

JFK & LBJ



By 1960, Americans were anxious about the changes that had taken place in the 1950s

The economic boom of the 1950s dipped into a recession

Rock 'n' roll music scared parents

Civil rights protests increased fears of racial violence

Eisenhower's foreign policies made many people wonder if America was losing the Cold War

Soviet launch of Sputnik in 1957

The rise of Fidel Castro in Cuba in 1959

Communism in Vietnam

Use of brinksmanship & build up of ICBMs led to fears of nuclear attack

The U-2 incident

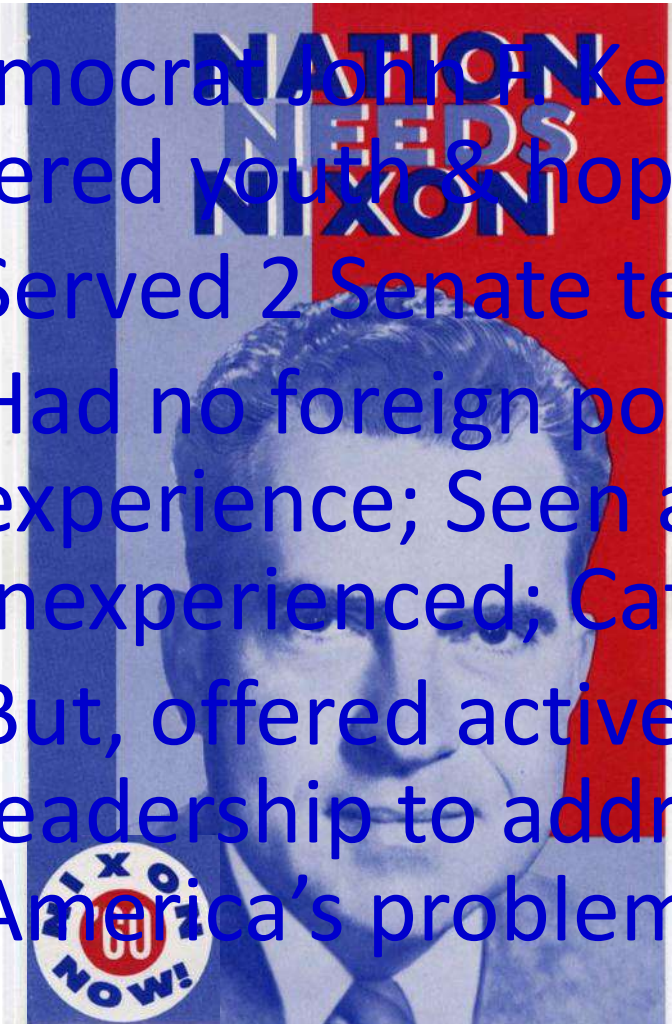
The election of 1960 marked a turning point in U.S. politics

Democrat John F. Kennedy offered youth & hope

- Served 2 Senate terms
- Had no foreign policy experience; Seen as inexperienced; Catholic
- But, offered active leadership to address America's problems

Republican Richard Nixon offered experience

- Served 8 years as VP
- Had foreign policy experience during the critical stages of the Cold War
- Promised to keep gov't spending & taxes low

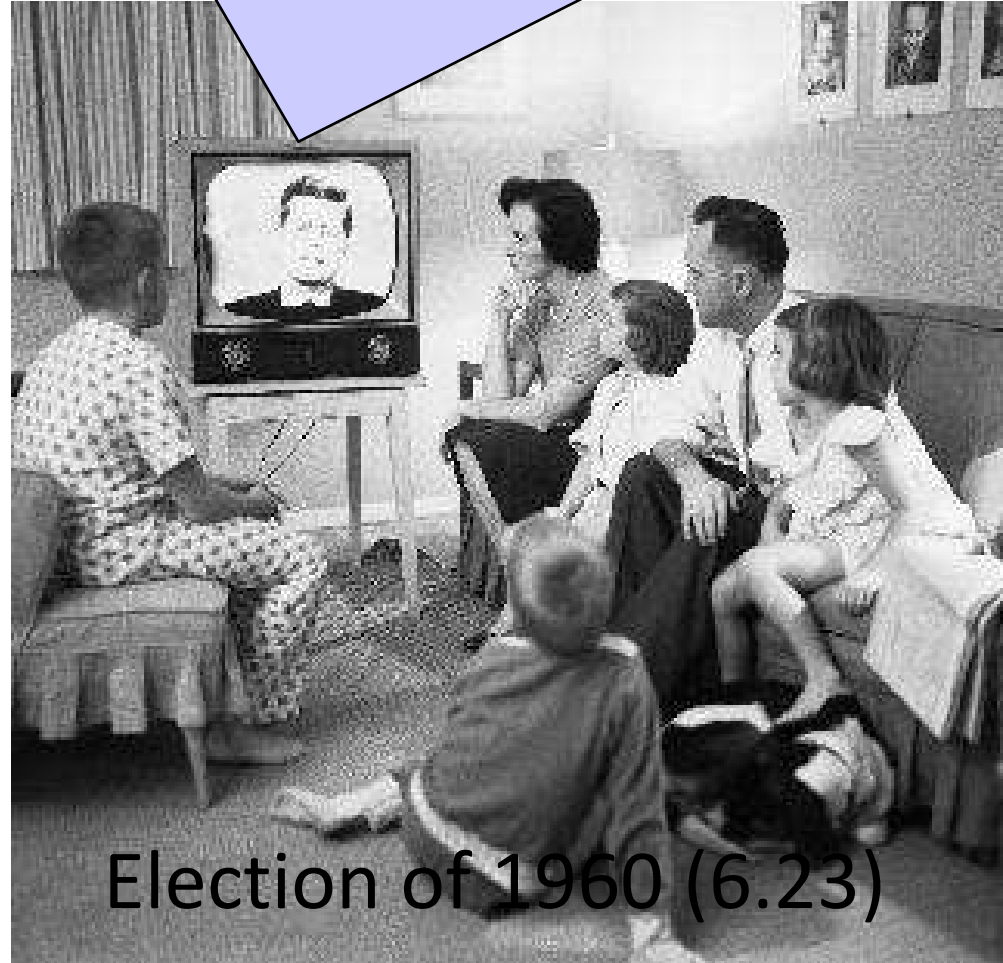


*“That night image replaced the printed word
as the natural language of politics”*

—Journalist Russell Baker

1960 was the 1st time
presidential debates
were on TV

- TV debates helped
JFK win the election
- 1960 marked
the beginning of
TV dominance in
politics



Election of 1960 (6.23)

President Kennedy represented youth, charisma, hope, & a new approach to government

The nation adored their two young children

created new standards of



President Kennedy's vision for America was called the "New Frontier"

He filled out his cabinet & White House staff with the "best & the brightest" political minds in America

President Kennedy wanted to improve the lives of all Americans

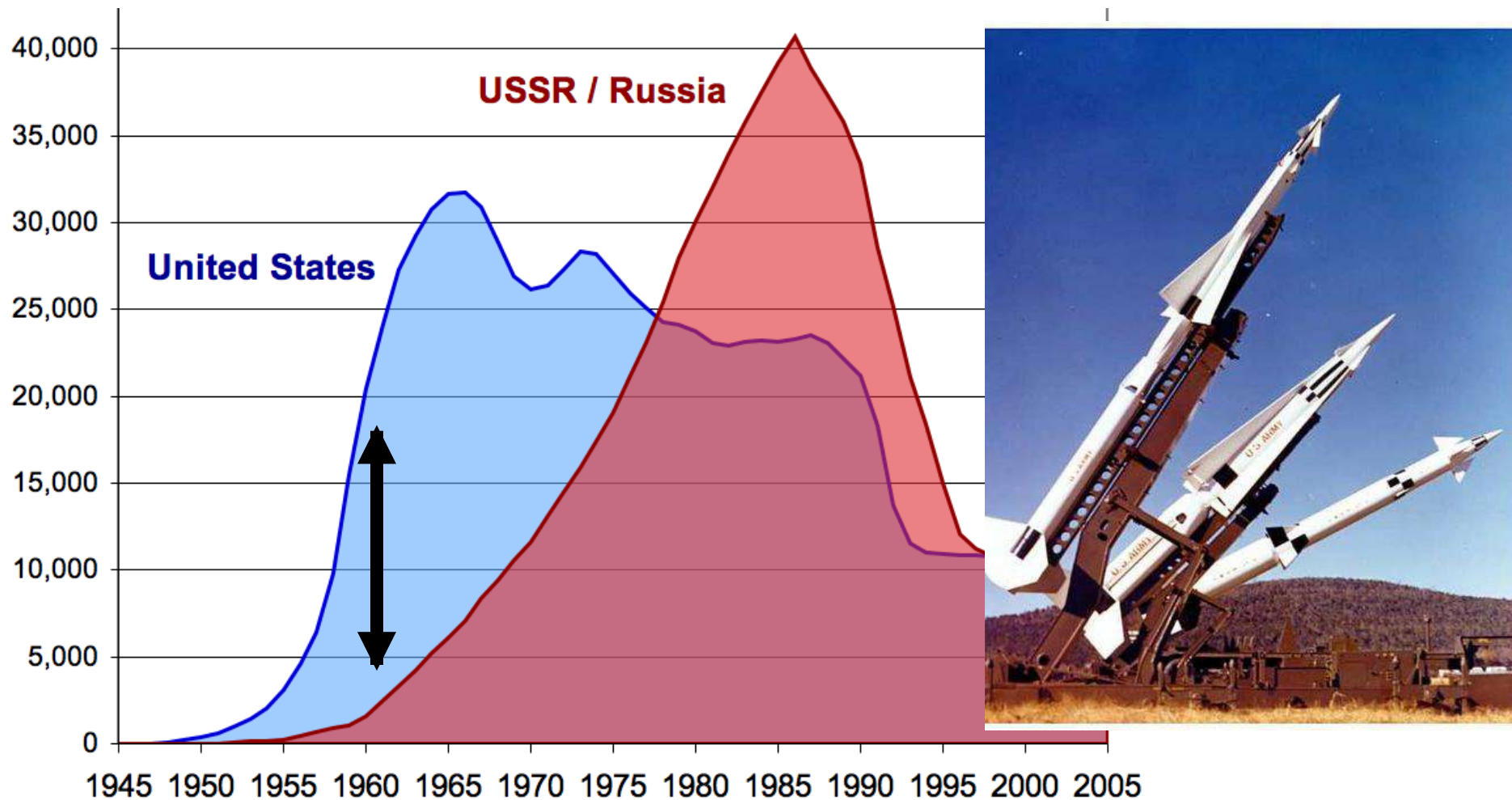
After the violence in Birmingham in 1963, JFK committed to create the Civil Rights Act

He wanted to wage a "war on poverty" to help close the gap between the rich & the poor



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

He believed that the USSR had more ICBMs ("missile gap") & better space technology



He wanted a “flexible response” to fight the Cold War: more ICBMs but also a bigger military

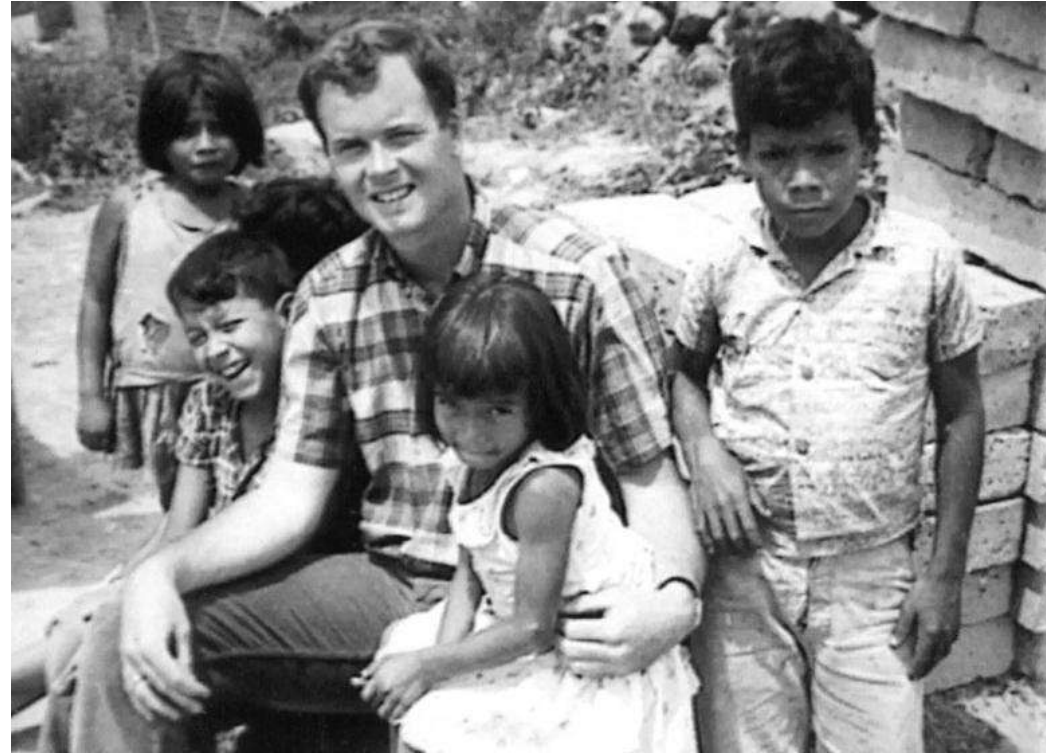
He wanted a “first strike capability” against the USSR, (rather than “mutually assured destruction”)

to broaden the
ernizing the mil



President Kennedy fought the Cold War in other ways

JFK created the Peace Corps in 1961 to send humanitarian aid & improve U.S. relations with under-developed nations



President Kennedy fought the Cold War in other ways

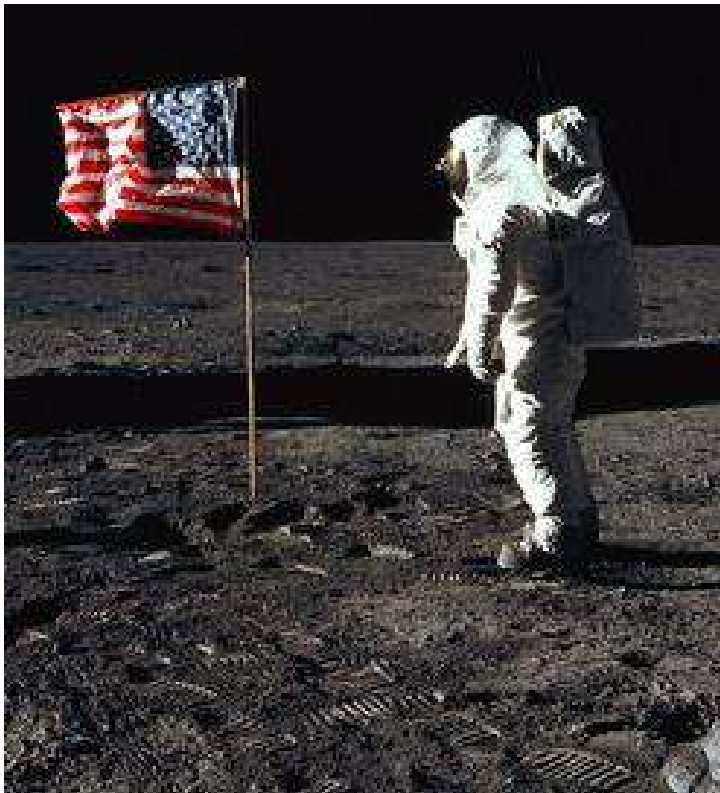


In 1962, JFK committed the U.S. to catch the USSR in the space race by landing a man on the moon by the end of the decade

“ 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, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.”

—Address on the Nation’s Space Effort, September 12, 1962

U.S. landed on the moon in 1969



Neil Armstrong, Michael Collins, “Buzz” Aldrin

In JFK's first year in office, Soviet leader Khrushchev threatened to cut off access to West Berlin



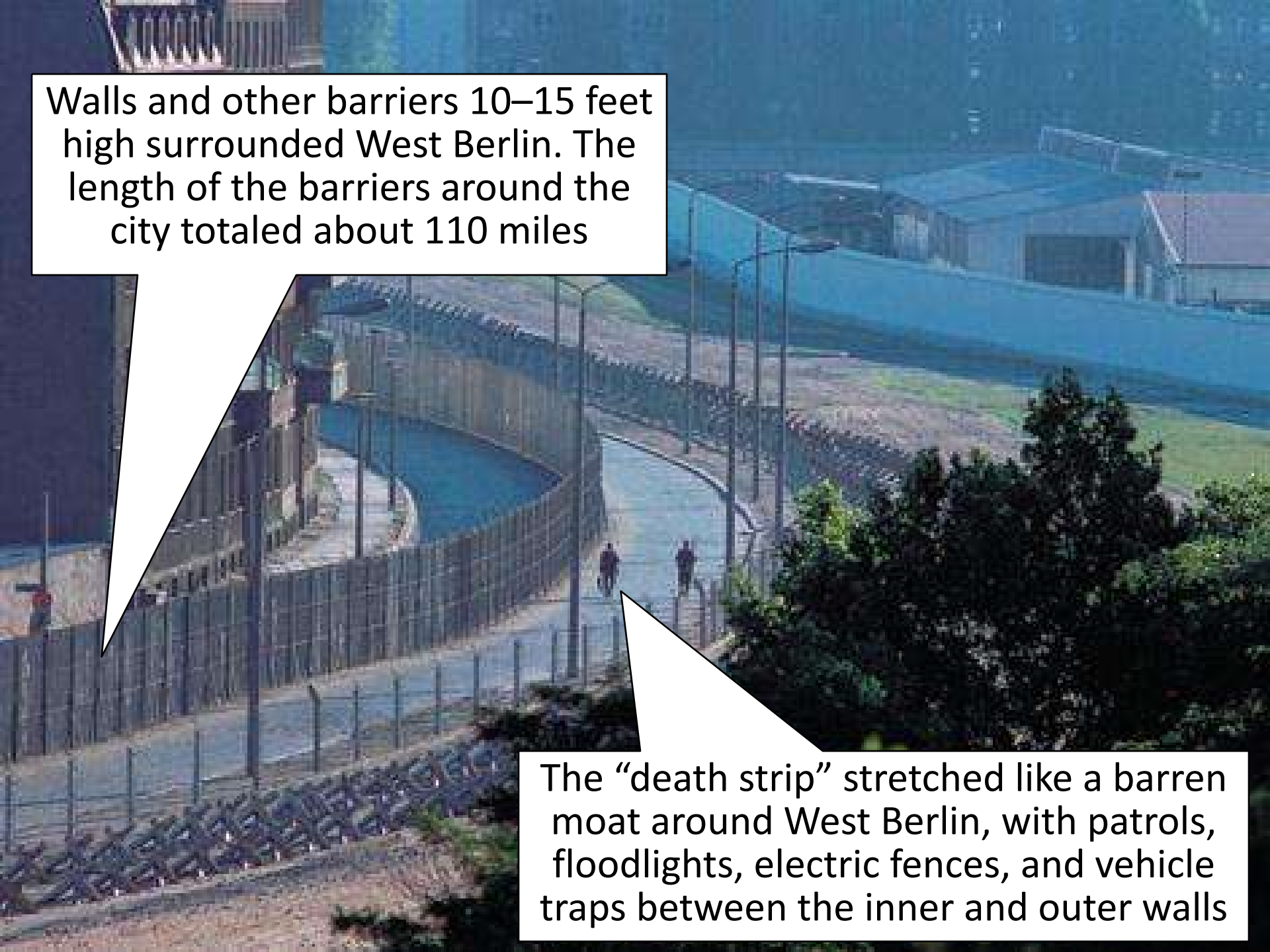
JFK vowed to never give up access to West Berlin



"Ich bin ein Berliner"

Rather than blockade the city,
Communist leaders built the Berlin Wall
to keep East Germans out of West Berlin

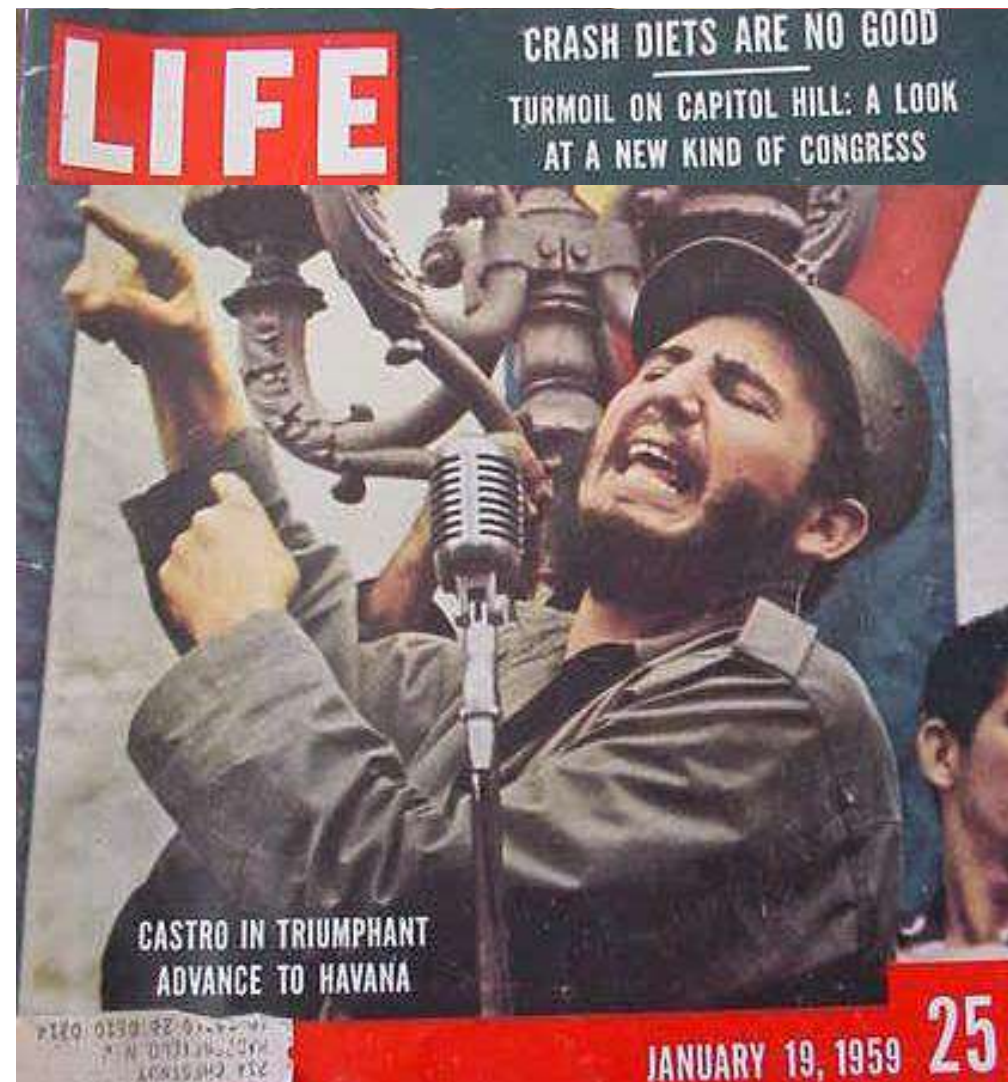


An aerial photograph showing the Berlin Wall and the surrounding 'death strip'. The wall is a long, straight concrete barrier. To the right of the wall is a wide, open area with some buildings and trees. In the foreground, there is a road with a few people walking. The overall scene is a stark, desolate landscape.

Walls and other barriers 10–15 feet high surrounded West Berlin. The length of the barriers around the city totaled about 110 miles

The “death strip” stretched like a barren moat around West Berlin, with patrols, floodlights, electric fences, and vehicle traps between the inner and outer walls

In 1959, Fidel Castro gained control of Cuba, seized property, & took aid from Khrushchev in the Soviet Union



Under Eisenhower, the CIA trained Cuban exiles to invade the island & overthrow of Castro

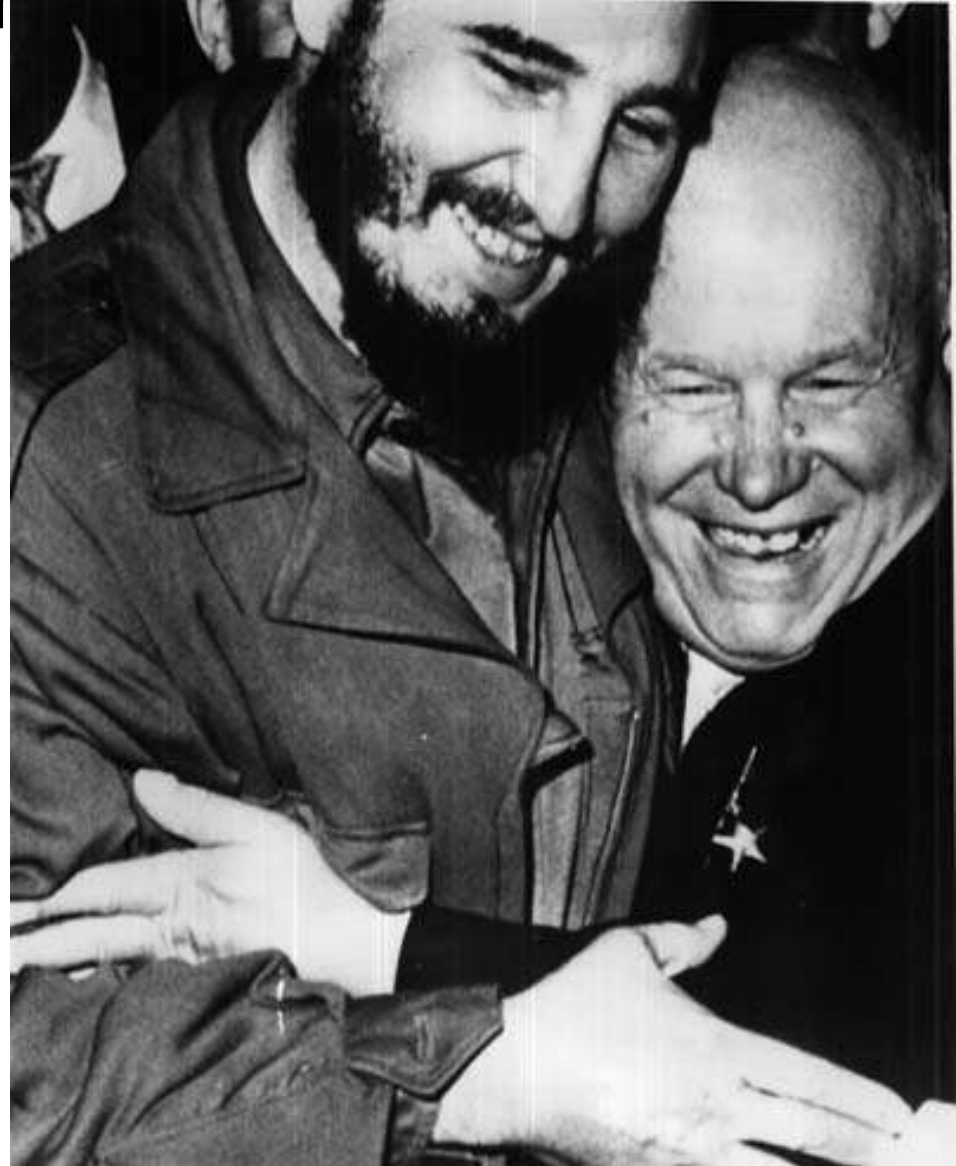


In 1961, JFK authorized the plan, but the Bay of Pigs invasion failed after JFK called off air strikes on Cuba



JFK went on TV & took responsibility for the failure at the Bay of Pigs

After the failure at the Bay of Pigs, Soviet leader Khrushchev promised to defend Cuba from the USA.



Cuban Missile Crisis: In 1962, U.S. spy planes revealed nuclear missile camps in Cuba

If assembled, Soviet ICBMs in Cuba would give the USSR first strike capability on U.S. targets

JFK warned that he would not allow nuclear missiles in Cuba



Quick Class Discussion:

How should President Kennedy respond?

- Advisors presented JFK with several options
- What are the positives/negatives of each?
- What should JFK do? Rank order these options

Immediate air strike on existing missile sites

Full military invasion of Cuba; Take out Castro

Diplomacy: trade ICBMs in Cuba for ours in Turkey?

Naval blockade to keep out the in-route Soviet missiles



Soviet ships, escorted by nuclear-equipped submarines, soon approached the quarantine line & the world waited for World War III

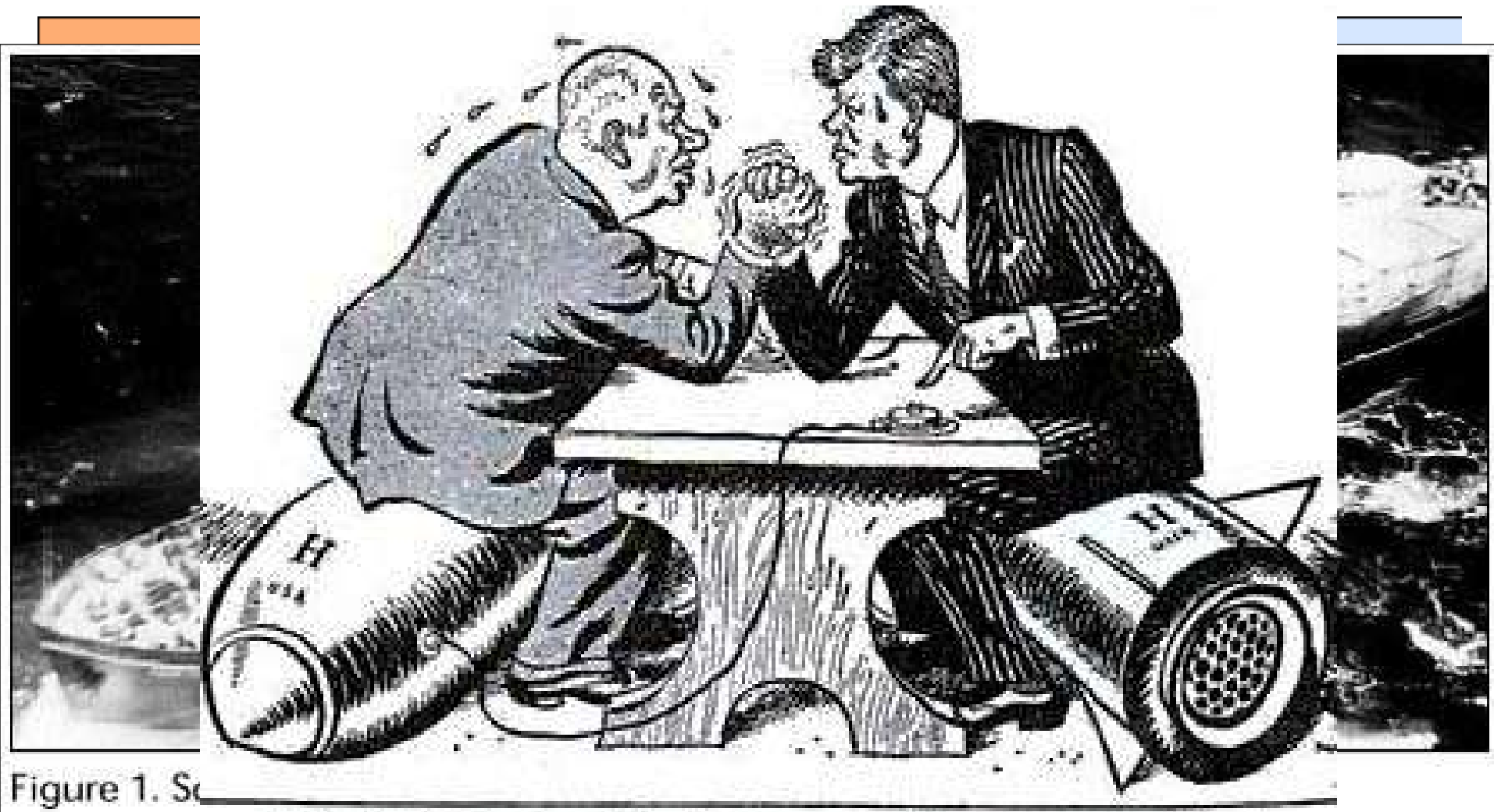


Figure 1. So

"All right, Mr President, we are willing to negotiate."

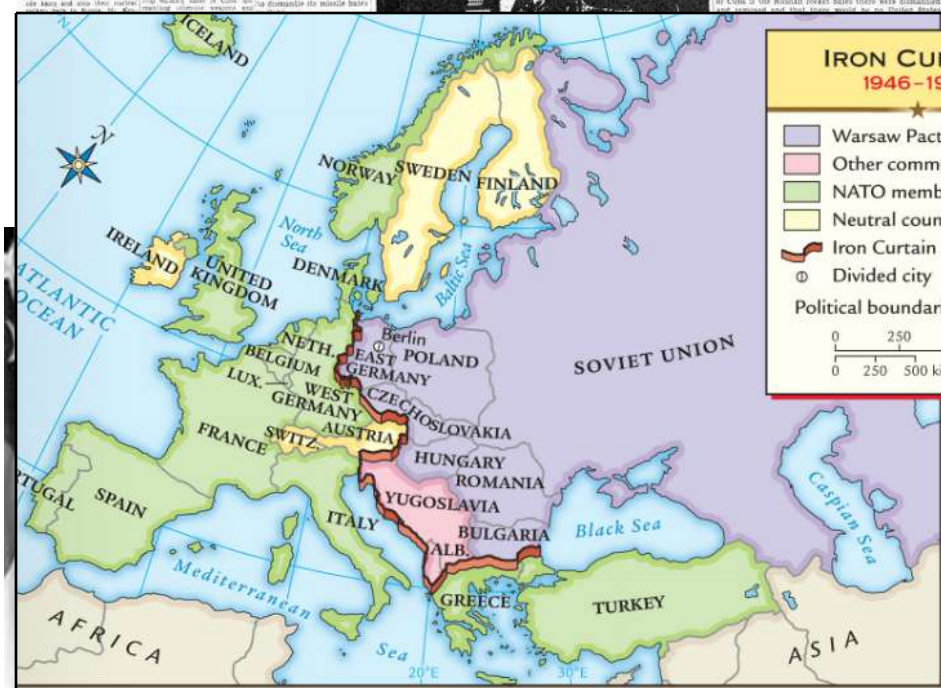


The standoff ended when a deal was reached

Soviet ships turned around at the last minute & Khrushchev removed its missiles from Cuba

JFK promised that the U.S. would not invade Cuba & secretly agreed to remove ICBMs from Turkey

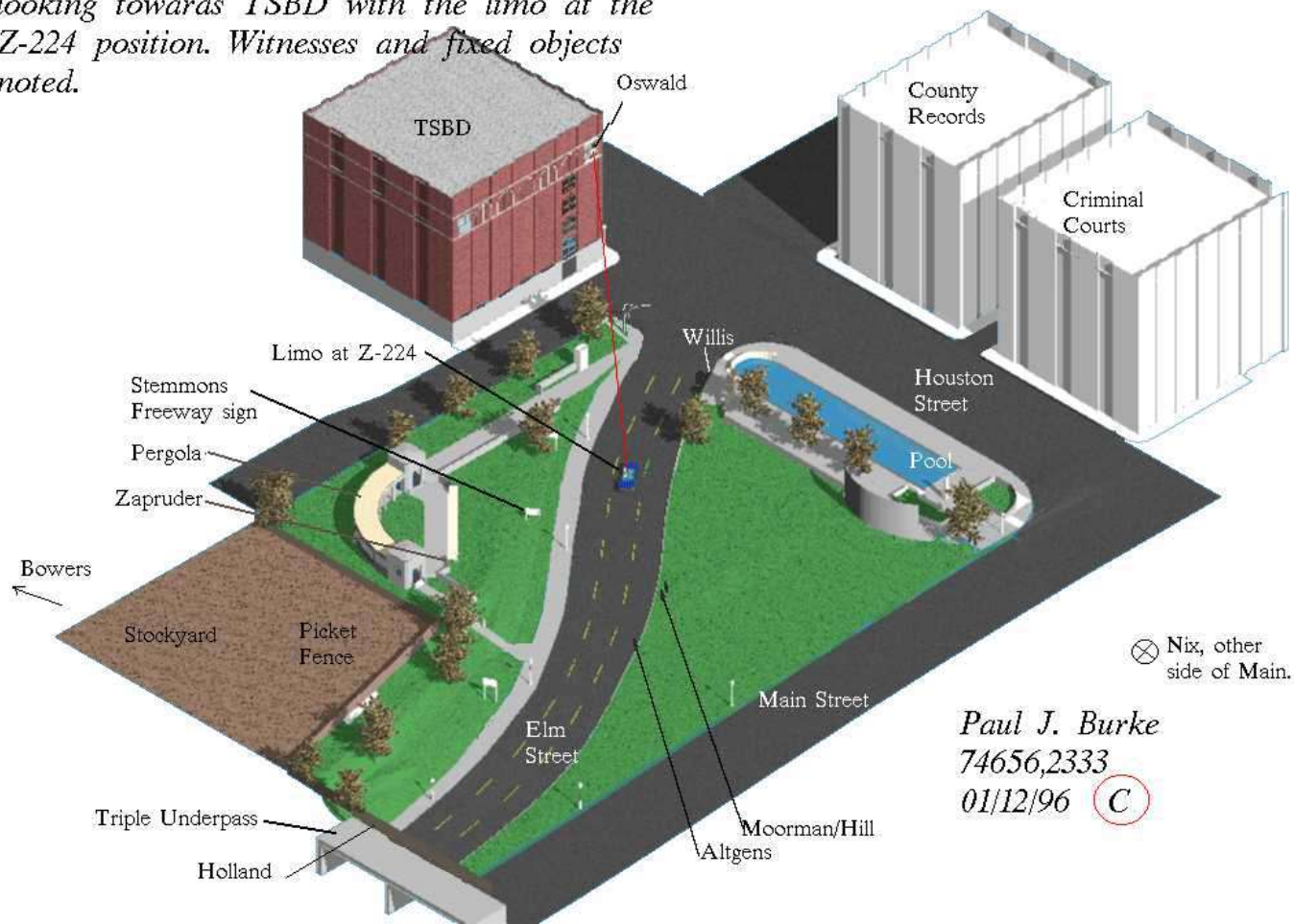
The crisis ended as a victory for JFK, but it revealed how close the two sides came to nuclear war



The Assassination of JFK

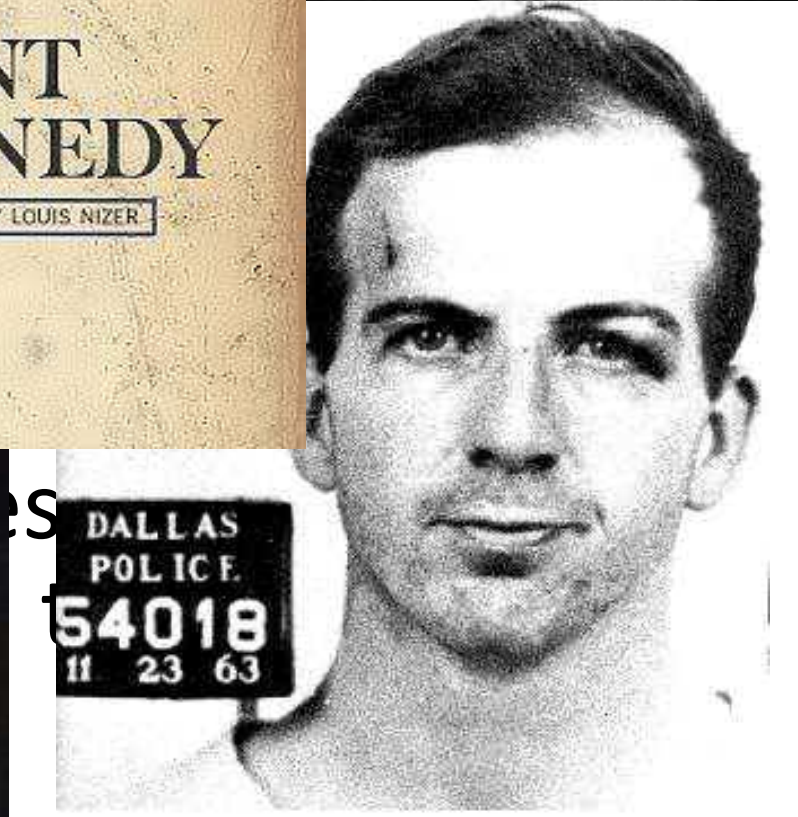
On Nov 22, 1963 John F. Kennedy was assassinated in Dallas, Texas

PLAZAO.gif Dealey Plaza from the southeast, looking towards TSBD with the limo at the Z-224 position. Witnesses and fixed objects noted.

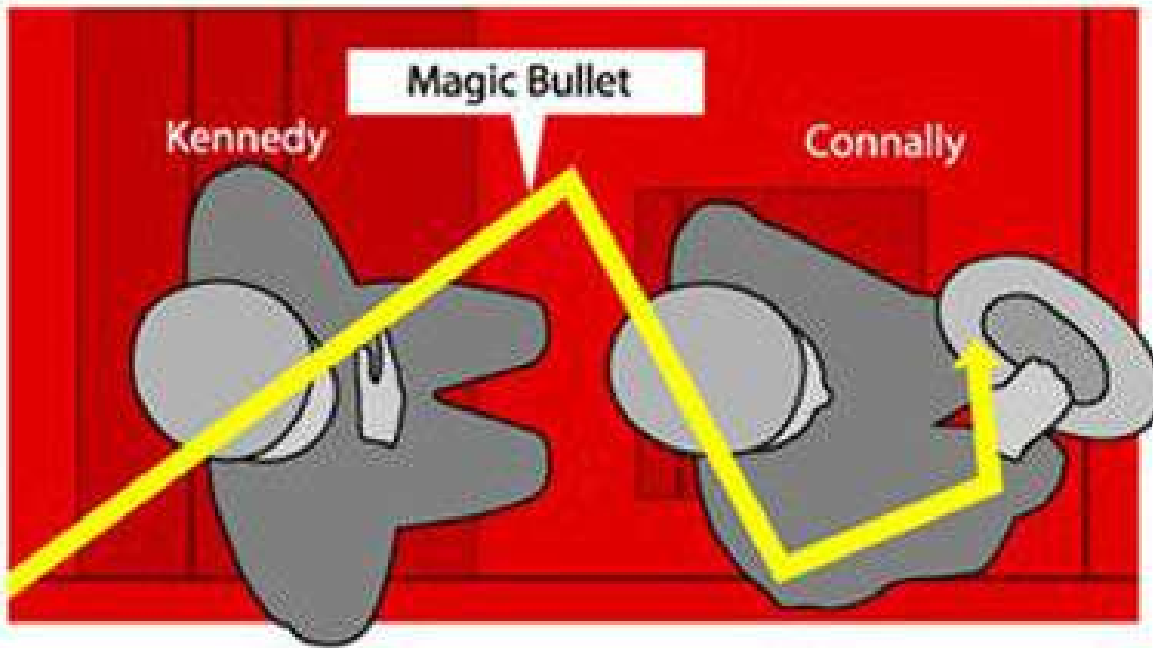


THE
OFFICIAL
WARREN
COMMISSION
REPORT
ON THE
ASSASSINATION
OF
PRESIDENT
JOHN F. KENNEDY

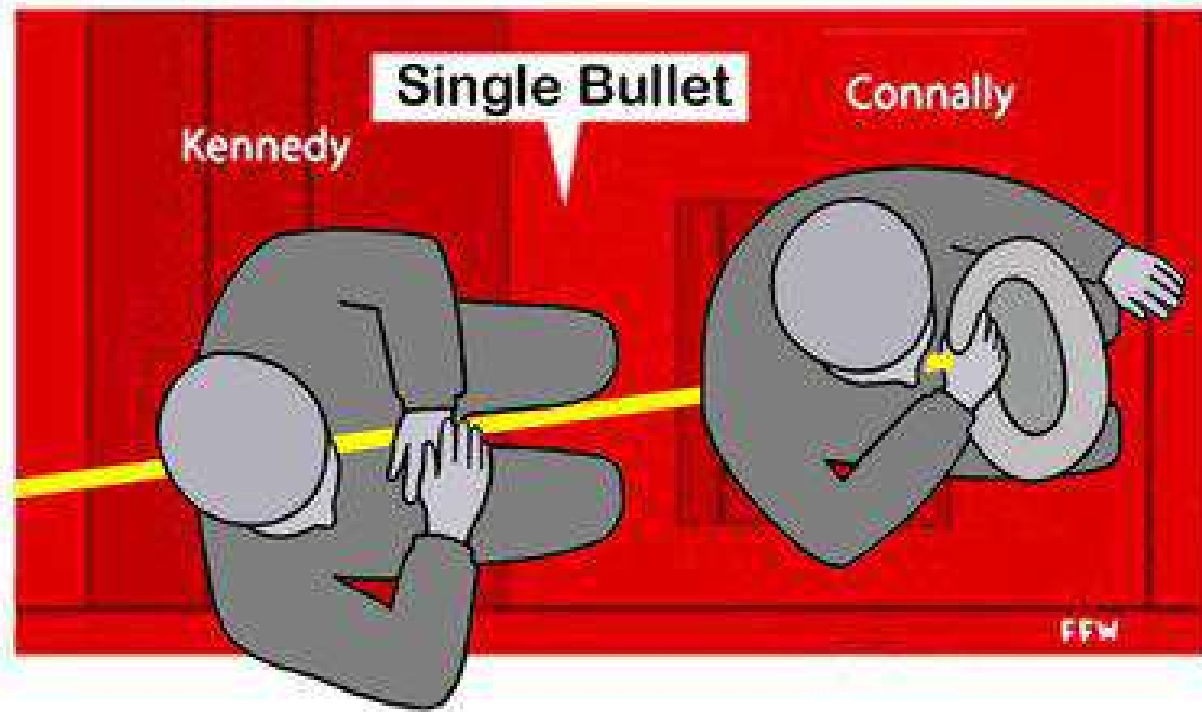
WITH SPECIAL ANALYSIS AND COMMENTARY BY LOUIS NIZER.



JFK Conspiracy Theories



For more
information on
JFK conspiracy
theories, check
out this [link](#)





JFK's assassination had important consequences for America

The “martyrdom” of JFK put pressure on Congress to pass the Civil Rights Act of 1964

VP Lyndon Johnson carried out JFK's “war on poverty”

LBJ enacted his own program called the “Great Society” with civil rights, medical, environmental, & social programs



The "Johnson Treatment"



Lyndon Johnson & the Great Society

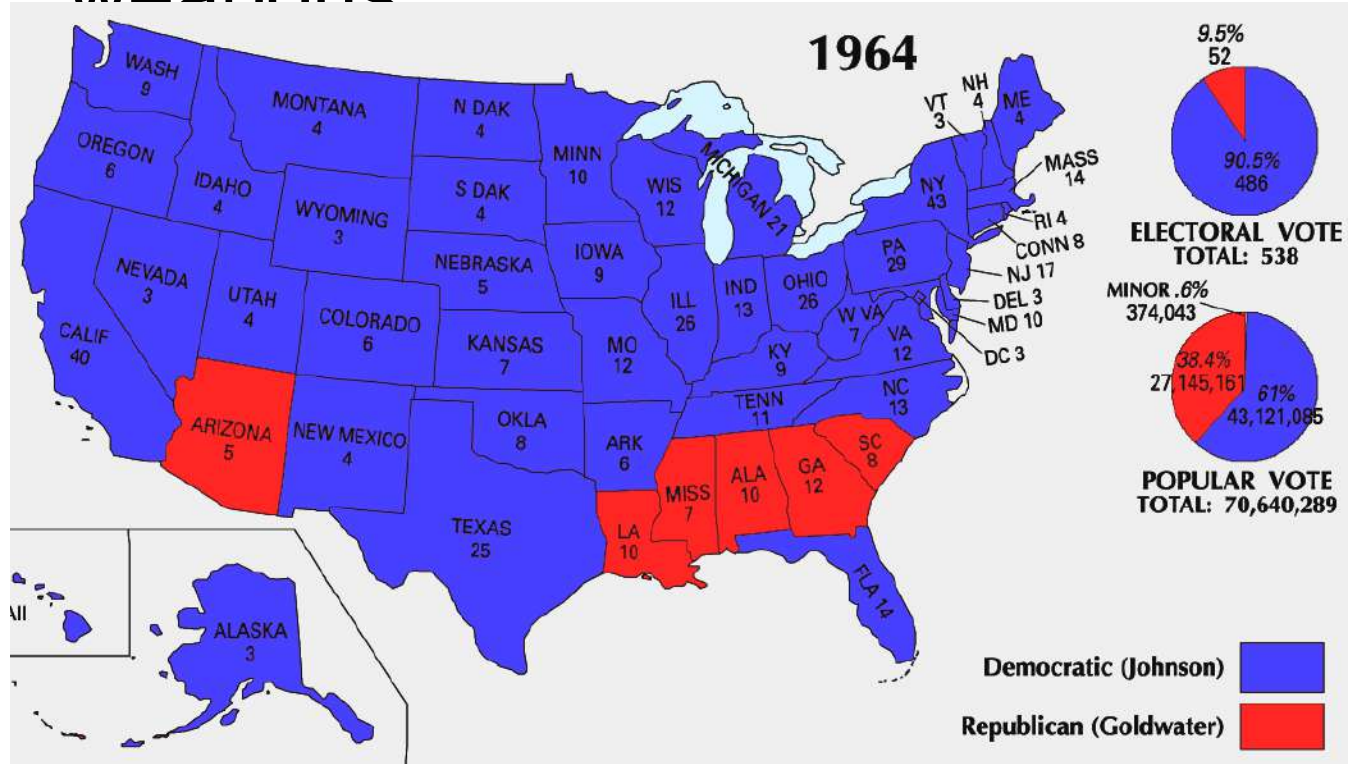
- What were the significant programs of President Johnson's "Great Society"?
 - In groups, examine each of the placards & take notes in the graphic organizer
 - After you have seen all 9 stations, rank order the programs in terms of most significant (#1) to least significant (#9)

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

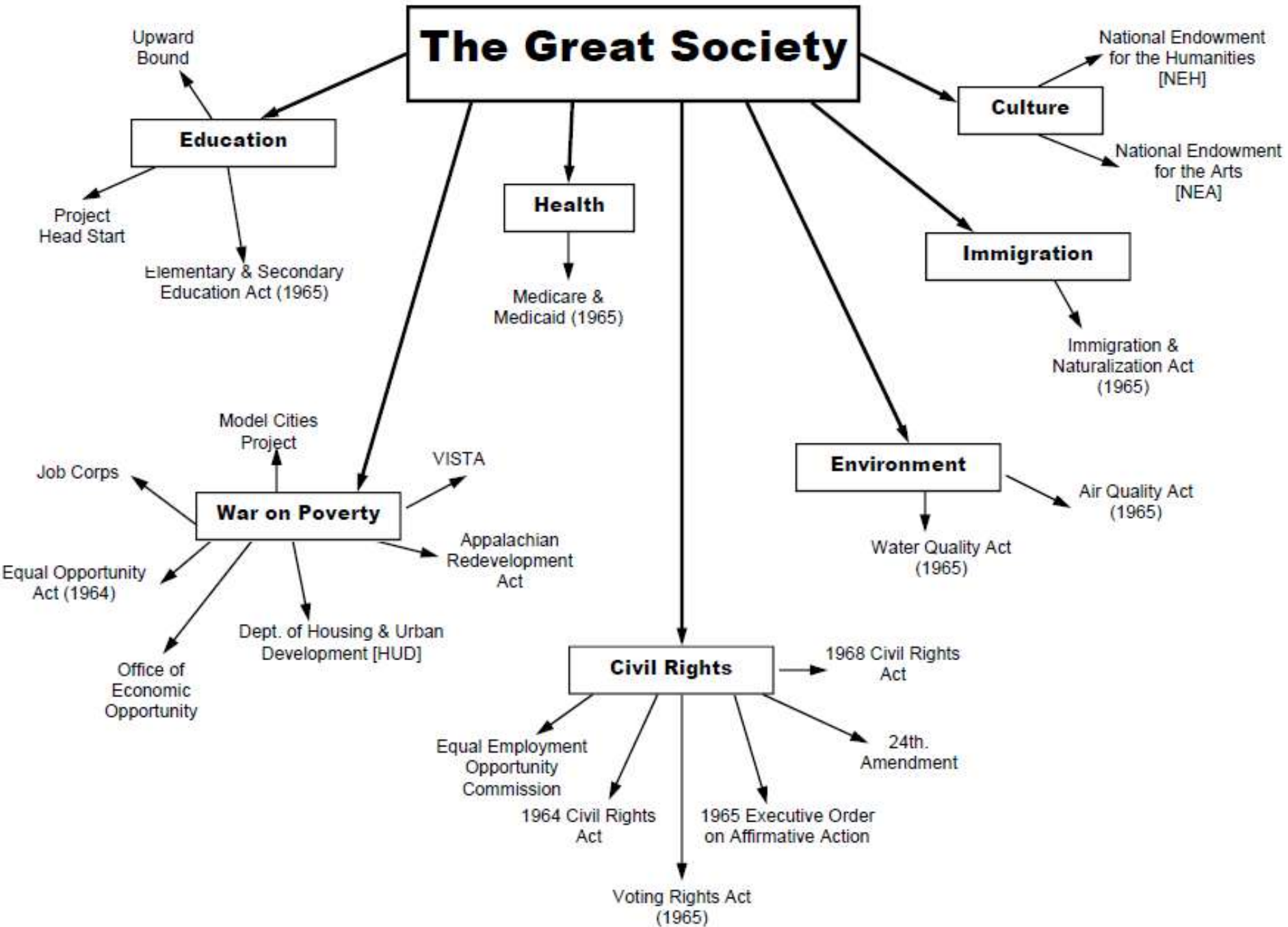
His opponent was conservative Republican Barry Goldwater who talked about strongly resisting the USSR with nuclear

weapons

LBJ won & began his "Great Society," the broadest series of social reforms since FDR's New Deal



The Great Society



Which president was more successful?

List their top 5 accomplishments & make an argument

JFK

- Peace Corps
- new “flexible response” strategy for Cold War
- Cuban missile crisis
- Bay of Pigs
- race to the moon
- boosted the economy by increasing government spending
- increased minimum wage to \$1.25
- extended unemployment insurance
- provided assistance to cities with high unemployment
- supported civil rights



LBJ

- Great Society reform legislation and federal assistance programs
- war on poverty
- increased protection of individual rights
- pushed civil rights bill through Congress
- EOA, VISTA, Project Head Start
- established Medicare and Medicaid
- changed immigration laws to open doors for many non-European immigrants
- furthered environmental movement
- cut taxes but increased budget deficit

