Local PBS Documentary The Kennedy Half Century Picked up for National and International Distribution

Premieres Monday, November 4 at 9:00PM on WCVE PBS Richmond & WHTJ PBS Charlottesville

RICHMOND – Oct. 25, 2013 – Marking the 50th anniversary of JFK’s assassination, THE KENNEDY HALF CENTURY is a one-hour documentary based on Larry Sabato’s new book, chronicling the impact and influence of John F Kennedy’s life, administration and tragic death on the public, the media and every subsequent U.S. president. It will premiere on Monday, November 4 at 9:00PM on WCVE PBS Richmond & WHTJ PBS Charlottesville.

John F. Kennedy’s legacy has endured due to the early efforts of family and friends, as well as through Lyndon Johnson's "Great Society" programs, Ronald Reagan's tax cuts and Cold War strategies, Bill Clinton's infatuation with the 35th president, and the "twinning" of JFK and Barrack Obama in the 2008 presidential campaign.

The film is a co-production of The Community Idea Stations and the Center for Politics-University of Virginia, and features interviews with major political and media figures, including Bob Schieffer, Ron Reagan Jr., Kathleen Kennedy Townsend, Ari Fleischer, James Carville, Julian Bond, and Sabato, among others.

“We wanted this documentary to be different from a host of others Americans will see this fall, all of them tightly focused on President Kennedy’s assassination,” says Sabato. “We want viewers to understand how a short but significant presidency like Kennedy’s can translate for other presidents’ campaigns and policy agendas. How did Kennedy’s successors use his achievements and post-assassination sainthood to help them accomplish their preferred ends?”

In addition to its local broadcast premiere, THE KENNEDY HALF CENTURY will air on PBS stations across the country this November, including such top markets as New York, Los Angeles, Philadelphia, Dallas and Atlanta. International distribution is being provided by Kultur Films and the Al-Hurra Channel, with other deals pending, which will bring the program to the Middle East, Africa, and beyond. View the video trailer.

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