

# Contents

CHAPTER 1 Introduction 3

**PART I Escalation and News Management, 1961–1965 13**

CHAPTER 2 “A Legitimate Part of that Global Commitment,”  
1961–1963 26

CHAPTER 3 “It Does Not Imply Any Change of Policy Whatever,”  
1964–1965 59

**PART II The War on Television, 1965–1973 103**

CHAPTER 4 The “Uncensored War,” 1965–1967 114

CHAPTER 5 “We Are on Our Way Out,” 1968–1973 159

CHAPTER 6 Conclusion 211

NOTES 217

BIBLIOGRAPHY 243

APPENDIX A: Abbreviations 253

APPENDIX B: Code Book with Marginals for Some Variables 255

INDEX 275