INDEX

Arledge, Roone (continued)
160, 161, 163, 164
ASI Market Research, 131
Associated Press, 232. See also
Wire services
Attitudes. See also Consumers
toward political process, 85
television influence on, 96–97
Audience, measurement of in-
volve ment of, 128. See also
Consumers
“Audience flow,” 57

Bailey, Deardourff and Eyre, 69–70
Bartlett, Donald L., 237–238
Bayh, Birch, 23, 31, 75
Bentsen, Lloyd, 25
Berger, Chief Justice Warren, 142
Bernstein, Carl, 6, 13, 231, 232,
233, 236, 237
Bethel, Tom, 233
Black radio, and Carter campaign
strategy, 95
Blacks
and liberal consensus, 223
and school desegregation, 207–229
on television. 112, 127
Bonds, Bill, 100, 102, 103, 107,
113
Boorstin, Daniel, 167, 171
Boredom, 169
Boston
investigative reporting in, 13
NBC polling in, 47
Boston, busing in, 207–229
arrests during, 210
attendance during, 217
background, 212–213, 219, 222
and court order, 212
and Jackson support, 47
and local newspapers, 217
national coverage of, 208, 210
and neighborhood leaders, 217
and political leadership, 213
press coverage of, 211–212,
213–218, 220
second year of, 220
TV coverage of, 216
and wire services, 211
Boston Globe, The
and Boston busing issue, 214–
215, 217, 218–219, 220, 223
on Ford-Carter debate, 59
primary polling, 9
Boston Herald American, and
busing issue, 214–215, 216,
217, 218
Bradlee, Benjamin C., 179
Breslin, Jimmy, 84, 204, 223
Broadcasting
and law, 136–139, 141–142,
143–144
vs. newscasting, 94
Broder, David, 6, 7, 10, 20, 186
Brown, Jerry (Edmund G.), 12,
19, 75, 167–168
Burnham, Walter Dean, 4
Butz, Earl, 80
Cable television industry, 145
and FCC regulation, 135
future of, 163
and poor, 146
Caddell, Patrick, 13, 53, 66, 81
Cahn, Anne, 227
Campaign of 1972, 3, 55
and audience flow, 57–58
McGovern strategy, 83
media coverage of, 5–6, 61, 62,
66, 67
Campaign of 1976, 14, 16, 91, 94.
See also Commercials; Primary
campaign
Carter-Ford debates, 49–60, 81,
94
commercial innovations, 29, 35,
62
definition of issues, 8, 9, 20, 77
finances, 9, 40, 72–79
media strategy of, 80
Campaign of 1976 (continued) 
press coverage, 5–8, 10, 11, 16, 18–19, 23, 76–85
Campaign Finance Act of 1974, 4, 55, 79
Candidates, presidential. See also specific candidates
and campaign strategists, 77
against establishment, 12
labeling of, 16
and media, 11, 30–31
on panel programs, 18–19
and press, 84–85
Carson, Johnny, 130
Carter, Jimmy (James Earl), 8, 12, 27, 40, 44, 46, 61, 85
campaign image of, 20, 62
during debates, 49–60
ethnic purity remark of, 52
on “Face the Nation,” 16
and Iowa caucus, 73
media expenses of, 73
New York Times coverage, 186
on panel programs, 19
personal taxes spot of, 72
Playboy interview, 52, 53, 59, 77, 80, 81
primary coverage of, 21, 26, 47
regional campaign strategy of, 95
TV commercials of, 64–65, 89, 95
television strategy of, 79, 94
use of media, 14, 31, 48, 61, 63
Cater, Douglass, 50
Caucus for Producers, Writers and Directors, 124, 132
CBS (Columbia Broadcasting Company), 37, 108, 130, 141.
See also Networks
CBS: Reflections in a Bloodshot Eye, 171-172
investigative reporting of, 236
political advertising policy, 35–36, 39
testing method of, 130
We’re Going to Make You a Star, 172–173
CBS vs. Democratic National Committee, 141
CBS News, 11, 42, 44, 46, 112, 113, 160. See also Television news
lead of, 161
and Louisville busing issue, 222
poll on primary issues, 8–9, 20
primary coverage of, 44
Celebrities. See also Journalism
celebration of, 169
entertainers, 168
and press, 167
public demand for, 177
Chancellor, John, 99–100, 109
eyear experience of, 154
image of, 152
ratings for, 127
Chandler, Robert, 9, 45, 46
Charren, Peggy, 135
Chase, Sylvia, 156
Cher, 174
Chicago, television news in, 117–118, 120–121
Chicago Tribune, on early campaign coverage, 12
Chomsky, Noam, 226
Church, Frank
candidacy announcement of, 36–37
image, 36–37
political advertising, 35, 36–40
television time for, 35, 37, 39, 40
Clusen, Ruth, 49
Cockburn, Alexander, 179, 201
Coleman, James, 224
Columbia Broadcasting Company. See CBS
Commercials, political, 14, 30–40, 61–74, 176
attack style, 66, 71
of Carter campaign, 48, 58, 63–65, 84, 95
Commercials, political (continued)
of Frank Church, 35, 36-40
of Ford campaign, 31, 61, 66, 67-73, 80
during primary campaign, 31-40
Reagan's, 30, 31-34, 35
Committee to Reelect the President, 7, 76
Communications Act, 138-139
Congress, U.S., and broadcasting law, 137
Connally, John, 19, 71
Consumers, media
and "audience flow," 57
expectations of, 92-93
reactions of, 98
skepticism of, 22-23, 91-92
Corporon, John, 115
Cosell, Howard, 148, 149, 157, 159
CREEP. See Committee to Reelect the President
Cronkite, Walter, 5, 8, 99, 104, 161, 162
ey early experience of, 154
image of, 113, 152
ratings for, 127
Crouse, Timothy, 6, 83
Dailey, Peter, 67, 69
Daley, Richard, 24, 81, 117, 120
Deardourff, John, 69, 70, 71, 72, 73, 74, 77
Debates, presidential, 18
Carter-Ford, 49-60, 81, 94
Kennedy-Nixon, 50-52, 53, 54
reasons for, 50
Debates, vice-presidential, 49, 56, 59
Democratic national convention, network coverage of, 91
Democratic party, reforms of, 4
Desegregation, school
ambivalence about, 223-224
busing in Boston, 207-229
Dole, Robert, 49, 56, 59
Donovan, Hedley, 185
Dortort, David, 124, 131
Editors, campaign preparations of, 5-6
Election process
interpretation of, 5
media in, 81
and position of press, 26-28
Elliott, Obsorn, 188
Ellis, Tom, 100, 102, 103, 107, 110, 111, 113, 216
Ellsberg, Daniel, 237
Entertainers, in gossip columns, 168
Entertainment, vs. news, 97, 99
Ephron, Nora, 177
Equal time doctrine, 38, 138-139
Evening news. See also Television news
and audience preference, 150
format for, 152
"Exit polling," 44, 46
"Face the Nation," 4, 16, 18
Fairness doctrine, 137-138
"Family viewing time," 132, 139
FAM score, 125, 126, 129
Federal Communications Commission (FCC), 39, 134, 136, 141, 144, 146
and Church for President Committee, 38
"raised eyebrow" effect of, 145
reasons for, 138, 139-140
role of, 140
and special interest groups, 135
First Amendment, 134-146, 240
Ford, Gerald, 9, 21, 38, 39, 44, 64, 79, 81, 85, 213
campaign blitz of, 70
campaign image of, 20
campaign style of, 61
and Carter TV campaign, 65
during debates, 49-60
Ford, Gerald (continued)
  Eastern Europe comment of, 75
  labeling of, 16–17
  media expenses of, 73
  on panel programs, 19
  “Rose Garden” strategy of, 80
  television commercials of, 66–73
  television spending of, 89
  use of media, 31, 61, 67–73, 80, 94
Fraiberg, Larry, 96
Frankfurter, Justice Felix, 140
Friendly, Fred, 137, 144
Gallup, George, 6, 81
Garrity, W. Arthur, Jr., 210, 212
Germond, Jack, 25
Glenn, John, 26
Goodell, Rae, 180
Goodman, Ellen, 215
Gossip. See also Journalism
  in news magazines, 173
  in newspapers, 174–175
  and press, 168
  public demand for, 170
  successful format for, 171–173
Graham, Katharine, 193, 201
Greene, Lorne, 130
Grimsby, Roger, 100
Grunwald, Henry, 182, 183, 184, 186–188, 192
Hanna, Lee, 42, 100, 118, 119, 120
Harper’s magazine, 83
Harris, Fred, 5, 10, 14, 16
Harris, Louis, 6, 9, 44, 47
Harrison, Tubby, 9
Hart, Gary, 7, 8, 84
Heiskell, Marion, 170
Hepburn, Katharine, 126
Hersh, Seymour, 231
Hicks, Louise Day, 209, 212
Hill, Sandy, 102–103
Home Testing Institute, 128
Hope, Bob, 127
Humphrey, Hubert, 6, 8, 20, 23, 66, 75
Huntley, Chet, 104
Iowa, caucus voting of, 25
Issues, of 1976 campaign, 9
  on election night, 43
  during primary campaign, 19, 23, 24
  voters and, 55–56
  “Issues and Answers,” 18
Jackson, Henry, 16, 21, 44, 75
  labeling of, 17
  media portrait of, 10
  television commercials of, 31
Jacobs, Paul, 237
“Jerry and Joe Show,” 71, 73
Jordan, Hamilton, 66, 77
Jordan, Jim, 68
Journalism
  broadcast, 151
  celebrity, 168–181
  “gents’ room,” 172–173
  gossip, 169
  investigative, 13, 187, 231–236, 237–239
  newsweekly, 184
  role of, 133
  of TV news shows, 105
Journalists, role of, 27. See also Reporters
Kavanau, Ted, 114–115
Kennedy, John F., 50, 51, 52
Kennedy, Ted (Edward M.), 20, 23, 209
Kerrigan, Ted, 212
Kimmelman, Henry L., 38
Kirkpatrick, Clayton, 12
Kissinger, Henry, 20, 226
  coverage of, 168
  image of, 180
Klein, Paul, 57, 130
Komack, James, 124
Kosner, Edward, 182, 183, 186, 188, 192
“Kung Fu,” 129
Kuralt, Charles, 162
Kurds, 225, 226, 227

Landon, Michael, 130
Lansner, Kermit, 188
Law, broadcasting, 136-137
fairness doctrine, 137-138
and public interest groups, 144
Supreme Court on, 141-142
television vs. press, 142
League of Women Voters, 49, 54, 58, 81, 94

Lear, Norman, 107-108, 109, 124
Lelyveld, Joseph, 21, 63, 64
Levine, Larry, 52
Libel, law of, 168
Life, 189
Lipshutz, Robert, 78
Los Angeles Times, 83, 233, 236
Louisville, busing in, 222
Luce, Henry, 188
Lupo, Alan, 209, 220

McClure, Robert, 61
McGovern, George, 83, 88
commercials of, 63, 66
media coverage of, 7
rise of, 6
Mackin, Cassie, 156
McLuhan, Marshall, 24, 59
Magazines, news. See also Newsweek; Time
best years for, 194
changes in, 182
gossip form for, 173
as part of establishment, 232
personalities stories of, 174
routine of, 187
vs. television coverage, 46
theory behind, 183
Mailer, Norman, 84
Mankiewicz, Frank, 7, 83
Marketing Evaluations, 125

Martin, Judith, 176
“Mary Tyler Moore Show, The” 92, 97
“M*A*S*H,” 128
Media. See also Press; Television
as aristocracy, 178
and Boston busing issue, 211, 214
campaign preparations of, 15
candidate coverage, 11, 16
and image-making, 22
news coverage of, 10
owners of, 143
as part of establishment, 232
and personalities, 177
role of, 28, 82-83
and Vietnam policy, 180
“Meet the Press,” 15, 18
Meredith, Don, 157
Metz, Robert, 171-172
Mondale, Walter, 49, 56, 59
“Monday Night Football,” 148
Mudd, Roger, 43-44, 47
Multiplexing, 140
Murdoch, Rupert, 159, 196, 197, 198, 201, 206
Muskie, Edmund, 6, 23

Nader, Ralph, 237
National Broadcasting Company. See NBC
National Enquirer, 198
National Observer, The, 10
National Review, The, 83
National Star, 196, 197, 198, 199
NBC (National Broadcasting Company), 11, 105, 125, 130. See also Networks, television
Boston polling of, 47
investigative reporting of, 236
polling to determine issues, 9
primary coverage of, 42
NBC News, 42, 46, 100, 116, 149, 160, 221. See also Television news
format for, 161
Index

NBC News (continued)
  long-form coverage of, 117–118
  and Louisville busing issue, 222
  primary coverage of, 44, 47
Networks, television. See also
  ABC; CBS; NBC
  affiliated stations of, 160–161
  and cable television, 146
  investigative reporting of, 236
  and late-evening viewership, 41
  on-camera people of, 101–102
  as part of establishment, 232
  primary coverage of, 23, 45
  scheduling of, 132
New Hampshire primary, 3, 30, 32, 33–34
New Republic, The, 85
News. See also Television news
  definition of, 122
  vs. entertainment, 97, 99
  neglected, 227–228
NewsCenter 5, 120
Newsday, polling by, 10, 46, 200, 205, 236
Newsmakers, partnership of, 7
Newsmen, image of, 110. See also Reporters
Newspapers
  gossip in, 174–175
  loyalty of audience, 150
  vs. newsweeklies, 184
  New York, 205
  as part of establishment, 232
  vs. television coverage, 46
  and Boston busing issue, 221
  campaign monitoring of, 15
  and panel programs, 18–19
  on viewing habits, 90
Newsweek, 21, 28, 174, 178, 180
  changes in, 182
  declining influence of, 186–187
  early campaign coverage of, 10
  finances, 189–191
  future of, 191–192
  gossip form for, 173
  policymaking of, 183–184
  promotion campaign of, 185
  rivalry with Time, 185, 189–192
  style changes in, 188–189
  threat to, 193–194
News of the World, 197
New Times, 13, 80, 83
New York, newspapers in, 205
New York Daily News, 46, 114, 200, 202–203, 204
  role of, 206
  style changes of, 205
New York magazine, 84, 100, 170, 186, 198, 200–201
New York Post, 198, 199–200, 201, 203, 205, 206, 229
New York Times, 5, 8, 9, 46, 49, 170. 200, 229, 232
  Carter piece in, 186
  vs. Daily News, 204–206
  investigative reporting, 239–240
  power of, 16, 25, 83
  and presidential image, 83–84
  Washington coverage of, 203
Nielsen rating system, 125
  and anchor people, 104
  and disaster coverage, 119
  and sex on television, 108
  state primary coverage, 41
Nixon, Richard M., 9–10, 22, 50, 51, 52
  during debates, 53
  media coverage of, 6
  use of media, 66, 98
Nixon pardon, burden of, 74
November Group, 67
Olympic games, 149
“One Day at a Time,” 107–108
O’Neill, Mike, 204
Paley, William S., 171–172
Parker, Maynard, 10
Patterson, Thomas, 61
Pauley, Jane, 102, 119
People magazine, 171, 174, 176, 178, 181, 187, 191
gossip form of, 173
origins of, 170, 199
readers of, 170
success of, 177
Performer Popularity Poll, 123
Perry, James M., 6
Personalities
on evening news, 162
among press, 179
public demand for, 177
and public policy, 180
Pettigrew, Thomas, 220
Politicians, in gossip columns, 168
Politics
myths of, 20–21
network coverage of, 151–152
symbolic, 97
Polling, 78. See also Ratings
“exit,” 44, 46
Gallup, 6, 81
Harris, 6, 9, 44, 47
political, 6, 9, 20, 43, 44, 46, 47
Pool, Ithiel de Sola, 229
Powell, Jody, 78, 82
Press. See also Magazines; Newspapers
as arbiter of standards, 13
and campaign technocrats, 78
and celebrities, 167
and First Amendment, 134, 240
as fourth branch of government, 233
free vs. clean, 137
interaction with candidates, 12, 84–85
mainstream, 83
news covered by, 226
opinion, 83–84
and paper tigers, 24
personalities among, 179
power of, 14, 29
role of, 28, 82–83
and room “emptiers,” 225
vs. television coverage, 46
Press conferences, 34
Primary campaign
issues during, 20, 23–24
media coverage of, 40–41
network coverage of, 23
New Hampshire, 3, 30, 32, 33–34
on-the-spot coverage of, 42
Pennsylvania, 81
press coverage of, 27–28
projection of winners during, 43
Primo, Al, 104
Proxmire, William, 145
Public. See also Consumers
demands of, 197
desires of, 198
and First Amendment, 134
Public interest groups, and broadcasting law, 144
Q rating system, 124, 125. See also Ratings
criticism of, 124, 131
participants in, 128
Q score, 125, 126, 129, 130
Quinn, Sally, 112–113, 171–172
Radio
and Carter campaign strategy, 95
regulation of, 139
Rafshoon, Jerry, 36, 62, 63, 64, 66, 72, 73, 74, 77
Ratings, television
and anchor people, 105
Arbitron system, 108, 125, 128
Q system, 123–132
Reagan, Ronald, 5, 12, 20, 21, 38, 68
campaign style of, 24–25
conservative appeal of, 20
Reagan, Ronald (continued)
early coverage of, 16
image for, 32-34
labeling of, 17-18
during New Hampshire primary, 30
and press, 16, 17, 29
primary coverage of, 21
Rhodesia commercial of, 69
television commercials of, 31-32
use of media, 30, 31-34, 35, 75
Reasoner, Harry, 153
as on-scene reporter, 156
ratings for, 127
Reeves, Richard, 27, 84, 91, 186
Reporters
campaign preparations of, 5-6
and fund-raising activities, 9
investigative, 237-238
and law, 134
media coverage of, 10
partisanship of, 83
“personalities” as, 156
predictions of, 24
during presidential debates, 54
during primary campaign, 26-27
professionalism of, 235
Reston, James, 3, 33
Rivera, Geraldo, 104, 157, 160
ROAR (Restore Our Alienated Rights), 215
Rockefeller, Nelson, 23, 71
Rolling Stone, 83, 186
“Roots,” 97
“Rose Garden” strategy, 80
Salant, Richard, 149, 154, 161
Sandler, Norman, 230-231
Sanford, Terry, 25
Scamardella, Rose Ann, 100, 104, 107, 112
Scammon, Richard, 9, 47
Scarborough, Chuck, 102, 103, 105
Scheer, Bob, 77
Schlosser, Herbert, 132
Schorr, Daniel, 239
Schwartz, Tony, 63-65
Sevareid, Eric, 134-135, 137, 141, 162
Shields, Mark, 14
Sidebar stories, 11
Smith, Howard K., 127
Snyder, Tom, 100, 111, 113
“Soap,” 145
Spencer, Stuart, 70
Sports Illustrated, 186
Stanton, Frank, 54
Steele, James B., 237-238
Stephenson, James, 92
Stewart, Justice Potter, 233
Stone, I.F., 235
Stout, Richard, 24
Supreme Court
on broadcasting law, 141-142
on radio regulation, 140
“Take It from Here,” 175-176
Talent, television, 106
Talk and hawk shows, 176
Talk shows, 175
Television
“audience flow,” 57
buying time on, 35
daytime, 95-96
as entertainment, 92-94
and fairness doctrine, 138-139, 144
forecasts for, 163
free vs. pay, 145-146 (see also
Cable television industry)
influence of, 89-90
limitations of, 91
loyalty of audience, 150
networks, 38, 41-48, 123-132, 150, 160-161 (see also Networks)
panel programs, 18-19
personality pieces in, 175
as play, 92-93
Television (continued)
vs. press, 141
sex on, 107-111, 137
tabloid, 114
talk shows, 175-176
viewing patterns, 56-58, 90, 150
Television news, 99-122
and First Amendment, 135
forecast for, 164
format for, 152
hiring of personalities, 96, 100-107, 108-113
history of, 152, 162-163
image of, 117
and ratings battle, 150
vs. sports, 158
station rivalry, 105, 116-122, 155-159
tabloid, 114-117
women on, 111
“Three-market days,” 79
Thurmond, Strom, 71
Time magazine, 28, 170, 174, 178, 232
and busing in Boston, 218
campaign coverage of, 10
changes in, 182-195
cost of, 189-191
declining influence of, 186-187
future of, 191-192
gossip form for, 173
policymaking of, 183-184
politics of, 185
rivalry with Newsweek, 185, 189-192
style changes in, 188-189
Tin Kazoo, The, 22, 90, 91, 92
Tivnan, Frank, 8, 13
“Today Show,” 101, 102
Tolliver, Melba, 100
Tornillo case, 141
Treleavan, Harry, 32, 33
Tyson, Cicely, 127

Ubell, Earl, 118

Udall, Morris, 24, 31, 35, 40, 46, 75
Ullman, Liv, 173-174
United Press International (UPI), 71-72, 232. See also Wire services
Vanocur, Sander, 156
Vietnam War, and media, 180
Viewers, skepticism of, 22-23, 91-92. See also Consumers
Village Voice, the, 84
Vitt Media International, 37
von Hoffman, Nicholas, 146
Voter surveys, results of, 55. See also Polling
WABG-TV, 100, 107
Wagner, Bruce, 67, 68, 69, 74
Wald, Richard, 149, 154, 161
Wallace, George, 12, 17, 23
eyear coverage of, 16
labeling of, 18
on panel programs, 19
Walters, Barbara, 100, 112, 113, 149, 154, 159
ABC move of, 153
as on-scene reporter, 156
“Waltons, The,” 131
Washington Monthly, 83
Washington Post, 18, 83, 186, 291
campaign coverage of, 10
investigative reporting of, 231-232, 239, 240
and media aristocracy, 178-179
Watergate, 59, 98
Wattenberg, Ben, 21
Wayne, John, 126
WBZ-TV, and Boston busing issue, 215
WCGB, 140-141
White, Betty, 126
White, Kevin, 13, 213, 218
White, Theodore, 3, 7
White radio, and Carter campaign strategy, 95
"Wide World of Sports," 157
Winners, projection of, 43
Winship, Tom, 214, 218
Wire services
   and busing in Boston, 211
   campaign role of, 11
   vs. newsweeklies, 184
   as part of establishment, 232
Wisconsin primary, media coverage of, 46
Witcover, Jules, 10, 27
WMAQ, 116
Women
   as target audience, 159
   on television news, 111
   "Woodstein," 231
Woodward, Bob, 6, 13, 231, 232, 233