

PRESIDENTIAL COMMUNICATION

As Chief Legislator, the President has the power to attempt to influence policymaking. It is also necessary however for the President to maintain a relationship and good standing with the people, because if they don't they don't get reelected.

VIA PRESS

1900s: Theo. R deems the presidency a stage on which the current President may share their ideas towards the people loudly using their power of persuasion, whether it be through official speeches or appearing themselves in the media. This stage is called a bully pulpit.

The idea is that the people will then take that and tell their Congresspeople what they thought of the idea (but preferably supporting the idea).

1930s: FDR uses this stage to advocate for the passing of New Deal legislation. It worked, garnering lots of support after appearing on the radio.

STATE OF THE UNION ADDRESS

It is Constitutionally mandated for the President to address Congress with reports of progress and what not from time to time. During this event, they propose policies, give the squo on social, political and economic issues, what they've done, how prior policies are being enacted on, etc. Whatever the President wants to talk about regarding the state of the United States.

At first, it was a government-only audience, however, at one point some time around 1913, Wilson turned the address into a major event by making extensive use of speeches

COMMS STAFF

With the development of telecommunications, this address has naturally started to be transmitted through these channels. JFK was the first person to make use of television infrastructure.

Currently, these staff work to take information from the President and work it to their agenda's advantage, as well as leading the President's media-related campaigns.

The Press Secretary is responsible for being the spokesperson on behalf of the President and is appointed and fireable by the President as well as inform other parts of the President's staff on the President's most recent actions and decisions.

ANTICIPATION

Like the MCPS mental health events, they are usually planned out, with the comms staff and Press Secretary thinking of responses to likely questions.

Much of promoting the President is staged, which has resulted in:

1. The President passing premade reports to news stations

2. Putting fake reporters within irl events to ask intentionally soft or easy to answer questions.
3. Paying people large sums of money to promote the President's agenda in their works.

SM IMP

Every time there has been a new telecommunications improvement, the speed and ease of Presidential communications have increased dramatically. The way the president pushes their agenda and makes it known also changes with every major step.

As an example, Obama appointed a 30 year old "SM director", which resulted in the creation of a Twitter page, a YT channel and a videographer to upload stuff to both YT and [whitehouse.gov:443](https://www.whitehouse.gov/443).

Before, the President had to rely on other news services and people with comms abilities to transmit their message, but after the advent of SM, the President basically made their own news service by working on most major social media platforms.

OTHER NOTES

1. There has been consideration of allocating money for a Presidential videographer or photographer for the good of the office. It went through, and the current President at the time milked the hell out of it, making his presidency more legitimate and garnering support and awareness.
2. Many times the White House will also try to stop independent photographers and documenters, in the hopes that news outlets would use the images that the White House official photographer used, so they could control the image of the Presidency amongst the public.
3. Donald Trump has been widely known to milk the fuck out of Twitter, as he claims traditional sources of news are fake. This cut the relations between traditional media outlets and the Presidency. All Presidents don't like the press to some extent, however, the book mentions Trump specifically as taking this idea to an extreme.