On the evening of September 26, 1960, Senator John F. Kennedy and Vice President Richard M. Nixon arrived at the WBBM-TV studios in downtown Chicago to square off in the first televised presidential debate in American history. The debate had a major impact on the outcome of the election and on the importance television would play in future elections and campaigns, increasingly driven by media exposure and the public image of candidates. The WBBM-TV studio crew helped redefine history that night — American political history as well as television history.