

Contents

List of Figures / ix

Acknowledgments / xi

Introduction: Jesse Helms's Politics of Pious Incitement / 1

1. "There Is Another Way": Free Enterprise, the Mainstream Media, and Southern Realignment in the 1950s / 15
2. "The Voice of Free Enterprise": A Conservative Commentator and News Director / 49
3. "An Uncommon Number of Moral Degenerates": The Conservative Alternative and the Fairness Doctrine / 82
4. Backlash: The Great Society, Vietnam, and Conservative Solutions / 111
5. Turning Off *Turn-On*: Helms as a TV Executive in the 1960s / 137
6. The Dawn of a Conservative Era: Gaining Power, 1968 to 1972 / 164

Epilogue: Mainstreaming the Fringe / 194

Notes / 207

Bibliography / 247

Index / 251