

Jack Denove Collection

During the 1960 presidential campaign, filmmaker Jack Denove was asked to produce campaign commercials and programming for candidate John F. Kennedy. Using hand-held 16mm cameras and a mobile video unit, Denove filmed or video-taped every speech and public appearance, designed commercials, and produced special fifteen and thirty minute programs around specific themes such as urban problems, medical care of the aged, and revitalizing American prestige. This marked the first time television was used in a presidential campaign to this extent. Included in the collection are Kennedy's speech before the Greater Houston Ministerial Association, in which he addressed the issue of his Roman Catholic religious beliefs; *COFFEE WITH THE KENNEDYS*, a call-in show which included footage from home movies; and *NAVY LOG*, a television dramatization of the PT-109 incident highlighting Kennedy's heroic actions during World War II. Donated to the UCLA Film and Television Archive by the Denove family, the collection contains all the footage



Presidential candidate Senator John F. Kennedy's use of television during the 1960 election period was the first to integrate extensive coverage in multiple venues and broadcast programming styles.

Denove shot during the campaign, including completed product, negatives, trims and outs, unedited footage, stock shots, crowd shots, and airport arrivals.

COLLECTION PROFILE

Samples from the Collection

(this is only a partial list – consult the Archive Research and Study Center for further listings)

Coffee with the Kennedys (1960). Campaign broadcast featuring a call-in segment and home movies of the Kennedy family. This program was aired to correspond with the April 5 Wisconsin primary. Study Copy: VA8946 T

Edward R. Murrow Interviews John F. Kennedy, July, 1960. Interview recorded prior to the Democratic National Convention. Study Copy: VA12352 T

John F. Kennedy Meets with NAACP Members and Others (1960). Recorded at the Democratic National Convention, Los Angeles, California. Includes a speech given by Kennedy to NAACP members and unedited coverage of Kennedy meeting African-American delegates. Study Copy: VA12353 T

John F. Kennedy Speaks on the Middle East (1960). Includes a review of the Democratic and Republican party platforms on the Middle East and excerpts from a speech made by Kennedy before the Zionist Organization of America in New York. Study Copy: VA10433 T

Kennedy Answers Farm Questions (1960). Campaign political spot broadcast before the May 10 Nebraska primary. Includes Kennedy's comments on issues facing the agriculture industry. Study Copy: VA13503 T

Kennedy Speech to Greater Houston Ministerial Association (1960). Speech and question and answer period recorded at the Rice Hotel in Houston, Texas on September 12, 1960. Study Copy: VA5093 T

Political Spot: John F. Kennedy asks the Support of California Viewers (1960). Study Copy: VA11738 T

Political Spot: Kennedy-Nixon Debate (1960). Includes excerpts from the televised debate between Kennedy and Richard Nixon. Study Copy: VA7249 T

Public Rally, Hotel Theresa, New York, N.Y., October 12, 1960. Includes remarks by Adam Clayton Powell and Eleanor Roosevelt prior to Kennedy taking the podium. Kennedy discusses Richard Nixon, employment rates, civil rights and other issues to a crowd assembled in Harlem. Study Copy: VA14471 T

Speech of Senator John F. Kennedy, Shrine Auditorium, Los Angeles, California, September, 1960. Speech includes Kennedy's impressions of why the vote in California is significant to the 1960 presidential election. Study Copy: VA6222 T

Related Program

Navy Log: PT 109 (1957-10-17). Broadcast on ABC. Director, Sam Gallu. Writer, Allan E. Sloane. Study Copy: VA4533 T

Print Resources

(for more information consult the UCLA Libraries Collection)

Jamieson, Kathleen Hall. *Packaging the Presidency: A History and Criticism of Presidential Campaign Advertising*. New York: Oxford University Press, 1996.