

## Annotated Bibliography

### *Primary Sources:*

#### Ads

Museum of the Moving Image, *The Living Room Candidate: Presidential Campaign Commercials 1952-2012*. [www.livingroomcandidate.org/commercials/1960/debate-2](http://www.livingroomcandidate.org/commercials/1960/debate-2) (accessed February 1, 2021)

**This ad of Harry Belafonte and John F. Kennedy showed how the Kennedy campaign attempted to gain more African American supporters by having Belafonte endorse Kennedy. I used this ad for my “Campaign Hits the Road” page to show how ads affected people’s vote choice.**

Museum of the Moving Image, *The Living Room Candidate: Presidential Campaign Commercials 1952-2012*. [www.livingroomcandidate.org/commercials/1960/debate-2](http://www.livingroomcandidate.org/commercials/1960/debate-2) (accessed February 1, 2021)

**The ad helped me give a sense of what type of ads the Kennedy campaign released. This ad demonstrates Kennedy’s ability to speak by showing a clip of him from the debate. It also helped me add more context for my TV section in “Campaign Hits the Road”.**

Museum of the Moving Image, *The Living Room Candidate: Presidential Campaign Commercials 1952-2012*.  
[www.livingroomcandidate.org/commercials/1960/most-important-issue](http://www.livingroomcandidate.org/commercials/1960/most-important-issue) (accessed February 1, 2021)

**This ad from Richard Nixon shows his attitude towards certain issues. It also gave me information to put in the TV section of “Campaign Hits the Road”. It showed Nixon being a serious candidate and answering forcefully and strongly to an offscreen person.**

Museum of the Moving Image, *The Living Room Candidate: Presidential Campaign Commercials 1952-2012*.

[www.livingroomcandidate.org/commercials/1960/economic-strength](http://www.livingroomcandidate.org/commercials/1960/economic-strength) (accessed February 1, 2021)

**I used this ad for more context about Richard Nixon’s ads that he released, as well as the topic and overall message for the campaign as well.**

### Newspaper

Hoffman, Fred. “Survey by AP Gives Kennedy a Healthy Lead.” *The Lewiston Daily Sun*, 7 Nov. 1960.

**This newspaper section helped me identify Kennedy’s campaign’s strong traits. I used the newspaper cover as an example under the Newspaper section in “Campaign Hits the Road”.**

Triumph in Cold War, Nixon Pledge to U.S, 1960, *Los Angeles Times*, 29 Jul. 1960

**This newspaper section and title helped me understand Nixon’s policies on the Cold War. I also used the photo of the section as an example under the Newspaper section in “Campaign Hits the Road”.**

Nixon, Kennedy Wage Down-To-Wire Battle, 1960, *Los Angeles Times*, 1960

**This newspaper section showed just how tight the election between Kennedy and Nixon was. I also decided to use a photo of the newspaper section under my Newspaper section.**

### Images

History.com Editors. “Kennedy and Nixon square off in first televised presidential debate.” 24 November 2009, <https://www.history.com/this-day-in-history/first-kennedy-nixon-debate>.

**I wanted to use a photo that showed unity between John F. Kennedy and Richard Nixon. I found this photo and decided to use this for my thesis page. The photo shows JFK and Nixon shaking hands before their first televised debate.**

“When Kennedy Won the Nomination.” *CNN*, Cable News Network, 28 July 2016, [www.cnn.com/2016/07/28/politics/gallery/tbt-1960-democratic-convention-kennedy/index.html](http://www.cnn.com/2016/07/28/politics/gallery/tbt-1960-democratic-convention-kennedy/index.html).

**The CNN article had images of the DNC of 1960, so I decided to use the website for the image of people holding “Kennedy for President” banners under the DNC section in “Party Conventions”. I wanted to use this image to convey the strong support delegates had for Kennedy.**

“Democratic National Convention, 1960.” *Calisphere*, Los Angeles Public Library, 1 Jan. 1960, [calisphere.org/item/e9b6cca7adcdda328331f650a450559b](https://calisphere.org/item/e9b6cca7adcdda328331f650a450559b).

**This image shows John F. Kennedy speaking to the crowd at the DNC. It showed how crowded the DNC was. It also showed JFK acknowledging the crowd. I used this photo to represent Kennedy accepting the nomination of the Democratic party.**

Anonymous. “1960 Republican Convention.” *AP Images*, [www.apimages.com/metadata/Index/Watchf-AP-A-IL-USA-APHS279289-1960-republican-C-/72f4a5b74368479d816cc4b345a7a57a/15/0](https://www.apimages.com/metadata/Index/Watchf-AP-A-IL-USA-APHS279289-1960-republican-C-/72f4a5b74368479d816cc4b345a7a57a/15/0).

**As with the same reason for the DNC photo of the crowd, this image shows the RNC crowd holding up banners of Nixon, as well as signs for the delegates state. I used to photo to show the crowd and the support for Nixon as the delegates wait for the nomination.**

Anonymous. “Richard Nixon with Pat Nixon Campaign '60.” *AP Images*, [www.apimages.com/metadata/Index/Watchf-AP-A-IL-USA-APHS277845-Richard-Nixon-wit-/e453771eee104c05bb2cd920fce46f22/20/0](https://www.apimages.com/metadata/Index/Watchf-AP-A-IL-USA-APHS277845-Richard-Nixon-wit-/e453771eee104c05bb2cd920fce46f22/20/0).

**I wanted to find a photo of Nixon waiting on his nomination for the Republican party ticket, so I came upon this photo of him and his wife, Pat, watching the RNC on a TV. I used this photo under the RNC section.**

Facebook.com/corneliustoday, Newsroom. “GOP Convention: At This Point It Is a 'Go'.” *Cornelius Today*, 1 Apr. 2020, [www.corneliustoday.com/22236-2/](https://www.corneliustoday.com/22236-2/).

**To show the unity between the vice presidential nominee and the Republican nominee at the RNC, I searched for images that showed Lodge and Nixon together. I came across this image and article and decided to use the image under the RNC section. I did read the article but the article was irrelevant to the 1960 Presidential election.**

Pictures, Time Life. "A Typical American Family Gathered around a TV, Showing the Face of..."  
*Getty Images*,  
[www.gettyimages.com/detail/news-photo/typical-american-family-gathered-around-a-tv-showing-the-news-photo/50597901?adppopup=true](http://www.gettyimages.com/detail/news-photo/typical-american-family-gathered-around-a-tv-showing-the-news-photo/50597901?adppopup=true).

**For the first televised debate of American history, I wanted to show an American family watching the debate on TV. I used this photo to represent that.**

"Archives." *Debates* | *JFK Library*,  
[www.jfklibrary.org/asset-viewer/archives/JFKCAMP1960/0991/JFKCAMP1960-0991-015?image\\_identifier=JFKCAMP1960-0991-015-p0004](http://www.jfklibrary.org/asset-viewer/archives/JFKCAMP1960/0991/JFKCAMP1960-0991-015?image_identifier=JFKCAMP1960-0991-015-p0004).

**I found this image while digging through the JFK Presidential Library and Museum archives. I thought that the notes on the debate, as well as other papers, were interesting to see. It also showed the preparation for the debate and the preparation to look good in front of the camera. I did not use the photo, but I did use this as information and for reference.**

## Videos

"CBS News Democratic Convention - 1960-07-11 - 1 of 2" *YouTube*, uploaded by btm0815ma, 18 Oct. 2020, [https://www.youtube.com/watch?v=xgQhJ5HK0ic&ab\\_channel=btm0815ma](https://www.youtube.com/watch?v=xgQhJ5HK0ic&ab_channel=btm0815ma)

**This video helped me understand the 1960 DNC better. I used this as a reference. The video is the CBS live coverage of the 1960 DNC.**

Secondary Source:

### Articles

“Trends and Facts on Newspapers: State of the News Media.” *Pew Research Center's Journalism Project*, 4 Feb. 2020, [www.journalism.org/fact-sheet/newspapers/](http://www.journalism.org/fact-sheet/newspapers/).

**To calculate the amount of newspaper in circulation in 1960, I had to find research about it. I found this website, and I added up the circulation of newspapers during the weekday and weekend together. I then added this information under the newspaper section.**

Law, Tara. “The Most Important Presidential Debates in American History.” *Time*, Time, 26 June 2019, [time.com/5607429/most-important-debates/](http://time.com/5607429/most-important-debates/).

**When I was researching for the debate, I came across this article. This article was interesting and it shed light on overlooked areas, especially about the divide between radio listeners and television watchers. I cited parts of the article.**

Bomboy, Scott. "The Drama behind President Kennedy's 1960 Election Win." *National Constitution Center – Constitutioncenter.org*, 27 Nov. 2017, [constitutioncenter.org/blog/the-drama-behind-president-kennedys-1960-election-win/](https://constitutioncenter.org/blog/the-drama-behind-president-kennedys-1960-election-win/).

**While researching 1960 Election Day, I read this article for research. I knew that the 1960 election was going to be close, but the article showed me that the results were highly contested by the Republican Party. The information that I learned from this article was part of the Election Day section.**

Levy, Michael. "United States presidential election of 1960". *Encyclopedia Britannica*, 1 Nov. 2020, <https://www.britannica.com/event/United-States-presidential-election-of-1960>. Accessed 1 February 2021.

**I used this article for condensed information about the 1960 Presidential election. It helped me understand the important part of the election.**

### Videos

SixthFloorMuseum. "A Time for Greatness: The 1960 Kennedy Campaign." *YouTube*, uploaded by SixthFloorMuseum, 2 Nov. 2016, [www.youtube.com/watch?v=hCpFidrNegw](https://www.youtube.com/watch?v=hCpFidrNegw).

**The video was of edited newsreels and ads by the Kennedy Campaign. I screenshotted a photo in a part of the video. It also gave me a basic idea of the entirety of the 1960 Presidential Election through the eyes of the media and television.**

David Von Pein's JFK Channel. "ELECTION NIGHT 1960 (NBC-TV COVERAGE)." *YouTube*, uploaded by David Von Pein's JFK Channel, 30 Aug. 2013, [www.youtube.com/watch?v=XtOuIqHi8ns](http://www.youtube.com/watch?v=XtOuIqHi8ns).

**For Election Day, I watched this video to look at the media coverage and the anticipation of the results throughout the day. I skimmed through most of the video due to the length of it.**



