

The New Frontier and the Great Society, 1960–1968

President John F. Kennedy's efforts to confront the Soviet Union and address social ills are cut short by his assassination. President Lyndon B. Johnson spearheads civil rights legislation and declares a "war on poverty."



Lyndon B. Johnson being sworn in as president of the United States after the assassination of John F. Kennedy (November 22, 1963).

Section 1

Kennedy and the Cold War

The Kennedy administration faces some of the most dangerous Soviet confrontations in American history.



The Election of 1960

The Televised Debate Affects Votes

- Americans fear U.S. falling behind Soviets militarily
- **John F. Kennedy** discusses Catholicism openly, allays public worries
- First televised presidential debate between Kennedy, Richard Nixon
- Nixon is foreign policy expert
- Kennedy coached by TV producers, comes across better than Nixon

Kennedy and Civil Rights *[Visual]*

- JFK takes stand on arrest of Martin Luther King, Jr.; wins black vote



 Kennedy signs a bill making the home of Frederick Douglass, an African-American leader, a national monument.

The Camelot Years

The Kennedy Mystique

- Kennedy wins presidency in close election
- Critics argue his smooth style lacks substance
- Kennedy White House known as Camelot for its glamour, culture, wit
- First Lady admired for her elegance; constant articles about family

The Best and the Brightest

- JFK's advisers called "the best and the brightest"
- Brother Robert Kennedy named Attorney General

A New Military Policy

Defining a Military Strategy

- JFK believes must redefine nation's nuclear strategy
- **Flexible response**—fight conventional wars, keep nuclear arms balanced
- JFK increases defense spending in three areas:
 - strengthens conventional forces
 - creates army Special Forces (Green Berets)
 - triples nuclear capabilities

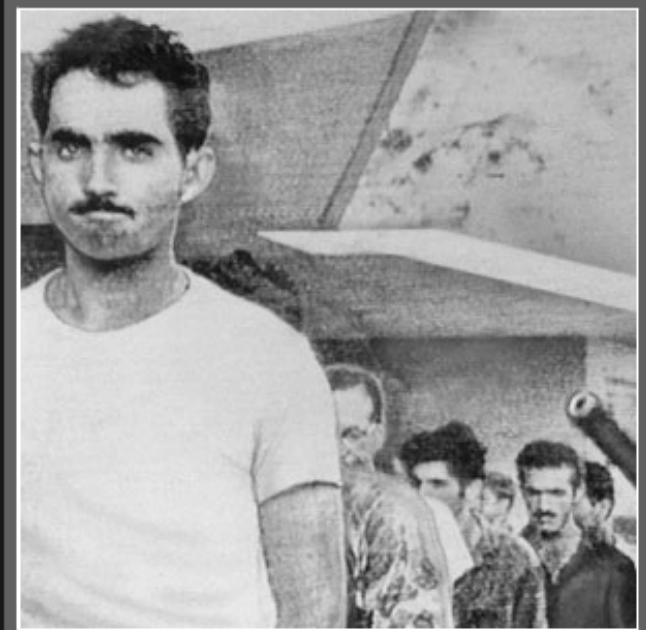
Crises over Cuba

The Cuban Dilemma

- Revolutionary leader **Fidel Castro** declares himself communist
 - seizes U.S. properties; Eisenhower cuts off diplomatic relations
- 10% of Cuban population goes into exile; mostly to U.S.

The Bay of Pigs *[Visual]*

- Cuban exiles, CIA plan invasion to topple Castro
- Plans go wrong; exile forces killed, taken prisoner
- JFK pays ransom in food, medicine; mission is public embarrassment



Participants in the Bay of Pigs invasion after their capture by the forces of Fidel Castro (1961).

Crises over Cuba

The Cuban Missile Crisis [Visual]

- **Nikita Khrushchev** sends weapons to Cuba, including nuclear missiles
- JFK warns Soviets that missile attack will trigger war on U.S.S.R.
- Soviets avoid confrontation at sea; reach agreement with U.S.



Chapter 20-1

INTERACTIVE KEY



Missile complex



Possible missile path



Range of quarantine

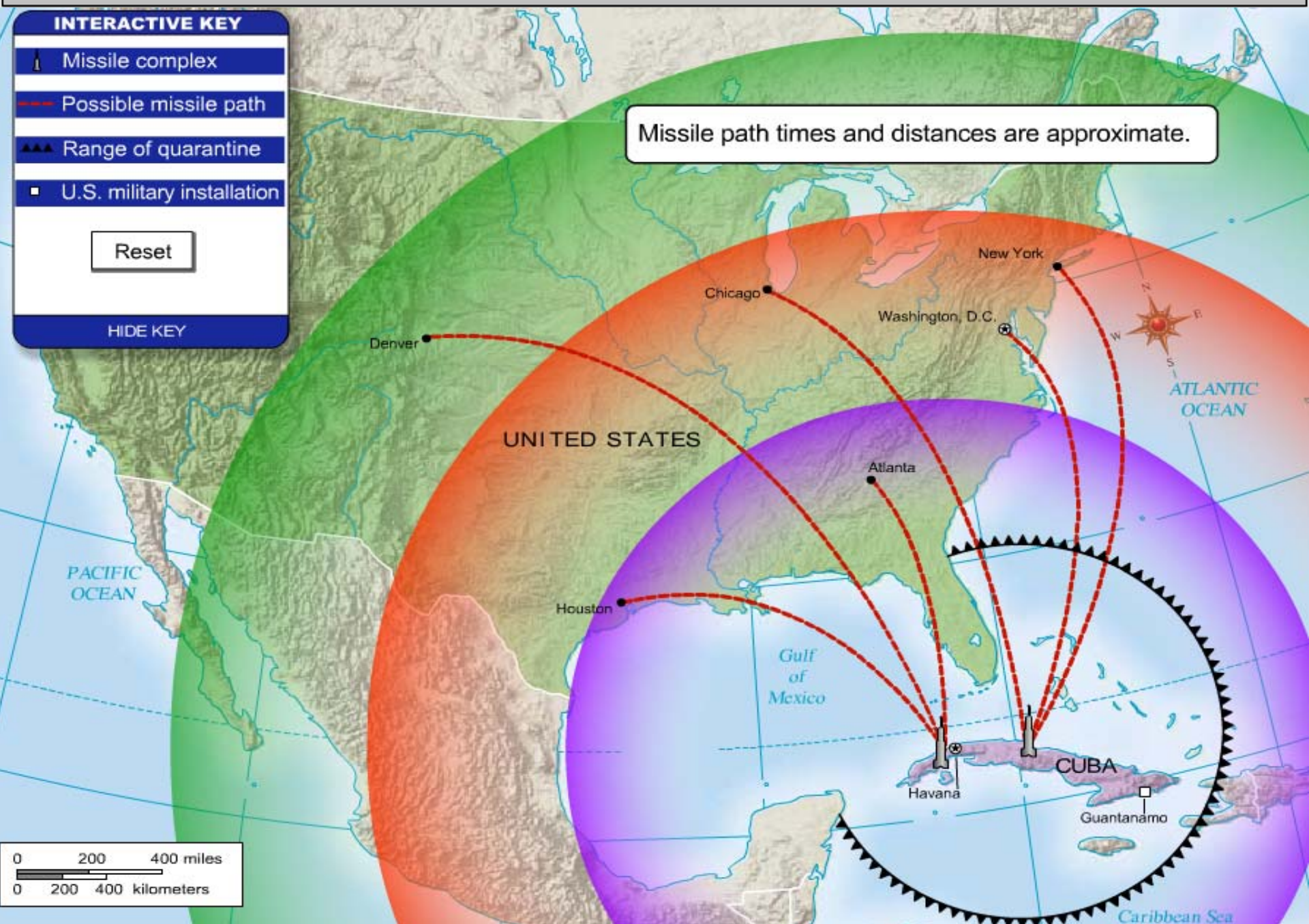


U.S. military installation

Reset

HIDE KEY

Missile path times and distances are approximate.



Crises over Cuba

Kennedy and Khrushchev Take the Heat

- Khrushchev's prestige severely damaged in U.S.S.R.
- JFK criticized for brinkmanship, also for not ousting Castro
- Cuban exiles switch to GOP; Castro bans flights to and from Miami

Crisis over Berlin

The Berlin Crisis

- By 1961 20% of Germans flee to West Berlin; economic drain on East
- Khrushchev wants to close access roads to West Berlin; JFK refuses
- Soviets isolate West Berlin from East Germany with **Berlin Wall** *[Visual]*



🔍 A young woman and her boyfriend talking to the woman's mother, who is on the east side of the Berlin Wall (1962).

Crisis over Berlin

Searching for Ways to Ease Tensions

- Khrushchev, Kennedy conscious of danger of quick decisions
- Establish **hot line**—direct phone between White House, Kremlin
- **Limited Test Ban Treaty** bans nuclear tests in atmosphere

Section 2

The New Frontier

While Kennedy has trouble getting his ideas for a New Frontier passed, several goals are achieved.

The Promise of Progress

Kennedy's Vision of Progress

- **New Frontier**—policies of the Kennedy administration
- JFK faces Republican-Southern Democrat coalition
- Lacks skill to get policies passed
- Also lacks **mandate**—clear voter support for his agenda

The Promise of Progress

Stimulating the Economy

- By 1960, U.S. in recession; 6% unemployment
- JFK administration pushes for deficit spending to stimulate growth
- Gets 20% increase for defense; money for unemployment problems

Addressing Poverty Abroad

- **Peace Corps**—volunteers assist developing nations; great success
- **Alliance for Progress**—economic, technical assistance to Latin America *[Visual]*
 - in part meant to deter spread of communism in Latin America



The Promise of Progress

Race to the Moon *[Visual]*

- April 1961, Soviet cosmonaut Yuri A. Gagarin is first man in space
- Soon after, U.S. puts man in space, uses satellite communications
- July 1969 U.S astronaut Neil Armstrong is first man to walk on moon
- University science programs grow; new industries, technologies arise



 Astronaut John H. Glenn, Jr., standing in front of the spacecraft *Friendship 7*.

The Promise of Progress

Addressing Domestic Problems

- Michael Harrington's *The Other America* brings attention to poverty
- 1963, JFK begins to work on poverty, racial injustice, civil rights

Tragedy in Dallas

Four Days in November *[Visual]*

- November 22, 1963, JFK shot, killed riding in motorcade in Dallas
- Jack Ruby shoots alleged assassin Lee Harvey Oswald
- Vice president Lyndon Johnson succeeds JFK

Unanswered Questions

- **Warren Commission** investigates, concludes Oswald acted alone



 President John F. Kennedy slumps over seconds after being hit by an assassin's bullet (November 22, 1963).

Section 3

The Great Society

The demand for reform helps create a new awareness of social problems, especially on matters of civil rights and the effects of poverty.

LBJ's Path to Power

From the Texas Hills to Capitol Hill

- As Congressman, **Lyndon Baines Johnson** mentored, helped by FDR
- 1948, LBJ narrowly wins Senate seat

A Master Politician

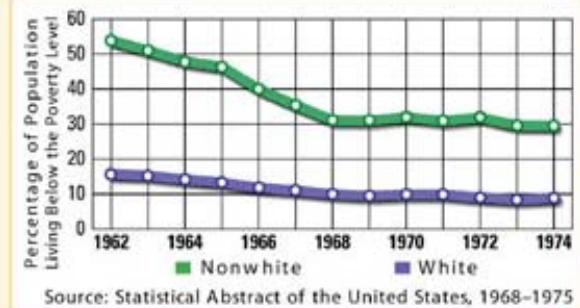
- 1955, LBJ becomes Senate majority leader
- "LBJ treatment"—ability to persuade senators to support his bills
- Gets Civil Rights Act of 1957 passed—voting rights measure
- LBJ helps Kennedy win key Southern states in presidential election

Johnson's Domestic Agenda

The War on Poverty

- 1964 tax cut spurs economic growth; lowers federal deficit
- 1964 Civil Rights Act prohibits discrimination, allows enforcement
- LBJ declares "war on poverty" [Visual]
- **Economic Opportunity Act**: education, training, small business loans
- Includes Job Corps, VISTA, Head Start, Community Action Program

Poverty in America, 1962-1974

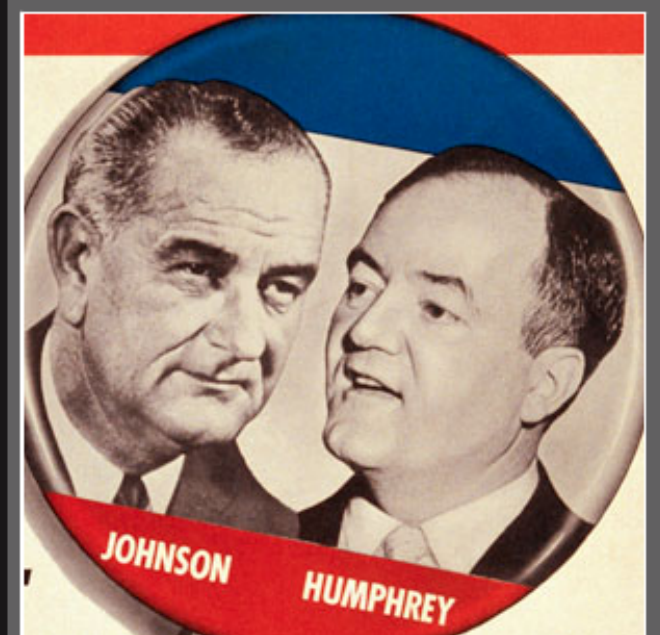


Poverty in America, 1962-1974

Johnson's Domestic Agenda

The 1964 Election *[Visual]*

- Republicans nominate Senator Barry Goldwater
- Goldwater: government should not deal with social, economic problems
- Threatens to bomb North Vietnam, advocates intervention
- LBJ says will not send troops to Vietnam; wins by landslide
- Democrats big majority; Southern Democrats not needed to pass bills



 A poster urging voters to elect Lyndon B. Johnson for president and Hubert Humphrey for vice-president.

Building the Great Society

The Great Society [Visual]

- **Great Society**—LBJ's legislation to end poverty, discrimination
- Johnson gets Congress to pass 206 of his bills

Education

- Elementary and Secondary Education Act funds school materials

Healthcare

- **Medicare**—low-cost medical, hospital insurance for senior citizens
- **Medicaid**—health insurance for welfare recipients

Great Society Programs, 1964–1967	
POVERTY	
1964 Tax Reduction Act cut corporate and individual taxes to stimulate growth.	1965 Medicare Act established Medicare and Medicaid programs.
1964 Economic Opportunity Act created Job Corps, VISTA, Project Head Start, and other programs to fight the "war on poverty."	1965 Appalachian Regional Development Act targeted aid for highways, health centers, and resource development in that economically depressed area.
CITIES	
1965 Omnibus Housing Act provided money for low-income housing.	1966 Demonstration Cities and Metropolitan Area Redevelopment Act funded slum rebuilding, mass transit, and other improvements for selected "model cities."
1965 Department of Housing and Urban Development was formed to administer federal housing programs.	
EDUCATION	
1965 Elementary and Secondary Education Act directed money to schools for textbooks, library materials, and special education.	1965 National Foundation on the Arts and the Humanities was created to financially assist writers, musicians, actors, and other artists.
1965 Higher Education Act funded scholarships and low-interest loans for college students.	1967 Corporation for Public Broadcasting was formed to fund educational TV and radio broadcasting.
DISCRIMINATION	
1964 Civil Rights Act outlawed discrimination in public accommodations, housing, and jobs; increased federal power to prosecute civil rights abuses.	1965 Voting Rights Act ended the practice of requiring voters to pass literacy tests and permitted the federal government to monitor voter registration.
1964 Twenty-Fourth Amendment abolished the poll tax in federal elections.	1965 Immigration Act ended national-origins quotas established in 1924.
ENVIRONMENT	
1965 Wilderness Preservation Act set aside over 9 million acres for national forest lands.	1965 Clean Air Act Amendment directed the federal government to establish emission standards for new motor vehicles.
1965 Water Quality Act required states to clean up their rivers.	1967 Air Quality Act set federal air pollution guidelines and extended federal enforcement power.
CONSUMER ADVOCACY	
1966 Truth in Packaging Act set standards for labeling consumer products.	1966 Highway Safety Act required states to set up highway safety programs.
1966 National Traffic and Motor Vehicle Safety Act set federal safety standards for the auto and tire industries.	1966 Department of Transportation was created to deal with national air, rail, and highway transportation.



Great Society Programs, 1964–1967

Great Society Programs, 1964–1967

POVERTY

- 1964 Tax Reduction Act** cut corporate and individual taxes to stimulate growth.
- 1964 Economic Opportunity Act** created Job Corps, VISTA, Project Head Start, and other programs to fight the “war on poverty.”

- 1965 Medicare Act** established Medicare and Medicaid programs.
- 1965 Appalachian Regional Development Act** targeted aid for highways, health centers, and resource development in that economically depressed area.

CITIES

- 1965 Omnibus Housing Act** provided money for low-income housing.
- 1965 Department of Housing and Urban Development** was formed to administer federal housing programs.

- 1966 Demonstration Cities and Metropolitan Area Redevelopment Act** funded slum rebuilding, mass transit, and other improvements for selected “model cities.”

EDUCATION

- 1965 Elementary and Secondary Education Act** directed money to schools for textbooks, library materials, and special education.
- 1965 Higher Education Act** funded scholarships and low-interest loans for college students.

- 1965 National Foundation on the Arts and the Humanities** was created to financially assist painters, musicians, actors, and other artists.
- 1967 Corporation for Public Broadcasting** was formed to fund educational TV and radio broadcasting.

DISCRIMINATION

- 1964 Civil Rights Act** outlawed discrimination in public accommodations, housing, and jobs; increased federal power to prosecute civil rights abuses.
- 1964 Twenty-Fourth Amendment** abolished the poll tax in federal elections.

- 1965 Voting Rights Act** ended the practice of requiring voters to pass literacy tests and permitted the federal government to monitor voter registration.
- 1965 Immigration Act** ended national-origins quotas established in 1924.

ENVIRONMENT

- 1965 Wilderness Preservation Act** set aside over 9 million acres for national forest lands.
- 1965 Water Quality Act** required states to clean up their rivers.

- 1965 Clean Air Act Amendment** directed the federal government to establish emission standards for new motor vehicles.
- 1967 Air Quality Act** set federal air pollution guidelines and extended federal enforcement power.

CONSUMER ADVOCACY

- 1966 Truth in Packaging Act** set standards for labeling consumer products.
- 1966 National Traffic and Motor Vehicle Safety Act** set federal safety standards for the auto and tire industries.

- 1966 Highway Safety Act** required states to set up highway safety programs.
- 1966 Department of Transportation** was created to deal with national air, rail, and highway transportation.

Building the Great Society

Housing [Visual]

- Legislation shifts political power from rural to urban areas
- Money set aside for public housing; low-, moderate-income homes
- Dept. of Housing and Urban Development created
- Robert Weaver is first African American in cabinet, HUD secretary

Great Society Programs, 1964–1967	
POVERTY	
1964 Tax Reduction Act cut corporate and individual taxes to stimulate growth.	1965 Medicare Act established Medicare and Medicaid programs.
1964 Economic Opportunity Act created Job Corps, VISTA, Project Head Start, and other programs to fight the "war on poverty."	1965 Appalachian Regional Development Act targeted aid for highways, health centers, and resource development in that economically depressed area.
CITIES	
1965 Onestop Housing Act provided money for low-income housing.	1966 Demonstration Cities and Metropolitan Area Redevelopment Act funded slum rebuilding, mass transit, and other improvements for selected "model cities."
1965 Department of Housing and Urban Development was formed to administer federal housing programs.	
EDUCATION	
1965 Elementary and Secondary Education Act directed money to schools for textbooks, library materials, and special education.	1965 National Foundation on the Arts and the Humanities was created to financially assist painters, musicians, actors, and other artists.
1965 Higher Education Act funded scholarships and low-interest loans for college students.	1967 Corporation for Public Broadcasting was formed to fund educational TV and radio broadcasting.
DISCRIMINATION	
1964 Civil Rights Act outlawed discrimination in public accommodations, housing, and jobs; increased federal power to prosecute civil rights abuses.	1965 Voting Rights Act ended the practice of requiring voters to pass literacy tests and permitted the federal government to monitor voter registration.
1964 Twenty-Fourth Amendment abolished the poll tax in federal elections.	1965 Immigration Act ended national-origins quotas established in 1924.
ENVIRONMENT	
1965 Wilderness Preservation Act set aside over 9 million acres for national forest lands.	1965 Clean Air Act Amendment directed the federal government to establish emission standards for new motor vehicles.
1965 Water Quality Act required states to clean up their rivers.	1967 Air Quality Act set federal air pollution guidelines and extended federal enforcement power.
CONSUMER ADVOCACY	
1966 Truth in Packaging Act set standards for labeling consumer products.	1966 Highway Safety Act required states to set up highway safety programs.
1966 National Traffic and Motor Vehicle Safety Act set federal safety standards for the auto and tire industries.	1966 Department of Transportation was created to deal with national air, rail, and highway transportation.



Great Society Programs, 1964–1967

Building the Great Society

Immigration [Visual]

- Existing immigration quotas discriminate against non-Western Europeans
- **Immigration Act of 1965** ends quotas based on nationality

Great Society Programs, 1964-1967	
POVERTY	
1964 Tax Reduction Act cut corporate and individual taxes to stimulate growth.	1965 Medicare Act established Medicare and Medicaid programs.
1964 Economic Opportunity Act created Job Corps, VISTA, Project Head Start, and other programs to fight the "war on poverty."	1965 Appalachian Regional Development Act targeted aid for highways, health centers, and resource development in that economically depressed area.
CITIES	
1965 Onassis Housing Act provided money for low-income housing.	1966 Demonstration Cities and Metropolitan Area Redevelopment Act funded slum rebuilding, mass transit, and other improvements for selected "model cities."
1965 Department of Housing and Urban Development was formed to administer federal housing programs.	
EDUCATION	
1965 Elementary and Secondary Education Act directed money to schools for textbooks, library materials, and special education.	1965 National Foundation on the Arts and the Humanities was created to financially assist painters, musicians, actors, and other artists.
1965 Higher Education Act funded scholarships and low-interest loans for college students.	1967 Corporation for Public Broadcasting was formed to fund educational TV and radio broadcasting.
DISCRIMINATION	
1964 Civil Rights Act outlawed discrimination in public accommodations, housing, and jobs; increased federal power to prosecute civil rights abuses.	1965 Voting Rights Act ended the practice of requiring whites to pass literacy tests and permitted the federal government to monitor voter registration.
1964 Twenty-Fourth Amendment abolished the poll tax in federal elections.	1965 Immigration Act ended national-origins quotas established in 1924.
ENVIRONMENT	
1965 Wilderness Preservation Act set aside over 9 million acres for national forest lands.	1965 Clean Air Act Amendment directed the federal government to establish emission standards for new motor vehicles.
1965 Water Quality Act required states to clean up their rivers.	1967 Air Quality Act set federal air pollution guidelines and extended federal enforcement power.
CONSUMER ADVOCACY	
1966 Truth in Packaging Act set standards for labeling consumer products.	1966 Highway Safety Act required states to set up highway safety programs.
1966 National Traffic and Motor Vehicle Safety Act set federal safety standards for the auto and tire industries.	1966 Department of Transportation was created to deal with national air, rail, and highway transportation.



Great Society Programs, 1964-1967

Building the Great Society

The Environment *[Visual]*

- Rachel Carson's *Silent Spring* exposes dangers of pesticides
- Water Quality Act of 1965 requires states to clean up rivers
- LBJ orders government to search out worst chemical polluters

Consumer Protection

- Laws set standards for consumer labels, auto safety, food safety

Great Society Programs, 1964–1967	
POVERTY	
1964 Tax Reduction Act cut corporate and individual taxes to stimulate growth.	1965 Medicare Act established Medicare and Medicaid programs.
1964 Economic Opportunity Act created Job Corps, VISTA, Project Head Start, and other programs to fight the "war on poverty."	1965 Appalachian Regional Development Act targeted aid for highways, health centers, and resource development in that economically depressed area.
CITIES	
1965 Onibus Housing Act provided money for low-income housing.	1966 Demonstration Cities and Metropolitan Area Redevelopment Act funded slum rebuilding, mass transit, and other improvements for selected "model cities."
1965 Department of Housing and Urban Development was formed to administer federal housing programs.	
EDUCATION	
1965 Elementary and Secondary Education Act directed money to schools for textbooks, library materials, and special education.	1965 National Foundation on the Arts and the Humanities was created to financially assist painters, musicians, actors, and other artists.
1965 Higher Education Act funded scholarships and low-interest loans for college students.	1967 Corporation for Public Broadcasting was formed to fund educational TV and radio broadcasting.
DISCRIMINATION	
1964 Civil Rights Act outlawed discrimination in public accommodations, housing, and jobs; increased federal power to prosecute civil rights abuses.	1965 Voting Rights Act ended the practice of requiring voters to pass literacy tests and permitted the federal government to monitor voter registration.
1964 Twenty-Fourth Amendment abolished the poll tax in federal elections.	1965 Immigration Act ended national-origins quotas established in 1924.
ENVIRONMENT	
1965 Wilderness Preservation Act set aside over 9 million acres for national forest lands.	1966 Clean Air Act Amendment directed the federal government to establish emission standards for new motor vehicles.
1965 Water Quality Act required states to clean up their rivers.	1967 Air Quality Act set federal air pollution guidelines and extended federal enforcement power.
CONSUMER ADVOCACY	
1966 Truth in Packaging Act set standards for labeling consumer products.	1966 Highway Safety Act required states to set up highway safety programs.
1966 National Traffic and Motor Vehicle Safety Act set federal safety standards for the auto and tire industries.	1966 Department of Transportation was created to deal with national air, rail, and highway transportation.



Great Society Programs, 1964–1967

Reforms of the Warren Court

The Warren Court

- **Warren Court**—Supreme Court under Chief Justice Earl Warren
- Rejects loyalty oaths, affirms free speech, church-state separation

Congressional Reapportionment

- **Reapportionment**—way states redraw election districts by population
- Court rules districts must have approximately equal population
- Leads to shift in political power from rural to urban areas

Reforms of the Warren Court

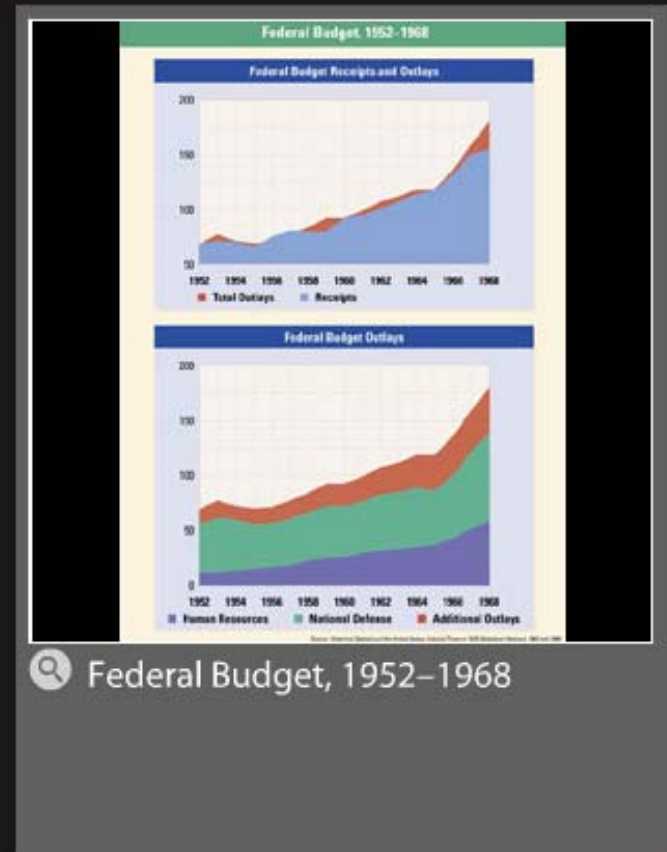
Rights of the Accused

- Warren Court rulings expand rights of people accused of crimes:
 - illegally seized evidence cannot be used in court
 - courts must provide legal counsel to poor
 - suspect must be read rights before questioning
- Some praise protection of right to a fair trial
- Others think rulings handicap police investigations

Impact of the Great Society

Social and Economic Effects

- Post-WW II, LBJ extends federal power more than all other presidents
- Poverty drops from 21% of population in 1962 to 11% in 1973
- Massive tax cut spurs economy; Great Society contributes to deficit *[Visual]*
- Debate over finances, effectiveness of programs, government role



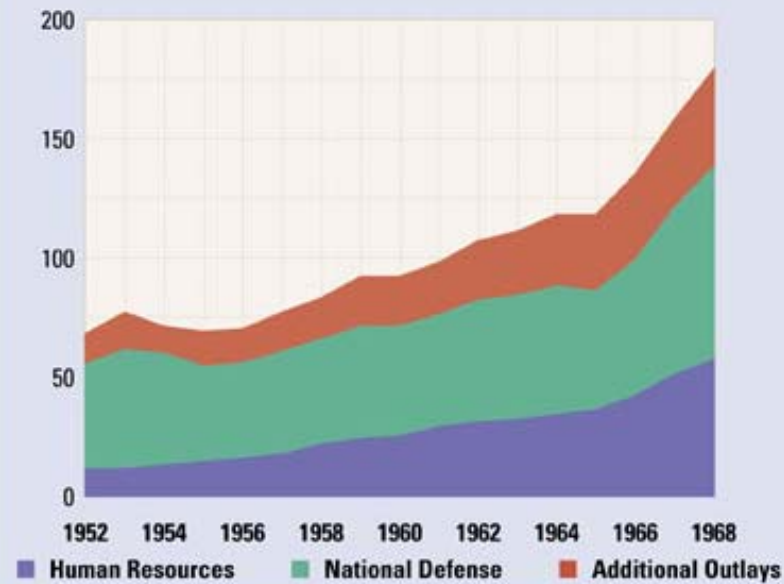
Chapter 20-3

Federal Budget, 1952–1968

Federal Budget Receipts and Outlays



Federal Budget Outlays



Thanks for listening!



