twelve hundred. For these richest Americans, investments in stocks, bonds, and high-end real estate, Trump's specialty, were the surest source of wealth. In New York, where Wall Street millionaires competed with the global rich to buy choice apartments, prices rose and Trump reaped the profits.[12]

A mere millionaire, Barbara Walters was nevertheless a media queen who wielded the imprimatur of ABC News as she asked Trump, in all apparent seriousness, "If you could be appointed president, and you didn't have to run, would you like to be president?" He coyly replied that to be appointed leader of the free world might not be so appealing because he would be deprived of the satisfaction of winning an election. He concluded, "It's the hunt that I believe I love."

The *20/20* profile presented was aired on the day Trump's book went on sale. The timing was no doubt arranged as a condition of Walter's access to her glamorous subject. Other networks presumably sought this "get," as exclusive interviews were called, but Walters enjoyed real advantages in such competitions. The daughter of a showbiz impresario, her stock-in-trade was the personality profile that offered a view of the famous that was mostly celebration. She might get a subject to cry with a deft play to emotion, but as a shrewd player in the celebrity economy, she was unlikely to expose too much of the people she interviewed. No sense in risking future valuable access.

Four days after the *20/20* program aired, Phil Donahue presented Trump to the millions who watched his afternoon TV talk show. One viewer, in Saddle River, New Jersey, was so impressed by what she saw that she made sure to mention Trump's performance to her husband. A week later he signed a typed note, which was dispatched directly to Trump Tower:

> Dear Donald
> I did not see the program, but Mrs. Nixon told me you were Great on the Donahue show.
> As you can imagine, she is an expert on politics and she predicts that whenever you decide to run for office you will be a winner!
> With warm regards,
>
> Sincerely
> RMN[13]