The 1960’s

JOHN F. KENNEDY

LYNDON B. JOHNSON
Election of 1960

- Republicans
  - Richard Nixon
  - Eisenhower’s VP
  - House Un-American Activities Committee (HUAC)
  - From poor family; self-made
  - Rode Eisenhower’s coattails
  - Little support from Eisenhower
  - Vice-Presidential candidate: Henry Cabot Lodge, Jr. (Mass.)
Election of 1960

- Democrats
  - John F. Kennedy
  - One term Senator
  - Catholic
  - Came from wealth
  - Claimed: “losing ground” to Soviet Union
  - Vice-Presidential candidate: Lyndon B. Johnson (Texas)
Election of 1960

- First Televised Presidential Debate
- September 26, 1960
- Kennedy wins by 119,000 votes out of 68 million (.2%)
- Did television make a difference?
"Ask not what your country can do for you, but ask what you can do for your country"
Kennedy Presidency -- Domestic

• The New Frontier
  - Get America moving again
  - Tied to youth and energy

• Tough time with domestic legislation
  - No mandate
  - Conservatives in Congress

• Space race – beat Soviets to the moon
  - More funding for technology, research & development
  - More funding for science and math education
Kennedy Presidency -- Domestic

• How to deal with recession
  ▪ Deficit spending
  ▪ Cut taxes for middle class
  ▪ Increase defense spending by 20%
  ▪ Increase minimum wage ($1.25/hr)

• Result
  ▪ more jobs
  ▪ more personal wealth
  ▪ Reduced national debt

• Civil Rights
  ▪ No mandate – didn’t push the issue
  ▪ needed Southern support for re-election in 1964
  ▪ Began to push for more Civil Rights legislation in 1963
Kennedy Presidency -- Foreign

- Peace Corps
  - young men and women
  - Help in developing countries
  - Education, health care, sanitation
  - How does it relate to the Cold War?

- Alliance for Progress
  - $20 million for Latin America
  - Food, education, medicine, etc.
  - How does it relate to the Cold War?
Kennedy Presidency -- Foreign

- Accused Eisenhower of “missile gap”
- Discovered there wasn’t one but . . .
  - Behind on conventional weapons
  - Use of special forces and small scale attacks
  - Congress authorizes spending for both
- Flexible Response
  - Look at the situation: determine best response
  - Options?
  - Need adequate weapons supply
Kennedy Presidency -- Foreign

- Met Soviet Premier Khrushchev in Vienna (1961)
  - Went badly
  - Fought over Cuba, Laos, and Berlin
  - Kennedy tried to reason
  - won’t do it again!
Berlin Wall

- Berlin – 1961
  - Khrushchev wanted separation
  - Builds wall (keep East Berliners in)
  - Kennedy ramps up military
  - Goes to Berlin
- Ich bin ein Berliner!
Cuba ruled by Fulgencio Batista

“He may be an SOB, but he’s our SOB.” – FDR

Batista
  - cruel dictator
  - cared about upper class

1959: Fidel Castro led bloodless coup

Batista fled
Cuban Missile Crisis

- Castro promised
  - Jobs
  - Education
  - Medical care
- Wanted US help; Eisenhower refused to see him
- Nationalized American businesses
- Looked to Soviet Union for help
Cuban Missile Crisis

- Khrushchev happy to help
- U.S. embargoed Cuban sugar
- CIA tried burning sugar cane fields
- Eisenhower’s administration created plan to get rid of Castro (passed onto Kennedy)
Cuban Missile Crisis

- Bay of Pigs invasion
- Plan:
  - send 1500 Cuban exiles to liberate
  - U.S. supplies air support (cancelled)
- Exiles met by entire Cuban Army
- Within 72 hours all 1500 dead or captured
Cuban Missile Crisis

- Kennedy takes responsibility (on TV)
- Castro fears full invasion
- Soviet Union helps: nuclear warheads in Cuba
- October 14, 1962: U.S. U2 spy plane photographs missile sites
- Soviet Union has ability to destroy most of U.S. within an hour
13 DAYS

October 14
- U-2 photographs missile sites

October 22
- Kennedy warns nation; confronts Soviets

October 24
- US quarantines Cuba; stops Soviet ships

October 27
- U-2 spy plane shot down; pilot killed
- Telegrams from Khrushchev to Kennedy wanting a deal

October 28
- Soviets agree to remove missiles if US agrees to remove missiles from Turkey
Cuban Missile Crisis

- **RESULTS**
  - Castro firmly in power; wary of US
  - Khrushchev looks weak (out of power by 1966)
  - Kennedy looks strong
  - Closest to nuclear war EVER
  - Installed hotline with Soviet Union
  - Limited Nuclear test ban treaty
  - U.S. embargo on Cuba (still in effect today)
Cuban Missile Crisis
Assassination

- Kennedy in Texas (support for re-election in 1964)
- Already made stops in San Antonio, Houston, and Fort Worth
- While driving through Dallas (Dealey Plaza) he is shot
Assassination
Assassination

- **Zapruder film**
- Pronounced dead within an hour
- Lyndon Johnson becomes the 36th President
Assassination

- Lee Harvey Oswald arrested
- Two days later Oswald killed by Jack Ruby
- Never admits to killing Kennedy
Assassination

- Johnson wants investigation
- Sets up Warren Commission
  - Headed by Chief Justice Earl Warren
  - Includes future president Gerald Ford
  - Concluded that Oswald was the lone gunman
- The conspiracy theories continue...
The Funeral
Lyndon Johnson

- Continues Kennedy’s domestic policies
- Uses Kennedy’s death to get Civil Rights Act of 1964 and Voting Rights Act of 1965 passed
- Used the “Johnson Treatment” to get what he wanted in Congress
Election of 1964

- Barry Goldwater for Republicans
  - Senator from Arizona
  - Ultra conservative
  - Not opposed to nukes in Vietnam
Election of 1964

- Johnson wants to be president in his own right
- Using Kennedy’s memory
- Playing on people’s fears helps LBJ win
- Daisy
Election of 1964

The map shows the electoral and popular vote for the 1964 U.S. presidential election. The Democratic candidate (Johnson) is represented by blue states, and the Republican candidate (Goldwater) is represented by red states. The electoral vote total was 538 for the Democratic candidate, and the popular vote total was 70,640,289. The Democratic candidate won the election with a significant margin in both electoral and popular votes.
In 1965 he declares war on POVERTY. He creates the "Great Society" and wants to finish the ideals of the New Deal.
The Great Society

- Announces in 1965 at University of Michigan Commencement Speech
- Areas of focus:
  - Poverty
  - Cities
  - Education
  - Discrimination
  - Environment
  - Consumer Advocacy
The Great Society

- Health Care
  - Medicare and Medicaid
The Great Society

- Poverty
  - Cut taxes on lower classes to promote growth
- The Other America
- Many did NOT see affluence of 1950’s
  - Appalachia
  - Ghettos
  - Minorities
  - Single mothers
  - Elderly
The Great Society

- Solutions to poverty
  - Increase who’s on social security
  - Old Age Assistance
  - Aid to Families and Dependent Children
  - Housing subsidies
  - Food stamps

- Office of Economic Opportunity
  - Head Start
  - Upward Bound
  - VISTA (domestic Peace Corps)
  - Legal services

- Cities
  - federal housing projects
  - mass transit
The Great Society

- **Education**
  - $ for elementary and secondary schools (Elementary and Secondary Education Act)
  - college scholarships & loans

- **Arts**
  - National Endowment for the Arts
  - National Endowment for the Humanities
  - public broadcasting
The Great Society

• Discrimination
  - Civil Rights Act of 1964
  - Voting Rights Act of 1965
  - 24th Amendment (poll tax)

• Immigration Act of 1965
  - Removed quotas of 1920’s
  - Limited immigration still, but more equal and non-discriminatory
The Great Society

- Environment
  - improve air/water quality
  - Led to Clean Air Act and Clean Water Act of 1970’s
  - Wilderness Preservation Act
    - 9.1 million acres of wilderness
  - Highway Beautification Act
The Great Society

- Consumer Advocacy
  - product labeling (list ingredients)
  - motor vehicle safety
  - Department of Transportation at federal and state levels
The Great Society

- POSITIVES OF THE GREAT SOCIETY?
- NEGATIVES OF THE GREAT SOCIETY?
The Supreme Court

- Chief Justice Earl Warren
- Former Republican governor (California)
- VP candidate in 1948
- Appointed by Eisenhower
- Liberal or conservative?
- The most liberal Supreme Court in history
- Much change came from decisions
The Supreme Court

**Civil Rights**
- *Brown vs. Board of Education* (1954)
  - outlawed segregation in public schools
- *Baker vs. Carr* (1962)
  - “one person one vote”
- *Loving vs. Virginia* (1967)
  - states can’t ban interracial marriage
- Is there change for minorities?
The Supreme Court

- **Due Process**
  - *Mapp vs. Ohio* (1961)
    - courts can’t use illegally seized evidence
  - *Gideon vs. Wainwright* (1963)
    - must provide counsel for those who can’t afford it
  - *Escobedo vs. Illinois* (1964)
    - accused has right to lawyer present during questioning
    - must be read your rights
  - Is there change for the accused?
The Supreme Court

- **Freedom of Speech**
  - *Engel vs. Vitale* (1962)
    - state-mandated prayer is illegal in public schools
    - celebrities may sue media for libel only in certain circumstances
  - *Is there change for free speech?*
The 1960’s

- All about change
- Political change (Republican to Democratic presidents)
- Economic change (government spending more on social programs, tax cuts)
- Social change (expansion of individual rights)
- People began to question the “establishment” . . .