

HANDOUT

# 1960 ELECTION



**JOHN F. KENNEDY**  
and Lyndon B. Johnson

POPULAR VOTE: 34,227,096  
ELECTORAL VOTE: 303

**DEMOCRAT**



Kennedy was a U.S. **Senator from Massachusetts**; Johnson was Majority Leader of the U.S. House of Representatives.

Television viewers of the **first televised debate** thought Kennedy won.

Kennedy received endorsements from **civil rights leaders** and ran advertisements in African American newspapers.

Democrats reached out to **Spanish-speaking voters**, and Kennedy ran the first TV commercial in Spanish that featured his wife, Jackie Kennedy.

Kennedy warned (inaccurately) of a **“missile gap”** between the U.S. and the Soviet Union.

Democrats saw the first successful use of **polling data** to help focus the Kennedy campaign.

Kennedy did **strategic campaigning** in key states with the most electoral votes.

Kennedy was the **first Catholic elected President**.

**Catholics** were 23% of the national population and voted for Kennedy 80% to 20% over Nixon.



**RICHARD M. NIXON**  
and Henry Cabot Lodge

POPULAR VOTE: 34,108,546  
ELECTORAL VOTE: 219

**REPUBLICAN**

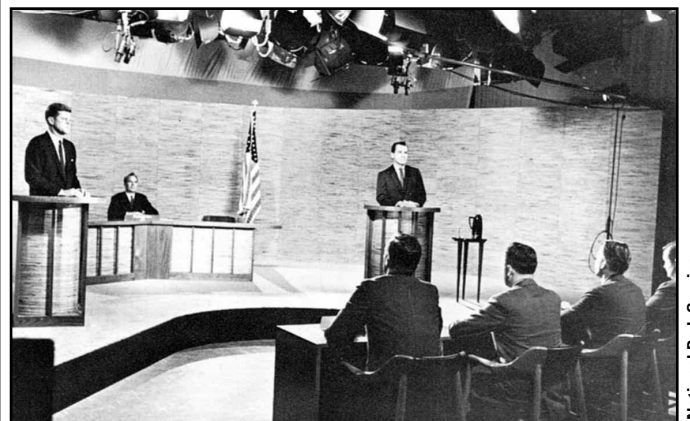
Nixon was the **incumbent Vice President**.

Those listening to the first televised **debates on the radio** thought Nixon won.

Nixon held a 4-hour **“telethon”** the night before Election Day.

Nixon committed to **campaign in all 50 states**, which he did, but it exhausted him (during the debates he looked tired).

**Protestants** voted for Nixon 62% to 38% over Kennedy



First televised debates - Sen. Kennedy and V.P. Nixon

National Park Service

**“It was the picture image that had done it – and in 1960 it was television that had won the nation away from sound to images, and that was that.”**

- Historian T.H. White on TV viewers’ poll that Kennedy had “won” the debate