

HANDOUT

# 1984 ELECTION



**RONALD REAGAN**  
and George Bush

POPULAR VOTE: 54,455,075  
ELECTORAL VOTE: 525

**REPUBLICAN**



**WALTER MONDALE**  
and Geraldine Ferraro

POPULAR VOTE: 37,577,185  
ELECTORAL VOTE: 13

**DEMOCRAT**

Incumbent President Ronald Reagan, dubbed “The Great Communicator” for his ability to connect personally to the electorate, had defeated President Jimmy Carter in 1980 on a platform of strength, optimism, and limited government. Although the policies of this “Teflon President” were not always popular, a large majority of voters liked what they saw.

Ronald Reagan was the **incumbent President**.

Reagan was still running as a “**Washington outsider**” in 1984, advocating a **smaller government** but a beefed up military to confront the Soviet “**evil empire**.”

Reagan’s corporate **tax cuts** and increased **military spending** led to record **federal deficits**.

Reagan called for a Constitutional Amendment to **balance the budget**.

**Cuts in social programs** helped spur growing economic **inequity** between rich and poor.

Reagan **opposed affirmative action** but received significant African American votes.

Many historically Democratic voters switched to become “**Reagan Democrats**.”

Reagan’s “**Tuesday Team**” of campaign managers was made up of top advertising agency talent.

**Market research** encouraged simple upbeat commercials such as the “Morning in America” series.

Walter Mondale was **Vice President under Jimmy Carter**.

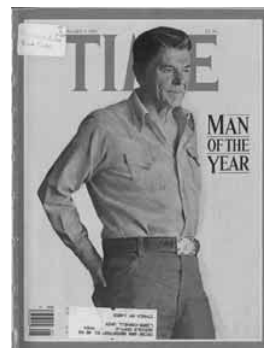
Mondale was successfully labeled by Republicans as a “**tax and spend liberal**” who was “weak on defense.”

Mondale supported a **reduction in military spending** and pledged to **raise taxes** to pay for federal programs.

**Geraldine Ferraro** was the first female vice presidential candidate on a major party ticket.

**Jesse Jackson’s** “Rainbow Coalition” pushed the Democratic Party to the left.

FDR’s solidly Democratic **New Deal Coalition** of organized labor, African Americans, and urban voters fell apart as many abandoned the Democratic Party to vote for Reagan.



Time magazine cover with Reagan as “Man of the Year”

**What political position is Time magazine taking with this article? Should news outlets, such as Time, be non-partisan?**

**“The visual is as critical as what we are saying.”**  
-Michael Deaver, President Reagan’s Deputy Chief of Staff