

A NEW FRONTIER FOR A GREAT SOCIETY: THE KENNEDY AND JOHNSON ADMINISTRATIONS



Kennedy's Pre-Presidential Career



Robert, John & Joseph Kennedy

- ▣ Served in U.S. Navy during World War II (1941-45)
 - commanded PT boat
 - won Medal for Valor & Purple Heart
- ▣ Served in U.S. House of Representatives (1947-53) & Senate (1953-61)
 - Conservative Cold Warrior
 - On Foreign Relations Committee, decried “missile gap” with USSR

The Election of 1960



Kennedy-Nixon Debate

Candidate	Electoral Vote	Popular Vote	Percent of Popular Vote
John F. Kennedy (Democrat)	303	34,227,096	49.9
Richard M. Nixon (Republican)	219	34,108,546	49.6
Harry F. Byrd (Independent)	15	501,643	0.7

The Camelot Mystique

- ▣ allure of youth – but Kennedy ill most of his adult life
- ▣ Was a WWII Naval hero – but never admitted *Profiles in Courage* was ghostwritten
- ▣ Was a loving father – but press never exposed affairs



The Kennedys at the Cape

Kennedy's Domestic Policy

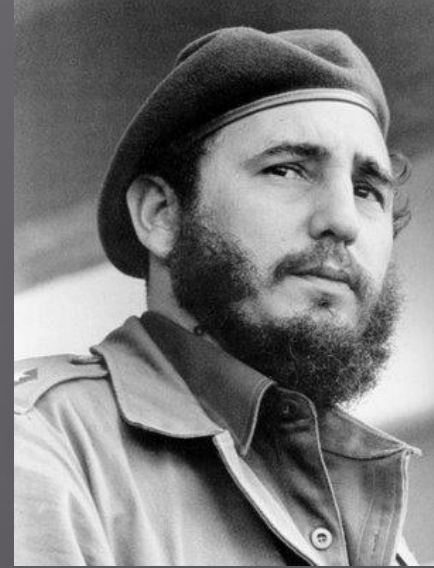


JFK, Inauguration

- ▣ :
- **Area Redevelopment Act (1961)** spent \$400 million in loans & grants
- **Housing Act (1962)** spent \$5 billion on urban renewal, ended redlining
- Minimum wage raised to \$1.25/hour, and extended to 3 million more workers

Kennedy's Foreign Policy

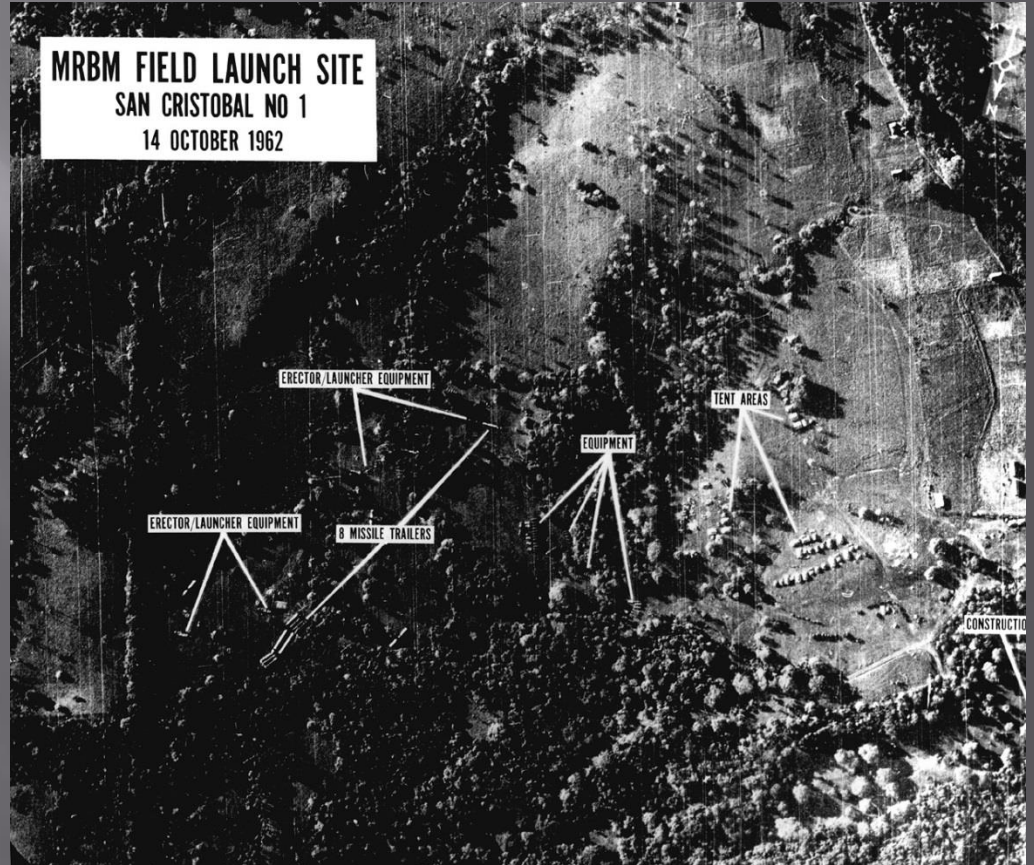
- ▣ Tried to foster better image of U.S. among “Third World” nations:
 - **Alliance for Progress** gave aid to Latin American countries
 - **Peace Corps** sent thousands of volunteers around the world
- ▣ Attempts to remove Fidel Castro failed:
 - **Bay of Pigs invasion (1961)** failed
 - **Operation Mongoose** = series of assassination attempts
 - **Cuban Missile Crisis (Oct. 1962)**
 - ▣ Soviets agreed not to install missiles
 - ▣ U.S. withdrew missiles from Turkey & pledged to stop trying to overthrow Castro



Fidel Castro & Nikita Krushchev



Cuban Missile Crisis



from HERBLOCK:
A CARTOONIST'S LIFE (Macmillan, 1993)

Containment Continued



Building the Berlin Wall, Aug. 1961

- ❑ JFK refused **Nikita Krushchev's** request to end occupation of Berlin at 1961 Vienna summit
- ❑ Soviets then built **Berlin Wall** to keep East Germans from fleeing to West
- ❑ Stand-off in Berlin led to military build-up: number of ICBMS quintupled, 1960-67
- ❑ **Limited Test Ban Treaty** signed in 1963, ending tests in outer space, air & under water

MISSILES IN TURKEY (1961)



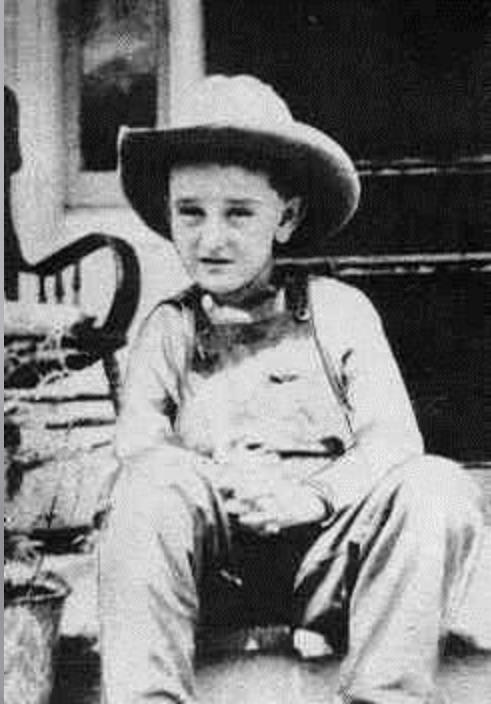
Kennedy's Assassination

- ▣ Kennedy assassinated Nov. 22, 1963 in Dallas by Lee Harvey Oswald
- ▣ Lyndon B. Johnson skillfully used Kennedy as martyr to get his liberal agenda enacted



Johnson takes the oath of office aboard Air Force One

Johnson's Pre-Presidential Career



LBJ, age 8

- ▣ Served as aide to U.S. Congressman Richard Kleberg (1931-35)
- ▣ Ran New Deal's National Youth Administration in Texas (1935-37)
- ▣ Served in U.S. House (1937-49) as New Deal liberal
- ▣ Briefly served in World War II – flew 1 combat mission & earned Silver Star
- ▣ Served in U.S. Senate (1949-61) as Democratic Whip, Minority Leader & Majority Leader
- ▣ Served as Vice President (1961-63)

The Great Society

- ▣ Economic Opportunity Act allocated \$1 billion to fight “war on poverty:”
 - Office of Economic Opportunity led by Sargent Shriver, Kennedy’s brother-in-law



Sargent Shriver & Pres. Johnson



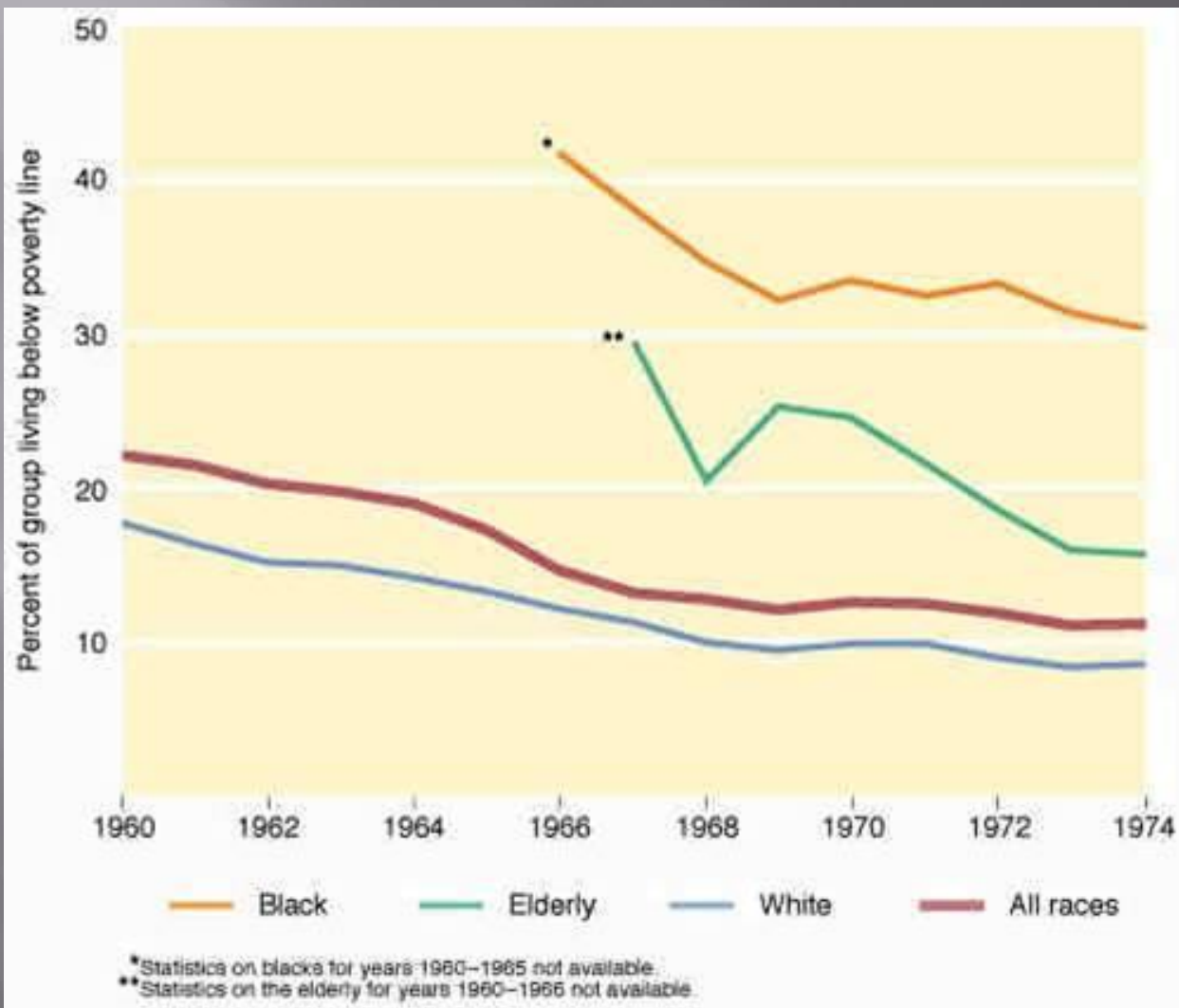
Great Society Programs



Danny Kaye, Lady Bird Johnson & Sargent Shriver celebrate Head Start Day (June 30, 1965)

- ❑ **Job Corps** aimed at inner-city teens
- ❑ **Volunteers In Service To America (VISTA)** – domestic version of the Peace Corps
- ❑ **Head Start** – preparing poor kids for school
- ❑ **Upward Bound** – preparing poor high schoolers for college
- ❑ **Legal Service to the Poor** – response to Warren Court’s extension of defendants’ rights
 - *Gideon v. Wainwright* (1963)
 - *Miranda v. Arizona* (1966)
- ❑ **Model Cities** –upgrade employment, housing, education & health

Decrease in Poverty, 1960-1974



Medicare & Medicaid (1965)

- ▣ Medicare = hospital insurance for elderly
 - Part A covers hospital & skilled nursing care and home health services
 - Part B (optional; monthly premium) covers doctor's visits, lab tests & ambulance rides
 - Part C (added 1997) allows recipients to choose managed care options
 - Part D (added 2003) offers prescription drug coverage with monthly premium & deductible
- ▣ Medicaid = grants to states to pay for health care for the poor
 - Costs split 50%/50% with states
 - Linked to welfare until 1996 Welfare Reform Act



LBJ signs Social Security Amendments into law



Other Major Legislation



- ❑ **Elementary & Secondary Education Act (1965)** allocated \$1.3 billion to local school districts
 - Required them to follow federal guidelines, especially on ending racial & sex discrimination
- ❑ **Higher Education Act** expanded federal assistance to colleges
- ❑ **1965 Immigration Act** ended racist quotas
 - Hemispheric ceilings on visas: 120,000 for western, 170,000 for eastern
 - Immediate family members let in outside of quotas – source of almost all recent legal immigration
- ❑ **2 new Cabinet Departments: Housing & Urban Development (1965) & Transportation (1966)**

