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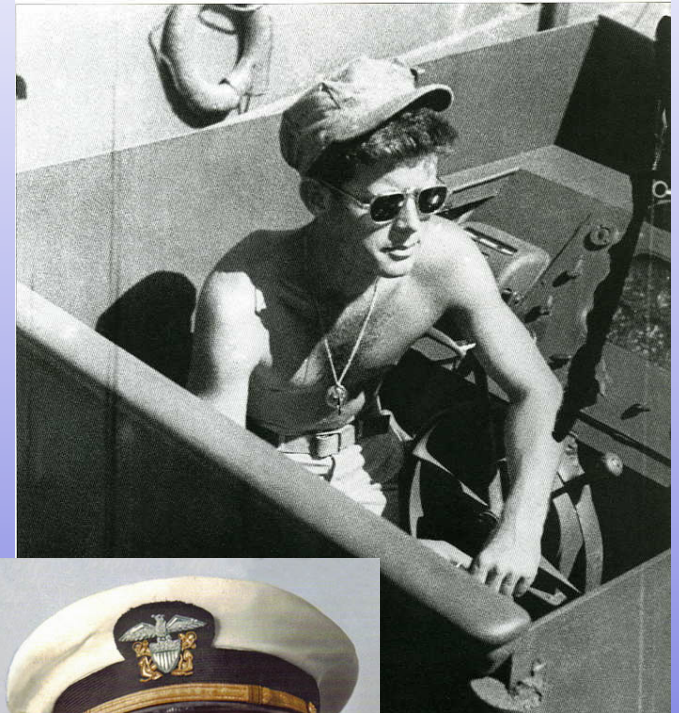
- How important is religion to you in choosing a president?
- List your top 3 criteria in choosing a presidential candidate.
- Do you want a “young President” full of energy OR an older person, more mature, more experienced?

# JFK Background

- From a wealthy family that made money during Prohibition
- Harvard graduate, a Democrat
- WWII hero in the Navy
- Energetic, but severe back pain

## **FEARS people had:**

- Youngest elected President at age 43
- First Catholic President





# 1960 TV Debate



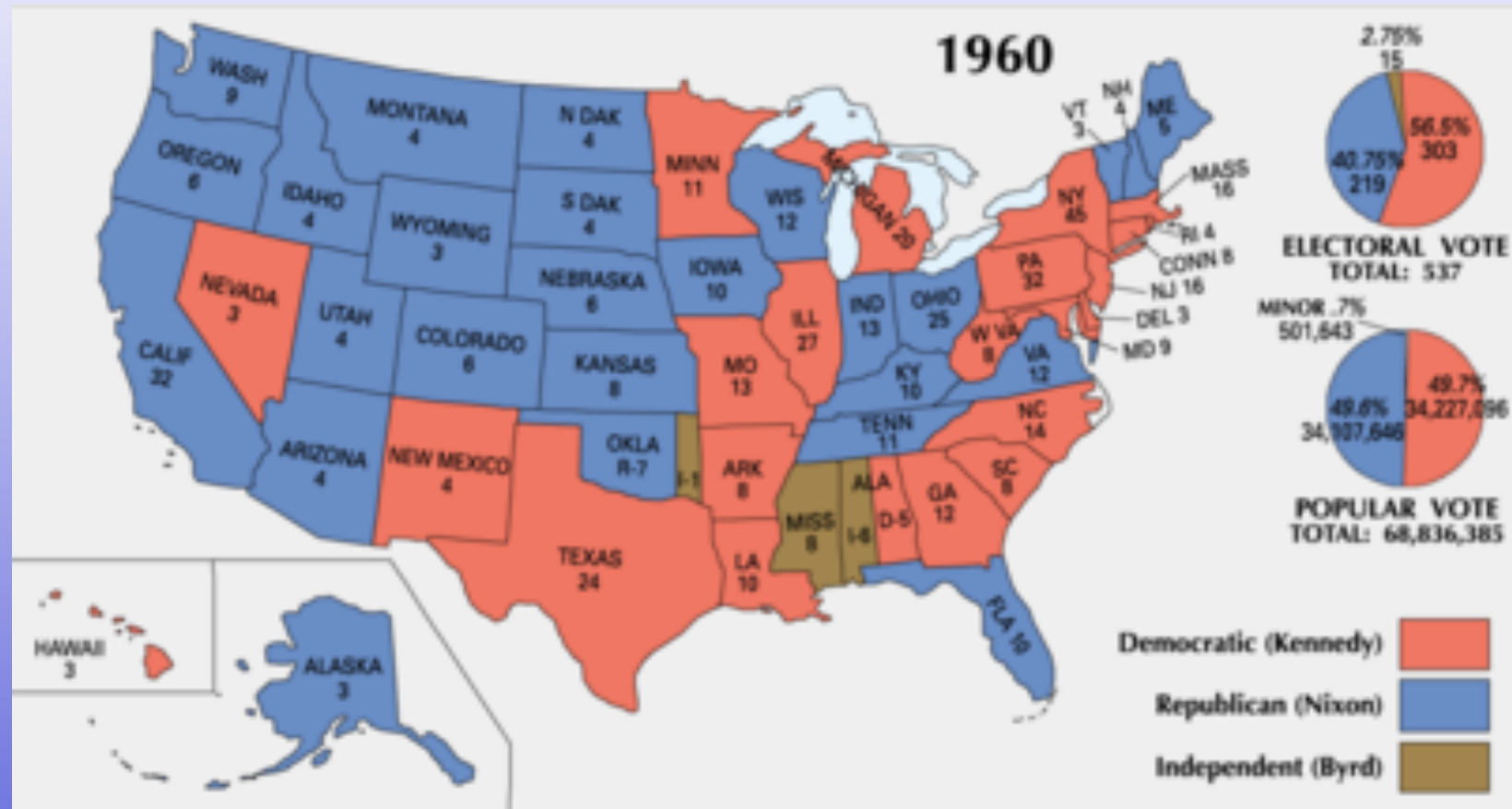


# The Great Debate



- 1960 - First television debate
- People listening to radio felt Nixon won because of his experience & knowledge
- People watching TV felt that JFK won because he looked more attractive, “cool and calm”
- Nixon looked old, unshaven, perspiring, & nervous.
- The Age of Television changes how people vote

# 1960 Election: Kennedy barely wins over Nixon





# The Kennedy Mystique

- Kennedy's Administration was called "Camelot" after King Arthur's Court
- America was fascinated with the Kennedys
- Women copied Jackie's fashions
- JFK read 1,600 words per minute, played football & sailed



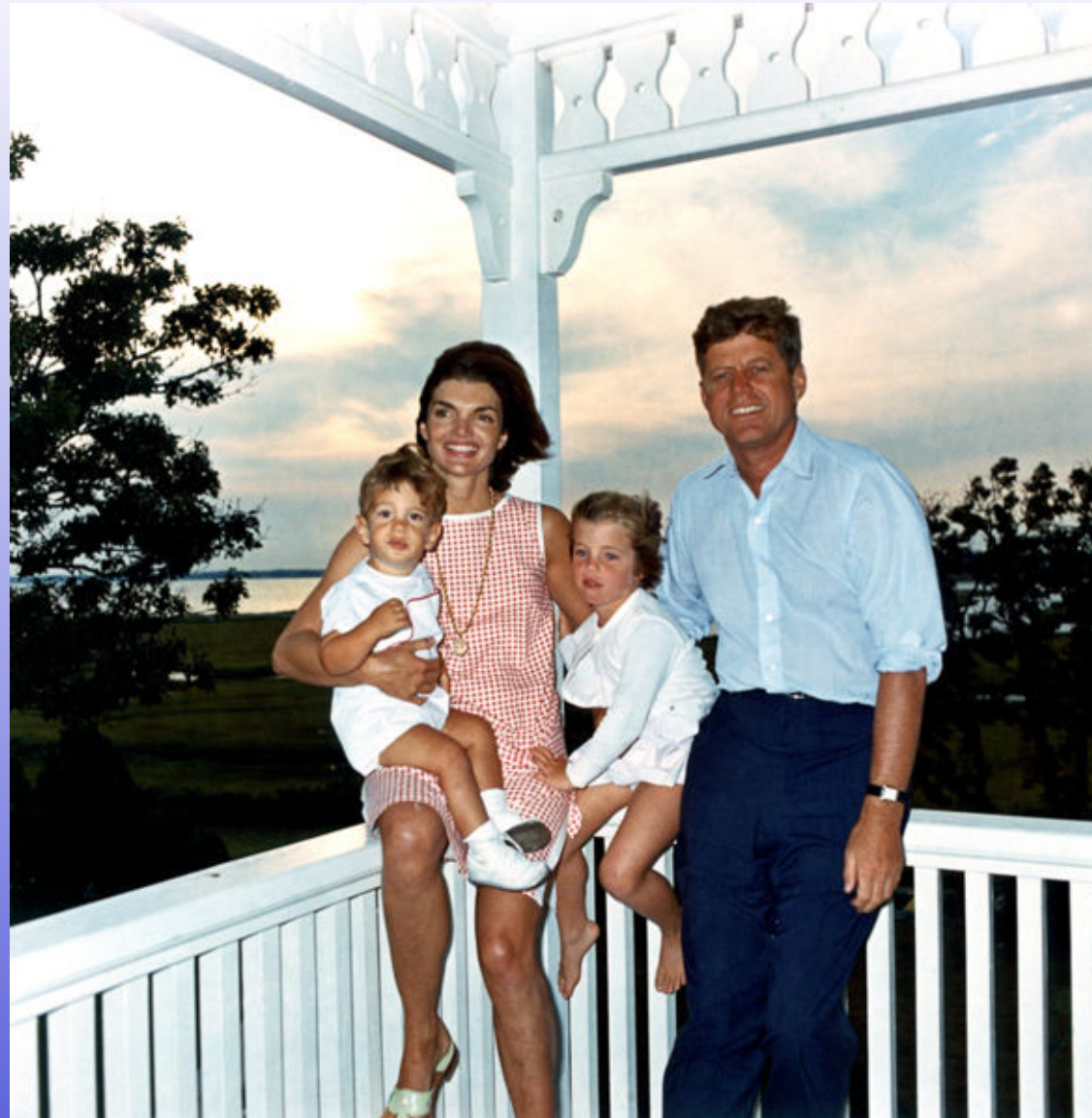
# The Kennedy Mystique

















Kennedy Library


[www.historyplace.com](http://www.historyplace.com)



# The Kennedy Cabinet

- JFK surrounded himself with the “best and the brightest” advisors
- McGeorge Bundy – Harvard University
- Robert McNamara –Ford Motor Company
- Dean Rusk – Rockefeller Foundation
- JFk appointed his brother Robert Kennedy (only 35) as Attorney General

# Flexible Response

Kennedy changes Eisenhower's policy of  
“Brinksmanship”  “Flexible Response”

- Less focus on nuclear threat
- More focus on ground forces, conventional weapons, ships etc.
- Respond in a “flexible manner” to each situation as it occurs. Avoid M.A.D.



# Major Foreign Crises

- “Bay of Pigs” failure (fiasco)
- Cuban Missile Crisis
- Berlin Wall