6 October 2002, an Ed Bradley-reported segment called "The Hubble" looked at what he said some have called the "the most scientifically significant space project we ever embarked on," the Earth-orbiting, universe-observing Hubble Space Telescope.
- On Sunday 2 February 2003, in a hard-news-pegged piece called "The Last Frontier," Ed Bradley interviewed for their perspectives on the tragedy former space shuttle payload specialist U.S. Sen. Bill Nelson (D-FL), former shuttle astronaut Mike Mullane, congressional space policy analyst Marcia Smith, and NASA associate administrator of flight William Readdy, who is also a former shuttle astronaut.

48 Hours

This CBS News newsmagazine also made one early foray into space, as it were, just three months after its debut as a weekly series. *48 Hours* devoted its Tuesday 19 April 1988 program to "From Disaster to *Discovery*," a status report on NASA's post-*Challenger* efforts to resume space shuttle flights with the orbiter *Discovery*. Anchor Dan Rather interviewed crew members of the then-pending STS-26 *Discovery* mission, as well as science and science fiction writer Isaac Asimov. Correspondents David Dow, Eric Engberg, and Bruce Hall also contributed to "look at the state of America's space program as NASA conducts a two-day test run" of *Discovery*, its five next astronauts, and Houston ground controllers, according to *Special Edition, 1980-1989*.

West 57th

This newsmagazine of 1985-1989, named for the Hudson River-view Manhattan street where CBS News has been headquartered since 1964, dealt with space just once, according to *Special Edition*. On Saturday 24 September 1988 at 2200 EDT—just five days before the first post-*Challenger*-disaster shuttle launch—*West 57th*'s John Ferrugia-reported lead segment "Shuttle Countdown: Is It Ready?" investigated "allegations that the space shuttle *Discovery*'s redesigned solid rocket boosters are unsafe and that NASA and the Morton Thiokol company may be repeating the same pattern of neglect that led to the Challenger disaster in 1986." Glenn Silber was the producer.

Bell Science Special

From 1956 to 1964, AT&T and the Bell Telephone System sponsored an acclaimed series of nine television science specials, each one-hour long, with all except the first airing on NBC-TV. But the debut, "Our Mr. Sun," ran on CBS-TV on Monday 19 November 1956. It was produced, directed, and written by famed Hollywood director Frank Capra, whose memorable movies included *Mr. Smith Goes to Washington* (1939) and *It's A Wonderful Life* (1946). The program, which won an editing Emmy Award and featured actor Eddie Albert, presented "the story of the Sun and how it affects all life on Earth, told through a combination of animation and live action," according to *Special Edition*. Appropriately enough, "Our Mr. Sun" began with a sunrise and ended with a sunset, as seen from Earth.[170]

You Are There

An educational series that began on CBS Radio as *CBS Was There* eventually transmogrified into *You Are There* to enjoy a 1953-1957 black-and-white run on CBS-TV. For the 1971-1972 television season, CBS News revived it, this time in color, as an early-Saturday-afternoon, half-hour children's series, with Mr. Cronkite again serving as host. CBS News correspondents, wearing modern clothes and holding microphones, with cameras nearby, "time-traveled" to observe and describe various important moments as though those events were being covered by television news. Actors in period-appropriate garb portrayed the historical figures. Memorable episodes included "The Trial of Susan B. Anthony" for voting in the 1872 U.S. presidential election (spotlighting Colleen Dewhurst in the title role) and "Lewis and Clark at the Great/Continental Divide" with the Far West exploring team serendipitously meeting Sacagawea's Indian kin.

One episode of the revived *You Are There* dealt with space: "Galileo and His Universe," aired at 1230 EST on Saturday 11 December 1971. It focused on the visionary Italian astronomer Galileo Galilei and included reports from CBS News Correspondents Bill Walker, Gary Shepard, and Tony Sargent. Repeatedly, Galileo was harassed and eventually placed under eight years of house arrest by Roman Catholic Church leaders for the supposed "heresy" of stating the scientific fact that Earth was not the center of the universe. At the program's end, Mr. Cronkite noted that Apollo 15 mission commander David R. Scott in 1971 on the Moon had "confirmed one of Galileo's basic discoveries, that in a vacuum, falling bodies—in this case a hammer and a feather—travel at the same rate of speed regardless of their weight." A brief clip showed that experiment, with Mr. Scott saying, "How about that? Mr. Galileo was correct." As usual on *You Are There*, Mr. Cronkite then closed with some philosophical framing words about the day just

recreated: “What sort of a day was it? A day like all days, filled with those events that alter and illuminate our times. And you were there.”

Who What Where When Why

One installment of an occasional, quirky CBS News series called *Who What When Where Why* also dealt with space. “The Heritage of Apollo” aired on Tuesday 26 August 1969 at 2200-2230 EDT, with Mike Wallace. The program noted the ancient Greek mythical origins of Apollo, the chariot-driving deity after whom NASA’s Project Apollo was named, and showcased interviews conducted during a July 1969 “floating think tank” event that gathered 50 prominent thinkers aboard a cruise ship in the Greek Islands. Among those whose philosophical comments aired were anthropologist Margaret Mead, political scientist Karl Deutsch, psychiatrist Thomas Lambo, designer Buckminster Fuller, and architect Constantinos Doxiadis, the event’s organizer.

Try To Remember

And lastly, a short-lived, hour-long CBS News series hosted by Charles Kuralt called *Try to Remember* in one installment revisited the week of Sunday-Sunday 10-17 August 1969, which among other events included the release from “moon germs” quarantine of the Apollo 11 crew and their triumphant reception across the nation. The program aired on Thursday 23 June 1988 (2000-2100 EDT).[171]

Regular Newscasts

While not within the direct scope of this research, it should be noted that space news featured prominently and often on such regularly scheduled newscasts as the *CBS Evening News With Walter Cronkite* (Monday 16 April 1962-Friday 6 March 1981). In fact, Mr. Cronkite’s

very last-delivered news story was a short item about the then-upcoming first space shuttle launch. Unfortunately, known extant records are apparently fragmentary until about the late 1960s. However, late in the research process, I found out that supposedly all or almost all CBS News regular news telecasts had been audio-taped starting in 1950. Quite surprisingly, in spot-checking through CBS News Daily Broadcasts microfiche sheets, the lead and/or dominant news story in the mid-1960s-1973 era—a time of intense space exploration activity—much more often than not related to other topics, notably the Vietnam War and the Cold War.

From early 1990 onward, the Lexis-Nexis Academic database provides access to transcripts of the *CBS Evening News* and the CBS News Reference Library has printed-and-stapled copies of transcripts of the weeknight editions for certain recent years. Transcript coverage includes some other regular newscasts such as the now pre-dawn, half-hour *CBS Morning News*, but not the overnight weekday broadcast *Up to the Minute*, which often carries extended segments about space. (And even for the weeknight *CBS Evening News*, the gap between mid-1988 and early 1990 is somewhat problematic.)

Chapter 12: Findings, Conclusions, and Discussion, and Further Research

Findings, Conclusions, and Discussion

In terms of quantity, at least, television special-events coverage of space exploration reached its high-water-mark in summer 1969 with Apollo 11, the first human lunar landing mission. Just 14 years after the U.S. government had announced plans to launch an Earth-orbiting satellite, 12 years after the Soviet Union became the first country to accomplish that goal, eight years after U.S. President John F. Kennedy metaphorically threw his cap over the wall and set the audacious man-on-the-Moon by decade's end goal, three men—Neil A. Armstrong, Edwin E. "Buzz" Aldrin, and Michael Collins—set off on an eight-day flight that then-U.S. President Richard M. Nixon hailed after its splashdown as marking "the greatest week since the Creation." And the three major television networks accorded Apollo 11 more total coverage than they have any human space mission before or since.[172]

But each of the four pre-Apollo 11 ramp-up human missions was uniquely newsworthy. And as the Apollo space program resumed human flights in October 1968, slightly more than 20 months after the Apollo 1 capsule fire killed three astronauts during a countdown test, the networks picked up their coverage pace again.

One way to gauge network interest in any given space mission is by ascertaining and considering a subset of the total quantity of coverage: the amount of time devoted to launch-related special-events news broadcasts. After all, launches are not only an important and dramatic element every mission has in common, but also liftoffs have proven to be the most consistently covered-by-television element.

Two spikes in launch coverage, accounting for an extra 40 minutes for Apollo 14 and an extra 2-1/2 hours for Apollo 17, were caused by unscheduled open-ended holds for weather and

technical problems, respectively. Such holds had been much more common in Mercury and Gemini days. [173] CBS had planned to interrupt its hour-long doctors drama *Medical Center* for merely about 30 minutes of prime-time night launch coverage, then resume with the program's conclusion. NBC announced similar plans. But by the time the launch broadcast ended at 0057 EST, CBS dropped that plan (on the next-day's *CBS Morning News*, the anchor read a brief synopsis of the show's ending one-third for fans.)

This research let me sit back and gain a sharpened bird's-eye view of the quantitative aspects of CBS News special-events coverage that has been devoted to space missions over almost 45 years, from 1957 to 2003, inclusive. With a few caveats about incomplete data on some special-events coverage, and ignoring for the moment documentaries, public affairs programs, regular newscasts, coverage of non-U.S. human missions, and coverage of robotic missions for the purpose of these particular numbers—looking at the airtime per mission and airtime per year totals provided a map of sorts to coverage intensities.

Here are a few observations garnered from this research:

- The suborbital Mercury hops by Alan Shepard and Gus Grissom in 1961 received far less coverage than one might well have expected.
- The most heavily covered human space missions was John H. Glenn's Friendship 7 in 1962 in terms of hours of airtime before, during, and afterward per hour of actual flight time. The three-Earth-orbit mission lasted less than five hours but received more than 25 hours of coverage, for a ratio of about 5-to-1.
- Those first three Mercury missions, along with Mercury mission *Aurora 7* and Gemini 3, were the only U.S. human space missions covered in full political convention "gavel-to-gavel" style.

- The Soviet-Russian space program—human or robotic—received amazingly sparse special coverage between 1957 and 1969 (mostly between 1961 and 1965, except for ASTP), with a few small spikes, such as for Yuri Gagarin's space flight in 1961 ("First Man in Space" aired from 1930 to 2030 ET on Wednesday 12 April 1961, an hour sponsored by Carter Products, DuPont chemicals, Lorillard tobacco, and Pepsi Cola). The only special coverage post-1969 aired as part of the 1975 ASTP. Of course, this situation can be partly explained by the secretive nature of the Soviet-era space program, the lack of First Amendment-type press safeguards in the Soviet Union, and logistical difficulties for Western reporters assigned to Moscow. But it merits deeper further study.
- The most heavily covered human space mission in terms of gross total airtime received before, during, and afterward was Apollo 11, clocking in at more than 60 hours. But given that the flight lasted almost 200 hours, the ratio of airtime to flight time is about 1-to-3, a small fraction of that for *Friendship 7*. Incidentally, one television station in Australia stayed with Apollo 11 coverage for more than eight days straight. One can speculate what CNN would have done had it debuted 11 years earlier than it did. (Mr. Wussler, who executive-produced CBS News Apollo 11 television coverage, essentially co-founded CNN with Ted Turner in 1980.)
- In terms of least-covered U.S.-launched missions, other than those space shuttle flights receiving no special coverage whatsoever, Skylab 4 at 34 minutes airtime for an 84-day flight works out to about a 1-to-4,000 ratio.
- Coverage of "unmanned" missions spiked and peaked in 1966, thanks in no small part to fairly extensive CBS News coverage of the Ranger 8 and 9 photos transmitted from the Moon before they were intentionally crash-landed and even more so of Surveyor 1's

launch and soft landing on the Moon. (NBC News aired much more coverage of the latter, and ABC News, much less.) But 1966's total of more than seven hours was still less than that given for some 20 of the Mercury, Gemini, and Apollo missions, plus ASTP, and four space shuttle missions (STS-1, STS-2, STS-51L, and STS-107—respectively, the first flight, the first re-flight, and the two disasters). The Mars Rovers *Sojourner* in 1997 and *Spirit* and *Opportunity* in 2003 received no special coverage, despite enormous public interest as gauged for example by the flood of millions of unique visits to the related Internet Web pages.

- Even the first-ever planetary encounters with Mercury, Venus, Jupiter, Saturn, Uranus, and Neptune received no special coverage, according to the records checked, nor did the launches. Only robotic missions to the Earth's Moon and the planet Mars received such coverage, with none airing after 1976. (*CBS Reports* did devote a one-hour program "109 Days to Venus"—to the first-ever planetary encounter, Mariner 2's Friday 14 December 1962 flyby of Venus.)

The data brought together and organized via this research can be readily added to and extensively mined for all sorts of fascinating charts and comparisons, which will be even more valuable and revelatory when the CBS News data can eventually be contrasted with that for NBC News, ABC News, and CNN. One could derive a rich variety of academic presentations and papers, and tap stats to insert in to articles about the TV space coverage and to enrich popular-type talks. And, by building on and parlaying the work done in this project, I eagerly look forward to supplementing and enhancing the data and making good use of it for both scholarly and popular pieces; including much of it in adapted form in a reference book; tapping it as a solid

foundation during my hoped-for doctoral program, and eventually in turn for a popular book on "Anchors and Astronauts: The Story of Televising the Space Age"; and perhaps even putting some results into a television documentary about television space coverage, a possibility that also interests Mr. Banow, the former CBS News space director.

During the same era that networks decided to forgo "gavel-to-gavel"-style coverage of the fourth, fifth, and sixth sets of moonwalks, no such cutbacks affected the fourth, fifth, and sixth American football Super Bowls played in the Januarys of 1970, 1971, and 1972, or many other sports events. In fact, over the years coverage has grown kudzu-like, so that for "Super Bowl XXXVIII" on Sunday 1 February 2004, CBS-TV aired more than 10 hours of pre-game, game, and post-game programming. So, that Super Bowl actually received more special coverage airtime, by in excess of two hours, than did the space shuttle *Columbia* tragedy on CBS-TV exactly one year earlier.

In the realms of economic history, technology history, social history, and cultural history, television space coverage had important impacts.

Network space coverage surely added prestige and public-service aura to CBS and the other networks. Even though coverage costs generally far outpaced ad revenues and such programming was seldom if ever a money-maker directly (unlike often-lucrative prime-time programs), it did help enhance networks' collective image with Congresses, Administrations, federal regulators at the Federal Communications Commission, television critics, and the general public, with indirect economic benefits ensuing.

The technological need to cover space events hastened the advance of technological improvements and innovations in television news equipment and techniques, including making cameras smaller and more portable. Following a rocket soaring away into orbit, sending back

pictures from Earth's Moon, and transmitting from in-flight helicopters hovering over ticker-tape parades for returning astronauts and at-sea aircraft carriers near splashdowns transmitting images via satellite dishes are a few examples of TV space spinoffs.

The notable pioneering role of the ultra-talented Joan F. Richman, whose pivotal and prominent involvement in space coverage (and other special events news coverage) helped her gain leverage that eventually opened doors for multitudes of women to work in television news, a social and societal plus. An entire thesis or dissertation could worthily be done on Ms. Richman and the beneficial consequences of her career path for other women. In fairness, the predominance of white males and the relative dearth of women and minorities in TV space coverage from the 1950s, 1960s, and 1970s was largely a reflection of the state of network news, as the relevant professions only gradually improved their demographic diversity. (Unfortunately, progress was even slower for African-Americans and other minorities, almost none of whom had any roles to speak of in TV space coverage. One rare exception was CBS News stage manager James E. "Jimmy" Wall, who also played "Mr. Baxter" on CBS-TV's long-running weekday children's educational series *Captain Kangaroo*.)

In regards to culture, "Space and TV were meant for each other" as *Newsweek* magazine commented in July 1969, hardly the first or only such observation. And whether in covering space triumphs or tragedies, television space coverage—providing an armchair seat to history—greatly helped reinforce and television's long-maintained primacy as the main news source for Americans. Even the print scribes at Cape Canaveral started bringing TVs to watch the coverage.

Further Research

Several principal avenues of additional research readily suggest themselves. Factors such as time, logistics, finances, and access limited the scope of this thesis almost entirely to the space exploration-related broadcasts within the Special Events/Special Reports, Documentary, and Public Affairs genres as televised by CBS News. I gathered less, but still considerable, similar data regarding NBC News and ABC News for 1955 to 2004 inclusive, and to a still lesser extent about CNN from its inception in 1980 through 2004. Likewise regarding information about a few notable and known other telecasts aired by PBS-TV, the A&E cable television network, *ad hoc* syndication, and KUHT-TV 8 (PBS in Houston since 1969, and the first U.S. public educational television station, signing on the air in May 1953). With significantly expanded efforts, all that data could be mined, sifted, and organized to create an even fuller record of the history of broadcast and cablecast space coverage by those other networks. (I have made at least promising initial contacts at ABC News, NBC News, CNN, and PBS and gathered fairly extensive related data already.)

During much of the late 1950s, 1960s, and early 1970s, regularly scheduled evening, morning, and other network television newscasts included a considerable amount of space news, as they did more sporadically before and since then. However, even paper records of such broadcasts—scripts, transcripts, rundowns, and so on—let alone actual audio or videotapes/films, are sadly spotty until the late 1960s, and not definitively thorough until well into the late 1970s. Such sources as the searchable database of the Vanderbilt Television News Archives—whose black-and-white recordings started on Monday 5 August 1968, and excluded weekends until the 1970s—could be tapped via the Internet (*www.vanderbilt.edu*), supplemented by microfiche transcripts available of selected CBS News and ABC News regular newscasts, and the

microfilmed reels of NBC's master records available on microfilm reels at the Library of Congress.

In addition:

- At times, a few local television stations in such places as New York City, Orlando-Daytona Beach FL (e.g., WFTV-TV 9, ABC's affiliate in Orlando FL), and Houston aired space- or science-themed public affairs programs, at times as often as every week.
- Four principal U.S. radio networks—CBS, NBC, ABC, and Mutual—partook in space news pools for decades and were extremely important conveyors of the space story to the general public, especially to those people who had to be at work and/or in transit during key space events. Also, Westinghouse/Group W and other radio news organizations aired coverage (UMCP's Library of American Broadcasting/Broadcasting Archives possesses many reel-to-reel audio tapes of these programs, dating from October 1957 through the early 1980s). Thomas Garofalo is the CBS Radio archivist in New York. About 500 reel-to-reel audio tapes of CBS Radio News space coverage from the years 1961-1986 sit together on metal subject shelves in a room in a storage room in the basement of the CBS Broadcast Center, with additional tapes located separately in chronological storage.

- Non-U.S.-based television and radio networks, such as the British Broadcasting Corporation (BBC) in the United Kingdom, the Canadian Broadcasting Corporation (CBC) in Canada, and others in the former Soviet Union, China, Australia, and elsewhere, have aired special space coverage at times. However, gathering data from

such organizations would entail overcoming high barriers related to geography, language, and/or secrecy in addition to those encountered in the research done for this thesis.

Of course, it is always possible that previously unknown or forgotten caches of relevant and revelatory materials may suddenly appear via someone's donations or bequests to museums, libraries, or archives. And additional bits of information are squirreled away in various corners and cabinets at the broadcast networks and CNN.

However, probably the most promising further research path is to use the foundation framework represented by this thesis as the basis for researching a narrative history of how the coverage was put together and conveyed to the general public. That is my intended focus for a doctoral program in journalism history, and I hope others will take interest in this field as well.

Meanwhile, someday, other researchers may wish to gather, organize, and compile a detailed chronology on how U.S. network television during the mid-to-late 20th century covered such other key topics as the environment and nature, the civil rights movement, and the Vietnam War and its related antiwar protests in both documentaries and Special Events broadcasts.

Until this original thesis research project, no one had ever thoroughly collected and systematically organized this information (and vast amounts for which this is just an appetizer)—even within CBS News itself. Now, this data should provide a solid foundation and framework for myself and others to pursue further, deeper, and more complex research, such as putting together a narrative history of the neglected subject television space coverage.

At its best, television space coverage by CBS News and others has shown that television reaching and striving toward its true potential to become far more than, in Mr. Murrow's simple eloquence, "lights and wires in a box." And, of course, space exploration often shows our species at its finest. So the combination of television and space could remain in powerful as the years, decades, and centuries roll out ahead.

FINIS

Glossary: Selected Journalism and Space Terms

Air titles—The on-screen visual name some *Special Reports* receive; used especially for a series of such broadcasts to group them together under an umbrella

Anchor—Journalist who, operating from a centralized newsroom/studio, provides continuity and flow to a regular newscast or special-events coverage that originates from producers and reporters stationed at various other locations. Walter Cronkite of CBS News is considered perhaps *the* classic example.

Anchor buddy—A correspondent or consultant who sits beside the anchor of a special events broadcast as a sidekick-foil, such as former astronaut Wally Schirra did with anchor Walter Cronkite from 1969 to 1975 on space broadcasts

Apollo—Program to achieve US President John F. Kennedy's 25 May 1961 announced goal of "before this decade is out, landing a man on the Moon and returning him safely to the Earth. Apollo included 11 human missions from October 1968 to December 1972, including one lunar swing-by, two non-landing lunar orbital flights, and six human Moon landings during which 12 U.S. astronauts walked on Earth's Moon.

Apollo-Soyuz Test Project—Cold War "Space Race" archrivals the United States and the Soviet Union teamed up for this first international human space mission in July 1975, with ASTP's American Apollo and Soviet Soyuz capsules linking in Earth orbit with a special docking adapter module and with the three astronauts and two cosmonauts exchanging goodwill visits and symbolic gifts and conducting joint science experiments.

Bulletin—Brief breaking news report on television and radio, often voiced over a slide; a term mostly dropped by CBS News circa the 1970s, in favor of *CBS News Special Report.*

Countdown—Careful series of many steps typically taken over several days in preparation of rocket, fuel and oxidizer, spacecraft, tracking stations, recovery forces, crew, etc. to be ready for liftoff at T-Zero, with final moments counted off backwards, such as in "T-minus 10, 9, 8, 7, 6, 5, 4, 3, 2, 1, We have liftoff!"—a concept envisioned by celebrated German film director Fritz Lang in the 1920s.

Crawls—Text that creeps and "crawls" across the bottom of a TV screen, such as for semi-important news announcements, weather alerts, program delay notices, and so on not deemed of enough import to outright interrupt a regular program (an its commercials); "squeeze-and-crawls" slightly shrink the regular program picture to focus some added attention on the crawl, as opposed to superimposing the crawl across the regular program's picture

Director—In television news, the senior staffer responsible for coordinating various technical and creative aspects of a broadcast or coverage, via collaboration with a program's executive producer or other producer(s) and possibly with department heads; the director helps recruit additional staff members, arranges for needed equipment, studio space and sets, remotes, graphics, and elements such as animation, music, and special effects, works with the art director, and—during a live broadcast—chooses which of the available shots will air (integrating feeds from various studio cameras, remotes, "banked pieces" recorded on film or videotape, and so on, sometimes with producer input) and works with the stage manager(s); a director often is aided by an assistant director(s) and/or a production assistant(s).

Documentary—A long-form, pre-produced examinations of a subject, often using filmed pieces and sometimes with more of an editorial point of view than usually seen in network television news programming.

EVA—A NASA-alphabet-soup acronym for Extra-Vehicular Activity by an astronaut, i.e., a spacewalk or moonwalk.

Explorer—Early series of U.S. scientific satellites, including Explorer 1, the very first one lofted into Earth orbit, on 31 January 1958 (it discovered the Van Allen Radiation Belts around Earth).

Flyby—When a space probe cruises by adjacent to a moon or planet on a trajectory to continue onward rather than to enter orbit around the body.

Gemini—Series of 10 two-man space flights between March 1965 and November 1966Vdesigned to accrue experience and skills more advanced than possible in one-man Mercury missions and in preparation for even more complex three-man Apollo missions.

Hold—A pause in the launch countdown, either planned as a breather to allow rest, checking, troubleshooting, or catching up, or called because of inclement weather at the launch or emergency landing sites, aircraft or boats straying into the danger zone, mechanical problems needing attention and soon.

Lander—Spacecraft that either crashes into one spot on a lunar, planetary, or other surface ("hard landings") or more gently touches down on such a surface ("soft landings")

Launch Window—Not the huge glass plates in the Launch Control Center with a view of the launch pad, but rather the maximum timeframe within which a given spacecraft and rocket can liftoff and still get to where it is supposed to go (such as lunar orbit or an Earth-orbiting space station).

Lunar Orbiter—A series of U.S. Moon-orbiting and Moon-mapping probes in 1966-1968 that helped prepare for Apollo's human Moon landings.

Mariner—An early series of U.S. planetary spacecrafts sent to make initial reconnaissance flybys of the planets Venus, Mars, and Mercury and to orbit Mars.

NASA—The U.S. National Aeronautics and Space Administration, established by Congress as a civilian agency under the National Aeronautics and Space Act of 1958, officially starting on 1 October 1958, and succeeding and expanding upon the U.S. National Advisory Committee on Aeronautics (NACA), which operated from 1915 to 1958.

Mercury—Single-astronaut missions—two suborbital hops and four full-fledged orbital flights—flown between May 1961 and May 1963 by six of the original Mercury 7 astronauts; not to be confused with our Solar System's innermost planet.

Orbiter—Spacecraft that enters into multiple orbits revolving around a planet, moon, or other body.

Pioneer—An early series of U.S. scientific satellites that investigated Earth, Earth's Moon, the Sun, and Venus.

Pool—A cooperative arrangement negotiated among executives and producers from several television and/or radio networks to cover a complex Special Events news story by sharing equipment, personnel, and/or feeds; pools are planned for when access to news locations is physically limited or restricted by policies or tact (such as aboard a splashdown recovery ship, on U.S. Air Force One, or along a U.S. presidential inauguration parade route or funeral procession), when many multiple "remotes" are necessary or desired, and/or when cost savings are important; supplementing the pooled feeds, which are made available to all pool members, are "unilateral" feeds of pictures and voices specific to each network.

Producer—Broadcast journalist who determines the "editorial thrust" of a broadcast or coverage via recruiting, coordinating, and instructing directors, anchors, correspondents, writers, and others through the production and air process, running staff meetings, and dealing in detail with a vast array of matters such as personnel, budget, scheduling, and content (an executive producer is often the overall leader, aided by senior producers, producers, associate producers, and/or assistant producers), and working closely with the director(s) in particular.

Public Affairs—A genre of news program including the Sunday-morning interview programs.

Ranger—Lunar probes that intentionally made hard landings, in other words, deliberate crashes, with many photos taken in the minutes before impact—only the last three, Rangers 7, 8, and 9 were fully successful, in 1964 and 1965.

Rovers—Spacecraft that can roam around over a lunar, planetary, or other surface to transmit images, analyze soil and rocks, and so forth (e.g. Soviet Lunakhods on Earth's Moon and American *Sojourner*, *Spirit*, and *Opportunity* on Mars).

Rundown Sheet—A plan or map for what stories and segments will appear on a given television or radio news broadcast, with concise descriptions of their subject matters, expected lengths, correspondents and guests to be on the air, etc.

Script—The prepared text of a report or broadcast written in advance and printed in extra-large type to be more easily delivered on tape, film, or live by anchors and reporters; in many cases, either cue cards or TelePrompTer devices that scroll the text just below the camera lens are used (anchors and reporters often deviate from any advance scripts, or ad-lib, thus creating the need for transcripts to reflect what actually was said on the air).

Scrub—When a launch is postponed during the latter stages of a countdown because one or more issue(s) or problem(s)—marginal weather conditions, technical glitches, aircraft or boats that inadvertently stray into dangerous restricted areas, and so forth—cannot be resolved with enough speed and surety to allow a go for launch inside the window.

Skylab—Using a leftover Saturn 5 from the cancelled Apollo series, the rocket's retrofitted SIVB third stage was lofted into Earth orbit for use as a space station. Three successive trios of Skylab astronauts stayed in space for 28, 59, and 84 days in 1973-1974. Eventually, space shuttles were expected to boost Skylab into a higher, longer-lasting orbit, but shuttle program delays and unusually intense solar activity meant Skylab's orbit decayed and it plunged to a fiery death in July 1979, with some surviving pieces striking the Indian Ocean and Australia.

Special Events Units—Parts of network television and radio news divisions established and prepared to handle breaking and scheduled coverage of such major stories as "space shots"; U.S. national political conventions, election nights, and presidential inaugurations; U.S. presidential trips abroad and presidential news conferences; funerals, weddings, assassinations, papal elections, and the like, as distinguished from regular daily newscasts, documentaries, newsmagazines, public affairs programming, and so on .

Special Reports—Live coverage of expected or unexpected breaking news that interrupts or preempts regular television or radio programming.

Splashdown—From Project Mercury in May 1961 to the Apollo-Soyuz Test Project in July 1975, all 31 U.S. human space missions ended with capsules containing the astronaut(s) parachuting to a splashdown landing in either the Atlantic Ocean or the Pacific Ocean. All space shuttle missions, from 1981 to 2003, made glider-like touchdown landings in California, Florida, or New Mexico (once), except for the STS-51L *Challenger* flight, which exploded off the Florida coast 73 seconds after launch, and the STS-107 *Columbia* flight, which disintegrated over Texas about 16 minutes before its expected landing in Florida. (Soviet/Russian cosmonauts' capsules normally parachute onto dry land.)

STS—"Space Transportation System," NASA lingo for the space shuttles, which were authorized in 1972 and which were once envisioned to be launching at least once or twice per week and as being just part of a far more ambitious system that would have included "space tugs" going from low Earth orbit to lunar orbit, etc. STS designations do not always match ordinal shuttle flight numbers because of manifest shuffling. Including the four "test" flights (STS-1, STS-2, STS-3, STS-4) and two disasters (STS 51L, STS-107), 113 U.S. space shuttle missions flew from 1981 to 2003.

Touchdown—Landings of U.S. space shuttles are made on *terra firma* (in California, New Mexico, or Florida, or elsewhere if need be in dire emergencies), rather than via splashdowns in the Atlantic Ocean and Pacific Ocean, as was done with previous U.S. human spaceflights. (Except a few accidental splashdowns, most Soviet/Russian human space missions concluded on land inside what was once the Soviet Union.)

Transcript—A verbatim, or close to it, account of what words actually aired on a given broadcast (sometimes also including some or all on-screen graphics).

Unilateral—Feeds, cameras, and so on exclusively associated with one network's coverage, as opposed to a multi-network pool's shared feeds, cameras, and so on.

Surveyor— Five scientific spacecraft soft-landed on the Moon between June 1966 and 1968, with two others failing—the probes took about 87,000 photographs, scooped up lunar soil for onboard analysis, and confirmed the surface was stable enough to support Apollo Lunar Modules and moonwalking astronauts.

Viking—NASA launched two orbiters and two landers were launched in late summer 1975 to explore Mars and search for possible signs of life there. The spacecraft arrived in mid-1976 and returned photos and other data for as long as six years.

Voyager—U.S. project that sent two spacecraft in 1977 to explore the outer solar system planets Jupiter and Saturn (Voyagers 1 and 2 in 1980-1981) and Uranus and Saturn (Voyager 2 in 1986 and 1989).

Appendix 1: CBS News Televised Space Coverage: The Players

The Columbia Broadcasting System has a long history of news excellence dating back to the 1930s days of Paul White, Edward R. Murrow, and "Murrow's Boys," as the prospects of World War II loomed and grew.[174] CBS founder and leader William S. Paley (1901-1990)—joined later by his longtime chief implementer and audience research expert CBS President Dr. Frank N. Stanton (1908-)—did much to foster the climate that, albeit with some rough patches, let CBS News become one of the world's leading news organizations during World War II and afterward. Mr. Paley's substantial corporate commitment of human and financial resources to CBS News is among the explaining factors for its long-hailed coverage of the space program, especially in the 1960s.

On Thursday 17 July 1969, the day after Apollo 11 launched , Dr. Stanton sent a four-paragraph "CBS MEMORANDUM" to "THE CBS ORGANIZATION" that stated in part:

> Without in any way detracting from the magnificent performance of the crew of Apollo 11, I would like to express appreciation on behalf of all of the CBS family for the exceptional job CBS News is doing in its television and radio coverage of the remarkable journey of Armstrong, Aldrin, and Collins.
>
> …From 9 to 11 AM New York time, in the Eastern and central time zones, the CBS Television Network's share of audience was 46 percent…
>
> These raw statistics testify not only to the public's deep involvement in America's space effort, but to the public's keen assessment of the coverage of Apollo 11 by CBS News. It takes the country's #1 news organization to cover the century's #1 story.

On Monday 9 August 1971, two days after Apollo 15's Saturday splashdown capped an especially acclaimed lunar-landing mission, Dr. Stanton issued a particularly laudatory "CBS MEMORANDUM" to "The CBS Organization":

> We can all take pride in CBS's part in the Apollo 15 mission: the superb coverage of CBS News, and the color system of CBS Laboratories which made it possible to send pictures back live to the earth. [*sic*]
>
> From every standpoint, our coverage of Apollo 15 was journalism of the highest order and broadcasting at its very best. To all of you who had a hand in making it possible, the rest of us who watched and listened in awe say, well done.

Nevertheless, much as no U.S. president has ever expressed a genuine enthusiasm for space exploration on its own merits and given it a high priority (though some might argue about Lyndon B. Johnson), the same can be said of most if not all CBS News presidents. (Please see Table A-1.) Moreover, as for the space coverage attitudes of higher-ups even further above them at the CBS non-news-related corporate levels, with few exceptions, the same could surely be said, only more so.

TABLE A-1

CBS NEWS PRESIDENTS, 1954-2003

NAME	TERM
Sig Mickelson	August 1954-February 1961
Richard S. Salant	February 1961-March 1964
Fred W. Friendly	March 1964-February 1966
Richard S. Salant	February 1966-March 1979
William A. Leonard	April 1979-March 1982
Van Gordon Sauter	March 1982-September 1983
Edward M. Joyce	September 1983-December 1985
Van Gordon Sauter	December 1985-September 1986
Howard Stringer	October 1986-July 1988
David W. Burke	July 1988-August 1990
Eric W. Ober	August 1990-December 1995
Andrew Heyward	January 1996-

Notes: Sig Mickelson held the title of General Manager of CBS News until CBS News became a full division of CBS in late 1959. From December 1949 on, Mr. Mickelson held variant titles encompassing some of the same responsibilities. Richard S. Salant was acting CBS News president from 16 February 1966 to 4 April 1966 before regaining the full title. Edward R. Murrow headed CBS News briefly just after World War II, before returning to reporting.

Source: Adapted from information supplied by Sandra M. Genelius, CBS News spokesperson, October 2004

Walter L Cronkite

Much has been written about the prominence, the centrality, the ability, and the enthusiasm of CBS News Correspondent Walter Leland Cronkite (1916-) in memorably covering the space program for network television.

As wry-humor newspaper columnist Art Buchwald put it in 1969, "Walter Cronkite, more than anyone else, sees us through these shots…and we really count on him to get these Apollo capsules back safely to earth." [*sic*][175]

Former astronaut Jim Lovell and co-author Jeffrey Kluger, in their 1994 book about Apollo 13 called *Lost Moon*, wrote about "Uncle Walter":

> For astronaut wives who wanted to get the straight dope on the status of a spacecraft and the astronauts flying it, the man to turn to was usually Jules Bergman. The ABC [News] correspondent generally made it his business to offer his audience only the darkest, most unvarnished truth, whether the audience wanted to hear it or not….
>
> Cronkite's reports were no less reliable than Bergman's, no less honest; but they were, on the whole, a lot more palatable. News from Walter Cronkite seemed to go down easier.[176]

And indeed, as CBS News producer-director Don Hewitt recalled in March 2005, "There's that great moment at Cape Canaveral when [astronaut] John Glenn's mother arrived, and they asked her what she wanted to see, and she said, `I want to see Walter Cronkite.'"[177]

Mr. Cronkite, who was born in St. Joseph MO on Saturday 4 November 1916, worked at the University of Texas-Austin *Daily Texan* and the *Houston Post* before covering World War II's European Theater and the Nuremberg war crimes trials for the United Press wire service. He joined CBS News in July 1950 and who anchored the *CBS Evening News* from April 1962 through Friday 6 March 1981, played a key role in developing the role of "anchor" as he covered

political conventions, Election Nights, presidential inaugurations, assassinations, funerals, wars, the Watergate scandals, and other major unfolding stories. But he was most especially identified in the public mind with space coverage. And, unlike so many observers, chroniclers, and experts—including prominent network anchors such as Chet Huntley and David Brinkley of NBC News—and much of the general public,[178] who utterly failed to recognize the true epochal significance of space exploration, Mr. Cronkite has also often stated emphatically that 500 years from now, the 20th century will be remembered most vividly as the start of the Space Age.

As Mr. Cronkite declared shortly before Apollo 11's launch from Cape Canaveral FL, while anchoring a *CBS News Special Report* telecast as part of "Man on the Moon: The Epic Journey of Apollo 11," Wednesday 16 July 1969, "Of all the things that have entered the history books in our generation this will live the longest."[179]

His space broadcasts earned all sorts of accolades, including Emmy Awards, including this Apollo 11-pegged praise from *Variety*: "The space industry had its two bright stars Sunday, and so did the tv industry….CBS has struck the Moon Dust Twins, Walter Cronkite and Wally Schirra…Backed by the most enterprising production of the day from CBS News, the enduring warmth, wit, and down-home expertise of Cronkite and the cool, professional authority of Astronaut Schirra…easily (in buoyant strides?) took the moon-roost coverage sweeps."

Robert J. Wussler

Other than Walter Cronkite—whose extensive and enthusiastic involvement in space coverage alone could, of course, readily sustain a master's thesis or doctoral dissertation or a popular book by itself—the name unquestionably deserving extra-special attention is that of Robert Joseph Wussler. During most of the pivotal decade of 1961-1972, Mr. Wussler was a or

the key architect-conductor-leader of CBS News television space coverage. Probably no one, himself included, could have predicted that would wind up being the case. But his prodigious energy, creativity, intelligence, and "people skills," combined with some serendipity of being in the right place at the right time, made it so.

On Friday morning 20 January 1961, on the back of Capitol Hill in Washington DC, which was blanketed by 40 cm (8 inches) of snow, a crowd awaited as John Fitzgerald Kennedy of Boston was about to be inaugurated at noon as the 35th president of the United States. CBS News President Sig Mickelson took CBS News special events general assistant Bobby Wussler aside and had a conversation along these lines:

> Mr. Mickelson: "Young man, I've been watching you and I have a big job for you. What do you know about the space program?"
>
> Mr. Wussler: "Not much, sir."
>
> Mr. Mickelson: "Men are going to fly in space—this year, throughout the `60s. We'll probably visit some other planets. And you're going to be in charge of our coverage. As a matter of fact, there's a monkey going up from Cape Canaveral in 10 days, and you're going to go down there and find out all about [this]."[180] [181]

Mr. Wussler was just 24 years old.

In a March 2003 personal interview, he reflected on his role in early space coverage as a career highlight:

> Well, it was a little bit like being along for [Christopher] Columbus or [Ferdinand] Magellan. It was a New Frontier. It *was* the `60s. I had grown up as a Depression baby, a World War 2 kid, [and in] the slow days of the Eisenhower `50s. And Kennedy—it >*was*< Camelot, as corny as it may sound, it *was* Camelot. And Camelot, and the Kennedy mystique, and the space program, and the Magnificent Seven guys[182], all sort of came out of the same [short period].[183]

As Michael Anthony Russo observed in his 1983 New York University doctoral dissertation on "CBS and the American Political Experience":

> During the months prior to the [1962 John] Glenn flight, Bob Wussler demonstrated his unique capacity for adapting the space story to the requirements of live television…Innovative ideas were welcomed in this new industry and furthered Mr. Wussler's career at CBS. His efforts brought him a promotion and the title of producer for space broadcasts. In effect, he became an apprentice to Don Hewitt, the producer-director and impresario of live-organization news coverage…
>
> At 27, Mr. Wussler possessed the energy to make the space story his won vehicle for success in the broadcasting industry. His chance to learn the craft of live programming from Hewitt, who had virtually invented the genre, became an opportunity for creative collaboration."[184]

On the landmark date of Sunday morning 20 July 1969, in a CBS News control room on West 57th Street in Manhattan, a place crammed with monitors and telephones, 32-year-old Executive Producer Bobby Wussler calmly presided as a record-setting (even to this day) 32-hour scheduled news telecast began. It ran under the umbrella title of *CBS News Special Report*: "Man on the Moon: The Epic Journey of Apollo 11." Eight-and-one-half years to the day after Mr. Mickelson had given him the space coverage assignment, Mr. Wussler commanded close to 1,000 CBS News personnel, including about 40 far-flung correspondents scattered from New York to London, from Washington DC to Tokyo, from Mission Control near Houston to Disneyland near Los Angeles. (The coverage's final credits roll, after Apollo 11's safe splashdown and recovery in the Pacific Ocean on Thursday 24 July 1969, took seven minutes, setting another record.) To the millions of viewers watching across America and Canada (via pickup by the Canadian Broadcasting Corporation), veteran anchor Walter Cronkite publicly personified the coverage, with former astronaut Wally Schirra at his side as an expert consultant and *2001: A Space Odyssey* author-screenwriter Arthur C. Clarke as a special guest. But almost

invisible to the general public, Mr. Wussler and his carefully picked and cultivated team members were the ones behind the scenes who made it all happen.[185]

Just as Mr. Wussler had predicted to his CBS News colleague Gordon Manning on the evening of Tuesday 23 March 1965, just after that day's successful end of Gemini 3, the first of 10 human Gemini flights, "We'll be on the air all night when men land on the [M]oon."[186] Mr. Wussler's prediction came true—and CBS News won the ratings for its coverage, too.[187]

In the intervening eight years since that wintry Washington day in 1961, Mr. Wussler had presided over live coverage of a head-spinning panoply of 20th century history. In 1968 and 1969 alone, which Mr. Wussler recalled as "the two impossible years," he was in overall charge of CBS News broadcasts of not only six human Apollo missions and two robotic flybys of Mars, but also of the assassinations and funerals of civil rights leader Rev. Dr. Martin Luther King Jr. and Democratic presidential aspirant Sen. Robert F. Kennedy; the deaths and funerals of former U.S. President Dwight D. Eisenhower and former French President Gen. Charles DeGaulle; the presidential primaries and caucuses; the Republican National Convention in Miami Beach; the unforgettably tumultuous Democratic National Convention in Chicago; Richard M. Nixon's photo-finish victory in the U.S. presidential election; Nixon's inauguration as the 37th U.S. president; the investiture of Britain's Prince Charles as Prince of Wales; and major anti-Vietnam War protests, among various other events.[188] [189]

"We take events coverage for granted now. But in those days, Bob Wussler was inventing it," said former CBS Broadcast Group President John A. Schneider. "On both technical and managerial levels, I feel the work he did was seminal."[190]

Former CBS News President William Leonard, who earlier had worked with Mr. Wussler as a producer, said of him, "He had almost unlimited energy, almost unlimited dedication to

whatever the job. By the time he was 30 [1966], he probably knew as much about the production side of the business as anybody. If you didn't like him, you'd have said he was pushy. If you did like him, you'd say he was terrific."

Indeed, Mr. Wussler produced a prodigious 500 hours-plus of CBS News special programming and in particular "gained an international reputation for his work covering the U.S. space program."[191]

As Mr. Gates described Mr. Wussler's Special Events years:

> The job of managing all this was one for which Mr. Wussler was extremely well suited. He was, to begin with, a superb organizer and a master of advance planning. He had the ability, when the occasion warranted it, to put everything else aside and focus all his attention on such tedious details as hotel reservations and car rentals for the horde of CBS News personnel assigned to cover a political convention. In addition, Mr. Wussler had a flair for lively production techniques. As a onetime [Don] Hewitt protégé, he recognized that news programming could benefit, at times, from an inventive use of graphics and animation and other visual embellishments…
>
> He was also an adroit empire builder. Over the years, he gathered around him a staff of competent, hard-working deputies and assistants, many of whom felt toward Mr. Wussler an intense personal devotion that transcended mere loyalty. Being young and amiable, he encouraged camaraderie…No one in those days ever accused Bobby Mr. Wussler of failing to deliver the goods or coming up short on drama.[192]

Former CBS News Correspondent George E. Herman—who spent some 42 years at the "Tiffany Network" from 1944 to 1987 and occasionally covered space exploration stories—is among the great many who praise Mr. Wussler. "His job was to arrange things, and to buy things, and to produce things. >Excellent< at his job!...He was a >superb< producer," Herman said in a March 2003 personal interview.[193]

Don Hewitt, who has worked at CBS News since 1948 and was one of Mr. Wussler's mentors starting in 1950s, said this in 1982 about his former colleague: "Bobby is the complete television man, and he is very much like I am—if TV had not come along, I don't know what either of us would have done."[194]

As the WETA-TV 26 (PBS in DC) "Avoiding Armageddon" documentary press kit put it in 2003, "Robert J. Wussler's instinct for innovation has consistently transformed television. Throughout his illustrious career, he has wrought groundbreaking advancements in commercial, cable, and satellite television."[195]

He played a central role in expanding via-satellite news coverage starting in 1962, instituting use of the minicam in production as of 1963, and inventing or developing a smorgasbord of special effects, such as the four-part "quad" split-screen.[196]

Moreover, Mr. Wussler has long cared about ethical standards in the television business. For example, according to Mr. Gates, former Baltimore *Sun* reporter and then-CBS News correspondent David Culhane unexpectedly gained serious respect for Mr. Wussler while they were both involved in covering the inquest into the July 1969 "Chappaquiddick Incident." (An evidently drunken U.S. Sen. Edward M. "Ted" Kennedy [D-MA] had driven off a Massachusetts island bridge, resulting in the drowning death of Kennedy's passenger, a young woman named Mary Jo Kopechne, and Mr. Kennedy had not reported what happened for many hours.) Another CBS News executive (and ex-print journalist) back in New York City was pressing via telephone for Mr. Culhane and Mr. Wussler to do a sidebar story about what amounted to a "publicity stunt" by an Italian actor who resembled the senator's late brother Robert F. Kennedy. But Mr. Wussler strongly resisted. "[Mr. Culhane had] thought that someone like Mr. Wussler, who was strictly a child of television and a slick production man to boot, did not have the values that were

conducive to sound news judgement. Yet on this most revealing occasion, it was Mr. Wussler who had taken a stand in defense of taste and principle."[197]

Indeed, over the years, Mr. Wussler has become increasingly concerned with what in many ways has been the declining state of American television. As he frankly put it even back in 1977, ironically just a few weeks before being removed as CBS Television President, "You don't have to descend to the levels that are being talked about in the industry now…[and] some of the programs now going on [the air]."[198]

In a March 2003 personal interview, commenting on the emergence of programs such as NBC-TV's so-called reality entertainment series *Fear Factor* and *Meet My Folks*, as contrasted with the high-quality programming much more commonly aired in earlier decades, Mr. Wussler shook his head ruefully and said, "Right. I speak about that stuff all the time."[199]

Future broadcasting-cable news and sports pioneer Robert Joseph "Bobby" Wussler was born in Newark, NJ, on Tuesday 8 September 1936, right across the Hudson River from New York City, where he would later start his rise to prominence and success. He grew up in a suburban family, with a brother and sister more than 10 years his senior. He had no TV at home until he was 12, when a black-and-white Crosley set arrived, further engaging his fascination with the new medium. Before that, he had watched TV cartoons at a friend's house.[200] [201]

For college, he went to a Catholic school in nearby South Orange NJ, Seton Hall University, where he earned a Bachelor of Arts degree in communications arts in 1957. (Much later, in 1976, he received honorary L.L.D. doctoral degrees from both his alma mater, Seton Hall, and Boston's Emerson College.[202]) In April 1957, just a few weeks before commencement, the determined "young man in a hurry" definitely knew he wanted to work in television, possibly in news, and at a major network, not at a "rinky-dink" local station or then-distant-third-rate

"puny" ABC. So, he ventured into New York City and first walked into the CBS personnel office, which wisely hired him. He never made it over to NBC, his other choice.[203] [204]

In a real-life twist on the classic Horatio Alger story, the future CBS Television President started at CBS as a mailroom clerk. But he only spent five weeks in that job. From 1957 to 1959, he was a CBS News production assistant.[205]

As CBS News chronicler Gary Paul Gates noted:

> Soon he was working as one of the minions on the Doug[las] Edwards Evening News show, where he came under the tutelage of the Maestro—Don Hewitt [who later created "60 Minutes" in 1968]. But Hewitt was just one of his mentors, In his eagerness to learn and succeed, Wussler went out of his way to seek guidance from just about everyone. He was a fast learner, too…[206]

Next came a 1959-1961 stint as a CBS News associate producer, including work on the 1960 Winter Olympics Games in Squaw Valley CA, with none other than Mr. Cronkite as host.[207] From 1961 to 1965, Mr. Wussler was a CBS News producer; during those years he was also special projects coordinator and head of the elections unit for CBS News. From 1 January 1965 until he left CBS News days after the November 1972 presidential election, he presided over the newly constituted CBS News Special Events Unit.[208]

As *The New York Times* noted in 1976, "Mr. Wussler attracted the notice of [CBS] higher management during the years in which he was director of specials events, responsible for all planning and logistics for the coverage of major occurrences," which led to a fast series of what were considered promotions.[209]

In a March 2003 personal interview, Mr. Wussler laughingly recalled one side effect of his high-profile Special Events period: "…And because of my experience there, and the exposure I got to upper management well beyond the News Division. I mean, I was known as the guy who

interrupted programming!...[Longtime CBS President] Dr. [Frank] Stanton knew me well and took very good care of me. And that's how I got to run a television station in Chicago [WBBM-TV 2 , and further promotions]."[210]

From mid-November 1972 through mid-1974, Mr. Wussler served as vice president and general manager of one of CBS's owned-and-operated television stations, WBBM-TV 2 Chicago. Its ratings rose from fourth place to second place during Mr. Wussler's 20 months in the Windy City, and soon afterward they climbed into first place. Back in New York, Mr. Wussler served as "Vice President, Sports, CBS Television" from July 1974 to April 1976. Next, he was promoted to being CBS Television President at a record-setting youthful age, a position he held from April 1976 until October 1977. After CBS reshuffled its organizational chart, Mr. Wussler served as President of the CBS Sports Division from October 1977 until March 1978.[211]

As Mr. Gates tells it, after noting CBS's drop to second and then third in the entertainment ratings, thanks to a mid-1970s surge by ABC-TV, after CBS had spent 20 years in first place:

> Bob Wussler, the resourceful hustler who had risen so rapidly from the middle-level ranks of the [CBS] news division to become president of the Television Network, now experienced the first serious setback of his meteoric career. His domain was carved up into three divisions—entertainment, sports, and network (the latter's function now largely confined to sales and affiliate relations)—and he retained jurisdiction over only one-third of it: the sports operation, which, eighteen months earlier, had served as a stepping-stone into the network presidency. [212]

After leaving CBS, Mr. Wussler traveled to such places as Japan and the then-Soviet Union, producing television specials as president of Pyramid Enterprises Ltd., his own New York City-based production company, which he ran from 1978 until 1980. His extensive past travels and contacts helped considerably. As Mr. Wussler explained in 2003, "I took advantage

of the fact that I knew a lot Russians from their space program, I knew a lot of Japanese for other reasons, and I went around the world for a year producing things."[213] [214]

As R.E. "Ted" Turner has acknowledged in talking about the 1980 founding and improvement of his envisioned 24-hour news channel, Cable News Network (CNN), "I couldn't have done it without Bob Wussler."[215] As Mr. Wussler remembered in a 2003 interview, this is how their collaboration began: "This guy in California, who is a good friend, called me and said, 'What do you know about [Ted] Turner?' I said, 'Oh, he's crazy!' He [the friend] said, 'Oh, so are you. You'd be good together!' And Turner hired me on the phone. Turner had not met me when he hired me."[216]

By a 1982 magazine interview with Frazier Moore, who later covered television for the Associated Press, Mr. Wussler had gotten to know Mr. Turner much better and said of his boss, "One on one, he's a very reasonable person. We all jokingly say he's crazy. He's not crazy. He's a very smart man. Oh, he's *difficult*. He is the owner, and he wants the company [TBS] run his way…Perfect it's not, but it's not bad."[217]

Mr. Moore opened his 1982 feature profile of Mr. Wussler this way:

> Ted Turner needed a steadying hand. That seemed beyond question [in 1980] as he pressed ahead with his upstart empire. But something else was in the cards. Turner Broadcasting System…needed to shed its Cracker image; needed to earn the sort of patrician standing enjoyed by ABC, NBC, and CBS. So Turner needed somebody who could bring to scrappy TBS instant background, ready-made breeding.
>
> Robert Wussler, meanwhile, needed renewal. As a producer and executive, he had risen to the top at CBS with almost indiscreet dispatch. Then he had been rudely deposed. Too old to be precocious, he was finished as a whiz kid. But…he still had plenty to offer. He was a city slicker, he was media high society. Turner wanted some of that.

> Insiders called Wussler a ‘catch’ when Turner brought him to Atlanta [two months before CNN’s sign-on at 1800 EDT on Sunday 1 June 1980]….[218]

From April 1980 to 1987, Mr. Wussler was Executive Vice President of the Turner Broadcasting System, Inc. (which then included CNN, Atlanta superstation WTBS Channel 17, and other entities). In addition to his role with CNN, he also helped start capsule-news CNN2 (which eventually became CNN Headline News). He was Senior Executive Vice President of TBS from 1987 to 1989.[219]

Since 1992, he has been chairman and president of The Wussler Group, doing international media consulting “focused on developing television and Internet properties, electronic commerce, and communications technologies.”[220] [221]

Mr. Wussler’s accumulated accolades in news and sports include the esteemed National Association of Television Arts and Sciences Trustees Award[222], six Emmy Awards[223], and four ACE awards for cable television excellence.[224] Mr. Wussler is now working on his autobiography and preparing a retirement home near Asheville NC, among many other projects.[225]

Back at Special Events in 1972, Mr. Wussler—its first director and executive producer—left a challenging standard to be measured against. And, perhaps partly owing to different news circumstances, none of his successors apparently had his particular zest, flair, and commitment vis-à-vis space coverage. (Please see Table A-2.)

TABLE A-2

CBS NEWS "SPECIAL EVENTS UNIT" LEADERS, 1965-2003

NAME	TERM
Robert J. Wussler	1 January 1965-late 1972
Russ Bensley	Late 1972-1982
Joan F. Richman	1982-1986
Lane Venardos	May 1986-1992
David Buksbaum	1992-1994
Stephen E. "Steve" Jacobs	January 1994-October 1997
Lane Venardos	Late 1997-January 2000
Al Ortiz	January 2000-

Notes: Av Westin also played a leading role in the SEU during the mid-1960s. Ernest Leiser also played an executive role with Special Events during the latter part of Mr. Bensley's term. In some cases, the formal title has been Executive Producer and Director of the Special Events Unit; in some other cases the position carried vice-president status.

Sources: Sandra M. Genelius, CBS News spokesperson, October 2004, later confirmed with Mark K. Kramer, Operations Producer for the CBS News Special Events Unit.

Other Team Members

A peak of almost 1,000 people comprised the CBS News teams involved in Apollo 11 "Moon Day" space coverage,[226] though for most missions, dozens would be more typical. For starters, Walter Cronkite was not the sole anchor of CBS News space coverage, even in the 1960s. (Please see Table A-3). Over the decades, he was joined or spelled by several others for varying reasons, and was eventually succeeded. In the early 1960s, because of technological limitations in broadcasting live from Cape Canaveral, someone in New York had to anchor during gaps of transmissions from Florida. Later on during longer missions, someone suitable had to be available to deliver progress reports while Mr. Cronkite flew in transit from the Florida launch site to the designated anchor site for the balance of the mission, such as St, Louis (home of the McDonnell Aircraft firm, maker of the Gemini spacecraft), Houston (home as of 1965 to

Mission Control at NASA's Manned Spacecraft Center, which was renamed in 1973 as the Johnson Space Center, after Texan U.S. President Lyndon B. Johnson), or New York City (home of CBS News). In addition, for some events—such as the Surveyor 1 probe soft-landing on the Moon in the wee hours—Mr. Cronkite was willing to delegate anchor duties. In that case the job went to George E. Herman in New York, and for the follow-up *CBS News Special Report* "Two Weeks on the Moon"—with a meticulously recreated-from-photographs moonscape in a CBS Los Angeles studio—to Charles Kuralt, assisted by Mr. Herman. And during part of the Skylab Project, Mr. Cronkite took a long-planned extended, three-month-long vacation, and Morton Dean anchored space coverage in his stead for Skylab 3's launch and splashdown.

Before leaving for ABC News and later WJLA-TV 7 (DC) in late summer 1972, DC-based CBS News Correspondent David Schoumacher over the years prepared and filed numerous space mission "bank pieces," or background reports. Examples included an unaired piece in pre-Apollo-1-fire November 1966 about spacecraft fire-safety concerns; a May 1969 piece on NASA's once-optimistic hopes for keeping at least three pads busy at KSC's Launch Complex 39 versus whether NASA really needed even the two—A and B—that were actually built; profiles of some of the lesser-known but important contributors to the Apollo 11 success; and filmed interviews with various astronaut crew members. Mr. Schoumacher also anchored progress reports during several Apollo missions. On Monday 21 July 1969, Mr. Schoumacher substituted for a resting Mr. Cronkite from 0315 to 1045 EDT, just after Apollo 11's moonwalk concluded and as both those astronauts slept.[227] [228] [229] [230]

After Dan Rather took over from Mr. Cronkite as anchor and managing editor of the *CBS Evening News* in March 1981, Mr. Rather also assumed the lead role in anchoring Special-Events coverage. But after STS-1, STS-2, and STS-3, he mostly delegated that role to Mr. Dean (before

the latter man left CBS News as of early January 1985), Mr. Rather resumed his lead-anchor-managing-editor prerogative for the STS-51L *Challenger* disaster coverage, and for the STS-26 *Discovery* return-to-space and several shuttle missions thereafter. He also anchored the STS-95 *Discovery* "John Glenn Return to Space" launch coverage and the STS-107 *Columbia* re-entry tragedy. Various others took an occasional turn at anchoring special space coverage.

TABLE A-3

CBS NEWS TELEVISION SPACE COVERAGE, KEY ANCHORS, 1957-2003

ANCHOR	YEAR(S)
Douglas Edwards	1957-1965
Walter Cronkite	1958-1981
Mike Wallace	1965-1967
George E. Herman	1966
Charles Kuralt	1966, 1970
Steve Rowan	1968
David Schoumacher	1969-1971
Morton Dean	1973-1984
Dan Rather	1981-2003
Christopher Glenn	1983
Sharyl Attkisson	1993

Sources: Based on data from CBS News press releases, CBS News Reference Library bio files and broadcast transcripts, news accounts, and interviews.

As for the people behind the cameras, long before creating and producing the weekly newsmagazine "60 Minutes," which debuted on CBS-TV in September 1968, Don Hewitt was a major player in early CBS News space coverage. Upon joining CBS News in 1948, Mr. Hewitt had quickly become a director on the network's flagship evening television newscast, first with Douglas Edwards and then with Walter Cronkite. But Mr. Hewitt had also taken an active shaping role in running "special events coverage" of British Queen Elizabeth II's June 1953 coronation ceremony, U.S. national political conventions from 1948 to 1980, Election Nights, U.S. presidential trips abroad, U.S. presidential inaugurations, and the like. So, as space

exploration emerged as a major news story, Mr. Hewitt applied his considerable talents to it. To illustrate the idea of Sputnik 1 orbiting the Earth in October 1957, he reportedly devised a simple but visually useful model with just a globe, a ping-pong ball, and a coat hanger.

Later CBS News space models were greatly advanced by Joel Banow, an ingenious CBS News director with a knack for coordinating impressive visual effects involving simulations and animations. He was an important contributor through much of the 1960s and into the early 1970s. For example, Mr. Banow contracted with Reel III Animation, a firm led by Richard E. Spies—who had made a mark as an aerospace industry illustrator—to create high-quality animation for CBS News Apollo coverage (and other news and sports programs). The Spies team's animation depicted mission segments that were both out of camera range and/or infeasible to depict with models, such as rocket staging separations and engine firings, and eventually for sophisticated openings that set the mood for coverage of each flight. Beginning with Apollo 11, well-produced main title sequences, or billboards, were incorporated into coverage broadcasts, including animation and music, variances from usual CBS News policies.[231] Mr. Banow "un-retired" to produce and direct arts-related documentaries for public television in Southwestern Florida.

Joan F. Richman, a 1961 Wellesley College graduate, started clipping newspapers in the CBS library that September—after attending a CBS-suggested summer of secretarial school back home in her native St. Louis. Aside from stints at public television's WNET-TV 13 New York, ABC News, and CBS Sports, Ms. Richman spent most of the years through early January 1989 at CBS News, leaving as a vice president. With her intelligence and intensity, and with Andrew A. Rooney and Mr. Wussler as mentors, Ms. Richman became an increasingly key CBS News staffer and joined the CBS News space team as of Gemini 4 in 1965. There, she rose from

researcher to associate producer to producer. Mr. Cronkite had high praise for her in a 1969 *Christian Science Monitor* newspaper feature on her: "Joan is an absolute mainstay to us. It's a job that requires considerable nerve, split-second decisions, and adroit planning skills. "She's got them all." Some observers say Ms. Richman should have become the first woman president of CBS News in the late 1980s, and virtually all broadcasting experts agree that all women in broadcast journalism owe a big debt to her. She later taught at Harvard University, traveled widely, and provided philanthropic support to St. Louis's opera.

Clarence "Red" Cross, who while in the U.S. military in public affairs at Cape Canaveral FL, became acquainted with CBS News staffers down there and wound up working as a producer there in the Special Events Unit during much of the later 1960s and early 1970s. He played a central role in the exhaustive process of making live downrange coverage of splashdowns possible on television. Mr. Cross later became a New York-based agent, including for broadcast journalists he had worked with, and has acted as a long-term consultant to the Japanese TBS network.

Mark K. Kramer, who first worked for CBS News in 1966, has been involved in CBS News television space coverage since his role as a researcher for Apollo 7 in 1968, and he later continued meticulously putting together CBS News space handbooks[232] and detailed mission timelines as research manager. He eventually rose to become an associate producer, producer, and operations producer for the CBS News Special Events Unit. Over the years, Mr. Kramer showed a particular aptitude and affinity for handling space coverage, and as of early 2005 he is the main source of in-house, living institutional memory about CBS News space coverage. His father, Harry Kramer, was a longtime staff announcer for CBS-TV and CBS News, who once

filled in for Mr. Cronkite—using copy written by his son—for about two hours during the first of three Apollo 15 moonwalks, on the afternoon of Saturday 31 July 1971.[233]

Producer-director Jack Kelly started helping with the Gemini-era anchor-remote at McDonnell Aircraft Corp.'s Gemini-building- plant in St. Louis while he was on staff at KMOX-TV (CBS's owned and operated television station in St. Louis). He eventually joined CBS News, and became an indispensable stalwart of remotes at Houston, Bethpage NY, assorted splashdown recovery ships at sea, and elsewhere. Mr. Kelly remained involved with space coverage into the 1990s.[234]

Associate director/director Richard Knox, a soap opera actor as a youth, rose to be director of CBS News Apollo-Soyuz Test Project coverage in 1975, after Mr. Banow left. Mr. Wussler had encouraged Mr. Knox to pursue directing.[235]

Set designer and art director Hugh Gray Raisky (whose non-space design resume includes the 1964 CBS News Election Night set and several U.S. presidential "debate" stage sets) finessed the look of the futuristic CBS News Space Center/Space Headquarters studio-sets.[236] He is "a fine artist in oils and water color [who] had a one-man show of his work in 1962 [and] considers himself an impressionist," noted a CBS News feature press releases toward the midpoint of Project Gemini. Mr. Raisky, who graduated from the Los Angeles Art Center School and the Chicago Academy of Fine Arts, enrolled in astronomy courses to bolster his credentials for designing space coverage sets.

Weeks before Apollo 11, CBS News hired as a special expert consultant Walter M. "Wally" Schirra, one of the original Mercury 7 "right stuff" group of 1959 and the only astronaut to have flown in space aboard Mercury, Gemini, *and* Apollo spacecraft. Teamed on-air with Mr. Cronkite, Mr. Schirra added color and credibility. The arrangement extended from Apollo 11

through Apollo 17, plus the Skylab flights and the Apollo-Soyuz Test Project (ASTP). Mr. Schirra would join Mr. Cronkite at the Kennedy Space Center/Cape Canaveral FL for the launch (or, in the case of Skylab 3 in July 1973, Mr. Dean, filling in at the launch for Mr. Cronkite, who was taking an unusual three-month-long sailing vacation). For the Apollo and ASTP missions, Mr. Schirra flew with Mr. Cronkite and other key CBS News staffers from Florida back to New York, whence coverage of the remainder of those missions primarily originated from studios at the CBS Broadcast Center on West 57th Street.

In announcing the contract with Mr. Schirra, CBS News President Richard S. Salant extolled him: "Captain Schirra, needless to say, is a major addition to our coverage of the American landing on the Moon and future flights. He will appear with CBS News Correspondent Walter Cronkite at the launch from Cape Kennedy, and from the CBS News Space Center in New York throughout the lunar-landing period and at other times during the mission." The relationship extended through the July 1975 ASTP flight; when CBS News tried to arrange for him to appear on its STS-95 John Glenn flight coverage, Mr. Schirra had already been snapped up by ABC News.[237]

Over the years, CBS News also tapped for on-air expertise either former astronauts hired as consultants or NASA-arranged guest commentator current astronauts. Among them were Alan B. Shepard (later in Apollo), Alan Bean, Jack R. Lousma, Bonnie Dunbar, Paul J. Weitz, Jeffrey Hoffman, Karol Bobko, Ronald S. McNair, Michael Collins (for a few flights after the post-*Challenger* return to space of the shuttles), Joe Allen (for STS-61, the first Hubble servicing mission), and L. Gordon Cooper (for STS-95, marking John Glenn's second space flight, after a 36-year gap).

During several Gemini missions, McDonnell Aircraft Corp.'s crew station space engineer Robert "Bob" Sharp provided expertise from inside a Gemini capsule mock-up in St. Louis, as did his colleague Miles McClure. From Apollo 8 onward through ASTP, Leo Krupp, a test astronaut, engineer, and chief research pilot at North American Aviation/Rockwell International in Downey CA (who continued in that role through the space shuttle *Challenger* STS-51L accident in 1986), provided on-air expertise about the Apollo Command-Service Module spacecrafts. Scott MacLeod, a chief lunar module consulting pilot at LEM-maker Grumman in Bethpage NY, supplied LEM-focused expertise during the Moon landing-related missions of Apollos 9-17. "Krupp and MacLeod have given us a tremendous advantage in our coverage of Apollo missions," said Mr. Wussler in May 1969. "We have two of the most knowledgeable men in the space business simulating exactly what the astronauts are doing during the most critical phases of the mission."[238] (For Apollo 7, CBS News had used another North American Aviation research pilot, Richard Erman, to portray in an exact Apollo capsule mock-up just what mission commander Wally Schirra was doing up in Earth orbit, and on later Apollo flights CBS News also used Grumman engineer Charles Smith.)[239]

"Krupp, MacLeod, and Smith are experts in their fields," said CBS News producer Sid Kaufman in January 1971, as he was preparing to work with them again, this time for Apollo 14 at Grumman's Bethpage, Long Island, NY plant. "And they serve a very important function in keeping the American audience informed about the mission."[240]

For Apollos 10, 11, and 15, famed science-fiction author, science writer, and "2001: A Odyssey" screenwriter Arthur C. Clarke joined Mr. Cronkite at the Florida and New York anchor desks. In 1946, Mr. Clarke, a Briton and longtime Sri Lanka resident, wrote an article outlining the concept and advantages of Earth-orbiting communications satellites.

More recently, CBS News has benefited greatly since 1992 from the consulting expertise and encyclopedic space knowledge of William "Bill" Harwood, a multimedia journalist and co-author of the 2004 book *Comm Check—The Final Flight of Shuttle* Columbia *(*about the STS-107 disaster). Mr. Harwood started covering space shuttle launches in November 1981 by driving down to Florida from the Tennessee college newspaper where he was editor. In 1984, he began reporting on space for the United Press International wire service, and he started to contribute part-time to CBS News circa 1990. During that time, CBS News has tapped him as an expert analyst not only for television (especially on the underappreciated overnight newscast *Up To The Minute*, as well as on the flagship *CBS Evening News* and other broadcasts), but also for radio and on the Internet at the outstanding "Bill Harwood's CBS News Space Place" on the *www.cbsnews.com* Web site and via free-subscription emailed space news updates. Through STS-107, Mr. Harwood has covered 107 of the 113 space shuttle missions, since his first one, STS-2.

In all, over the decades from 1957 to 2003, more than 100 correspondents and reporters contributed to CBS News space coverage—some of them only briefly in passing, but others regularly or recurringly for years. (Please see Table A-4). Especially notable regulars included Charles von Fremd, George E. Herman, Steve Rowan, Nelson Benton, David Schoumacher, Bruce Morton, Bill Stout, Terry Drinkwater, Bill Plante, Morton N. Dean, Bruce Hall, Erin Hayes, and David Dow.

TABLE A-4

CBS NEWS TELEVISION SPACE COVERAGE, CORRESPONDENTS/REPORTERS INVOLVED, 1957-2003

(alphabetical order)

Jacqueline J. Adams
Wyatt Andrews
Sharyl Attkisson *
Jim Axelrod
Bob Bahr
Richard Bate
Jack Beck
Joseph Benti
Nelson Benton *
John Blackstone
Jerry Bowen *
Cynthia Bowers
Ed Bradley
Winston Burdette
James Burke (BBC)
Mika Brzezinski
Heywood Hale Broun
Winston Burdette
Ted Capener (KSL-TV)
Wells Church
Jane Clayson
Ron Cochran
Reid Collins
Charles Collingwood
Victoria Corderi
Lee Cowan
Ned Cramer
Walter Cronkite *
David Culhane
Cliff Curke (KIRO-TV)
Bob Davies (KOOL-TV)
Morton N. Dean *
Nancy H. Dickerson
David Dow *
Bill Downs
Terry Drinkwater *
Dave Dugan
Jerry Dunphy (KNXT-TV)
Jed Duvall
Douglas Edwards
Bernard Eisman
Eric Engberg *
Tom Fenton
John Ferrugia
Murray Fromson
Christopher Glenn *
Bernard Goldberg
Vince Gonzales
Bruce Hall *
John Hart
Bobbi Harley
William Harwood * #
Bill Haskell (WTIC-TV)
David Hawkins
Erin Hayes *
George E. Herman *
Grant Holcomb
Richard C. Hottelet
Sandra Hughes
Jim Jensen (WCBS-TV)
Gordon Joseloff
Marvin Kalb
Elizabeth Kaledin
Peter Kalischer
Frank Kearns
Alexander Kendrick
Mark Knoller
Charles Kuralt *
Bill Kurtis
John Laurence
Marya McLaughlin
William McLaughlin
Bob McNamara
Bill Martin
David Martin
Anthony Mason
Bruce Morton *
Roger Mudd
Edward R. Murrow
Sheridan Nelson (CBC)
Dick Norris (KSL-TV)
Stuart Novins
Diana Olick
Pam Olsen
Bob Orr *
Bob Osborn (WBBM-TV)
Charles Osgood
Elizabeth Palmer
Ike Pappas
Scott Pelley *
Byron Pitts
Bill Plante *
Ed Rabel
Dan Rather *
Harry Reasoner
John Roberts
Steve Rowan
Hughes Rudd
Morley Safer
Tony Sargent
Forrest Sawyer
Robert Schakne *
Bob Schieffer
Richard Schlesinger
David Schoumacher *
Daniel Schorr
Barry Serafin
Eric Severeid
Gary Shepard
Maria Shriver
Bob Simon
Harry Smith
Howard K. Smith
Lesley Stahl
Mark Strassman
Neil Strawser
Bill Stout *
George Syvertsen
Martha Teichner *
Ollie Thompson (KTVH-TV)
Richard Threlkeld
Dallas Townsend *
Peter van Sant
Charles von Fremd *
Bill Walker

Mike Wallace *
Don Wayne (WHIO-TV)
Don Webster
Bill Whitaker
Steve Young *
Paula Zahn

* Played especially major and/or regular role in space coverage.

Officially a CBS News Consultant on space, but *de facto* a space beat reporter.

Sources: Vanderbilt Television News Archives Internet Web site (*www.vanderbilt.edu*) and CBS News transcripts, bio files, and press releases, and interviews.

Appendix 2: Chronology of Some Key Space Exploration Dates

4 October 1957—Soviet Union launches Sputnik 1, first Earth-orbiting artificial satellite, in conjunction with the International Geophysical Year, marking the start of the Space Age

3 November 1957—Soviet Union launches Sputnik 2, carrying a dog named Laika, who becomes the first animal in Earth orbit; with no recovery planned, she dies painfully several days later

6 December 1957—U.S. Navy's attempted launch of Vanguard 1 fails on the pad at Cape Canaveral FL and gets dubbed "kaputnik."

31 January 1958—United States launches Explorer 1, its first Earth-orbiting satellite

1 October 1958—The National Aeronautics and Space Administration (NASA) officially starts operations

2 January 1959—Soviet Union launches Luna 1, the first satellite to orbit our Sun

9 April 1959—News conference in Washington DC introduces the original Mercury 7 astronauts (Alan B. Shepard, Virgil I. "Gus" Grissom, John H. Glenn, M. Scott Carpenter, Walter M. "Wally" Schirra, L, Gordon Cooper, Donald K. "Deke" Slayton)

12 September 1959—Soviet Union launches Luna 2, which the next day becomes the first human-made object to impact Earth's Moon

4 October 1959—Soviet Luna 3 probe launched to take first-ever photographs of Moon's far side

1 April 1960—United States launches Tiros 1, the first successful weather satellite

12 April 1961—Soviet cosmonaut Yuri A. Gagarin, aboard Vostok 1, becomes the first human in space and in Earth orbit

5 May 1961—Astronaut Alan B. Shepard Jr., during a 15-minute suborbital hop aboard *Freedom 7*, becomes the first American in space

21 July 1961—Virgil I. "Gus" Grissom, on another suborbital hop, becomes the second American in space, but narrowly escapes as his *Liberty Bell 7* capsule sinks in a deep spot of the Atlantic Ocean (not to be recovered until July 1999)

6 August 1961—Soviet cosmonaut Gherman Titov, aboard Vostok 2, becomes the first human to spend a full day in Earth orbit

20 February 1962—Astronaut John H. Glenn Jr. becomes the first American in orbit, making three trips around Earth aboard *Friendship 7*

10 July 1962—Telstar, the first active communications satellite, launches into low Earth orbit for sporadic North America-to-Europe television and telephone service

14 December 1962—U.S. space probe Mariner 2 makes the first planetary encounter with a flyby of Venus

15-16 May 1963—Astronaut L. Gordon Cooper becomes the first American to spend a full day in space, aboard *Faith 7*

16 June 1963—Soviet cosmonaut Valentina Tereshkova becomes the first woman in space and Earth orbit, spending three days and 48 orbits aboard Vostok 6

31 July-1 August 1964—U.S. probe Ranger 7 intentionally crash-lands on Earth's Moon, sending back pictures for processing and release

20 February 1965—U.S. probe Ranger 8 transmits more than 7,100 photographs in its final 23 minutes of flight before intentionally crashing into the Moon's Sea of Tranquility

18 March 1965—Soviet cosmonaut Alexei A. Leonov of Voskhod 2 becomes the first human to walk in space

23 March 1965—American Gemini 3 astronauts Virgil I. "Gus" Grissom and John W. Young start the two-man Gemini series, a bridge between the one-man Mercury and three-man Apollo flights intended to deepen, broaden, and lengthen American human spaceflight endurance and skills

24 March 1965—U.S. Ranger 9 sends back first live close-up television pictures of Earth's Moon, transmitting more than 5,800 images in its last 19 minutes before intentionally crashing into Crater Alphonsus

6 April 1965—COMSAT launches Early Bird, the world's first commercial communications satellite, which provides service from geostationary Earth orbit on 28 June for North America-to-Europe television and telephone traffic

3 June 1965—American astronaut Edward H. White II on Gemini 4 becomes the first American to walk in space

14 July 1965—U.S. flyby probe Mariner 4 transmits the first close-up television still images of Mars, indicating that the Red Planet is almost certainly a dead planet after all

December 1965—American astronauts Frank Borman and James A. Lovell aboard Gemini 7 set a two-week space endurance record and participate in the first space rendezvous, with Walter M. Schirra and Thomas P. Stafford on Gemini 6A

3 February 1966—Luna 9 makes first-ever soft landing on Moon, in the Ocean of Storms

1 March 1966—Soviet probe Venera 3 becomes the first spacecraft to crash into another planet, Venus, but it cannot return data

18 March 1966—Gemini 8 starts tumbling wildly with Neil A. Armstrong and David R. Scott aboard, forcing the mission to be cut short and an emergency splashdown in the Pacific Ocean

2 June 1966—Surveyor 1 makes the first U.S. successful soft-landing on Earth's Moon

14 August 1866—U.S. probe Lunar Orbiter 1 takes the first photo of Earth from the Moon's distance

27 January 1967—The three American Apollo 1 astronauts—Virgil I. "Gus" Grissom, Edward H. White II, and Roger B. Chaffee—asphyxiate during a ground countdown test as a flash fire engulfs their capsule

24 April 1967—Soviet cosmonaut Vladimir M. Komarov dies upon returning from space when his Soyuz 1 capsule's parachute fails

15 September 1968—Soviet Union launches Zond 8, which becomes the first spacecraft to orbit Earth's Moon and return to Earth

11-22 October 1968—Apollo 7's Earth-orbital engineering test success by Walter M. "Wally" Schirra, Donn Eisele, and Walter Cunningham ends a 20-month grounding for American astronauts after the Apollo 1 fire

24-25 December 1968—Apollo 8's astronauts Frank Borman, James A. Lovell, and William A. Anders become the first humans to orbit the Moon, completing 10 orbits and televising a controversial Christmas Eve "Genesis" Bible passage reading back to Earth

3-13 March 1969—Apollo 9's James A McDivitt, David R. Scott, and Russell L. "Rusty" Schweickart flight-test the combined Command-Service Module *Gumdrop* and the Lunar Excursion Module (LEM) *Spider* in Earth orbit

16-24 May 1969—Apollo 10's lunar landing dress rehearsal mission takes the LEM *Snoopy* with Thomas P. Stafford and Eugene A. Cernan to within 16 kilometers (10 miles) of the Moon's surface, with John W. Young back in *Charlie Brown*

20-21 July 1969—Apollo 11's Neil A. Armstrong and Edwin E. "Buzz" Aldrin in *Eagle* visit the Moon's Sea of Tranquility, becoming the first humans to moonwalk, as Michael Collins orbits in *Columbia*

31 July and 4 August 1969—Mariners 6 and 7 make the nearest-yet flybys of Mars, returning altogether almost 200 television images, including 55 close-ups

19-20 November 1969—Apollo 12 visits the Moon's Ocean of Storms, with LEM *Intrepid*'s Charles "Pete" Conrad and Alan L. Bean landing about 200 meters (600 feet) from the Surveyor 3 probe, close enough to retrieve parts for space-exposure studies, as Richard F. Gordon orbits in *Yankee Clipper*

13 April 1970—An oxygen tank inside Apollo 13's Service Module explodes that night while three astronauts are en route to a lunar landing, forcing the crew of James A. Lovell, Fred W. Haise, and late-substitute John L. Swigert and their ground team to improvise and implement emergency survival measures, including using the LEM *Aquarius* as a lifeboat instead of the *Odyssey* mother ship for most of the tense 3-1/2 days it took to swing around the Moon and return to Earth (in 1994, mission commander Jim Lovell co-wrote with Jeffrey Kluger the book *Lost Moon*, which led to the 1995 film *Apollo 13*, directed by Ron Howard and starring space enthusiast Tom Hanks as Mr. Lovell)

12 September 1970—Soviets launch Luna 16, which achieves the first lunar soil return by an automated probe

17 November 1970—Soviet probe Luna 17 lands on Earth's Moon carrying Lunakhod 1, the first lunar rover, which travels around for 11 days

15 December 1970—Soviet probe Venera 7 makes the first soft-landing on Venus, sending back data for 23 minutes

5-6 February 1971—Apollo 14's LEM *Antares* crew of Alan B. Shepard Jr. and Edgar D. Mitchell explore in the Moon's Fra Mauro region, where Apollo 13 would have landed, as Stuart A. Roosa orbits in *Kitty Hawk*

19 April 1971—Soviet Salyut 1 launched into Earth orbit as the first space station

29 June 1971—Three Soviet cosmonauts aboard Soyuz 11—Georgi Dobrovolsky, Vladislav Volkov, and Viktor Patsayev –die during reentry on returning from Salyut 1 space station

30 July-2 August 1971—Apollo 15 achieves the fourth human lunar surface visit, with the first Lunar Roving Vehicle (LRV) brought along in LEM *Falcon* to great advantage for David R. Scott and James B. Irwin, who explore part of the Hadley-Apennine highlands region, as Alfred M. Worden orbits in *Endeavor*

13 November 1971—U.S. probe Mariner 9 becomes the first spacecraft to orbit Mars, with its view mostly obscured for months by a planet-wide dust storm, but sending back data until late October 1972

20-23 April 1972—Apollo 16 makes the fifth human Moon landing at Descartes region, with LEM *Orion*'s John W. Young and Charles Duke using a lunar rover to explore part of the Descartes region, with Thomas K. Mattingly II back in *Casper*

11-14 December 1972—Apollo 17's LEM *Challenger* makes the sixth, and to-date last, human lunar landing, at Taurus-Littrow, bringing along Eugene A. Cernan and the first scientists-astronaut in space, geologist Harrison H. "Jack: Schmidt, as Ronald Evans orbits in *America*

14 May 1973—Last Saturn 5 rocket launches (as its third stage) the Skylab space station, but serious damage occurs during ascent

25 May 1973—Skylab 2 crew launches 10 days late to dock with Skylab and perform emergency repairs with hastily designed and built special tools on a 28-day flight

28 July 1973—Skylab 3 crew begins a 59-day mission, with almost all of it spent aboard the space station

3 December 1973—U.S. probe Pioneer 10 becomes the first spacecraft to flyby the gas giant planet Jupiter

8 February 1974—U.S. Skylab 4 crew of Gerald P. Carr, William R. Pogue, and Edward G. Gibson splashes down in Pacific Ocean, having set an 84-day space endurance record

29 March 1974—U.S. probe Mariner 10 makes first flyby of innermost planet Mercury, returning for two additional flybys on 21 September 1974 and 16 March 1975

December 1974—Pioneer 11 becomes the second spacecraft to make a Jovian flyby

15-24 July 1975—The Apollo-Soyuz Test Project (ASTP), involving three American Apollo 18 astronauts—Thomas P. Stafford, Vance DeV. Brand, and Donald K. "Deke" Slayton—and two Soviet Soyuz 19 cosmonauts—Alexei A. Leonov and Valeri N. Kubasov—dock in Earth orbit for two days during the first international human space mission, helping ease Cold War tensions

20 July 1976—Viking 1 Lander accomplishes the first successful touchdown on Mars, exactly seven years after Apollo 11's Moon landing; the Viking 2 Lander follows suit elsewhere on Mars less than two months later, on 3 September

12 August 1977—Free-glide drop tests of U.S. space shuttle *Enterprise* begin in California

December 1978—U.S. Pioneer Venus probes reach Venus

5 March 1979—U.S. probe Voyager 1 makes flyby of Jupiter

9 July 1979—U.S. probe Voyager 2 makes flyby of Jupiter

1 September 1979—U.S. Pioneer 11-Saturn makes the first-ever flyby of the ringed gas giant planet Saturn

12 November 1980—U.S. probe Voyager 1 makes flyby of Saturn

12 April 1981—*Columbi*a, on STS-1, launches the space shuttle era 20 years to the day after Yuri A. Gagarin's first-man-space flight, on a two-day flight by John W. Young and Robert L. Crippen

26 August 1981—U.S. probe Voyager 2 makes flyby of Saturn

12-14 November 1981—With mission STS-2, *Columbia* becomes the first re-useable human spaceship, with Joseph H. "Joe" Engle and Richard H. Truly aboard, though a fuel-cell failure caused the flight to be shortened

30 March 1982—On STS-3, *Columbia*'s Jack R. Lousma and Gordon Fullerton make the only space shuttle landing in New Mexico because of bad weather at Edwards Air Force Base CA's high desert-dry lakebed landing area

4 July 1982—After *Columbia* lands in California following a one-week-long STS-4 flight by Thomas K. Mattingly II and Henry W. Hartsfield Jr., U.S. President Ronald W. Reagan on hand to declare the shuttle's test phase over and its "operational" phase ready to start

11-16 November 1982—On STS-5, *Columbi*a makes the first "operational" space shuttle flight, with astronauts Vance D. Brand, Robert F. Overmyer, Joseph P. Allen, and William S. Lenoir aboard

18-24 June 1983—On the STS-7 *Challenge*r mission, astronaut and physicist Sally Ride becomes the first American woman in space and Earth orbit

30 August 1983—Guion S. Bluford becomes the first African-American in space, flying with four crewmates on the six-day STS-8 *Challenger* mission, which also marked the shuttle's first nighttime launch and nighttime landing

7 February 1984—On the STS-41B *Challenger* mission, astronaut Bruce McCandless II takes the first-ever untethered spacewalk, using a Manned Maneuvering Unit

6-13 April 1984—On the STS-41C *Challenger* mission, astronauts spacewalk to repair the Solar Max scientific satellite

11 September 1985—The U.S.-led *International Cometary Explorer* spacecraft makes the first cometary flyby, of Comet Giacobini-Zinner

24 January 1986—Voyager 2 makes first-ever flyby of gas giant planet Uranus

28 January 1986— Space shuttle *Challenger*, on mission STS-51L, explodes 73 seconds after launch, and all seven astronauts subsequently die, including the first "teachernaut," Sharon Christa Corrigan McAuliffe, plus Francis "Dick" Scobee, Michael J. Smith, Judith A. Resnik, Ronald McNair, Ellison S. Onizuka, and Gregory Jarvis

March 1986—An armada of spacecraft from the Soviet Union (*Vega 1* and *Vega 2*), Europe (*Giotto*), and Japan (*Sakigake* and *Suisei*)—but conspicuously none from the United States—encounters and observes famed Comet Halley, making its once-in-76-years swingby trip around the Sun

29 September-3 October 1988—On mission STS-26, the five astronauts of *Discovery* return Americans to space after the 32-month post-*Challenger*-disaster hiatus

25 August 1989—Voyager 2 makes first-ever flyby of gas giant planet Neptune

December 1989—Japanese television correspondent Tohiro Akiyama of the Tokyo Broadcasting System becomes the first journalist in space, spending eight days in Earth orbit, most of it aboard the Soviet *Mir* space station (the U.S. journalist-in-space selection program was indefinitely suspended in April 1986, after the *Challenger* disaster)

25 April 1990—On mission STS-31, space shuttle *Discovery* deploys the Hubble Space Telescope into Earth orbit

May 1992—On STS-49, replacement shuttle *Endeavour*'s inaugural flight, three spacewalks—including the first-ever by three astronauts at once—dramatically repair the stranded Intelsat VI (F-3) communications satellite

12 September 1992—Aboard mission STS-47 with six *Endeavour* crewmates, Mae C. Jemison, M.D., becomes the first African-American woman in space

7 December 1995—*Galileo* becomes first spacecraft to orbit Jupiter, returning data until September 2003, despite a useless main antenna

August 1990—U.S. *Magellan* spacecraft enters orbit around Venus, radar-mapping 99 percent of the planet during the next four years, "seeing though" the planet's thick "greenhouse effect" cloud cover

December 1993—On STS-61, the first Hubble Space Telescope servicing mission, shuttle *Endeavour*'s seven astronauts conduct and assist five long spacewalks to perform dramatic repairs and restore the instrument's full capabilities

January 1994—U.S. Pentagon launches probe Clementine, conducting advanced mapping of Earth's Moon for more than three months

February 1995—On mission STS-63, shuttle *Discovery* makes close rendezvous with Russian space station *Mir*

14 March 1995—Norm Thagard, M.D., becomes the first U.S. astronaut launched in a Russian Soyuz capsule, headed toward a three-month-plus stay aboard the Mir space station, and landing on 7 July 1995

9 June 1995—On mission STS-71, space shuttle *Atlantis* docks with the Russian *Mir* space station for the first time, just shy of 20 years after ASTP

22 March 1996—American astronaut Shannon Lucid, M.D., launches for a much-extended stay aboard *Mir*, setting a non-Russian space endurance record and a world's record for women, before landing on 26 September 1996

February 1997—On mission STS-82 with *Discovery*, seven astronauts conduct the second Hubble Space Telescope servicing mission

4 July 1997—Mars Pathfinder Lander lands on the Red Planet, and its mini-rover *Sojourner* (named for the 19th-century African-American equality and justice activist Sojourner Truth) explores nearby terrain for 2-1/2 months

29 October-7 November 1998—STS-95's seven-member crew aboard *Discovery* includes John H. Glenn Jr., 77, making his second spaceflight after a 36-year gap, and becoming the oldest spacefarer

December 1999—STS-103 *Discovery*, on third HST servicing mission, conduct and assist three spacewalks at Christmastime, ahead of feared potential "Y2K" problems

14 February 2000—U.S. probe *NEAR* (*Near Earth Asteroid Rendezvous*) orbits potato-shaped asteroid 433 Eros, returning images before making a soft impact about two weeks later

2 November 2000—A Russian-American "Expedition One" crew begins occupancy of the International Space Station (ISS), an under-construction Earth-orbiting science laboratory

23 March 2001—The *Mir* space station—in Earth orbit since February 1986 and occupied for most of that 15 years by a series of 27 crews from the Soviet Union, the United States, and guests from other countries—is sent by Russian controllers on a fiery death plunge into the South Pacific Ocean

28 April 2001—American space scientist and financier Dennis Tito, 60, with two veteran cosmonauts aboard a Soyuz spacecraft, launches toward a docking with the ISS two days later, becoming the first paid "space tourist" for US $20 million

March 2002—On STS-109 with *Columbia*, seven astronauts conduct the fourth Hubble Space Telescope servicing mission

23 November 2002—John B. Herrington, a member of the Chickasaw Nation, becomes the first tribally registered Native American in space on the STS-113 *Endeavour* flight to the International Space Station (he also makes a spacewalk)

1 February 2003—On mission STS-107, space shuttle *Columbia* disintegrates over Texas on reentry, killing all seven astronauts, including the first Israeli spacefarer Ilan Ramon, plus Rick D. Husband, William "Willie" McCool, Michael Anderson, Kalpana Chawla, Dr. David M. Brown, and Dr. Laurel Clark

15-16 October 2003—China becomes the third nation to put a human into space and Earth orbit, with the 21-hour flight of "taikonaut" Yang Liwei aboard Shengzhou 5

January 2004—U.S. spacecraft *Spirit* and *Opportunity* land on Mars and begin roving

30 June 2004—U.S.-European dual probe *Cassini-Huygens* become the first spacecraft to orbit Saturn

4 October 2004—On the 47th anniversary of the Space Age, privately financed American rocket "SpaceShip One" wins the US $10 million Ansari Prize, with pilot Brian Binnie aboard, by flying just beyond the edge of space for the second time in less than two weeks (Mike Melvill piloted the first trip)

14 January 2005—*Huygens* probe, detached from *Cassini*, lands on Saturn's biggest moon, Titan and returns images and data, marking the first landing on any moon other than Earth's

15 May-3 June 2005—Projected post-STS-107 return-to-flight of space shuttle *Discovery* on mission STS-114 with seven astronauts, commanded by Eileen Collins

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"to put the public interest first." [*sic*], WTTG-TV 5 (DC)/Metromedia Television brochure about Apollo 13 television coverage, 1970.

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[1] Even the venerable *New York Times*, in an infamous 1919 editorial, dismissed American rocket pioneer Robert H. Goddard's scientific musings about space travel as nonsense. But the newspaper, to its credit, issued a much-belated retraction and apology in 1969, at the time of Apollo 11's human Moon-landing triumph.

[2] The so-called "Space Race" did gain much political support (in the United States) from the Cold War rivalry and competition between the Soviet Union and the United States—notwithstanding early appeals by some for much more international cooperation and collaboration, facts often noted by scholars and observers, notably including John M. Logsdon in his influential 1970 book, *The Decision to Go to the Moon*. In America's case, placement of major NASA field centers in key southern states (FL, TX. AL, MS, LA) with well-entrenched, seniority-holding senators and representatives, also bolstered congressional backing, to a point.

[3] LaFollete, Marcel C., "A Survey of Science Content in U.S. Television Broadcasting, 1940s through 1950s," *Science Communication*, Vol. 24 No. 1, September 2002, page 35.

[4] In network news parlance, this role is often dubbed "anchor buddy,' or in this special case, "astro buddy."

[5] James Kitchell in telephone interview with A.R. Hogan on Thursday 29 May 2003, and in *David Brinkley* by David Brinkley (1995), page 206.

[6] For example, in a 12 October 2004 interview in Washington DC with A.R. Hogan, CNN Washington Bureau Chief David Bohrman—a veteran of ABC News *Nightline* and NBC News Special Events who once aspired to be a scientist-astronaut himself, but who never worked at CBS News—from the early Space Age years through the early space shuttle flights, CBS News led the way in space coverage, and then CNN took over the lead.

[7] Published by the Columbia Broadcasting System, New York, in 1970.

[8] Recollections of print runs by Robert J. Wussler, James Byrne, Nelson Benton, and others vary from about 2,000 to more than 20,000, but I have been unable to ascertain an authoritative number. Each person who partook in the coverage supposedly received a copy, as reportedly did members of Congress, top NASA officials, and possibly some libraries. In early October 2003, one rare copy was up for sale on the Internet (not on ebay) for $175.

[10] James Byrne in telephone interview with A.R. Hogan on Friday 6 June 2003

[11] Louis Dorsfman in telephone interview with A.R. Hogan on 14 April 2005.

[12] Previous incarnations were "The Flight of Apollo 11" and "Man on the Moon: Apollo 11's Epic Journey," according to CBS News press releases from 26 June 1969 and 27 June 1969.

[13] That total included 32 hours straight through from 1000 EDT Sunday 20 July 1969 to 1800 EDT Monday 21 July 1969, encompassing the entire 22 hours of Lunar Excursion Module *Eagle's* stay at Tranquility Base.

[14] The "Lunar Day" broadcast was the longest since the John F. Kennedy assassination weekend in November 1963, and would not be eclipsed by the three major broadcast networks until their coverage of the opening days of Persian Gulf War I in January 1991 and their coverage of the 11 September 2001 attacks and their immediate aftermath.

[15] ABC News did prepare and print in 1969 a four-page, tabloid-sized brochure about its television and radio coverage of Apollo 11, and coordination of the network pool. (Photocopy sent by Robert Siegenthaler to A.R. Hogan with letter dated 13 May 2003.)

[16] CBS News published a limited-circulation booklet about its radio coverage of D-Day, Tuesday 6 June 1944, on the Allied military amphibious invasion of Nazi-occupied Normandy, France; an illustrated-with-drawings booklet pegged to the Tuesday 2 June 1953 coronation of British Queen Elizabeth II; and a photo-illustrated brochure

roughly half-devoted to its coverage of John H. Glenn's first-American-in-orbit flight aboard *Friendship 7* of Tuesday 20 February 1962.

[17] Partial photocopy sent by Robert Siegenthaler to A.R. Hogan, with letter dated 13 May 2003.

[18] CBS News also published, in booklet form, accounts of its radio coverage of the World War II D-Day invasion on 6 June 1944 and its television coverage of the coronation of Britain's Queen Elizabeth II on 2 June 1953.

[19] Louis Dorfsman in telephone interview with A.R. Hogan on 14 April 2005.

[20] Gary Paul Gates in personal interview in New York City with A.R. Hogan on Thursday 17 June 2004.

[21] The *Kansas City Star* ran a terrific feature on the CBS News Archives on Thursday 7 January 1998.

[22] Russo, Michael Anthony. "CBS and the American Political Experience: A History of the CBS News Special Events and Election Units, 1952-1968," New York University doctoral dissertation, 1983.

[23] From photocopied clip provided by Howard E. McCurdy of DC's American University.

[24] From Web site *www.rtnda.org/resources/speeches/murrow.shtml*, accessed on 12 December 2003.

[25] *Salant, CBS, and the Battle for the Soul of Broadcast Journalism: The Memoirs of Richard S. Salant*, edited by Susan and Bill Buzenberg. Boulder CO*:* Westview Press, 1999.

[26] William Sheehan in telephone interview with A.R. Hogan on Tuesday 27 May 2003.

[27] Kitman, Marvin, "On Television: Casting Shadows," *The New Leader*, 30 March 1970, pages 21-22.

[28] That estimate probably excludes costs associated with post-flight coverage, such as live reports on Mr. Shepard's welcome to Washington, DC, the following Monday.

[30] This and all cost conversions in this paper were made via the Economic History Services Web site at *http://eh.net/hmit/compare*, using the Consumer Price Index (CPI) method and year-to-year calculations to 2003.

[31] Stengren, Bernard, "Delays in Glenn Flight Proving Costly for Television and Radio," *New York Times*, Saturday 17 February 1962, page 8.

[32] By comparison, for example, the major television networks spent an utterly staggering $50 million to $100 million daily [2003: $52 million-$103 million] during round-the-clock, early-days coverage of the aftermath of the 11 September 2001 airplane attacks, according to the Pittsburgh newspaper Internet site *www.post-gazette.com/tv* (specifically, a posting from 18 September 2001, accessed on 1 December 2003).

[33] "The High Price of History," *Television Magazine*, April 1962, pages 64-69.

[34] *Ibid*
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[35] *Ibid*.

[36] *Ibid*.

[37] Diamond, Edwin, "Perfect match: TV and space," *Columbia Journalism Review*, Summer 1965, pages 18-19.

[38] "Radio Proves Gemini's Steadiest Follower As Cost of TV, Radio Coverage Soars High," *Sponsor*, 14 June 1965, page 22.

[39] In August 1965, an NBC News newspaper ad even urged readers to buy a color television set at a certain department store in time to watch the Gemini 5 launch in color on NBC (of course, by a happy non-coincidence, NBC's parent RCA manufactured lots of color TVs).

[40] *Broadcasting*, 14 June 1965, pages 66-67.

[41] "One-Shot Studio?," *Variety*, 25 August 1964, page 25.

[42] *Broadcasting*, 14 June 1965, pages 66-67.

[43] The broadcast and event took place on this date, not on 25 March 1965 as misstated in Mr. Russo's dissertation.

[44] Russo, pages 420-421.

[45] DuBrow, Rick, "Countdowns Deemed Too Slow—CBS Will Curtail Coverage of Flights," *Washington Post Times Herald*, 24 August 1965, page B14.

[46] Mr. Friendly was not especially interested in space exploration, as attested by the virtual absence of any mention of the subject in his autobiography, *Due to Circumstances beyond Our Control*, and confirmed by interviews with former colleagues of his.

[47] "Individuality in Network News," *Variety*, 1 September 1965, page 26.

[48] *Broadcasting*, 30 August 1965, page 51.

[49] DuBrow, *op cit.*

[50] This was originally planned to entail five trips to the manufacturer of the Apollo Command-Service Module, but that number was crossed out to say "4" with a handwritten note adding that that would "Save [$]430 [2003: $2,270]."

[51] An interesting network news quirk is that for internal bookkeeping purposes, the costs of some filmed or taped pieces prepared and intended for a *Special Report* could be partially offset via charges to regularly scheduled newscasts also using them, such as the *CBS Evening News with Walter Cronkite*, the *CBS Morning News with Joseph Benti*, and Harry Reasoner's Sunday night news program.

[52] "A remote that broke all the records," *Broadcasting*, 28 July 1969, pages 28-30.

[53] "Five television sponsors ride with Apollo 15 launch," *Advertising Age*, 19 July 1971, page 16.

[54] William Sheehan in telephone interview with A.R. Hogan on Tuesday 27 May 2003.

[55] "Apollo 12: just another moon shot," *Broadcasting*, 1 December 1969, pages 56-57.

[56] *Ibid*.

[57] "Five television sponsors ride with Apollo 15," *op cit*.

[58] *Ibid*.

[59] Jim Hartz in personal interview with A.R. Hogan in Alexandria VA on Tuesday 25 November 2003.

[60] Letter and attachments from James L. Bauer, KUHT-TV 8 general manager (and Apollo 17 coverage producer) sent to A.R. Hogan, dated 16 July 1987.

[61] "CBS [TV] News Space Log for 1957-1990," obtained from CBS Program Information Office, New York City.

[62] Sharbutt, Jay, "No Live Coverage Set for Splashdown," Associated Press wire dispatch in *Dallas Morning News*, Thursday 24 January 1974, page D4.

[63] "Networks at the ready for unique U.S.-Russian space venture," *Broadcasting*, 14 July 1975, page 24.

[64] "Gulf's 'Instant Specials,'" *Sponso*r, 15 May 1961, pages 42-43.

[65] "The High Price of History," *Television Magazine*, April 1962, pages 64-69.

[66] "Five television sponsors ride with Apollo 15," *Advertising Age*, *op cit*.

[67] CBS News Correspondent/Anchor Charles Osgood, who reads full commercials on his radio commentary program, was granted a rare exception to this rule.

[68] O'Neill, Gerard K., *The High Frontier—Human Colonies in Space*. New York: William Morrow and Company, Inc., 1977.

[69] Hodges, Ann, "Specials Galore, But Ch. 8's Moon Coverage Tops 'em All," *Houston Chronicle*, Wednesday 13 December 1972 (page not available).

[70] Very late in the research process, Louis "Lou" Dorfsman—who worked at CBS from 1947 to 1987 and as its high-ranking creative director was long in charge of all CBS advertising and promotion—was finally located and he was briefly telephone-interviewed by A.R. Hogan on 14 April 2005.

[71] Gould, Jack, "Radio-TV: Well Done!," *New York Times*, Saturday 6 May 1961.

[72] Chriss, Nicholas C., "Apollo 16 Also Aiming at Nielsens," *Los Angeles Times* wire dispatch in *New York Post*, Wednesday 13 October 1971, page 50.

[73] Reasoner, Harry, *Before the Colors Fade*. New York: Alfred A. Knopf, 1981, pages 37-41.

[74] The first test launch from Cape Canaveral FL, a suborbital "unmanned" hop by the U.S. military, had taken place on Monday 24 July 1950—exactly 19 years before Apollo 11 splashed down.

[75] Reasoner, pages 39-40.

[76] Other broadcasts may have aired at the time.

[77] CBS-TV's Washington DC affiliate, then called WTOP-TV 9, aired a substantially pre-prepared half-hour news special on Explorer 1 late Friday night 31 January 1958.

[78] The details available for these production credits tables varies greatly, but those included in this thesis are generally as accurate and complete as feasible.

[79] Excludes some early-morning bulletins and reports from CBS News aired over WCBS-TV 2 (NYC), and possibly elsewhere, and probably totaling at least a few minutes.

[80] In the early 1960s, Ma Bell had only two lines out of the Cape area capable of handling video—one was reserved for the pool feed, and the other was rotated in chunks of five and 10 minutes among the three television networks, who also rotated lead responsibility for organizing the space pools.

[81] Gross, Ben, "Shepard's Space Flight Is Seen By TV's Millions," New York *Daily News*, Saturday 6 May 1961.

[82] "Second Manned U.S. Space Flight Broadcast in Special Coverage on CBS Television Network," CBS News press release, 21 July 1961.

[83] "Schirra's Six-Orbit Space Flight On The CBS Television Network," CBS News press release, 3 October 1962.

[84] "U.S. Space Effort Examined in New Type of Television News Special March 1," CBS News press release, Monday 15 February 1965.

[85] *Ibid*.

[86] Excludes 1-hour *CBS News Special Report* "T-Minus 4 Years, 9 Months, 30 Days, and Counting," which partly previewed Project Gemini in general, including Gemini-Titan 3.

[87] After G-T 6's first launch scrub, NASA rescheduled the mission to overlap as G-T 6A within flight of G-T 7. On on-pad abort moments before liftoff scrubbed G-T 6A a second time, yet it still launched within the desired two weeks of G-T 7's flight.

[88] Rough ballpark estimate; some times very unclear on copied records.

[89] An Australian television outlet stayed on the air for the whole eight-day mission of Apollo 11 in July 1969.

[90] During at least some Gemini flights, CBS News coverage often featured a "Kollsman Orbital Map" made by the Kollsman Instrument Corp. of Elmhurst NY, an example of how televised space program coverage and new technology interacted. The firm hung a recruitment ad—run in the *New York Times* of 20 March 1966, two days after Gemini 8's emergency-shortened mission—on the headline peg, "Kollsman and CBS NEWS track the Gemini."

[91] Once again, the Soviets had been first—cosmonaut Alexei A. Leonov aboard Voskhod 2 made the first spacewalk on Thursday 18 March 1965, an event that apparently garnered no special coverage at that time. Related footage did air in a post-Gemini 4 *CBS News Special Report* called "Major White's Walk," anchored by Mike Wallace on Sunday 13 June 1965.

[92] "CBS News Coverage of Gemini-Titan 4 Is a Tale of Twins," CBS News press release, 19 May 1965.

[93] After CBS News President Fred W. Friendly later suddenly resigned in February 1966, over curtailed special live coverage of Vietnam War congressional hearings, Columbia Broadcasting System officials commissioned Opinion Research Corp. of Princeton NJ to conduct an unpublished special survey and study, delivered to CBS in June 1966 under the title "Public Awareness of and Reactions to Selected Special Events Programming—Final Report." The almost 30-page report examined public awareness of Mr. Friendly's resignation, public attitudes toward various options for covering such special events as Vietnam War congressional hearings and human space missions, and related matters.

[94] "'CBS News Space Alert' System Will Keep Viewers, Stations Posted on Significant Developments in Gemini-6 Coverage," CBS News press release, 19 October 1965 and "Gemini 6 Coverage," CBS News press release, 25 October 1965.

[95] "CBS News' Gemini Mock-Up Will Enable Viewers to 'Fly' Mission During Coverage of 'Gemini 6: Rendezvous in Space' Oct. 25-27," CBS News press release, 21 October 1965.

[96] "Selective Coverage By CBS News Of Gemini 9 Flight To Be Broadcast On CBS Television Network May 17-20," CBS News press release, Monday 9 May 1966.

[97] "Late-night news feeds pondered; CBS-TV affiliates polled on idea; selective news coverage for Gemini 9," Broadcasting, 9 May 1966, pages 42 and 44.

[98] NASA renamed Gemini 9 as Gemini 9A because the originally assigned crew died in an airplane crash in St. Louis in February 1966, near the McDonnell Aircraft building where CBS News broadcast from during several Gemini flights.

[99] NBC News took a different but also clever approach, hiring famed puppeteer Bil Baird [CQ] and his colleagues to prepare three sizes of realistic-looking astronaut puppets, scale-model Gemini spacecraft, and tether cords to simulate the EVAs in part of NBC-TV's cavernous Studio 8H in New York City. NBC News also ingeniously used model-railroad trains and track-circles to illustrate the Gemini rendezvous concept.

[100] David Schoumacher in telephone interview with A.R. Hogan in October 2004.

[101] From CBS News Bulletin Log located in CBS News [TV] Archives.

[102] Aftermath of capsule fire that killed three astronauts during ground test in 1967.

[103] Unpiloted first test of Saturn 5 rocket; should be excluded from human mission data totals.

[104] Includes a 12-minute *Special Report* with 3 minutes devoted to Mariner 9 Mars photos.

[105] In-flight explosion aborted Moon landing at Fra Mauro in 1970.

[106] Two-hour splashdown broadcast included 8 minutes of CA earthquake damage reporting by Bill Stout.

[107] "TV's Finest Moments to Depict Wasteland," AP dispatch by Harry F. Rosenthal carried in *The Sun* (Baltimore) of Saturday 19 July 1969.

[108] Based on "CBS MEMORANDUM" of 27 October 1971 from Mr. Wussler to CBS News official Gordon Manning and labeled "RE: 1972 SPACE BUDGET" and personal interview of Clarence "Red" Cross by A.R. Hogan in New York City on Wednesday 13 April 2005.

[110] "Six Prominent Figures To Take Part In NBC-TV's Coverage of Three Separate 'Moon Rides' of Apollo 16 Astronauts," NBC News press release, 11 April 1972.

[111] Robert J. Wussler in personal interviews in Washington DC with A.R. Hogan in March and April 2003 and Beth Fertik Gralnick in telephone interview with A.R. Hogan in May 2003.

[112] Includes half-hour "What's Skylab All About?" young people's project preview broadcast on Saturday 12 May 1973.

[113] Marcy McGinnis in personal interview in New York City with A.R. Hogan on Thursday 17 June 2004.

[114] NASA officially designated the Skylab space station launch mission as Skylab 1 and the three human crew flights to occupy the orbiting lab as Skylabs 2, 3, and 4, but many in the news media and various others called the three human crew missions Skylabs 1, 2, and 3, resulting in some confusion.

[115] "The thrill is gone," *Broadcasting*, 11 February 1974, page 44.

[116] Sharbutt, Jay, "No Live Coverage Set for Splashdown," Associated Press wire dispatch in *Dallas Morning News*, Thursday 24 January 1974, page D4.

[117] "NEWS: U.S./U.S.S.R. SPACE MISSION The Apollo Soyuz Test Project," an undated but circa June 1975 unsigned memo prepared by "Market Planning CBS Television Network Sales."

[118] Mr. Cronkite did contribute to CBS Radio News coverage of 1998's STS-95 from KSC.

[119] "CBS News [TV] Space Log" is at variance with post-flight CBS News press release; latter's data used.

[120] Carmody, John, "The TV Column," *Washington Post*, Monday 9 April 1984, page B8.

[121] Includes a 9-minute *Special Report* partly devoted to the Philippines/Marcos crisis.

[122] Joan F. Richman in telephone interview with A.R. Hogan on Saturday 10 May 2003.

[123] STS-51L, the 25th space shuttle flight, was to have marked the end of live CBS Radio News coverage of space launches, according to Mr. Glenn, in an in-person interview in New York City with A.R. Hogan on Thursday 16 January 1992.

[124] From *I Remember*: "Challenger," CBS News Productions documentary, 1997.

[125] Mark K. Kramer during conversation with A.R. Hogan at CBS News in New York on Thursday 24 February 2005.

[126] Launch abort coverage from early morning on Sunday 25 February 1990 ends the "CBS News [TV] Space Log"—the actual launch on 28 February 1990 and the mission's landing on 4 March 1990 were apparently not given special coverage.

[127] HST first repair mission EVA 1; excludes very extensive live coverage on *Up To The Minute*—whose details remain unavailable (that four-hour overnight newscast debuted in 1992, succeeding various formats of *Nightwatch* aired since 1982).

[128] Live video included within *Special Report* on "the O.J. Simpson Case."

[129] Live video included within *Special Report* on "the O.J. Simpson Case."

[130] Brief "squeeze and crawl" broadcast, lasting just 46 seconds and only for the CBS Pacific Network, about launch abort at about T-7 seconds, airing on 20 July 1999 from 01:17:35 to 01:18:21EDT during a CBS News *48 Hours* Special Edition, according to a "CBS Air Control /Final Broadcast Irregularity Report" of 20 July 1999. The was the first space shuttle mission commanded by a woman, Eileen Collins, and it later successfully deployed the Chandra Great Observatory X-ray telescope in Earth orbit.

[131] Cabbage, Michael, and William Harwood, *Comm Check—The Final Flight of Shuttle Columbia*, 2004, page xii.

[132] "CTN Special Programs" logs for February 2003.

[133] From transcript of broadcast located in CBS News Reference Library.

[134] Robert J. Wussler in personal interview on Thursday 13 March 2003, *op cit.*

[135] Mark K. Kramer in personal interview in New York City with A.R. Hogan on 24 February 2005.

[136] In August 1989, PBS-TV stations presented a "Neptune All Night" special broadcast as Voyager 2 made its historic first-ever flyby of Neptune. The program originated from Philadelphia and the Jet Propulsion Laboratory in

Pasadena CA. In July 1994, PBS-TV stations offered "The Great Comet Crash of '94" as Comet Shoemaker-Levy 9's major fragments collided with Jupiter.

[137] The overnight CBS News telecast *Up to the Minute*, then executive-produced by space-friendly veteran Karen Sacks, did provide about five minutes of live coverage in August 2004 of the launch of NASA's Mercury MESSENGER spacecraft, intended to be the first orbiter of the innermost planet. Sadly, in November 2004, Ms. Sacks was abruptly fired by CBS management for interrupting a CBS-TV prime-time crime drama for a three-minute *Special Report* about the death near Paris of Palestinian Authority President Yasser Arafat.

[138] A short, prescient "Science Service, Inc." article in the *New York Times* of Wednesday 23 September 1931 ran under this headline: "Broadcast of Eclipse of Sun is Predicted…Television May Make feat Possible Next August."

[139] Cape Canaveral, a name apparently bestowed by 16th-century Spanish colonial explorers, was still widely used even during the 1963-1973 period Cape Kennedy was the official designation. NASA's John F. Kennedy Space Center, also rapidly re-named after the assassinated 35th U.S. president, retained that designation.

[140] "Successful Launching of 19-Ton Saturn V [sic] Rocket Broadcast Live Today in CBS News Special Report," CBS News press release, 29 January 1964. (It was actually a so-called Block II Saturn I, sometimes dubbed SA-5, and much smaller than the Saturn V, which was not launched until 9 November 1967.)

[141] "Live Coverage in Color of Apollo Launch Carried in Four CBS News Special Reports," CBS News press release, Monday 28 February 1966.

[142] From transcript of broadcast located in CBS News Reference Library.

[143] *Ibid.*

[144] *Ibid.*

[145] *Ibid.*

[146] On a *déjà vu* note, ABC News anchor Peter Jennings hosted a two-hour, prime-time, sweeps-month news special on Thursday 24 February 2005 called "*Peter Jennings Reporting*: UFOs — Seeing Is Believing." Part of the program's promotion include an airplane flying over New York City's Central Park that day training a sky banner.

[147] A few mistakes crept in, however, such as some footage from later Apollo flights (e.g., lunar liftoff) and some film not available until after the astronauts returned (and not so labeled or described in the special).

[149] Copies on file at the CBS News Reference Library.

[150] From transcript of broadcast located in CBS News Reference Library.

[151] Kelly Rockwell, *Face The Nation* associate producer, in list emailed to A.R. Hogan in September 2004.

[152] *Ibid*. and *Face The Nation 1957 [Volume 3] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 316-326.

[153] Rockwell, *op cit*., and *Face The Nation 1958 [Volume 4] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 31-38.

[154] Rockwell, *op cit*., and *Face The Nation 1958 [Volume 4] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 46-52.

[155] Rockwell, *op cit*., and *Face The Nation 1958 [Volume 4] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 127-134.

[156] Rockwell, *op cit*. and *Face The Nation 1958 [Volume 4] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 174-181.

[157] *Face The Nation 1958 [Volume 4] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 377-384.

[158] Rockwell, *op cit.*, and *Face The Nation 1959 [Volume 5] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 65-71.

[159] Rockwell, *op cit*., and *Face The Nation 1959 [Volume 5] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 72-80.

[160] Rockwell, *op cit*., and *Face The Nation 1959 [Volume 5] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 383-391.

[161] Rockwell, *op cit*., and *Face The Nation 1965 [Volume 8] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 66-72.

[162] Rockwell, *op cit*., and *Face The Nation 1965 [Volume 8] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 9-14.

[163] Then-NASA associate administrator for public affairs Julian Scheer, in a letter to the editor of *Broadcasting* appearing in the 29 August 1969 issue, explained how CBS News wound up with the Apollo 11 crew. Producers from CBS News *Face the Nation*, NBC News *Meet the Press*, and ABC News *Issues and Answers* had rotated for dibs on the crews of Apollos 7, 8, and 10—nobody asked for Apollo 9's crew, alas—but the three women Sunday-interview-program producers took turns drawing for the one white card out of three marked "X," to secure the much-sought-after Apollo 11 crew. The CBS News representative picked second and her card had the "X."

[164] Rockwell, *op cit*., and *Face The Nation 1969 [Volume12] The collected transcripts of the CBS radio and television broadcasts CBS News*. New York: Holt Information Systems, 1972, pages 215-226.

[165] From CBS News broadcast transcript obtained at CBS News Reference Library.

[166] *Ibid.*

[167] *Ibid.*

[168] *Ibid.*

[169] *Ibid.*

[170] Einstein, 1987, *op cit*., page 104.

[171] In a somewhat related vein, CBS News Productions made two retrospective documentaries in the I Remember series

[172] As of March 2005, only three other major news events have garnered more continuous television coverage than the 30-plus hours that CBS News, NBC News, and ABC News each gave to the actual lunar-surface-stay portion of Apollo 11: the John F. Kennedy assassination and its aftermath in November 1963 (which did not continue during overnight periods, except for the Sunday-Monday on NBC News), the opening phase of Persian Gulf War I in January 1991, and the Tuesday 11 September 2001 attacks and their immediate aftermath (for example, CBS News was then on the air with a record-length broadcast from 0852 EDT Tuesday 11 September through 0600 EDT Saturday 15 September 2001, according to the "CTN Special Programs" log book).

[173] Despite Fred W. Friendly's generally deserved serious-journalism reputation—and his principled resignation in 1966 as CBS News president over CBS management's decision to telecast a Lucille Ball sitcom rerun instead of a congressional hearing about the Vietnam War—back in August 1965 he livid about multi-hour Gemini 5 launch - attempt broadcast and vowed that CBS News would no longer go on the air more than 30 minutes before a launch, and would leave the air during extended countdown holds, barring special circumstances. Some of that sort of thinking lingered into subsequent years, including with his predecessor and successor, Richard S. Salant.

[174] According to chapter 14 of Sally Bedell Smith's 1990 Paley biography *In All His Glory*, as far back as in 1931 CBS press releases carried the promotional slogan "Columbia—The News Network," despite thin news-related staffing in those early days. But "CBS was steadily increasing its commitment to news…CBS began to interrupt its programs more often for news bulletins than did NBC. In 1931, CBS broadcast 415 special events as compared to 256 on NBC's two networks."

[175] "Moon Watching," *Newsweek*, 21 July 1969, pages 73 and 75.

[176] Quoted from paperback version re-titled *Apollo 13* (to match the film starring Tom Hanks as Jim Lovell), published by Pocket Books of New York in July 1995, page 294.

[177] Don Hewitt during 90-second telephone message left for A.R. Hogan at 1651 EST on Tuesday 8 March 2005.

[178] As noted by *Dallas Morning News* TV-Radio Editor Bevo Baker in a pre-Apollo 7 "Broadcast Beat" column headlined "Space Revisited" (Saturday 21 September 1968), "…a lot of people looked upon the [previous space] events only as an interruption of the daily television schedule. Such is the sad comment on the world's sense of history.'

[179] Greeley, Bill, "CBS' Winning Moondust Twins—Sky-High Stars: Wally and Walter," *Variety*, Wednesday 23 July 1969.

[180] Robert J. Wussler in personal interview in Washington DC with A.R. Hogan on Thursday 13 March 2003, pages 2-3 of transcript.

[181] For the record, Ham was actually a male chimpanzee, not a monkey. See Web site for Center for Captive Chimpanzee Care: *www.savethechimps.org/space.asp*.

[182] This expression makes dual reference to both the original Mercury 7 astronauts named in 1959 and the classic Western film "The Magnificent Seven," starring Yul Brynner, Steve McQueen, James Coburn, and others and featuring the memorable and stirring theme by Elmer Bernstein, later used in "Marlboro Country" cigarette TV commercials—until such tobacco ads were banned effective 2 January 1971.

[183] Robert J. Wussler in personal interview, *op. cit*., page 14 of transcript.

[184] Russo, *op. cit*., pp. 305-313.

[185] Byrne, James (editor and uncredited author), *10:56:20 PM EDT 7/20/69: The historic conquest of the moon as reported to the American people by CBS News over the CBS Television Network*. New York: Columbia Broadcasting System, 1970.

[186] *Ibid*., pages 25-26.

[187] "A remote that broke all the records," *Broadcasting*, 28 July 1969, pages 28-31.

[188] *Ross Reports* for 1968 and 1969.

[189] Robert J. Wussler in personal interview, *op. cit*.

[190] Moore, *op. cit*.

[191] Robert J. Wussler Biography 1987, *op. cit*.

[192] Gates, *op. cit*., pages 330-331.

[193] George E. Herman in personal interview with A.R. Hogan in Washington DC on Friday 21 March 2003, page 16 of transcript.

[194] Moore, *op. cit*.

[195] "Avoiding Armageddon" press kit, *op. cit*.

[196] Robert J. Wussler Biography 1987, *op. cit*.

[197] Gates, *op. cit*., pages 341-342.

[198] "Bob Wussler: a man with a plan," *Broadcasting*, 19 September 1977, page 100+.

[199] Robert J. Wussler in personal interview, *op. cit*., page 15 of transcript.

[200] *Who's Who in America*. New Providence, NJ: Marquis Who's Who, 1999, page 5395.

[201] Moore, Frazier, "One Man's Headache Is Another Man's Candy," five-page article from unknown magazine, 5 October 1982. [Found in Wussler file at UMCP Broadcasting Archives.]

[202] *Who's Who in America*, *op. cit.*

[203] Gates, Gary Paul, *Air Time: The Inside Story of CBS News*. New York: Harper & Row, 1978, pages 329-330.

[204] Moore, *op. cit*.

[205] Gates, *op. cit*. page 330.

[206] *Ibid*.

[207] Wussler in personal interview, *op cit*., pages 3-4 of transcript.

[208] Robert J. Wussler Biography 1987, mailed from "Turner" company offices, dated 1 June 1987

[209] Brown, Les, "Wood's Successor Is Named By CBS/Wussler to Become Head of Television Network," *New York Times*, 12 April 1976, page 55.

[210] Robert J. Wussler in personal interview, *op. cit*., page 15 of transcript.

[211] Robert J. Wussler Biography 1987, *op. cit*.

[212] Gates, *op. cit*., page 404.

[213] Robert J. Wussler in personal interview, *op. cit*., page 15 of transcript.

[214] Mr. Wussler said in the Thursday 13 March 2003 personal interview (transcript page 9) that he made his first trip to the then-Soviet Union in 1963, for CBS News and with Walter Cronkite, who had spent considerable time there as a United Press wire service reporter. As Mr. Cronkite advised him, considering the Soviet bureaucracy's

notorious reputation, "Bobby, when you go to Moscow, you pack your patience." That came in handy when Wussler later negotiated arrangements with Soviet officials over the 1986 Moscow Goodwill Games.

[215] From Web site *www.realscreensummit.com/2003/speakers/wussler.html*, accessed on 10 April 2003.

[216] Robert J. Wussler in personal interview, *op. cit*., page 15 of transcript.

[217] Moore, *op. cit.*

[218] Moore, *op. cit.*

[219] *Who's Who in America*, *op. cit.*

[220] *Who's Who in America*, *op. cit.*

[221] *www.realscreensummit.com*, *op. cit*.

[222] Previous recipients included David Sarnoff, William S, Paley, and Ted Turner.

[223] Including a 1968-69 Emmy, won as lead executive producer with fellow executive producers Don Hewitt, Burton Benjamin, and Ernest Leiser, for the category "Outstanding Achievement in Coverage of Special Events," for CBS News coverage of the King assassination and aftermath, as listed in *The Emmy Awards: A Pictorial History*, by Paul Michael and James Robert Parish (New York: Crown Publishers, 1970).

[224] *www.realscreensummit.com*, *op. cit*.

[225] Robert J. Wussler in telephone interview with A.R. Hogan in October 2004.
[226] Byrne, *op cit.*

[227] Joan F. Richman in telephone interview with A.R., Hogan on Saturday 10 May 2003.

[228] David Schoumacher in telephone interview with A.R. Hogan in October 2004.

[229] Byrne, *op cit*., pages 108-116.

[230] In a telephone interview with A.R. Hogan in July 1987, Mr. Schoumacher referred to those post-moonwalk hours, rich with well-produced and thoughtful "bank pieces" and a live interview with American scientists stationed in Antarctica, as "the best early morning programming ever put on television."

[231] Joel Banow in telephone interviews with A.R. Hogan on Sunday 27 April 2003 and in October 2004 follow-up telephone interview.

[232] Beginning by the 1940s and becoming more elaborate in later years, extensive limited-circulation background handbooks were researched, written, and distributed by the major network news divisions to their anchors, reporters, producers, and other key people involved in covering such major stories as space missions, political conventions, election nights, U.S. presidential trips abroad, and so on.

[233] Mark K. Kramer in telephone interviews with A.R. Hogan on Wednesday 7 May 2003 and Friday 12 November 2004.

[234] Jack Kelly in telephone interview with A.R. Hogan on Tuesday 27 May 2003.

[235] Richard Knox in telephone interview with A.R. Hogan on Monday 25 October 2004.

[236] Hugh Gray Raisky in personal interview in New York City with A.R. Hogan on Friday 20 June 2003.

[237] Mark K. Kramer in telephone interview with A.R. Hogan on Wednesday 7 May 2003.

[238] Quoted in CBS News press release "Earthbound 'Astronauts' Will Spend 61-1/2 Hours in Lunar Orbit Simulating Crucial Phases of Apollo 10 Flight for CBS News," issued on 19 May 1969.

[239] "Richard Erman and 'The Flight of Apollo 7,'" CBS News press release issued on 4 October 1968.

[240] Quoted in January 1971 CBS News press release about Apollo 14 coverage arrangements.

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