

**US History**  
**The Kennedy & Johnson Years**

**1. The Presidential Election of 1960 & The Kennedy Presidency**

The Candidates –

Richard Nixon –

John F. Kennedy –

-Catholicism was a potentially damaging issue

-Recalled his brother Joseph who died in combat during WWII:  
“Nobody asked my brother if he was a Catholic or Protestant before he climbed into an American bomber plane to fly his last mission.”

-Running Mate – Lyndon B. Johnson

Television's Role in the Campaign –

-Nixon led in the polls until the first of four televised debates  
-Public reaction to the debates indicated the influence of TV over America

The Candidates Appearance –

-Richard Nixon

-John F. Kennedy

-Kennedy – “We wouldn't have had a prayer without that gadget.”

-Russell Baker (Journalist who covered Nixon) –

“That night, image replaced the printed word as the natural language of politics.”

Civil Rights Role in the Campaign –

Martin Luther King Jr. Arrested –

The Election Results –

-John F. Kennedy became our 35<sup>th</sup> president at the age of 43 (youngest elected)

The Kennedy Charisma & The First Family –

-JFK offered a very big contrast to the elderly Eisenhower  
-Captured the hearts of many Americans

-Nation became obsessed with the new first family  
-Jacqueline “Jackie” Kennedy

-Caroline Kennedy

-John Kennedy Jr.

-Senator commenting on popularity of JFK:  
-“The difference is Caroline, and there’s nothing we can do about it.”

Image vs. Reality –

-Public images of the first family masked reality

-Health

-Marriage

-Cabinet