

THE NEW FRONTIER AND THE GREAT SOCIETY



KENNEDY AND JOHNSON
LEAD AMERICA IN THE
1960S



1960 ELECTION

- The **Democratic nominee** for president in 1960 was a young Massachusetts senator named **John Kennedy**
- He promised to “get America moving again”
- Kennedy had a well-organized campaign and was handsome and charismatic



John Kennedy's Background

- Born to wealth. One of four sons of Joseph Kennedy.
- Harvard Educated, a war hero
- Pulitzer Prize winning author “Profiles in Courage.”
- Former Congressman and then Senator from Massachusetts

Kennedy defeats Lyndon Johnson for nomination

- Johnson is the Senate Majority leader from Texas
- Kennedy is the first Catholic nominated since Al Smith in 1928
- Kennedy elects Johnson as VP to balance the ticket.

REPUBLICAN OPPONENT: RICHARD NIXON

- The Republicans nominated Richard Nixon, Ike's Vice-President
- The candidates agreed on many domestic and foreign policy issues
- Two factors helped put Kennedy over the top: TV and Civil Rights



Nixon hoped to ride the
coattails of the popular
President

Nixon leads early because of experience
and name recognition

- Nixon is 47
- Kennedy 43 & unknown outside Mass.
- Nixon must defend the Eisenhower record
- Kennedy complains about a “Missile Gap”

TELEVISED DEBATE AFFECTS VOTE

- On September 26, 1960, Kennedy and Nixon took part in the first televised debate between presidential candidates
- Kennedy looked and spoke better than Nixon
- Journalist Russell Baker said, *“That night, image replaced the printed word as the national language of politics”*



JFK: CONFIDENT, AT EASE DURING DEBATES

- Television had become so central to people's lives that many observers blamed Nixon's loss to John F. Kennedy on his poor appearance in the televised presidential debates
- JFK looked cool, collected, presidential
- Nixon, according to one observer, resembled a "sinister chipmunk"



JFK'S OTHER EDGE: CIVIL RIGHTS



Sit-Ins were non-violent protests over the policy of whites-only lunch counters in the South

- A second major event of the campaign took place in October, 1960
- Police arrested Martin Luther King for conducting a “Sit-In” at a lunch counter in Georgia
- King was sentenced to hard labor

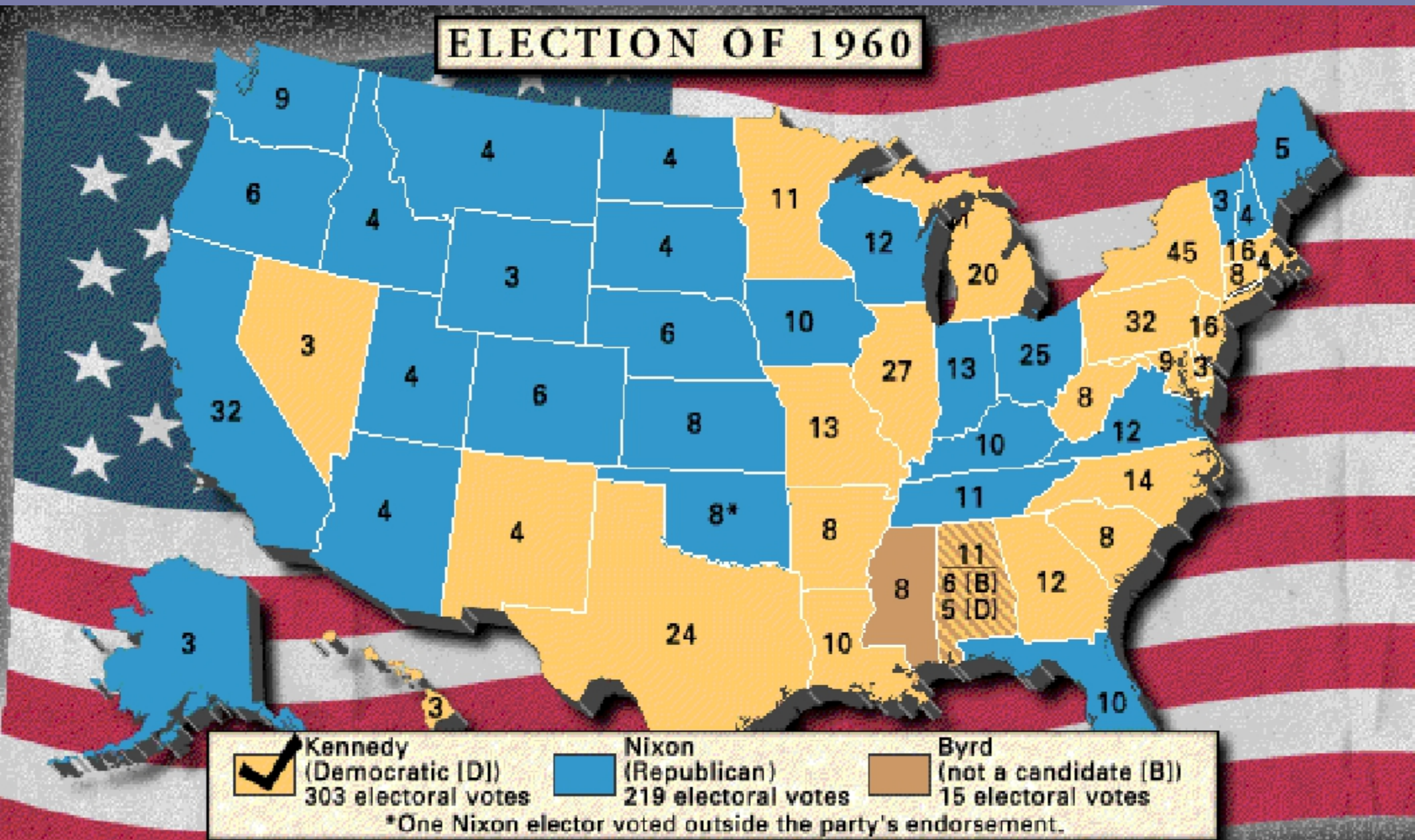
JFK, NIXON REACT DIFFERENTLY TO KING ARREST

- While the Eisenhower Administration refused to intervene, JFK phoned King's wife and his brother, Robert Kennedy, worked for King's release
- The incident captured the attention of the African-American community, whose votes JFK would carry in key states



KENNEDY WINS CLOSE ELECTION

ELECTION OF 1960



Kennedy wins by narrow margin

- 118,574 popular vote margin
- 303 to 219 in electoral votes.
- Vote fraud is charged in Illinois and Texas.
- Kennedy promises to get the country moving again.

Eisenhower's Farewell Address - Jan. 17, 1961

- Beware of the Military-Industrial Complex → It has an unhealthy influence in the councils of government.

“ASK NOT . . .”

In his inaugural address, JFK uttered this famous challenge:



“Ask not what your country can do for you – ask what you can do for your country”

Delivered Friday, January 20, 1961

Democrats control Congress...

- But conservative Republicans & Southern democrats join forces
- Liberal elements of **New Frontier** met congressional opposition
 - **education, environment, medical insurance**
- Kennedy can claim no mandate
- Focus on Foreign Policy issues and the economy

THE CAMELOT YEARS

- During his term in office, JFK and his beautiful young wife, Jacqueline, invited many artists and celebrities to the White House
- The press loved the Kennedy charm and JFK appeared frequently on TV
- The Kennedys were considered American “Royalty” (hence “Camelot” reference)



**Americans
loved the
pictures of
John and
Jackie's kids
playing in the
White House.**



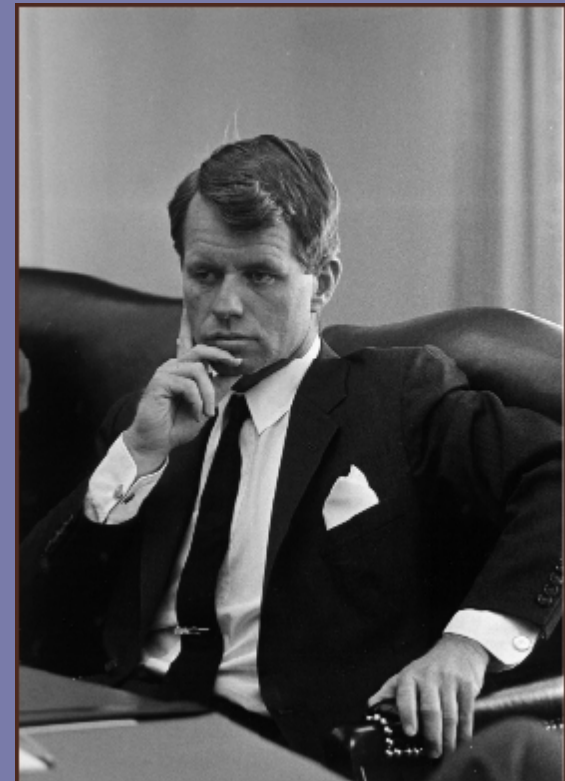
THE KENNEDY MYSTIQUE



- The first family fascinated the American public
- For example, after learning that JFK could read 1,600 words a minute, thousands enrolled in speed-reading courses
- Jackie, too, captivated the nation with her eye for fashion and culture

THE BEST AND THE BRIGHTEST

- JFK surrounded himself with what one journalist described as the “best and the brightest” available talent
- Of all of his elite advisors who filled Kennedy’s inner circle, he relied most on his 35-year-old brother Robert, whom he appointed attorney general



RFK was John’s closest friend and advisor

THE NEW FRONTIER



- Kennedy initiated his vision in a program he called “The New Frontier”
- The economy, education, medical care for the elderly and the poor, and space exploration were all part of his vision

Dealing with the Economy (Fiscal Policy)

- 8% unemployment, slow economic growth demanded attention
- Kennedy followed Keynesian economics
 - Increased govt. spending & urban renewal
 - Increased minimum wage & set up retraining programs
 - Sought lower taxes to stimulate economy
 - Initiated tariff negotiations to stimulate exports



THE PEACE CORPS

- One of the first programs launched by JFK was the Peace Corps
- The Peace Corps is a volunteer program to assist developing nations in Asia, Africa and Latin America
- The Peace Corps has become a huge success



The Kennedy Space Center



RACE TO THE MOON

- On April 12, 1961, Soviet cosmonaut Yuri Gagarin became the first human in space
- Meanwhile, America's space agency (NASA) began construction on new launch facilities in Cape Canaveral, Florida and a mission control center in Houston, Texas

CAPE CANAVERAL, FL



A MAN ON THE MOON

- Finally, on **July 20, 1969**, the U.S. would achieve its goal
- An excited nation watched as **U.S. astronaut Neil Armstrong** took the first steps on the moon
- Space and defense-related industries sprang up in Southern and Western states



“One small step for man, one giant leap for mankind”

KENNEDY ADDRESSES INNER CITY BLIGHT AND RACISM

- In 1963, Kennedy called for “a national assault on the causes of poverty”
- He also ordered his brother, Attorney General Robert Kennedy to investigate racial injustice in the South
- Finally, he presented Congress with a sweeping civil rights bill and a Sweeping tax cut bill to spur the economy



TRAGEDY IN DALLAS



- On a sunny day on **November 22, 1963**, Air Force One landed in Dallas with JFK and Jackie
- JFK received warm applause from the crowd that lined the downtown streets of Dallas as he rode in the back seat of an open-air limousine

JFK SHOT TO DEATH



- As the motorcade approached the Texas Book Depository, shots rang out
- JFK was shot in the neck and then the head
- His car was rushed to a nearby hospital where doctors frantically tried to revive him
- President Kennedy was dead (11/22/63)

LYNDON BAINES JOHNSON BECOMES PRESIDENT

- The Vice-President, Lyndon Baines Johnson, became President after JFK was assassinated
- The nation mourned the death of the young president while Jackie Kennedy remained calm and poised



A somber LBJ takes the oath of office aboard Air Force One with the Jackie next to him

JFK LAID TO REST

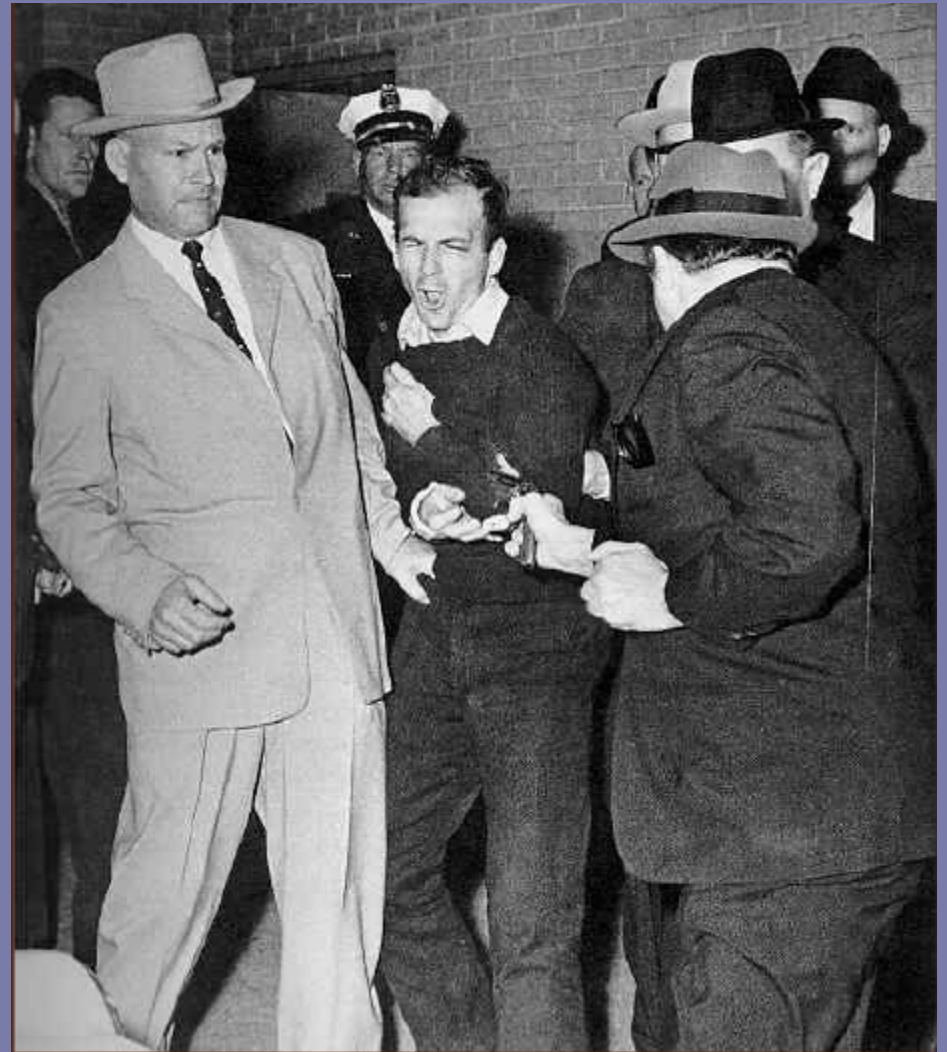


Three-year old John Kennedy Jr. salutes his father's coffin during the funeral

- All work stopped for Kennedy's funeral as America mourned its fallen leader
- The assassination and the televised funeral became historic events
- Like 9-11, Americans can recall where they were when they heard the news of the President's death

LEE HARVEY OSWALD CHARGED; SHOT TO DEATH

- A 24-year-old Marine with a suspicious past left a palm print on the rifle used to kill JFK
- He was charged and as a national television audience watched his transfer from one jail to another, nightclub owner **Jack Ruby** broke through the crowd and **shot Oswald to death**



**Jack Ruby, right, shoots Oswald, center,
to death 11/24/63**

UNANSWERED QUESTIONS



- The bizarre chain of events led many to believe that Oswald was part of a conspiracy
- The Warren Commission investigated the assassination and determined that Oswald had indeed acted alone
- Filmmaker Oliver Stone isn't so sure – his film, “JFK,” is filled with conspiracy theories

LBJ

THE GREAT SOCIETY

- A fourth-generation Texan, Lyndon Johnson (LBJ) entered politics in 1937 as a congressman
- Johnson admired Franklin Roosevelt who took the young congressman under his wing
- Johnson became a senator in 1948 and by 1955 he was Senate majority leader



Senator Johnson pictured in
1958 with a nerd

JOHNSON'S DOMESTIC AGENDA



- As soon as Johnson took office, he urged Congress to pass the tax-cut bill that Kennedy had sent to Capital Hill
- The tax cut passed and \$10 billion in cuts took effect

CIVIL RIGHTS ACT OF 1964

- In July of 1964, LBJ pushed the Civil Rights Act through Congress
- The Act prohibited discrimination based on race, color, religion or national origin, and granted the federal government new powers to enforce the law



LBJ signs the Civil Rights Act as Martin Luther King watches

VOTING RIGHTS ACT 1965



- Part of the Civil Rights Act was to insure voting rights for all Americans
- The act prohibited literacy tests or other discriminatory practices for voting
- The act insured consistent election practices

"By the way, what's the big word?"

THE WAR ON POVERTY

- Following his tax cut and Civil Rights Act successes, LBJ launched his War on Poverty
- In August of 1964 he pushed through Congress a series of measures known as the **Economic Opportunity Act**
- **The Act provided \$1 billion in aid to the inner city**



ECONOMIC OPPORTUNITY ACT



THE EOA legislation created:

- The Job Corps
- VISTA (Volunteers in service to America)
- Project Head Start for underprivileged preschoolers
- The Community Action Program which encouraged the poor to participate in public works program

Project Head Start is still going strong

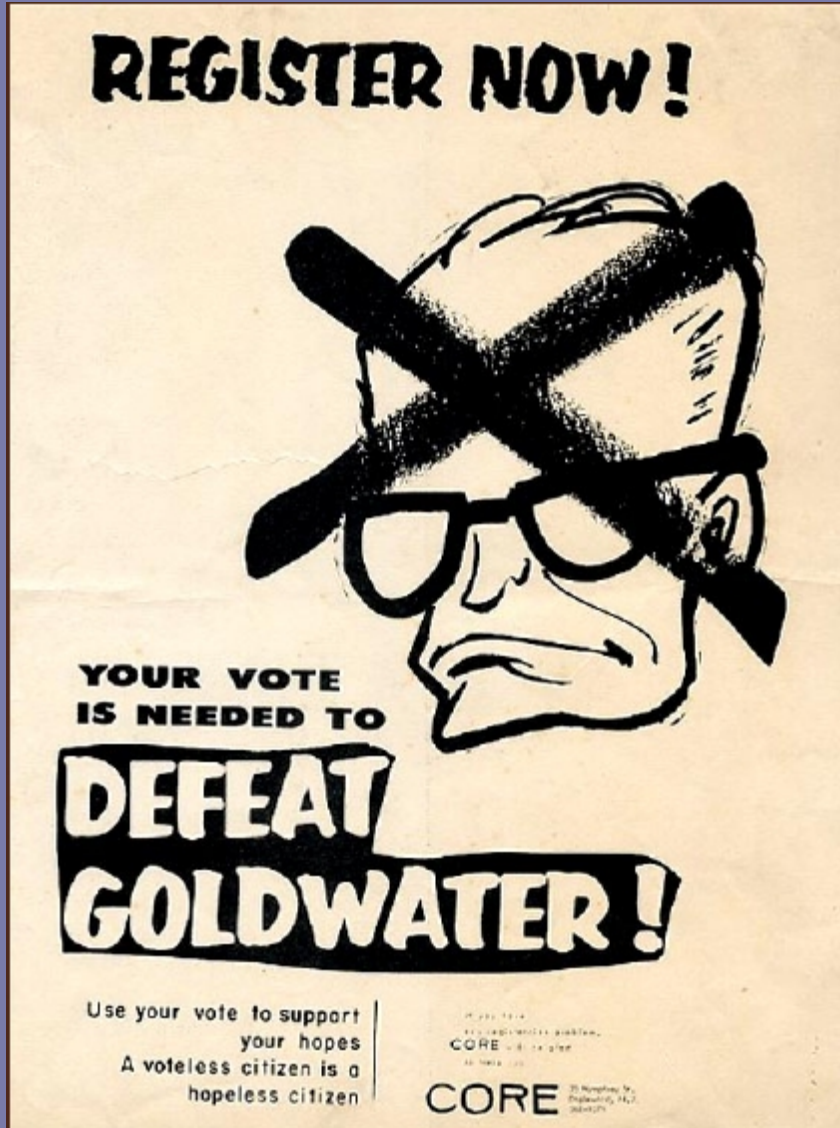
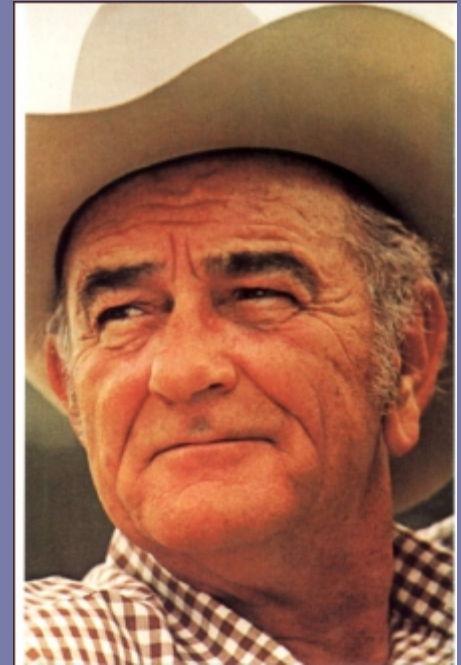


THE 1964 ELECTION

- In 1964, the Republicans nominated conservative senator Barry Goldwater of Arizona to oppose Democrat Lyndon Johnson
- Goldwater opposed LBJ's social legislation
- Goldwater alienated voters by suggesting the use of nuclear weapons in Cuba and North Vietnam

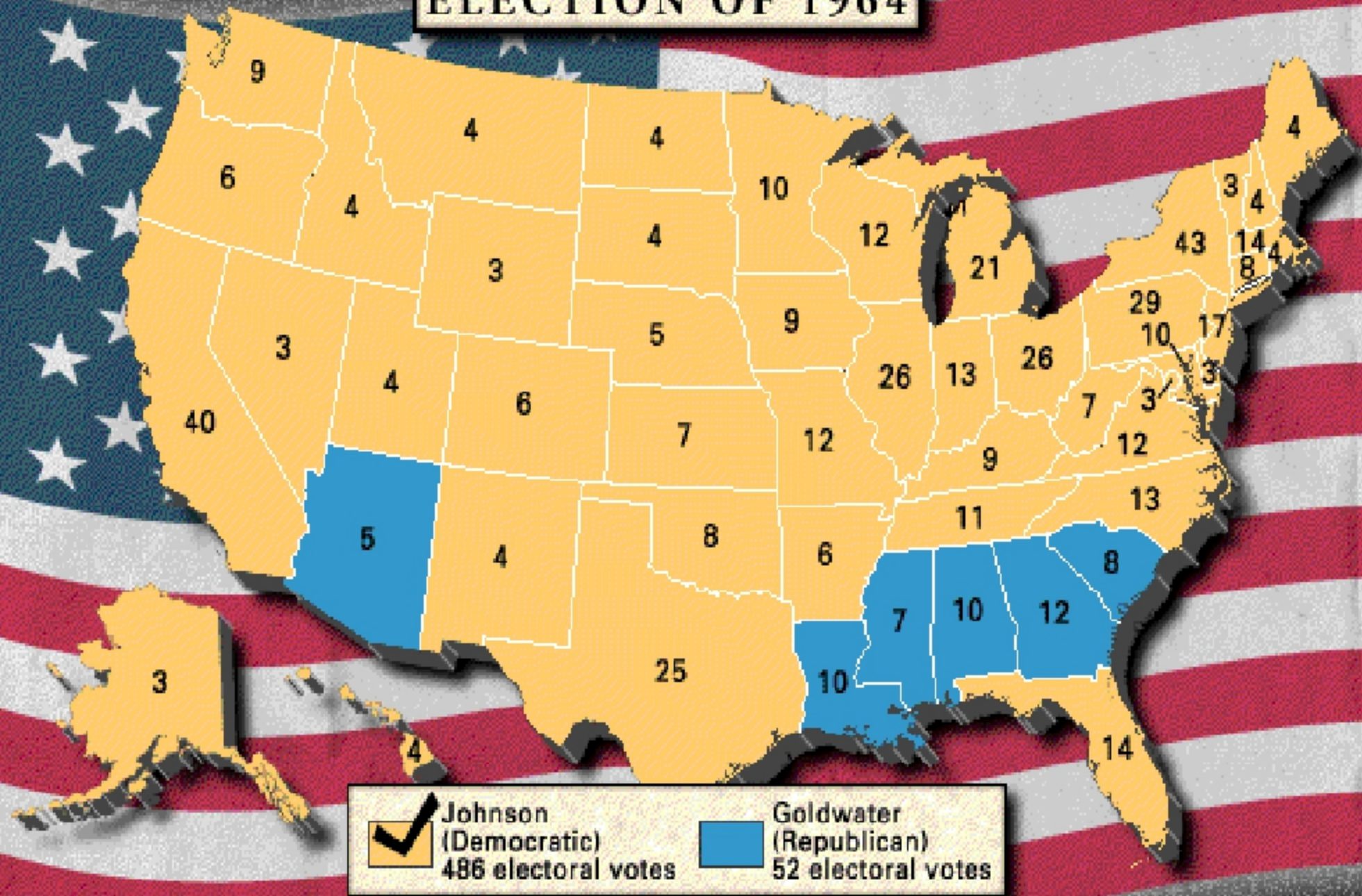


LBJ WINS BY A LANDSLIDE



- LBJ won the 1964 election by a landslide
- For many it was an anti-Goldwater vote
- Many Americans saw Goldwater as a War Hawk
- The Democrats also increased their majority in Congress
- Now Johnson launched his reform program in earnest

ELECTION OF 1964



©1996, Encyclopædia Britannica, Inc.

LBJ easily defeats Goldwater in '64

BUILDING THE GREAT SOCIETY

- In May of 1964, LBJ summed up his vision for America in a phrase: “The Great Society”
- By the time he left the White House in 1969, Congress had passed 206 of LBJ’s Great Society legislative initiatives



EDUCATION



- Johnson considered education “the key which can unlock the door to the Great Society”
- The Elementary and Secondary Education Act provided \$1 billion to help public schools buy textbooks and library materials
- This Act represented the first major federal aid package for education ever

HEALTH CARE

- LBJ and Congress enhanced Social Security by establishing Medicare and Medicaid
- Medicare provided hospital insurance and low-cost medical care to the elderly
- Medicaid provided health benefits to the poor



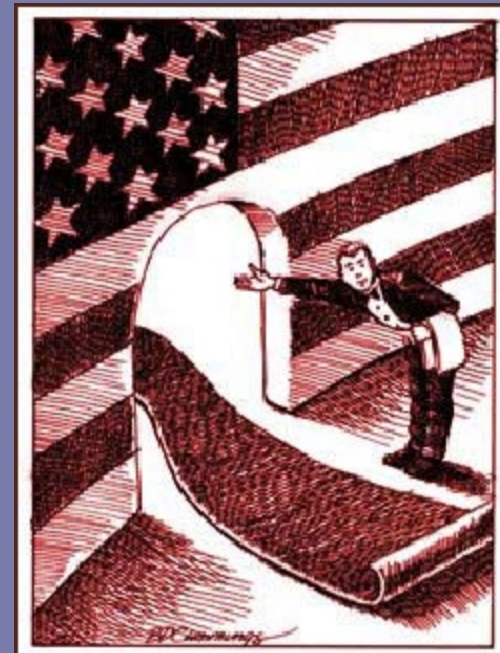
HOUSING



- LBJ and Congress appropriated money to build 240,000 units of low-rent public housing; established the Department of Housing and Urban Development (HUD) and appointed the first black cabinet member, Robert Weaver, as HUD's first leader

IMMIGRATION REFORM

- The Great Society also brought reform to immigration laws
- The Natural Origins Acts of the 1920s strongly discriminated against immigration by those outside of Western Europe
- The Immigration Act of 1965 opened the door for many non-European immigrants to settle in the U.S.



THE ENVIRONMENT

- LBJ also actively sought to improve the environment
- The Water Quality Act of 1965 required states to clean up their rivers and lakes
- LBJ also ordered the government to clean up corporate polluters of the environment



CONSUMER PROTECTION

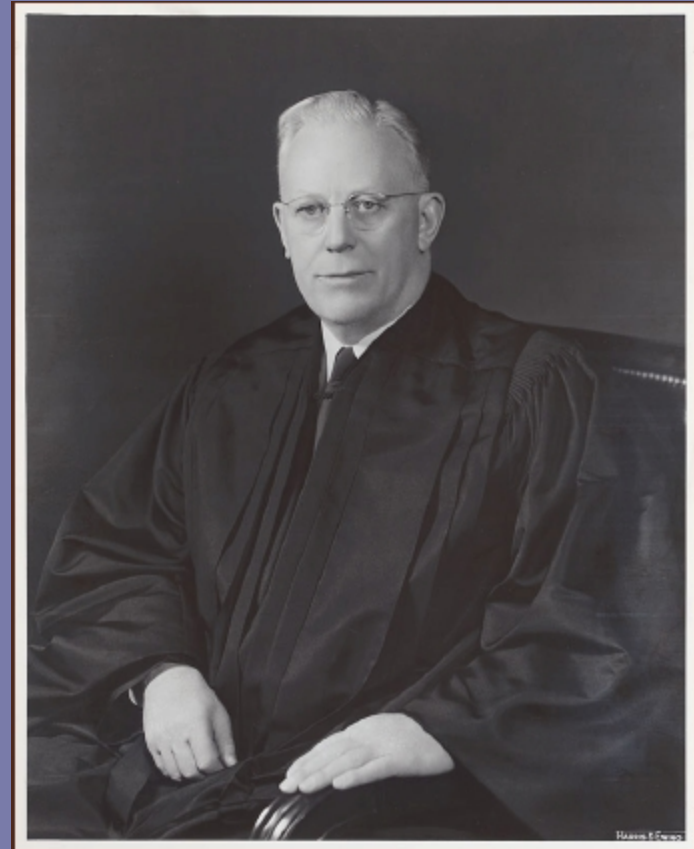


- Consumer advocates also made gains during the 1960s
- Major safety laws were passed in the U.S. auto industry and Congress passed the Wholesome Meat Act of 1967
- LBJ said, “Americans can feel safer now in their homes, on the road, and at the supermarket”

SUPREME COURT REFORMS SOCIETY, TOO



- Reform and change were not limited to the Executive and Legislative branches
- The Judicial Branch led by the Supreme Court and Chief Justice Earl Warren did much to protect individual rights



WARREN COURT AND SUSPECT'S RIGHTS



Although Sgt. Smith thought it all a bit redundant, he still read Marcel his Miranda rights.



- In *Mapp v. Ohio* (1961) the Supreme Court ruled that illegally seized evidence could not be used in court
- In *Escobedo v. Illinois* the court ruled that the accused has the right to have an attorney present when questioned by police
- In *Miranda v. Arizona* the court ruled that all suspects must be read their rights before questioning

IMPACT OF GREAT SOCIETY



- The Great Society and the Warren Court changed the United States
- No president in Post-WW II era extended the power and reach of the federal government more than LBJ
- The War on Poverty helped, the Civil Rights initiative made a difference and the massive tax cuts spurred the economy