

# Gov 1539: Section 7

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Tyler Simko

April 2nd, 2021

# The goals for today

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- Memo #2
- **Going Public**
  - the classic: Kernell (2006)
  - **when** does public approval generate policy influence?  
Canes-Wrone and Marchi (2002)
  - what about when others **respond**? Cameron and Park (2011)

# Going Public



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Wilson promotes League of Nations - St. Louis, MO 1919  
(Source: Getty)

# Going Public



## Weekly Address: President Obama Calls for Real Health Care Reform

72K views • 11 years ago

 The Obama White House

The President makes clear that as Congress works through health care reform legislation, it must include fundamental

CC



## Weekly Address: It's Time To Reform our Criminal Justice System

22K views • 5 years ago

 The Obama White House

In this week's address, the President spoke to the need for meaningful criminal justice reform in America.

CC

Obama Weekly Youtube Addresses  
(Source: Tyler taking screenshot)

## Going Public:

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  - Argues political outsiders with few in-group connections.

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- Institutionalized pluralism (Kernell says was more common before modern era)
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  - Opinion of a few political “elites” is what matters. Most debates are internal discussions among these powerful leaders.
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  - Public opinion matters relatively little.
- Individualized pluralism (Kernell says reigns from about 1950s/1960s-today).
  - Politics is more **individualized** in this model, single politicians have more influence regardless of party position.
  - Party cohesion declines, more internal debate.

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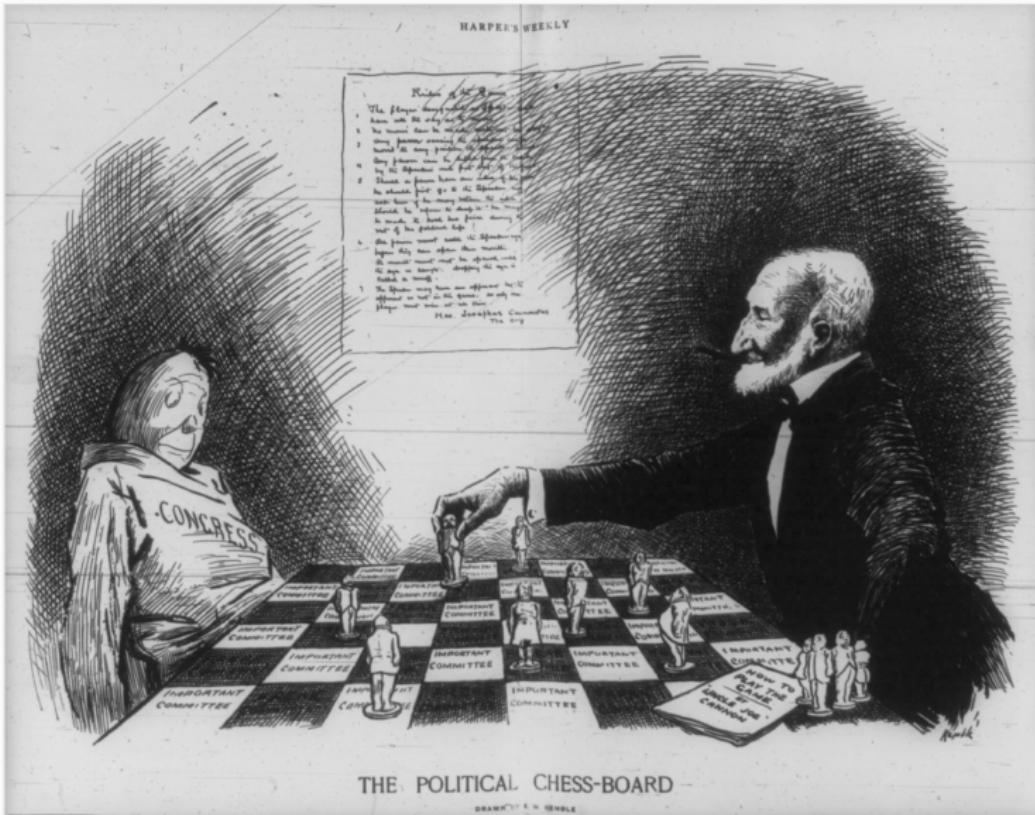
- Decline in strength of party leadership / less party cohesion.
- Divided govt. more common (each side finds advantage in making the other look bad).
- Increase in size of govt. (FDR, New Deal welfare state, etc.) brought more actors.
  - More interest groups, organizations, etc..
  - Harder to bargain effectively with more interests at work.
- Technology made back door deals harder (more people are paying attention) and public appeals easier.

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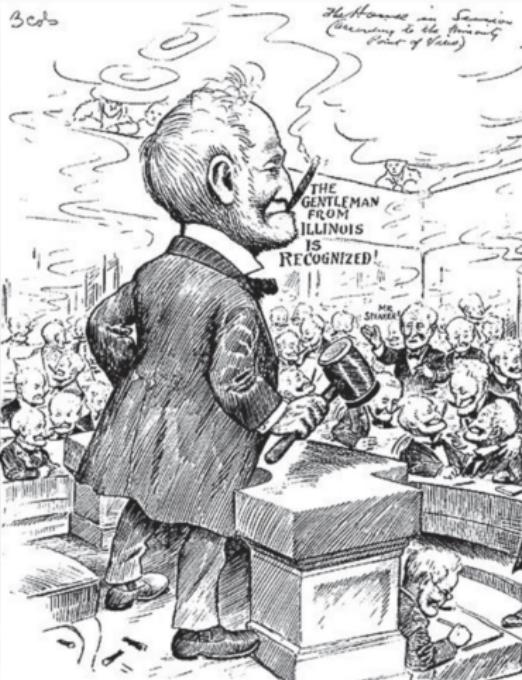
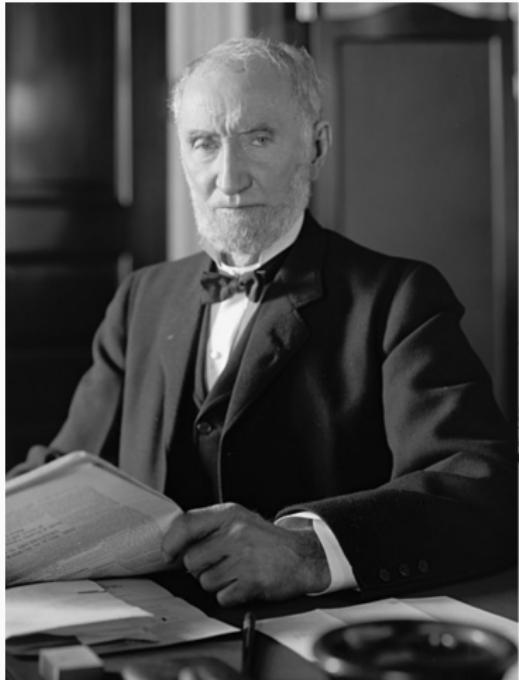
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**Takeaway:** more players + more political freedom → bargaining is harder and less effective → going public is more attractive.

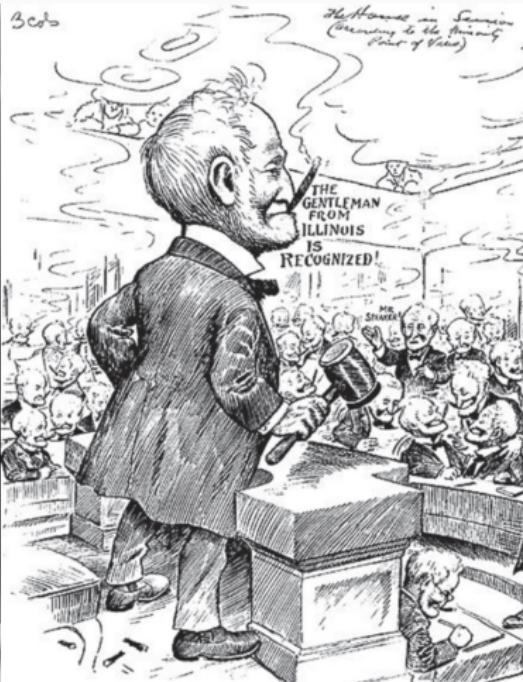
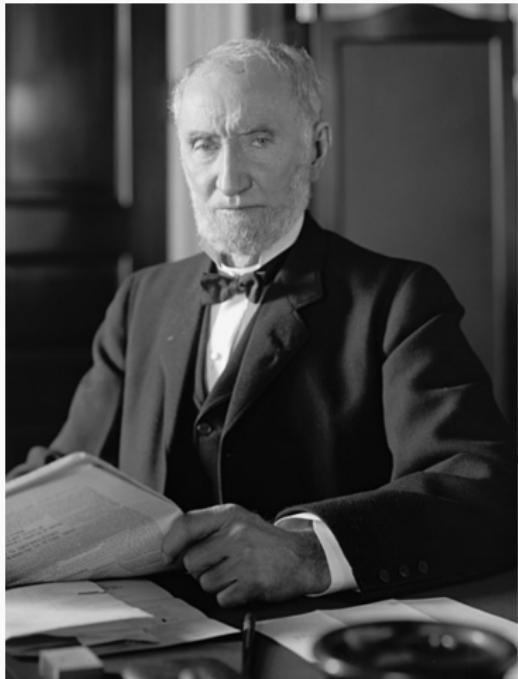
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Joe Cannon: Speaker of the House 1903-1911 (Source: LOC)

## One reason: party leadership has weakened over time

Cannon is generally described as an emblematic example of strong party leadership. This wouldn't last.

- By 1910, Cannon alone as Speaker:
  - appointed **every** committee member and chair.
  - controlled debate on the floor.
  - Chaired the Rules Committee, so determined rules and restrictions of each bill and amendments.
  - ↪ Speaker essentially controlled the entire House legislative process.
- “Revolt of 1910” revoked Speaker’s chair of Rules Committee.
  - Turning point, soon after appointment power of committees fell.
  - Replaced by seniority system.

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1968 Democratic Convention Protests

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**Takeaway:** commission **democratized** the convention nomination process in various ways by **limiting power of party leaders**.

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- **Takeaway** ↪ Presidential approval generates influence for issues that are both (not either) **salient and complex**.
- What kind of issues might these be?

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- Introduces an "**opinion contest**" framework.
- President alone does not go public, but instead competes against other public pressures (interest groups, congress, etc.).
- Focuses on Supreme Court nominations.
  - When is President most likely to go public in this case? When they expect opposition (more common since Bork, rise of interest groups).
  - What will the president's public message be? "**Crafted talk**."