

1. Activity 3

President Franklin D. Roosevelt displayed a healthy relationship with the media especially in times of war. During his time as president technology specially the radio was widely popular, however television was not mainstream. FDR used the media to connect with the people by holding “fire chat”, this in turn helped him develop trust with the American people and the media. He used it as a tool and therefore the media would grant him access to their platforms. He was very open with the media so much so that he established the first presidential library. For example a quote from the article “Roosevelt personally held press conferences twice a week and delivered them in a way that that made “...politics absorbing and vital”.

FDR did control the media but through influence as opposed to force and by manipulating conflict between him and reporters. By applying the principle of reciprocity such as giving information to columnist he was able to build a symbiotic relationship. Franklin D. Roosevelt suffered from polio and had a disability, with the rise of television his public image could have been impacted. The media in times of war decided not to cover his disability and in turn concentrate on the war efforts. He also created “ambitious media management system”.

Franklin D. Roosevelt would use the media as a tool and when given the opportunity do favors for them so that they would in turn help him with his image. However Franklin D. Roosevelt used his influence gained from using the media as a tool to crush his opposition, he once claimed that “85%” of the media was against him. He would give “special access to pro-administration outlets” and in doing so he controlled.