

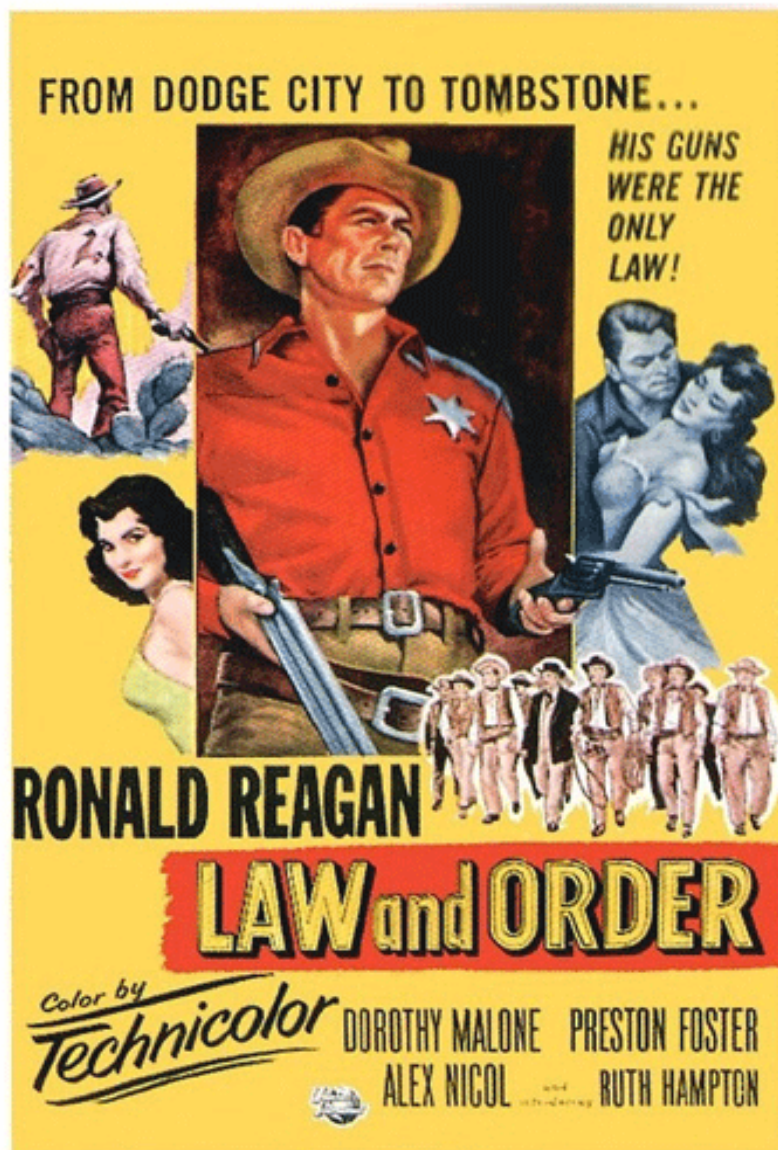
# Reagan Era Notes







# Before National Politics—1964



# Background

- **Sportscaster, actor, President of Screen Actors Guild (SAG), CA governor**
- **“Great Communicator” & funny**
- **Brought conservative beliefs back (favored school prayer, anti-abortion, strong defense)**



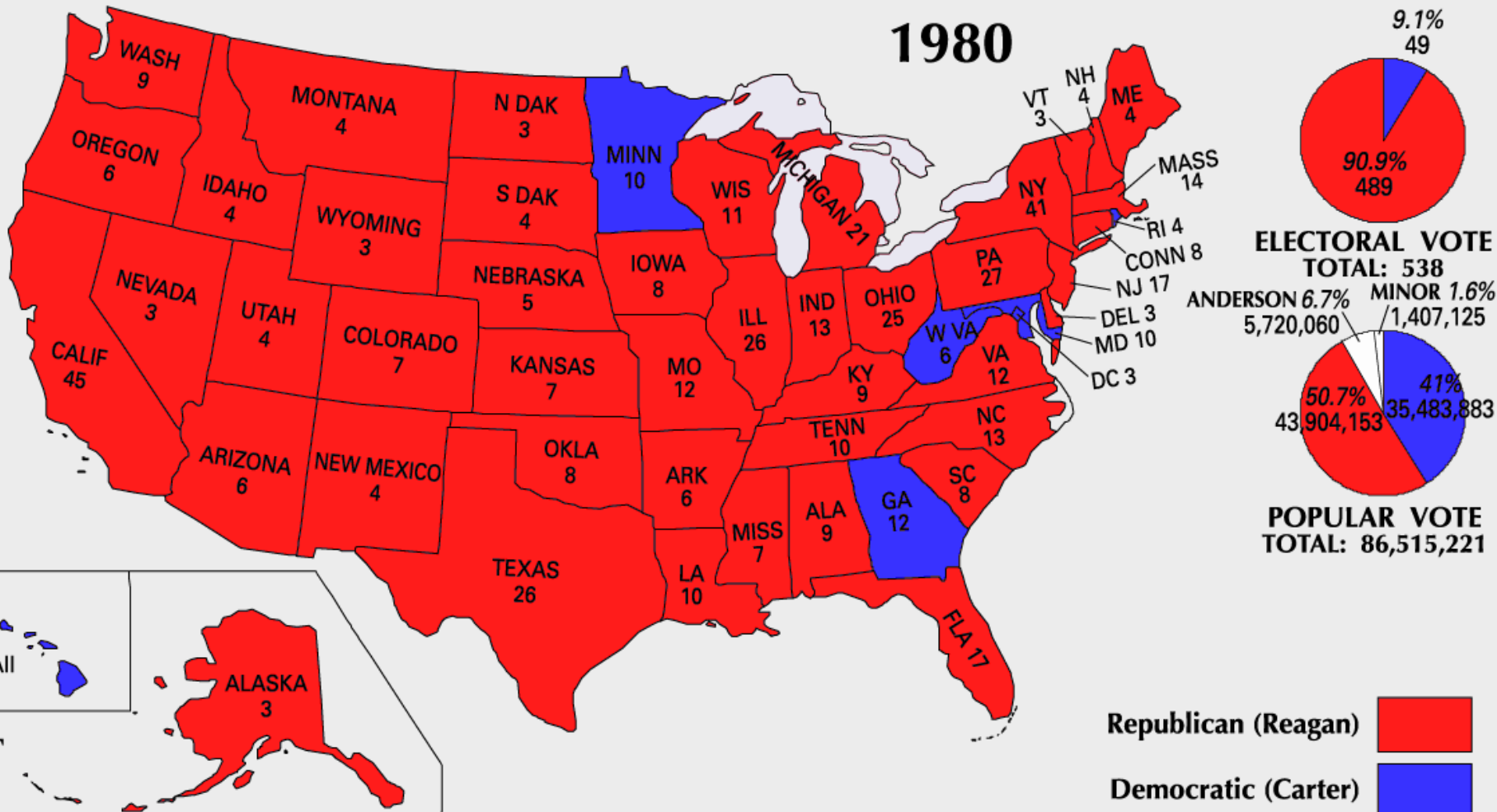






# Election of 1980

- **Democrat – Jimmy Carter**
- **Republican – Ronald Reagan (VP – George H.W. Bush)**
- **Issues: economy, conservative beliefs, Iran Hostage Crisis**



**“A recession is when your neighbor loses his job. A depression is when you lose your job. And a recovery is when Jimmy Carter loses his.”**

**Ronald Reagan**

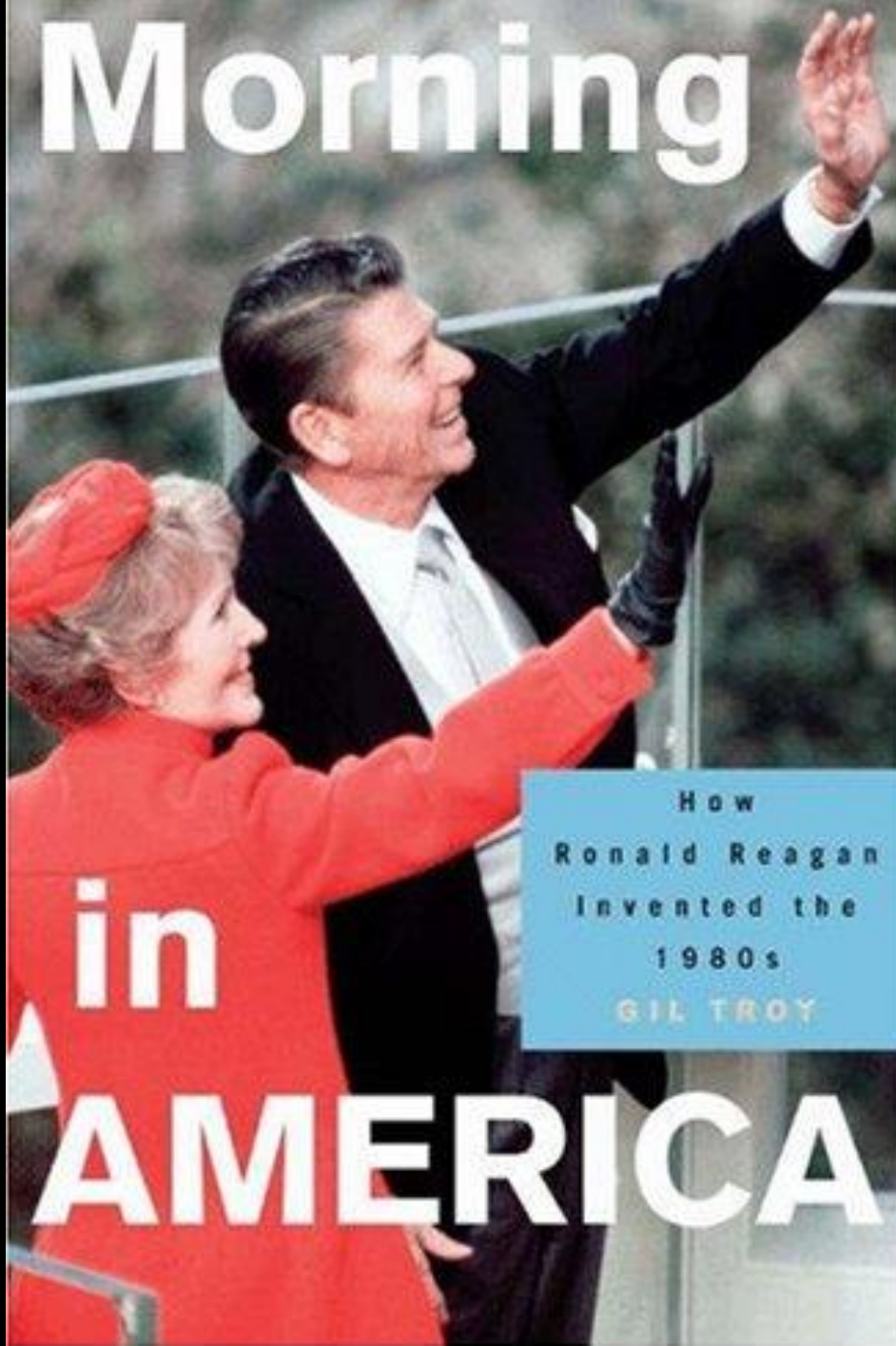




Rare Vintage Authentic Ronald Reagan Election Poster  
1980's



# Morning



How  
Ronald Reagan  
Invented the  
1980s

GIL TROY

in

# AMERICA



# Reaganomics

1. Budget cuts (on social programs)
2. Tax cuts
  - **Supply side-economics** = massive tax cut to wealthy and corporations → trickle down to help others
    - Corporations paid less taxes so could expand and create more jobs
3. Increased defensive spending
  - **Strategic Defensive Initiative** = defensive system that would keep U.S. safe from enemy missiles (**“Star Wars”**)
- **Economy improved by 1983**

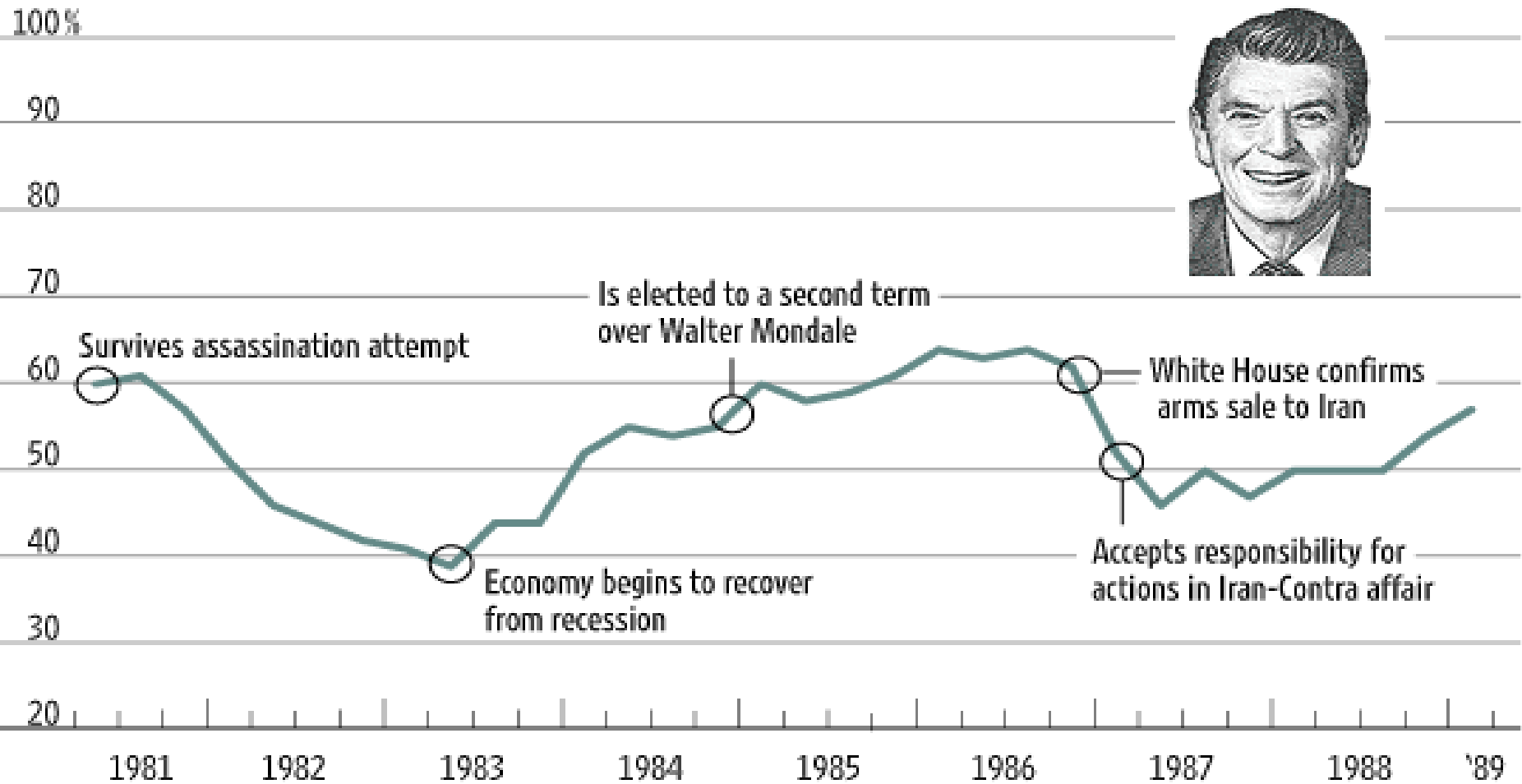




**SDI**



# Reagan Public Approval Ratings



APRIL 4, 1983

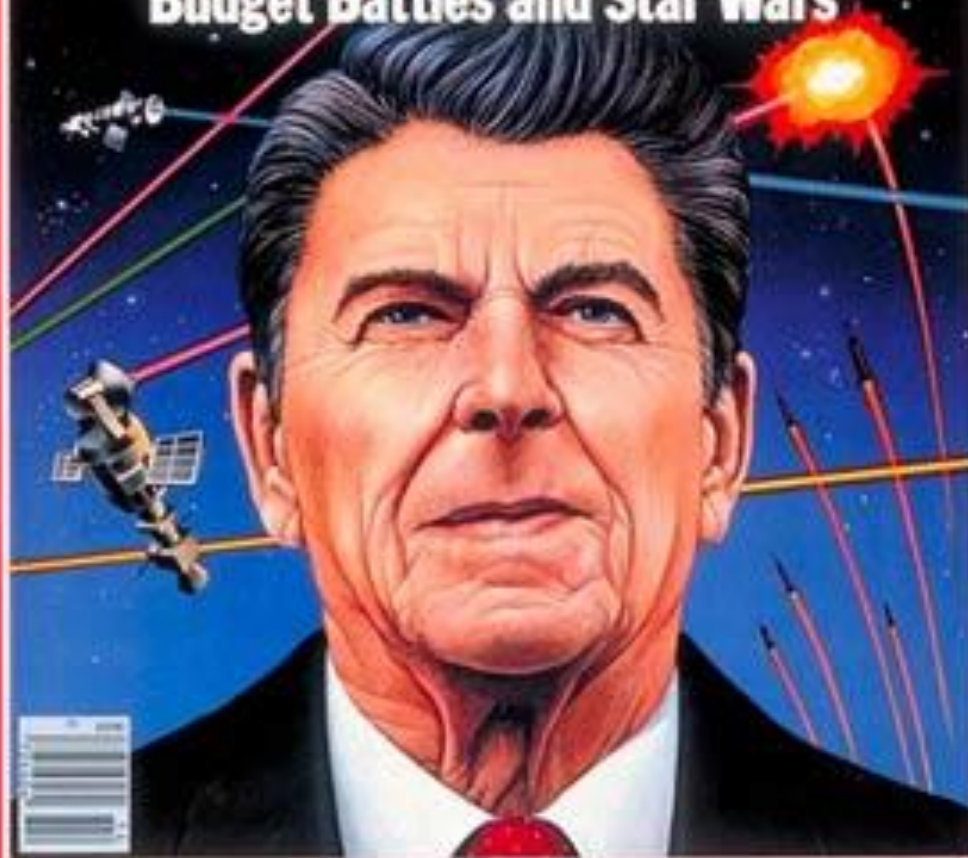
\$1.50

# TIME

## DEFENDING DEFENSE

Budget Battles and Star Wars

**A PIONEER DIES**  
Lessons of the  
Man-Made  
Heart





# Reagan Attempt Assassination—1981 (by John Hinckely, Jr—he wanted to impress actress Jodi Foster)





**“Honey, I forgot to duck”—Reagan said to wife**





**“I hope you fellas are Republicans”—to team of surgeons**







# Left-Right Politics

**Left**

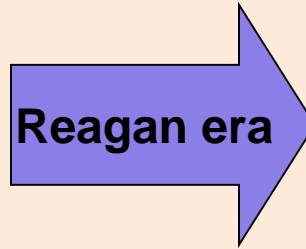
New Deal  
and  
Great Society  
era

Reagan era

**Right**

**more gov. intervention  
in economy**

**less gov. intervention  
in economy**



# Johnson Politics



President

Congress

People



# Reagan Politics



President

People

Congress

# Reagan Media Strategy

- **Consistency** of message
- **Selling the president**
- **Popularity is power**



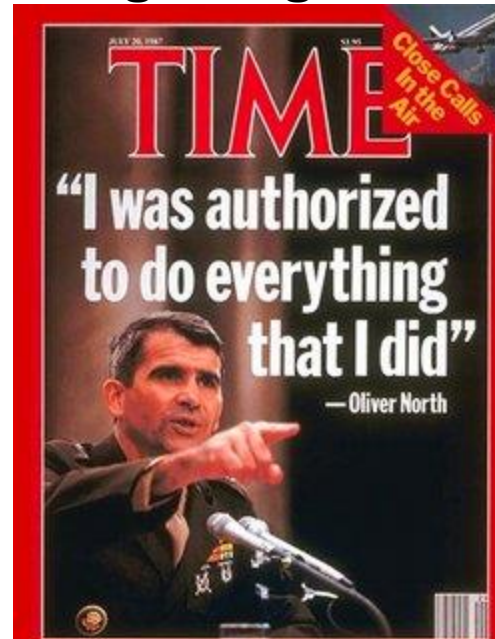
# The Ultimate Example—Berlin 1987





# Iran Contra Affair

- 1983—terrorist in **Lebanon** took several Americans hostage
- Reagan admin. **sold arms to Iran to negotiate** the release of U.S. hostages
  - Part of the **profits from illegal arms sales were given to “Contra” rebels fighting communist gov. in Nicaragua**
- Previously, Congress had prohibited aid to Contras
- Congress held inquiry on the affair
  - Reagan was cleared of any wrong doing but many others took the fall



**Col. Oliver North**

# Iran Contra Affair

**Am. Hostages  
in Lebanon**  
(held by an Iranian  
Group)

**U.S. Sold  
Arms to Iran**  
(we had pledged  
not to do so)

**Profits from  
arms went to  
support Contra  
in Nicaragua**  
(who were fighting  
communists)