

The Presidencies of John F Kennedy (1961-1963) & Lyndon Johnson (1963-1969)

I. The Election of 1960

A. By 1960, Americans were _____ about the _____ that had taken place in the 1950s:

1. The economic boom of the 1950s dipped into a _____
2. Rock 'n' roll music _____
3. _____ increased fears of racial violence
4. Eisenhower's foreign policies made many people wonder if America was _____ the _____

B. The election of 1960 marked a turning point in U.S. politics

1. Republican _____ offered experience: Served 8 years as _____; Had foreign policy experience during the critical stages of the Cold War; Promised to keep gov't spending & _____
2. Democrat _____ offered youth & _____: Served 2 Senate terms; Had no foreign policy experience; Seen as inexperienced; _____; But, offered active leadership to address America's problems
3. 1960 was the 1st time presidential _____ were on _____
 - a. TV debates helped _____ the election
 - b. 1960 marked the beginning of _____ dominance in politics

II. JFK & the New Frontier

A. President Kennedy's Inaugural Address & goals as president (*listen to the audio of JFK's inaugural address*)

B. President Kennedy represented _____, charisma, hope, & a new approach to government

C. President Kennedy's vision for America was called the " _____ "

1. He filled out his cabinet & White House staff with the " _____ " political minds in America
2. At home, President Kennedy wanted to improve the lives of all Americans:
 - a. After the _____ in Birmingham in 1963, JFK committed to create the _____ Act
 - b. He wanted to wage a " _____ " to help close the _____ between the rich & the poor

III. JFK & the Cold War

A. In the Cold War, JFK took a strong stand against the Soviet Union:

1. He believed that the USSR had more ICBMs (" _____ ") & better _____ technology
2. He wanted a " _____ " to fight the Cold War: more ICBMs but also a bigger _____
3. He wanted a " _____ capability" against the USSR, (rather than "mutually assured destruction")

B. President Kennedy fought the Cold War in other ways:

1. JFK created the _____ in 1961 to send _____ aid & improve U.S. relations with under-developed nations
2. In 1962, JFK committed the U.S. to catch the USSR in the _____ by landing a man on the _____ by the end of the decade; U.S. landed on the moon in _____

C. The Berlin Crisis, 1961:

1. In JFK's first year in office, Soviet leader Khrushchev threatened to cut off access to _____
2. JFK vowed to _____ access to West Berlin
3. Rather than blockade the city, Communist leaders built the _____ in 1961 to keep East Germans out of West Berlin

D. The Bay of Pigs Invasion, 1961

1. In 1959, _____ gained control of _____, seized property, & took aid from Khrushchev in the USSR
 - a. Under Eisenhower, the CIA trained _____ to invade the island & _____ of Castro
 - b. In 1961, JFK authorized the plan, but the _____ invasion _____ after JFK called off air strikes on Cuba
2. JFK went on TV & took _____ for the failure at the Bay of Pigs

E. The Cuban Missile Crisis, 1962

1. After the failure at the Bay of Pigs, Soviet leader _____ promised to _____ Cuba from the USA
2. In 1962, U.S. spy planes revealed _____ camps in Cuba
 - a. If assembled, Soviet _____ in Cuba would give the USSR _____ capability on U.S. targets
 - b. JFK warned that he would _____ nuclear missiles in Cuba

How Should JFK Respond? (Positives & Negatives of Each Option)
1. Air Strikes on Cuba
2. Invasion of Cuba
3. Diplomacy
4. Naval Blockade

3. Kennedy announced a _____ (blockade) to keep more missiles out & demanded that the Soviets _____ already in Cuba
4. Soviet ships, escorted by nuclear-equipped _____, soon approached the quarantine line & the world waited for _____
5. The standoff ended when a deal was reached:
 - a. Soviet ships _____ at the last minute & Khrushchev _____ its missiles from Cuba
 - b. JFK promised that the U.S. would not _____ Cuba & secretly agreed to remove ICBMs from _____
 - c. The crisis ended as a _____ for JFK, but it revealed how close the two sides came to nuclear war

IV. The Assassination of JFK, 1963

A. On Nov 22, 1963 John F. Kennedy was assassinated in Dallas, Texas

B. Chronology of events:

1. _____ was arrested
2. VP _____ was sworn in as president on Air Force One
3. Two days later, Oswald was _____ by Jack Ruby
4. After a 10 month investigation, the _____ stated that Oswald was a "lone gunman"

C. JFK's assassination had important consequences for America:

1. The "martyrdom" of JFK put pressure on Congress to pass the _____ of 1964
2. VP Lyndon Johnson carried out JFK's " _____ "
3. LBJ enacted his own program called the " _____ " with civil rights, _____, environmental, & social programs

V. Lyndon Johnson

A. In 1963, LBJ finished the last year of JFK's presidency & then ran for president in the 1964 election:

1. His opponent was _____ Republican _____ who talked about strongly resisting the USSR with nuclear weapons
2. Johnson won & began his "Great Society," the broadest series of social _____ since FDR's _____

B. Use "Great Society" graphic organizer for more information

Federal Food Assistance

The Federal Food Assistance—or Food Stamp program—began in 1939 during the Great Depression. It was started to help the poorest Americans to get enough to eat at a time when many American farmers were producing a surplus of food. The program ended in 1943, when the economy recovered from the Depression. The program resumed in 1961 under President Jon F. Kennedy, after studies during the 1950s demonstrated that millions of Americans were living in poverty and were not eating nutritionally balanced diets. As part of his “War on Poverty,” President Lyndon Johnson requested that Congress make the Food Assistance Program permanent, which it did by passing the Food Stamp Act of 1964. Since that time the goal of the program has been to help disadvantaged Americans of all ages obtain at least minimum diet of nutritionally balanced foods, whether or not they can afford it. The federal government provides food coupons to poor individuals or families who can not buy an adequate amount of food. In its first year as a permanent program, the Federal Food Assistance program reached more than 500,000 needy Americans and by the mid 1970s, that number had grown to 15 million nationwide. By the late 1990s, Federal Food Assistance was helping to feed more than 20 million disadvantaged Americans each year.



The Job Corps

The Job Corps was a national job training program administered by the Office of Economic Opportunity (OEO). The goal of the program was to train disadvantaged youths aged 16 to 24 in technical, social, and educational skills so they could find work in a variety of fields. The Job Corps established both rural and urban centers throughout the country. Enrollees underwent six to nine months of technical training, learned social skills, and if necessary, learned basic educational skills such as reading and writing. They also received room and board, clothing for work, books, supplies, and a cash allowance. Trainees in rural centers learned to repair roads, build firebreaks, and help manage conservation and natural-resource efforts. Urban centers—for those youths with a basic sixth grade education—taught skilled crafts such as carpentry, plumbing, welding, and electrical wiring. They could stay in a Job Corps center as long as two years, and at the end of which time they were given assistance in finding a job. In 1967—the peak year of the program during the 1960s—the Job Corps operated 123 centers with 42,000 enrollees. Since then, more than 1.8 economically disadvantaged youths have gone through the program.

A vertical recruitment poster with a green and blue background. At the top, the text "Is JOB CORPS for you?" is written in large, purple, bold letters. To the right of the text is a small inset photo of a person in a blue jacket and white hard hat working with tools. Below the main text, there are three sections: "TRAINING" with bullet points "Hands-on Experience", "Industry Certification", and "Skilled Instructors"; "EDUCATION" with bullet points "High School Diploma", "GED", and "College Opportunities"; and "CAREER" with bullet points "Career Technical Training" and "Job Search Assistance". To the right of these sections are two more inset photos: one of a group of people walking outdoors, and another of three graduates in blue caps and gowns. At the bottom, a red banner contains the phone number "800.733.JOBS" and the website "www.jobcorps.dol.gov". Below the banner, there is Spanish text: "Se habla español. Para más información, llame al (800) 733-5827 o visita http://mifuturo.jobcorps.gov." and the slogan "SUCCESS LASTS A LIFETIME" in white capital letters. There are also two small circular logos on the right side of the Spanish text.

Is
**JOB
CORPS**
for you?

TRAINING

- Hands-on Experience
- Industry Certification
- Skilled Instructors

EDUCATION

- High School Diploma
- GED
- College Opportunities

CAREER

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SUCCESS LASTS A LIFETIME

Administered by the U.S. Department of Labor, Job Corps is the nation's largest and most successful job training program. It provides a wide range of training and education opportunities for young people. For more information, contact your local Job Corps admissions counselor.

Head Start

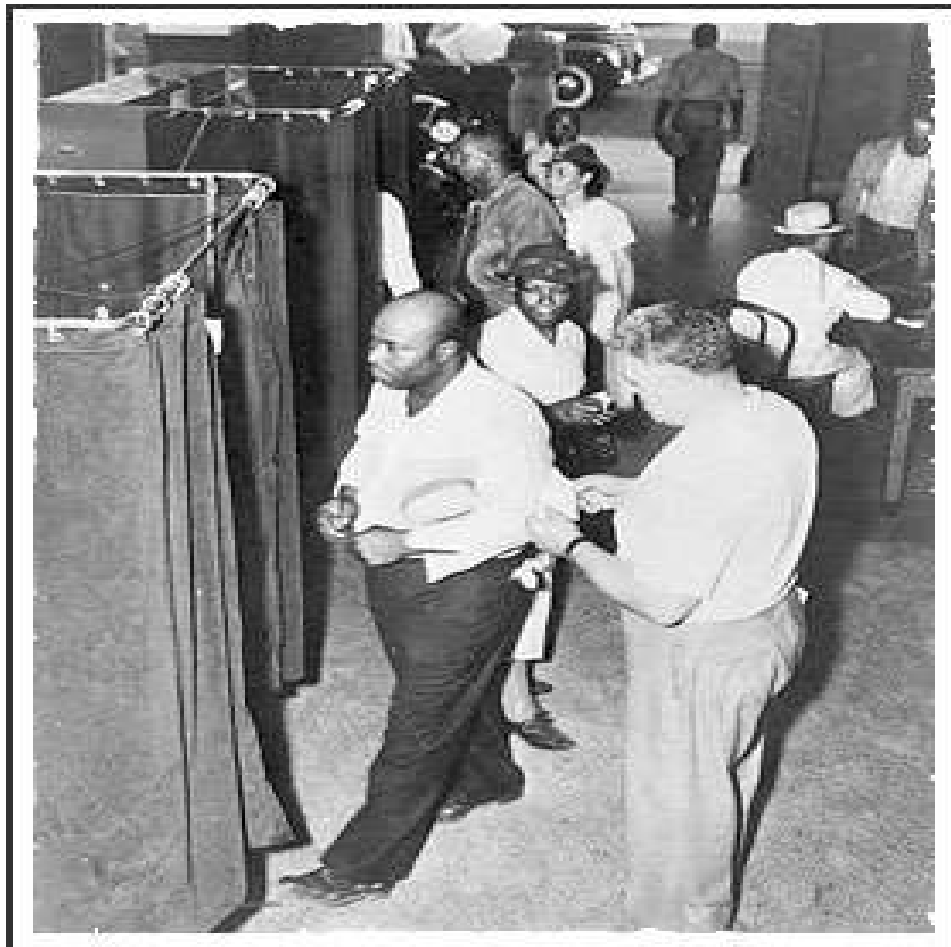
Head Start was an educational program for disadvantaged children administered by the Office of Economic Opportunity (OEO). The main goal of Head Start was to improve the overall school performance of poor children by entering them in a two-month prekindergarten program. During this time, the preschoolers were introduced to a variety of experiences designed to increase their intellectual awareness. They were taken to fire stations, zoos, and farms; were introduced to forms of art, music, dance, and theater; and introduced to a variety of toys, games, and puzzles. In addition, the program provided hot meals and immunizations against many childhood diseases to support children's health. Funded by the federal government, Head Start was run by local school districts and civic groups in cities and towns throughout the country. The first Head Start project began in 1965, with more than 500,000 four- and five-year-old preschool children throughout the country. The cost of the program was \$82 million. It was such a success that President Johnson soon announced that Head Start would become a full one-year permanent program to benefit about 350,000 poor children per year, ages three and up. Since Head Start's inception in 1965, more than 17 million preschool children have benefitted from the program.



Civil Rights Act of 1964 / Voting Rights Act of 1965

The Civil Rights Act of 1964 and Voting Rights Act of 1965 were major civil rights acts passed during the Johnson administration. In 1964, Congress passed one of its strongest civil rights laws in history, the Civil Rights Act. The act bans discrimination because of a person's color, race, national origin, religion, or sex; it primarily protects the rights of African Americans and other minorities. The Civil Rights Act attacked Jim Crow laws by ending segregation in hotels, restaurants, theaters, parks, and all other public places. The law created penalties for programs practicing discrimination, prohibited job discrimination, and created the Equal Employment Opportunities Commission to monitor and review acts of discrimination.

The Voting Rights Act of 1965 guaranteed the voting rights of African Americans. Though the Constitution's 15th Amendment (passed 1870) had guaranteed the right to vote regardless of "race, color, or previous condition of servitude," African Americans in the South faced poll taxes and literacy tests, as late as the 1960s. When the civil rights movement focused national attention on infringements of their voting rights; Congress responded with the Voting Rights Act, which prohibited Southern states from using literacy tests to determine eligibility to vote. Later laws made poll taxes illegal in state and local elections.



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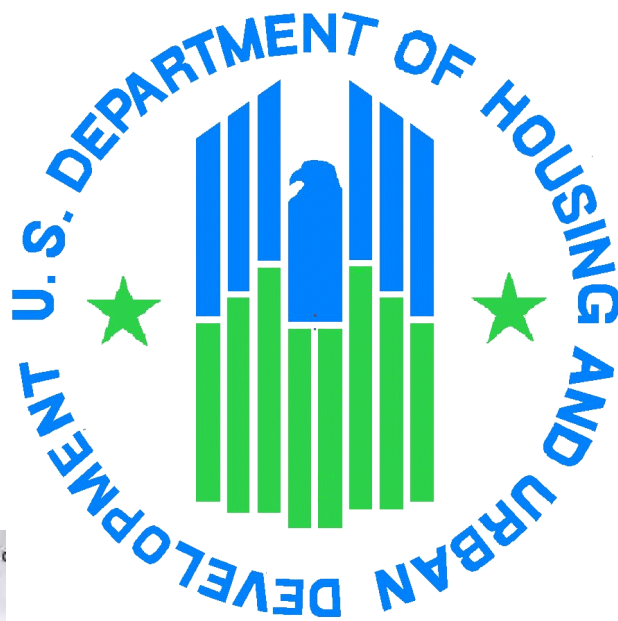
1965 Executive Order on Affirmative Action

To ensure compliance with the Civil Rights Act of 1964, President Johnson issued Executive Order 11246 in 1965 which enforced affirmative action. Affirmative action is a government policy that seeks to remedy long-standing discrimination directed at specific groups, including women and African Americans. The basic purpose of affirmative action is to increase access to opportunities in higher education, employment, government contracts, housing, and other areas for minorities. Affirmative action policies attempt to ensure that jobs, university admissions, and government contracts are not awarded exclusively to white men. Many affirmative action policies leave aside some jobs or university admission slots to minority candidates to ensure "more equal" access in order to address years of inequalities towards minorities in the U.S.



Department of Housing and Urban Development (HUD)

The Department of Housing and Urban Development (HUD) was created by Congress in 1965. By that time, more than 70% of the nation's population lived in urban and suburban areas. The department was initially given the responsibility of dealing with housing shortages. In 1968, Fair Housing Act outlawed housing discrimination and gave HUD the responsibility of enforcing the legislation. Congress also created the Government National Mortgage Association, known as Ginnie Mae, to expand the availability of mortgage funds for moderate-income families eligible for loans that are guaranteed by the government. HUD supervises programs to help state and local governments improve housing conditions in urban areas through rental assistance for low-income families and to guarantee loans to elderly and the disabled home buyers.



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Medicare / Medicaid

Medicare and Medicaid are health insurance programs sponsored by the federal government that cover medical expenses for certain Americans. Both programs took effect in 1965 and are administered under the Department of Health and Human Services. Medicare is the nation's largest health insurance program, providing coverage for 39 million elderly Americans who are age 65 or older or who have a disability. Medicare pays for home health visits, hospice care, doctors' services, medical tests, and other services and is paid mostly through Social Security taxes.

Medicaid was designed as a health insurance program to covers poor Americans. Unlike Medicare which covers everyone over the age of 65, the Medicaid program has eligibility tests to see which applicants qualify as "poor." Medicaid is a welfare program that pays for hospital care, doctors' services, nursing-home care, home health services, family planning, and screening. Medicaid is funded by both state and federal dollars, with the federal government spending an average of 57 percent and the states covering the rest. Each of the 50 states must offer Medicaid to all persons on public assistance (welfare) but can decide their own eligibility guidelines for receiving Medicaid.

Your Social Security

MEDICARE helps older Americans pay hospital and medical expenses

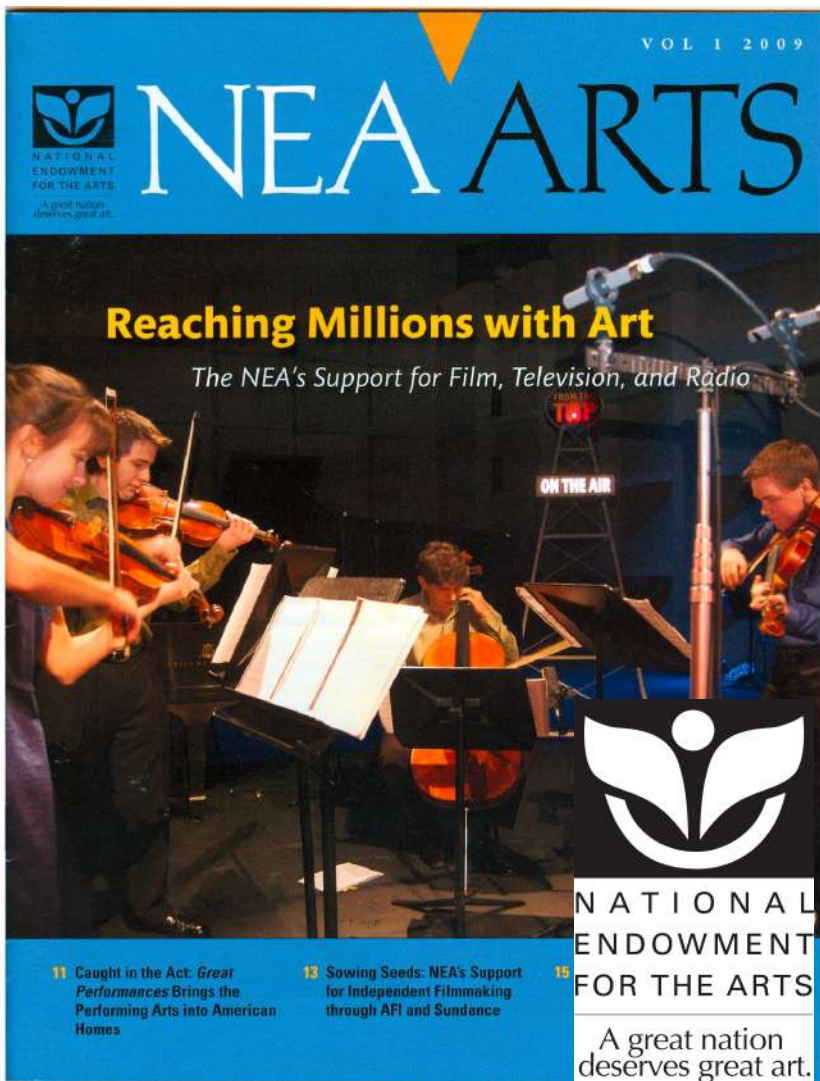
NEARING 65?

Sign up for MEDICARE 2 or 3 months before your birthday

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
SOCIAL SECURITY ADMINISTRATION
JUNE 1968

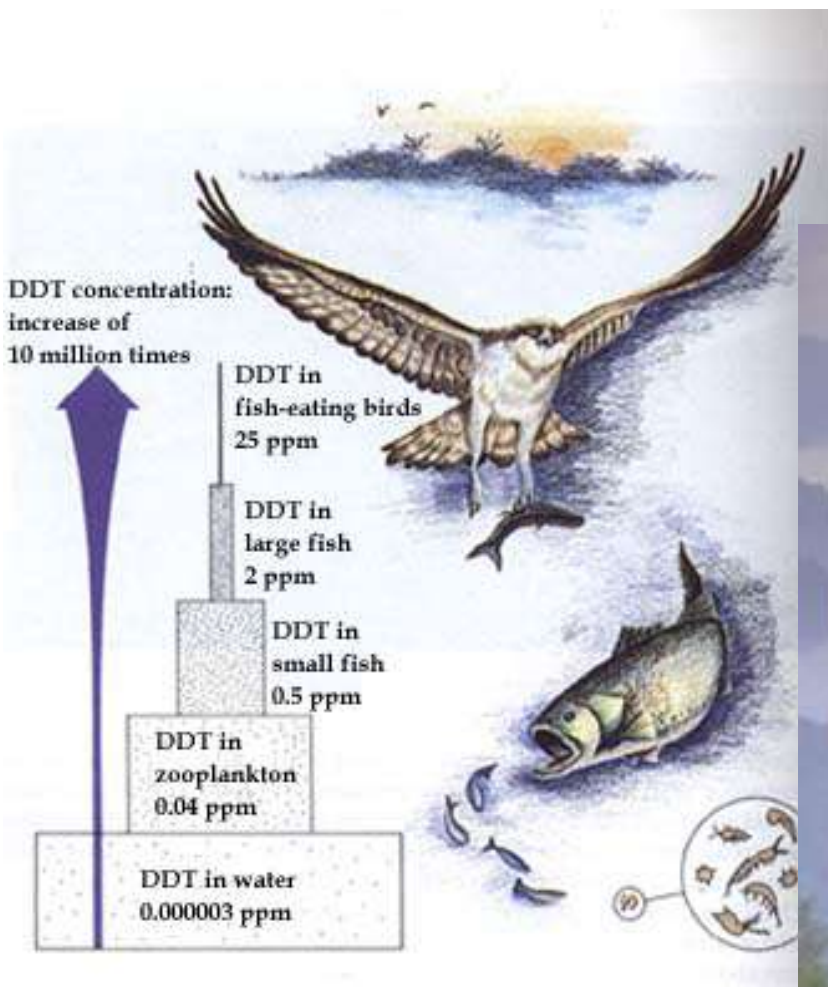
National Endowment for the Arts

The National Endowment for the Arts was created in 1965 to support excellence in the arts and to bring the arts to all Americans. The Endowment is the nation's largest annual funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, military bases, and individual homes. In 1967 the Corporation for Public Broadcasting was formed and out of that came the Public Broadcasting Service (PBS) and National Public Radio (NPR). The purpose of these programs is to provide television and radio programming that is useful, educational, and cultural. Virtually every household in the United States has these programs available and include shows like *Sesame Street*, *NOVA*, and *This Old House*. These programs are meant to help parents and teachers educate children.



Water Quality Act / Air Quality Act

The biologist Rachel Carson (1907–1964) published the book *Silent Spring* in 1962. Her book exposed the dangers of using pesticides, specifically DDT, on the environment and the ecosystem. She had become concerned during the 1950s at the rapid increase in artificial pesticide and herbicide spraying by farmers and government agencies. Reaction to her book led the government to organize an investigation of the industry. Under Lyndon Johnson, Congress passed new environmental laws. The Water Quality Act of 1965 created the first water quality standards for the nation's waters. Under the Air Quality Act of 1967, the government authorized enforcement for air pollution problems and expanded government research into air pollution. Eventually, the government created the Environmental Protection Agency (EPA) in 1970 and launched the modern environmental movement.



Air Quality Color Code Guide

Green-Good

No health impacts are expected.

Yellow-Moderate

Unusually sensitive people should consider limiting prolonged outdoor exertion.

Orange-Unhealthy for Sensitive Groups

Active children and adults, people with respiratory diseases such as asthma, and people with heart disease should limit prolonged outdoor exertion.

Red-Unhealthy

Active children and adults, people with respiratory diseases such as asthma, and people with heart disease should avoid prolonged outdoor exertion; everyone else, especially children, should limit prolonged outdoor exertion.

Purple-Very Unhealthy

Active children and adults, people with respiratory diseases such as asthma, and people with heart disease should avoid all outdoor exertion; everyone else, especially children, should limit outdoor exertion.

- Why was the Nation Endowment for the Arts created?

- What programs does the NEA provide today?

- What is the goal of the Head Start program?

- What programs does Head Start support?

- Why was this program seen as such a success?

- What is the goal of the Job Corps ?

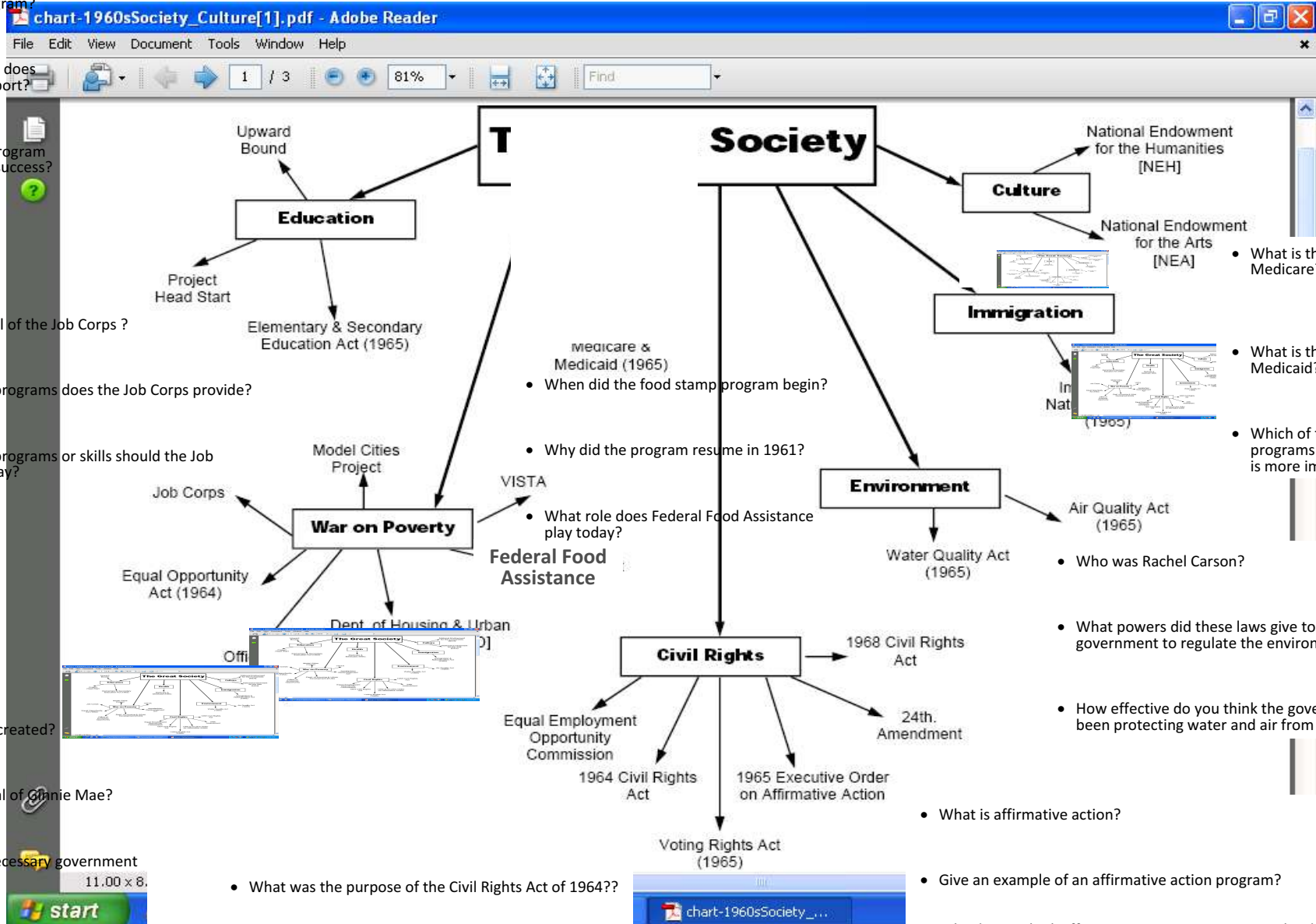
- What types of programs does the Job Corps provide?

- What types of programs or skills should the Job Corps offer today?

- Why was HUD created?

- What is the goal of Glanville Mae?

- Is HUD still a necessary government agency? Why?



- What was the purpose of the Civil Rights Act of 1964??
- What was the purpose of the Voting Rights Act of 1965?
- Which civil rights law do you think was more important?