

# F. Y. I.

Today's release is the first of a two-part series on the public's appraisal of the Presidential press conference. The second article will be for release Wednesday, May 9.

NOT EARLIER THAN SUNDAY, MAY 6, 1962

## The Public Appraises The Presidential Press Conference

NO. 1 — THE PRESIDENT'S PERFORMANCE

# JFK Gets High Rating From Press Conference 'Audience'

## Kennedy's Impromptu Handling of Conf. Questions Put

Director, American Institute of Public Opinion

BRIDGEPORT, N. J., May 5 — Highly impressed with the way

like the impromptu atmosphere of the President's sessions with

contains the pitfalls of "off-the-cuff"

conference has led some observers

way President Kennedy handles himself in these press confer-

nedy handles himself at his press conferences, most Americans who have seen him in action like the

the country is reacting to this, the Gallup Poll assigned its reporters

Favorably impressed ..... 91%  
Unfavorably impressed ..... 9%

The consensus from this audience

much of the majority reaction: "He's so direct and not wishy-

"Some people see a danger in having a President express his

the Gallup Poll's study of public reactions to the Presidential press

he is projecting a favorable "image" of a fearless leader who is very

gets an extremely high rating, a substantial minority of persons

and submitted a day or two before he appears at the press confer-

public's rating of the questions

All of those in the survey who said they had seen or heard a conference in the last six months were

All of those who have been in the audience at some point in the

Disagree, keep as it is now ..... 61

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