

Gardner-Webb University

## Digital Commons @ Gardner-Webb University

---

Gardner-Webb NewsCenter Archive

Gardner-Webb Publications

---

11-22-2013

### GWU Professor Discusses JFK's Effective Use of Media Outlets to Advance His Message

Office of University Communications

Follow this and additional works at: <https://digitalcommons.gardner-webb.edu/gardner-webb-newscenter-archive>

---


#### Recommended Citation

Office of University Communications, "GWU Professor Discusses JFK's Effective Use of Media Outlets to Advance His Message" (2013). *Gardner-Webb NewsCenter Archive*. 1546.  
<https://digitalcommons.gardner-webb.edu/gardner-webb-newscenter-archive/1546>

This Book is brought to you for free and open access by the Gardner-Webb Publications at Digital Commons @ Gardner-Webb University. It has been accepted for inclusion in Gardner-Webb NewsCenter Archive by an authorized administrator of Digital Commons @ Gardner-Webb University. For more information, please contact [digitalcommons@gardner-webb.edu](mailto:digitalcommons@gardner-webb.edu).

# GWU Professor Discusses JFK's Effective Use of Media Outlets to Advance His Message

---

 [webpublish.gardner-webb.edu/newscenter/dr-lisa-leudemman-discusses-jfks-effective-use-of-media-outlets-to-advance-his-message/](http://webpublish.gardner-webb.edu/newscenter/dr-lisa-leudemman-discusses-jfks-effective-use-of-media-outlets-to-advance-his-message/)

Office of University Communications

November 22, 2013

## *Dr. Lisa Leudemman Discusses Kennedy's Masterful Use of Media*

BOILING SPRINGS, N.C. – As the nation remembers the assassination of President John F. Kennedy 50 years ago, individuals are reflecting on elements of his legacy that are sometimes overshadowed by his premature death. For instance, JFK utilized media, particularly photography and television, to effectively connect with his audience and to advance his political agenda. WGWG's Jeff Powell talks with Dr. Lisa C. Luedeman of Gardner-Webb University's Communication Studies department. In this exclusive interview, Dr. Luedeman discusses President Kennedy's understanding and use of the media to craft his image and communicate with the public.

Click [here](#) to listen to the full interview with Dr. Leudemman:

*Located in Boiling Springs, N.C., Gardner-Webb University blends a liberal arts core curriculum with more than 55 major and minor professional programs of study, a comprehensive academic experience that flows from our Christian commitment to intellectual freedom, service and leadership.*