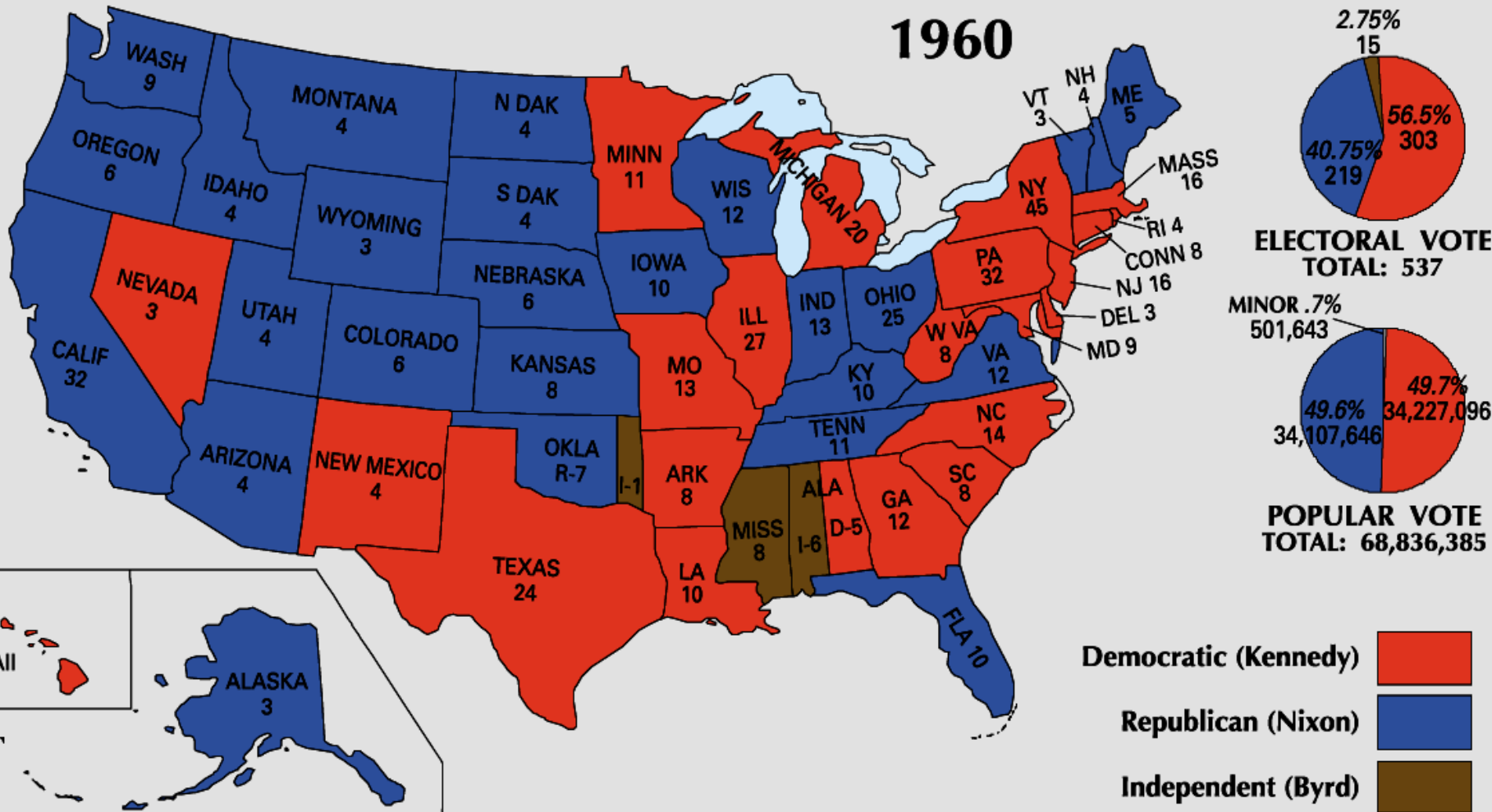




**KENNEDY AND  
JOHNSON YEARS**

# 1960 Election

John F. Kennedy (Dem.) and Richard Nixon (Rep.)



# Election of 1960

- Highly contested election with two very popular candidates
- Kennedy and Nixon were both former senators and friends.
- Nixon had served as Eisenhower's Vice President.
- 1<sup>st</sup> election where TV/the media had an influence on voting and shaping political opinion

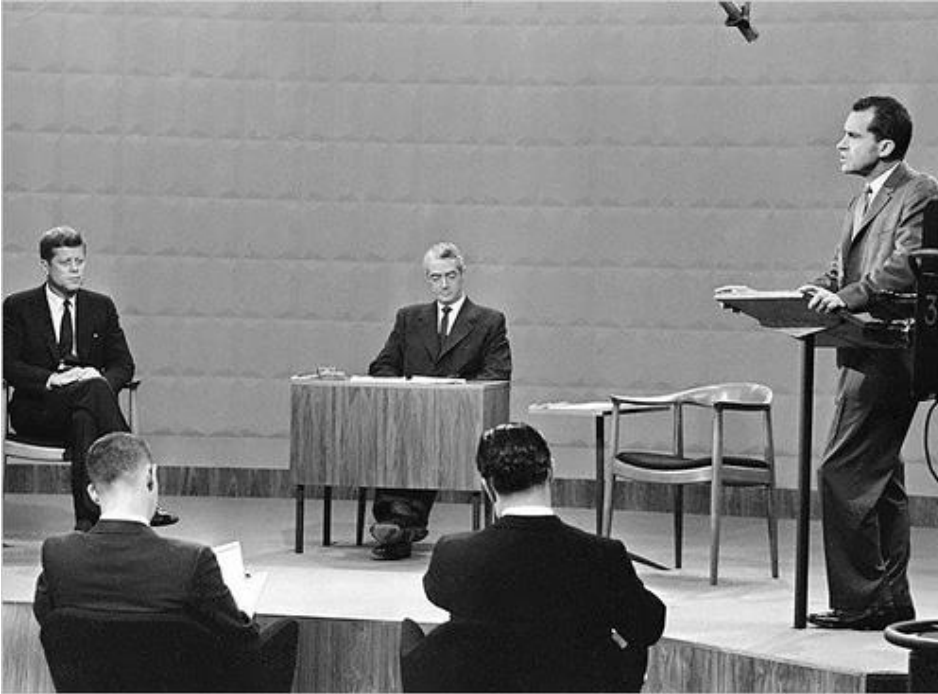
# Election of 1960

What were the MAIN issues of the campaign?

- Cold War and the economy
- Both candidates were “Cold Warriors”
- Kennedy believed the U.S. lagged behind the Soviet Union in missile production



# Kennedy Victory



- Kennedy won the election by a very narrow margin.
- JFK used his youth and charisma to win popularity.
- Debates- contrasts between Nixon and Kennedy

# JOHN F. KENNEDY (1961-1963) Democrat



- Vice President= Lyndon B. Johnson
- Kennedy was 42 when he was elected
- He was the only Catholic ever elected President
- Youngest elected President
- Wife: Jacqueline
- Children: Caroline and John Jr.
- Large extended family also involved in politics

# “Camelot”



# Jackie Kennedy





# Kennedy Family



- Kennedy Family Legacy
  - Wealth, Education, Class, Catholic
  - America's Royal Family
- Kennedy Curse

# Kennedy's New Frontier



## The New Frontier proposed:

- Improve the economy
- Assist the poor
- Make strides toward civil rights
- Speed up the space program  
(race to the moon)

**Kennedy prompted volunteerism  
when he stated in his Inaugural**

**“Ask not what your country  
can do for you, ask  
what you can do for your  
country?”**

WE CHOOSE TO GO TO THE **MOON**  
IN THIS DECADE AND  
DO THE OTHER THINGS  
NOT BECAUSE THEY ARE EASY  
BUT BECAUSE THEY ARE HARD

*John F. Kennedy*



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LET US NOT SEEK  
THE REPUBLICAN ANSWER  
OR THE DEMOCRATIC ANSWER  
BUT THE RIGHT ANSWER.  
LET US NOT SEEK TO  
FIX THE BLAME FOR THE PAST  
LET US ACCEPT OUR OWN  
RESPONSIBILITY FOR THE FUTURE

*John F. Kennedy*



## JFK and the Cold War

**JFK focused  
on the Cold  
War and  
Cuba  
presented  
the first big  
test**



**Nikita Khrushchev, leader of the Soviet Union and John F. Kennedy**

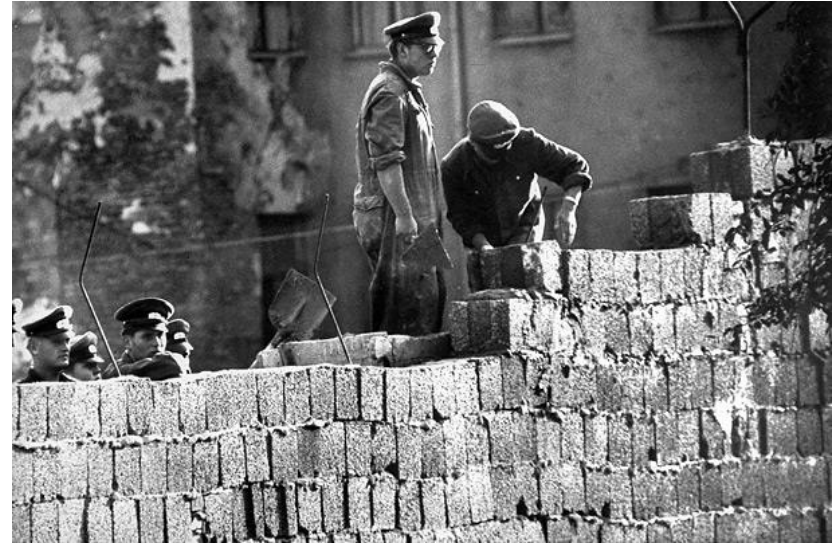
# Berlin Crisis



- The separation between East and West Berlin had grown increasingly hostile since the Berlin Airlift in 1948.
- Kennedy's first meeting with Khrushchev in 1961 went poorly.
- So as not to appear bullied, Kennedy greatly expanded defense budget and the number of people in active duty.

# Berlin Wall

- In August 1961, Khrushchev responded by building a wall to separate Communist East Germany and non-Communist West Germany.
- Stopped the flow of people leaving East Berlin into West Berlin.
- The Berlin Wall became a symbol of the Cold War.





# Berlin Wall



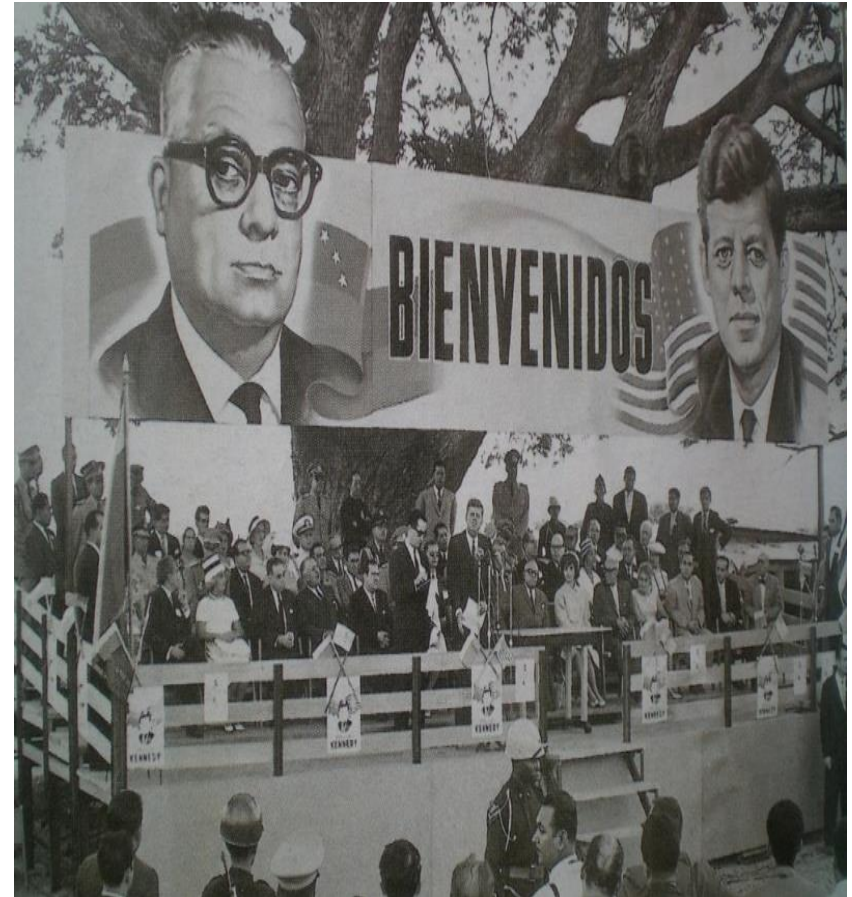
# *“Ich bin ein Berliner”*

- In response to the wall, JFK visited Germany and spoke in Frankfurt saying, “(we) will risk our cities to defend yours because we need your freedom to protect ours.”
- Later in Berlin, he concluded a famous speech with, *“Ich bin ein Berliner,”* meaning, I am a Berliner.



# Alliance for Progress

- The U.S. and Soviet Union were competing for allies in the developing world, Asia and Latin America.
- Kennedy called on all people to join in an “Alliance for Progress”, working together to provide basic needs for Central and South American peoples.
- Pledged \$20 billion over ten years toward economic development.



# Peace Corps

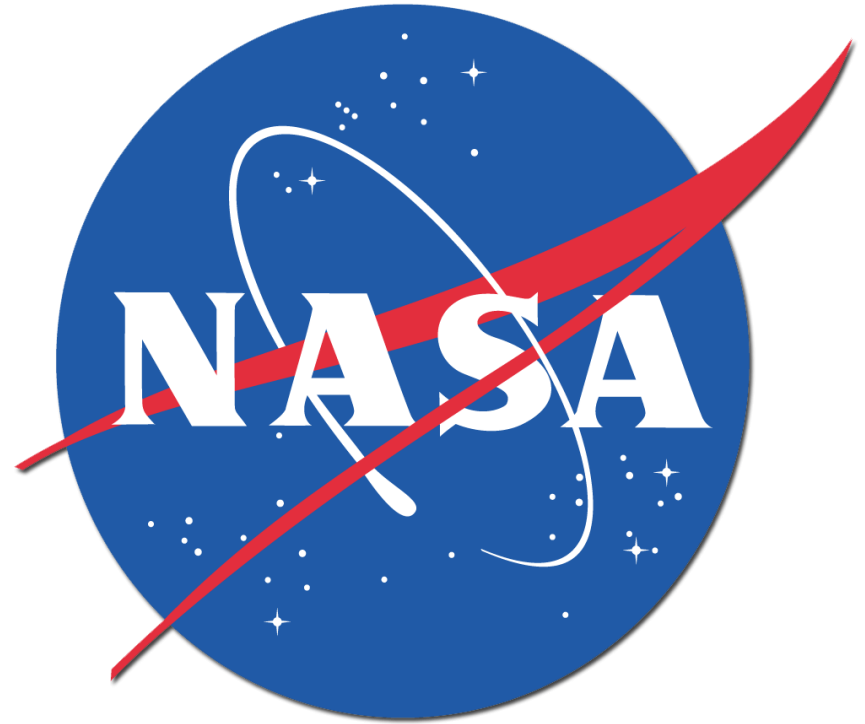
- **JFK started the Peace Corps. This was an organization of young Americans who went to 3<sup>rd</sup> world countries to provide humanitarian services and provide stability.**



**Peace  
Corps**

# The Space Program

- One of Kennedy's lasting impacts was jump-starting America's space program.
- After the USSR's launching of Sputnik in 1957, the U.S. created the National Aeronautics and Space Administration (NASA)
- Only during Kennedy's Presidency, however, did NASA truly "take off".



# Fidel Castro



- The U.S. was concerned about Cuba since 1959, when communist Fidel Castro overthrew the U.S.-backed dictator.
- Castro had seized property owned by U.S. businesses.
- The U.S. cut ties with Cuba and refused to recognize Castro.
- When Castro developed ties with the USSR, the U.S. worried Castro would create a “domino effect” in Latin America.

# A Plan to Overthrow Castro



- When Kennedy became President, he was informed that the CIA was planning an overthrow of Cuba.
  - CIA was training a group of Cubans to invade and overthrow.
- Kennedy accepted the CIA's plan/advice despite some people's urgings against it.

# Bay of Pigs Invasion



- On April 17, 1961, the attempted invasion/overthrow was a catastrophe.
- The air strike failed to destroy Cuba's air force and the U.S.-backed invaders failed against Cuban troops.
- Major blow to America's image
  - Attack appeared incompetent
  - Their support of an effort to overthrow another nation's government was exposed





# The Cuban Missile Crisis

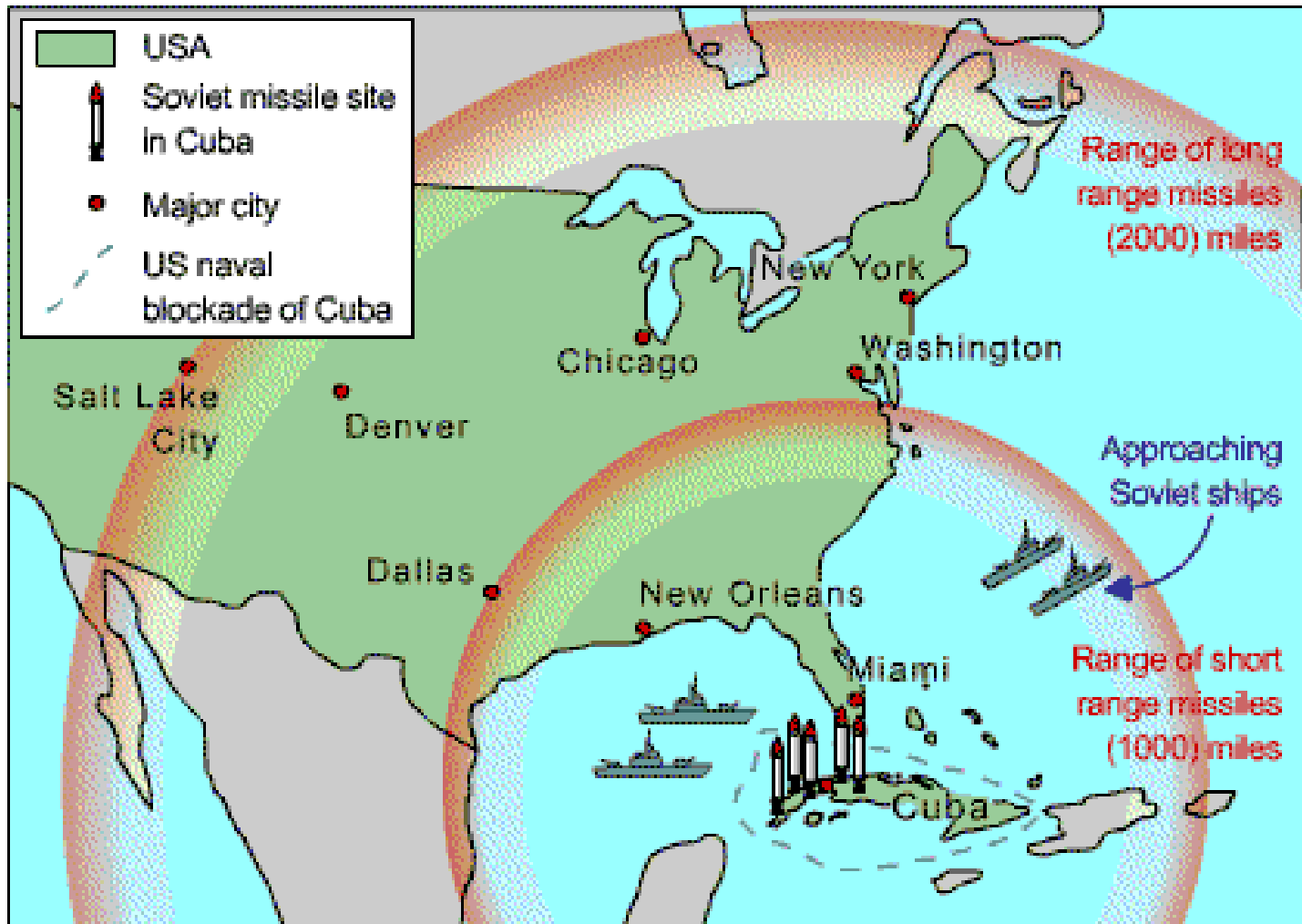
- On October 16, 1962, photographs were taken that revealed the Soviets building nuclear missile bases in Cuba.
- The two weeks that followed were known as the Cuban Missile Crisis, a standoff between the U.S. and USSR that brought both countries to the brink of nuclear war.



# Cuban Missile Crisis



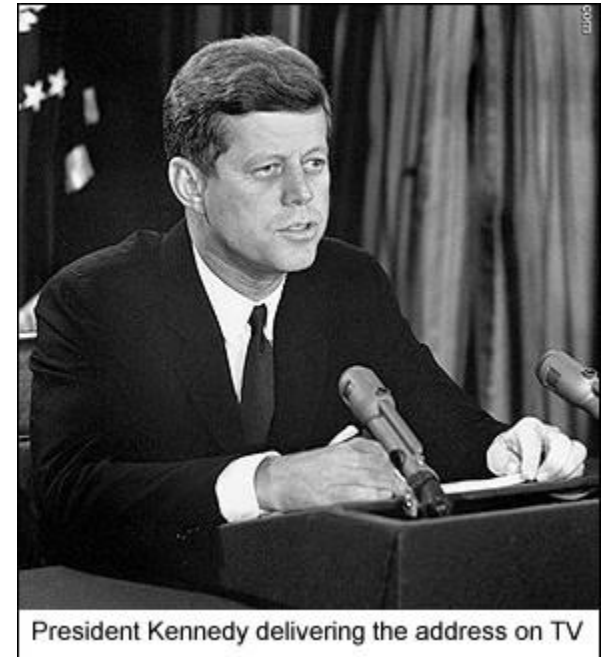
# Missile Range



# Options

- Kennedy met with aids and quickly developed the following options.
  - Do nothing
  - Meet with Khrushchev
  - Invade Cuba
  - Blockade Cuba
  - Bomb the missile sites
- Each option had downsides and uncertain consequences.

# Kennedy Decides



- Kennedy faced one of the most difficult decisions a President has had to make.
- He went on the air on Oct. 22<sup>nd</sup> and declared that the U.S. would quarantine the island, stopping Soviet supplies from entering Cuba. (NAVAL BLOCKADE)

# Response

- To everyone's relief, Khrushchev called back ships approaching Cuba.
- Days later he sent a letter to Kennedy saying he would remove the missiles if Kennedy promised to end the quarantine and stay out of Cuba.
- A second letter demanded the removal of U.S. missiles in Turkey.

"...Mr President, you and I should not now pull on the ends of the rope in which you have tied a knot of war, because the harder you and I pull, the tighter this knot will become."

- nikita khrushchev

# Disaster Averted

- JFK agreed and the world was relieved that nuclear war had been averted.
- “We have won a considerable victory. You and I are still alive.” -Secretary of State, Dean Rusk, to JFK



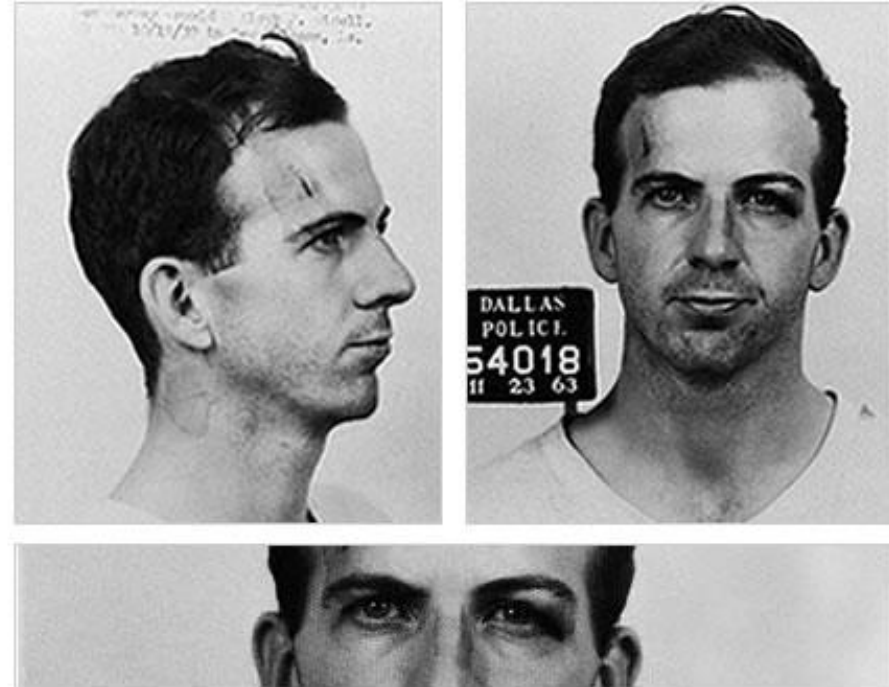
# Kennedy Assassinated



- On November 22, 1963, John and his wife, Jackie rode in an open limousine through Dallas.
- Crowds surrounded the car.
- Shots were fired from a building, killing Kennedy and injuring Texas Governor, John Connally, also in the car.

# Lee Harvey Oswald

- News of JFK's death spread rapidly, and shocked the nation.
- The prime suspect, Lee Harvey Oswald, was a former marine and supporter of Cuban leader Fidel Castro.
- Oswald was quickly apprehended after the incident and taken into custody.



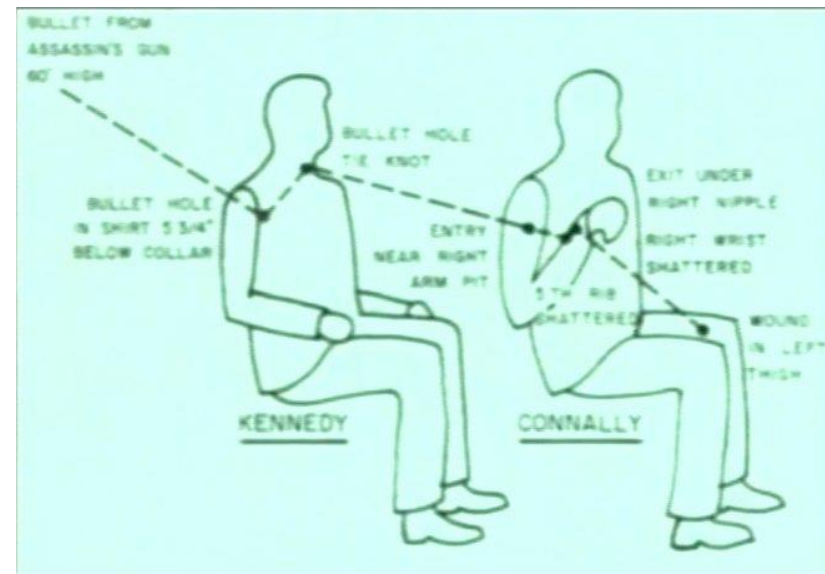
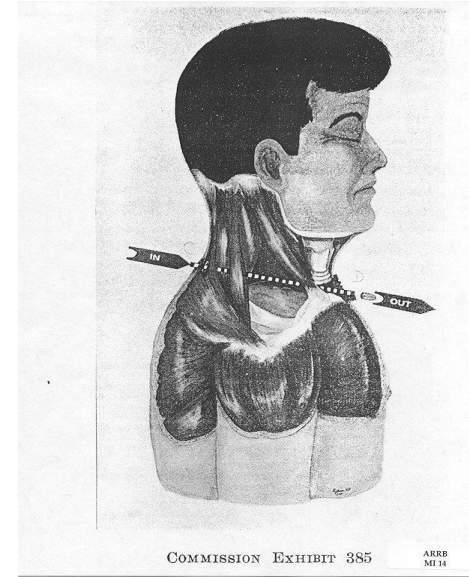
# Oswald Shot



- Two days later, TV cameras showed Oswald being transferred between jails.
- As the TV rolled, Jack Ruby, a Dallas nightclub owner, stepped through the crowd and shot Oswald.

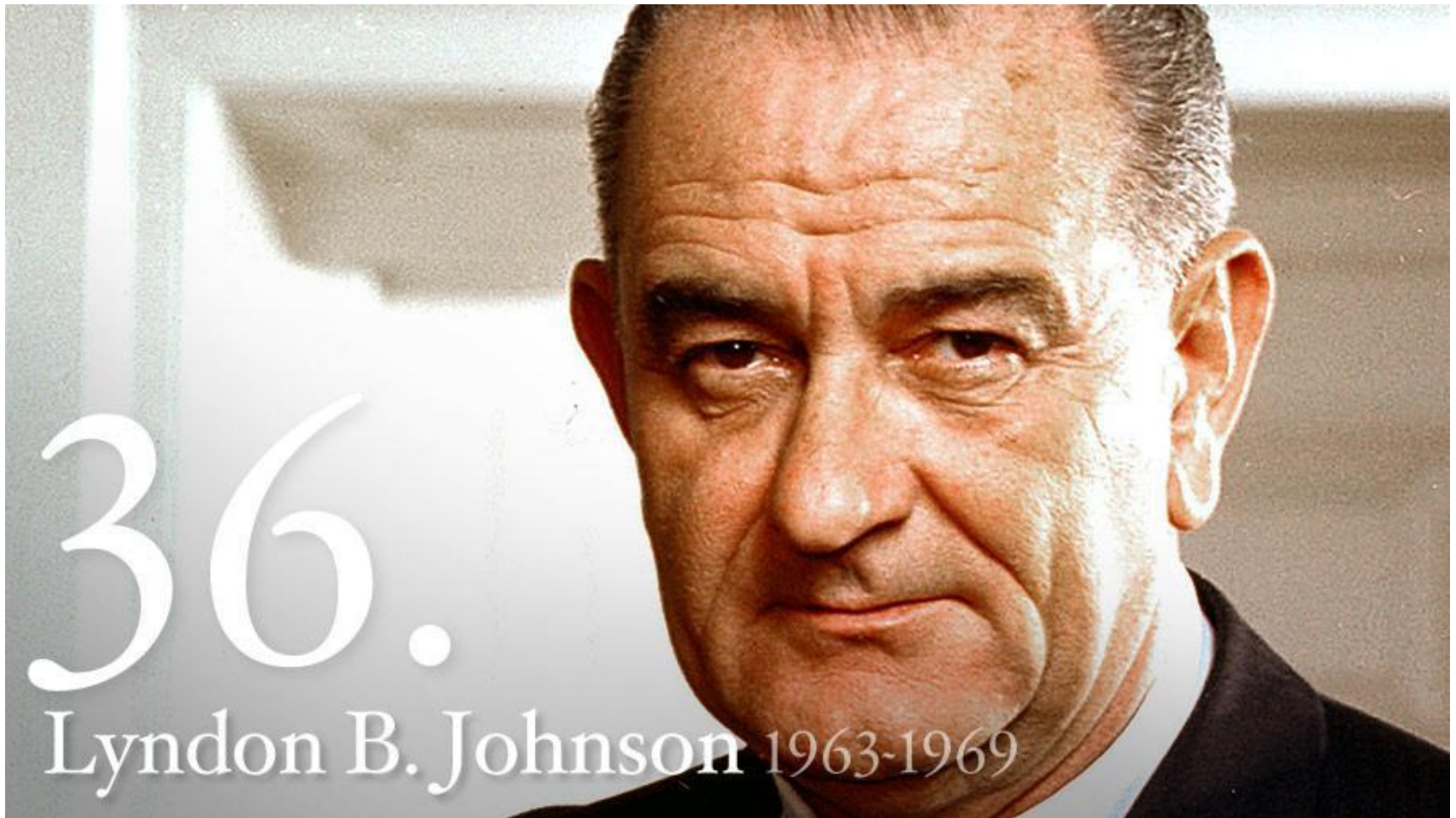
# Warren Commission

- A commission, named after Supreme Court Chief Justice Earl Warren, was formed to investigate the entire incident.
- They ruled that Oswald had acted alone and that neither he or Jack Ruby were involved in a conspiracy.
- Conspiracy theories, nonetheless, continue to this day regarding JFK's assassination.





# Lyndon B. Johnson



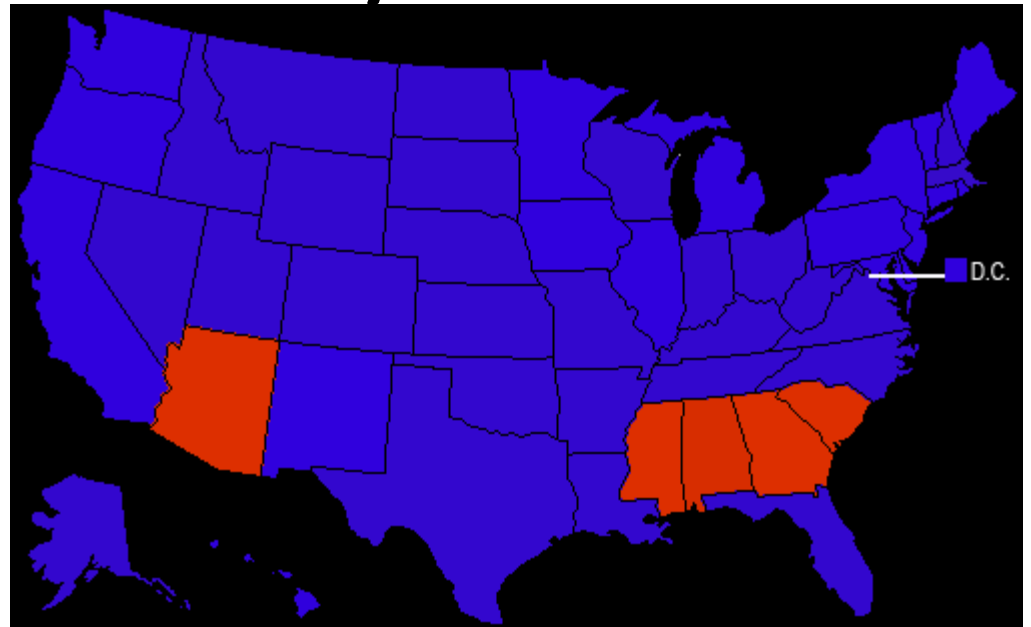
# Beginnings

- **Lyndon Baines Johnson assumed the role of President on November 22, 1963. He was sworn in on Air Force One in Dallas, Texas, on the day of Kennedy's assassination.**
- **Johnson decided to continue Kennedy's plan and push for Civil Rights, fighting poverty and maintaining a strong stand against the spread of communism.**

# Election of 1964

- In 1964 Johnson (democrat) ran against Barry Goldwater (republican) who was an outspoken conservative.
- Johnson won the election by a landslide.

**Johnson-blue**  
**Goldwater-red**





# The Great Society

During his campaign he promised to:

- **Fight to end poverty. The Great Society was Johnson's vision for a more perfect and equitable nation.**
- **Great Society's goals addressed 4 areas:**
- **(1) health and welfare,**
- **(2) education,**
- **(3) "War on Poverty"**
- **(4) Consumer and Environmental Protection.**

# Health and Welfare Reform

- (1) Medicare-insurance for the elderly;
- (2) Medicaid—insurance for the poor; and
- (3) Child Nutrition Act—started school breakfast programs

HEALTHY CHILDREN  
READY TO LEARN



# Education

- (4) Head Start—early educational intervention for disadvantaged children;**
- (5) Education Act 1965—created billions of dollars for elementary and secondary schools to be built in America—the Elementary and Secondary Education Act also provided funding for adult literacy and education;**
- (6) Higher Education Act- support college work study programs, loans, scholarships, grants, etc. for middle income students.**

# War on Poverty

- **Office of Economic Opportunity-sought to improve life in inner cities, such as: Job Corps, education training for at risk children, etc.**
- **Housing and Urban Development (HUD)- established new housing subsidy programs and made federal loans and grants for housing easier to obtain.**
- **Demonstration Cities and Metropolitan Development Act-helped revitalize urban areas through a variety of social and economic programs.**

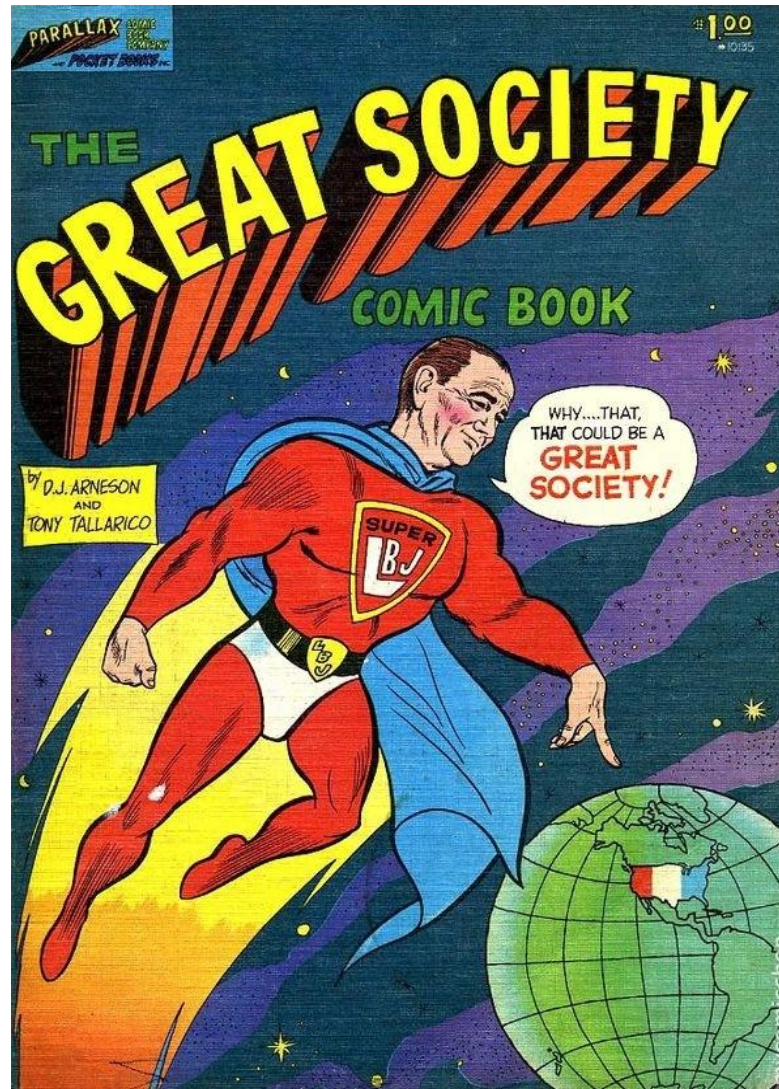
# Consumer and Environmental Protection

**Water Quality and Clean Air Act- supported standards for the quality of air and water.**

**Highway Safety Act-created training standards for emergency technicians and supported a team effort between federal, state and local highway officials.**

**Fair Packaging and Labeling Act- required all consumer products to have informative labels that listed ingredients.**

# What does this mean?



# Warren Court

- The Supreme Court Chief Justice at the time was **Earl Warren**.
- The Court became known as the **WARREN COURT**



# WARREN COURT

- The Warren Court expanded [civil rights](#), [civil liberties](#), [judicial power](#), and the [federal power](#) in dramatic ways
- **14<sup>th</sup> Amendment and Due Process Clause**





# Supreme Court Cases of the Warren Court

- Brown v. The Board of Education of Topeka, Kansas 1954 - Separate but equal is unconstitutional.
- Mapp v. Ohio 1961- evidence seized without a warrant is inadmissible in court
- Gideon v. Wainwright 1963- everyone entitled to an attorney if they can not afford one.
- Escobedo v. Illinois 1964- everyone entitled to an attorney during questioning.
- Miranda v. Arizona 1966-police must inform you of your rights before you are arrested.