Gallup Poll Review

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- Example: Lyndon B. Johnson (civil rights and defense spending)
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Incumbents must constantly sweat casting the “wrong” vote for fear of it being used against them in the next election.
Going Public

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Popularity enables the president to “achieve his program, keep challengers at bay, and guide his and other political leaders’ expectations about the president’s party’s prospects in presidential and congressional elections.” (Brody 1991)
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- Strategy paid off, budget was passed.
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Going Public: Obama and Healthcare Bill

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**Figure 7.1  Media Operations in the White House**

**Assistant/Counselor to the President**

- **Press Office**
  - Assistant to the president & White House press secretary
  - Principal deputy press secretary
  - Press assistants (4)
  - Media assistant (1)
  - Assistant press secretaries (3)

- **Global Communications**
  - Deputy assistant to the president & director of global communication
  - Deputy press secretary

- **Communications**
  - Deputy assistant to the president & communication director
  - Special assistant to the press & deputy director of communication

- **Media Affairs**
  - Special assistant to the president & director of media affairs
  - Special assistant deputy director of communication for production

- **Speechwriting**
  - Deputy assistant to the president & director of speechwriting
  - Associate director of communication for productivity (1)
  - Associate directors of communications (2)

*Source: Data from Kumar, 2003.*
Office of the Press Secretary
President’s Media Managers

- Office of the Press Secretary
  - Jay Carney

Therefore, press secretary often "well known.

Press office issues all press releases and responds to inquiries from the national media.

Office of Communications

Jennifer Palmieri

Responsible for planning the president's media appearances, including press conferences and other public events.

Communications director is also responsible for coordinating the message of the various spokespersons throughout the administration.

Office of Media Affairs

Provides same services as Communications except for benefit of local/regional news outlets.

Office of Global Communications

Provides "strategic direction and themes" to government agencies that produce information and media content for overseas audiences.
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- News coverage. Given president as focal point of government and reporters’ reliance on official sources, the president can count on regular and sustained news coverage from all forms of media. Especially in the area of foreign policy.
Coverage of Congress and the President, 1948-2005

Percentage of front-page New York Times stories

- President
- Congress

Year


Source: Data from Policy Agendas Project, 2010.
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