Mini-Case: Walter Cronkite and the Not-So-Funny Site

Walter Cronkite, probably the most respected newsman who ever lived, and deemed by a poll in recent years as the most trusted man in America, was the victim of a spoof site. Tim Hughes wrote what he believed to be a humorous spoof in which he claimed that Cronkite was seen in a restaurant spitting in his food. This was a completely fabricated incident and a fictitious essay designed for laughs. Cronkite saw the essay on the web and contacted his lawyers, who convinced Hughes to remove the essay and apologize (Janal, 1998, p. 244).