

FROM THE ARCHIVES

ELECTIONS — CAMPAIGN ADS



RONALD REAGAN
PRESIDENTIAL
FOUNDATION
& INSTITUTE

HISTORY
TODAY

GRADES
8-12



RONALD REAGAN PRESIDENTIAL FOUNDATION & INSTITUTE

From the Archives brings primary source documents and exploration into the classroom. These educational resources, carefully curated by our Education team, are meant to enhance historical discussions around relevant topics of today in history, civics, geography, and economics.

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.

THE TUESDAY TEAM, INC.

1270 AVENUE OF THE AMERICAS, NEW YORK, NY 10020 (212) 315-0440

strategy binder

*primary spread - waller -
• comic spread
• social security*

FALL MEDIA CAMPAIGN

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

CRIME - DRUGS forth

*- use interactive spots to
show public participation
in success*

* Made Primary Issue.

THE TUESDAY TEAM, INC.

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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.

THE TUESDAY TEAM, INC.

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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.

THE TUESDAY TEAM, INC.

1270 AVENUE OF THE AMERICAS, NEW YORK, NY 10020 (212) 315-0440

KEY NATIONAL UMBRELLA ISSUES

- Economy
- Family Values
- Crime
- Foreign Policy/Peace
- Fairness/Caring

COMMERCIAL FOCAL POINTS

*For the -
strategy*

A. ECONOMY

WHERE WE WERE UNDER
CARTER/MONDALÉ

WHAT WAS ACCOMPLISHED
UNDER REAGAN

DEMOCRATS TODAY

REAGAN

THE REAGAN FUTURE
DREAM/BENEFIT

1. Taxes

- C/M instituted largest 4 year tax increase in American history.
- W. Mondale has consistently voted for/supported tax increases to fund huge government spending problems, except for defense.

- Lowered taxes across the board (Personal & business)
- Established indexing.

- Mondale for increased taxes again.
- Tax rich.
- Eliminate indexing.
- Automatic tax cuts in government on corp.
- Raise revenue through personal income taxes.
- Hold line on taxes.
- No income tax increases.
- Raise revenue through economic growth/further cuts in government spending/waste.

- Further lowering of taxes through expanding tax base/simplification.
- Keeping economic control in hands of individual as opposed to government (You spend what you make.)

2. Inflation

- Huge spending programs led to rampant inflation (13%, the highest in 65 years).

- New economic programs created jobs; brought interest rates down and inflation down 4.2%.

- Mondale claims inflation brought down on backs of poor through recession.
- Will claim that keep inflation under rise as consequence of deficit.
- Continued economic recovery (free enterprise stimulation, strong dollar, plus deregulation) will

- Sustained economic growth with low levels of inflation. Protect value of your savings/earnings.

3. Employment

- Huge interest rates, inflation led to stagnant economy (GNP flat.)
- An increasing pressure on businesses/jobs.
- Key industries (auto-motive/steel) in decline.

- Today more people working than ever before.
- Created 7M new jobs.
- Key industries coming back.
- GNP growth greatest since WWII.

- Mondale for 15% automatic tax on corporate profits. Will have immediate impact on jobs/prices.
- Continued economic recovery will increase jobs further.
- 1985 goal of new jobs.
- Job retraining.

- A "full employment" economy with quality jobs for everyone who is able to/wants to work.

COMMERCIAL FOCAL POINTS

4. General
Economy

WHERE WE WERE UNDER
CARTER/MONDALE

- Worst economy since depression.
- Highest interest rates in a century.
- Highest inflation in 65 years.
- First major decline in smoke stack industries.
- Stagnant GNP.
- Government spending.

WHAT WAS ACCOMPLISHED
UNDER REAGAN

- Interest rates 1/2 of what they were.
- Inflation lowest since early 70's.
- GNP strongest since WW II.
- More jobs since
- Reassert American industrial leadership.

DEMOCRATS
TODAY

- Continue programs in place to further reduce inflation, interest rates and to further stimulate productivity/jobs.

THE REAGAN FUTURE
DREAM/BENEFIT

- The most powerful economy in the world again with individual opportunities for all.

B. FAMILY
VALUES

5. Power to the People vs. Power to the Government

- The Mondale/Democratic philosophy has always been more federal government intervention into all aspects of family life.
- Education.
- Taxation.
- Federal rights over state/local rights.

- Dramatic cutbacks in government spending/control.
- Federalism program returns power to state/local entities.
- Reduced taxes puts spending power back into hands of individual.

- Government control through more spending/higher taxes/greater regulation.

- Further reduction in government control of family lives.

- Government off our backs so that we have individual freedom to pursue the American dream.

6. Patriotism

"Standing tall in the world again."

- Pride in America reached an all time low.
- Emasculated defense posture.
- Iranian hostages.
- Economy out of control.
- Deteriorating relations with our allies.

- Restored defense posture.
- Put a stop to communist aggression.
- Strengthened alliances.
- U.S. economy envy of the world.

- Continue to strengthen economy and defense posture in the interest of negotiating a lasting peace.

- Can take pride again in being the most powerful nation in the world.

COMMERCIAL FOCAL POINTS

C. FOREIGN
POLICY/PEACE

WHERE WE WERE UNDER
CARTER/MONDALE

WHAT WAS ACCOMPLISHED
UNDER REAGAN

DEMOCRATS
TODAY

REAGAN

THE REAGAN FUTURE
DREAM/BENEFIT

7. Peace Through Strength

- Deteriorating defense posture.
- Unverifiable arms control agreements. (SALT II.)

- Restored defense posture vis a' vis Soviets.
- Harder line on arms reduction agreements with Soviets.
- Made more concrete proposals on nuclear arms reduction than any other administration.

- Nuclear freeze.
- Immediate moratorium on weapons.
- No "star wars" efforts.

- Peace is #1 goal of administration.
- Peace can only be negotiated through strength.
- Democratic posture is unrealistic.
- Nuclear arms reduction.

- A lasting peace through mutual arms reduction. The end to the threat of nuclear war.

8. Preventing Spread of World Communism

- Our deteriorating military posture permitted accelerating spread of communism.
- Ethiopia.
- Nicaragua.
- Laos.
- Afghanistan.
- Southern Yemen.

- Not an inch of ground taken. Rather first time ground taken back (Granada.)

- Strong military posture/resolve will continue to stem the tide of communism.

- We can look forward to a day when the threat of communist aggression is over.

9. Preserving Freedom For Our Friends and Allies

- Reestablished closer ties with Nato alliance through missile deployment.
- Hold line in Central America
- Granada.

- Essentially isolationist.
- Unrealistic in their assessment of communist threat.
- Military support only if U.S. security threatened.

- We have obligation to preserve world peace/freedom.
- We will provide whatever support is necessary to our threatened friends and allies.

- America will continue to play its role as the leader of the free world.

COMMERCIAL FOCAL POINTS

WHERE WE WERE UNDER
CARTER/MONDALE

10. Nobody Wants
Peace More
Than Reagan

- Unrealistic arms control agreements (SALT II.)

WHAT WAS ACCOMPLISHED
UNDER REAGAN

- Stronger military posture gives us stronger negotiating presence.
- Advanced more concrete proposals for mutual arms reduction than any other administration.

DEMOCRATS
TODAY

- Immediate freeze on weapons Moratorium on Star Wars weapons.

REAGAN

- Freeze only guarantees that we will have inferior position. This limits the incentive for Russians to negotiate.
- A lasting peace can come only through a mutually verifiable reduction in nuclear weapons.
- We must continue to develop advanced system to ensure our safety should the Russians continue to reject our arms reductions proposals.

THE REAGAN FUTURE
DREAM/BENEFIT

- Some day, the world could be free of nuclear arms.

D. FAIRNESS/CARING

11. Older
Americans

- Security benefits boomed without commensurate increases in revenues bringing the Social Security system to the brink of disaster and bankruptcy.

- Under President Reagan's administration and leadership, a bipartisan commission reconstructed the social security system so retirement benefits will be secure both now and in the future.

- Mondale claims Reagan will slash Social Security post-election as part of his indiscriminate Federal budget cutting.

- President Reagan remains committed to care for the elderly, as shown by the 30% increase in Social Security benefits, doubling of Medicare payments and 27% increase in overall Federal spending to the elderly that has occurred over the first term.

- President Reagan cares deeply about our obligation to properly care for our elderly. He will not cut Social Security benefits, in fact, he has asked for a cost of living increase this Fall that is not required by law. In addition, he will work to contain health care costs, to help ease pressure on overburdened Medicare system.



COMMERCIAL FOCAL POINTS

12. Inflation

<p><u>WHERE WE WERE UNDER CARTER/MONDALE</u></p> <p>● Inflation under Carter/Mondale rose to its highest level in years, eroding the saving and purchasing power for all Americans, which was particularly harmful to the poor, and the elderly and those living on fixed incomes.</p>	<p><u>WHAT WAS ACCOMPLISHED UNDER REAGAN</u></p> <p>● President Reagan's economic programs have brought inflation back under control, easing the hidden and unfair destruction of the standard of living for the poor and elderly.</p>	<p><u>DEMOCRATS</u></p> <p>● Mondale argues that Reagan brought inflation under control by inducing a recession which hurt the poor the most and increased their ranks by 800M people.</p>	<p><u>TODAY</u></p> <p>● President Reagan's common sense economy programs brought inflation under control and will keep it there.</p>	<p><u>THE REAGAN FUTURE DREAM/BENEFIT</u></p> <p>● President Reagan will continue to work to keep inflation low, reducing inflationary expectations and giving confidence to the poor and elderly that their income's purchasing power will continue to afford them a decent standard of living and hope for the future.</p>
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13. Tax Cuts/
Indexing

<p>● Taxes nearly doubled under Carter/Mondale, increasing the burden on all Americans and stifling economic growth.</p>	<p>● President Reagan cut taxes for everyone, contributing to dramatic increases in disposable income and standard of living.</p> <p>● He also indexed taxes to inflation, halting "bracket creep" which increases taxes on people by sending them into higher brackets.</p>	<p>● Mondale wants to raise taxes for the wealthy and businesses, which will return us to economic disaster. He also wants to delay implementation of tax indexing.</p>	<p>● President Reagan remains committed to decreasing the tax burden on all Americans.</p>	<p>● Taxes should be simplified and personal income tax rates reduced further. Americans should spend their hard-earned dollars, not the Federal Government.</p>
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PROUDER, STRONGER, BETTER

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 21¹/₂%. It is now 11¹/₂%.

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...

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

More people are buying new homes...

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)

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

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).



REAGAN-BUSH '84

TUESDAY TEAM(HR)
"Prouder, Stronger,
Better"

:30 TV
4/20/84

6-TV-TT

ANNCR(V0):

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 ANL STRONGER
AND BETTER.

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

PRESIDENT REAGAN

REAGAN-BUSH '84

TUESDAY TEAM(HR)
"Prouder, Stronger,
Better"
:60 TV
4/20/84
Job # 5-TV-TT

ANNC(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 HIGHS 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

COPY

THE TUESDAY TEAM, INC.
1270 AVENUE OF THE AMERICAS
NEW YORK, NY 10020

Date 5/10/84	Title "Prouder, Stronger, Better":60
Client Reagan-Bush '84	Comm. I.D. QRRP0066 Rev.2
Job No. 100-TV-p008	AS RECORDED

VIDEO

AUDIO

(MUSIC UNDER)

ANNCR(VO):

IT'S MORNING AGAIN, IN AMERICA...

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

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

E [THIS AFTERNOON, SIXTY-FIVE HUNDRED YOUNG
MEN AND WOMEN WILL BE MARRIED...] AND [WITH
F 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?

1270 AVENUE OF THE AMERICAS, NEW YORK, NY 10020 (212) 315-0660

PAGE 4

Date	7/23/84	Title	"Reagan/5 min./#1/NBC" 4:54
Client	Reagan-Bush '84	Comm'l. ID#	QRRP-0275

AUDIO

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

REAGAN-BUSH '84

The President's Authorized Campaign Committee

"PROUDER, STRONGER, BETTER"
:60

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, NEARY 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?

REAGAN-BUSH '84

The President's Authorized Campaign Committee

"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?



RONALD REAGAN PRESIDENTIAL FOUNDATION & INSTITUTE



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
- **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 outstanding students on our website: 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