

Index

- Ailes, Roger, 51, 53, 55, 60, 64, 90
Albright, Madeleine, 61
Allen, Frederic, 129
Alterman, Eric, 180
Anderson, John, 59, 73, 77, 106,
108–109, 166–167; *see also* Reagan-
Anderson debate
Apple, R. W. Jr., 115
Arterton, Christopher, 188
“Ask George Bush” forums, 31
Asman, Robert, 163, 166, 169
Atwater, Lee, 50, 212
Audio failure in Ford-Carter debate,
71, 148–150, 177–178, 182
Ayres, B. Drummond, 197
- Bailey, Doug, 45
Bailey, Pearl, 154
Baker, James A. 3d, 21, 23–24, 26–27,
31, 32, 35–36, 47–48, 74, 126, 136,
177, 186
Baker, Russell, 175–176
Barnes, Fred, 129
Barnouw, Erik, 6, 96
- Begala, Paul, 30
Benefits of presidential debates, 205–
209
Bentsen, Lloyd, 31, 41–42, 84, 91,
113–114
Bentsen-Quayle debate (1988),
113–115, 129–30, 132, 135, 153, 213
Berger, Marilyn, 131, 191
Berke, Richard L., 31, 77, 151, 184, 185
Bernstein, Elliot, 150
Berquist, Goodwin, 208–209
Birdsell, David S., 207, 219
Black, Charles, 21, 43
Black, Christine M., 48, 112
Bode, Ken, 84
Boorstin, Daniel, 209–210
Boyd, Gerald, 83–84
Boyd, Robert, 132–133
Bradley, Bill, 118
Bradley, Ed, 85
Brinkley, David, 85, 149, 177, 191
Broder, David S., 41, 71, 102, 106, 113,
115, 118, 122, 125, 144, 178–179, 185,
194, 215–216

- Brokaw, Tom, 102, 120, 125, 130, 132, 184, 195, 199
- Brountas, Paul, 27
- Brown, Janet, 24, 145, 152, 153, 168–169
- Brown, Jerry, 46
- Brown, Pat, 53
- Bruno, Hal, 121, 131, 134, 138, 141–142, 183, 185, 189
- Brydon, Stephen R., 52
- Buckley, Christopher, 123
- Buckley, William F. Jr., 18
- Bush, Barbara, 43, 74, 76
- Bush, George, 18–20, 42–43, 48, 50, 54–55, 74, 91–92, 113, 124, 126–127, 130, 134–135, 143–144, 159, 196–197, 199, 203; debating Ferraro, 46–47, 75–76, 109–112, 198–199; glancing at watch, 39, 63–64, 110, 165–166, 178, 205; *see also* “Chicken George”; Clinton-Bush-Perot debates
- Bush-Dukakis debates (1988), 110, 112–113, 130, 133–135, 136–137, 153
- Bush-Ferraro debate (1984), 46–47, 109–112
- Bush, Prescott, 50
- Caddell, Patrick, 17, 44, 45, 49, 72, 81, 109
- Campbell, Carroll, 79
- Cannon, Lou, 26, 40, 53, 60
- Carlin, Diana, 47, 51, 53, 179, 208, 214, 221
- Carson, Johnny, 16
- Carruthers, William, 57, 162, 164
- Carter, Amy, 59, 102, 198–199
- Carter, Jimmy, 15–17, 26, 31–32, 38–39, 40, 45, 49, 52, 57, 58–59, 69, 71, 72, 80–81, 83, 88, 89, 100–102, 148–150, 154, 161, 198, 203; *see also* Ford-Carter debates
- Carter-Reagan debate (1980), 16–18, 44, 52–53, 101–102, 106–107, 166–167, 180, 200
- Carville, James, 42, 110
- Castro, Fidel, 67
- Cater, Douglass, 30
- CBS, 1, 3, 125
- Chancellor, John, 114, 145, 193
- Cheney, Richard, 192
- Chicago Daily News*, 175
- “Chicken George,” 19–20, 27, 217
- Chromak, Leon, 160
- Ciccone, F. Richard, 106
- Clark, Tony, 85
- Clifford, Clark, 97
- Clinton, Bill, 19–21, 42–43, 44, 46, 50–51, 55–56, 75, 85–86, 92, 105, 116–117, 144, 159, 162–163, 178, 181–182, 211, 217; town hall debates, 30, 46, 53, 63–64, 110, 116–117, 143, 157–158
- Clinton-Bush-Perot debates (1992), 50, 63–64, 110, 116–117, 119–120, 138–139, 142–144, 145–146, 200, 205, 207, 211
- Clinton-Dole debates (1996), 50–51, 105, 117, 139–140, 146–147, 153, 158
- Clinton, Hillary, 46, 75, 92, 181
- CNN, 109, 166–167
- Coelho, Tony, 47, 194
- Commager, Henry Steele, 209, 210
- Commission on Presidential Debates, 20, 22, 24, 30, 33, 78, 142, 149, 161, 168, 216–217
- Compton, Ann, 133
- Control room, 6, 167–168
- Corrado, Anthony, 219
- Corry, John, 103
- Cousins, Norman, 203
- Cox, Archibald, 4
- Cramer, Richard Ben, 86–87, 104

- Cranston, Alan, 90–91
 Cronkite, Walter, 80, 173, 178, 183, 190
 Crowley, Monica, 146
 C-SPAN, 79, 117, 220
 Cuomo, Mario, 53
- Dale, Billy, 43
 Deaver, Michael, 17, 28, 51, 59–60, 61, 157, 183
 Devine, Tad, 84, 115
 Diskin, Sonny, 164
 Doerner, William R., 112
 Dole, Bob, 26, 44, 50–51, 54, 56, 75, 86–87, 88, 102–103, 104–105, 117, 122, 123, 140, 158, 163, 182–183; “Democrat wars” statement, 39, 104–105, 132, 135–136; *see also* Clinton-Dole debates
 Dole, Elizabeth, 88, 158, 163, 182
 Dole-Mondale debate (1976), 47, 102–103, 104–105, 131, 135–136
 Donahue, Phil, 86, 117
 Donaldson, Sam, 42, 56, 71, 72, 89, 92, 123
 Donilon, Thomas, 39, 43, 50, 63, 153, 156, 159–160, 187–188
 Donovan, Robert J., 68–69
 Dowd, Maureen, 62, 158, 196–197
 Drew, Elizabeth, 29, 49, 70, 100, 101–102, 111, 114, 115, 128, 211–212
 Drummond, Roscoe, 68
 Dukakis, Kitty, 113, 133–134, 165
 Dukakis, Michael, 19, 32, 43, 44, 48, 50, 53, 62–63, 74, 82–83, 91, 112–113, 203; “raped and murdered” question, 39, 110, 133–135, 165, 197–198; *see also* Bush-Dukakis debates
 Duncan, Dayton, 74
 Duval, Michael, 15, 73
- Eckart, Dennis, 41–42
 Eisenhower, Dwight D., 14, 129
 Ellis, Harris, 130
 Estrich, Susan, 63, 64, 113, 213
 Expectations-setting before presidential debates, 72–76, 79–87, 103
 Evans, Rowland, 17
- Fahrenkopf, Frank J. Jr., 33, 147, 153
 Faw, Bob, 108
 Federal Communications Commission, 15
 Ferraro, Geraldine, 32, 46–47, 61–62, 75–76, 109, 111–112, 199; *see also* Bush-Ferraro debate
 Field, Sally, 153
 Finch, Bob, 56
 Fineman, Howard, 87
 Fiorentino, Imero, 156
 Fisher, Walter, 15
 Fitzwater, Marlin, 75
 Fleming, Bob, 129
 Flowers, Gennifer, 43
 Ford, Betty, 88–89, 154
 Ford-Carter debates (1976), 45, 99–101, 131–132, 148–150, 154, 177–178, 210
 Ford, Gerald, 15, 31–32, 33, 52, 57–58, 69, 77, 88, 99–101, 153, 162, 182–183, 203; Eastern Europe statement, 39, 71, 130, 132, 186, 190–193, 213; *see also* Audio failure
 Formats for presidential debates, 29–31, 33; direct confrontation, 217–218; reporter panels, 30, 126, 131–133; single moderator, 31, 137–143; town hall, 30–31, 142–144, 145–147, 221
 Fouhy, Ed, 30–31, 150, 151, 153, 168
 Frankel, Max, 130
 Frederick, Pauline, 133

- Friedenberg, Robert V., 44
Fuller, Tony, 112
- Gannon, James, 100
Gergen, David, 40
Germmond, Jack, 26, 43, 46, 103, 116, 120
Giscard d'Estaing, Valéry, 54
Gitlin, Todd, 9
Goldman, Peter, 112
Goldwater, Barry, 14
Goodwin, Doris Kearns, 96
Goodwin, Robert, 25, 33, 158
Goldenson, Leonard, 2
Goodman, Ellen, 109
Goodman, Walter, 138, 203, 206
Gore, Al, 34, 56, 74, 83, 115, 117–119, 141
Gore-Kemp debate (1996), 86, 118, 122–123, 140
Gore-Perot NAFTA debate, 119
Gore-Quayle-Stockdale debate (1992), 115–116, 118, 120–122, 141–142, 151
Gore, Tipper, 118
Graber, Doris, 207
Greenfield, Jeff, 80, 84, 118, 126–127, 145, 185, 205
Greenfield, Meg, 115
Greer, Frank, 157
Gregory, Bettina, 198–199
Greider, William, 101, 105
Groer, Annie, 126, 127, 137, 150–151
- Hahn, Dan F., 55
Hagerty, James, 14
Halberstam, David, 5, 13
Hall, Leonard, 13
Hall, Marisa, 145
Hanna, Lee, 23
Hannon, Tom, 184
Harian, Victoria, 35, 156, 160
- Harris, John, 66
Healy, Robert, 111
Hegedus, Chris, 186
Height of presidential debaters, 31–32, 43, 162
Hembreck, Valerie, 205
Henry, William, 103, 107
Hersh, Seymour, 97
Hertsgaard, Mark, 194
Hewitt, Don, 2, 3, 6, 7–8, 67, 210
Higgins, George V., 118
Hilton, Jack, 48
Hoffman, David, 109
Hoge, James, 54, 135–136
Holding rooms, 158–159, 167
Horton, Willie, 43
Hume, Brit, 85, 92, 103, 111, 119, 129–130, 132, 186
Humor in presidential debates, 41, 49, 50, 54–55, 104, 211
Humphrey, Hubert H., 96, 99
- Ifill, Gwen, 46
Incumbents, 44–46, 99
Influence of presidential debates on voting, 212–214
Inside Politics, 78–79
Institutionalization of presidential debates, 18, 21, 99, 216–217
Internet, 220
- Jackson-Beeck, Marilyn, 215
Jagoda, Barry, 164
Jamieson, Bob, 71
Jamieson, Kathleen Hall, 38, 98, 207, 219
Jaroslovsky, Rich, 194
Jarriel, Tom, 77, 89
Jennings, Peter, 86, 125, 128, 130, 137
Johnson, Lyndon, 14–15, 28, 96, 173
Jones, Phil, 87

- Jordan, Hamilton, 59, 191
 Judd, Jackie, 90, 197
- Kaiser, Robert G., 77, 188
 Kalb, Marvin, 190
 Kantor, Mickey, 21, 24, 30, 46, 78–79, 216
 Karayn, James, 23
 Kelly, Jack, 71, 150
 Kelly, Michael, 110, 120
 Kemp, Jack, 47, 86, 122–123, 140; *see also* Gore-Kemp debate
 Kennedy, Jacqueline, 4–5, 8
 Kennedy, John F., 1–10, 14, 28, 32, 42, 44, 56, 66–70, 88, 96–98, 101, 111, 127, 129, 211
 Kennedy-Nixon debates (1960), 1–10, 65–70, 96–99, 129, 131, 160–161, 163–164, 167, 173–176, 200, 209–210, 222
 Kennedy, Robert F., 106, 160, 181
 Khrushchev, Nikita, 4, 67, 98
 King, Larry, 85, 119, 144
 King, Susan, 78
 Kirk, Paul G. Jr., 144, 153, 218
 Kiker, Douglas, 70, 177–178
 Kissinger, Henry, 198
 Klein, Herbert G., 8, 14, 28, 174–175, 180–181
 Klein, Joe, 51, 117
 Kohut, Andy, 207
 Kolbert, Elizabeth, 118, 121
 Koppel, Ted, 188–189
 Kramer, Michael, 87
 Kraus, Sidney, 32–33, 210–211
 Kristol, William, 122–123
 Kuhn, Mark, 220
 Kurtz, Howard, 182, 189
- Lanoue, David J., 213, 214
Last Debate, The, 137
- Laxalt, Paul, 60
 “Lazy Shave,” 4
 League of Women Voters, 16, 22, 34–35, 104, 136, 156, 157, 164
 Lecterns, 31–33, 156
 Lehrer, Jim, 36, 105, 122, 125–126, 136–137, 138–141, 147, 149, 153, 168
 Lehrer, Kate, 139
 Lelyveld, Joseph, 69–70, 149
 Lemert, James B., 180, 184
 Leone, Richard C., 29, 50, 51, 53
 Lewis, Fulton, 68
 LiBretto, John, 162–163, 165–166, 168, 169
 Lighting, 157, 160, 163
 Limbaugh, Rush, 143
 Limitations of presidential debates, 209–212
 Lincoln-Douglas debates, 66, 69
 Lindsey, Beverly, 157
 Lippmann, Walter, 14, 204
 Lisagor, Peter, 174
 Lodge, Henry Cabot, 7, 28, 96
Los Angeles Times, 176
- Makeup, 3–4, 99, 175, 195
 Mankiewicz, Frank, 53
 Margolis, Jon, 106, 125, 132
 Martel, Myles, 40
 Martin, Lynn, 85
 Mashek, John, 120, 127, 137
 Matalin, Mary, 109
 Mazo, Earl, 14
 McCarthy, Joseph, 50
 McCurry, Mike, 75, 186
 McGill, Ralph, 176
 McGovern, George, 99
 McGrory, Mary, 107, 122, 127
 Meadow, Robert G., 206, 215
 Meany, George, 54
 Mears, Walter, 131, 132

- Memorandum of agreement, 24–25, 33, 36, 142, 153, 155, 157, 161, 165, 166, 168
- Mickelson, Sig, 4, 6–7, 22
- Miklaszewski, Jim, 105
- Miller, Ron, 188
- Mills, Stephen, 212
- Mitchell, Andrea, 127, 128, 133–134
- Mitterand, Francois, 54
- Mock debates, *see* Preparation for presidential debates
- Moderators of presidential debates: role of, 137–144, selection of, 34, 142, 144
- Mondale, Joan, 204
- Mondale, Walter, 18, 41, 42, 46, 49–50, 72, 88, 95, 102–104, 107, 129, 135–136, 156, 157, 195–196, 202, 204, 213; *see also* Dole-Mondale debate; Reagan-Mondale debates
- Morris, Dick, 117
- Morton, Bruce, 193
- Moyers, Bill, 133, 137
- Mudd, Roger, 81–82, 90–91, 178, 183–184, 186
- Mulford, Clay, 25, 64, 120
- Myers, Lisa, 56, 117
- NBC, 125, 177–178
- Negotiations, 21–37, 154, 216; Bush-Dukakis, 24, 32; Bush-Ferraro, 32; Carter-Reagan, 23, 26–27, 77–78; Clinton-Bush-Perot, 27, 30–31, 216–217; Clinton-Dole, 24, 78–79, 157–158, 217; Ford-Carter, 23, 31–32, 33, 156; Kennedy-Nixon, 22, 28, 32; Reagan-Mondale, 23–24, 27, 29, 156–157;
- Nelson, Jack, 131–132
- Nessen, Ron, 52, 77, 100, 177, 182, 192, 193
- Newman, Edwin, 103–104, 148–149
- New York Times*, 187
- Nichols, Bill, 185
- Nightline*, 188–189
- Nixon, Patricia, 8, 175
- Nixon, Richard M., 1–10, 13–15, 28, 32, 56–57, 67, 88, 98–99, 110, 116, 119, 129, 146; *see also* Kennedy-Nixon debates
- “Nixopedia,” 56
- Nolan, Martin F., 123
- Novak, Robert, 17
- Nyhan, David, 113
- O’Connor, John J., 188
- Oliphant, Pat, 16
- Oliphant, Thomas, 48, 112, 117
- Oreskes, Michael, 184
- Paar, Jack, 1, 67
- Packwood, Robert, 62
- Paley, William, 2
- Panelists in presidential debates: journalists as panel members, 125–127; 1984 selection controversy, 35, 136; panelists’ questions, 126–130; panelists’ strategies, 131–133; role of, 124–125; selection of, 34–36
- Participation in presidential debates, 13–21; by Bush, 18–20; by Carter, 16–17, 77; by Ford, 15; by Kennedy, 14; by Nixon, 13–15; by Perot, 20–21 by Reagan, 16–18;
- Patterson, Eugene, 99
- Patterson, Thomas, 67–68, 80, 192, 207
- Pennebaker, D. A., 186
- Perkins, Jack, 189–190
- Perot, Ross, 46, 55, 63–64, 83, 85, 119–120, 121, 139, 159, 162, 211; *see also* Clinton-Bush-Perot debates

- Perry, James M., 194
 Pfister, Walter, 164
 Phillips, Mark, 205
 Pierce, Charles P., 204
 Pinkerton, James J., 56
 Polling, postdebate, 112, 114, 176,
 187–189, 192–193, 196, 207
 Polsby, Nelson, 9
 Popkin, Sam, 53–54, 58–59, 212
 Powell, Jody, 23, 85, 177–178
 Preparation for presidential debates:
 Bentsen, 41–42; Bush, 64; Carter,
 58–59; Clinton, 63–64, 75, 155–156,
 162–163; Dole, 64, 75, 163; Dukakis,
 62–63; Ferraro, 61–62; Ford, 57–58,
 101; Kennedy, 56–57, Quayle, 62;
 Reagan, 59–61
 Press coverage of negotiations and
 rehearsals, 76–79, 161–162, 218
 Press coverage, postdebate: Bentsen-
 Quayle, 186, 196–197; Bush-
 Dukakis, 184, 185, 186, 197–198;
 Bush-Ferraro, 183–184, 199; Carter-
 Reagan, 180, 198–199; Clinton-
 Bush-Perot, 186–187; Clinton-
 Dole, 181–182, 186; Ford-Carter,
 182–183, 190–193; Kennedy-Nixon,
 173–176, 180–181, 187; Reagan-
 Mondale, 183, 186, 193–196
 Press coverage, predebate: 79–88, 219;
 Bentsen-Quayle, 74, 83–84; Bush-
 Ferraro, 75–76, 83; Carter-Reagan,
 73, 80–81; Clinton-Bush-Perot,
 84–85, 86; Clinton-Dole, 75, 86–87;
 debate day coverage, 87–92; Ford-
 Carter, 69–71, 72–73, 85; Gore-
 Kemp, 86; Gore-Quayle-Stockdale,
 75, 84, 85; Kennedy-Nixon, 65–69;
 Reagan-Anderson, 73; Reagan-
 Mondale, 71–72, 81–82
 Primary debates: Clinton, 46, 117;
 Gore, 118; Kennedy, 96; Reagan,
 106
 Props and notes, use of, 33–34, 160–161
 Quarles, Norma, 126
 Quayle, Dan, 31, 34, 47, 62, 74, 83–84,
 90–91, 114–116, 118, 124, 129–130,
 135, 141, 186, 196–197, 203, 213;
 “You’re no Jack Kennedy,” 39,
 41–42, 62, 114–115, 132; *see also*
 Bentsen-Quayle debate; Gore-
 Quayle-Stockdale debate
 Quayle, Marilyn, 74
 Quigley, Joan, 28
 Quinn, Jane Bryant, 133
 Radio audience for presidential
 debates, 5, 176
 Radio news coverage of 1960 debates,
 68
 Radziwill, Lee, 4
 Rafshoon, Gerald, 32
 Raines, Howell, 193
 Ranney, Austin, 44, 196
 Rather, Dan, 89–90, 92
 Ratings for presidential debates, 5,
 200–201, 249*n*1, 249*n*2
 Reaction shots, 6–7, 163–167
 Reagan-Anderson debate (1980), 16,
 29, 89, 106, 108–109
 Reagan-Mondale debates (1984), 41,
 42, 49–50, 53, 102–104, 107, 136,
 203–204
 Reagan, Nancy, 28, 29, 60, 89, 195
 Reagan, Ronald, 16–18, 28, 29, 38–39,
 40–41, 44, 45–46, 49–50, 52–53,
 59–61, 72, 82, 83, 89, 101–102, 103,
 105–107, 108, 128, 129, 136, 157, 186,
 211, 213; age issue, 71–72, 107,
 193–196, 203–204, 212, 213; *see also*
 Carter-Reagan debate

- Reagan, Ronald Jr., 204
 Reasoner, Harry, 148, 190
 Redford, Robert, 57
 Reed, Scott, 75
 Rehearsal, *see* Preparation for presidential debates
 Reinsch, J. Leonard, 32
 Renshon, Stanley, 53
 Richards, Ann, 114
 Ridings, Dorothy, 35, 136
 Roberts, Cokie, 119–120, 208
 Robinson, Michael, 47, 146–147
 Rogers, Ted, 2–4, 6
 Rosen, Jeffrey, 117
 Rosenberg, Howard, 189
 Rosenstiel, Thomas, 186, 195
 Routman, Dan, 20
 Ruge, Daniel, 195
 Rumsfeld, Donald, 78–79
 Russert, Tim, 181–182
- Sack, Kevin, 84
 Safire, William, 115, 118
 Sarnoff, Robert, 2, 29
 Sauter, Kevin, 54
 Sawyer, Diane, 35
 Scheduling of presidential debates, 16–17, 20, 26–29
 Schieffer, Bob, 92, 179, 184, 191, 196, 197
 Schlesinger, Arthur Jr., 4
 Schneider, William, 86, 189
 Schrott, Peter R., 213, 214
 Schwartz, Tony, 48
 Scripted moments in presidential debates, 40–41, 52–56; Bentsen’s “You’re no Jack Kennedy,” 41–42, 114–115; Reagan’s age joke, 41, 128; Reagan’s handshake with Carter, 38–39; Reagan’s “There you go again,” 38–41, 42, 213
- Seltz, Herbert A., 22, 154, 156, 165
 Sets for presidential debates, 16, 151, 160, 162; *see also* Lecterns
 Shain, Percy, 174
 Shales, Tom, 105, 115, 116, 118, 120, 136, 193
 Shapiro, Walter, 134
 Shaw, Bernard, 30, 39, 63, 110, 113, 124, 133–135, 165, 185, 197–198
 Sheehan, Michael, 63
 Sherr, Lynn, 83
 Sidey, Hugh, 103
 Simon, Roger, 27, 63–64, 198
 Simpson, Carole, 83, 138, 142–144, 146, 147
Six Crises, 8, 129
 Smith, Craig, 19
 Smith, Craig Allen, and Kathy B., 53
 Smith, Hedrick, 108
 Smith, Howard K., 2, 5, 7, 133
 Smith, Terence, 77–78
 Sorensen, Theodore, 49
 Speakes, Larry, 182
 Spinners, 85, 176, 180–187
 Spivak, Lawrence, 205
 Sponsorship of presidential debates, 22, 152, 216–217
 Springer, Brian, 144
 Squier, Robert, 36–37
 Stahl, Lesley, 91, 115, 177–178
 Stanton, Frank, 4, 66, 202
 Steele, Richard, 101
 Steeper, Fred, 144, 193
 Stephanopoulos, George, 27, 50, 86
 Stockdale, James B., 20, 85, 118, 120–122, 141, 151; *see also* Gore-Quayle-Stockdale debate
 Stockdale, James Bond 2d, 121
 Stockman, David, 40, 59
 Strategic considerations in presidential debates: attitude toward oppo-

- nent, 48–51; likability, 48, 82–83;
 rhetoric, 52–56; surprise maneu-
 vers, 42–43; *see also* Humor in
 presidential debates
 Strauss, Robert, 78, 177
 Strout, Richard L., 174
- Technical checks, 4, 43, 159–163
 Teeley, Peter, 76
 Teeter, Robert, 192–193
 Third party and independent
 debaters, 16, 20, 108–109, 119–122,
 166–167
 Thomas, Lowell, 68
 Thomason, Harry, 27, 63
 Tillotson, Mary, 84
 Town hall debates, *see* Formats for
 presidential debates
 Town hall questioners, 145–147
 Trent, Judith S., 47
 Trewhitt, Henry, 128
 Treyz, Oliver, 2
 Troy, Gil, 107
 Truman, Harry S., 51, 97
 Twentieth Century Fund, 15
- Usry, Kimberly, 145
- Van Drehle, David, 27, 84
 Vanocur, Sander, 129, 131, 133
 Venues for presidential debates,
 152–154, 157–158
 Vice presidential debates, 47–48, 83
 Von Fremd, Mike, 85
- Voorhis, Jerry, 14
- Wallace, George, 99
Wall Street Journal, 125
 Walters, Barbara, 71, 131, 133, 136, 189,
 198
 Walthall, Denton, 145
 Warner, Margaret, 48, 133
 Warren, Charles, 127
War Room, The, 186
Washington Post, 125, 189
 WBBM, 1–7, 151, 185
 Weaver, Warren, 113–114
 Weinraub, Bernard, 82
 Westfeldt, Wallace, 99
 Wheeler, Harvey, 97, 98–99, 210
 White, Jack, 126
 White, Theodore, 5–6, 9
 Will, George, 79, 110, 115, 118, 123, 180
 Williamson, Brady, 155, 156, 158–159,
 166
 Wilson, Bill, 6
 Winfrey, Oprah, 144
 Wirthlin, Richard, 17, 41, 44, 45–46
 Witcover, Jules, 26, 43, 45, 46, 70, 100,
 103, 116, 120
 Woodruff, Judy, 78–79, 89, 132, 133, 135
 Woods, Rose Mary, 8
 Wooten, James, 154, 194–195
- Yankelevich, Daniel, 107
 Yoakam, Richard D., 22, 154, 156, 165
- Zimbalist, Efrem Jr., 175

