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Public relations in the Jackson White House

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Journalist Amos Kendall arrived in Washington in 1829, exchanging his pen for a ledger at the Treasury Department. The victorious presidential candidate, Andrew Jackson, had appointed Kendall Fourth Auditor of the Treasury. But Kendall soon picked up his pen again, also at the request of the President, and began to write articles, speeches, State of the Union messages and press releases on behalf of the fiery President and his programs.

The author of this article traces Kendall's ascendancy in Jackson's "Kitchen Cabinet" and the growth of his influence, not only as a public relations practitioner and a press secretary, but as a political adviser as well. Fred Endres says that, based on correspondence in the Jackson Papers, the President relied heavily on Kendall's judgment.



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