

## NOVAK ROAST

MARK SHIELDS -- THE "ANTI-NOVAK"! HE'S WHAT YOU'D GET IF  
NOVAK HAD A TAILOR...A BARBER...AND A CONSCIENCE.

TOM FOLEY WAS A LITTLE LATE GETTING HERE TONIGHT. HE  
TOLD ME HE WAS "CONSULTING" WITH TIP O'NEILL. THE TRUTH  
IS, HE SPENT HALF AN HOUR AT THE QUALITY INN TRYING TO  
PULL TIP OUT OF A SUITCASE.

I SPEAK FOR BOTH BOB AND MYSELF WHEN I SAY WE'RE VERY  
HAPPY TO SEE PAT SCHROEDER HERE TONIGHT. BETTER SHE  
SHOULD BE HERE THAN LEGISLATING.

AS A POLITICIAN AND JOURNALIST, PAT AND BOB HAVE A  
LONG HISTORY TOGETHER. SHE WRITES LAWS STRIKING  
DOWN OBSTACLES FOR WOMEN, AND HE WRITES COLUMNS  
ENDORISING THEM -- NOT THE LAWS, THE OBSTACLES!

I KNOW IF I TURN TO ART BUCHWALD'S COLUMN I'LL ALWAYS  
GET A LAUGH. UNLESS THEY PRINT HIS BYLINE WITHOUT THE  
PICTURE.

BUT AL, YOU'RE RIGHT, THIS DINNER IS A "ROAST". AFTER ALL,  
THAT'S WHAT BOB NOVAK SHOULD EXPECT IN THE AFTERLIFE.

BOB'S GOT A NEW GIMMICK. A TOLL-FREE 'NOVAK HOTLINE'.

JUST DIAL 1-800-HATE.

IN 30 YEARS OF JOURNALISM, BOB'S GONE FROM A SWARTHY,  
OBNOXIOUS YOUNG REPORTER...TO A SWARTHY, OBNOXIOUS  
OLD REPORTER.

BOB LOVES HALLOWEEN. THIS YEAR HE'S GOING DISGUISED  
AS A HUMAN BEING.



AND FREDDY KRUEGER'S GOING AS NOVAK!

WHEN BOB WAS GROWING UP, HIS FOLKS NEVER NEEDED A  
JACK-O'-LANTERN. THEY JUST PUT HIM IN THE WINDOW.

HALLOWEEN -- IT'S ALWAYS SCARY: MONSTERS,  
BLOODSUCKERS, ZOMBIES CHEWING ON EACHOTHER.  
SOUNDS LIKE THE CAPITAL GANG!

LET'S FACE IT, BOB'S SMEARED MORE PEOPLE IN  
WASHINGTON THAN ANYONE ELSE IN HISTORY. WHEN HIS  
VICTIMS CALL TO COMPLAIN, THEY ALWAYS USE THE SAME  
OLD LINE -- "STOP LYING ABOUT MY RECORD!"

LOOK AT HIM SMILING OVER THERE. HE HASN'T BEEN THIS  
HAPPY SINCE I DROPPED OUT OF THE RACE.

I AGREE, BOB NOVAK IS A "NATIONAL TREASURE". SO LET'S  
BURY HIM TONIGHT.

NOVAK'S EVERYWHERE THESE DAYS -- RUNNING TO THE  
WHITE HOUSE, PONTIFICATING ON T.V., REPORTING FROM ONE  
END OF THE GLOBE TO THE OTHER. BUT DESPITE ALL THAT,  
ONE THING NEVER CHANGES -- HIS SUIT.

ALL OF BOB'S SUCCESS HAS MADE HIM ONE OF THE

WEALTHIEST MEN IN WASHINGTON. AND TO THINK, HE NEVER

WORKED A DAY AT HUD!

A LOT OF BOB'S CRITICS CLAIM HE'S GUILTY OF DISTORTING

THE FACTS. NOT SO. BEFORE YOU CAN DISTORT, YOU HAVE

TO HAVE THE FACTS.



IT'S EASY TO MAKE FUN OF NOVAK. BUT REMEMBER, ALL THE  
JOKES ABOUT HIM -- UNLIKE THE ACCUSATIONS IN HIS  
COLUMN -- ARE 100% TRUE.

SOME OF YOU MAY BE SURPRISED TO KNOW THAT BOB WAS  
BRIEFLY UNEMPLOYED LAST YEAR. IT HAPPENED DURING THE  
NEW HAMPSHIRE PRIMARY, WHEN JACK KEMP STARTED  
CUTTING BACK ON STAFF!

I UNDERSTAND THAT BOB NOVAK'S ONLY CLOSE FRIEND --  
YASSAR ARAFAT -- COULDN'T BE HERE TONIGHT. HE'S  
OPENING A NEW UPSCALE YUPPIE RESTAURANT CALLED  
"ARA-FAT TUESDAYS".

ANOTHER GOOD FRIEND, SPUDS MCKENZIE, COULDN'T BE  
HERE. HE'S IN A DOG SHOW IN NEW YORK. HE'S LOOKING  
GOOD. APPARENTLY, HE ALREADY HAS A LEG UP ON THE  
TROPHY.

PEOPLE WONDER HOW AN INTELLIGENT, EDUCATED AND  
WORDLY GUY LIKE NOVAK CAN DEFEND "TERRORISTS" AS  
'GENTLE, LOVING PEOPLE.' THEY DON'T KNOW NOVAK'S  
COMPARING THEM TO JOHN McLAUGHLIN.

BOB WAS GREAT WITH PAT BUCHANAN ON CNN'S  
"CROSSFIRE" -- OR, AS WE CALLED IT, "BUKE AND PUKE".

IT'S HARD TO BELIEVE NOVAK'S CLAIM THAT HE'S FOUND THE

" " KEY TO THE MIDDLE EAST, WHEN THE TRUTH IS HE SPENDS  
HALF OF EACH MORNING TRYING TO FIND HIS OTHER SOCK. /

BOB COULD USE THREE SOCKS -- ONE FOR EACH FOOT, AND  
ONE IN HIS BIG MOUTH.





## SPINA BIFIDA

AL, LET ME COMMEND YOU FOR ALL OF YOUR HARD  
WORK IN MAKING THIS EVENT POSSIBLE. IT IS A GREAT CAUSE.  
AND I AM GLAD TO BE A PART OF IT.



THANKS TO YOU AND JUDY, AND THE DEDICATED

BENEFACTORS HERE TONIGHT, YOU ARE MAKING A REAL

DIFFERENCE FOR THOUSANDS AND THOUSANDS OF

CHILDREN AND THEIR FAMILIES WHO NEED A HELPING HAND.

AS YOU KNOW, THERE IS NO <sup>//</sup> SPINA BIFIDA TELETHON, <sup>//</sup> NOR

UNFORTUNATELY, THAT MUCH INFORMATION OUT THERE

ABOUT THIS TERRIBLE BIRTH DEFECT.

BUT THAT IS NO REASON TO GIVE UP; AND I KNOW THE

KIDS WITH SPINA BIFIDA DON'T WANT YOU TO GIVE UP, EITHER.



TAKING SHOTS AT BOB NOVAK IS A WORTHWHILE CAUSE.

I'LL DO IT ANYTIME, ANY PLACE. BUT DOING IT FOR SPINA

BIFIDA MAKES IT TRULY WORTHWHILE -- KNOWING WE ARE

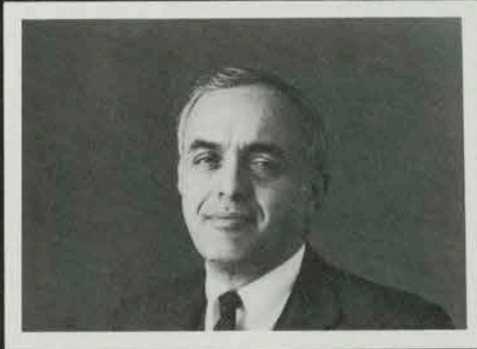
DOING SOMETHING TO GET THE WORD OUT; TO MAKE A

DIFFERENCE; AND TO SOMEDAY, FIND A CURE.

I HOPE SO. THANK YOU VERY MUCH.



## THE ROBERT NOVAK ROAST



ON  
OCTOBER 25, 1989  
SOME OF THE  
MOST POWERFUL  
FORCES IN THE WORLD  
WILL GATHER TO  
GIVE THE  
PRINCE OF DARKNESS  
HIS DUE.

JOIN US?

### WHAT IS SPINA BIFIDA?

*Spina bifida is the number one disabler of newborns. The incidence of spina bifida is greater than that of muscular dystrophy, multiple sclerosis, polio, and cystic fibrosis combined.*

*The funds raised through this event will benefit the Spina Bifida Association of America (SBAA). Every hour of every day, a child is born with spina bifida. It is a defect in the spinal column resulting from the failure of the spine to close properly during the first month of pregnancy. Spina bifida may cause varying degrees of paralysis, loss of feeling in the lower limbs, and bowel and bladder complications. It is usually accompanied by the accumulation of fluid in the brain. This birth defect results in a lifetime need for medical surgical interventions in the areas of neurosurgery, orthopedics and urology.*

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*is a national non-profit organization that is committed to guaranteeing a bright future to those born with this disability and to finding methods of prevention in the future. SBAA provides information on medicine, education, legislation and financial support; helps fund research; encourages the training of professionals involved in treatment; ensures educational and training opportunities for every individual born with spina bifida; provides a support network for adults with spina bifida; and maintains an adoption referral program.*

*For More Information: 1-800-621-3141*

*Our Sincere Thanks for Your Interest and Generosity*



WHO  
DAREST  
MAKE LIGHT  
OF THE  
PRINCE OF  
DARKNESS?



### THE ROBERT NOVAK ROAST

*for Spina Bifida*

Wednesday, October 25th

6:30 Cocktails

7:30 Dinner

Hyatt Regency Washington on Capitol Hill

400 New Jersey Avenue, NW

Washington, DC 20001

### HONORARY CHAIRMEN

Senator Bill Bradley & Senator Bob Packwood

Representative Richard Gephardt & Representative Newt Gingrich

### EMCEES

Mark Russell & Mark Shields

### ROASTERS

Vice President Dan Quayle

Representative Pat Schroeder

Speaker Tom Foley

Senator Bob Dole

Art Buchwald

### DINNER COMMITTEE

Mae Axton	John Deardourff	Jim Mesler	Patrick Sabadie
Tom Bunn	Michael J. Fox	Debbie Miller	Mark Shields
Bert Convy	Al Hunt	Lance Morgan	William Valiant
Gene Cotton	Steve & Terry Largent	Scott Price	Judy Woodruff

PROCEEDS WILL BENEFIT THE  
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Reply Card Enclosed

Black Tie Optional

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*THE YOUNG PRINCE*

WHO  
DAREST  
MAKE LIGHT  
OF THE  
PRINCE OF  
DARKNESS?

"Senor Roberto is one tough hombre;  
he is more than just another pretty face."  
—Gen. Manuel Noriega

"I miss his encouragement and his understanding.  
Most of all I just miss him."  
—Gen. Francisco Franco

"Morning coffee without a Novak column  
is like a day without sunshine."  
—Gen. Augusto Pinochet

"For foreign and defense policy, only one guy is truly  
worth reading and heeding: Novak."  
—Sylvester Stallone

"Reading Bob Novak persuaded me that man is not a noble  
savage; he is instead an ignoble savage."  
—Imelda Marcos

"Bob Novak teaches womankind daily that the intellect  
is always fooled by the heart. What a hunk!"  
—Bella Abzug



*Welcome*  
*to*  
THE ROBERT NOVAK ROAST  
*for Spina Bifida*

*Wednesday, October 25, 1989*

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*7:30 P.M. Dinner*

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ROASTERS

*Vice President Dan Quayle*

*Representative Pat Schroeder*

*Speaker Tom Foley*

*Senator Bob Dole*

*Art Buchwald*



THE WHITE HOUSE

WASHINGTON

October 19, 1989

I am delighted to send my warmest greetings to Judy Woodruff, Al Hunt, Mark Russell, Mark Shields, and all those gathered with them to roast a man who is affectionately known in our Nation's Capital as the "Prince of Darkness" -- Bob Novak.

Since Bob's treatment of me has always been kinder and gentler, I find it difficult to say anything uncharitable toward the man. It is my fervent hope that all of you will more than make up for this shortcoming.

I'm sure even Bob would be the first to agree that the cause which has brought you together this evening is worth all the barbs and punches he'll have to endure. Spina Bifida currently strikes more children than muscular dystrophy, multiple sclerosis, polio, and cystic fibrosis combined, and we must provide more research and education to fight it. Events such as this roast are just what the doctor ordered.

I commend your steadfast support of those who are working tirelessly to beat Spina Bifida. All of you exemplify what can be accomplished when concerned citizens join together to promote medical research. Thanks to your generosity, we can look forward to the day when there will be a cure for Spina Bifida.

Barbara joins me in sending best wishes for a most enjoyable and productive event. And as for the Prince -- turn on a thousand points of light. God bless you.

*Gay Bush*

## ***Program***

6:30 P.M.            **R E C E P T I O N**

7:30 P.M.            **D I N N E R**

8:00 P.M.            **W E L C O M E**

9:00 P.M.            **T H E   R O A S T**

***The Fuel . . .***

Mark Shields & Mark Russell

***The Fire . . .***

Senator Bob Dole

Representative Pat Schroeder

Art Buchwald

*"The Big Leak"* Bailey, Deardourff & Associates

Speaker Tom Foley

Vice President Dan Quayle

***And Finally . . .***

Bob Novak



RONALD REAGAN

October 25, 1989

Dear Bob (or should I say "Your Highness?"):

When I learned that a group was paying tribute to you, I couldn't believe it. But then I learned it was to be a roast and it made sense.

Your friendly, pleasant and optimistic demeanor together with your willingness to listen and keep an open mind toward other points of view has earned you quite a reputation in Washington. Sometimes when watching you on television, I suspect both of your viewers are tempted to push the "mute" button, but I'm afraid it would do no good - just your warm and engaging smile would convey the message!

Seriously, Bob, you are a respected and articulate advocate for the causes in which you deeply believe, and I am glad you were on my side so often over the years. The gathering which honors you tonight is one of the most worthy and important. The Spina Bifida Association of America is working to make sure those who have this disease can lead full and happy lives, and to find a way to prevent others from suffering. It breaks my heart and Nancy's, too, everytime we learn of a child struck by this disease, but we are so happy for SBAA's work and join all of you in the hope and prayer that soon there will be no need for dinners of this kind.

Nancy joins in sending our warmest good wishes.

Let there be light!

Sincerely,

A handwritten signature in dark ink that reads "Ronald Reagan". The signature is written in a cursive, slightly slanted style.

Mr. Robert Novak



# National Rainbow Coalition, Inc.

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Reverend Jesse L. Jackson  
President and Founder

October 25, 1989

Dear Friends,

We have gathered here tonight not to praise Robert Novak, but to bury him -- I mean, roast him. This is not a cookout. This is not a barbeque. This is not even a soul food dinner. This is a ROAST, and tonight, Bob, we intend to "smoke you out."

Robert Novak, who was born this century on the Planet Krypton, is a mild-mannered general assignment reporter working daily for the Daily Planet newspaper. His colleague, assistant and part-time researcher Lois Lane is competent, curious and attractive. Without Lois, Bob Novak would be nothing. In fact, his publisher and editor at the Daily Planet, Pat Buchanan, is often called upon to conserve what Novak would otherwise give away.

But tonight, we're going to expose who Novak really is. Everybody knows Bob Novak is quick of mind and mouth. In fact, he's faster than a speeding Democrat. Everybody knows he's powerful and has good sources, connections and influence. He even knows Nancy Reagan. He's more powerful than a locomotive, able to leap tall liberals with a single bound. But tonight, I'm going to remind you that you can fool all of the people some of the time, and some of the people all of the time, but not all of the people all of the time.

So, Robert Novak, while those around you at the Daily Planet have been urging you to keep hope alive, I'm here to tell you that the game is over. Your time has come.

We must know the truth, for the truth shall set us free. And the truth is, the man we roast tonight is not Robert Novak. His real name is Clark Kent, and if you take him to the nearest C&P telephone booth, he'll come undressed and expose his true political colors ... red! And on his chest will not be the feared "L" word or the respected "C" word. With muscles bursting at the seams will be the big "S" word.

I know everyone here tonight is intelligent and I don't want to talk down to anyone by giving you a simple answer, so I'm going to let each of you fill in the blank.



P.S. On a most serious note, I am pleased to be invited to participate in this worthy cause tonight. I am only sorry that I cannot personally be there. I am honored to be able to help in the fight to end spina bifida.



### DINNER COMMITTEE

<i>Mae Axton</i>	<i>John Deardourff</i>	<i>Jim Mesler</i>	<i>Patrick Sabadie</i>
<i>Tom Bunn</i>	<i>Michael J. Fox</i>	<i>Debbie Miller</i>	<i>Mark Shields</i>
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<i>Gene Cotton</i>	<i>Steve &amp; Terry Largent</i>	<i>Scott Price</i>	<i>Judy Woodruff</i>

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## S P O N S O R S

*Jane and Sidney Harman*  
*Johnson and Johnson*  
*LTV*  
*Joan and Richard Whalen*



*The Prince before darkness*



*Bob as a referee?*



*Early contra recruit*



*here's Ollie?*





*For once, his head on a platter*



*A rare moment of agreement with the  
"Over the (Capitol) Hill" Gang*



*Novak and his aides de camp*



## Just Desserts

After years of dishing it out to official Washington, Bob Novak finally has to listen. The Prince of Darkness might even learn a thing or two from Dan Quayle, Art Buchwald, Bob Dole, Tom Foley and Pat Schroeder – *if he really listens.*

Gannett salutes the fund-raising work on behalf of the Spina Bifida Association of America and hopes the Novak roast will increase both contributions and awareness about this disabling defect in newborns.



# The Prince knows a smart move when he sees one.

The Chicago Sun-Times is proud  
of its 26-year relationship  
with Washington columnist Robert Novak.

His knack for showing readers  
the underside of the political world  
has earned him the distinguished title,  
“The Prince of Darkness.”

**Chicago Sun-Times®**  
IT'S A SMART MOVE TO MAKE

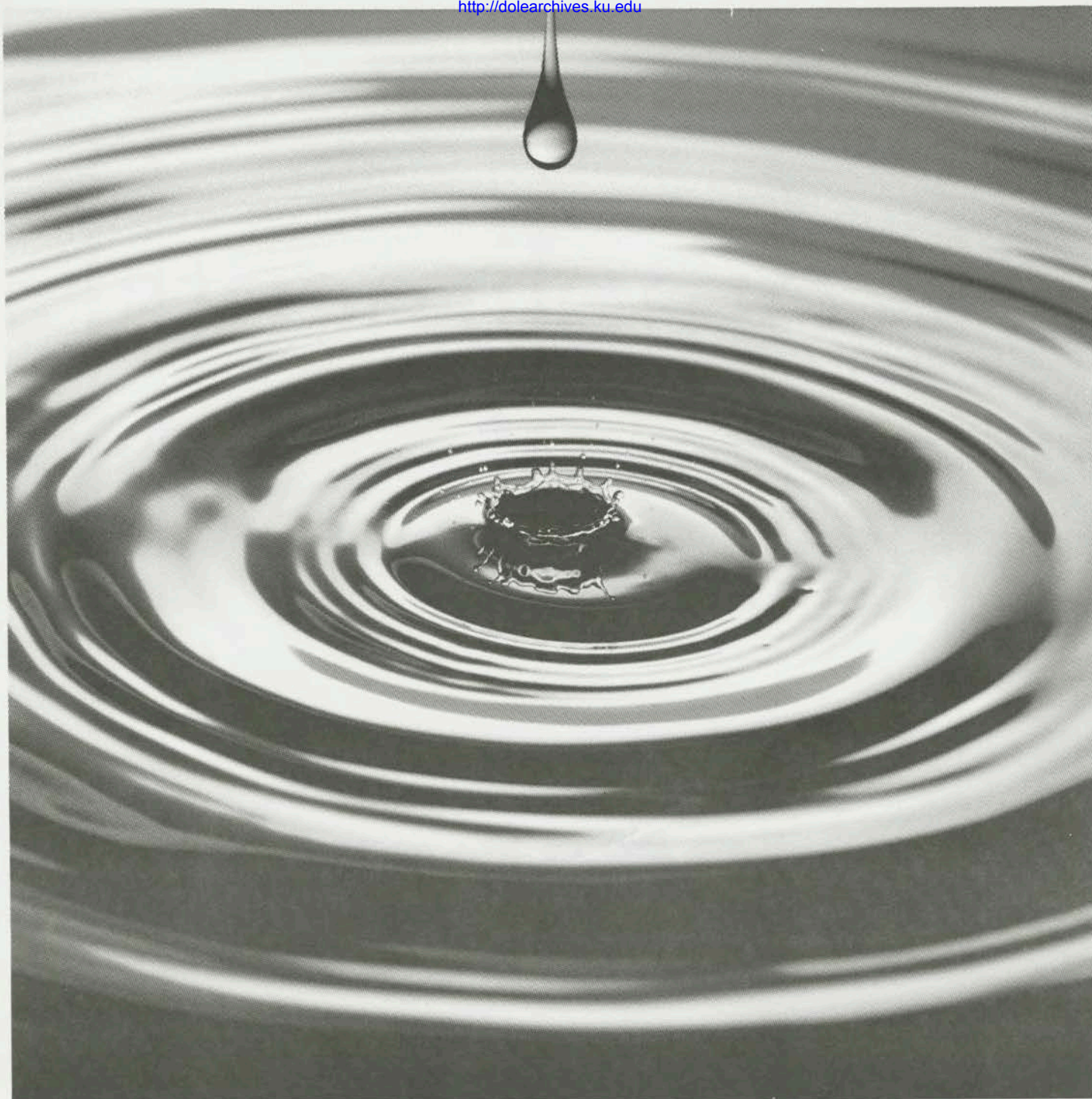
“Bob Novak  
is the only guy  
in town  
who thinks Jeff  
Birnbaum  
writes puff  
pieces.”

—Al Hunt

---

This message brought to you as a public service by **ENSERCH**  
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A single drop of water. It can effect change in a mass millions of times its size. In the same way, we believe our efforts should be far reaching. That's why we are dedicated to improving the quality of life through our medicines. And through our commitment to the community. To see the best ideas make waves.

**Glaxo**

Making quality medicines for a better life.



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We applaud your  
commitment  
and dedication

REVLON

Spina Bifida.

The Only Thing Harder  
Than Saying It  
Is Preventing It.



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# COMPLIMENTS

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## AND THE COMMUNITY

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number one  
disabler of  
newborns.**



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## Salutes

### ROBERT NOVAK



CNN's  
Evans and Novak



CNN's  
The Capital Gang



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### *The initials of a friend*

You will find these letters on many tools by which electricity works. They are on great generators used by electric light and power companies; and on lamps that light millions of homes.

They are on big motors that pull railway trains; and on tiny motors that make hard housework easy.

By such tools electricity dispels the dark and lifts heavy burdens from human shoulders. Hence the letters G-E are more than a trademark. They are an emblem of service—the initials of a friend.

## **GENERAL ELECTRIC**

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*We bring good things to life.*



# Dow Jones & Co.

is proud to be a sponsor  
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Spina Bifida

*and*

to roast  
one of its most distinguished  
alumni:

**Robert D. Novak**

The Wall Street Journal: 1958-1963  
*The kinder and gentler Novak years*

Dow Jones & Co.  
Publishers of The Wall Street Journal

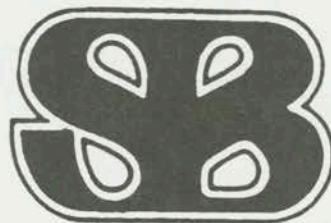
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Jerry terHorst      Bill Day      Barbara Mansfield









## A NOTE OF THANKS

The Spina Bifida Association of America thanks Bob Novak for his willingness to take so much to make a difference for people with spina bifida.

Thanks to our Roasters for their support and to our Dinner Committee and Corporate Sponsors for their generous support. A very special thanks to our Dinner Chairman, Al Hunt.

Al has taken our Association to a new level. His leadership efforts have given new strength and hope for the future to us all.

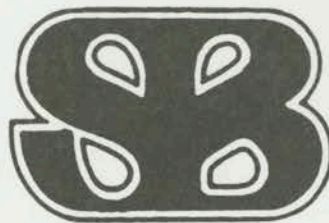
Compliments of Eli Lilly and Company

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