FROM THE ARCHIVES

ELECTIONS — CAMPAIGN ADS

PRESIDENT REAGAN
PAID FOR BY REAGAN-BUSH '84

RONALD REAGAN PRESIDENTIAL FOUNDATION & INSTITUTE

HISTORY TODAY

GRDAGES 8-12
Overview:
“Elections” is a set of primary documents related to the Tuesday Team, the group which organized the advertising for President Reagan’s 1984 re-election campaign. The Tuesday Team produced many successful ads, including the famous “Bear in the Woods” ad. However, the most famous and effective ad was “Prouder, Stronger, Better”, or as it is more commonly known, “Morning in America”. Primary Source A lists some of the general campaign themes and strategies that the Tuesday Team would be working with, and then narrows them down into a general creative strategy as the campaign went into the fall of 1984. Primary Source B is a set of “Commercial Focal Points”, which includes information about various issues, and how the nation would be different under either President Reagan or Mondale. Primary Source C contains a breakdown of each of the major claims made in the ad, and provides statistics and sources to back up their claims. Primary Source D is two early versions of “Morning in America” from April of 1984, which are much shorter than the final version. The final product will blend these two drafts together. Primary Source E is a version of “Morning in America” from May of 1984, with columns for both the audio and video of the ad. Primary Source F is a version of the ad which was featured at the end of a five-minute campaign ad broadcast on the major networks on July 23, 1984. Finally, Primary Source G is the final version of “Morning in America”, with the full text of both the sixty second and thirty second versions of the ad.

Suggested Classroom Activities:
1. Develop a Campaign Strategy: Show the students the video of “Prouder, Stronger, Better”/ “Morning in America” (https://www.youtube.com/watch?v=Zn9fR -X9uw), and ask them about their reactions to the ad. Why do they think the ad was as effective as it was? Using Primary Sources A and B, have students develop a campaign strategy for a Presidential candidate, which can either be themselves or another student. They may also use real candidates during election years. The students will have to think about their candidate’s stance on various topics and how they will use their candidate’s advantages to sell their candidate to the American people through their ads. The students should ask themselves questions like “Who am I targeting with this ad?” “What is the tone of my campaign?” “What is the goal of this ad?”
2. Write a Campaign Advertisement: Using Primary Sources C and D as a model, instruct the students to write ads for a Presidential candidate. Divide the students into groups, and instruct them to come up with a name for their group like the “Tuesday Team” did. Through these sources, the students can see how even “Morning in America” went through several changes and cuts before the final product. As the students work on their ads, they should also provide statistics and sources to back up the claims made in their ad, as the Tuesday Team did in Primary Source C. 
3. Produce a Presidential Advertisement: Using Primary Sources E, F, and G, divide the class into groups to produce a completed campaign ad. Students may display their final product in a myriad ways, either by reading the text of their ad aloud to the class, by recording a video version of their ad, by making a poster, or in any other creative way. The students should aim to make their ads convincing and memorable. Allow the students to vote on a winner from among the ones that the class has created. Display your student’s creativity by uploading the ad videos to a class website, or hanging posters on the walls of your classroom!

Previous Page: Still frames from the ad ‘Prouder, Stronger, Better’ (AKA ‘Morning in America’). Reagan 1984 campaign.
REAGAN STRATEGY

Strategic Objective

Establish the reality of a strong, confident leader, whose principles of governance have effected positive change that assures hope for America's future.

Target Audience

- Soft Democrats, particularly blue collar workers and Catholics
- Slightly upscale voters
- Hispanics in California and Texas

Principal Themes

- Ronald Reagan's principles of governance will continue to generate economic growth and opportunity for all Americans.
- Ronald Reagan's defense policy of "preparedness" will insure America's deterrent strength and better position America and the world for peace.

Support For Themes

- Ronald Reagan's principles of governance have been proven to:
  - Reduce inflation
  - Reduce interest rates
  - Expand employment
  - Increase personal income

- Ronald Reagan's defense policy has:
  - Restored military strength for peace
  - Reduced the risk of Communist expansionism by re-establishing America's commitment to a proper balance of diplomacy and military strength.

Tone

Convey a feeling of optimism and confidence in ourselves, our leaders and the future.

Focus For Thematic Development

Strong leadership for the future. You know it works.

Campaign Theme

Not yet determined.
OVERALL CAMPAIGN OBJECTIVES
Establish the reality of a strong, confident [leader] whose principles of governance have effected positive [change] that assures hope for America's [future].

OPERATIVE NATIONAL ISSUES TO BE ADDRESSED

- Leadership
  - Strength
  - Vision/Future

- Economy
  - Deficit
  - Unemployment
  - Interest Rates
  - Fairness

- Foreign Policy
  - Arms Control
  - Defense/Preparedness
  - Peace/Safety

- Special Interest/Fairness
  - Tax Structure
  - Social Security
  - Government Waste/Fraud
  - Social Program Spending Cuts
  - Crime

* Made Primary Issue.
THE OVERALL CREATIVE PLAN

Isolate key national "issues" and develop single minded commercials to be aimed at key constituencies/target groups.

OBJECTIVES OF THE ISSUE ADVERTISING

1. To convince the target audience that the Reagan Administration's performance on each of the key issues has effected significant, positive change.

2. To strengthen (among soft democrats/independents) and reinforce (among soft republicans) voter confidence in The Reagan Administration's performance on key issues.

3. To preempt and diffuse the current and anticipated Democratic attack strategies on the issues.

4. To convince target audiences that the positive performance of the past four years is a precursor of even greater accomplishments in the future.
CREATIVE STRATEGY

1. Address all issues and President Reagan accomplishments in a positive, preceptive manner.

2. Where applicable highlight the progress which has been made versus the Carter/Mondale administration.

3. Promise that continued improvement will come in a second Reagan-Bush Administration.

KEY NATIONAL UMBRELLA ISSUES

- Economy
- Family Values
- Crime
- Foreign Policy/Peace
- Fairness/Caring
From the Archives: Elections - Campaign Ads

Primary Source C
From the Archives: Elections - Campaign Ads

Primary Source B

[Text and tables would be transcribed here]
More men and more women are earning more income than they’ve ever earned before.

This statement cannot be proven conclusively. However:

In 1983, total personal income reached $2.7 trillion, the highest level ever.

Per capita disposable income was $9,969 in 1983 (the highest ever) compared to $8,032 in 1980. In constant 1982 dollars per capita disposable income reached $4,671 (highest ever), compared to $4,487 in 1980.

The average gross weekly earnings was $280.35 in 1980. In constant 1977 dollars, gross weekly earnings were $174.91 in January 1984, up from $172.74 in 1980. (Note this was not the highest level ever).

(Source: CEA Economic Indicators)

With interest rates at nearly half the record highs...

In January 1981, the prime rate was 21 1/2%. It is now 11 1/2%.

More people are buying new homes than at any time in the last 5 years.

625,000 new homes were purchased in 1983, up from 545,000 in 1980. New home purchases had dropped from 819,000 in 1977.

(Source: CEA Economic Indicators)

With inflation at its lowest level since 1973...

The Consumer Price Index fell to 3.8% in 1983, down from 12.4% in 1980. The 1983 inflation rate was the lowest since 1973, when the CPI was 3.4%.
Prouder, Stronger, Better

In America today there are more men and women working than ever before...

By January 1984, total civilian employment reached 103.2 million. Civilian employment was 99.3 million in 1980.
(Source: Department of Labor, Bureau of Labor Statistics)

With inflation at it's lowest since 1973...

1973 inflation rate was 3.4. Inflation reached 12.4 in 1980, dropped to 3.8 in 1983.

More people are buying new homes...

New home sales rose in 1983 to 625,000 (from a low of 412,000 in 1982 and 436,000 in 1983). Sales had fallen from 819,000 in 1977 to 545,000 in 1980.
(Source: Department of Commerce, Bureau of Census).
ANNCR(VO):

IN AMERICA TODAY THERE ARE MORE MEN AND WOMEN WORKING THAN EVER BEFORE. WITH INFLATION AT IT'S LOWEST LEVEL SINCE 1973, MORE PEOPLE ARE BUYING NEW HOMES AND AMERICA'S NEW FAMILIES CAN HAVE CONFIDENCE IN THE FUTURE.

AMERICA TODAY IS PROUDER AND STRONGER AND BETTER.

WHY WOULD WE EVER WANT TO RETURN TO THE WAY WE WERE LESS THAN FOUR SHORT YEARS AGO?

PRESIDENT REAGAN
ANNCR(VO):

IN AMERICA TODAY THERE ARE MORE MEN AND MORE WOMEN EARNING MORE INCOME THAN THEY'VE EVER EARNED BEFORE. WITH INTEREST RATES AT NEARLY HALF THE RECORDS HIGH OF 1980, MORE PEOPLE ARE BUYING NEW HOMES THAN AT ANY TIME IN THE LAST FIVE YEARS. WITH INFLATION AT ITS LOWEST LEVEL SINCE 1973, AMERICA'S NEW FAMILIES CAN HAVE CONFIDENCE IN THE FUTURE.

UNDER THE LEADERSHIP OF PRESIDENT REAGAN, AMERICA TODAY IS PROUDER AND STRONGER AND BETTER.

WHY WOULD WE EVER WANT TO RETURN TO THE WAY WE WERE LESS THAN FOUR SHORT YEARS AGO?

PRESIDENT REAGAN
(MUSIC UNDER)

ANNCR(VO):

IT'S MORNING AGAIN, IN AMERICA...

TODAY, MORE MEN AND WOMEN WILL GO TO WORK THAN EVER BEFORE IN OUR COUNTRY'S HISTORY...

[WITH INTEREST: RATES AT ABOUT HALF THE RECORD HIGHS OF 1980], [NEARLY TWO THOUSAND FAMILIES TODAY WILL BUY NEW HOMES], [MORE THAN AT ANY TIME IN THE PAST FOUR YEARS...]

[TODAY, SIXTY-FIVE HUNDRED YOUNG MEN AND WOMEN WILL BE MARRIED...]

INFLATION AT LESS THAN HALF OF WHAT IT WAS JUST FOUR YEARS AGO. THEY CAN LOOK FORWARD, WITH CONFIDENCE, TO THE FUTURE...

IT'S MORNING AGAIN IN AMERICA... AND UNDER THE LEADERSHIP OF PRESIDENT REAGAN OUR COUNTRY IS PROUDER AND STRONGER AND BETTER...

WHY WOULD WE EVER WANT TO RETURN TO WHERE WE WERE, LESS THAN FOUR SHORT YEARS AGO?
words of concern about deficits, fairness, and opportunity will ring hollow to the nation that yearns for us to act. They'll be left as empty promises. We should not and need not settle for that. Thank you and God bless you.

(MUSIC UNDER)

ANNCR (VO):

It's morning again, in America...

Today, more men and women will go to work than ever before in our country's history...

With interest rates and inflation down, more people are buying new homes...and our new families can have confidence in the future.

America today is prouder and stronger and better.

Why would we want to return to the way we were less than four short years ago?

SUPER: PRESIDENT REAGAN

MANDATORY SUPER: Paid for by Reagan-Bush '84
"Prouder, Stronger, Better"

Audio

It's Morning Again, in America...

Today, more men and women will go to work than ever before in our country's history....

With interest rates at about half the record highs of 1980, nearly two thousand families today will buy new homes...more than at any time in the past four years...

This afternoon, sixty-five hundred young men and woman will be married...and with inflation at less than half of what it was just four years ago, they can look forward, with confidence, to the future....

It's Morning Again in America... and under the leadership of President Reagan our country is prouder and stronger and better....

Why would we ever want to return to where we were, less than four short years ago?
"Prouder, Stronger, Better"
:30

AUDIO

IT'S MORNING AGAIN, IN AMERICA...

TODAY, MORE MEN AND WOMEN WILL GO TO WORK THAN EVER BEFORE IN OUR COUNTRY'S HISTORY...

WITH INTEREST RATES AND INFLATION DOWN, MORE PEOPLE ARE BUYING NEW HOMES... AND OUR NEW FAMILIES CAN HAVE CONFIDENCE IN THE FUTURE.

AMERICA TODAY IS PROUDER AND STRONGER AND BETTER.

WHY WOULD WE WANT TO RETURN TO THE WAY WE WERE LESS THAN FOUR SHORT YEARS AGO?
About Us
The Walter and Leonore Annenberg Presidential Learning Center (APLC) at the Ronald Reagan Presidential Foundation is committed to engaging the future leaders of America in the study of our nation’s democratic process with the aim of developing proactive informed, educated, and conscientious citizens and leaders.

Programs
- **Speaker Series for Students**: The Speaker Series for Students is designed to bring students into contact with leading thinkers, practitioners, and heroes in the field of civic engagement. Past events have included a Veteran’s Day panel, Buzz Aldrin, Medal of Honor recipients and Justice Sandra Day O'Connor.
- **Educator Programming**: The APLC develops project based, backwards designed curriculum, and distributes this to educators at no cost. By creating and distributing free curriculum resources, the APLC shares information about both its programming and the current state of civics education. This classroom curriculum is available for free on our website: [www.reaganfoundation.org/lesson-plans-overview.aspx](http://www.reaganfoundation.org/lesson-plans-overview.aspx)
- **Professional Development**: Over the years we’ve collaborated with some of the finest professional development organizations in the country to offer high quality training and resources to teachers. We’ve worked with the National Constitution Center, Gilder-Lehrman, Constitutional Rights Foundation, the National Writing Project, and the California History-Social Science Project. We offer free professional development sessions for educators from Elementary through High School. With the goal of embedding civic learning in the classroom, our Educator Professional Development sessions tackle important skills such as developing student writing and communication skills. Professional Development is offered both onsite and on-line.
- **Leadership and the American Presidency**: The *Leadership and the American Presidency* is a program designed to facilitate leadership development among undergraduate students through the unique lens of the American presidency. The accredited course is grounded in real history as students critically examine the leadership journeys of presidents in relation to their own lives. Students hear from real leaders in the fields of business, government, and the nonprofit sectors learning lessons on leadership, while simultaneously applying all of these skills in the real world in an internship setting and in an authentic culminating course assessment. Utilizing Washington DC as a classroom, presidential sites will be leveraged to capitalize upon power of place and result in a meaningful and transformative leadership experience for students.

Scholarships and Awards
The Ronald Reagan Presidential Foundation has awarded more than $1,000,000 in scholarships to students across the nation. We aim to recognize students whose leadership, communication, drive, and citizenship reminds us of our 40th President.

- GE-Reagan Scholarship Program
- Ronald Reagan Presidential Foundation Scholar Program
- Great Communicator Debate Series
- Ronald Reagan Student Leader Award Program

Learn about these opportunities to recognizing outstand students on our website: [www.reaganfoundation.org/scholarships](http://www.reaganfoundation.org/scholarships)

Class visits to the Discovery Center
The Discovery Center allows students to face the responsibilities and challenges faced by the Executive Branch, military, and media. Students have the opportunity to role play in a realistic, interactive environment. Learn more about the Discovery Center and how to visit here: [www.reaganfoundation.org/DISCOVERY-CENTER.aspx](http://www.reaganfoundation.org/DISCOVERY-CENTER.aspx)

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