

The Kennedy Charisma

Probably the most interesting surprise to come out of this election year of the unexpected, is the hectic, seemingly knee bended wooing of the university crowd by almost every aspiring candidate to the presidency. It is not completely a mistake that the candidates opened their campaigns before young people, though many critics have called it that, nor is it a mistake that they continued to gear their political endeavors to the tastes of the young.

There are some very profound and, at the same time, very illuminating reasons for their course of action.

"HOT POTATOES"

The most obvious reason, and the most likely one that motivated the candidates is the fact that less than one per cent of the college crowd is of voting age. Ordinarily this would be enough to cause political aspirants to treat the college crowd like a hot potato. But this course of action gives the candidates both a large public contact through television, radio and newspaper coverage, while at the same time affording for any mistakes that were made during their speeches.

Furthermore, the McCarthy's, the Kennedy's and the Nixon's are usually speaking before a large and enthusiastic audience, that will cheer at the drop of a phrase, and rise to their feet at anything close to a glowing promise.

"LONG TERM INVESTMENT"

In terms of long range planning, one must remember that by appealing to the voters of 1968 the candidate is appealing to the voters of 1972. This is probably the most interesting factor of the pre-election campaigning.

Besides these reasons, the candidates realize that by wooing the college kids, he can hopefully gain the enthusiastic and whole-hearted support of a group that is not lacking in both spirit and determination.

On the Behrend Campus, a strong movement in support of Senator Robert F. Kennedy is being led by the Chairman of Students for Kennedy - Mike Andrews.

The following is his latest release to the student body.

What is the critical test for Senator Kennedy? The answer to this question is very easy. Every primary that the Senator is in is critical to his nomination. To show that he can gain support he must have the victories in everyone of the remaining primaries. Kennedy must have the help of all of his supporters in his bid for the nomination. The reason for his need for support is that most union leaders oppose him, which forces him to go to the people.

"HUMPHREY BY A HAIR"

It is clear now that Humphrey is the front runner. But this lead can be overrun by strong showings by Senator Kennedy.

"A FEELING, A HOPE, A QUOTE....."

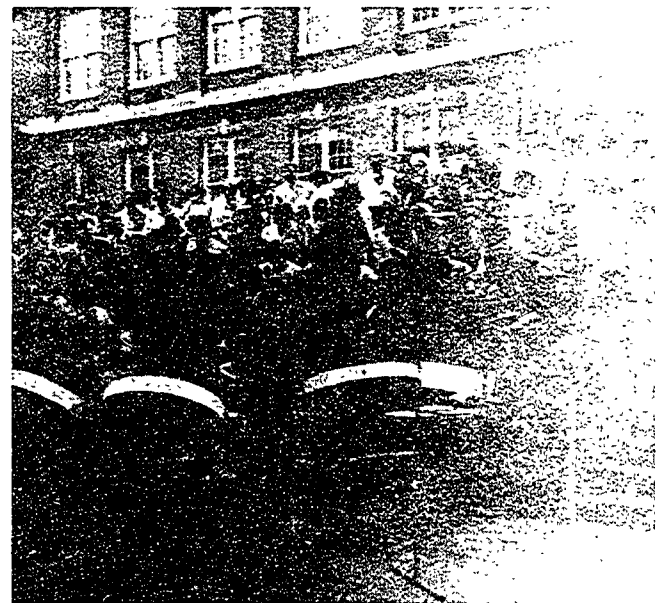
Senator Kennedy feels that we should help any nation that is willing to make a definite effort to help itself. Domestically, Kennedy feels that the problems of race riots and crime can be best solved by strict social reform. He sums it up by saying, "I run for the presidency because I want the United States to stand for hope, for reconciliation of men, for new polociies."



Kennedy speaks to Washington D.C. crowd.



Bobby shakes a hand from Behrend.



And the band played on...