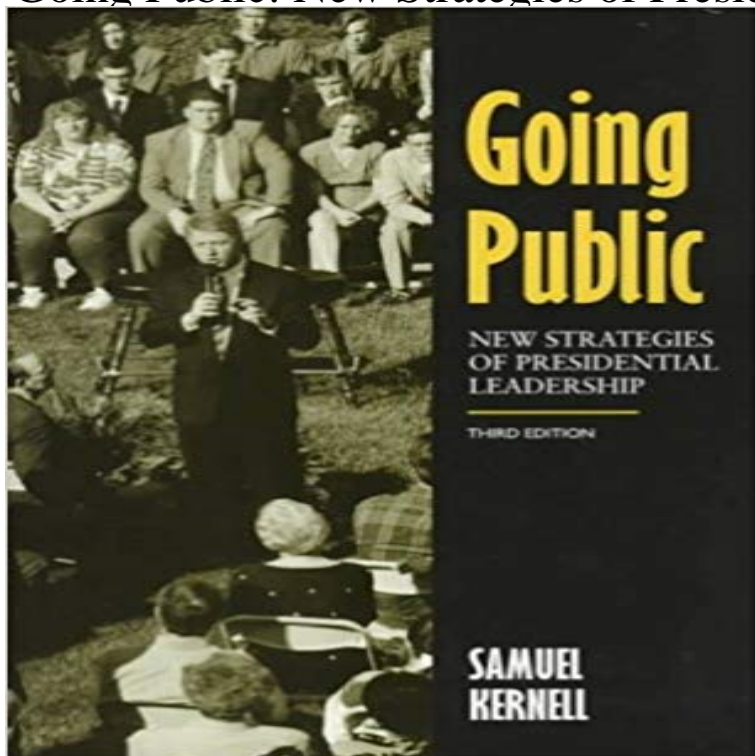


Going Public: New Strategies of Presidential Leadership



In this new edition of his authoritative work, Samuel Kernell examines the increasingly frequent presidential practice of going public - appealing for support directly to the American public, often bypassing Congress. Updated to include timely analyses of the public strategies of President Clinton, who by most measurements has engaged in more public activities than any other president, the third edition carefully traces the history of this practice and explores the key political role played by the news media. Trends in presidential speeches, public appearances, and travel receive special attention as does the influence of public opinion. Kernell contends that the presidential practice of going public has fundamentally altered the relationship between the executive and legislative branches. He supports his argument with many examples of going public from recent presidencies.

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