

PROBLEM-BASED LEARNING
IN LANGUAGE ARTS

THE GREAT DEBATES

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



Resource Book

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NIXON CAMPAIGN MATERIALS



<http://politicalmemorabilia.com/political-item/election-of-1960-richard-nixon-experience-counts-buttons>



<http://ronwade.freesevers.com/nix14.jpg>



www.loriferber.com/nixon-lodge-1960-campaign-bumper-sticker-day-glow-experience-counts.html

RICHARD NIXON



"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

Federal aid to needy areas for school construction, but he opposes any Federal subsidy of teachers' salaries which, he feels, would lead to Federal control of education.

He supports housing measures to help private enterprise give America the housing it needs.

He opposes the Forand Bill because it imposes direct Federal control over the individual's welfare, depriving him of freedom of choice. He favors Federal participation in a voluntary medical care program for the aged.

3) He is against segregation and discrimination.

As chairman of the President's Committee on Equal Job Opportunity, he has played an important role in eliminating discriminatory hiring by firms under Government contract.



We need a President who can get things done

Richard Nixon has the know-how

Richard Nixon is a skilled statesman with long experience both as a Congressman and a Senator. He knows how to organize the implementing action without which, under our democratic system, the noblest goals cannot be achieved. He recognizes politics as "the art of the possible."

legacyamericana

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!

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Why America needs Richard Nixon



www.4president.org/brochures/1960/nixon1960brochure.htm

KENNEDY CAMPAIGN MATERIALS



www.jfklibrary.org/Asset-Viewer/MljT6Cv-RESNaoh64fm3Wg.aspx



www.jfklibrary.org/Asset-Viewer/qipaZlLkW0CJ5408uVi3fw.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



Senator Lyndon B. Johnson of Texas is the Democratic candidate for Vice President. As Senate Majority Leader he led the fight for the enactment of the Civil Rights Bills of 1957 and 1960. Senator Johnson has pledged to "campaign from one coast to the other on the platform of the Democratic party."

VOTE DEMOCRATIC

**Human rights
Kennedy cares
Kennedy acts**



KENNEDY
FOR PRESIDENT
JOHNSON
FOR VICE PRESIDENT

CITIZENS FOR KENNEDY AND JOHNSON,
281 CONSTITUTION AVENUE, N.W., WASHINGTON, D.C.

A time for moral LEADERSHIP



KENNEDY
for PRESIDENT

<http://library.duke.edu/rubenstein/scriptorium/americanvotes/jfk-civilrights-flyer.jpeg>

**Only KENNEDY
has gone to the
people**

**KENNEDY
THE VOTE-GETTER**

1946-1952 won three successive terms in the House of Representatives, each by an increasingly wide margin.

1952 defeated Henry Cabot Lodge by 70,000 votes in Massachusetts race for the U.S. Senate.

1958 broke all vote-getting records in winning re-election by 873,000 votes, carrying every city and county in Massachusetts, winning by a 2-1 margin.

1960 took his case to the voters of the country, running in seven Presidential primaries and winning them all. Kennedy received almost two million winning votes.

**“... give me
your
voice,
your
hand,
your vote”**

**for a strong
PRESIDENT**

**VOTE FOR
KENNEDY**

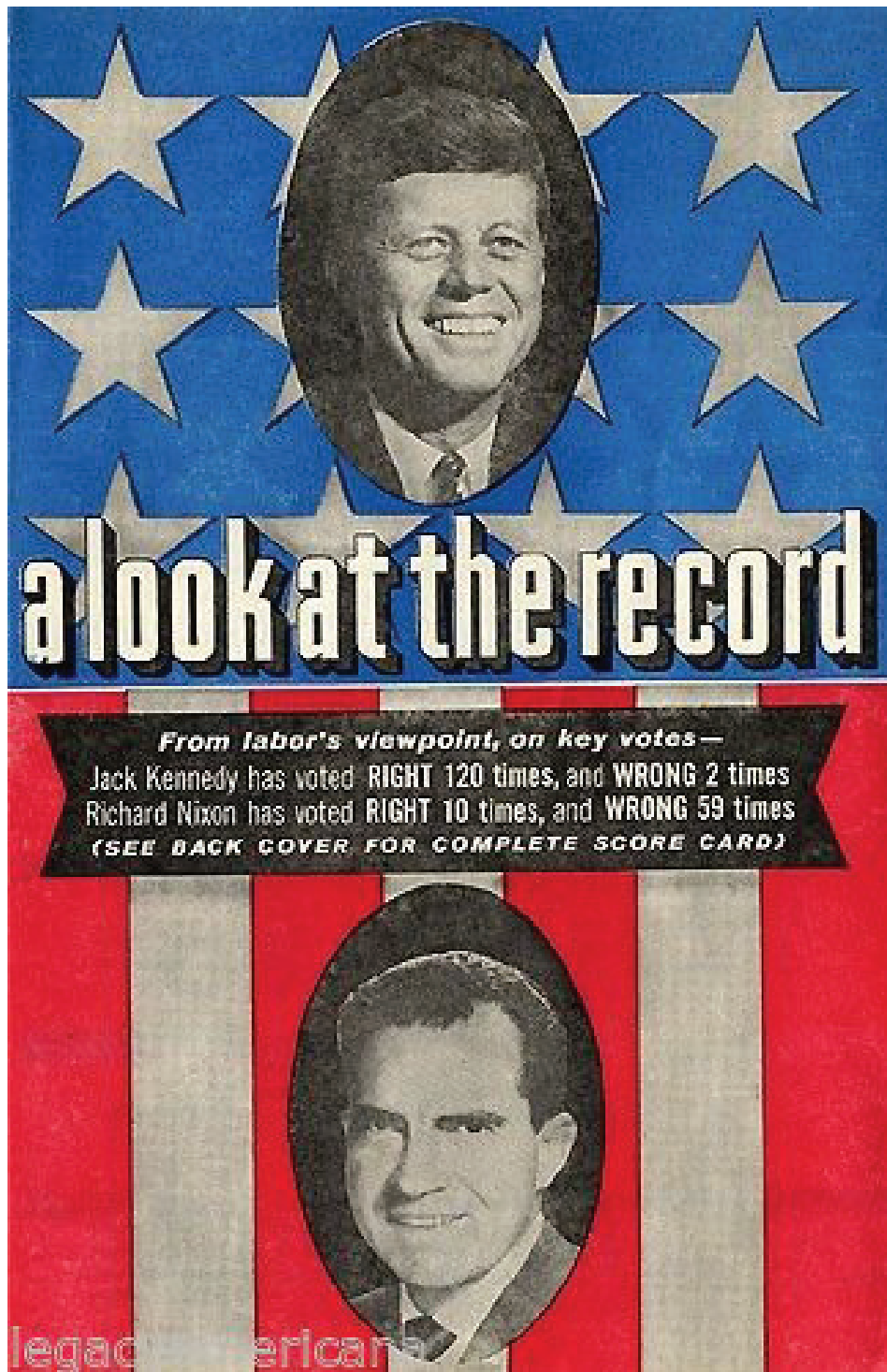
**A NEW LEADER
FOR THE 60's**

**KENNEDY
FOR
PRESIDENT**

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Democratic National Committee
300 Connecticut Avenue, N.W., Washington, D.C.

www.4president.org/brochures/1960/jfk1960brochure.htm



<http://library.duke.edu/rubenstein/scriptorium/americanvotes/jfk-nixon-labor.jpeg>

FACTS = 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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