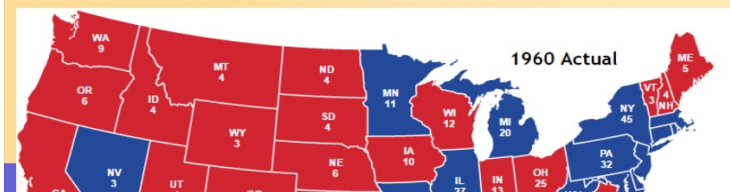


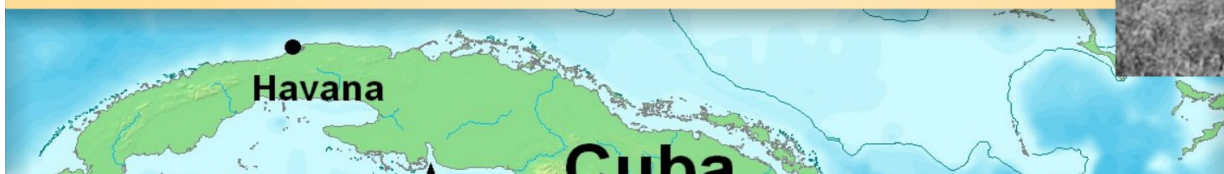
Section 1: Kennedy and the Cold War

- Eisenhower was very popular at end of his 2nd term--couldn't run again
- John F. Kennedy (Dem) vs. Richard Nixon (Rep)
- JFK: young, smart, charming, good looks, but Catholic
 - Ran on idea that Americans would need to make sacrifices
- Nixon: experienced but seen as more cold
- Nixon was beating JFK in all polls until 1st debate
 - Nixon looked tired and sick--JFK opposite
- JFK used TV to his advantage
- JFK had easy win (303-219)
- Youngest POTUS



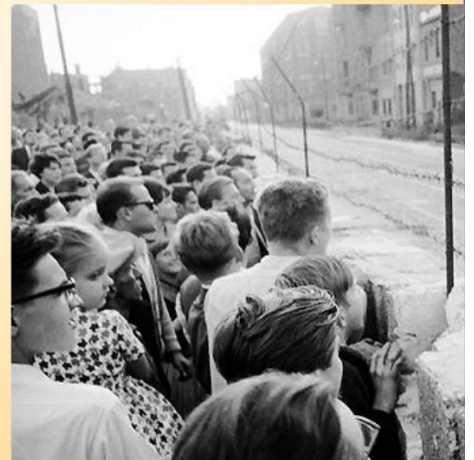
Kennedy's Foreign Policy

- JFK followed Truman & Ike's plans
- Nuclear arms buildup
- **Flexible response:** JFK wanted multiple options to deal w/ problems
 - Nukes, regular military forces, and **special operations (Green Berets)**
- **Peace Corps:** sent US volunteers to developing countries
- Sent aid to Africa & Latin America
- **Bay of Pigs invasion:** failed attempt by CIA in April 1961 to topple Communist gov't in Cuba (**Fidel Castro**)
 - Pushed Castro closer to USSR
 - We lost influence over island nation



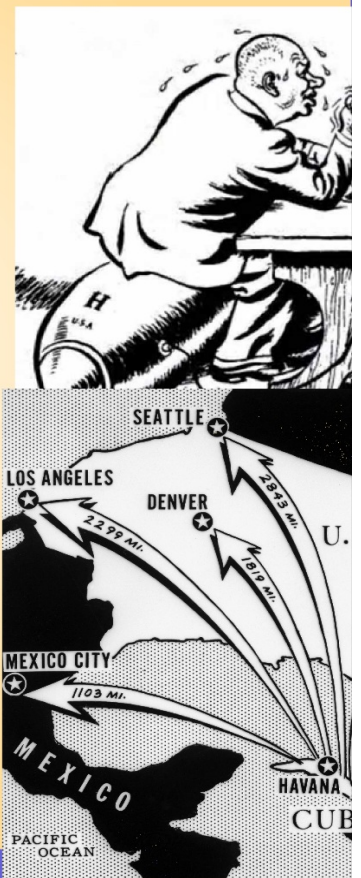
The Berlin Crisis

- Khrushchev thought JFK was weak-- wanted to intimidate him
- USSR built barbed wire fences around West Berlin and demanded they be given city
- JFK refused
- Soldiers sat on both sides of city borders
- Tensions eventually eased--avoided war



The Missiles of October

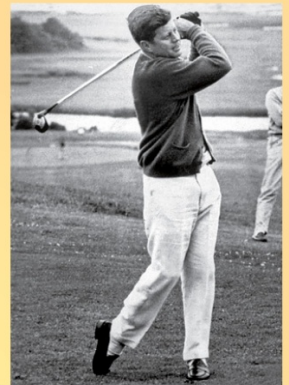
- US spy planes showed USSR missile buildup in Cuba that could reach some US cities
- October 22, 1961: JFK went on TV to announce naval blockade of Cuba against USSR
- Demanded USSR remove missiles--they refused
- 2 days of tension and expectations of nuclear war--both sides prepared missiles & bombers
- Soviet ships headed for blockade line
- October 24: USSR stopped "dead in the water"--turned around & went home
- USSR dismantled missile sites in Cuba & JFK promised not to invade Cuba again
- 1963: **Limited Nuclear Test Ban Treaty**
- Hotline was created between POTUS & Soviet leader



Section 2: The Kennedy White House

The Kennedy Charisma

- Extremely popular b/c of "cool intellect," athleticism, and handsome appearance
- Award-winning author
- Object of press' affection...took pics of him swimming, playing football, running
- Wife was Jacqueline Kennedy: glamorous
- Had appreciation of fine arts
- She redecorated the White House
- Children (Caroline & John Jr.) were 1st young children in WH in 60 years
- Kennedy family seen as inspiring to the youth (**Camelot**)
- JFK's call for volunteerism impacted college students



Kennedy's Adviser's

- JFK surrounded himself w/ young advisors (avg. age was 47)
- "You can't beat brains." He wanted the best and brightest young people working for him.
- Veteran politicians thought the WH was being run by kids
- **Attorney General:** little brother **Robert Kennedy**-- never practiced law
- Kept his circle of advisors small

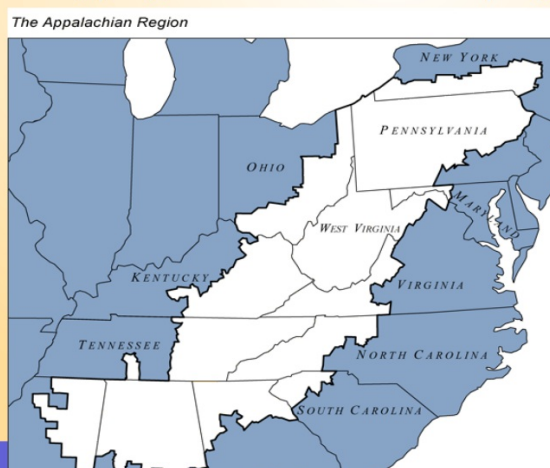


The Domestic Frontier

- **New Frontier:** name JFK gave to his plans to improve economy
 - Lower unemployment and lower prices (**stop inflation**)
- Increased gov't spending on jobs
- Put tons of pressure on steel industry to lower prices
 - ***Believed steel prices would hurt entire economy***
- Congress opposed many of his efforts to lower taxes or help create aid programs

Helping the Disadvantaged

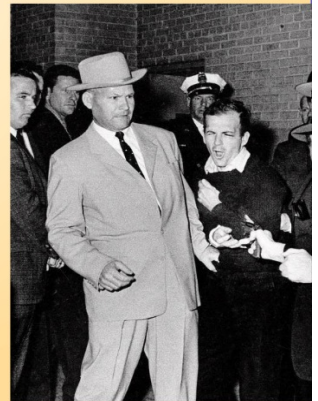
- Wealthy POTUS (\$2.5 million)
- Donated his yearly salary to charity
- Astonished at poverty in West Virginia
- 42 million Americans lived on \$1000 or less per year
- Pushed **Area Redevelopment Act**: invested billions of \$ into aid and programs in our poorest Appalachian areas
- Pushed Civil Rights programs to help black citizens-- believed stopping racism meant helping poorest black cities



Tragedy in Dallas



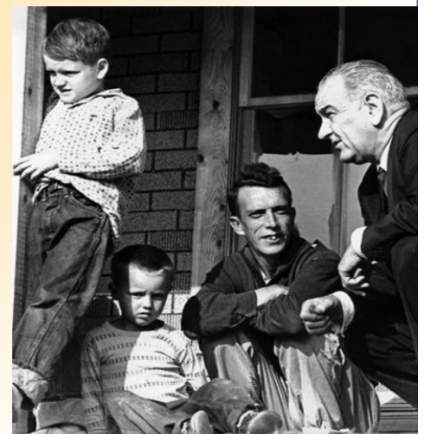
- Nov. 22, 1963: JFK travelled to Dallas, TX to deliver speech & campaign for reelection
- 12:30 PM: in open-car motorcade he was shot in head in downtown Dallas
- VP **Lyndon Johnson** was sworn in as POTUS
- Millions watched funeral on TV
- Dallas police arrested **Lee Harvey Oswald** for murder
 - While being moved to jail, Oswald was killed by nightclub owner **Jack Ruby**
 - Speculation of who really killed JFK
 - **Warren Commission**: Congressional investigation of assassination--determined that Oswald killed JFK alone and Ruby killed Oswald



Section 3: Johnson's Great Society

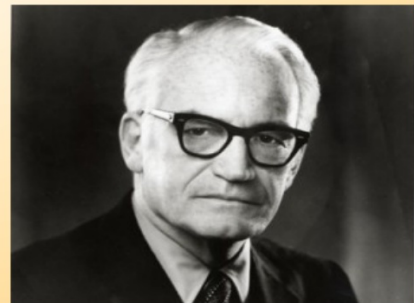
Johnson Takes Over

- Former Senator from Texas
- Always looked to compromise w/ others-- avoid a fight
- Desired to continue JFK's fights for tax cuts & civil rights laws to help black Americans
- Appointed dozens of women & Hispanics to high-level jobs
- **War on Poverty:** aggressive fight against poverty
 - **Job Corps, Head Start, VISTA**



Johnson's Vision for America

- Congress worked with him better than JFK
- **Great Society:** name LBJ gave his promises to America
- We should be "more concerned with the quality of their goals than the quantity of their goods."
- 1964 Election
 - Faced Republican Barry Goldwater (Arizona)
 - Goldwater was seen as scary, nuts, and extreme in dealing w/ USSR
 - "Daisy Ad"
 - Crushed Goldwater 486-52



Johnson and Congress

- 1965: Created **Medicare** (health insurance for elderly) & **Medicaid** (free health insurance to the poor)
- **Elementary & Secondary Education Act:** increased education funds \$1.3 billion for poor areas
- Created Cabinet department **Housing & Urban Development (HUD)** to help create low-income housing in cities
- Helped to fund arts programs, public broadcasting (PBS), and environmental programs
- Created new national parks

The Decline of the Great Society

- April 1965: LBJ sent 22,000 Marines into Dominican Republic to create "free elections"
- Popular move made him believe he could do more to stop Communism
- 1966: LBJ became involved in the Vietnam War
 - War was controversial
 - Thousands would die
 - We spent 18x more on Vietnam than War on Poverty
- Many became tired of the war on poverty
- "Can't have guns & butter."

