

THE KENNEDY AND JOHNSON YEARS

1961 - 1969



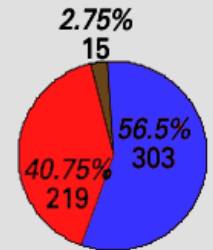
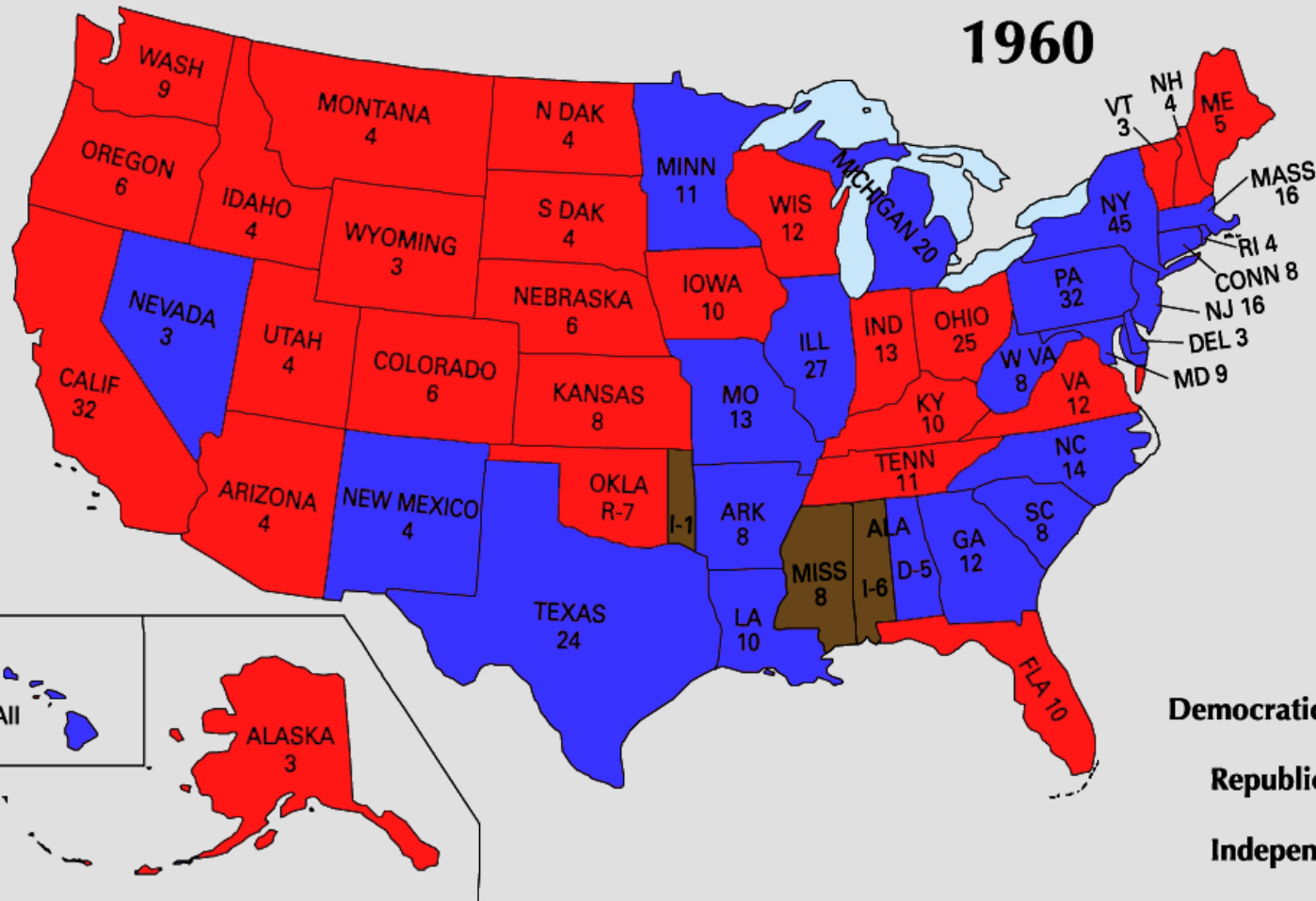
STANDARDS

- **SSUSH20 The student will analyze the domestic and international impact of the Cold War on the United States.**
 - c. Describe the Cuban Revolution, the Bay of Pigs, and the Cuban missile crisis.
 - d. Describe the Vietnam War, the Tet offensive, and growing opposition to the war.
- **SSUSH21 The student will explain economic growth and its impact on the United States, 1945-1970.**
 - b. Describe the impact television has had on American culture; include the presidential debates (Kennedy/Nixon, 1960) and news coverage of the Civil Rights Movement.
- **SSUSH23 The student will describe and assess the impact of political developments between 1945 and 1970.**
 - a. Describe the Warren Court and the expansion of individual rights as seen in the Miranda decision.
 - b. Describe the political impact of the assassination of President John F. Kennedy; include the impact on civil rights legislation.
 - c. Explain Lyndon Johnson's Great Society; include the establishment of Medicare.
 - d. Describe the social and political turmoil of 1968; include the assassinations of Martin Luther King, Jr. and Robert F. Kennedy, and the events surrounding the Democratic National Convention.

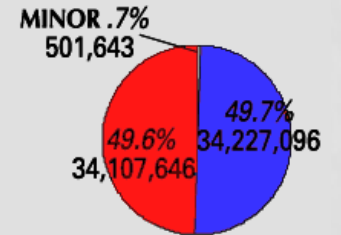
ESSENTIAL QUESTION

- EQ: Despite the progressive accomplishments of the decade, why were the 1960s full of social and political turmoil?

1960



**ELECTORAL VOTE
TOTAL: 537**



**POPULAR VOTE
TOTAL: 68,836,385**

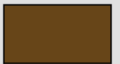
Democratic (Kennedy)



Republican (Nixon)



Independent (Byrd)



KENNEDY TAKE OFFICE

- 1960 – **JFK** defeats VP Richard Nixon in one of the closest popular vote races in history.
- **TV debates were the reason Kennedy won.**
- Kennedy became the **first (and only) Catholic** and **youngest elected** as well.



KENNEDY AND THE COLD WAR



- 1959 – Cuban Revolution
Cuba turns Communist; led by **Fidel Castro**.
- **Communist Cuba was only 90 miles away from Florida**
- April 1961 – Kennedy proceeds with CIA plan to **invade Cuba and overthrow Castro**
- This attempt (known as the Bay of Pigs) **fails**; **Kennedy embarrassed, US image ruined**

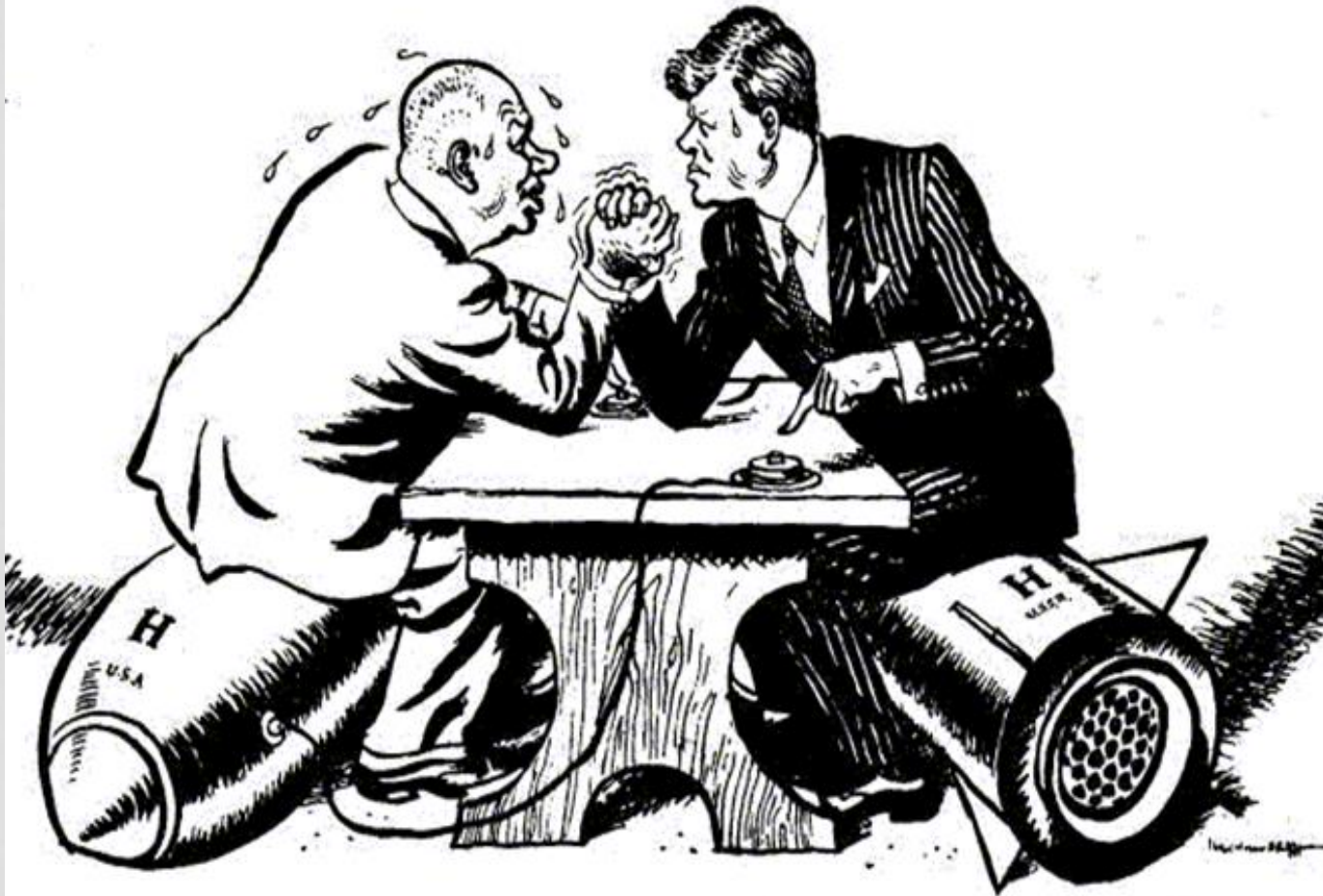
KENNEDY AND THE COLD WAR

- October 1962 – Cuban Missile Crisis begins.
- **US discovers nuclear missile in Cuba**,
- US had similar missiles stationed in **Turkey**.
- For **13 days** the world was on the brink of nuclear war.
- Cuban Missile Crisis

KENNEDY AND THE COLD WAR

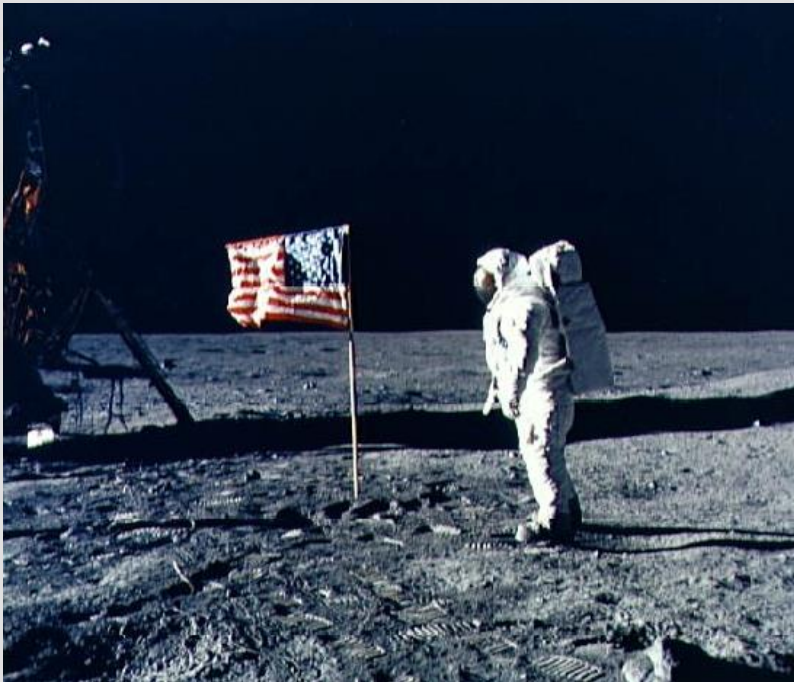
- Crisis was averted when **JFK and Russian leader Nikita Khrushchev agree to withdrawal missiles** from respective bases.
- United States and the Soviet Union agreed in June 1963 to establish a **"hot line."** It would be **a 24-hour-a-day communications link between Washington, D.C., and Moscow**

CUBAN MISSILE CRISIS



KENNEDY AND THE SPACE RACE

NOT IN NOTES



- April 1961 –Kennedy then vows to put a man on the moon by the end of the decade.
- He would not live to see his dream realized on July 20, 1969 when *Apollo 11* landed on the moon.
- “One small step for man, one giant leap for mankind” – Neil Armstrong
- Kennedy Space Center in Orlando named in his honor

KENNEDY AND CIVIL RIGHTS

- Because of **his narrow win in 1960**, Kennedy was reluctant to pursue major Civil Rights legislation.
- However after **violence erupted across the South**, he changed his mind.
- Together with his brother, he pressed for sweeping Civil Rights legislation.
- Robert “Bobby” Kennedy was attorney general is considered to be the **chief lawyer of the U.S. government**



JFK ASSASSINATED



- November 23rd, 1963 – During a trip to Dallas, TX Kennedy is **shot while riding in a motorcade.**
- Alleged “lone gunman” Lee Harvey Oswald was arrested hours later.
- Oswald himself was killed on live TV by gunman Jack Ruby.

- JFK Assassination
- Lee Harvey Oswald in shot

LYNDON JOHNSON SWORN IN

- After the death of JFK, LBJ becomes President.
- Despite being from Texas, Johnson politically supported Civil Rights.
- He **vowed to continue the work of JFK.**

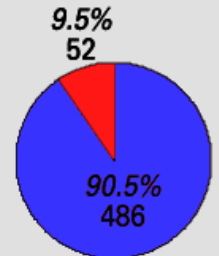
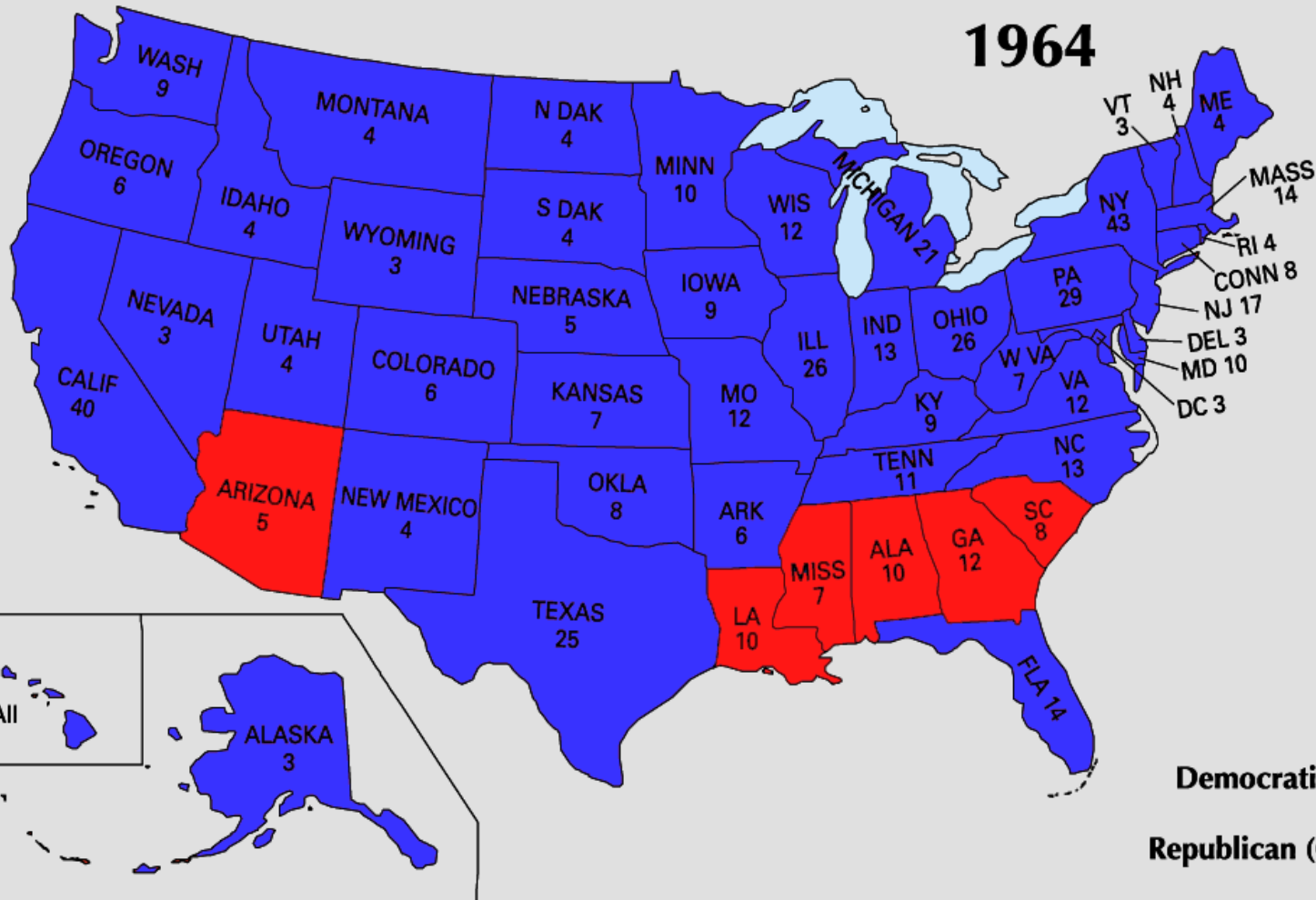


JOHNSON'S "GREAT SOCIETY"

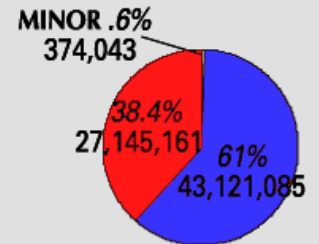
- Johnson's vision for America was known as the "Great Society".
- He pushed for legislation that would:
- **End poverty**
- **Provide job training to young people**
- **Improve education**
- **End the "Quota System" on immigration**
- **Provide medical care for the elderly (Medicare) and the poor (Medicaid).**



1964



**ELECTORAL VOTE
TOTAL: 538**



**POPULAR VOTE
TOTAL: 70,640,289**

Democratic (Johnson)



Republican (Goldwater)



DAISY AD

- https://www.youtube.com/watch?v=9ld_r6pNsus

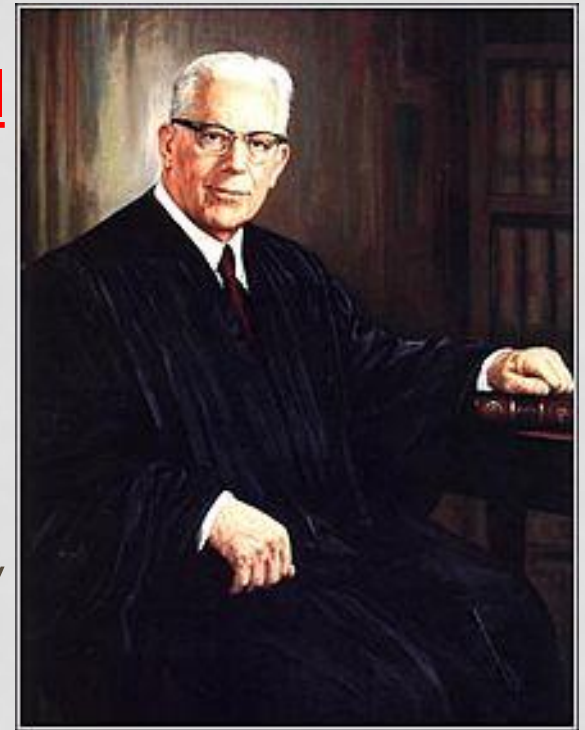
JOHNSON DEFEATS GOLDWATER



- In 1964, LBJ runs for President against conservative **Barry Goldwater** of Arizona.
- Goldwater was against Great Society and New Deal program
- The conservative movement was gaining ground for years during and after the New Deal era. Conservatives believe in a smaller federal government in all aspects from economic to social issues.

WARREN COURT EXPANDS INDIVIDUAL FREEDOMS

- Controversial social, religious and political issues.
- Court was led by Chief Justice Earl Warren (*Brown v. Board* ruling of 1954).
- These included the **right to an attorney and protection against self-incrimination**.
 - *Gideon v. Wainwright* (1963)—attorney
 - *Miranda v. Arizona* (1966)—self incrimination



THE VIETNAM WAR

- Seen as another *front* in the Cold War; **an attempt to stop the spread of communism**.
- North Vietnam was **communist**; supported by Soviet Union.
- South Vietnam was **democratic**; supported by the US
- US wanted stop the **North from invading and turning the South communist**.



TET OFFENSIVE (ADD NOTES)

- Vietcong used thick jungles to conduct guerrilla warfare
- 8 months of Tet Offensive was the largest and most damaging campaign of the Vietnam War



1968: A YEAR OF TURMOIL

- **Dr. Martin Luther King** – assassinated on April 4th.
- **Robert Kennedy** – JFK's brother; ran for president in 1968; assassinated June 6th while campaigning in California
- Nation mourns the loss of two heroes within weeks of each other.



1968 DEMOCRATIC NATIONAL CONVENTION

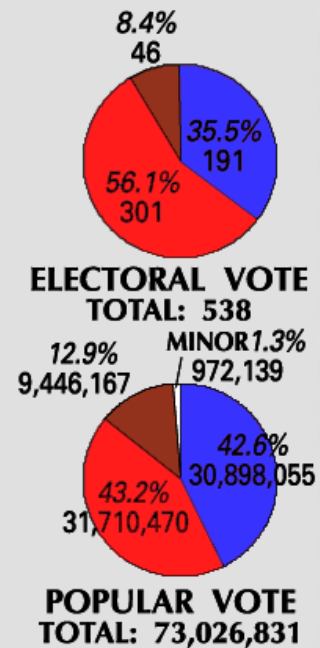
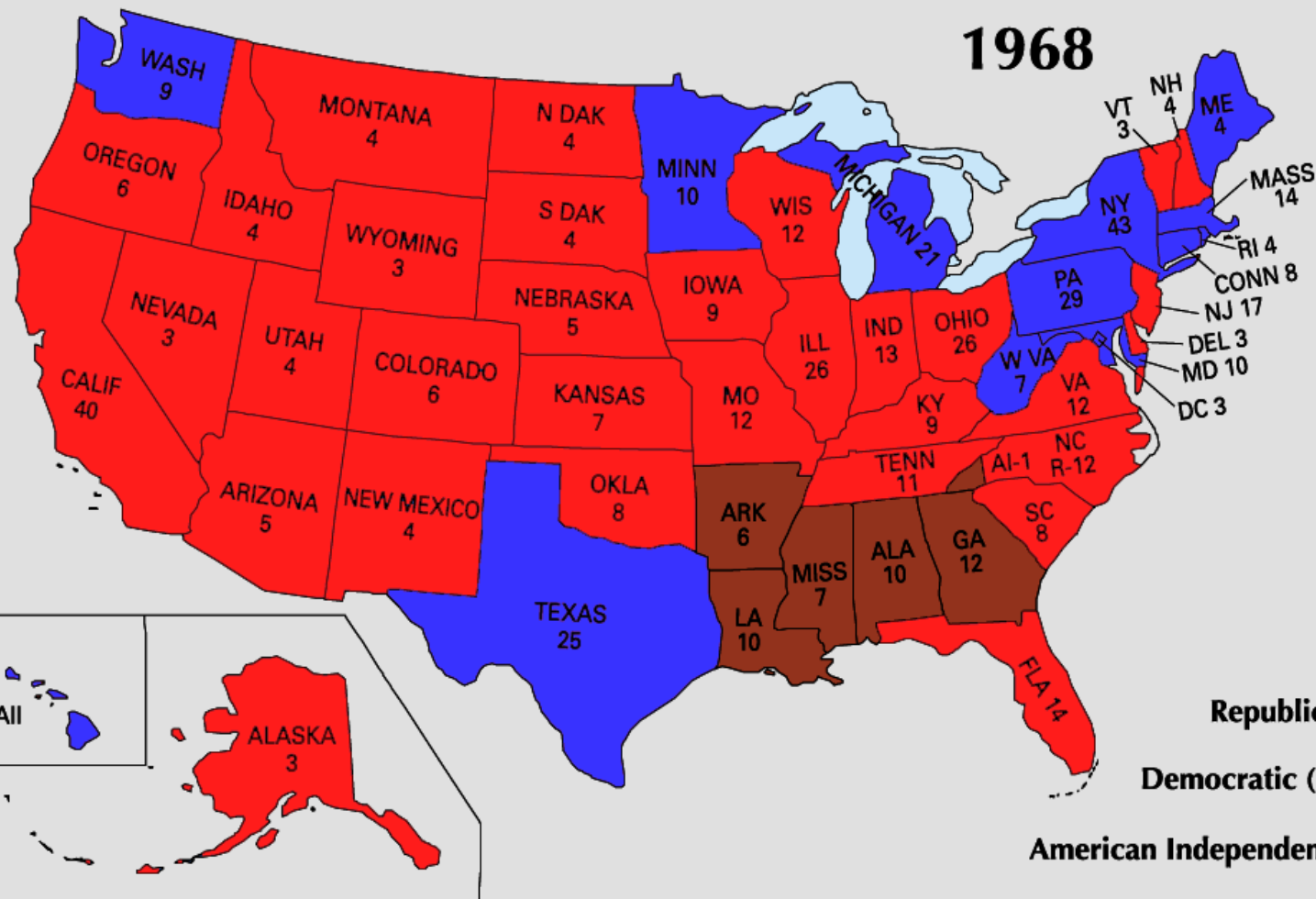
- Held in **Chicago** at the end of August.
- **Distraught by failure in Vietnam War**, LBJ announced earlier that he would not run again.
- **Angry mob riots broke out** between police and protestors over **Civil Rights issues and Vietnam opposition**.
- Mayor Richard Dailey sent in **Chicago Police and the IL National Guard** to regain control.



1968 DEMOCRATIC NATIONAL CONVENTION

- Convention highlights

1968



Republican (Nixon) ■

Democratic (Humphrey) ■

American Independent (Wallace) ■

TICKET OUT THE DOOR

- Despite the progressive accomplishments of the decade, why were the 1960s full of political and social turmoil?
- Include:
 - Cuban Missile Crisis
 - JFK's Assassination
 - Vietnam War
 - Martin Luther King Jr.'s Assassination
 - Robert Kennedy's Assassination
 - Riots at the 1968 Democratic National Convention