

Test (50 pts)

good night,
and good luck.



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Matching: Place the letter of the character's description beside his name. (1 pt each)

- | | |
|---------------------------|------------------------------|
| _____ 1. Don Hollenbeck | A. Reporter on Murrow's team |
| _____ 2. William Paley | B. Murrow's producer |
| _____ 3. Edward R. Murrow | C. One of Murrow's bosses |
| _____ 4. Joe Wershba | D. The head of CBS |
| _____ 5. Sig Mickelson | E. Newsman commits suicide |
| _____ 6. Fred Friendly | F. Host of "See It Now" |

Short answer: (2 pts each)

1. Who is in the audience when Murrow is speaking at the beginning and end of the movie?
2. When CBS boss William Paley tells Murrow the sponsor won't pay for the ads for his show, who does Murrow say will pay for them?
3. Who wants to approve the footage of the Milo Radulovich story?
4. Murrow says he and Fred Friendly think people should "endlessly discuss" the balance between protecting what two things?
5. Why do Murrow and Friendly indicate it is important to tell the story of Joseph McCarthy March 9, 1954, almost completely with previously created tapes of him and use as much as possible "in his own words"?
6. William Paley warns Murrow to "cut loose" anyone on his crew under what circumstances?
7. What is the significance of the phones not ringing after the McCarthy show airs?

8. What sort of reviews does the show get in the next morning's newspapers?
9. What does Murrow predict McCarthy's approach will be when he goes on air to rebut the show about him? Is he correct?
10. What two commercials does the movie show from "See It Now"? How are they related to the movie's content?
11. When Sig Mickelson confronts Joe and Shirley about their marriage, what is their reaction?
12. How does William Paley change Murrow and Friendly's show?

Essay Questions: (Choose two—10 pts each)

1. Summarize CBS head William Paley's concerns about the controversial material Murrow and Friendly are airing on "See It Now."
2. Analyze what Murrow means when he quotes Shakespeare and says, "The fault, dear Brutus, is not in the stars but in ourselves."
3. Compare and contrast the movie's versions of the programs Murrow hosts in the mid '50s—"Person to Person" and "See It Now." Refer to the subjects and the sort of questions Murrow asks as well as any clues you have to his reaction to each.
4. The movie tells us in the beginning, "Few in the Press were willing to stand up against McCarthy for fear they, too, would be targeted." Murrow and his team take on McCarthy, but how do they cope with their fear?

we will not walk in fear of one another

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| E - 1. Don Hollenbeck | A. Reporter on Murrow's team |
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| A - 4. Joe Wershba | D. The head of CBS |
| C - 5. Sig Mickelson | E. Newsman commits suicide |
| B - 6. Fred Friendly | F. Host of "See It Now" |

Short answer: (2 pts each)

- Who is in the audience when Murrow is speaking at the beginning and end of the movie?
Members of the Radio and Television News Directors Association at their convention (in Chicago, Oct. 15, 1958).
- When CBS boss William Paley tells Murrow the sponsor won't pay for the ads for his show, who does Murrow say will pay for them?
He and Fred Friendly.
- Who wants to approve the footage of the Milo Radulovich story?
The military (Colonel Anderson).
- Murrow says he and Fred Friendly think people should "endlessly discuss" the balance between protecting what two things?
National security and rights of the individual.
- Why do Murrow and Friendly indicate it is important to tell the story of Joseph McCarthy March 9, 1954, almost completely with previously created tapes of him and use as much as possible "in his own words?"
Less of Murrow's opinion is in the piece, not "trying him in the press" as Paley says he is doing; it's Murrow's way of being careful (a term Friendly uses when talking to the reporting team); because "a report on Senator McCarthy is by definition controversial, we want to say exactly what we mean to say" so Murrow even reads his remarks from a script.
- William Paley warns Murrow to "cut loose" anyone on his crew under what circumstances?
Anyone who might be accused of being a Communist, of having any ties at all through family or past relationships and experiences.
- What is the significance of the phones not ringing after the McCarthy show airs?
The crew is waiting for response to the show and none comes, and then they realize an employee turned off the phones earlier and has not turned them back on. When he does that, the phones start to ring.

A great many people think they are thinking when they...

8. What sort of reviews does the show get in the next morning's newspapers?

The New York Times' Jack Gould is glowing in his review ("It was an exciting and provocative examination...crusading journalism...."). Jack O'Brian of the New York Journal American is critical, not a surprise to Murrow and his crew, and he refers to Murrow as "Machiavellian" adding CBS should "clean house" and get rid of Murrow's "protégé," Hollenbeck.

9. What does Murrow predict McCarthy's approach will be when he goes on air to rebut the show about him? Is he correct?

Murrow says, "He's going to come after me. There's nothing more he can do." This is indeed what he does, claiming Murrow was a member of the International Workers of the World, engaged in propaganda for the Communists when he was acting director of the International Institute of Education, doing "a job normally done by the secret police." He says Murrow, not McCarthy, is giving comfort to the enemy and should not be allowed into the homes of millions of Americans.

10. What two commercials does the movie show from "See It Now?" How are they related to the movie's content?

Alcoa, the sponsor that has military contracts and won't advertise on the Radulovich program, runs a commercial about aluminum use on farms. Kent cigarettes' spokesperson says the company advertises on "See It Now" because the audience is "above average in intelligence" and "not easily persuaded by advertising." The company's slogan is, "Kent makes good sense and good smoking, too."

11. When Sig Mickelson confronts Joe and Shirley about their marriage, what is their reaction?

They aren't surprised. As soon as he leaves the room, they retrieve their wedding rings and put them on. Shirley says she'll miss working with him, but they are laughing. In this era it would be normal for the woman to leave and let the man support the family.

12. How does William Paley change Murrow and Friendly's show?

He takes it off Tuesday night prime time and puts it on Sunday afternoon, making it an hour instead of a half hour and not on every week. Murrow says, "Why don't you just fire me?"

Essay Questions: (Choose two—10 pts each)

1. Summarize CBS head William Paley's concerns about the controversial material Murrow and Friendly are airing on "See It Now."

Key points: losing sponsor, cost of show, public wanting to be entertained.

2. Analyze what Murrow means when he quotes Shakespeare and says, "The fault, dear Brutus, is not in the stars but in ourselves."

Key point: He is chastising journalists and Americans in general for letting someone like McCarthy get by with half-truths and lies while they are afraid to speak up and stop him.

3. Compare and contrast the movie's versions of the programs Murrow hosts in the mid '50s—"Person to Person" and "See It Now." Refer to the subjects and the sort of questions Murrow asks as well as any clues you have to his reaction to each.

Key points: Both shows are live and have Murrow as host and Friendly as producer; both are on CBS; both deal with interviews and taped segments. "See It Now" often has more controversial topics (McCarthy, Radulovich vs. Liberace and Mickey Rooney) and asks tougher questions (the balance of national security and personal freedom vs. Liberace's potential marriage plans). He says "Person to Person" "pays the bills" and is not surprised when his boss hints he will have to do lots of that show to make up for the controversy on the other one—even interview Hollywood dog star Rin Tin Tin.

4. The movie tells us in the beginning, "Few in the Press were willing to stand up against McCarthy for fear they, too, would be targeted." Murrow and his team take on McCarthy, but how do they cope with their fear?

Key points: They are a close-knit group, planning shows together, cheering after a good show, celebrating at the bar. They are willing to quit if it is the best for the show (crew member with ex-wife and left-wing connections). They don't believe accusations about each other (Joe and the envelope with information about Murrow, Murrow's reaction to Hollenbeck being labeled a "pinko"). However, they are tense before and during the controversial shows, totally silent when the phones don't ring.