PROBLEM-BASED LEARNING
IN LANGUAGE ARTS

The Great Debates
A Problem about How Television Changed the Landscape of the 1960 Presidential Election

Resource Book

Dana L. Plowden
Sara E. Townsend

Royal Fireworks Press
Unionville, New York
Nixon Campaign Materials

http://politicalmemorabilia.com/political-item/
election-of-1960-richard-nixon-experience-counts-buttons
“There is no man in the history of America who has had such a careful preparation as has Vice President Nixon for carrying out the duties of the Presidency”

Dwight D. Eisenhower

Californians in every community are closing ranks behind Dick Nixon—California’s Number One Citizen and California’s enthusiastic choice for President.

It’s Nixon in ’60!

You can help...

www.gatheringspot.net/video/general-discussion/presidential-campaign-ads-1960
We need a President who stands up for his beliefs

Richard Nixon's record speaks for itself

Richard Nixon has won every election in which he has run because he was willing to fight for his convictions. There was no question where he stood.

As an unknown in politics in 1946, his winning margin was 15,592 votes. His freshman term was marked by his work on foreign aid and the Taft-Hartley Act. The public’s reaction? In 1948 he received not only the Republican backing for re-election but a Democratic majority as well. His margin: 141,509 votes.

In 1950, Richard Nixon won his Senate seat with a 680,847 margin, again with Democratic support. His 2.2 million vote topped the Republican registration of 1.9 million.

In 1952, Richard Nixon became Ike’s running mate by popular acclamation. And in 1956 he was re-nominated by unanimous vote.

As all his victories demonstrate, Dick Nixon is as popular with Independents as he is with Republicans. He is truly the man of the people — the one man as big as the job.

With your support, Dick Nixon will win again in 1960!
Kennedy Campaign Materials

www.jfklibrary.org/Asset-Viewer/MljT6Cv-RESNaoh64fm3Wg.aspx
LEADERSHIP for the 60’s
KENNEDY * JOHNSON

www.jfklibrary.org/Asset-Viewer/qipaZlkW0CJ5408uVi3fw.aspx

https://commons.wikimedia.org/wiki/File:1960_Kennedy_for_President_Campaign_Bumper_Sticker.png
"We seek to secure these rights"

1. The right of every American to work as he wants to work.
2. The right of every American to be educated.
3. The right of every American to receive just compensation for his labor, his crops, his goods.
4. The right of every American to live in a decent home in a neighborhood of his choice.
5. The right of every American to obtain security in sickness as well as health.
6. The right of every American to think, to vote, to speak, to read, to worship as he pleases.
7. The right of all people to be free from the terrors of war.

... Senator Kennedy NAACP Rally, Los Angeles

WINNING TEAM

VOTE DEMOCRATIC

KENNEDY FOR PRESIDENT

KENNEDY for PRESIDENT

A time for moral LEADERSHIP
a look at the record

From labor's viewpoint, on key votes—
Jack Kennedy has voted RIGHT 120 times, and WRONG 2 times
Richard Nixon has voted RIGHT 10 times, and WRONG 59 times
(SEE BACK COVER FOR COMPLETE SCORE CARD)

http://library.duke.edu/rubenstein/scriptorium/americavotes/jfk-nixon-labor.jpeg
FACS = FACTS = FACTS

Senator KENNEDY demands

FACTS

ATTENDANCE RECORD*

ABSENTEE
Mean average of Congressional Absenteeism: 12%
KENNEDY: 35%

ECONOMY
Joint Economic Committee met 54 times.
Kennedy’s Attendance: ONCE

ROLL CALL
(86 Congress)
There were 172 roll calls — —
Kennedy ABSENT 129 times!

OLD AGE
Senatorial Committee on the Aged
Held 20 Meetings
Kennedy’s Attendance: NONE!

AFRICA
As chairman of subcommittee on
African Affairs
Kennedy has not called a meeting
IN 15 MONTHS!

DISARMAMENT
Kennedy has been a member of
Senatorial Committee on Disarmament
Since 1958
His Attendance: ONCE!

* These facts can be verified by Congressional Record.

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38 - 42nd Street, San Mateo, Calif.