

History of U.S. Presidential Elections PMGT 265.18
Dr. Ronald A. Faucheux • Graduate School of Political Management
Spring 2008 • Monday, 7:30 pm • Room 208, MPA

Jan. 14, Class 1

Introduction and Overview.

Extreme Quiz on Presidential Elections.

Critical elections. Trends and historical cycles. Third party candidates. Winners, losers.

Constitutional system, Electoral College.

Discussion of 2008 nomination race. Class submits predictions for SC, MI, NV.

Read pages 1-100 in CQ's Presidential Elections, 1796-2004

Jan. 21, No class (Martin Luther King Day)

Jan. 28, Class 2

Discussion of 2008 primaries.

Electoral College math for 2008 election.

Presidential nominations: caucuses, conventions, primaries, delegates, platforms.

ASSIGNMENTS FOR THESE CLASSES:

Read U.S. Constitution sections on presidential elections, and relevant Amendments.

Read pages 101-192 in CQ's Presidential Elections, 1796-2004

Feb. 4, Class 3

Discussion of Feb. 5 Super Tuesday primary.

Elections in 1789, 1792, 1796, 1800, 1804, 1808, 1812, 1816, 1820

ASSIGNMENTS FOR THIS CLASS:

Assignment #1: Larson book review

Class submits predictions for Super Tuesday primaries

Feb. 11, Class 4

Discussion of 2008 race.

Elections in 1824, 1828, 1832, 1836, 1840, 1844, 1848, 1852, 1856

ASSIGNMENTS FOR THIS CLASS:

Assignment #2: Brief 1824 or 1828 election

Feb. 18 No Class (Presidents' Day!)

Feb. 25, Class 5

Elections in 1860, 1864, 1868, 1872, 1876, 1880, 1884, 1888, 1892

ASSIGNMENT FOR THIS CLASS:

Assignment #3 due: Brief 1860 or 1876 or 1884 election

March 3, Class 6

Elections in 1896, 1900, 1904, 1908, 1912, 1916, 1920, 1924, 1928

ASSIGNMENT FOR THIS CLASS:

Assignment #4 due: Pietrusza book review

March 10, Class 7

Elections in 1932, 1936, 1940, 1944, 1948

ASSIGNMENT FOR THIS CLASS:

Assignment #5 due: Brief 1932 or 1948 election

March 17, No class (Spring Break)

March 24, No class (tentative open date, may be swapped)

March 31, Class 8

Elections in 1952, 1956, 1960, 1964, 1968, 1972, 1976

ASSIGNMENT FOR THIS CLASS:

Assignment #6, White book review due

April 7, Class 9

Elections in 1980, 1984, 1988, 1992, 1996

Distribution of take-home exam (Assignment #10)

ASSIGNMENT FOR THIS CLASS:

Assignment #7 due: Brief 1980 or 1992 election

April 14, Class 10

Elections in 2000, 2004.

Class discussion.

April 21, Class 11

Discussion of the 2008 Election.

Guest speakers

April 28, Class 12

Last class. Discussion of take-home exams.

ASSIGNMENT FOR THIS CLASS:

Assignment #8 due

** The date for each class may be changed at some point during the semester. Announcements will be made in class and/or through e-mail.*

Useful References:

| | |
|------------------------------------|--|
| New York Times | http://politics.nytimes.com/election-guide/2008/primaries/states/index.html |
| CNN | http://www.cnn.com/POLITICS |
| Polls | http://www.realclearpolitics.com/polls |
| Presidential Elections, History | http://www.multied.com/elections http://www.infoplease.com/ipa/A0781450.html http://uselectionatlas.org http://www.presidentelect.org/ http://www.history.com/minisites/uselections http://www-personal.umich.edu/~mejn/election/ |

Required Reading:

Author: CQ Press, Title: Presidential Elections 1789-2004, Publisher: Congressional Quarterly, Incorporated, ISBN: 1568029837

Author: Larson, Title: A Magnificent Catastrophe: The Tumultuous Election of 1800, America's First Presidential Campaign, Publisher: Free Press, ISBN: 978074329316

Author: Pietrusza, David, Title: 1920: The Year of the Six Presidents, Publisher: Carroll & Graf Publishers, ISBN: 9780786716227

Author: White, Title: The Making of the President 1960, Publisher: Atheneum, ISBN: 978068970803

Assignments/Grading:

Assignments #1, #4, #6 (book reviews) 10 points each = 30 points

Assignments #2, #3, #5, #7 (election briefs) 5 points each = 20 points

Assignment #8 (take-home exam) 40 points

Class participation, 10 points

1. **Election Briefs (Assignments #2, #3, #5, #7):** Every student is to write a brief of assigned elections. It is due in hard copy at the beginning of the class scheduled to discuss the election. (A sample brief of the 1960 election follows as a model; the brief can be one page and should be no longer than two pages.) Be prepared to discuss your brief and the specific election in class and to answer questions.

Each brief should be organized to include the following:

1. National conditions/incumbent President/political context/voter mood.
2. Nomination contests: who ran, what happened.
3. Brief description of the major nominees: career backgrounds, personal history.
4. Description of the general election campaign: What happened? What factors mattered most?
5. Major issues: What were the key national policy issues of the campaign?
6. Interesting or unusual aspects of this election/new campaign techniques?
7. Outcome: Who won? Popular, Electoral Vote results?

Feel free to consult any published works to develop your brief.

2. **Book Reviews** (Assignments #1, #4, #6): Write an insightful, analytical 1500-2000 word paper on each of the three books assigned: the Larson, Pietrusza and White volumes. The papers should summarize each book's contents, discuss each book's theme, and analyze the elections, candidates and political conditions each book covers. What insights did you gain from each book? How did the three elections featured in these three books (1800, 1920, 1960) impact your view of the development of presidential campaigning in the U.S.?
3. **Take-Home Exam**. (Assignment #8): You will be given four questions to answer. Each answer is effectively a research paper and must be well documented and demonstrate your familiarity with the course content and relevant literature. You should be prepared to discuss your paper in class.

Additional Requirements:

Students are expected to attend every class. If you cannot attend a class for an unavoidable reason, you must notify the professor in advance.

Assignments must be submitted in hard copy at the beginning of each class due. If your assignment is not submitted timely, you will lose 2 points on each late election brief; 4 points on each late book review; and 10 points on a late take-home exam. If you do not then submit the assignment in hard copy at the next class (or in the case of the take-home exam, within one week), you will lose all points. If you are not able to coherently discuss in class a paper that is due, you will lose points on class participation. There are no exceptions.

- It is the responsibility of each student to timely obtain required books.
- If you would like a detailed analysis of your assignments/papers and the grading, or would like to meet Dr. Faucheux to discuss class work or future career options, please e-mail to schedule. Please feel free to e-mail any time you have a question or would like to discuss general topics/class material.
- If Dr. Faucheux is more than 10-15 minutes late for a class (which should be rare), someone in the class please call him on his cell phone 202-256-8036 to check on his whereabouts since this may be the only means of communication if there is an unavoidable delay.

Contact Information:

Ron Faucheux, Cell 202-256-8036

E-mail: rfaucheux@aol.com • Web site: www.faucheux.com

1960 Presidential Election Brief • Assignment #9

by Ron Faucheux

1. *National Conditions:* President Dwight Eisenhower, Republican, completing second term. Though Eisenhower was still personally popular at the end of his second term and the world was at peace, the nation was restless and concerned about a recession at home and dangerous Cold War challenges abroad from Soviet Communism. Democrats scored considerable gains in the 1958 congressional elections as a result. There was a growing sense that the US was struggling and losing the arms race (“missile gap”) and space race (“Sputnik”) against the Soviet Union, losing global prestige in the process. There was also deepening concern about civil rights; blacks were beginning to intensify their demands for civil rights legislation while many white Southerners were highly resistant to integration.
2. *Republican nomination race:* At the start of the contest, possible candidates included Vice President Richard Nixon and New York Gov. Nelson Rockefeller. When the moderate liberal Rockefeller received concessions from Nixon on a variety of issues, he dropped out of contention in 1959, leaving Nixon the prohibitive favorite. Nixon won 89.9 percent of the votes cast in GOP presidential primaries. Nixon clinched the nomination on the first ballot, winning 1,321 delegates to 10 for Barry Goldwater. Nixon selected UN Ambassador and former Massachusetts senator Henry Cabot Lodge (who lost his Senate to John F. Kennedy in 1952) as his running mate.
3. *Democratic nomination race:* Possible candidates at the beginning of the contest were: Adlai Stevenson, the former Illinois governor who lost to Eisenhower in 1952 and 1956; Massachusetts Sen. John F. Kennedy; Senate Majority leader Lyndon B. Johnson of Texas; Sen. Hubert Humphrey of Minnesota; and Sen. Stuart Symington of Missouri. Kennedy, a 43-year old Catholic, entered the primaries to prove that a candidate of his religion and age could win, and had to fight off a spirited challenge from Humphrey, a liberal champion of civil rights, in Wisconsin and West Virginia. Kennedy, the beneficiary of his father’s great wealth, crushed Humphrey with money and organization and won both primaries. Johnson entered the race late, and went to the convention with a large amount of delegates from the South. Stevenson, who thought Kennedy was too conservative, never actively campaigned or entered the race, but hoped to be drafted at a deadlocked convention. Kennedy won a first ballot nomination, nabbing 806 delegates to Johnson’s 409, Symington’s 86 and Stevenson’s 79.5. Kennedy selected Johnson as his running mate.

4. *The nominees:*

Democrat: John F. Kennedy, 43. Born in Brookline, Massachusetts, on May 29, 1917. Graduating from Harvard in 1940, he entered the Navy. In 1943, when his PT boat was rammed and sunk by a Japanese destroyer, Kennedy led the survivors to safety. Back from the war, he was elected a Democratic Congressman from the Boston area in 1946. He won a U.S. Senate seat in 1952, defeating incumbent Henry Cabot Lodge. Married to Jacqueline Bouvier. In 1955, while recuperating from a back operation, Kennedy wrote *Profiles in Courage*, which won the Pulitzer Prize. He lost a 1956 convention bid to become the vice presidential nominee.

Republican: Richard M. Nixon, 47. Lawyer. Whittier College and Duke University Law School. Married to Patricia Ryan, two daughters. World War II Navy lieutenant commander in the Pacific. Elected to Congress from his California district in 1946. In 1950, he won a Senate seat. Two years later, General Eisenhower selected Nixon, age 39, to be his running mate as the Republican nominee for Vice President. As Vice President, Nixon took on major duties in the Eisenhower Administration.

5. *General election campaign:* Kennedy’s theme was “get this country moving again” after the calm of 8 years of Eisenhower and his program was called the “New Frontier.” He campaigned on pumping up the economy and leading the country out of the recession, which was marked by increased unemployment and inflation, and greatly increasing defense spending – charging that there was a “missile gap” with the USSR. Nixon ran on Eisenhower’s record and his superior experience as Vice President, saying the nation needed mature, tested leadership in dangerous times. The first presidential campaign that was fully covered on television to wide national audiences, the two candidates met in a series of four televised debates. The first one was held on Sept. 26, and it attracted 70 million viewers. Nixon was off his game and Kennedy was considered the clear winner of the first televised face-off. Nixon would do better in subsequent debates,

however. Kennedy tried to show the differences between the candidates while Nixon stressed their similarities on policy. Other issues included Cuba, federal aid to education, agriculture and relations with the Soviet Union.

6. *Interesting /Unusual Aspects:* Kennedy's religion (first Catholic president) and age (youngest elected president); first televised presidential debates; importance of television as an emerging medium of news and entertainment.
7. *Outcome:* Kennedy elected with a popular vote plurality of 118,574 votes.

| | Popular Votes | Electoral Votes/# of States |
|---------|--------------------|-----------------------------|
| Kennedy | 34,226,731 (49.7%) | 303 (56.4%) 23 |
| Nixon | 34,108,157 (49.5%) | 219 (40.8%) 26 |
| Others* | 503,331 (0.8%) | 15 (2.8%) 1 |

* *Sen. Harry Byrd of Virginia, who did not mount a national campaign, received 15 Electoral votes, most from electors elected as "unpledged." They included 6 out of 11 from Alabama, all 8 from Mississippi and 1 out of 8 from Oklahoma.*

Ron Faucheux: Bio

A lawyer, writer, political analyst and former public official, Ron Faucheux is a graduate of the Georgetown University School of Foreign Service and the Louisiana State University Law Center. He received a Ph.D. in political science from the University of New Orleans.

He's President of Faucheux Strategies, a political and public affairs consulting firm. Previously, he was editor and publisher of Campaigns & Elections magazine and served as a U.S. Senate chief of staff.

At 25, he was elected to the Louisiana House of Representatives, defeating an incumbent to become the legislature's youngest member at the time. He was re-elected twice, once with 84% of the vote and once without opposition. He also served as state Secretary of Commerce, where he directed economic development and business regulatory agencies.

As a political consultant, he's worked in 116 campaigns in 11 states, handling strategy, advertising, message development, polling analysis, and press relations.

As a media commentator, he has written a nationwide political column for Congressional Quarterly and The Washington Post Web site and has appeared on over 300 national network television news and talk shows, including Nightline, The Today Show, Good Morning America, Lou Dobbs and Inside Politics on CNN, as well as a variety of programs on ABC, NBC, BBC, Fox News and MSNBC. He was an election night analyst, November 7, 2000, on The News Hour with Jim Lehrer. He's been a news source and analyst for major newspapers, wire services and radio networks around the world.

Dr. Faucheux has directed landmark research projects for The Pew Charitable Trusts and has written extensively about political campaigning, grassroots lobbying, media advertising, public opinion and media.

He founded the Government Leadership Institute at the University of New Orleans and is a frequent lecturer and speaker at university, association, business and political training seminars and conferences around the world. He teaches courses on campaign management, running for office and the history of presidential elections at The Graduate School of Political Management at George Washington University and Georgetown University's Public Policy Institute.

He received the Outstanding Faculty Award 1993-2003 from the Yale Campaign School for Women.

Dr. Faucheux's name is pronounced "FOE-SHAY"

STUDENT INFORMATION SHEET – HISTORY OF PRESIDENTIAL ELECTIONS

Student Name

E-mail (PRINT VERY CLEARLY & LARGE)

Phone Number (s) (to reach in case of class cancellation, etc.)

Born, raised in what state/country?

Undergraduate degree school/year?

Other graduate degrees?

When will you complete this program?

Your area of concentration?

Current employment (if any)?

Political experience (campaigns, party work, government service, etc.)?

What career path do you want to follow in the future?

Have you studied American political history or presidential elections before? Where?

What do you want and expect out of this course? Anything you want emphasized?