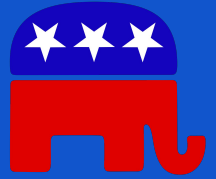


# Chief of Party

Presented by Ms. Harmon



2004 Republican National Convention.  
George W. Bush with wife Laura Bush accepting Republican nomination.

# The President's Role as Chief of Party

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Acts as both leader and  
spokesperson for their  
political party

2017 Pensacola, FL.  
President Trump speaks at political rally  
to support Roy Moore for Senate



# Advancing the Party's Agenda

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- The agenda are items on the party's platform that the President & members of the party support & try to get implemented into policy.



President Donald Trump addressing Congress in his 2018 State of the Union

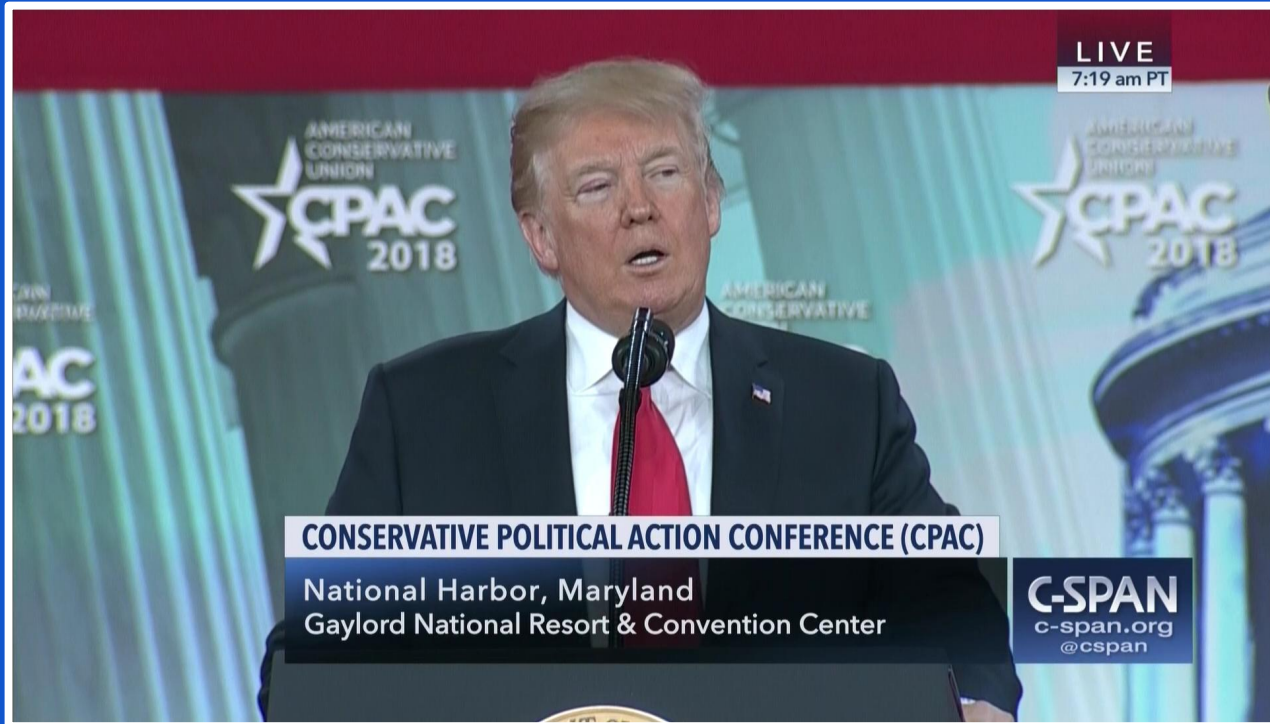
*“America has finally turned the page on decades of unfair trade deals that sacrificed our prosperity and shipped away our companies, our jobs and our nation’s wealth.”*



- President Donald Trump, State of the Union, 2018

# Using Speeches to Push Agenda Items

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2018. President Trump speaking at the Conservative Political Action Conference (CPAC) about a range of issues: tougher sanctions against North Korea, school safety and gun violence, immigration policy, and trade negotiations.

# Meeting with members of Congressional Leadership

-Gain support for policy items and introducing bills



2017. President Trump meeting with with House Speaker Paul D. Ryan (R-Wis.), right, and Senate Majority Leader Mitch McConnell (R-Ky.) during a session with Republican congressional leaders.

# Meeting with members of Congressional Leadership

- Work on deals or compromises between the parties.
- Push agenda items.



1995. President Bill Clinton meets with congressional leaders. From left are, Treasury Secretary Robert Rubin, House Speaker Newt Gingrich of Ga., the president, and Senate Majority Leader Bob Dole of Kansas.

# Bully Pulpit



- Coined by President Theodore Roosevelt.
- A platform where presidents can advocate for their agenda.
- Bully used to mean “superb” or “wonderful”.

1902, Maine. President Theodore Roosevelt delivering a speech.



a leader in higher &  
while at the same time  
the U.S. Bring jobs back &



**Donald J. Trump** ✓  
@realDonaldTrump

I am working on a new system where there  
will be competition in the Drug Industry.  
Pricing for the American people will come  
way down!

5:46 AM - 7 Mar 2017



**Donald J. Trump** ✓  
@realDonaldTrump

Now that Ken Frazier of Merck Pharma  
resigned from President's Manufacturing  
Council, he will have more time to LO  
RIPOFF DRUG PRICES!

5:54 AM - 14 Aug 2017

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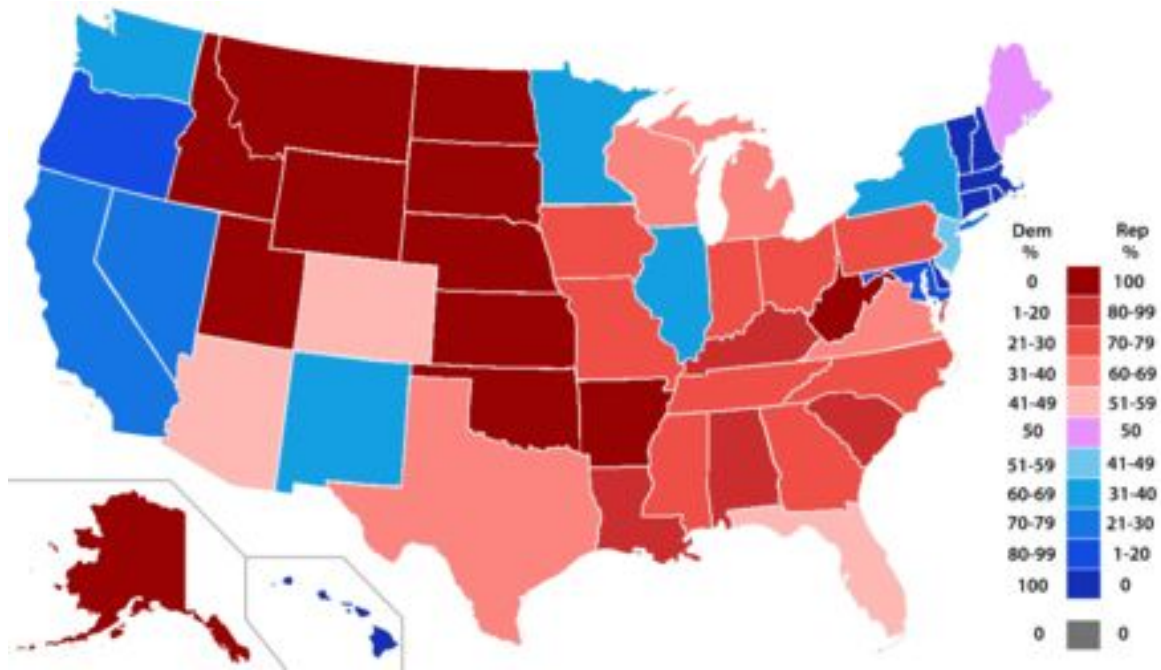
## Modern Day Bully Pulpit

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Mass exposure through television,  
the internet and social media.

# Extending the party's influence across the nation

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# Campaigning for Candidates

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President Obama campaigning for Hillary Clinton in North Carolina, 2016.



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## Endorsing Candidates

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2010 Democratic Party Fundraiser, Miami, FL.  
President Barack Obama endorses Kendrick Meek for Senate.

 **Donald J. Trump**   
@realDonaldTrump Follow

I will be doing a major rally for Senator Ted Cruz in October. I'm picking the biggest stadium in Texas we can find. As you know, Ted has my complete and total Endorsement. His opponent is a disaster for Texas - weak on Second Amendment, Crime, Borders, Military, and Vets!

1:09 PM - 31 Aug 2018

8,734 Retweets 29,146 Likes 

 13K  8.7K  29K 

 **Donald J. Trump**   
@realDonaldTrump 

Walker Stapleton is running as the highly respected Republican Candidate for Governor of the Great State of Colorado. His credentials and talents are impeccable. He has my complete and total Endorsement!

7:47 AM - Oct 10, 2018

 31.2K  11.5K people are talking about this 

 **Barack Obama**   
@BarackObama 

Today, I'm proud to endorse even more Democratic candidates who aren't just running against something, but for something—to expand opportunity for all of us and to restore dignity, honor, and compassion to public service. They deserve your vote:

11:46 AM - Oct 1, 2018

 213K  56.4K people are talking about this

 **Donald J. Trump**   
@realDonaldTrump Follow

Brian Kemp is running for Governor of the great state of Georgia. The Primary is on Tuesday. Brian is tough on crime, strong on the border and illegal immigration. He loves our Military and our Vets and protects our Second Amendment. I give him my full and total endorsement.

12:25 PM - 18 Jul 2018

24,995 Retweets 99,720 Likes 

# Endorsing Candidates in the modern era

What happens when the president doesn't endorse a candidate?

**PRESIDENT OBAMA'S FIRST WAVE OF 2018 MIDTERM ENDORSEMENTS** VIEW ON FB PAGE 1 of 4

<b>CALIFORNIA</b>	<b>HAWAII</b>	<b>COLORADO</b>	<b>CONNECTICUT</b>
Gavin Newsom @GavinN	Marky Meola @MarkyMeola	Jared Polis @JaredPolis	Blissy Polsteroff @BlissyPolsteroff
Eleri Kounalakis @EleriK	Mike Levin @MikeLevin	Dianne Primavera @DiannePrimavera	Faith Winter @FaithWinter
Josh Harbo @JoshHarbo	Andrew Campa-Majaj @AndrewCampaMajaj	Phil Weaver @PhilWeaver	Dylan Hildebr @DylanHildebr
TJ Cox @TJCox	Sully Winick @SullyWinick	Jana Grinstead @JanaGrinstead	Dasha Michaelson @DashaMichaelson
Katie Hill @KatieHill	Katie Porter @KatiePorter	Tommy Story @TommyStory	Shannon Brd @ShannonBrd
		Jessie Davidson @JessieDavidson	Marshall Caballo @MarshallCaballo
			Julia McCluskey @JuliaMcCluskey

**PRESIDENT OBAMA'S FIRST WAVE OF 2018 MIDTERM ENDORSEMENTS** VIEW ON FB PAGE 1 of 4

<b>GEORGIA</b>	<b>ILLINOIS</b>	<b>IOWA</b>	<b>INDIANA</b>
Shawny Meeks @ShawnyMeeks	J.D. Pricker @JDPricker	Debra DeJure @DebraDeJure	Luca Luchini @LucaLuchini
Seah Riggs-Arnio @SeahRiggsArnio	Juliana Stratton @JulianaStratton	Tim Gannon @TimGannon	Laura Fortman @LauraFortman
Matthew Wilson @MatthewWilson	Kyrene Rauf @KyreneRauf	Wynn Sunde @WynnSunde	Linda Sarkis @LindaSarkis
Shelly Hutchinson @ShellyHutchinson	Sean Cullen @SeanCullen	Jennifer Kohler @JenniferKohler	
	Brendan Kelly @BrendanKelly	Eric Kijode @EricKijode	
	Laura Underwood @LauraUnderwood	Laura Lippin @LauraLippin	

**PRESIDENT OBAMA'S FIRST WAVE OF 2018 MIDTERM ENDORSEMENTS** VIEW ON FB PAGE 1 of 4

<b>NEVADA</b>	<b>NEW JERSEY</b>	<b>NEW MEXICO</b>	<b>NORTH CAROLINA</b>
Jacky Rosen @JackyRosen	Andy Kim @AndyKim	Debra Haaland @DebraHaaland	Wiley Nickel @WileyNickel
Dustin Lee @DustinLee	Tom Malinowski @TomMalinowski	Raymon Ely @RaymonEly	Rae Messan @RaeMessan
Steven Horsford @StevenHorsford		Maria Figueroa @MariaFigueroa	Tamara Swart @TamaraSwart
		<b>NEW YORK</b>	Julia Tan Haefler @JuliaTanHaefler
		Alexandra Delgado @AlexandraDelgado	Sydney Baksh @SydneyBaksh
		Anna Kaplan @AnnaKaplan	Paula Hart @PaulaHart

**PRESIDENT OBAMA'S FIRST WAVE OF 2018 MIDTERM ENDORSEMENTS** VIEW ON FB PAGE 1 of 4

<b>OHIO</b>	<b>OREGON</b>	<b>PENNSYLVANIA</b>	<b>TEXAS</b>
Richard Cordray @RichardCordray	Phil Holden @PhilHolden	Taylor Sappington @TaylorSappington	Adrienne Bell @AdrienneBell
Betsy Burton @BetsyBurton	Stephanie Hovacek @StephanieHovacek	Mackenzie Bean @MackenzieBean	Colin Alford @ColinAlford
Steve Dettelbach @SteveDettelbach	Mary Lightbody @MaryLightbody	Susan Bird @SusanBird	
Kathleen Clyde @KathleenClyde	Bob Lipton @BobLipton	Tina Davis @TinaDavis	
Zack Space @ZackSpace	Alican Russo @AlicanRusso	Liz Harbridge @LizHarbridge	
Alisa Fumal @AlisaFumal	Erica Crowley @EricaCrowley	Carolin Cantilla @CarolinCantilla	
Jill Schlar @JillSchlar	Tara Galinski @TaraGalinski	Casey Wrennen @CaseyWrennen	

**Barack Obama**   
@BarackObama 

Today I'm proud to endorse such a wide and impressive array of Democratic candidates – leaders as diverse, patriotic, and big-hearted as the America they're running to represent:

11:20 AM - Aug 1, 2018

♡ 237K 💬 66K people are talking about this

Obama Did Not Give a Political Endorsement to Alexandria Ocasio-Cortez

Chris Richardson • 08/01/18 2:28pm

# Appointment Power

- Getting people into key positions, who:
  - Will promote the agenda
  - Have similar views
- Also used to repay those who support the agenda or helped the president get elected.

Require Senate confirmation

 Rex W. Tillerson Confirmed	 Steven Mnuchin Confirmed	 James N. Mattis Confirmed	 Jeff Sessions Confirmed	 Ryan Zinke Confirmed	 Sonny Perdue Confirmed
 Wilbur Ross Confirmed	 R. Alexander Acosta Confirmed	 Tom Price Confirmed	 Ben Carson Confirmed	 Elaine L. Chao Confirmed	 Rick Perry Confirmed
 Betsy DeVos Confirmed	 David J. Shulkin Confirmed	 John F. Kelly Confirmed	 Mike Pompeo Confirmed	 Nikki R. Haley Confirmed	 Scott Pruitt Confirmed

Snapshot of some of President Trump's appointments as of May 2017.

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# Appointing Executive Departments

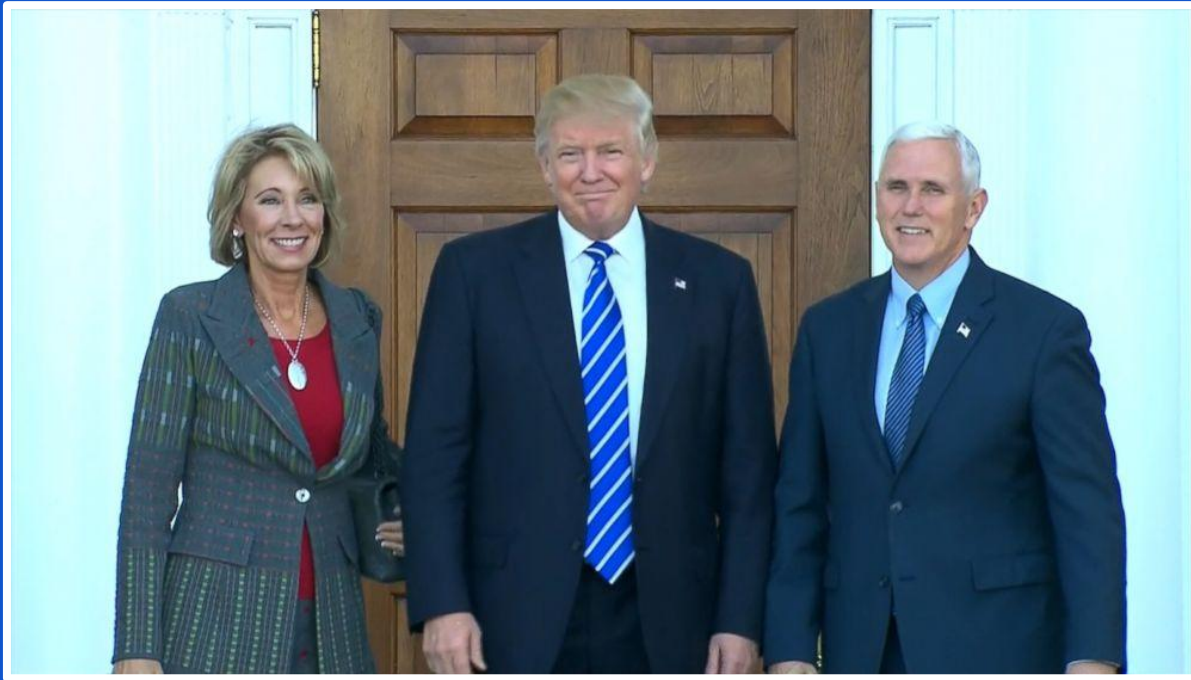
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\*Repaying agenda  
support



1996. President Clinton announcing second-term Cabinet members.  
Shaking hands with new Secretary of State Madeline Albright.





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## Appointing Executive Departments

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\*Repaying election  
support

2016. President Trump announces appointment of Betsy DeVos (left) for Secretary of Education Department. VP Mike Pence (right)

# Independent Agencies

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- Fall under the Executive Branch
- Removed from political process
- Make their own decisions
- Congress oversight

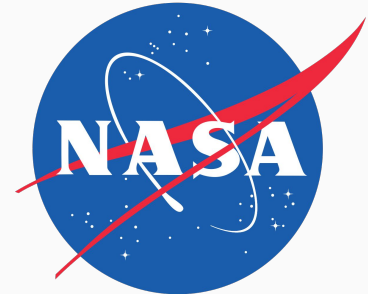


Smithsonian Institution

NATIONAL  
MUSEUM of  
**NATURAL  
HISTORY**



**UNITED STATES  
POSTAL SERVICE**®



# Appointing heads of Independent Agencies

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1958. President Dwight D. Eisenhower (center) appoints T. Keith Glennan (right) NASA's first administrator and Hugh L. Dryden its first deputy administrator.

# Appointing Federal Judges



1993. Ruth Bader Ginsburg taking the judicial oath for the Supreme Court. Bill Clinton & Judge William Rehnquist

# Appointing Federal Judges



1986. President Ronald Reagan announcing his nomination of Antonin Scalia, left, to the Supreme Court. William Rehnquist is at right.

# Raising Funds for the Party

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The party needs money to run campaigns and expand influence

- Key party fundraiser
- Speaks at fundraising events and dinners
- Calls donors

1963. New York. President John F. Kennedy addresses guests at a Democratic fundraising dinner.

# Raising Funds for the Party

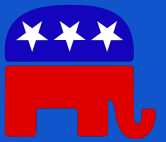


1967, Washington, DC. President Lyndon Johnson applauds at a 1967 Democratic Party fundraiser. His wife, Lady Bird Johnson, stands with him at left.



# Recap: Chief of Party

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- ✓ The goal is to get agenda items done & increase influence:
- The President pushes agenda items through working with Congress & speaking to the people
  - Need to increase the number of people:
    - \*in office- Congress & throughout the country
    - \*in key positions within the government
  - Fundraising (You can't campaign and spread ideas without money)



**Leader of the  
Party**



Slide # :2018 State of the Union: <https://www.whitehouse.gov/sotu/>

Slide # :Tweet on Ted Cruz:

<https://www.kiiitv.com/article/news/trump-plans-to-stump-for-cruz-at-biggest-stadium-he-can-find-in-texas/503-589708505>

Trump, with Republican National Committee chairwoman Ronna McDaniel, speaks at a fundraising event in New York. Dec 2017

[https://www.washingtonpost.com/news/monkey-cage/wp/2017/08/02/trump-isnt-changing-the-republican-party-the-republican-party-is-changing-trump/?noredirect=on&utm\\_term=.2eba280cbbfb](https://www.washingtonpost.com/news/monkey-cage/wp/2017/08/02/trump-isnt-changing-the-republican-party-the-republican-party-is-changing-trump/?noredirect=on&utm_term=.2eba280cbbfb)

Trump meets with House Speaker Paul D. Ryan (R-Wis.), right, and Senate Majority Leader Mitch McConnell (R-Ky.) during a session with Republican congressional leaders in the Roosevelt Room of the White House. Jabin Botsford/The Washington Post

[https://www.washingtonpost.com/news/monkey-cage/wp/2017/08/02/trump-isnt-changing-the-republican-party-the-republican-party-is-changing-trump/?noredirect=on&utm\\_term=.2eba280cbbfb](https://www.washingtonpost.com/news/monkey-cage/wp/2017/08/02/trump-isnt-changing-the-republican-party-the-republican-party-is-changing-trump/?noredirect=on&utm_term=.2eba280cbbfb)

Slide: : Theodore Roosevelt:

[https://en.wikipedia.org/wiki/Bully\\_pulpit#/media/File:President\\_Theodore\\_Roosevelt\\_Delivering\\_a\\_Speech\\_at\\_Biddeford,\\_Maine\\_\(15074715720\).jpg](https://en.wikipedia.org/wiki/Bully_pulpit#/media/File:President_Theodore_Roosevelt_Delivering_a_Speech_at_Biddeford,_Maine_(15074715720).jpg)

Bill Clinton: <https://www.myajc.com/news/here-what-has-happened-during-previous-government-shutdowns/mdVHXYjW4xKY4s81chxNwJ/>

115th Congress: [https://en.wikipedia.org/wiki/115th\\_United\\_States\\_Congress](https://en.wikipedia.org/wiki/115th_United_States_Congress)

Regan Fundraising:

<https://www.google.com/imgres?imgurl=https%3A%2F%2Fi.yimg.com%2Fvi%2Fe3ZNtDFrhTE%2Fmaxresdefault.jpg&imgrefurl=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3De3ZNtDFrhTE&docid=S43KvZqO3bPHDM&tbnid=PHndk9emWW5uIM%3A&vet=10ahUKEwifwMi0rvzdAhUGMawKHcQPC2UQMwhyKCwwLA..i&w=1280&h=720&itg=1&safe=strict&bih=758&biw=1440&q=president%20fundraising%20for%20party&ved=0ahUKEwifwMi0rvzdAhUGMawKHcQPC2UQMwhyKCwwLA&iact=mrc&uact=8>

LBJ fundraising: <https://www.gettyimages.ca/detail/news-photo/president-lyndon-johnson-applauds-at-a-1967-democratic-news-photo/576766426>

JFK fundraising: <https://www.jfklibrary.org/Asset-Viewer/KYd5M5iqwk6BGR30H9o0FQ.aspx>

Ruth Bader Ginsburg taking oath for Supreme Court: <https://www.glamour.com/story/ruth-bader-ginsburg-supreme-court-25-anniversary>

Scalia: <http://www.t4mag.com/us-supreme-court-judge-appointment-causing-a-dilemma-378.html>

Cabinet appointments: <https://www.nytimes.com/interactive/2016/us/politics/donald-trump-administration.html>

Clinton cabinet: <https://www.gettyimages.co.uk/detail/news-photo/president-clinton-shakes-hands-with-new-secretary-of-state-news-photo/800695>

Obama cabine: <http://www.findingdulcinea.com/news/politics/2008/December/Obama-Announces-Clinton-Gates-and-Other-Cabinet-Picks.html>

Obama endorsements: <https://observer.com/2018/08/obama-political-endorsements-alexandria-ocasio-cortez/>

Independent Agencies: <https://nie.washingtonpost.com/sites/default/files/CabinetandIndependentAgencies.pdf>

NASA: <https://www.nasa.gov/specials/signing/>

Betsy DeVos: <https://abcnews.go.com/Politics/video/trump-picks-betsy-devos-education-secretary-43745351>

President Trump CPAC: <https://www.c-span.org/video/?441592-1/president-trump-pushes-concealed-carry-teachers-cpac-speech>