



Nixon Wins but Scandal Follows in 1972

THE CANDIDATES

Richard M. Nixon, the Republican incumbent, despite great success with foreign policy, was later forced to resign because of the Watergate scandal. **Spiro T. Agnew**, Nixon's Vice-President, was forced to resign in 1973 because of a bribery scandal.

George S. McGovern, Democratic senator from South Dakota, received support from young voters for his anti-Vietnam stance. **R. Sargent Shriver**, former Ambassador to France, replaced Senator Thomas Eagleton as McGovern's Vice-Presidential candidate.

THE CAMPAIGN

1. Newspapers carried stories during the campaign that linked the Watergate break-in to the White House. Official denials and efforts to end the Vietnam War diverted public attention.
2. Senator Eagleton was forced off the Democratic ticket when it was disclosed that he had been hospitalized for mental depression on several occasions in the past.

THE ISSUES

	Nixon (Republican)	McGovern (Democrat)
Foreign	For U.S. cooperation with China and U.S.S.R.; waged an unpopular war in Vietnam	Against war in Vietnam
Economic	For free enterprise; against guaranteed income	Promised \$1000 to every poverty-stricken family; for tax reform
Social	Against busing, gun control	For busing, racial integration

QUOTES & CUSTOMS

On Watergate "I was wrong in not acting more decisively and more forthrightly in dealing with Watergate, particularly when it reached the stage of judicial proceedings and grew from a political scandal into a national tragedy."

Resignation When impeachment and conviction became all but certain, Nixon resigned on August 9, 1974, becoming the only President in history to do so.

THE LESSONS

1. The election of 1972, like 1964, showed that a candidate whose ideas are perceived to be outside the mainstream will not be successful.
2. Unethical or criminal actions are only aggravated by attempts to cover them up.



Carter Leads the South to Victory in 1976

THE CANDIDATES

James E. Carter, former Democratic governor of Georgia, claimed his "outsider" status would be helpful in corrupt Washington. **Walter F. Mondale**, Democratic senator from Minnesota, balanced the ticket because of his Northern home state and his liberal views.

Gerald R. Ford, the first person to occupy the Presidency and the Vice-Presidency without being elected to either office, never really escaped Nixon's shadow. **Robert Dole**, Republican senator from Kansas, was chosen as the Vice-Presidential candidate.

THE CAMPAIGN

1. Carter began his campaign saying, "My name is Jimmy Carter, and I'm running for President."
2. Both candidates made serious mistakes. During a televised debate, Ford asserted that there was no Soviet domination of Eastern Europe; Carter had to apologize for an interview in a magazine.

THE ISSUES

	Carter (Democrat)	Ford (Republican)
Foreign	Strong concern for human rights	Continued Nixon/Kissinger policy
Economic	For Full employment as solution to the country's troubled economy; Carter was generally a fiscal conservative	Inflation, unemployment, and recession forced cuts in spending and taxes; against foreign energy imports
Social	For equal rights	For traditional values; against abortion, gun control

QUOTES & CUSTOMS

Outsider "I have been accused of being an outsider. I plead guilty. Unfortunately, the vast majority of Americans are also outsiders."

With the People To emphasize his ties with the people, Carter walked the inaugural parade route from the Capitol to the White House, the first ever to do so.

THE LESSONS

1. Early campaigning establishes name recognition in the small, early primary states like Iowa and New Hampshire.
2. A Southern Democrat may be able to unite Southern conservative states with Northern liberal states for a Democratic victory.