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## The Dealers and the Darling: Conservative Media and the Candidacy of Barry Goldwater

This paper explores the relationship between conservative media, the dealers of postwar conservatism, and Barry Goldwater, the movement's darling. Goldwater's emergence as the political head of the conservative movement was not mere happenstance, but the result of concerted efforts of those within conservative media to promote the Arizona senator as the face of American conservatism. This paper looks at how conservative media helped catapult the sometimes-reluctant Goldwater to the forefront of the movement, and how the Goldwater candidacy in turn radically transformed the nature of postwar conservative media.