A photograph of an astronaut in a white spacesuit standing on the lunar surface. To the left, an American flag is planted in the ground. The background shows the dark, cratered landscape of the moon under a bright sky. The text "Chapter 28" and "The New Frontier # 6" is overlaid in the center of the image.

Chapter 28
The New Frontier # 6

Kennedy's Vision



- Kennedy initiated his vision in a program he called “The New Frontier”
- The economy, education, healthcare, and space exploration, civil rights were all part of his vision



THE PEACE CORPS

- One of the first programs launched by JFK was the Peace Corps
- The Peace Corps is a volunteer program to assist developing nations in Asia, Africa and Latin America
- The Peace Corps has become a huge success



The Kennedy Space Center



CAPE CANAVERAL, FL



RACE TO THE MOON

- On April 12, 1961, A Soviet cosmonaut became the first human in space
- Meanwhile, America's space agency (NASA) began construction on new launch facilities in Florida and a mission control center in Houston, Texas
- 61'- first American to make space flight
- 62'- John Glenn first to orbit the Earth
- 67'- fire kills Apollo astronauts



A MAN ON THE MOON



Armstrong

- Finally, on July 20, 1969, the U.S. would achieve its goal Apollo 11.
- An excited nation watched as U.S. astronaut Neil Armstrong took the first steps on the moon
- Space and defense-related industries sprang up in Southern and Western states



“One small step for man, one giant leap for mankind”

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, Kennedy presented Congress with a sweeping civil rights bill and a sweeping tax cut bill to spur the economy
- Kennedy begins to lose popularity because of his push for civil rights. Wanted voting rights, and funding for school desegregation.



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. Texas Governor John Connally and his wife in front.**

- Dealey Plaza
- Zapruder Film



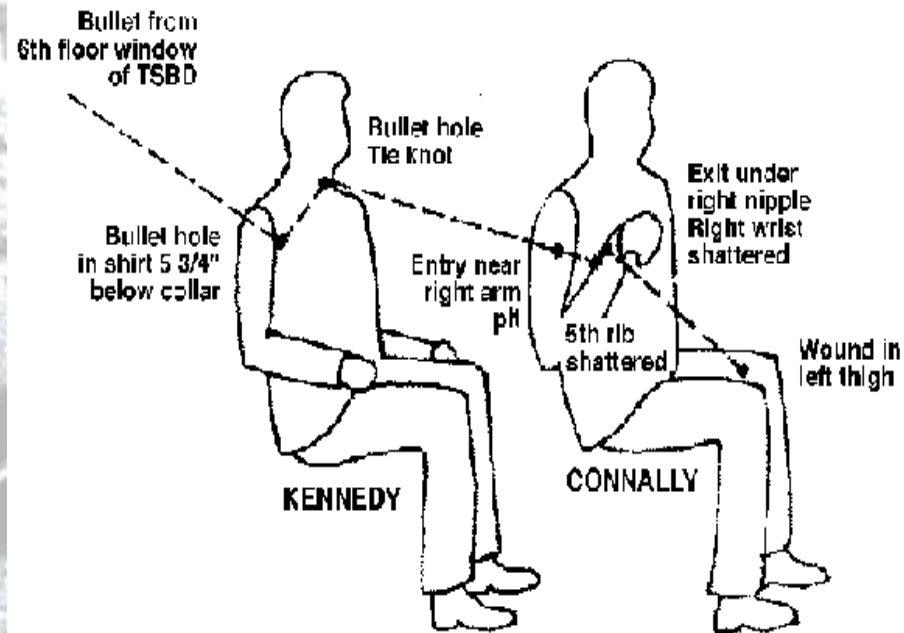
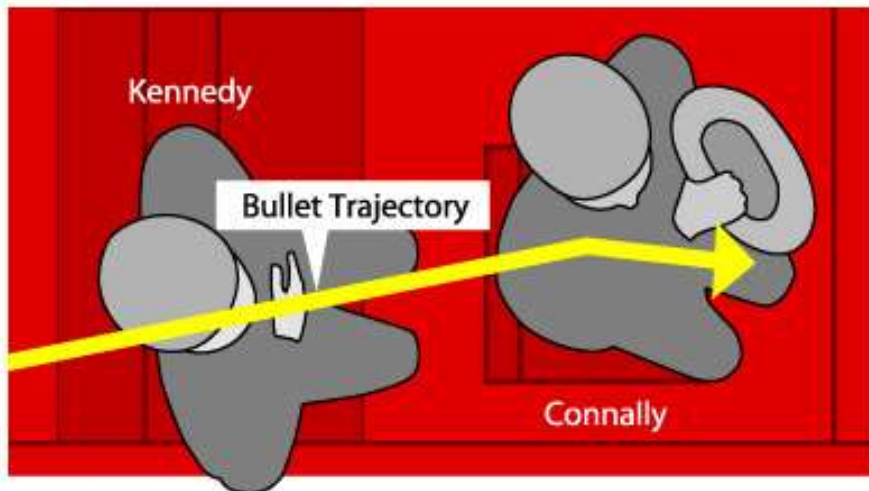
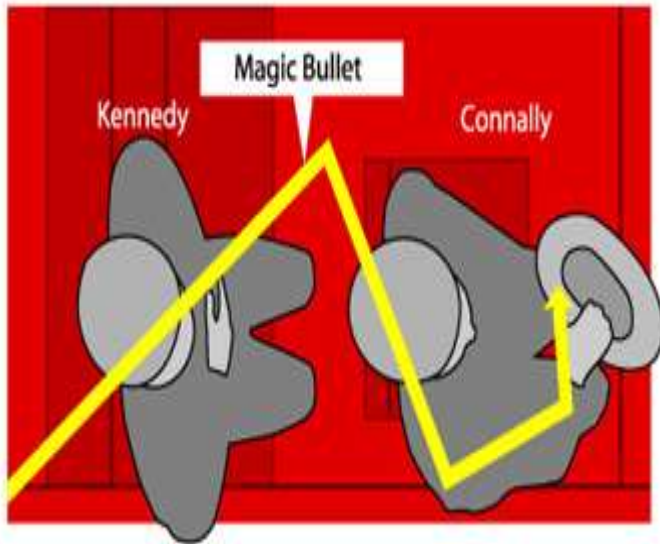
JFK SHOT TO DEATH



- As the motorcade approached the Texas School Book Depository, shots rang out.
- JFK was shot in the neck and then the head
- 3 bullets total
- His car was rushed to a nearby hospital where doctors frantically tried to revive him
- President Kennedy was dead (11/22/63)
- Questions of who killed the president and why?

Magic Bullet or Single Bullet Theory by Warren Commission

- Bullet struck Kennedy in the back and exited through his throat, then wounded the governor in the front seat. Single bullet struck the president from BEHIND. People believe 2 shots from 2 guns and 2 guns would make a conspiracy.





LYNDON BAINES JOHNSON BECOMES PRESIDENT

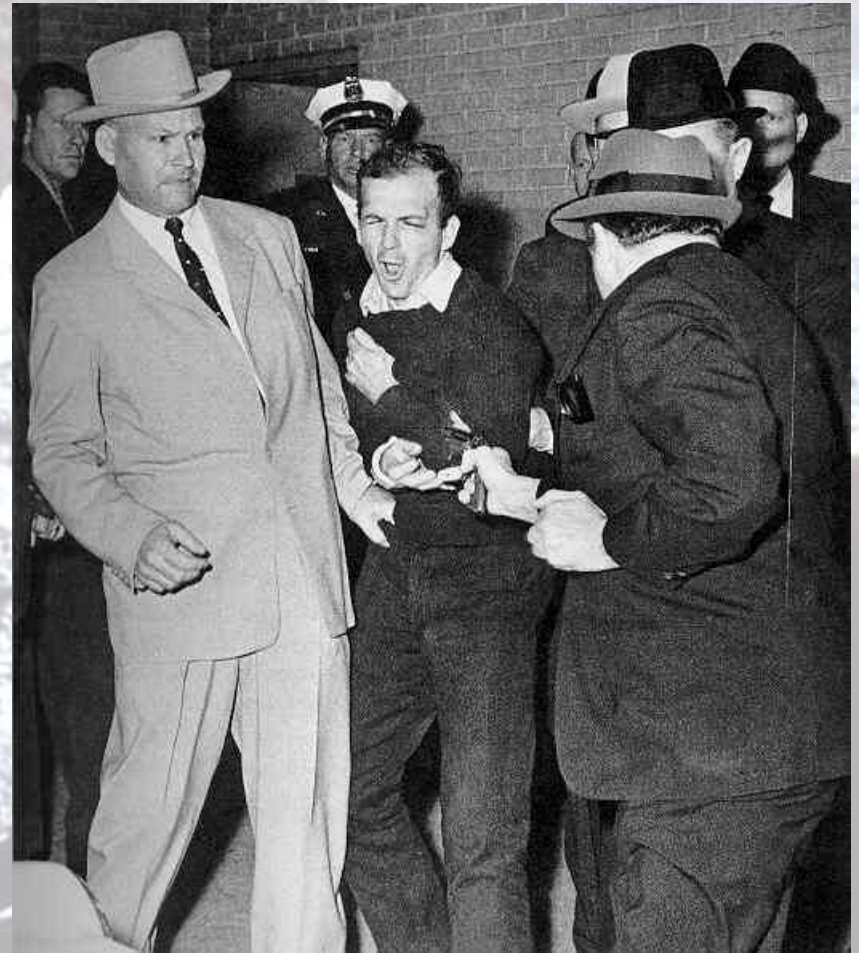
- The Vice-President, Lyndon Baines Johnson, became President after JFK was assassinated. 1 hour 30 later.
- The nation mourned the death of the young president while Jackie Kennedy remained calm and poised



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

LEE HARVEY OSWALD CHARGED; SHOT TO DEATH

- A 24-year-old ex-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

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**

UNANSWERED QUESTIONS



- The bizarre chain of events led many to believe that Oswald was part of a conspiracy
- 2 shooters, one on the grassy knoll of Dealey Plaza
- CIA acting out over anger from the Bay of Pigs
- Mobsters mad at Kennedy's brother for initiating the prosecution of organized crime ring.
- Communist sponsored attack
- The Warren Commission investigated the assassination and determined that Oswald had indeed acted alone

SECTION 3: THE GREAT SOCIETY #7

- **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 in
1958**

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

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

VOTING RIGHTS ACT 1965



"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

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



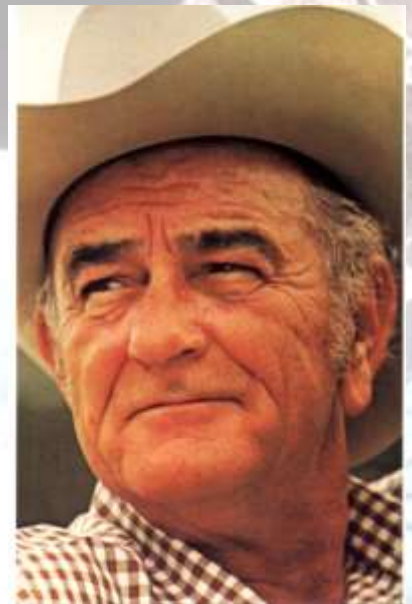


THE 1964 ELECTION

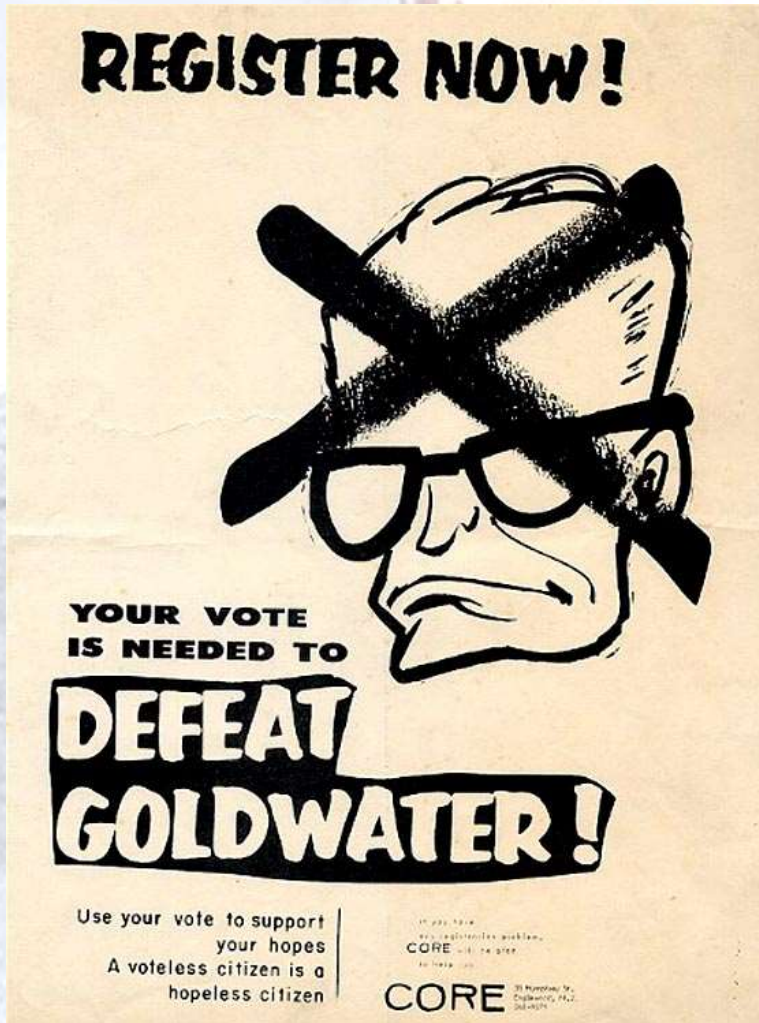


- In 1964, the Republicans nominated conservative senator Barry Goldwater of Arizona to oppose Democrat Lyndon Johnson
- Goldwater opposed LBJ's social legislation
- Goldwater alienated voters by suggesting the use of nuclear weapons in Cuba and North Vietnam

LBJ WINS BY A LANDSLIDE



- 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



ELECTION OF 1964

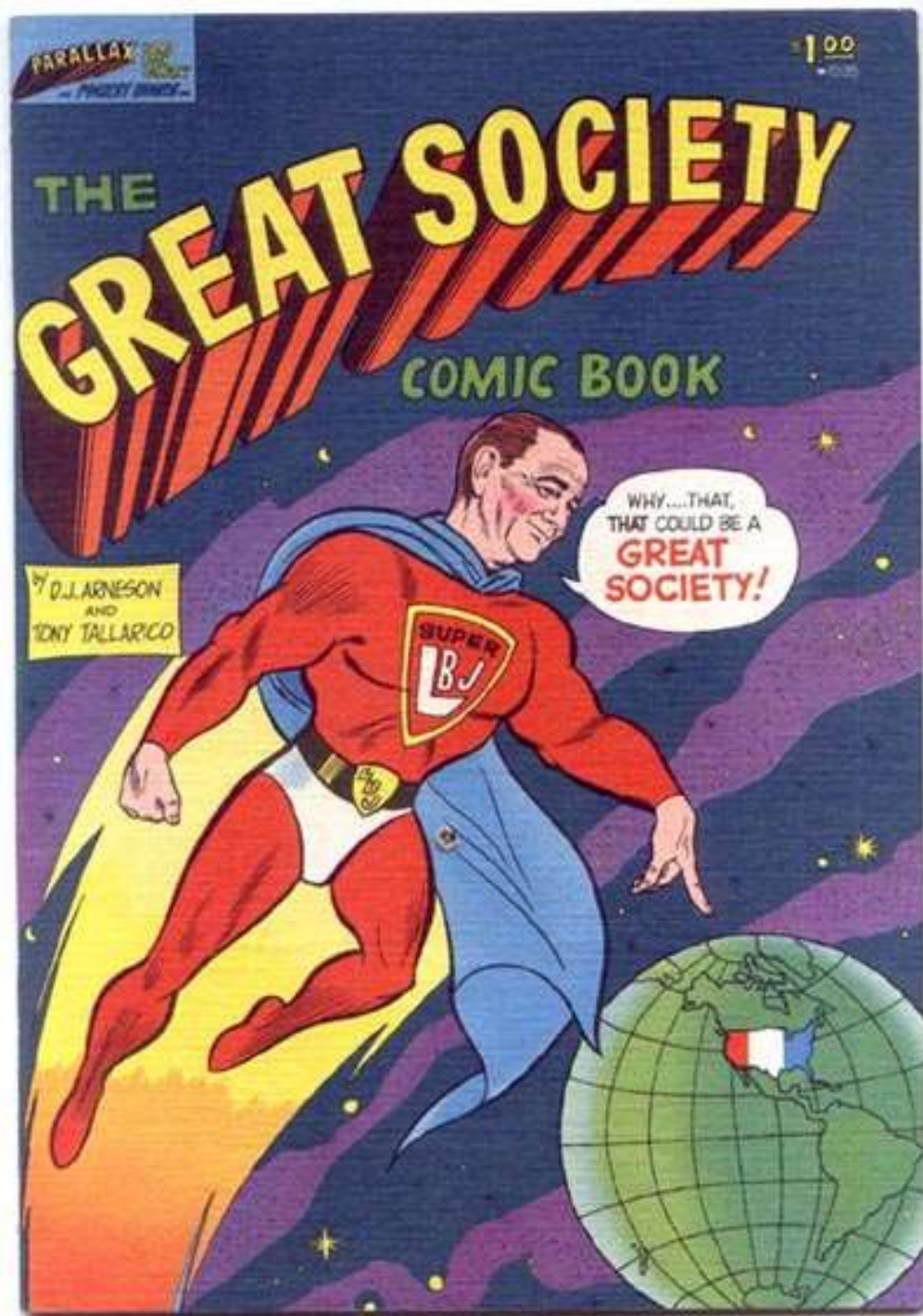


	Johnson (Democratic) 486 electoral votes		Goldwater (Republican) 52 electoral votes
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LBJ easily defeats Goldwater in '64

BUILDING THE 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
- This Act represented the first major federal aid package for education ever



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



HOUSING

Weaver



- 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



CONSUMER PROTECTION



- Consumer advocates also made gains during the 1960s
- Major safety laws were passed in the U.S. auto industry and Congress passed the Wholesome Meat Act of 1967
- LBJ said, “Americans can feel safer now in their homes, on the road, and at the supermarket”

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



Warren

WARREN COURT (Supreme Court) AND MIRANDA RIGHTS



THE FERAL EYE

by Terry Sedgwick

Although Sgt. Smith thought it all a bit redundant, he still read Marcel his Miranda rights.



- Facts – Ernesto Miranda under question by police, confessed that he kidnapped and assaulted a woman
- Miranda convicted in state court due to confessions
- Issue- Police didn't warn him if his rights to avoid self incrimination or to have a lawyer present
- In *Miranda v. Arizona* the court ruled that all suspects must be read their rights before questioning

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
- 206 programs passed
- The War on Poverty helped, the Civil Rights initiative made a difference and the massive tax cuts spurred the economy

A photograph of an astronaut in a full space suit standing on the lunar surface. The astronaut is positioned in the center-right of the frame, facing forward. To the left, an American flag is planted in the ground. The lunar surface is covered in grey, dusty soil with some small rocks. In the background, the dark, cratered surface of the moon is visible against the blackness of space. A portion of a lunar module's structure is visible on the right side of the image.

**•STOP. NOTES
AFTER THIS
SLIDE
DISRGAUARD**

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**



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.**



THE NEW FRONTIER AND THE GREAT SOCIETY

Chapter 28 # 4



**KENNEDY AND
JOHNSON LEAD
AMERICA IN THE
1960S**



SECTION 1: KENNEDY AND THE COLD WAR

- The Democratic nominee for president in 1960 was a young Massachusetts senator named John Kennedy
- He promised to “get America moving again”
- Kennedy had a well-organized campaign and was handsome and charismatic



REPUBLICAN OPPONENT: RICHARD NIXON

- The Republicans nominated Richard Nixon, Ike's Vice-President
- The candidates agreed on many domestic and foreign policy issues
- Two factors helped put Kennedy over the top: T.V. and Civil Rights



Nixon hoped to ride the coattails of the popular President

TELEVISED DEBATE AFFECTS VOTE

- On September 26, 1960, Kennedy and Nixon took part in the first televised debate between presidential candidates
- Kennedy looked and spoke better than Nixon
- Journalist Russell Baker said, *“That night, image replaced the printed word as the national language of politics”*



JFK: CONFIDENT, AT EASE DURING DEBATES

- Television had become so central to people's lives that many observers blamed Nixon's loss to John F. Kennedy on his poor appearance in the televised presidential debates
- JFK looked cool, collected, presidential
- Nixon, according to one observer, resembled a "sinister chipmunk"



JFK'S OTHER EDGE: CIVIL RIGHTS



Sit-Ins were non-violent protests over the policy of whites-only lunch counters in the South

- **A second major event of the campaign took place in October, 1960**
- **Police arrested Martin Luther King for conducting a “Sit-In” at a lunch counter in Georgia**
- **King was sentenced to hard labor**

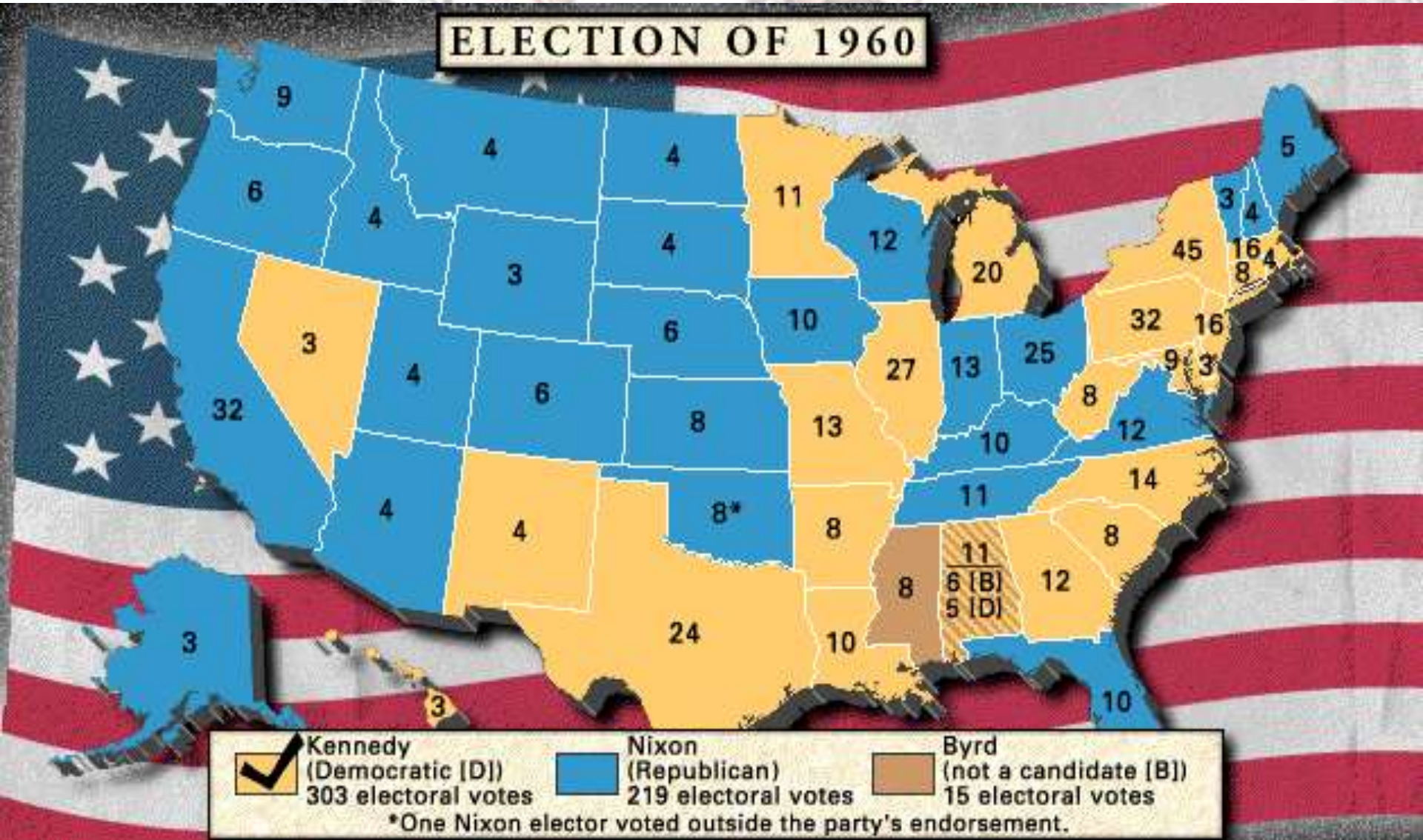
JFK, NIXON REACT DIFFERENTLY TO KING ARREST

- While the Eisenhower Administration refused to intervene, JFK phoned King's wife and his brother, Robert Kennedy, worked for King's release
- The incident captured the attention of the African-American community, whose votes JFK would carry in key states



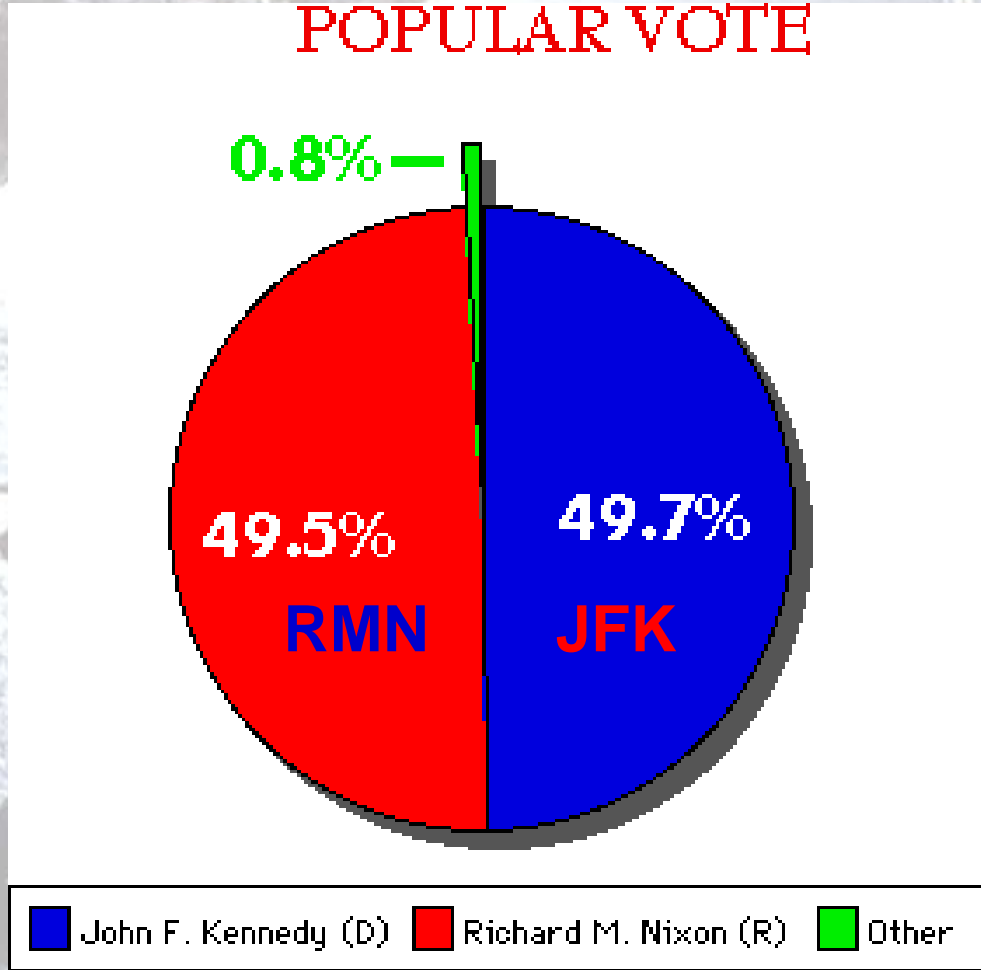
KENNEDY WINS CLOSE ELECTION

ELECTION OF 1960



CLOSEST ELECTION SINCE 1884

- Kennedy won the election by fewer than 119,000 votes
- Nixon dominated the west, while Kennedy won the south and the east coast



“ASK NOT . . .”



Delivered Friday, January 20, 1961



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”



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**

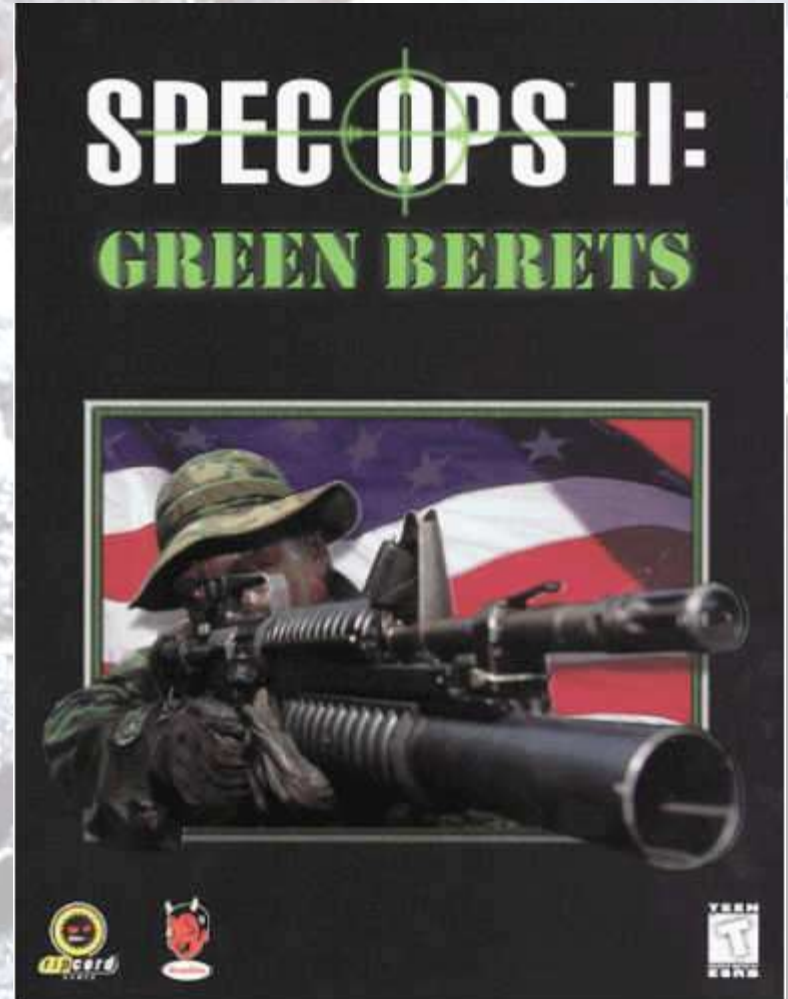


RFK was John’s closest friend and advisor



FOCUS ON THE COLD WAR

- From the beginning of his term in early 1961, JFK focused on the Cold War (Soviet relations)
- JFK tripled our nuclear capability, increased troops, ships and artillery, and created the Green Berets (Special Forces)



CRISIS OVER CUBA

- Just 90 miles off the coast of Florida, Cuba presented the first big test of JFK's foreign policy
- Openly Communist, Cuba was led by revolutionary leader Fidel Castro who welcomed aid from the USSR
- Relations between the U.S. and Cuba were deteriorating



THE CUBAN MISSILE CRISIS



- Castro had a powerful ally in Moscow
- Soviet leader Nikita Khrushchev promised to defend Cuba with Soviet weapons
- During the summer of 1962 the flow of Soviet weapons into Cuba – including nuclear – increased greatly

KENNEDY RESPONDS

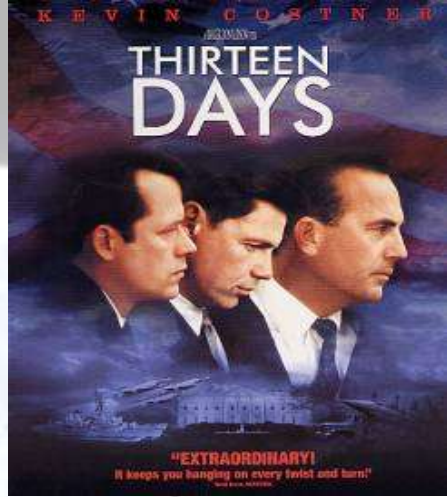
American president John F Kennedy making his dramatic television broadcast to announce the Cuba blockade during the Cuban Missile Crisis



- **Kennedy made it clear the U.S. would not tolerate nuclear weapons in Cuba**



- **When surveillance photos revealed nukes ready to launch in Cuba, JFK said the U.S. would respond to any attack from Cuba with an all-out nuclear retaliation against the Soviets**



13 DAYS



- When more Soviet ships headed for the U.S. with weapons, JFK ordered a blockade
- The first break in the crisis occurred when the Soviets ships turned back
- Finally, Khrushchev agreed to remove the nuclear weapons from Cuba in exchange for a U.S. promise NOT to invade Cuba

For 13 days in October, 1962 the world stood still as the threat of nuclear war gripped the planet

CRISIS OVER BERLIN

- In 1961, Berlin, Germany was a city in great turmoil
- In the 11 years since the Berlin Airlift, almost 3 million East Germans (Soviet side) had fled into West Berlin (U.S. controlled) to flee communist rule



Copyright Archive Photos

BAY OF PIGS



“We looked like fools to our friends, rascals to our enemies and incompetents to the rest”

Quote from U.S. Commentator



- In March 1960, Eisenhower gave the CIA permission to secretly train Cuban exiles for an invasion of Cuba
- Kennedy learned of the plan only nine days into his presidency
- JFK approved the mission
- It turned out to be a disaster when in April, 1961, 1,200 Cuban exiles met 25,000 Cuban troops backed by Soviet tanks and were soundly defeated

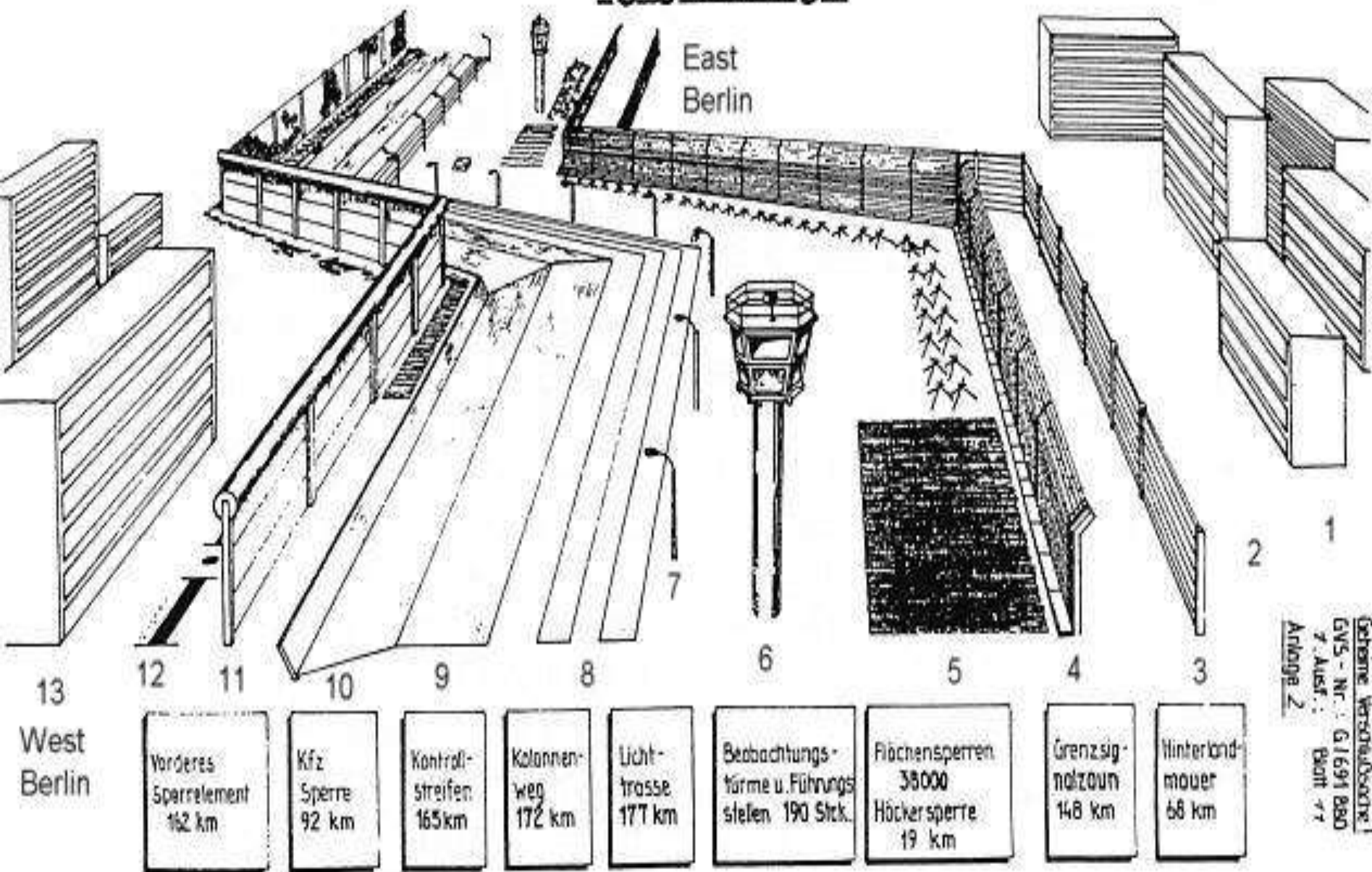
The Berlin Wall



East Germany begins construction on the Berlin Wall, which becomes a primary symbol of the Cold War and Soviet oppression

- The Soviets did not like the fact that East Berliners were fleeing their city for the democratic west
- Their departure hurt the economy and the prestige of the USSR
- Just after midnight on August 13, 1961 the Soviets began construction of a 90-mile wall separating East and West Berlin

Pionier- und signaltechnischer Ausbau der Staatsgrenze zu BERLIN-West (gegenwärtig)



EASING TENSIONS

- Both Khrushchev and Kennedy began searching for ways to ease the enormous tension between the two superpowers
- In 1963 they established a hot line between the White House and the Kremlin
- Later that year, the superpowers signed a Limited Test Ban Treaty that served to ban nuclear testing in the atmosphere



