**FDR & THE FIRST HUNDRED DAYS March 4– June 12, 1933**

*So, first of all, let me assert my firm belief that****the only thing we have to fear is...fear itself****— nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance. In every dark hour of our national life, a leadership of frankness and of vigor has met with that understanding and support of the people themselves which is essential to victory. And I am convinced that you will again give that support to leadership in these critical days*. 1933 Inauguration Speech by Franklin Delano Roosevelt

**THE GREAT DEPRESSION**

* 1933 deepening Depression evokes terror caused by poverty and unemployment.
* American Industry paralyzed 25% unemployment.
* Farm foreclosures, small, long time family businesses failing.
* Thousands of banks had failed, to take with them deposits and savings.
* Starving people wander streets, food riots broke out, Soup kitchens running out of food.
* In the world Democracy>Dictatorships Hitler’s Germany, Mussolini’s Italy, Tojo’s Japan

**FRANKLIN DELANO ROOSEVELT – FDR**

* A Leader is summoned by the needs of the time. Robert Sherwood: “*When the American people feel they are doing all right for themselves they do not give much thought to the character of the person in the white House, when adversity sets in and problems become too big for individual solution, the people start looking anxiously for guidance”*
* FDR (1882-1945) had been Assistant Secretary of Navy during WWI, runs on the Democratic ticket for VP in 1920, Cox loses to Warren Harding ticket, NY Governor (1929-1933)
* Vacationing on Campobello Island August 1921 falls ill with Polio (Guillain Barre syndrome?)
* Paralyzed, FDR teaches himself to walk short distances using leg braces, very painfully.
* 1932 Election brings a paralyzed man (who rebuilt himself) to rebuild a paralyzed country with a **NEW DEAL** (FDR loved poker and TR had introduced the **SQUARE DEAL**)

*Sixteen Lessons from FDR’s Life on Turnaround Leadership in Turbulent Times*

**1 – DRAW AN IMMEDIATE SHARP LINE OF DEMARCATION BETWEEN WHAT HAS GONE BEFORE AND WHAT IS ABOUT TO BEGIN**

* Day One Inauguration March 4 – Starts with Prayer at St John’s Episcopal Church
* For first time Oath of Office changed instead of “*I Do*” changed to “*I FDR Do*” – more personal.

**2 – RESTORE CONFIDENCE TO THE SPIRIT AND MORALE OF THE PEOPLE. STRIKE THE RIGHT BALANCE OF REALISM AND OPTIMISM**

* ‘The only thing we have to fear’ – from Thoreau *“Nothing is so much to be feared as fear*."
* The American people had not failed -their leadership had; restoration would come with renewal.

**3 – INFUSE A SENSE OF SHARED PURPOSE AND DIRECTION**

* The Nation wants action now, FDR says he will bring proposals to Congress: putting people back to work, provide sound currency, prevent foreclosures of farms and homes.

**4 – TELL PEOPLE WHAT THEY CAN EXPECT AND WHAT IS EXPECTED OF THEM**

* The new Cabinet sworn in at White House, tells them to work as a team for the good of country.
* Declares a shutdown of all banks calling it a “Bank Holiday” – have Congress legislate plan for reopening.

**5 – LEAD BY EXAMPLE**

* Over years of adversity FDR learned to show a demeanor of serenity, confidence & relaxation.

**6 – FORGE A TEAM ALIGNED WITH ACTION AND CHANGES**

* Cabinet members had a bias for **Action** not set in party lines or against change: Attorney General CT lawyer Homer Cummings for relief of unemployed, Treasury Republican William Woodin trustee at Warm Springs Foundation, Interior Republican Harold Ickes, Agriculture Republican Henry Wallace, Labor Liberal Democrat Francis Perkins and first female Cabinet person,

**7 – CREATE A GATHERING PAUSE, A WINDOW OF TIME**

* Attorney General Cummings found obscure 1917 precedent to allow Federal Government to take over banks – Bank Holiday provided window of time to reopen in orderly way.

**8 - BRING ALL STAKEHOLDERS ABOARD**

* FDR brings Congressional leaders for emergency session to enact needed legislation, & leading bankers, also Governors brought in for their input and understanding.

**9 - SET A DEADLINE AND DRIVE FULL-BORE TO MEET IT**

* Banks are reopened one-week later March 13, weak banks shored up with Federal funds.

**10 – SET FORTH AND MAINTAIN CLEAR-CUT GROUND RULES WITH THE PRESS**

* 125 members of press allowed to ask any question at biweekly press conferences, reporters who published untruthful or fabricated stories were banished.
* FDR wife Eleanor Roosevelt (1884-1962) held her own press conferences and only allowed female reporters forcing hiring female reporters.

**11 – TELL THE STORY SIMPLY, DIRECTLY TO THE PEOPLE**

* Sunday March 12 FDR does first radio “Fireside Chat” to explain to public the bank reopening, 60 million people listened. – stock market jumped up 15% with the bank reopening

**12 – ADDRESS SYSTEMIC PROBLEMS. LAUNCH LASTING REFORMS**

* After Banking resolution FDR looks at economic problems – FDR believes the problems caused by unregulated Industrial Capitalism, 2nd Fireside Chat May 7 - when Congress adjourns on the 100th day 15 major bills had passed and signed into law – billions appropriated for massive public works programs, provide direct work relief, ease mortgage distress, safeguard investors, guarantee bank deposits, ensure decent wages, allow collective bargaining, raise agricultural prices, generate public power,

**13 – BE OPEN TO EXPERIMENT. DESIGN FLEXIBLE AGENCIES TO DEAL WITH NEW PROBLEMS**

* New Agencies: Civilian Conservation Corps CCC providing work and development of natural resources, 2 1/2 million men & women would pass thru it – Skokie Lagoons, Starved Rock SP

**14 – STIMULATE COMPETITION AND DEBATE. ENCOURAGING CREATIVITY**

* Public Works Administration PWA led by Ickes sponsored very large construction projects such as Bonneville Dam, the Lincoln Tunnel, LaGuardia Airport.
* Harry Hopkins led the smaller Civil Works Administration CWA and later Works Progress Administration WPA competing for funds with Ickes – among his projects were the Federal Arts Project FAP which painted murals for public buildings, Federal Theatre Project FTP brought art.
* FDR allocated resources balancing larger (Ickes) with smaller (Hopkins), eventually made them friends for life thru a Inspection tour and trip through Panama Canal for fishing.

**15 – OPEN CHANNELS OF UNFILTERED INFORMATION TO SUPPLEMENT AND CHALLENGE OFFICIAL SOURCES**

* Eleanor becomes FDR’s legs, eyes, and ears to go and see what is really happening, giving FDR what he calls the unvarnished truth.
* The Agricultural Adjustment Administration AAA paid farmers to destroy crops and animals to raise prices, Eleanor criticism led to Federal Surplus Relief Corporation purchasing surplus and distributing to the needy

**16 – ADAPT. BE READY TO CHANGE COURSE QUICKLY WHEN NECESSARY**

* Not all programs success, but many are still with us: TVA, FHA, FCC, FDIC

**CODA** (a concluding event, remark, or section)

* FDR’s gift of communication was the vital key to NEW DEAL success – character & Intelligence.

**BIBLIOGRAPHY**

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