

INDEX

- ABC (American Broadcasting Company), 125, 126, 159. *See also* Networks, television
investigative reporting of, 236
news polling by, 9, 42
primary polling of, 44
- ABC News, 104, 130, 163. *See also* Television news
and Roone Arledge, 147–150
audience for, 158–160
Columbus, Ohio, program of, 9
and Louisville busing issue, 222
new image for, 154–160
primaries, coverage of, 44
troika experiment of, 100
and Barbara Walters, 153
- ABC Sports, 148, 154, 155, 164
- Access issue, 39
- Action for Children's Television (ACT), 135, 137
- Ads. *See* Commercials
- Advertising, and FCC regulation, 136
- Advertising agencies, presidential candidates' use of, 30, 67, 69–70
- Affiliates, network, 160–161
- Allen, Woody, 127
- "All in the Family," 92, 97, 131
- Altman, Herb, 124–125, 128–129, 132
- American Broadcasting Company. *See* ABC
- Anchor people
audience appeal of, 103–104
authority figures among, 110
image of, 109
role of, 99–100
salaries of, 100–101
- Anderson, Jack, 234
- Apple, R.W., Jr., 25, 186
- Arbitron rating system. *See also* Ratings
vs. Q system, 125, 128
and sex on television, 108
- Arledge, Roone, 147–150, 153–

- 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-
volvement 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
 early 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 cam-
 paign 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
 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
- Kavanaugh, Ted, 114-115
- Kennedy, John F., 50, 51, 52
- Kennedy, Ted (Edward M.), 20, 23, 209
- Kerrigan, John, 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
commercial of, 63, 66
media coverage of, 7
rise of, 6
Mackin, Cassie, 156
McLuhan, Marshall, 24, 59
Magazines, news. *See also News-*
week; 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, 199, 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 Com-
pany), 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

- 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
- News Study Group, at MIT, 25, 29, 79, 99, 129
 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; News-papers
 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
 Nielsen system, 39, 41, 57, 104, 108, 110, 112, 119, 125, 128, 129
 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
- 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
 early 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
- Ubell, Earl, 118

- "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