

## Going Public: President Obama and Major Sporting Events

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### Abstract

*This paper examines the tool of 'going public' and how modern presidents are wielding it more than presidents of the past. Modern presidents have begun to directly appeal to the American public in order to gather support for one's policy positions. If sufficient support can be gathered, public opinion on these issues can put pressure on other politicians to take notice and, support these policies as well. President Obama has pioneered the going public movement in different ways than presidents of the past. Unlike modern presidents before him, President Obama has used soft news sources, especially major sporting events, as a means of going public. During almost every major sporting event that occurred in the United States during President Obama's two terms, he could be seen giving a televised speech to the millions that were tuning into watch the game. When analyzing speeches that President Obama has given during sporting events, he spoke about both sports and politics, yet during sporting events with higher viewership ratings, President Obama would speak more about politics than sports. On the contrary, during sporting events with smaller viewership ratings, President Obama would speak more about sports than politics. President Obama used his love for sports as a platform for going public to reach out to millions of citizens that he might not have reached otherwise.*

A popular American tradition is U.S. championship teams of various sports visiting the White House. In fact, pictures and video clips from these visits make the front page news. Ethan Trex of *Grantland* reports, that "President Andrew Johnson seems to have opened the White House gates when he hosted Civil War baseball powerhouse the Brooklyn Atlantics in August 1865" (Trex 2011). Over the next few decades, sports teams would occasionally be invited to the White House but it wasn't until President Reagan that seemingly every professional sports team that won a championship would get a special invitation. Since then it has become common practice and President Obama is no exception to this tradition. President Obama has invited nearly every championship sports team from NASCAR, numerous NCAA sport teams, Little League baseball teams, NFL, NBA, MLB, MLS, Olympic teams, and even the winner of the Westminster Dog Show. Yet, Obama has pioneered the relationship between sports and the Head of State to a much greater degree than past presidents have. He not only has invited sports teams to the White House but he also makes appearances at sporting events and many sports broadcasts. This goes back to the 2008 presidential elections, weeks before Election Day, when President Obama had an interview on Monday Night Football, during halftime, with Mike Tirico. After he was elected president it was no different, he made appearances as a play-by-play commentator during a basketball game between Duke and Georgetown, has placed direct calls to a popular sports talk radio shows, such as, *The Herd*, and his most recent appearance on a sports broadcast was minutes before the 2014-2015 NFL Super Bowl. As the majority of the nation sat down to watch one of biggest sporting events of the year, Obama took the opportunity to speak to the general public on NBC's pregame show with Savannah Guthrie (ESPN 2015). In addition, when he is not on sports broadcasts, Obama has also been very public about sports issues that have risen up such as concussions and childhood obesity, in which he actively lobbied for Michelle Obama's "Let's Move" campaign that partnered with the NFL's "Play 60" which influences kids to do at least 60 minutes of physical

activity daily. He was also very active in lobbying for a college football playoff system, which was eventually created in 2013 (ESPN) (CBS Sports).

President Obama's love for sports is apparent, but his love of basketball resonates deeper than the rest. He can often be found playing basketball with political officials like Arne Duncan, United States Secretary of Education. In fact, President Obama had the White House tennis court modified so it could be used for both tennis and basketball. The White House did have a small outside basketball court before this, but the new modified tennis courts allow enough room for a full court game of basketball. This court has been used for many pick-up games that the President has hosted, including games of P-I-G ([www.whitehouse.gov](http://www.whitehouse.gov)). President Obama even has his own yearly segment on ESPN, called "Barack-etology", where he fills out NCAA Men's and Women's Basketball Tournament brackets with ESPN's Andy Katz (ESPN). President Obama even took David Cameron, UK Prime Minister, to his first basketball game during an NCAA Tournament game (Newton-Small 2012). Recently, while speaking on the sports radio show, *The Herd* on ESPN, Obama was quoted as saying, "I spend most of my time watching ESPN in the morning. I get so much politics I don't want to be inundated with a bunch of chatter about politics during the day" (Politico 2014). Obama has often surmised that even the leader of America starts his morning off like many sports fans do, watching ESPN with their morning breakfast.

By allowing the general public transparency into the president's personal life involving sports, whether it be at sporting events or talking about sports, it portrays the image of an "average joe" who enjoys the indulgencies of the American sports dichotomy, such as "a nice, cold beer" while watching a basketball game, instead of simply the the most powerful political figure in America. Another modern president that loved sports was Ronald Reagan. He was known for giving calls to athletes and coaches after big games. "Reagan eventually figured that if a post-game phone call to an NFL player or head coach was good public relations, it would be even better for his approval ratings if he actually invited an entire team to the White House" (Seidman 2012). President Reagan would not only use his love for sports for personal pleasure but also as a way to win over the general public's approval. He knew if he could win over the general public with sports it would cause the process of "going public" to be tilted in his favor from the beginning. Going public is Samuel Kernell's theory, which is "the process of reaching out to the American public to garner support for one's policy position(s) - sufficient support that other public officials will take notice and, due to the pressure of public opinion, support your policies as well" (Morris 2010 pg. 97). Reagan also dramatically increased the amount of minor addresses he made in an effort of "going public." When the amount of presidential addresses in the first three years of a presidency is compared between Obama and Reagan, Obama triples the amount of Reagan's addresses. It is important to note that many of the addresses were only minor, meaning speeches that were not broadcasted to the entire nation (Pika Maltese 2014). This shows that President Obama is taking advantage of the bully pulpit that being Chief Executive of America provides him, and it is evident by the amount of addresses he made in the first three years of his first term as president. He is using the large platform the presidency offers by going public like no president has before, by making numerous appearances on sports broadcasts.

A great deal of this research on President Obama and his love for sports focuses on the question: What are the effects of having a president that is not only passionate about sports but also makes numerous appearances on sport broadcasts? To answer this pertinent question, it is important to look at President Obama's appearances on these sports broadcasts and discern exactly what he is discussing during the broadcasts. President Obama's rhetoric is important because it will allow one to more properly analyze the research question. I believe it is also important to look at the particular sporting event or time that he makes these appear-



ances. If Obama only speaks at large events such as the Super Bowl, then he may just be taking advantage of the large audiences that will already be viewing in to see the particular event. It might also be of interest to research if the president's possible sports decisions, like filling out a NCAA bracket, were made with political bias or were the picks based on his real sport knowledge. My general hypothesis of President Obama and his love for sports is as follows: When President Obama speaks at sporting events he focuses only on sports-related topics.

### **Examination of Prevailing Literature**

Presidents have always spoken directly to the public and used rhetoric as a means to convey messages to the general public. However, the modern president has benefited from technology as new advancements have made travel easier and created an abundance of media outlets to choose from.

As Congress is constitutionally set up to check the Executive branch, there is always going to be constant friction between the two branches of government. This is one major reason that presidents will choose to go public: "a strategy whereby a president promotes himself and his policies in Washington by appealing directly to the American public by going over their heads to enlist constituents' pressure is a tactic that was known but seldom attempted during the first half century" (Kernell 2007 2). By going public, a president is able to bypass Congress and look to the general public for support. Presidents do this by making plenty of speeches and public appearances on various media outlets aiming to affect public opinion to put pressure on Congress. Theoretically, Congress has no choice but to adhere to the demands of the general public, or risk losing re-election. Kernell argues that going public has become a prominent strategy not only because of the advancements in technology but also due to increased governmental complexity.

Modern presidents are going public more than ever, as presidential travel data shows. Foreign travel by presidents has increased eight fold over the past 60 years; domestic travel has increased six-fold. Public appearances by presidents have also increased during this time period, "Truman averaged fewer than five public appearances during the first three years of his first term George W. Bush averaged over 140" (Morris 2010 99). Kernell suggests that the political landscape will continue to shift in favor of going public as changes in politics and advancements in technology and transportation continue to make it easier for presidents to reach individuals directly (Kernell 2007). In light of this, Kernell tests whether going public is an effective tool in getting legislation passed. Kernell (2007) looks at the media strategies of former Presidents Clinton and Bush as they attempted to pass controversial legislation. Clinton went to the public in an effort to reform health care while Bush went public in an effort to reform of Social Security. Both Clinton and Bush traveled more than previous modern presidents in an effort to persuade public opinion on their political agendas. Kernell explains that although the strategy proved to be effective, both presidents were unable to sway the opinion of the public enough to get legislation passed. Kernell concludes that the strategy of going public can be an effective strategy a president can use in an effort to get legislation passed.

While both President Clinton and President Bush failed with their strategies of going public on massive social issues, President Obama did not. An article from the Washington Times in March of 2010 explained how President Obama was going public to get Health Care Reform passed. President Obama was making numerous public speeches to put pressure on members of Congress to get the bill passed. On March 23, 2010, the Affordable Care Act was signed, suggesting his strategy was successful.

In the case of failed attempts at going public, scholars suggest presidents can still benefit. "Presidential rhetoric itself can have an effect on many elements of public policy, even

if public preferences are not moved. Presidential speech can help a president in crafting a public image of sympathy, toughness, or humanity” (Rottinghaus 2010 pg. 7). Many modern presidents have used what President Theodore Roosevelt called the “bully pulpit” of the presidency as a means of going public. Yet, Rottinghaus argues, “after decades of study on all of this presidential speaking and public attention, we still do not have a full and systematic understanding of when and under what conditions modern presidents are successful at leading public opinion” (Rottinghaus 2010 pg. 1). Rottinghaus’s general hypothesis is that as presidents are making more appearances than ever, there must be some success in leading public opinion but it cannot be successful every time. To test this hypothesis Rottinghaus suggests a “more well-rounded and comprehensive perspective.” He uses historical data from 1953-2001, Eisenhower to Clinton, to test whether going public has a significant effect on getting legislation passed and if there are times when going public is more effective.

After reviewing the data Rottinghaus found that “opinion leadership is simply poor as a general strategy but excellent as a specific strategy” (Rottinghaus 2010, 9). A specific strategy that may be utilized involves the president going public selectively on certain issues as a means to get legislation passed. The “general strategy,” involves the president being open with what legislation passed is going public on all issues. Rottinghaus suggests a president cannot simply rely on going public as a general strategy because there are too many “constraints” on effectiveness. Rottinghaus considers the main constraints to be a “dense political environment and a... truculent media” along with public issues. Alternatively, Rottinghaus found going public to be most beneficial when presidential approval rating is high and when certain events happen that make the general public more susceptible to change. During these times, the president should use a specific strategy of going public (Rottinghaus 2010). Rottinghaus ultimately fails to reject his hypothesis because he believes going public is provisional at best for modern presidents because “Presidents are constrained in leading public opinion except under particular circumstances” (Rottinghaus 2010, 11). However, when used as a specific strategy when multiple variables are lined up in favor of the president, it can be a very powerful tool to get legislation passed.

Although it is evident that modern president go public more now than ever in the past, some scholarly research finds that the results of going public are not as effective as one might think. To examine this paradox, the literature of Andrew Barret in “Going Public as a Legislative Weapon: Measuring Presidential Appeals Regarding Specific Legislation” was reviewed. Barret looks at three modern presidents and 257 specific pieces of legislation that were determined to be significant by not only him but by using other scholarly data by David Mayhew and others. The three presidents that Barret focuses on are Carter, Reagan and H.W. Bush. When looking at the 257 specific pieces of legislation, he found 2,118 separate appeals to the general public. “All three presidents combined averaged less than one general appeal per month for each bill” (Barret 2005 pg. 3). This shows that although presidents are going public more than ever, they may not be speaking about policies that are important. Barret shows that not only were appeals to the public low, but the amount of time spent speaking on these issues was also short compared to issues that were not deemed important by Barret and others. It is important to note that each president did make more general appeals than the last (Barret 2005).

Barret concludes his research by explaining “that going public has become an everyday governing strategy for modern presidents, the president does not necessarily focus his rhetoric on appeals regarding specific legislature” (Barret 2005, 7). Ultimately “going public may be a viable and attractive strategy for only a small number of legislative proposals each congressional session, in particular, only bills that have a relatively equal chance of passage or failure” (Barret 2005 pg. 8). This limits the overall availability to wield this power. With the amount



of overall increase of presidents going public they rarely go public on policies that are of great importance. The evidence that Barret presents overwhelmingly shows that going public is not as effective as one would think with the increase in public appearances (Barret 2005).

One variable presidents try to control is the type of media they use to reach the public. As more media outlets are now available than just the traditional newspapers or regular cable, it has offered presidents many different options when it comes to the types of media outlets they use. One type of media that recent presidents have appeared on are "soft news" sources. Baum and Jamison (2011) describe hard news sources as, "coverage of breaking events involving top leaders, major issues, or significant disruptions in the routines of daily life, and is of higher quality than soft news which lacks a public policy component" (Baum and Jamison 2011, 2). They describe soft news as "information that is either personally useful or merely entertaining" (Baum and Jamison 2011, 3). Baum and Jamison hypothesize that a president would not go on a soft news source as a means of going public or informing the public, but merely as a way to relate to citizens. Thus, Baum and Jamison tested whether individuals can learn political knowledge from soft news sources. They explored four areas of study: "attention to politics, knowledge about politics, political attitudes, and political behavior" (Baum and Jamison 2010, 5).

When Baum and Jamison looked at attentiveness they found soft news "makes political information accessible for politically inattentive viewers" (Baum and Jamison 2010, 7). Soft news makes political news interesting, which enables those individuals who are "politically inattentive" to obtain political knowledge. Regarding knowledge, Baum and Jamison found that individuals can learn passively when there is not an interest or motivation to learn about the specific topic and that individuals are more accepting of information of this kind when it is "presented in a non-conflictual manner" (Baum and Jamison 2010, 10). This is precisely what soft news sources are able to do when presenting political knowledge to individuals that normally show no interest or motivation towards the topic. To show that soft news sources actually offer the ability to pass on political knowledge, Baum and Jamison took information from the 2004 presidential candidates. They then had individuals review the information and found that soft news viewers that were "politically disinterested who read the Letterman version of the transcript—that is, a transcript embedded in a webpage designed to appear like the show's website—reported increased political engagement and demonstrated increased knowledge about Kerry's policy positions" (Baum and Jamison 2010, 10). When the same information was presented to viewers of hard news, it only had effect on older demographics while it had no effect on younger demographics knowledge on the issue. Baum and Jamison explain, that the findings show that some individuals do learn politics through soft news; however, exactly what they learn and how much of it is then retained is still undetermined. The third area Baum and Jamison explored is attitude. They found that soft news has the ability to affect how an individual feels about certain political officials but ultimately, "there is little evidence that soft news causes its viewers to swing to a different side of the political spectrum" (Baum and Jamison 2010, 13). The last area that is looked at is behavior. Baum and Jamison explain that individuals who tend to be politically inattentive or uninvolved in politics who are exposed to political knowledge via soft news on a consistent basis, begin to passively learn political knowledge. When political knowledge is obtained through a soft news source it becomes more appealing to the individual which causes them to retain the information as well (Baum and Jamison 2010). After reviewing all four potential areas of study, Baum and Jamison conclude that going public by appearing on soft news sources can be effective because of the amount of viewers that tune in each broadcast day in and day out. By going public on soft news sources, a president speaks to groups of people that normally would not hear the rhetoric of an issue will not only cause the viewers of the soft news to hear what the president has to say, but most individuals who get their political knowledge from hard news sources will also tune into to see



the soft news. Baum and Jamison ultimately reject their hypothesis as they find that presidents do not go on soft news sources to merely entertain individuals but to give them political knowledge on issues to help sway public opinion (Baum and Jamison 2010).

The theory of going public has been around for over 200 years, however it is no longer just “a subject of only speculation, going public is a strategy modern presidents routinely enlist” (Kernell 2007, 3). The literature reviewed here not only explains how and why the tool of going public is used to get legislation passed, but also shows that presidents are going public at an increasing amount. Data also shows that presidents went public with only a minute percentage of important legislation. While Kernell, Rottinghaus, Baum and Jamison all agree that going public can be effective, they also agree there are constraints and variables that have to be in the favor of the president for this tool to be successful. If everything lines up in the president’s favor then going public can be extremely successful, but it can also be ineffective if things do not line up. With the advancements of technology and travel, presidents have more opportunities than ever to use their rhetoric to sway public opinion as an effective tool to get legislation passed.

## DATA COLLECTION

To test the general hypothesis, when President Obama speaks at sporting events he focuses only on sports-related topics, data was collected from the archives of various media outlets. To collect this data, I researched when President Obama appeared in the media and talked about sports related issues. Most sources came from soft news sources, like ESPN; however, there were also a few that came from traditional, news sources. I then searched multiple video databases to find recordings of those specific appearances. I looked at appearances throughout his whole presidency but limited my search to only look for appearances that coincided with major sporting events. This limited my search to only a few appearances each year and precisely 17 appearances throughout President Obama’s presidency. I limited the search to only media appearances that coincided with major sporting events because that is when most individuals will be tuned into these media broadcasts. I also limited the search because there was simply not enough data to analyze only a specific month or year. Looking at all speeches made on media broadcasts that coincide with major sporting events, will be beneficial not only since the data will provide a more accurate test of the hypothesis but also because I believe the president would also choose to go on a media broadcast when viewers would be at their highest.

To analyze the data of the 17 specific appearances, I will look at the content of each appearance, keeping track of the amount of time that President Obama speaks about sports and how much time, if any, that he spoke about politics. I will record the times of both and then compare them by looking at how much time was spent on each. By looking at the content of the rhetoric of these broadcasts, it allows for one to see if the president is only speaking about the sports or if he is simply using the appearance on these media broadcasts to go public.

One major drawback of this method and looking at data from an extended period of time, is that there could be multiple variables that would influence the topic that the president would speak about and the amount of speeches made. There are too many outside forces that the president cannot control that could determine what he would be speaking about. However, since there is a limited number of speeches that the president has made about sports, it is beneficial to look at speeches throughout the whole presidency and limit the search to those speeches that coincide with major sporting events. It is also important to note that this method, or any single study, cannot produce an end all solution to something as complex as going public. Yet, it can add to the overall discussion.

## DATA ANALYSIS

After analyzing data from 17 speeches that President Obama made during times of major sporting events to test the general hypothesis, *when President Obama speaks at sporting events he focuses only on sports-related topics*, the results found were very interesting. To test the hypothesis, two variables were looked at and the data of both of these variables are listed in Table 1 below. The first variable entailed analyzing the content of these speeches, to see if Obama was speaking about sports or politics during major sporting event appearances.

When it comes to the seven speeches that were made during the NCAA tournament, which were mainly "Barack-etology" segments on ESPN, Obama spoke a total of 2,424 seconds. Of these 2,424 seconds, President Obama spoke about sports for 1,770 seconds and only 654 seconds about politics. President Obama spoke 3 times more about sports than politics.

However, when it comes to the speeches that were made during the annual pre- Super Bowl interview that Obama has taken part of since his first year in office, President Obama spoke three times more about politics compared to sports. During these seven interviews, Obama spoke for 4,057 seconds. Yet, Only 976 seconds were spent talking about sports. While he spoke about politics for 3,081 seconds. It could have been higher but three of the interviews 2009, 2010, and 2014 only aired a short portion of the interview before the Super bowl and showed the rest of the interview the following day. All three of the extended interviews had a minimum of 300 seconds of politics and a maximum of 678 seconds.

To ensure that I was not only looking at these two annual interviews to test my hypothesis, three other speeches were examined. I analyzed one interview that took place between the two games of the Final Four in 2010 with Clark Kellogg, and two separate interviews done during NBA events; an interview with Charles Barkley during the NBA Finals and an interview with Marv Albert during NBA All Star Break. During these three events Obama spoke for 972 seconds; 321 seconds on sports and 651 seconds on politics. In these three appearances, Obama spoke over two times more about politics than sports.

The second variable that was analyzed to test the hypothesis, was the viewership data on these major sporting events. This is an important variable to look at because it allows one to see if there is any connection between the amount of viewers and the content of these appearances. It is important to note that since the NCAA basketball Tournament spans a few weeks, I found the average of all five rounds of the tournament. I believe this method will allow one to accurately analyze the data since most people who would be tuning in to see "Barack-etology" would be more likely to follow the whole tournament because each game of the tournament can affect an individual's bracket.

The major sporting event with the highest viewership is easily the Super bowl. The seven Super bowls that Obama has done a pre-Super Bowl interview, have had an average viewership of 108.8 Million and a high of 114.4. The average viewership of the seven NCAA Tournaments was 7.4 million with a high of 11.3. To look at the other three interviews; Clark Kellogg interview during Final Four games was 20 million, Charles Barkley interview during NBA Finals was 15.4, and an interview with Marv Albert during NBA All Star Break had two million viewers.

When viewership data is compared to the content of Obama's speeches, there is a clear connection that can be made. If graph 1 and 2 are compared with graph 3, which are listed below, one can see this clear connection and the positive correlation between the number of viewership and the amount of time talked about politics. Based on the data in this sample, one can argue that the higher the viewership of the major sporting event, the more time President Obama spent speaking on politics. The average viewership of the 7 NCAA Basketball



Tournament appearances was 7.4 and Obama spoke 73% on sports. Conversely, the average viewership of the Super Bowl was 108.8 and spoke 75% of the time of politics. Out of the 17 sporting events analyzed, any event that had over 15 million viewers, President Obama would speak more about politics than sports, every time. When graphs 4 and 5 are compared, which are also listed below, shows two out of the three other speeches that were analyzed have this positive correlation as well.

The data undoubtedly shows that Obama will speak more about politics when viewership is at its highest and when viewership is relatively low, President Obama will more about sports. The positive correlation of viewership and the content of speeches shows that the large number of individuals that will already be tuned into these major sporting events is affecting what President Obama is speaking about. By taking advantage of the large number of individuals that will already be tuning in for the major sporting events will allow President Obama to reach a group of citizens that he may not be able to reach otherwise. The data shows in the 17 speeches Obama made during these major sporting events he spoke a total of 7,453 seconds. Which, 3,067 seconds were spent speaking on sports and 4,386 seconds speaking about politics. Overall, Obama is speaking 60% of the time on politics during these major sporting events.

## CONCLUSION

With advancements in technology, the modern president has more options than ever to speak directly to the public and statistics show modern presidents are actually going public more than the presidents of the past, even on controversial issues. This is also because it has become incrementally more difficult for presidents to bargain or persuade with other political officials. No longer do presidents follow Neustadt's bargaining theory as a primary strategy for getting legislation passed as the government has become so large and complex because going public is easier than bargaining favors with other political officials.

Data shows that modern presidents are going public more than ever, however, President Obama has pioneered the going public movement in different ways than presidents of the past. Unlike modern presidents before him, Obama has used soft news sources, especially sporting events as a means of going public. Since being inaugurated, President Obama has made appearances on many soft news sources that involved sports and even has annual speeches or interviews every year around the time of the NCAA Tournament and the Super bowl. The knowledge of Obama's love for sports caused me to have the general hypothesis of: When President Obama speaks at sporting events he focuses only on sports-related topics. However, after analyzing the 17 speeches President Obama made during major sporting events, the results show that there is a strong positive correlation between the number of viewership and what Obama speaks about. When viewership was high, President Obama spoke a considerable more amount of time speaking about politics very little about sports and the exact opposite when viewership is low. By going public on soft news sources it allows the president to reach a large audience that the president would not normally have the chance to sway the opinion of. Ultimately, I would unquestionably reject the general hypothesis because while Obama did speak about sports, he spent a majority of the time speaking about politics. Furthermore, it is clear that President Obama is using soft news sources as a tool to get legislation passed and not simply using these appearances to speak about sports.

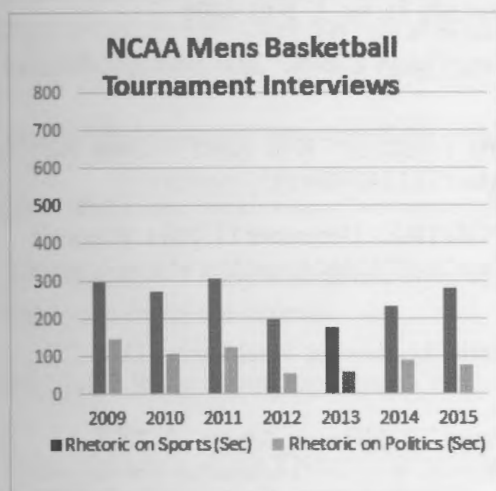


TABLE 1: Speech Data

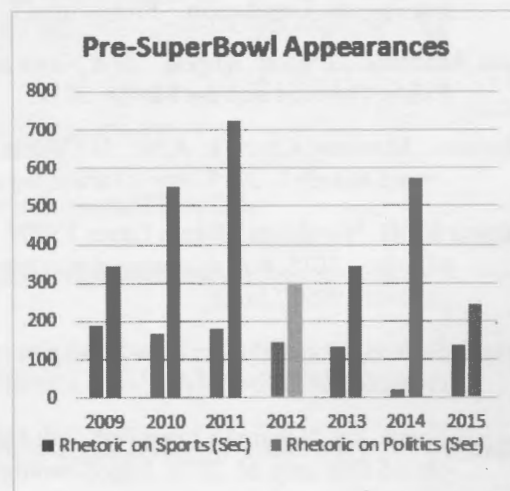
(\*) Represent data that was found to be very significant

NCAA Men's Basketball Tournament:	Rhetoric on Sports (Sec)	Rhetoric on Politics (Sec)	Total Seconds Per Appearance		Viewership Data (Millions)
2009	300	144	444		5.7
2010	270	106	376		6
2011	308	124	432		6.4
2012	198	55	253		6.1
2013	177	61	238		6.7
2014	235	89	324		9.85
2015	282	75	357		11.3
Total=	1770 *	654	2424	Average=	7.4 *
Percentage (For NCAA only) =	73% *	27%			
Super Bowl:					
2009	189	345	534		98.73
2010	168	553	721		106.48
2011	179	723	902		111
2012	147	295	442		111.3
2013	134	344	478		108.4
2014	21	574	595		111.5
2015	138	247	385		114.4
Total=	976	3081 *	4057	Average=	108.8 *
Percentage (For Super bowl only) =	25%	75% *			
Other Major Sporting Events:					
2010 Final 4 Interview w/ Clark Kellogg	134	210	344		20.01
2010 Marv Albert Interview	67	284	351		2
2014 Charles Barkley Interview During Halftime of NBA Championship game	120	157	277		15.4
Total=	321	651	972	Average=	12.47
Percentage (For only "Other")	33%	66%			
Total Amount For All Percentage	3067 41%	4386 59% *	7453		

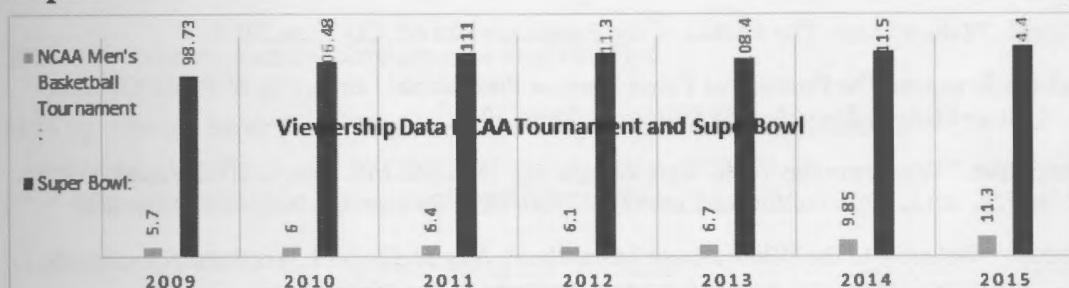
Graph 1:



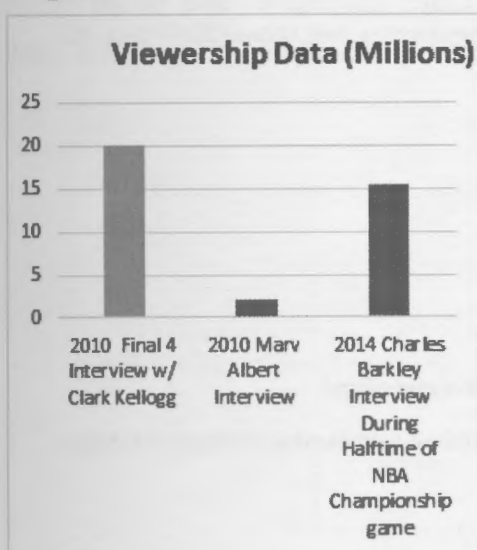
Graph 2:



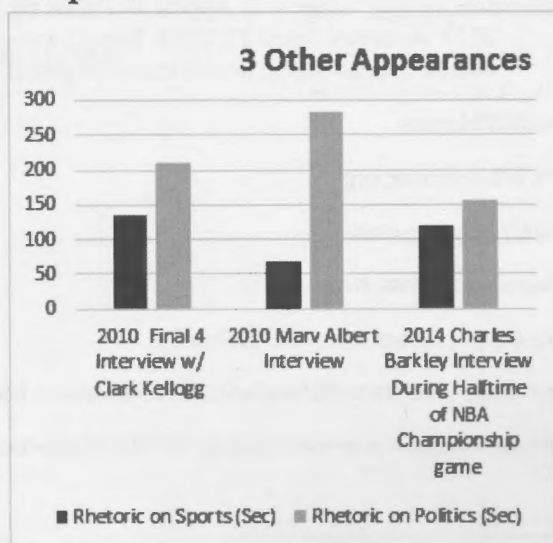
Graph 3:



Graph 4:



Graph 5:





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- [www.WhiteHouse.org](http://www.WhiteHouse.org)
- [www.CBSSports.com](http://www.CBSSports.com)
- All viewership data from:
- <http://www.nielsen.com/us/en.html>
- <http://www.statista.com/statistics/216526/super-bowl-us-tv-viewership/>
- <http://www.statista.com/statistics/269186/ncaa-mens-basketball-tournament-average-tv-ratings/>

Video clips of Obama interviews during sport broadcasts:

Marv Albert of TNT- <http://www.youtube.com/watch?v=clStrctOd-Y>

2010- plays pig with Clark Kellogg at White House w/ interview <http://www.youtube.com/watch?v=Y9JAtl3Jm3k>

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2009- <http://www.youtube.com/watch?v=pAlDJm-KS5Q>

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