

Handout #4: History of the Presidential Debates

The tradition of great American election debates is often traced to the Illinois senate race of 1856, when seven three-hour debates between Abraham Lincoln and Stephen A. Douglas were held in outdoor venues in small towns like Freeport and Galesburg. These oratorical contests required the two candidates to speak at great length: the first candidate spoke for one hour, followed by a one and one half hour rebuttal, and then a half hour closing by the opening speaker. The central issue of these debates was slavery in the United States.

The first Presidential Debates took place in the 1960 election between John F. Kennedy and Richard Nixon. There were no debates from 1964 until 1976, because seated Presidents Lyndon B. Johnson and Richard Nixon refused to appear with their challengers. From 1972 to today, every Presidential contest has included televised debates which have been crucial to the decisions of the voters.

1960 • Massachusetts Senator John F. Kennedy (Democrat) vs. Vice President Richard M. Nixon (Republican) • Four debates were televised nationally, the first debates ever held between presidential candidates. • In the critical first debate, Kennedy's physical presence dominated. Those who heard the debate on radio thought Nixon was the winner, while those who watched on television chose Kennedy conclusively. • Major topics were the Cold War and Communism abroad (USSR, China, Cuba). Two tiny islands off Taiwan, Quemoy and Matsu, emerged as a pivotal subject of the debates.

1976 • Georgia Governor Jimmy Carter (Democrat) vs. President Gerald Ford (Republican) • Three presidential debates were held, along with the first vice presidential debates. Other innovations were candidate rebuttal speeches and follow-up questions by the newscasters on the questioning panel. • In the second debate, Ford erred badly by saying, "There is no Soviet domination of Eastern Europe," despite the existence of the Iron Curtain in that region. Carter pursued the mistake by responding that he'd like to see Ford convince Polish-Americans and Hungarian Americans that their homelands weren't under Soviet domination. Many thought Ford's poor performance in this debate was the turning point, which lost him the election. • Major topics were Watergate and Ford's pardoning of ex-President Nixon, and taxes.

1980 • President Jimmy Carter (Democrat) vs. California Governor Ronald Reagan (Republican) • Only one debate was held between the two major contenders. A first debate had been held between Reagan and independent candidate John Anderson. • Reagan Era conservatism was dramatically revealed, with his attacks on big government. Reagan had all the best lines: "Are you better off than you were four years ago?" and "There you go again." Reagan's observed communication skills had a great deal to do with his victory in the election. Carter was criticized for quoting his 12-year-old daughter Amy in a discussion of nuclear weapons. • Major topics were high inflation and the stagnating economy, inner city misery, and the nuclear threat.

1984 • Former Vice President Walter Mondale (Democrat) vs. President Ronald Reagan • Two Presidential debates were held, both in October. • Although Mondale was considered the better debater, his improvement in the polls did not stem a landslide for Reagan. Reagan seemed tired and slow in the first debate; however, he responded in the second debate to the issue of his advanced age by saying, "... I will not make age an issue of this campaign. I am not going to exploit my opponent's youth and inexperience." • Main topics were the Cold War and Reagan's view of the Soviet Union as the "evil empire" and his program cuts, especially in programs for the disadvantaged and Medicare.

1988 • Vice President George H. Bush (Republican) vs. Massachusetts Governor Michael Dukakis (Democrat) • Two Presidential debates were held. Most observers found the first one boring and uneventful. • At the opening of the second debate, Dukakis, a vocal opponent of the death penalty, was asked by CNN reporter Bernard Shaw whether Dukakis would support the death penalty for someone who raped and murdered his wife. His response was

seen as cold and ineffective, and it hurt him in the polls. • Major topics were Dukakis' liberalism and the choice of a weak running mate (Indiana Senator Dan Quayle) by Bush.

1992 • President George H. W. Bush (Republican) vs. Arkansas Governor Bill Clinton (Democrat) and businessman Ross Perot (Independent) • There were many changes to the traditional debates format, including one "town meeting" evening when audience members asked questions to the three candidates, who sat on stools instead of at podiums. It was the first time that three candidates appeared together in the presidential debates. All four debates took place within 9 days. • Perot's bulldog feistiness won the headlines of the debates. Clinton's down-home magnetism appeared in his attack on Bush's treatment of the economic recession and unemployment: "...in my state, when people lose their jobs there's a good chance I'll know them by name." Bush was seen checking his watch, which made him seem bored and aloof. Clinton and Perot gained support from the debates marathon, while Bush lost some. • Main topics were the recession, Clinton's opposition to the Vietnam War, and Bush's reversal of his promise "Read my lips – no new taxes."

1996 • President Bill Clinton (Democrat) vs. Senate Majority Leader Bob Dole (Republican) • There were only two debates held, and Independent Ross Perot was excluded this time. • Dole tried to distance himself from the right wing of his party, emphasizing his ability to build bipartisan coalitions in Congress. He attacked Clinton's character, citing "scandals almost on a daily basis" (e.g., the Clintons' Arkansas investments in Whitewater). Clinton responded eloquently that "No attack ever created a job, or educated a child, or helped a family make ends meet." Clinton was considered the beneficiary of the debates. • Main topics were the improvement in the economy and in the crime rate, Clinton's character, and Dole's desire to cut taxes.

2000 • Texas Governor George W. Bush (Republican) vs. Vice President Al Gore (Democrat) • Three debates were held, and moderated by the NewsHour's Jim Lehrer, who had been part of several former debates. • Bush, who was widely believed incapable of standing up to outstanding debater Al Gore, held his ground and gained a great deal of support. Gore seemed wooden and repetitive: he repeated the concept of a "locked box" for Social Security funds many times. • Major topics were big government, what to do with the large budget surplus from the Clinton years, and Bush's plan to cut taxes for all citizens, including the wealthiest Americans.

2004 • Incumbent President George W. Bush (Republican) vs. U.S. Senator John Kerry (Democrat) • The election was held less than 18 months after the start of the Iraq War and three years after 9/11. These events likely contributed to the public's hesitation to not re-elect Bush, despite the rising death toll of American soldiers and no evidence of weapons of mass destruction, a major reason cited for going to war • Kerry campaigned on reducing joblessness and the national deficit, including rolling back Bush's tax cuts for America's wealthiest, but was seen as lacking personality • Attacks by the outside group, Swiftboat Veterans for Truth, grew particularly nasty as they questioned Kerry's record as a Vietnam vet • Major topics included free trade, abortion and same-sex marriage.

2008 • Illinois Senator Barack Obama (Democrat) vs. Arizona Senator John McCain (Republican) • Obama became the first African-American president in U.S. history while McCain would have been the oldest president elected to a first term • In the primaries, Obama and Hillary Clinton competed neck-and-neck and McCain beat out former New York City Mayor Rudy Giuliani handedly • McCain brought on then unknown Alaska governor Sarah Palin who created a media storm • 24/7 news cycle drew huge amounts of attention to the race • McCain put up negative ads of Obama comparing him to celebrities like Britney Spears and a candidate who lacked foreign affairs experience • Obama fought back with "Fight the Smears" ads of his own, connecting McCain to the highly unpopular sitting President George W. Bush who was dealing with the financial crisis of 2008 and the Iraq War • Both candidates spent heavily, but Obama's popularity won him donations from three million Americans • Polls indicated Obama was the winner in all three debates against McCain • Highest voter turnout in four decades in a campaign that lasted two years

2012 • Incumbent President Barack Obama (Democrat) vs. Massachusetts Governor Mitt Romney (Republican) • Both candidates held very different ideologies as to the role of government • Billionaire businessman Romney campaigned to repeal the Affordable Care Act, Obama's landmark piece of legislation from his first term and favored tax cuts • Obama trumpeted pulling the U.S. out of the Great Recession (2007-2009) but still faced challenges over high unemployment • Obama's campaign said he had proved his success as commander-in-chief by the assassination of Osama bin Laden after Romney argued the U.S. had lost some of its strength as the leader in world affairs • Romney's reluctance to release his tax returns and a video of Romney at a private fundraising event

made appear out of touch with average Americans; in it he said 47 percent of Americans do not pay taxes because they see themselves as “victims” and look to the government to take care of them • Obama faced his own challenges for a weak performance in the first presidential debate but was seen to make up for it by strong showings in the second and third debate • Obama won the electoral vote by a wide margin (332 vs. Romney’s 270) but maintained a fairly small margin over Romney in the popular vote • Candidates spent \$6 billion, the most expensive campaign in U.S. history

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