## PRESIDENTIAL DEBATES

## **Presidential Debates**

Risky Business on the Campaign Trail

Third Edition

ALAN SCHROEDER



Columbia University Press

\*Publishers Since 1893\*

New York Chichester, West Sussex

cup.columbia.edu

Copyright © 2016 Columbia University Press All rights reserved

Library of Congress Cataloging-in-Publication Data

Names: Schroeder, Alan, 1954- author.

Title: Presidential debates : risky business on the campaign trail / Alan Schroeder.

Description: Third edition. | New York : Columbia University Press, [2016] | Includes bibliographical references and index. | Description based on print version record and CIP data provided by publisher; resource not viewed.

Identifiers: LCCN 2015050152 (print) | LCCN 2015043873 (e-book) |

ISBN 9780231541503 (e-book) | ISBN 9780231170567 (cloth : alk. paper) |

ISBN 9780231170574 (pbk. : alk. paper)

Subjects: LCSH: Campaign debates—United States. |

Television in politics—United States. | Presidents—United States—Election. Classification: LCC JF2112.D43 (print) | LCC JF2112.D43 S37 2016 (e-book) | DDC 324.7/30973—dc23

LC record available at http://lccn.loc.gov/2015050152



Columbia University Press books are printed on permanent and durable acid-free paper.

Printed in the United States of America

c 10 9 8 7 6 5 4 3 2 1 p 10 9 8 7 6 5 4 3 2 1

COVER IMAGE: Photo by Doug Pensinger/ © Getty Images

COVER DESIGN: Milenda Nan Ok Lee

References to Web sites (URLs) were accurate at the time of writing. Neither the author nor Columbia University Press is responsible for URLs that may have expired or changed since the manuscript was prepared.

## This book is dedicated to Carl Schroeder, Jennifer Schroeder Dahlen, Kirsten Schroeder Larkin, and Dan Hammons