

# Eleanor Roosevelt Transformative First Lady Modern First Ladies

Media Relations and the Modern First Lady A Companion to First Ladies America's First Ladies of the Twentieth Century Mr. and Mrs. President America's Most Influential First Ladies Grace Coolidge Pat Nixon The First Ladies of the United States Barbara Bush First Women The American Presidency The History of the Church Missionary Society The American Presidency Women and the Constitution "This Elevated Position-- "The Modern American Presidency The Agricultural Gazette and Modern Farming The Iron Age All the President's Kin Powers of the Presidency Lisa M. Burns Katherine A.S. Sibley Marian Bernice Forest Gil Troy Carl Sferrazza Anthony Robert H. Ferrell Mary C. Brennan Nicola Gillies Myra G. Gutin Kate Andersen Brower Fenton S. Martin Eugene Stock James W. Davis Marjorie Wall Bingham National First Ladies' Library Lewis L. Gould Barbara Kellerman Congressional Quarterly, inc

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media relations and the modern first lady from jacqueline kennedy to melania trump examines the communication strategies first ladies and their teams have used to manage press and public interest in their private lives to promote causes close to their hearts and to shape their public image starting with jacqueline kennedy who was the first to have a staffer with the title press secretary each chapter explores the relationship between a first lady and the media the role played by her press secretary and communication staff in cultivating this relationship and the first lady s media coverage contributors exploring the following questions how effective were the media relations and communication strategies of this first lady and her team what worked and what did not was the first lady a communication asset to her husband s administration and what can we learn from their media relations strategies along with contributing to the scholarship on presidential spouses the contributions to this volume also highlight the important role media relations plays in strategic political communication scholars of communication media studies gender and women s studies political science and public relations will find this book particularly useful

this volume explores more than two centuries of literature on the first ladies from martha washington to michelle obama providing the first historiographical overview of these important women in u s history underlines the growing scholarly appreciation of the first ladies and the evolution of the position since the 18th century explores the impact of these women not only on white house responsibilities but on elections presidential policies social causes and in shaping their husbands legacies brings the first ladies into crisp historiographical focus assessing how these women and their contributions have been perceived both in popular literature and scholarly debate provides concise biographical treatments for each first lady

with a new chapter devoted to hillary and bill clinton s tainted partnership in office and to the present first lady s senatorial ambitions this second edition offers fresh insights into america s paradoxical expectations for its presidential wives and husband deeply engrossing publishers weekly 33 photos

examines the contributions and accomplishments of eleven presidential wives dolley madison mary lincoln nellie taft florence harding eleanor roosevelt jacqueline kennedy lady bird johnson pat nixon betty ford rosallynn carter and nancy reagan

a moving account of the popular first lady s white house tenure taking readers behind the scenes of her strained marriage to the famously taciturn president an insightful look at the coolidges their relationship in the public eye and her contributions to the historical legacy of presidential wives

the first biography of pat nixon in 25 years moves beyond the over simplified appraisals of this oft misunderstood first lady offers a far more complex interpretation than the standard plastic pat caricature and depicts a complicated conflicted but ultimately effective first lady who balanced public responsibilities and private pain

presented in brief are the nation s thirty eight first ladies

a lively account of the outspoken first lady during her white house years showing how the silver fox used her rich experience in politics to master the public relations side of first ladyship with as much skill as any white house spouse

from the 1 new york times bestselling author of the groundbreaking backstairs look at the white house the residence comes an intimate news making look at the true modern power brokers at 1600 pennsylvania avenue the first ladies from jackie kennedy to michelle obama and melania trump one of the most underestimated and challenging positions in the world the first lady of the united states must be many things an inspiring leader with a forward thinking agenda of her own a savvy politician skilled at navigating the treacherous rapids of washington a wife and mother operating under constant scrutiny and an able ceo responsible for the smooth operation of countless services and special events at the white house now as she did in her smash 1 bestseller the residence former white house correspondent kate andersen brower draws on a wide array of untapped candid sources from

residence staff and social secretaries to friends and political advisers to tell the stories of the ten remarkable women who have defined that role since 1960 brower offers new insights into this privileged group of remarkable women including jacqueline kennedy lady bird johnson patricia nixon betty ford rosallynn carter nancy reagan barbara bush hillary clinton laura bush and michelle obama the stories she shares range from the heartwarming to the shocking and tragic exploring everything from the first ladies political crusades to their rivalries with washington figures from their friendships with other first ladies to their public and private relationships with their husbands she also offers insight as to what melania trump might hope to accomplish as first lady candid and illuminating this first group biography of the modern first ladies provides a revealing look at life upstairs and downstairs at the world s most powerful address

this is a thoroughly revised in depth analysis of the american presidency by a major scholar in the field the main goal of the text is to explain how the president s ability to implement policy is circumscribed by several major factors the madisonian separation of powers the decentralized power structure in congress the number of cross party coalitions needed to pass legislation a slow moving federal bureaucracy and the powerful influence of special interest groups opposed to many presidential initiatives included in this second edition is coverage of the first two years of the clinton presidency and a special chapter on the emergence of the presidential branch the white house staff and its displacement of the cabinet and the executive departments as the foremost decision making agents in the federal government a unique chapter not found in other texts since highly unstable relations between the president and congress have become the hallmark of our national government especially in this era of divided government a new chapter on the president and congress has been added to the text the growing role of the vice president an original chapter in the first edition has been expanded and updated to include the gore vice presidency the chapter on proposed reforms of the presidency received wide approval in the first edition in the second edition special attention is devoted to the proposal to abolish the electoral college and replace it with direct election of the

president this edition focuses heavily on the activist presidential leadership of the modern presidency but notes its perishable nature high presidential approval ratings as George Bush demonstrated cannot be stockpiled or deposited in the bank to be drawn upon later along the way the author makes several major points 1 the excessive demands that the American public imposes on its presidents threaten to turn the nation's highest office into a series of one term presidents 2 the decline of political parties as vehicles for mobilizing presidential support has forced the nation's chief executive to go over the heads of Congress and directly to the public to solicit support for his policies and 3 the emerging dangers of electronic democracy and national referenda and the potential rise of a plebiscitary president all pose more imminent threats to our shared powers system than most presidential watchers have been willing to concede

this catalogue is an introduction to the National First Ladies Library and the study of first lady history the National First Ladies Library consists of the Saxton McKinley House and the Education and Research Center located in Canton Ohio it is a national historic site the chapters on first lady history and how it serves as a window to women's history presidential and political history and also social and cultural history are intended as introductory overviews while these chapters support the National First Ladies Library mission that first lady history has been an important and undervalued element in the study of American history they provide only brief summaries of several examples in each category exploration and new research into the fuller story of each woman and how they may have affected history are part of the broader intent the National First Ladies Library hopes to prompt back cover

the modern American presidency is a lively interpretive synthesis of 20th century leaders filled with intriguing insights into how the presidency has evolved as America rose to prominence on the world stage Gould traces the decline of the party system and the increasing importance of the media resulting in the rise of the president as celebrity 36 photos

a provocative guide to the first families from the Kennedys to the Reagans examines the different and

important roles that family members play in presidential politics

powers of the presidency second edition thoroughly examines the formal and inherent powers of the nation's foremost elected office beginning with a look at the constitutional origins of presidential power each chapter traces the historical development of presidential authority up to contemporary times

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