

THE NEW FRONTIER AND THE GREAT SOCIETY



KENNEDY AND JOHNSON LEAD AMERICA IN THE 1960S



“ASK NOT . . .”



In his inaugural address, JFK uttered this famous challenge: “Ask not what your country can do for you --- ask what you can do for your country”²

Delivered Friday, January 20, 1961

THE CAMELOT YEARS

- *During his term in office, JFK and his beautiful young wife, Jacqueline, invited many artists and celebrities to the White House*
- *The press loved the Kennedy charm and JFK appeared frequently on T.V.*
- *The Kennedys were considered American “Royalty” (hence “Camelot” reference)*



THE KENNEDY MYSTIQUE



- *The first family fascinated the American public*
- *For example, after learning that JFK could read 1,600 words a minute, thousands enrolled in speed-reading courses*
- *Jackie, too, captivated the nation with her eye for fashion and culture*

THE BEST AND THE BRIGHTEST

- *JFK surrounded himself with what one journalist described as the “best and the brightest” available talent*
- *Of all of his elite advisors who filled Kennedy’s inner circle, he relied most on his 35-year-old brother Robert, whom he appointed attorney general*



RFK was John’s closest friend and advisor ⁵

SECTION 2: THE NEW FRONTIER



- *Kennedy initiated his vision in a program he called “The New Frontier”*
- *The economy, education, medical care for the elderly and the poor, and space exploration were all part of his vision*



KENNEDY ADDRESSES INNER CITY BLIGHT AND RACISM

- In 1963, Kennedy called for “a national assault on the causes of poverty”
- He also ordered his brother, Attorney General Robert Kennedy to investigate racial injustice in the South
- Finally, he presented Congress with a sweeping civil rights bill and a sweeping tax cut bill to spur the economy



7

TRAGEDY IN DALLAS



- On a sunny day on November 22, 1963, Air Force One landed in Dallas with JFK and Jackie
- JFK received warm applause from the crowd that lined the downtown streets of Dallas as he rode in the back seat of an open-air limousine

8

JFK SHOT TO DEATH



- As the motorcade approached the Texas Book Depository, shots rang out
- JFK was shot in the neck and then the head
- His car was rushed to a nearby hospital where doctors frantically tried to revive him
- President Kennedy was dead (11/22/63)

9

LYNDON BAINES JOHNSON BECOMES PRESIDENT

- The Vice-President, Lyndon Baines Johnson, became President after JFK was assassinated
- The nation mourned the death of the young president while Jackie Kennedy remained calm and poised



A somber LBJ takes the oath of office aboard Air Force One with the Jackie next to him

10

JFK LAID TO REST



Three-year old John Kennedy Jr. salutes his father's coffin during the funeral

- All work stopped for Kennedy's funeral as America mourned its fallen leader
- The assassination and the televised funeral became historic events
- Like 9-11, Americans can recall where they were when they heard the news of the President's death

11

LEE HARVEY OSWALD CHARGED; SHOT TO DEATH

- A 24-year-old Marine with a suspicious past left a palm print on the rifle used to kill JFK
- He was charged and as a national television audience watched his transfer from one jail to another, nightclub owner Jack Ruby broke through the crowd and shot Oswald to death



Jack Ruby, right, shoots Oswald, center, to death 11/24/63

UNANSWERED QUESTIONS



- The bizarre chain of events led many to believe that Oswald was part of a conspiracy
- The Warren Commission investigated the assassination and determined that Oswald had indeed acted alone
- Recent filmmaker Oliver Stone isn't so sure – his film, "JFK," is filled with conspiracy theories

13

SECTION 3: THE GREAT SOCIETY

- A fourth-generation Texan, Lyndon Johnson (LBJ) entered politics in 1937 as a congressman
- Johnson admired Franklin Roosevelt who took the young congressman under his wing
- Johnson became a senator in 1948 and by 1955 he was Senate majority leader



Senator Johnson pictured in⁴ 1958 with a nerd

JOHNSON'S DOMESTIC AGENDA



- As soon as Johnson took office, he urged Congress to pass the tax-cut bill that Kennedy had sent to Capital Hill
- The tax cut passed and \$10 billion in cuts took effect

15

CIVIL RIGHTS ACT OF 1964

- In July of 1964, LBJ pushed the Civil Rights Act through Congress
- The Act prohibited discrimination based on race, color, religion or national origin, and granted the federal government new powers to enforce the law



LBJ signs the Civil Rights Act as Martin Luther King watches

16

VOTING RIGHTS ACT 1964



"By the way, what's the big word?"

- Part of the Civil Rights Act was to insure voting rights for all Americans
- The act prohibited literacy tests or other discriminatory practices for voting
- The act insured consistent election practices

17

THE WAR ON POVERTY

- Following his tax cut and Civil Rights Act successes, LBJ launched his War on Poverty
- In August of 1964 he pushed through Congress a series of measures known as the Economic Opportunity Act
- The Act provided \$1 billion in aid to the inner city



18

ECONOMIC OPPORTUNITY ACT



Project Head Start is still going strong

THE EOA legislation created:

- The **Job Corps**
- **VISTA** (Volunteers in service to America)
- **Project Head Start** for underprivileged preschoolers
- The **Community Action Program** which encouraged the poor to participate in public works program

19



THE 1964 ELECTION

IN YOUR HEART YOU KNOW HE'S RIGHT



BARRY GOLDWATER

- In 1964, the Republicans nominated conservative senator Barry Goldwater of Arizona to oppose Democrat Lyndon Johnson
- Goldwater opposed LBJ's social legislation
- Goldwater alienated voters by suggesting the use of nuclear weapons in Cuba and North Vietnam

20

LBJ WINS BY A LANDSLIDE

REGISTER NOW!



YOUR VOTE IS NEEDED TO DEFEAT GOLDWATER!

Use your vote to support your hopes. A worthless citizen is a hopeless citizen.

CORE

- LBJ won the 1964 election by a landslide
- For many it was an anti-Goldwater vote
- Many Americans saw Goldwater as a War Hawk
- The Democrats also increased their majority in Congress
- Now Johnson launched his reform program in earnest

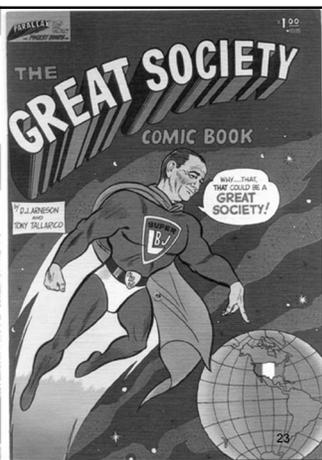


LBJ easily defeats Goldwater in '64

22

BUILDING THE GREAT SOCIETY

- In May of 1964, LBJ summed up his vision for America in a phrase: "The Great Society"
- By the time he left the White House in 1969, Congress had passed 206 of LBJ's Great Society legislative initiatives



EDUCATION



- Johnson considered education "the key which can unlock the door to the Great Society"
- The Elementary and Secondary Education Act provided \$1 billion to help public schools buy textbooks and library materials

24

HEALTHCARE



- **LBJ and Congress enhanced Social Security by establishing Medicare and Medicaid**
- Medicare provided hospital insurance and low-cost medical care to the elderly
- Medicaid provided health benefits to the poor



25

HOUSING



- LBJ and Congress appropriated money to build 240,000 units of low-rent public housing; established the Department of Housing and Urban Development (HUD) and appointed the first black cabinet member, Robert Weaver, as HUD's first leader



26

IMMIGRATION REFORM

- The Great Society also brought reform to immigration laws
- *The Natural Origins Acts of the 1920s strongly discriminated against immigration by those outside of Western Europe*
- The Immigration Act of 1965 opened the door for many non-European immigrants to settle in the U.S.



27

THE ENVIRONMENT

- LBJ also actively sought to improve the environment
- The Water Quality Act of 1965 required states to clean up their rivers and lakes
- LBJ also ordered the government to clean up corporate polluters of the environment

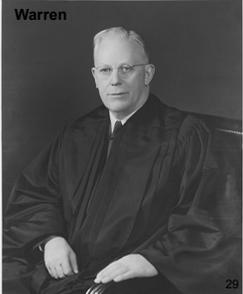


28

SUPREME COURT REFORMS SOCIETY, TOO



- Reform and change were not limited to the Executive and Legislative branches
- The Judicial Branch led by the Supreme Court and Chief Justice Earl Warren did much to protect individual rights



29

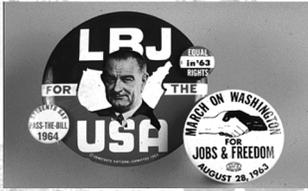
WARREN COURT AND SUSPECT'S RIGHTS




- In *Mapp v. Ohio* (1961) the Supreme Court ruled that illegally seized evidence could not be used in court
- In *Escobedo v. Illinois* the court ruled that the accused has the right to have an attorney present when questioned by police
- In *Miranda v. Arizona* the court ruled that all suspects must be read their rights³⁰ before questioning

30

IMPACT OF GREAT SOCIETY



- The Great Society and the Warren Court changed the United States
- No president in Post-WWII era extended the power and reach of the federal government more than LBJ
- The War on Poverty helped, the Civil Rights initiative made a difference and the massive tax cuts spurred the economy

31