

In 1960, there was an election;  
people voted; somebody won;  
it was a guy; his name rhymes  
with Kennedy.

# Kennedy vs Nixon

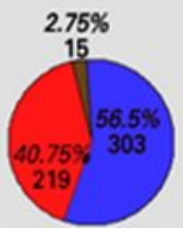
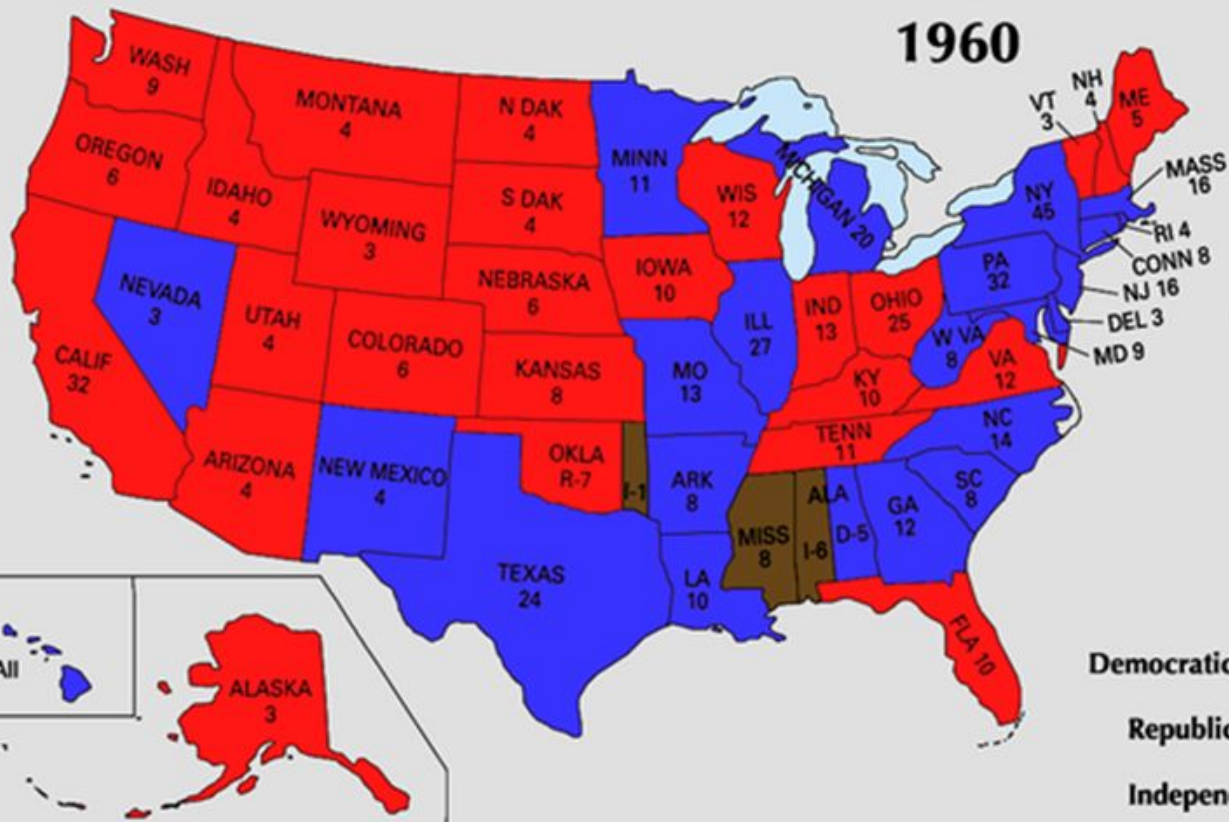
First televised presidential debate.

70 million viewers

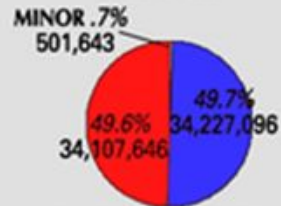
TV vs Radio Perception



# 1960



**ELECTORAL VOTE TOTAL: 537**



**POPULAR VOTE TOTAL: 68,836,385**

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

# Inauguration Speech

“Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans.”

“And so, my fellow Americans: ask not what your country can do for you---ask what you can do for your country.”



# Civil Rights During Kennedy

How will the Civil Rights efforts of the 1950s  
set the stage for the 1960s?

# Greensboro Sit-In



# Ruby Bridges

New Orleans, 1960-1961 School Year

6 Years Old



Norman Rockwell's

“The Problem We All Live With”





# Freedom Rides

Test of Browder v. Gayle ruling

Harassment and Assault

Student Nonviolent Coordinating  
Committee (SNCC)

Robert Kennedy



# Birmingham, 1963

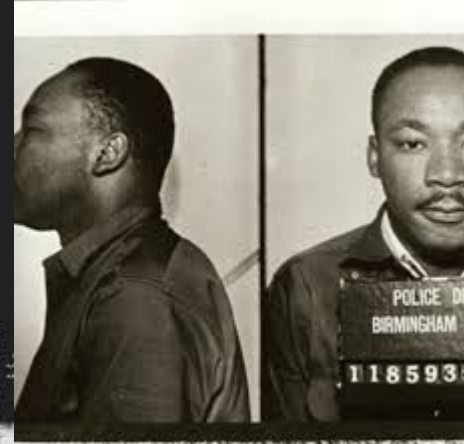
MLK and the Southern Christian  
Leadership Conference (SCLC)

Sit-ins, Boycotts, Protests, Marches

Eugene “Bull” Connor

National Response

16th St Church Bombing



In the face of violence, why is nonviolence  
utilized?

# March on Washington 1963

National Mall in D.C.

~250,000 in attendance

“I Have a Dream”

