



**Impact!**  
**American Presidential**  
**Campaigns from 1960 - 1980**  
**Six weeks - Twelve sessions**  
**Syllabus**

September 14 - October 20  
(Monday and Tuesday  
12noon - 1 PM EST)

**Required Reading**

Articles as determined

**Workshop Purpose/Description**

This workshop will analyze two decades of American presidential campaigns. The twenty years and numerous candidates changed the political system, how we view politicians, and their campaign. The lessons we learn from them can still be seen in the campaigns of today.

**Workshop Goals and Objectives**

Students will leave the workshop understanding the basic fundamentals of political campaigns for the presidency and any elective office. In addition, students will be able to draw upon the lessons of history in examining the current campaign climate.

**Project:**

Work with real world campaign scenario(s) to win the moment (subject to change)

**Segment One: 1960**

The Image: The Campaign to Make JFK President  
Historical Set-up  
JFK: From War to Washington  
Richard Nixon: From War to Washington  
IKE and Nixon  
1958  
The Campaign  
Impact on History and Today

*Reading Assigned*

*Special Project Begins*

**Segment Two: 1964**

The Brand: The Campaign to Make LBJ President

Historical Set-up  
Who was LBJ?  
November 22 1963  
The feud between RFK and LBJ  
South Vietnam

The Campaign  
Impact on History and Today

*Reading Assigned*  
*Special Project Updates*

### **Segment Three: 1968**

The Ruckus/The Media: RFK, McCarthy, and the Campaign to make Nixon President

Historical Set-up  
Who was McCarthy?  
The Expanding Role of Government  
McCarthy and RFK  
“You won’t have Nixon to kick around”  
The Campaign  
Impact on History and Today

*Reading Assigned*  
*Special Project Updates*

### **Sement Four: 1972**

The Tricks/The Songbook: C.R.E.E.P.

Historical Set-up  
Who was George McGovern?  
The desire for landslide  
Poling to Know  
McGovern’s Rules Committee  
The Campaign  
Impact on History and Today

*Reading Assigned*  
*Special Project Updates*

### **Segment Five: 1976**

The Tone: The Campaign to Make Jimmy Carter President

Historical Set-up  
Watergate  
“Our long national nightmare is over”  
Who was Jimmy Carter?  
Ronald Reagan challenges the President

The Campaign  
Impact on History and Today

*Reading Assigned*  
*Special Project Updates*

**Segment Six: 1980**

The Inspiration: The Campaign to Make Ronald Reagan President  
Historical Set-up  
Who was Ronald Reagan?  
Iran  
Melee and the Economy  
A Third Party Challenge  
The Campaign  
Impact on History and Today

*Reading Assigned*  
*Special Project Updates*

**Materials Provided:**

Handout  
Articles or WebLinks to Articles  
Speeches or WebLinks to Speeches

**Expectations:**

Students will be prompt for course time.  
Students will engage in dialogue.  
Students will agree to the code of conduct found in the enrollment form.  
Students will perform the course assignment.  
Students will disagree - agreeably.