

NBC's *Today*

11/12/25

7:34:04 a.m. [TEASE]

14 seconds

[ON-SCREEN HEADLINE: 8:05 AM; A New Kennedy in Congress?]

CARSON DALY: Still ahead this morning, guys, a new Kennedy getting into politics. Jack Schlossberg, that's JFK's grandson and social media provocatur [sic] — provocateur, excuse me — announcing he's preparing to run for high office. We're going to have all the details and the reaction on that coming up.

(...)

8:00:31 a.m. [TEASE]

15 seconds

[ON-SCREEN HEADLINE: Just Jack]

SAVANNAH GUTHRIE: Then, just Jack. John F. Kennedy's grandson throwing his hat into the political ring.

JACK SCHLOSSBERG: My name is Jack Schlossberg and I'm running for Congress.

GUTHRIE: The social media lightning rod now looking to takeover a high-profile seat. The full story coming right up.

(...)

8:05:30 a.m.

2 minutes and 55 seconds

[ON-SCREEN HEADLINE: News at 8; Jack Schlossberg Announces Congressional Bid]

CRAIG MELVIN: Jack Schlossberg, the grandson of former President John F. Kennedy, announcing on social media overnight that he plans to run for Congress. Schlossberg is targeting an open seat in a high-profile, influential district in New York. Stephanie Gosk is here in the studio with details on it. Stephanie, good morning.

STEPHANIE GOSK: Craig, good morning. Like so many members of his famous family, Jack Schlossberg, the youngest child of JFK Jr.'s only daughter Caroline, has grown up in the public spotlight. And now, after years of speculation about whether he might run for office, he's doing just that, trying to etch his own name into the famous Camelot legacy.

SCHLOSSBERG: And our country is at a turning point.

GOSK: This morning, John F. Kennedy's grandson Jack Schlossberg throwing his hat in the political ring —

SCHLOSSBERG: My name is Jack Schlossberg and I'm running for Congress.

GOSK: — the youngest child of former Ambassador Caroline Kennedy and only grandson of JFK and Jackie Kennedy announcing a run for influential New York district and attacking President Donald Trump.

SCHLOSSBERG: A constitutional crisis with one dangerous man in control of all three branches of government.

GOSK: Schlossberg is mostly known as a commentator and influencer without a traditional political background, working briefly for the State Department and as an election reporter for *Vogue* —

SCHLOSSBERG [in 2023]: Ready?

CAROLINE KENNEDY [in 2023]: Ready!

GOSK: — focusing on projects with his mother Caroline, like retracing his grandfather's swim in the Solomon Islands, and the Profile in Courage Awards, which he often spoke about on *Today*.

SCHLOSSBERG [on NBC's *Today*, on 04/21/22]: There are people with integrity like these winners standing up and defending democracy.

GOSK: But he became more political in recent years, particularly blasting his cousin Robert F. Kennedy's run and later position as Trump's health secretary.

SCHLOSSBERG: He's trading in on Camelot, celebrity, conspiracy theories, and conflict for personal gain and fame.

DNC ANNOUNCER [ON 08/20/24]: Jack Schlossberg.

GOSK: Schlossberg also spoke at the Democratic National Convention in 2024.

SCHLOSSBERG [ON 08/20/24]: Tonight, JFK's call to action is now ours to answer.

GOSK: But he's gained a following with his prolific social media presence, posting everything from dating advice and lip synching videos —

[SCHLOSSBERG LIP-SYNCHING TO TAYLOR SWIFT's *LOVE STORY*]

GOSK: — to fiery rants drawing controversy for some posts with graphic critiques of his cousin

Robert F. Kennedy and wife Cheryl Hines and off-colored jokes, at one point posting that he was having a baby with second-lady Usha Vance. In a *New York Times* interview, Schlossberg acknowledging he's made mistakes, but saying he trusts his audience to "understand what's going on." Now, the famous Kennedy heir praising his grandfather's legacy and saying he is focused on connecting the Democratic Party to new voters.

SCHLOSSBERG: There is no other place I would rather be than in the arena fighting for my hometown.

GOSK: Schlossberg is hoping to fill a congressional seat vacated by veteran Representative Jerry Nadler — that's a seat in Manhattan — in what is expected to be a crowded and competitive race, guys.

MELVIN: Okay. Stephanie Gosk, thank you.

GUTHRIE: Thank you, Stephanie.