

# New Frontiers

A newsletter for ★ educators

THE DEPARTMENT OF EDUCATION AND PUBLIC PROGRAMS AT THE JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM

## GIVE STUDENTS THE VOTE!

The Kennedy Presidential Library will once again spearhead the *National Student/Parent Mock Election* for Massachusetts. This biennial nationwide program educates students of all ages about the importance of voting and encourages their future participation in elections.

For the 2010 gubernatorial election, the Library's Department of Education and Public Programs will provide balloting materials and age-appropriate curricula about the candidates and key campaign issues.

Information about the *National Student/Parent Mock Election* is available at [www.NationalMockElection.org](http://www.NationalMockElection.org). If you are a Massachusetts teacher and would like to have your students participate in the mock gubernatorial election program, please send an email with your school's contact information to [mock.election@nara.gov](mailto:mock.election@nara.gov). ★



## Winning West Virginia: JFK's Primary Campaign

On February 4, 1960, John F. Kennedy announced, "I shall run in the West Virginia Presidential Primary." A pivotal contest that captured national attention, the 1960 West Virginia Primary demonstrated that the young senator from Massachusetts was a viable presidential candidate. Kennedy proved that a Catholic candidate could win votes when he scored a landslide victory in a state where Catholics comprised barely 5% of the population. But, in his eyes, the primary was about more than just winning votes.



Presidential candidate Senator John F. Kennedy shaking hands with a miner, Mullens, West Virginia, April 1960

**"Primaries, moreover, require the candidate to become familiar with a state, its problems and its issues. Any candidate who wants this state's support at the Convention should be willing to take to the voters of West Virginia now his views on the major issues confronting this state and nation."** — *John F. Kennedy, February 4, 1960*

The contest in West Virginia was daunting. Kennedy, a Harvard-educated native New Englander from a wealthy Catholic family, was trying to win over the people of a poverty-ridden, predominantly Protestant state in Appalachia. For weeks he traveled up and down the state, meeting thousands of voters, listening to their stories, speaking at large events and small gatherings. As the voters came to know him and eventually support him for president, so too did he come to understand their needs and aspirations. >>

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## Winning West Virginia (continued)

“I address you tonight as a candidate for president of the United States. That is a solemn responsibility – and your responsibility in selecting the next president is equally solemn. For no other office in the land is so important in determining your future – in leading our country to peace or war, to prosperity or depression, to hope or despair. I am here because I [believe] the people of West Virginia [have] a right to help select the next president. For America is not just Chicago and Los Angeles – it is Logan [WV] and Beckley [WV] and Welsh [WV] as well. So I am glad I came to West Virginia – to meet its people – to learn its needs – to hear its hopes. With your help, I hope to give this state and nation the kind of leadership the times demand in the White House – not just a coordinator – not just a politician or an orator – but a man who will truly be the president of the United States.”

— *John F. Kennedy, May 4, 1960, West Virginia Presidential Primary, Charleston, West Virginia*

Kennedy’s experience in West Virginia helped to shape the president he would become. On January 21, 1961, his second day as president, Kennedy issued his first executive order increasing the amount of food distributed to needy people in economically distressed areas. Many historians view this act as a response to the severe hunger he observed there during the campaign.

The John F. Kennedy Presidential Library and Museum will feature a new six-month special exhibit, “Winning West Virginia—JFK’s Primary Campaign”, opening May 7th. The exhibit will present documents, photographs, archival footage, and artifacts from this historic race, including:

- President Kennedy’s first Executive Order 10914, issued on January 21, 1961;
- film footage of campaign ads, and photographs showing the candidate meeting the people of West Virginia;



John F. Kennedy, wearing hard hat, talks with miners in West Virginia during the presidential primary campaign, April 1960.

- a suit worn by Jacqueline Kennedy as she accompanied her husband on the campaign trail;
- drafts and/or reading copies of campaign speeches delivered by JFK in West Virginia;
- glassware from West Virginia ordered by Jacqueline Kennedy in May 1961, for use at official White House functions; and
- note cards loaned by journalist and friend Charles Bartlett, written by John F. Kennedy on April 23, 1960 during a flight between Charleston and Parkersburg, WV, when he lost his voice and communicated with Bartlett in writing.

The Kennedy Library will also host a forum about the West Virginia primary on Wednesday, May 12, 2010, 5:30 pm to 7:00 pm. Visit [www.jfklibrary.org](http://www.jfklibrary.org) for more information. ★

## PRESIDENTIAL CAMPAIGNS AND ELECTIONS

### For Grades 4-6

Bring your class to the Kennedy Library for this interactive Museum program designed to help students in grades 4 to 6 understand the electoral process. This 2 ½-hour program includes a vocabulary activity, a film on Kennedy’s early life, and an exploration of the Museum’s *Campaign Trail* exhibits. As they make their way to the *White House*, students use a game board to discover important information about the election of 1960. In a final discussion, students reflect on issues they hope will be addressed by the current president or newly-elected public officials in local and state government. ★

## Tweeting from the 1960 Campaign

This just in: John F. Kennedy is tweeting from the 1960 campaign trail.

@Kennedy1960 “I am delighted to appear today before this assembly of students. This group, I know, will not consider me too young to run for President.”

—Tweet posted April 8th from the Kennedy Library’s Twitter feed following JFK’s 1960 campaign

This year marks the 50th anniversary of John F. Kennedy’s presidential campaign. The Kennedy Library brings the 1960 campaign to life through Twitter, the real-time information network. Twitter “tweets” are short messages answering the question, “What’s happening?” To find out what’s happening in Kennedy’s campaign, visit <http://twitter.com/Kennedy1960>. Follow Senator Kennedy to campaign committee meetings, speaking engagements, and even to the barbershop! JFK tweets are taken almost verbatim from Kennedy’s official schedule, the diary of his secretary, Evelyn Lincoln, and his campaign speeches. To learn more about key campaign events, follow the links from JFK tweets to primary sources including letters, telegrams, speeches, and campaign commercials. Be sure to check the Twitter feed on these important campaign dates for source material relating to: West Virginia Primary (May 10); National Democratic Convention (July 13); speech to Houston ministers on the separation of church and state (September 12); first televised presidential debate in history (September 26); University of Michigan remarks with the first reference to a peace corps of volunteers (October 14); and the 1960 election (November 8).

### More Online Tools for Classroom Use

The Kennedy Library has a wealth of online resources for educators and



Newspaper clipping from Hillsboro, Wisconsin posted on Twitter for March 25, 1960

students. The Library’s YouTube channel, <http://www.youtube.com/user/JFKLF>, features video of several speeches including one discussing religion on the campaign trail in West Virginia. Excerpts from Kennedy Library Forums and speeches by Senator Edward M. Kennedy are also available on YouTube.

Complete audio of Kennedy’s most memorable speeches is just a click away through the Library’s podcasts. Highlights include the Inaugural Address, and the televised addresses to the nation on the Cuban Missile Crisis and civil rights. To listen to podcasts, subscribe to them using any popular

podcast tool including iTunes, Google or MyYahoo.

Become a fan of the John F. Kennedy Presidential Library on Facebook and learn about milestones in the administration; make connections between the life and legacy of John F. Kennedy and current events; and find out what’s happening at the Library today. Encourage older students to join a worldwide community of people interested in the 35th president. Visit [www.jfklibrary.org](http://www.jfklibrary.org) and click on links at the top of the homepage to access the Library’s Twitter, podcast, YouTube, and Facebook pages. All online tools are monitored by Kennedy Library staff. >>

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## Tweeting from the 1960 Campaign (continued)

### SUGGESTIONS FOR CLASSROOM ACTIVITIES USING JFK TWEETS

#### For Elementary School Audiences

##### Geography Activity: Where in the United States is John F. Kennedy?

- ✓ *Massachusetts Curriculum Frameworks, Grade 4: Identify states, capitals, major cities.*
- ✓ *National Standards for History (K-4): Standard 4 Historical Research Capabilities.*

Using a map of the United States, follow John F. Kennedy as he campaigns throughout the country. You might assign one student per week to mark Senator Kennedy's progress on the map. Have students imagine they are reporters writing a book about the campaign. Have each one write a chapter on his travels through West Virginia, Wisconsin, or another state of your choosing. Ask them to estimate how many miles he traveled in a day or a week, and to consider details from the daily schedule about stops along the way that will make the story interesting for their readers. Have students compile their chapters into a book about the campaign including a map of Senator Kennedy's travels.

#### For Middle School Audiences

##### Oral History Activity: "When John F. Kennedy Came to Town..."

- ✓ *National History Standards (5-12): Era 9 Postwar United States (1945 to early 1970s): 3B Examine the role of the media in the 1960 election. [Utilize visual and quantitative data]*

When Senator Kennedy was campaigning in 1960, did he visit your state or a state nearby? Have students conduct an oral history interview about this visit. In preparation for the interview have them consider the following: What did he do during his visit? How many days did he stay in the state? How many cities or towns did he visit? Have them research local newspapers of the time to see if and how the story was covered, and what reactions people had to the visit. Challenge them to see if they can identify someone who attended a campaign speech or event, or someone who remembers the 1960 election. They may conduct the interview in person, by phone, or e-mail. To help students get started, seed their interview questions

with the following: How old were they at the time? What was their life like then? What did they think of John F. Kennedy? Did they experience scenes like the one in the news photograph included with this lesson? What were their hopes for the future? Encourage students to use the news photograph or any news coverage from their town in the oral history interview to help jog the person's memory. Have students compile their oral histories into a publication for your school or local library, and invite a panel of interviewees to the classroom to share their memories.

#### For High School Audiences

##### What's in a Speech?

*National History Standards:*

- ✓ *Analyze the impact of the Cold War on the economy. [Identify issues and problems in the past]*
- ✓ *Analyze the continued gap between poverty and the rising affluence of the middle class. [Consider multiple perspectives]*
- ✓ *Examine the place of religion in postwar American life. [Examine the influence of ideas]*

Have students follow John F. Kennedy as he campaigns throughout the country. Have them research some of the states where he campaigned, and answer questions including: What products did the state produce in 1960? Was the state's economy thriving or struggling at the time? What were the "hot button" issues and concerns of the state's residents? What were voter's concerns about his candidacy? What role did religion and age play in the campaign of 1960?

Ask students to choose one campaign speech and act as campaign advisors to the Senator. Have them write a memo evaluating the content of the speech and provide strategies for future speeches.

Alternatively, have students, as campaign advisors, choose a few speeches and evaluate Senator Kennedy's public speaking abilities based on the following elements of persuasive speech: establishment of credibility; use of facts and logic; emotion; images; metaphor; organization of his points; historical references. Have students write a memo to the Senator evaluating his performance and providing strategies for future speeches.





## UPCOMING KENNEDY LIBRARY FORUMS

The Kennedy Library has several exciting forums this spring and summer relating to civics and history curricula. All forums are free, and teachers and students are invited to attend. To register for a forum or for more information, visit [www.jfklibrary.org](http://www.jfklibrary.org).

### The Future of the Space Program

Monday, May 10, 5:30 to 7:00 p.m.



**Charles Bolden**, the newly-appointed Administrator of NASA, discusses the future of the Space Program and President Obama's new priorities during these challenging economic times. ★

### Kennedy v. Humphrey: The 50th Anniversary of the West Virginia Democratic Primary

Wednesday, May 12, 5:30 to 7:00 p.m.



On the 50th anniversary of the West Virginia Democratic Primary, Kennedy aides **Dick Donahue**, **Charlie Peters**, and **Ted Sorensen**, and veteran journalist **David Broder** share their memories of this pivotal contest in the 1960 campaign with Pulitzer Prize-winning reporter **Tom Oliphant**. ★

### President Obama: Year One

Tuesday, June 1, 5:30 to 7:00 p.m.



**Jonathan Alter**, Senior Editor and Columnist for *Newsweek*, discusses his new book, *The Promise: President Obama, Year One* with his *Newsweek* colleague, **Eleanor Clift**. ★

### Thank You, Mr. President: Helen Thomas at the White House: A Screening and Discussion

Thursday, July 15, 5:00 to 6:30 p.m.



**Rory Kennedy**, youngest child of Robert and Ethel Kennedy, discusses the documentary with her venerable subject, **Helen Thomas**. Known as "First Lady of the Press," Ms. Thomas has covered every president since John F. Kennedy. ★

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## STUDENT SPOTLIGHT!

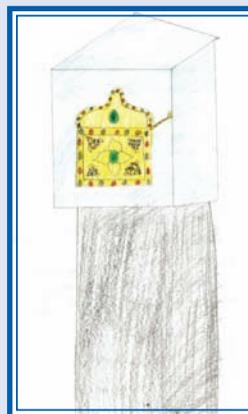
**FIFTH GRADE STUDENTS** from Donald McKay School in East Boston participated in the Museum program, "Who Was John F. Kennedy?" and documented scenes from their visit. ★



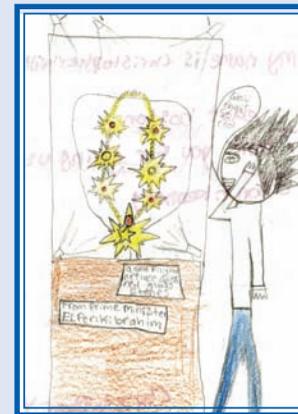
John F. Kennedy's sailboat, the *Victora*, as seen through the Pavilion windows



An exterior view of the Library



A gold purse decorated with diamonds, rubies, and emeralds presented to Mrs. Kennedy by King Hassan of Morocco



A gold filigree necklace with red stones presented to Mrs. Kennedy by Sudanese Prime Minister El Farik Ibrahim Abboud

## 2010 Profile in Courage Essay Contest: Winner Profiles Former West Virginia Congressman

The *Profile in Courage Essay Contest* invites high school students from across the country to write an essay on the political courage of a U.S. elected official who has served since 1956. This year, 1,863 U.S. students in forty-nine states, Guam, and Mexico submitted essays to the competition. The 2010 winning essayist, Michael Reed, a junior at the Chattanooga Center for Creative Arts in Chattanooga, TN, wrote about former U.S. congressman from West Virginia, Representative Ken Hechler, who defied powerful interests in his coal-producing state to pass legislation protecting the health and safety of miners. An excerpt from Reed's essay follows:

### Ken Hechler: Hell-Raiser in Coal Country

Still reeling from the shock of the Farmington coal mine explosions that claimed seventy-eight lives just a few days earlier on November 20, 1968, U.S. House Representative Hechler vowed to find a way to require the coal industry to place the miners' health and safety above profit. . . . In a bold act of political courage for a politician from a coal-producing state, Representative Hechler defied coal companies and bravely led the way for passage of the Federal

Coal Mine Health and Safety Act of 1969. . . .

Despite the pressures for conformity, Hechler openly criticized the hazardous practices of coal operators and the corruption of the United Mine Workers' (UMW) leadership. . . . Hechler received letters from irate coal executives and miners within his district withdrawing their support for him. Colleagues from his state delegation rushed to the industry's defense while ridiculing and belittling Hechler. A group of fifty miners came to his Washington, D.C. office to



2010 Winning Essayist Michael Reed

harass him. FBI records revealed that murderer Paul Gilly, hired by the UMW, had attempted to kill Hechler, but a crooked mountain road had "prevented his getting a bead" on him. Refusing to be intimidated, Hechler observed, "I don't have as many friends as I used to. I was meek and quiet for a long time, but you have to choose at some point if you want to be a good, popular guy or be an S.O.B. to accomplish something."

To access the complete essay with citations and bibliography, visit [www.jfklibrary.org](http://www.jfklibrary.org) and follow the links Education—Profile in Courage Award—Essay Contest for High School Students—Winning Essays.

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*John Hancock*  
the future is yours

### Highlights Tours for Families

THE JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM OFFERS HIGHLIGHTS TOURS led by volunteer docents eager to engage families in learning about the life and legacy of John F. Kennedy. Follow Kennedy on the campaign trail, see the coconut that helped save his life during World War II, listen in as President Kennedy talks to the press about the issues of the day, and hear the story of how pieces of a famous ship were used to craft the president's desk. An excellent opportunity for schools looking to organize a parents' day or family outing, Highlights Tours are offered daily and free with Museum admission. Visitors may call ahead for Tour times or check signs upon arrival at the Museum. ★

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## BRING YOUR STUDENTS TO THE KENNEDY LIBRARY!

The Library offers Museum-based programs for elementary, middle, and high school students from September to June on topics ranging from a biography of JFK to the challenges of the Cold War.

For more information, visit the "For Teachers" section of our web site at [www.jfklibrary.org](http://www.jfklibrary.org) or contact Esther Kohn at [esther.kohn@nara.gov](mailto:esther.kohn@nara.gov) (elementary school programs); Sam Rubin at [sam.rubin@nara.gov](mailto:sam.rubin@nara.gov) (middle school programs); or Nina Tisch at [nina.tisch@nara.gov](mailto:nina.tisch@nara.gov) (high school programs).



Students from the Blackstone Elementary School in Boston pose after a program

*Additional support for the John F. Kennedy Presidential Library and Museum's history and civic education programs is provided by: Lloyd G. Balfour Foundation; Connell Family Fund; the John F. Kennedy Irish Abroad Legacy Gift; and*



**Museum Hours**  
Daily, 9 a.m. to 5 p.m.  
Closed Thanksgiving,  
Christmas, and New Year's Day

The Kennedy Library  
Department of Education and  
Public Programs offers free  
museum passes to teachers  
considering a field trip to the  
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