

JOHN JOSEPH KENNEDY (JJK) MEDIA BIO

Born April 9, 1954 in Oklahoma City, Oklahoma to Mr. and Mrs. Michael Francis Kennedy III, John Joseph Kennedy (JJK) is part of the acclaimed Kennedy's of Charleston, South Carolina family that immigrated to America seven generations ago from their ancestral homes of Tipperary, Ireland, Paris, France and Caracas, Venezuela.

Mr. Kennedy is the great-grandson of South Carolina statesman, Congressman Michael Francis Kennedy Sr., the first of the Kennedy bloodline to hold political office in American politics. Congressman Kennedy served with distinction in South Carolina's House of Representatives for two terms from 1882-1886 and was married to Margaret Hand Buttlerly Kennedy of New York City.

JJK is also the great nephew of Congressman Patrick Henry Kennedy I who served in South Carolina's House of Representatives from 1922-1924.

In addition, Mr. Kennedy is the great-great grandson of John D'Arcy Kennedy (Ancient French House of D'Arcy) to be of direct royal descent from King Charlemagne, the Emperor of the Holy Roman Empire and Caroline Rodriguez Kennedy (Caracas, Venezuela). In fact, three of his D'Arcy ancestors, Barons Robert, Thomas and Norman D'Arcy were among those who initiated and enforced the Magna Carta against King John of England, and were present at it's signing in 1215. The famous French martyr, Joan D'Arc, was also a member of this noble family.

Mr Kennedy's father, MFK III, was a pioneer television producer and personality in the 1950's starring in one of the first daily television talk shows, *Michael Kennedy's Platter Parade* for NBC affiliate WKY-TV (now KFOR-TV). He also had his own radio programs for WKY Radio and KTOK Radio before venturing into the insurance business.

Pedigree, though, does not endow a man with greatness; that comes from the principles a man lives by and the actions he takes in order to honor them. John Joseph Kennedy is bound for greatness. Despite a late entry, as a true Democrat he was a write-in candidate for President of the United States in 2004 with a powerful slogan to "Right the Wrongs of America." He has taken that experience, been transformed through it and is officially running on the

Democratic ticket for 2008. Yet he is far more than another politician.

Mr. Kennedy has led a fascinating life that also saw him become President of Young Democrats, a Student Congressman, working with the Special Olympics and other worthwhile endeavors. While on Rodeo Drive in Beverly Hills one day, JJK was discovered as a model by a well-known fashion editor, and soon he found himself modeling for GQ, Armani, Ralph Lauren and others.

Mr. Kennedy attended St. Gregory's Catholic College, Oklahoma University and Harvard University. As an accomplished writer he was invited to Harvard University based on the first short story he ever wrote, *Chad Jarman is 40 Today!* He became a Journalist/Staff Reporter for *The Daily Law Journal/Journal Record*, a publication that is currently owned by *The New York Times*. He freelanced for *Beverly Hills People* and other publications and later became an investigative writer. Mr. Kennedy is an international award-winning author and speaker, and a *Who's Who of International Professionals*.

In one of life's ironies, he was asked to perform a screen test to play JFK in Oliver Stone's movie of the late President. What no one knew on the set was that he was actually distantly related to the two principle characters, JFK and LBJ.

He has been involved in entrepreneurial, creative and public service endeavors for many years. After working for Jerry Magin's Polo Shop on Rodeo Drive, with a bird's eye view of *conspicuous consumption* at its most rampant and a keen eye for marketing, Mr. Kennedy created his own fashion label, appropriately called *Façade*.

As President of Façade of New York, Ltd., his fashion parody on Ralph Lauren's popular Polo logo, Mr. Kennedy's timely and clever concept, combined with his innovative advertising campaigns: "*Put on a Façade!*" and "*For some of us polo is only a game!*" created an overnight sensation and demand for his product. Mr. Kennedy was directly responsible for the manufacturing and distribution of the *Façade* shirt label to more than 250 upscale boutiques throughout the United States. Celebrities, models and politicians wore *Façade* shirts.

In 1984, Mr. Kennedy created "Richter Duck", a fun and educational cartoon character and earthquake preparedness program entitled "Richter Duck's

Operation Quake-Quake". The objective of the project is to promote earthquake awareness and safety especially for children in a fun and non-threatening way. He served as Executive Director and public service spokesman, based in California, for many years. He is an expert on earthquake preparedness and disaster relief.

He was responsible for all creative aspects of the project including writing and designing the "Richter Duck" coloring books, instructional brochures, T-Shirts, stickers, safety kits and life-sized costume. Sponsors and patrons of the "Richter Duck" program included the San Francisco Unified School District, the Honorable Cyril Magnin; Chief of Protocol for San Francisco, Mrs. Frank Sinatra, the NFL, the Kennedy's of Charleston, and other private and public foundations.

In 1995 he created characters and music for an existing educational model for children and adults with learning disabilities. In 2005 he created and produced a CD package and business model on entrepreneurship, *Creativity & Entrepreneurship: The Creative Evolution of an Intellectual Property*.

Mr. Kennedy is currently President & CEO of John Kennedy Enterprises, Inc. He has worked for many, many years as a dedicated and struggling writer to realize a huge dream he has for children, the oceans, and our environment in general by creating *The Royal Critters - Whale Magic*, a non-violent digital animated film and publishing project currently being shopped for funding and global distribution. It is designed for children, and to educate and encourage all for the protection and preservation of the world's oceans and the remarkable creatures that inhabit them. Mr. Kennedy has hosted and produced two one-hour television specials about the oceans: *Whale-of-a-Holiday* (2002) and *Save God's Royal Creatures* (2003).

He has faced many rejections by Hollywood and other studios in the 1990's because the *Whale Magic* project was not riddled with violence and he refused to contribute to the toxic programming in children's media, making him an advocate for non-violence in children's multi-media. He is disturbed that his project and other like-minded positive programming for children have not be recognized in this country.

Children's film, television and games have become exponentially more violent in recent years. Mr. Kennedy has made this issue a major part of his 2004 and 2008 Presidential platforms calling for an end to what he describes as: "The

ultimate in child abuse, by teaching our precious children to be soldiers, murderers and spies - pitting one against the other - instead of loving and innocent children of God. This lies at the very heart of the spiritual malady of America today. It was done on purpose."

Mr. Kennedy has contributed years of his life, and much money to the *Whale Magic* project and has completed a significant amount of pre-production. He has personally experienced unspeakable hardships and poverty for this worthwhile dream and will continue to fight for the welfare of children the world over. (www.WhaleMagicNetwork.com).

In October 2005 he launched his humanitarian and environmental campaign, *The Campaign for the New Humanity*. When time allows, he has been touring the United States sharing his profound vision and speech: *My Dream For The New Humanity*. He has been invited to many countries, including Jaipur, India to be the keynote speaker at the International Conference on Peace. In 2005 he received the International Speakers Award for Outstanding Achievement.

Mr. Kennedy is also the 2005 recipient of the International Humanitarian Award, *Knights of Conscious International* from the All India Letter Writers Association (AILWA), Bombay, India, for his letters and speeches promoting global peace. Throughout his career, his work and inspiring life-giving messages and speeches have reached more than 100 million people around the world.

Mr. Kennedy is not married. He is one of ten siblings, including the brother of the late Cecilia Madeline Kennedy and has many cousins, nieces, nephews and grand-nieces and nephews. He travels extensively and divides his time between South Carolina and his home in Atlanta, Georgia.

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