**REAGAN**:

Reagan's past:

Happy Midwestern upbringing?

Acting

Anti-Communist Democrat

Goldwater supporter

Governor of California

Reagan (conservative wing) vs. Bush (moderate wing) in New Hampshire

Landslide over Carter

\*Reagan as Republican FDR -- confidence, hope, leadership

\*Reagan Beliefs (four priorities) Very important

\*Reagan economic philosophy

\*Criticism of the New Deal and Great Society

\*Principles of Reaganomics

\*Government vs. the Market

\*Return to laissez-faire; rejection of Keynes

\*Supply-side economics

\*The Reagan revolution

\*The impact of the tax cuts, but continued government spending: deficit

\*David Stockman

Reagan and US political spectrum

\*Reagan realignment

\*Reagan Coalition

\*Undoing the New Deal and Great Society

Reagan and the media

The Teflon President

Reagan’s slight reality problem

Popularity of Reagan vs. Popularity of his policies

\*The Troika  
\*Baker’s role

\*Reagan’s disinterest in management

\*Baker (pragmatist) vs. True Believers

\*Baker and Donald Regan switch jobs

\*Regan a disaster as Chief of Staff: poor management, thinking he was more important than the President

\*Nancy Reagan power

Reagan political strategy

LBJ-style Bargaining compared to Reagan style

Elements of Reagan Media Strategy:

\*Bully Pulpit

\*Stage Events in controlled settings

Feed the Media

\*Consistency of message -- Line of the Day/Sound Bites

\*Selling the President

\*Popularity = Power

\*Iran-Contra

\*Weapons to Contras

\*Arms to Iran

\*lying to Congress

\*Congressional reaction: enraged