

John F. Kennedy
1961-1963



1960 Election

TELEVISED DEBATE AFFECTS VOTE

- On September 26, 1960, Kennedy and Nixon took part in the first televised debate between presidential candidates
- Kennedy looked and spoke better than Nixon
- Journalist Russell Baker said, *“That night, image replaced the printed word as the national language of politics”*



**Families across
America tuned in to
the now ubiquitous
television for their
election news.**





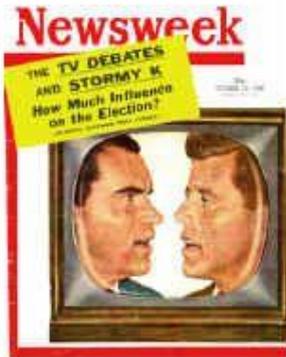
Kennedy embraced the new media, even wearing television make-up to improve his appearance.

Nixon opted against make-up. He was also recovering from a cold on the evening of the debate.



Kennedy appeared calm and relaxed.

Nixon looked anxious and uncomfortable.



Nixon vs JFK

- JFK had coaching from Hollywood stars
- Nixon looked dark, sick and uncomfortable
- TV viewers said JFK won
- Radio listeners said Nixon

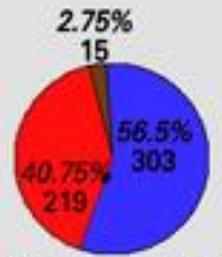
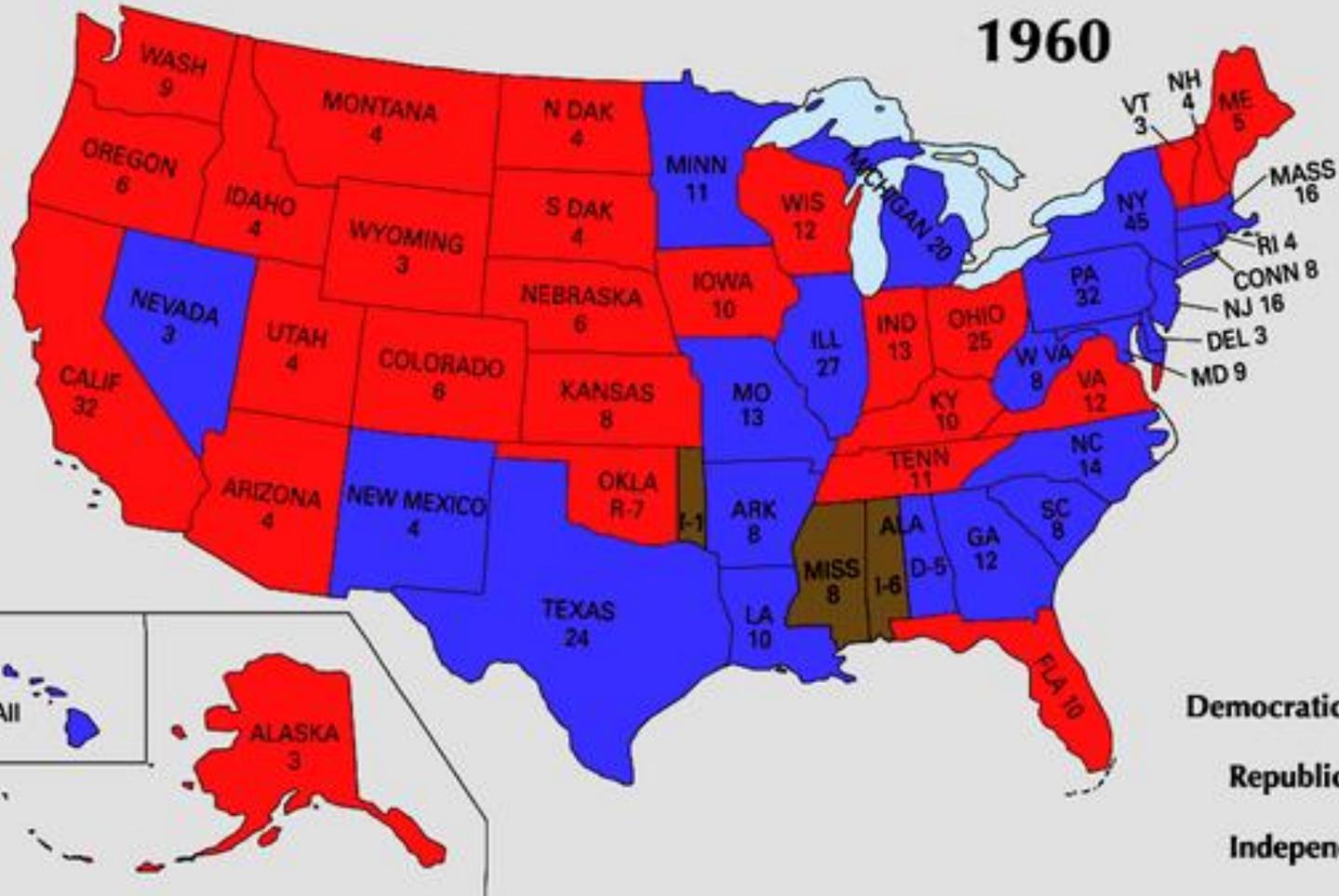


The Election of 1960

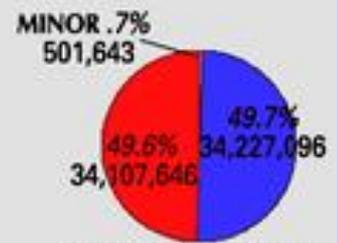
The election of 1960 was the closest since 1884; Kennedy defeated Richard Nixon by fewer than 119,000 votes.



1960



ELECTORAL VOTE TOTAL: 537



POPULAR VOTE TOTAL: 68,836,385

- Democratic (Kennedy) 
- Republican (Nixon) 
- Independent (Byrd) 

Did You Know?

- He was a decorated naval officer in World War II.
- He received the Pulitzer Prize for his book, "Profiles in Courage."
- He served exactly 1,000 days in office.
- He was the first president born in the 20th century and the youngest president ever elected.
- He is the only Roman Catholic president
- He could read 1600 words a minute.



Kennedy's Inaugural Address

Kennedy was the youngest person ever to be elected president. His youth helped provide the theme to his inaugural address:

**“Let the word go forth...
That the torch has been
passed to a new
generation of Americans...
The energy, the faith, the
devotion which we bring
to this endeavor will light
our country and all who
serve it...And so, my fellow
Americans-ask not what
your country can do for
you-ask what you can do
for your country.”**



What did he mean?

The Camelot Years

With JFK's youthful glamour and his talented advisors, the Kennedy White House reminded many of a modern-day "Camelot," the mythical court of King Arthur.



JFK with Frank Sinatra...



...and Marilyn Monroe...



...They became the first Presidential family to be seen as “celebrities” by the American public.





Especially among young people, JFK symbolized hope for a new generation...

Tragedy in Dallas

In the fall of 1963, President and Mrs. Kennedy went to Texas to mend political fences with members of the state's Democratic Party.



Crowds lined the streets of Dallas to greet the President. In front of them sat Texas Governor John Connally and his wife Nellie.



As the car approached a state building known as the Texas State Book Depository, rifle shots rang out.



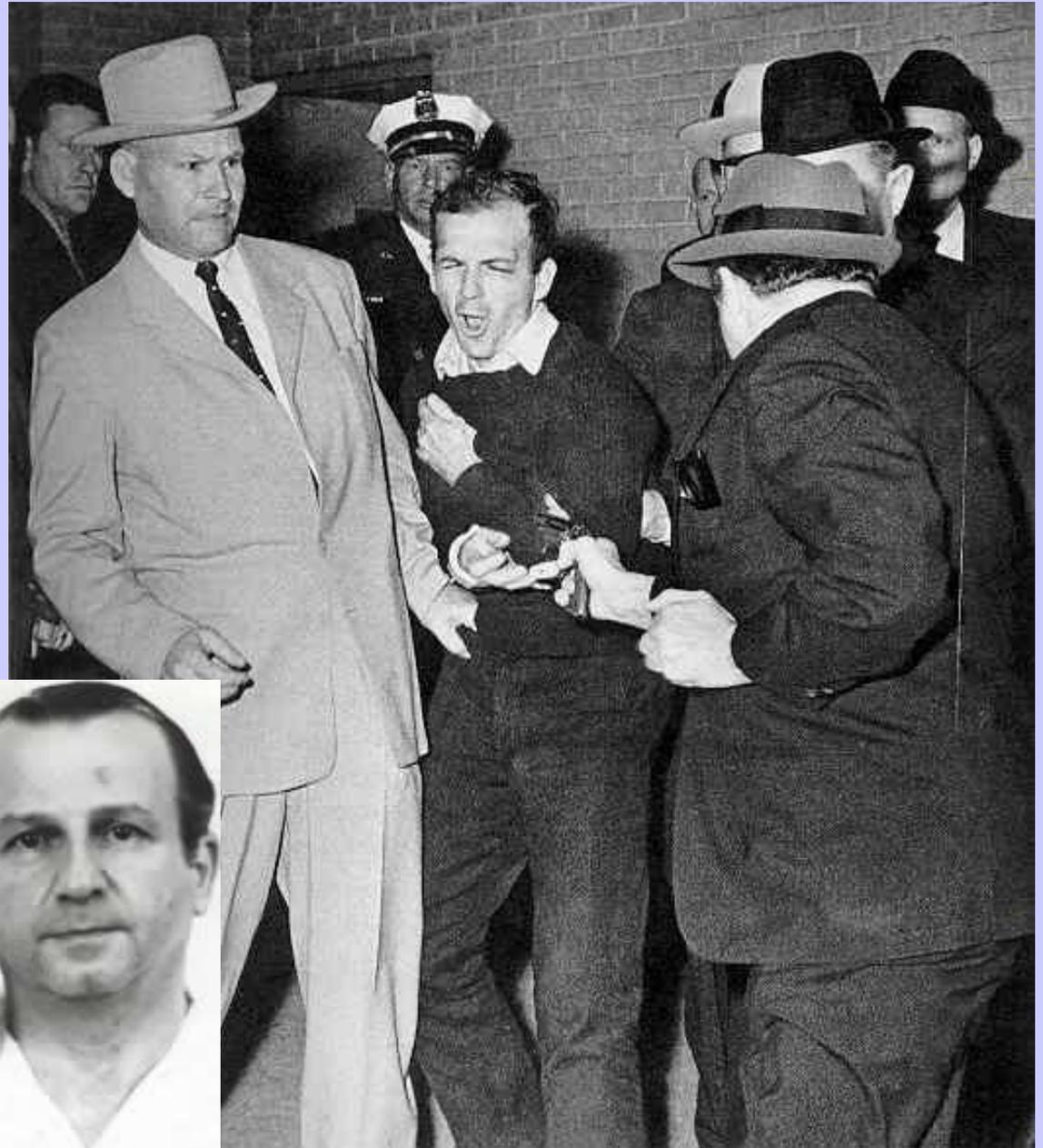
Kennedy was shot in the head. His car raced to a nearby hospital, where doctors frantically tried to revive him, but it was too late. President Kennedy was dead.



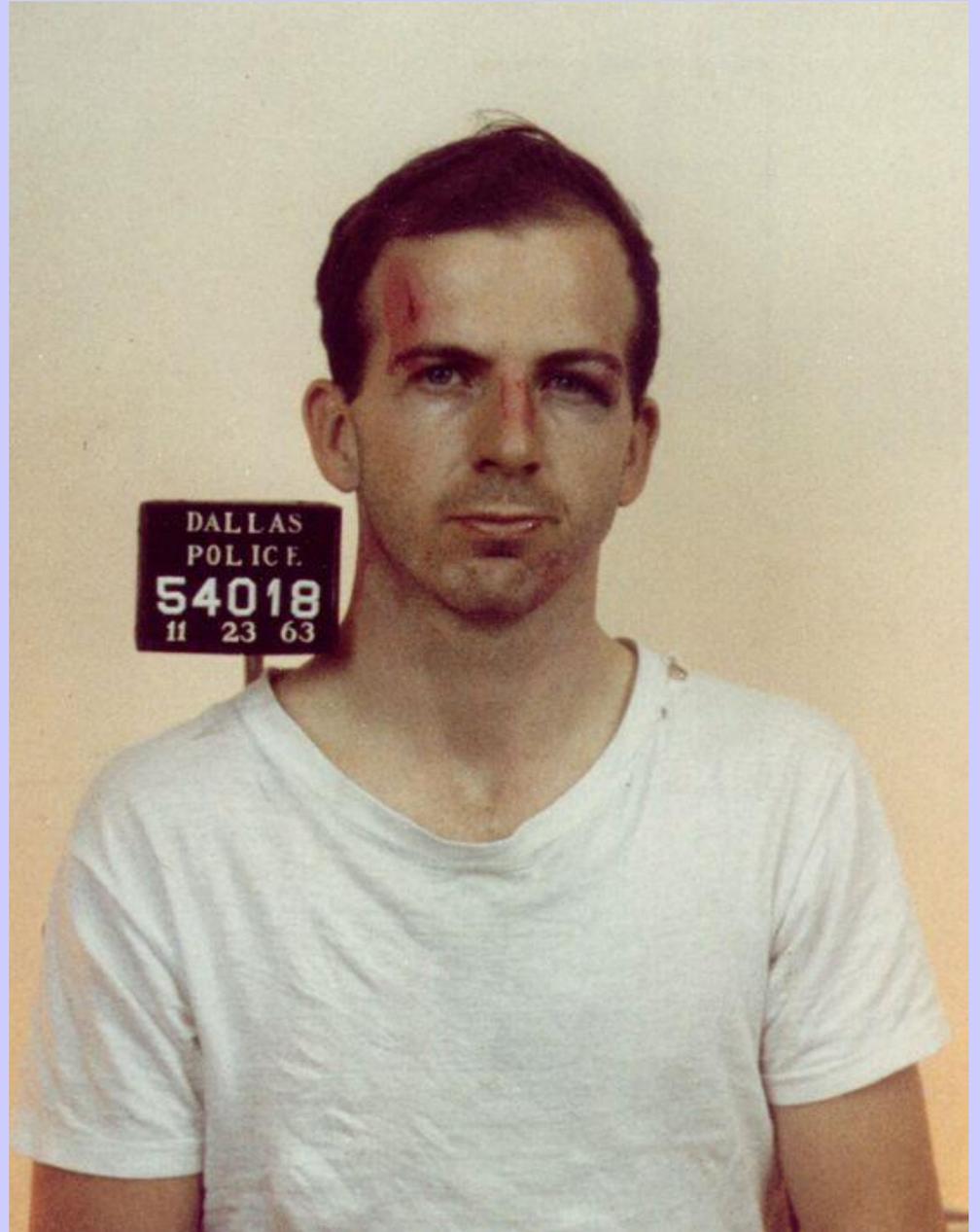




On Sunday, Nov. 24, as millions watched live television coverage of Oswald being transferred between jails, a nightclub owner named Jack Ruby broke through the crowd and shot and killed Oswald.



Because there is not trial mystery and conspiracy theories abound. In 1963, the Warren Commission investigated and concluded that Lee Harvey Oswald had shot the president while acting on his own.





The Kennedy funeral became a national moment. Even today, people remember where they were when they heard about the assassination – and an equal number of Americans can recall watching the funeral on television.

In addition to being the youngest president, a war hero, and an excellent statesman, the current media driven society will probably best remember Kennedy for being the first “television” president.

How uniquely American 😊

