

8. President

1. Presidential Power

(1) Symbolic Power

- President represents American gov.
- : “ is focus of public attention.
- : “ is nation’s leading celebrity.

(2) Managing Crises

- In times of crisis, Americans look to **president** to take action + to provide reassurance + to protect nation/people.
- It is president, not Congress or Courts on behalf of Americans.



The north face of **Two World Trade Center** immediately after being struck by United Airlines Flight 175 which crashed into the south face of the tower
(http://en.wikipedia.org/wiki/September_11_attacks)

(3) Providing Policy Leadership

- President sets policy priorities for nation.
- Most policy initiatives originate in **White House**.
- : Various departments + agencies of executive branch, then forwarded to Congress with president's approval

(4) **Managing Economy**

- President responsible for maintaining healthy economy.
- : Presidents **blamed for economic downturns**, whether or not gov policies had anything to do with market conditions.

ex) high unemployment + declining personal income +
high mortgage + rising inflation + stock market crash



(5) Managing Gov

- President leads federal bureaucracy with 2.8 million civilian employees.
- : Policy implementation involves issuing orders + creating organizations recruiting + assigning personnel + disbursing funds overseeing work + evaluating results.

(6) Global President

- As commander-in-chief of armed forces, president is **powerful voice** in foreign affairs.
- : It is president who orders American troops into combat.

2. Constitutional Powers of President

(1) Who May Be President?

- Person must be natural-born citizen, at least 35 years old.
: “ resident of US for 14 years.
- George Washington set precedent for 2-term maximum.
: After Franklin Roosevelt’s 4th term,
22nd Amendment (1947) officially restricts president to 2 terms.
- According to **25th Amendment** (1967), vice president is successor to president in case of removal, death, resignation, or inability.
ex) Lyndon Johnson to John F. Kennedy
ex) Gerald R. Ford to Richard Nixon

(2) Impeachment

- Constitution grants Congress power of impeachment over president, vice president + all civil officers.
- : Impeachment by House + conviction by Senate only removes official from office.
- : Impeachment is for treason, bribery or other high crimes + misdemeanors.

(3) Presidential Pardons

- President may grant pardons to anyone for any reason.

ex) President **Ford**'s blanket pardon of former President Nixon for all offenses against US

- : Ford defended pardon as necessary to end bitter controversy + divisive national debate.

3. Liberals, Conservatives and Presidential Power

1) Liberals

- Democrats

- : Traditionally support strong presidential leadership

- : Consider president as powerful starter of social change

- ex) Franklin Roosevelt succeeded in New Deal

- ex) John F. Kennedy strongly proposed civil rights + social welfare.

2) Conservatives

- Republicans

- : Do not support concentration of power

- : lower tax + slow growth of gov + strengthen military power

- ex) Ronald Reagan = Great Communicator

4. Political Resources of President

1) Reputation for Power

- Reputation for power is itself source of power.
- : Presidents must maintain image of power in order to be effective.
- : President considered as powerful can exercise great influence abroad with foreign gov + at home with Congress + interest groups + executive bureaucracy.

2) Presidential Popularity

- **Popular** presidents usually have more success than unpopular presidents.
- : Popularity regularly tracked in national **opinion polls**.
- : “ is usually high at beginning of president’s term, but usually briefly.

: Popularity rises during crises.

ex) George Bush ratings rose high after 9/11 crisis + after Iraq invasion.

3) Access to Media

- President dominates news more than any other person.

: Presidents regularly use **media access** in order to advance their programs + priorities.

: Presidents cannot control questions or limit subject matter of press conferences.

4) Party Leadership

- Presidents select national party chair + control national committee + its Washington staff + direct national party convention.

: But role of party leader is of **limited** value to president because parties have few controls over members .

5. Chief Executive

- President is chief executive of nation's bureaucracy.
: 2.8 million civilian employees + 60 independent agencies + 15 departments + White House.

1) Constitutional Executive

- Presidents appoint major officers of gov by + with advice + consent of Senate.
: Through its lawmaking abilities, **Congress** can establish or abolish executive departments + regulate their operations.

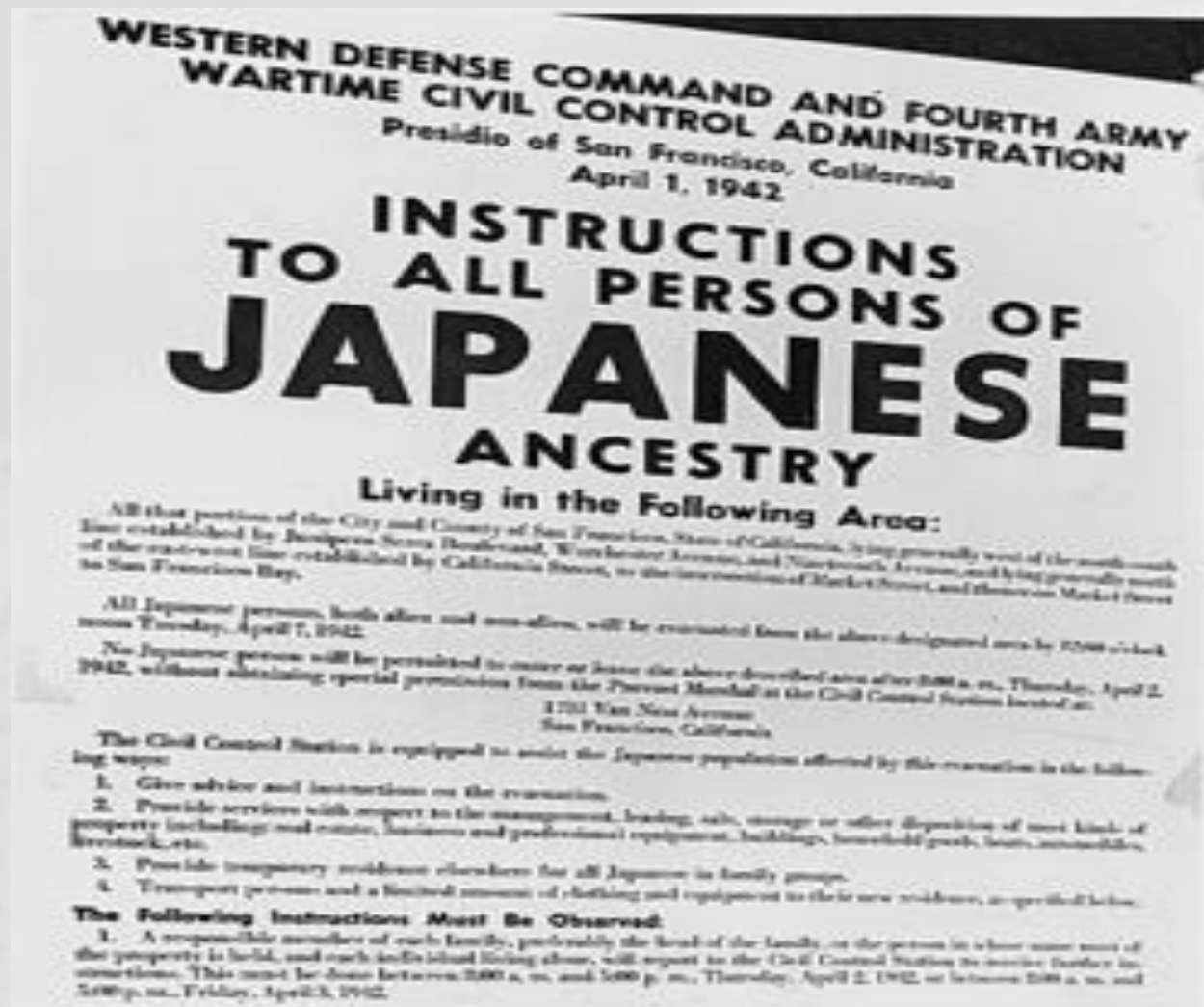
2) Executive Orders

- Executive orders direct specific federal agencies to carry out **president's wishes.**

- : Executive orders direct all federal agencies to pursue president's preferred course of action.
- : Presidents regularly issue 50-100 executive orders each year.
- ex) Franklin Roosevelt issued Executive Order 9066 to relocate Japanese
- ex) Harry Truman issued Executive Order 9981 to desegregate US armed forces.

3) Appointments

- Presidents select people who share president's policy views + who have personal qualifications to do effective job.
- : cabinet secretaries + assistant secretaries + agency heads + White House staff
- : Of 2.8million employees, president actually appoints only about 3,000 jobs



Sign posted notifying people of Japanese descent to report for relocation
(Executive Order 9066; Feb 19, 1942)



Chicago Defender announces Executive Order 9981 (July 26, 1948)

: Cabinet secretaries require congressional confirmation,
but not White House staff

4) Budget

- It is **Office of Management & Budget (OMB)** that assists president in preparing annual Budget for presentation to Congress.
- : President's budget is simply recommendations to Congress.
- : Congress must pass **appropriations** acts before president or executive departments spend money.

5) Cabinet

- Not mentioned in Constitution.
- : No formal powers.

- : Consists of secretaries of executive departments + VP + UN ambassador + CIA director + Special Trade Representative
- Cabinet officials **ranked by date** departments created
- : Department of State first created
- : Department of Homeland Security most recently created after 911 attack

6) National Security Council (NSC)

- “Inner cabinet” created in 1947
- : Advise president + coordinate foreign /defense/ intelligence activities
- : members [President (chair) + VP + Secretary of State + Secretary of Defense]
- : advisers [Joint Chiefs of Staff + Director of CIA]

7) White House staff

- Presidents exercise their powers chiefly through White House staff.

- : Trusted political advisers + personal friends + long-time associates

- : Chief of staff+ national security adviser + press secretary + director of personnel + assistants for political affairs ...

- **Chief of Staff**

- : Highest member of Executive Office of President

- : Select White House staff

- : Negotiate with Congress to implement President's policies

6. Presidential Elections

1) What is included in Campaign Process?

- Polls
- Mass mailings/Telephone calling
- Unifying disparate individuals + groups
- Developing programs + vision

2) Ambition + Strategy

- Personal ambition that leads most candidates to starting gate.
 - : Ambition not always selfish.
 - : Strong desire for power
 - : Strong desire to push issue to improve society/nation

3) Structure of Campaign

- Similar to running multimillion-dollar business

a) Nomination campaign

- Target Groups
 - : party elite + leaders + activists
 - : Party leaders concerned with electability
 - : “ activists concerned with issues + ideology
 - : Do not go too far to the right or to the left
 - Becoming too extreme for November electorate.
 - Loose your chance

b) General Election Campaign

- A far-sighted goal is winning general election
 - : Liberal + labor + minority groups usually back Democrats.
 - : Conservative + business organizations support Republicans.
 - : All candidates adopt brief theme or slogan.

ex) Not left, not right – forward!

- American Centrist Party

ex) 1963 Presidential Election

- In your heart you know he's right.

- Barry Goldwater (Republican candidate)

→ Lyndon Johnson (Democrat candidate) quickly responded

- In your guts you know he's nuts.

: Democrats were trying to portray Goldwater as a warmonger after he indicated willingness to use nuclear weapons in Vietnam.

ex) 2008 Presidential Election

- Change we can believe in -

- Barack Obama



Barry Goldwater
United States Senator
(In office 1969 – 1987; Died 1998 aged 89)



Lyndon B. Johnson
36th President of the United States
(In office November 22, 1963 – January 20, 1969)

c) Personal Campaign

- Candidate/family meet voters + hold press conferences + give speeches ...

- Example of schedule

- : 5:00-9:00 (meeting people + shaking hands)
- : 9:00-12:00 (strategy meeting + preparation for press conferences..)
- : 12:00-18:00 (a luncheon talk + fund raising + media interviews)
- : 18:00-22:00 (dinner speech + cocktail parties)
- : 22:00-01:00 (telephone + neighborhood discussion + forum talk ..)

d) Organizational Campaign

- Volunteers telephone voters + distribute literature
- Staffers organize events + raise money ...
- : Organizational staff consist of thousands of volunteers + hundreds of paid specialists

: lawyers + accountants + campaign manager + political consultants
: media consultants + pollster + finance chair + direct mailer (mail fundraising)

4) Media Campaign

- paid media + free media
: TV + radio + newspapers
: Convince public that the candidate is best person for job.

- Positive ads

: candidate's qualifications + family + issue positions
with no direct reference to the opponent

- **Negative ads**

: attack opponent's character + platform

: 3/4 (=50,000 negative ads) of Bush's ads on John Kerry

: 1/4 (=13,000 negative ads) of Kerry's ads on Bush

- **Contrast ads**

: compare records + proposals of candidates

: obviously with a bias toward the sponsor

5) **Modern Campaign Challenges**

a) News Media

- Although politicians + their staffs cannot control the press, they nonetheless try to manipulate press coverage.

: **3 Techniques** to accomplish this aim

(a) Staff often seeks to isolate candidate from press.

(b) Campaign stages media events (ex: soundbites).

(c) Consultants have perfected the technique termed “spin.”

- spin

: Staffs put most favorable possible interpretation for their candidate on any circumstances.

b) Raising money

- To run all aspects of a campaign successfully requires a great deal of money.

: Politics is so expensive that it takes lots of money even to be defeated.

ex) Barack Obama \$748M; John McCain \$352M (FEC)

: First time in history over **\$1B** raised for presidential election.

: Major donors shown below. Organizations themselves did not donate to him directly. They organized **PACs** + members, workers or heads of PACs offered donations to Obama.

University of California	\$1,648,685
Goldman Sachs	\$1,013,091
Harvard University	\$878,164
Microsoft Corp	\$852,167
Google Inc	\$814,540
JPMorgan Chase & Co	\$808,799
Citigroup Inc	\$736,771
Time Warner	\$624,618
Sidley Austin LLP	\$600,298
Stanford University	\$595,716
National Amusements Inc	\$563,798
WilmerHale LLP	\$550,668

*source: <http://www.opensecrets.org/preso8/contrib.php?cid=N00009638>

(Date: Dec. 26, 2010)

- Individual Contributions, Political Action Committee (PAC),
Political Party Contributions, Candidates' Personal Contributions ...