1960: The First Mass Media Election

Name_____ Period_____

As you read the article, answer the following questions.

1. Who were the two major party candidates for President of the United States in 1960?

2. How did the first televised presidential debates impact the election? Give two specific examples.

3. Who was the first presidential candidate to use television ads when running for president?

4. In the Nixon TV ads, what was the focus of the Nixon campaign? (What did they focus on?)

5. In the Kennedy TV ads, what was the focus of the Kennedy campaign? (What did they focus on?)

6. How did President Kennedy use television during his presidency? Give two examples.

7. How did TV debates play a role in the Presidential Elections of 1976, 1984, and 1992?

8. According to Professor Beasley, how did the 1960 election impact modern day campaigns?

~ The End ~