



John F. Kennedy and the “New Frontier”

The “New Generation”

Experience through:

- Great Depression
- WWII
- Cold War

Now possess:

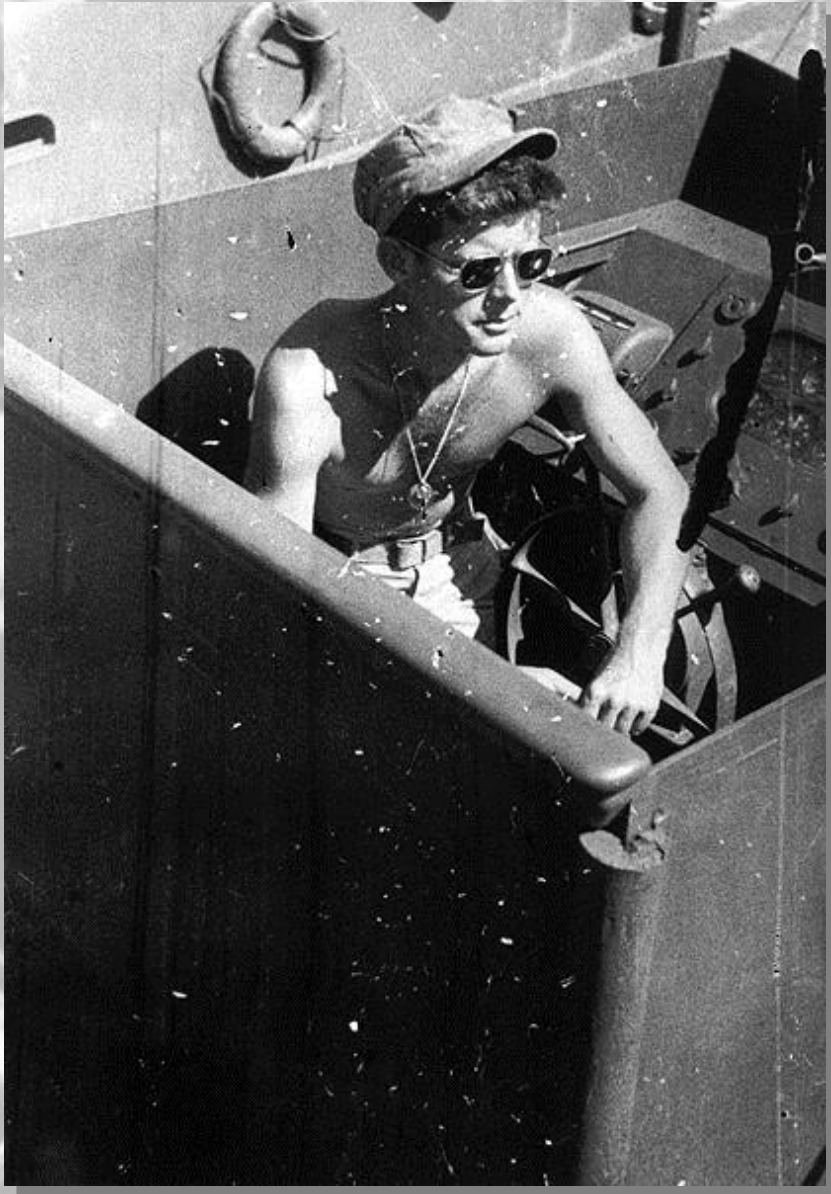
- Nuclear capabilities

Current state:

- More prosperous,
lived healthier and
longer than ever



John Fitzgerald Kennedy



- From an Irish family (MA) that earned its wealth from selling alcohol during Prohibition
- Family considered *nouveau riche*, part of the “newly moneyed”
- “Jack” private schooled, Harvard educated
- U.S. Navy during WWII, earned medals for valor and Purple Heart

Early Career

- Democrat Senator for MA
- Represented the young “Baby Boom” generation
- Supported liberal ideas



MASSACHUSETTS
NEEDS
A MAN LIKE THIS
FOR U.S. SENATOR!

"We seek to secure these rights"

1. The right of every American to work as he wants to work.
2. The right of every American to be educated.
3. The right of every American to receive just compensation for his labor, his crops, his goods.
4. The right of every American to live in a decent home in a neighborhood of his choice.
5. The right of every American to obtain security in sickness as well as health.
6. The right of every American to think; to vote, to speak, to read, to worship as he pleases.
7. The right of all people to be free from the terrors of war.

*... Senator Kennedy
NAACP Rally, Los Angeles*

Human rights Kennedy cares Kennedy acts



A time for moral LEADERSHIP



[1960]

WINNING TEAM



Senator Lyndon B. Johnson of Texas is the Democratic candidate for Vice President. As Senate Majority Leader he led the fight for the enactment of the Civil Rights Bills of 1957 and 1960. Senator Johnson has pledged to "campaign from one coast to the other on the platform of the Democratic party."

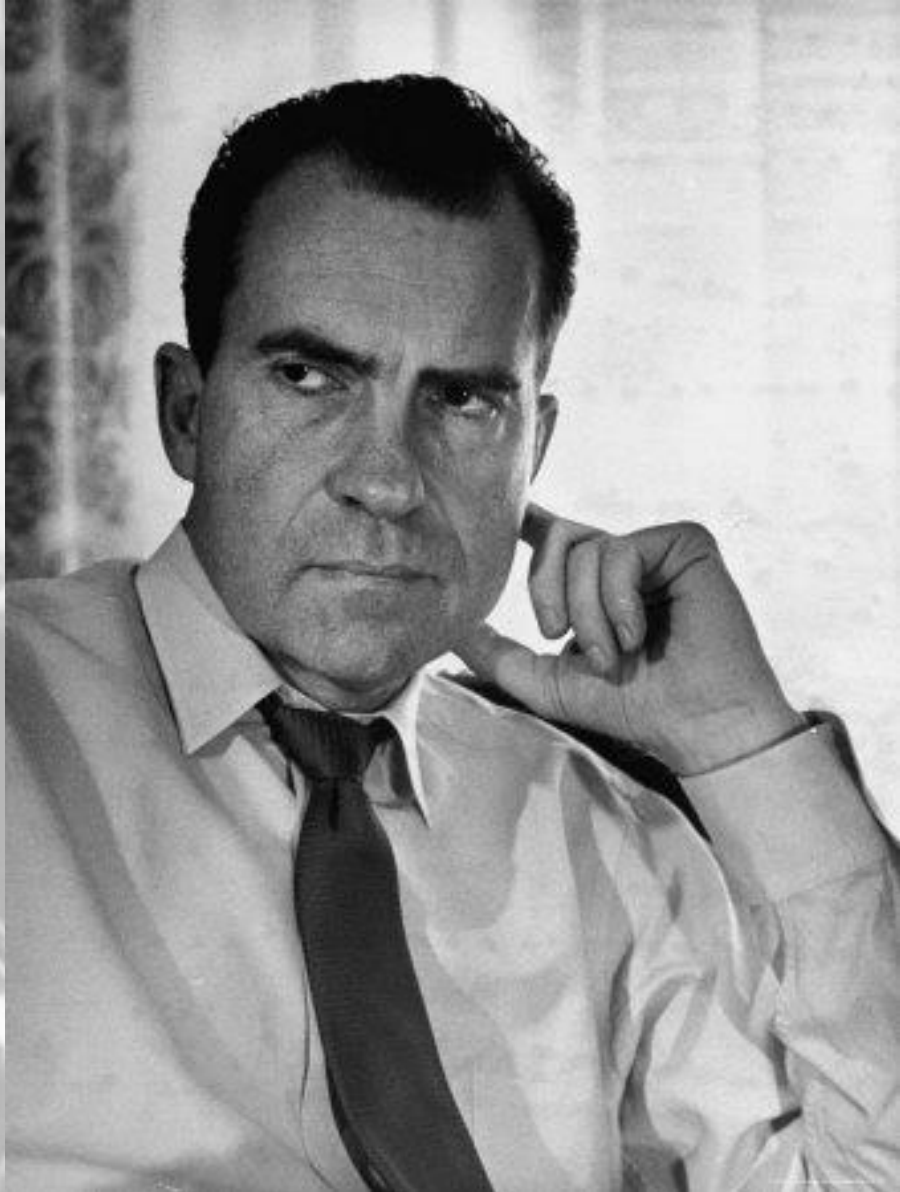
VOTE DEMOCRATIC

KENNEDY FOR PRESIDENT JOHNSON FOR VICE PRESIDENT

CITIZENS FOR KENNEDY AND JOHNSON,
261 CONSTITUTION AVENUE, N. W., WASHINGTON, D. C.

KENNEDY for PRESIDENT

Richard Milhous Nixon



Republican from CA

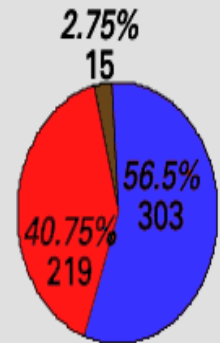
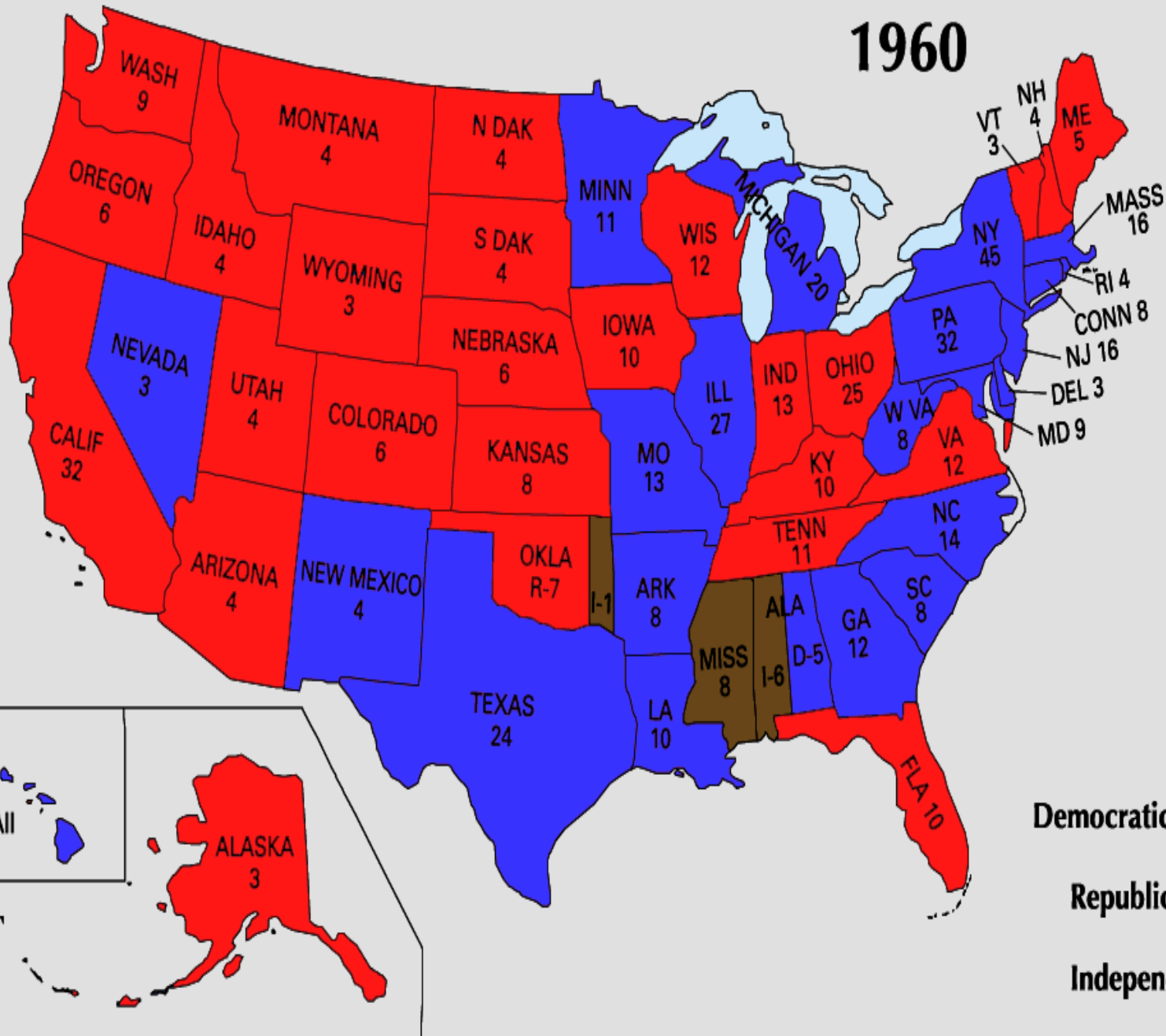
- Politically and economically conservative
 - Small govt
 - Traditional morality
 - Tax cuts
 - Aggressive towards communism
- McCarthy's "right-hand man" during HUAC trials
- Eisenhower's VP

Kennedy-Nixon Debates (1960)

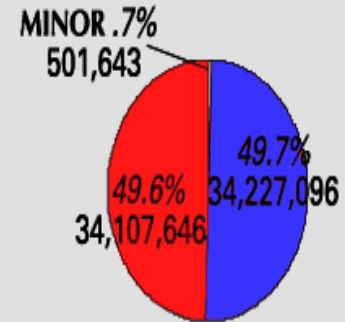
- First televised presidential debate EVER
- JFK appeared calm and looked youthful, handsome, charismatic
- Nixon looked sickly and even “sinister”
- Result: TV became an important political campaign tool



1960



**ELECTORAL VOTE
TOTAL: 537**



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

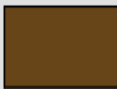
Democratic (Kennedy)



Republican (Nixon)



Independent (Byrd)



A black and white photograph of John F. Kennedy speaking at a podium. He is wearing a suit and tie, and his mouth is open as if he is in the middle of a speech. There are several microphones in front of him. The background is slightly blurred, showing other people and what appears to be a car.

Kennedy's Term

Inaugural Address:

- **Focused on change**
- **Strongly anti-communist**
- **“Ask not what your country can do for you”**
- **Inspired young adults to make positive changes**

Advisors

- **Most were very young**
- **Closest advisor was brother Robert (Bobby)**

Kennedy's "Thousand Days"

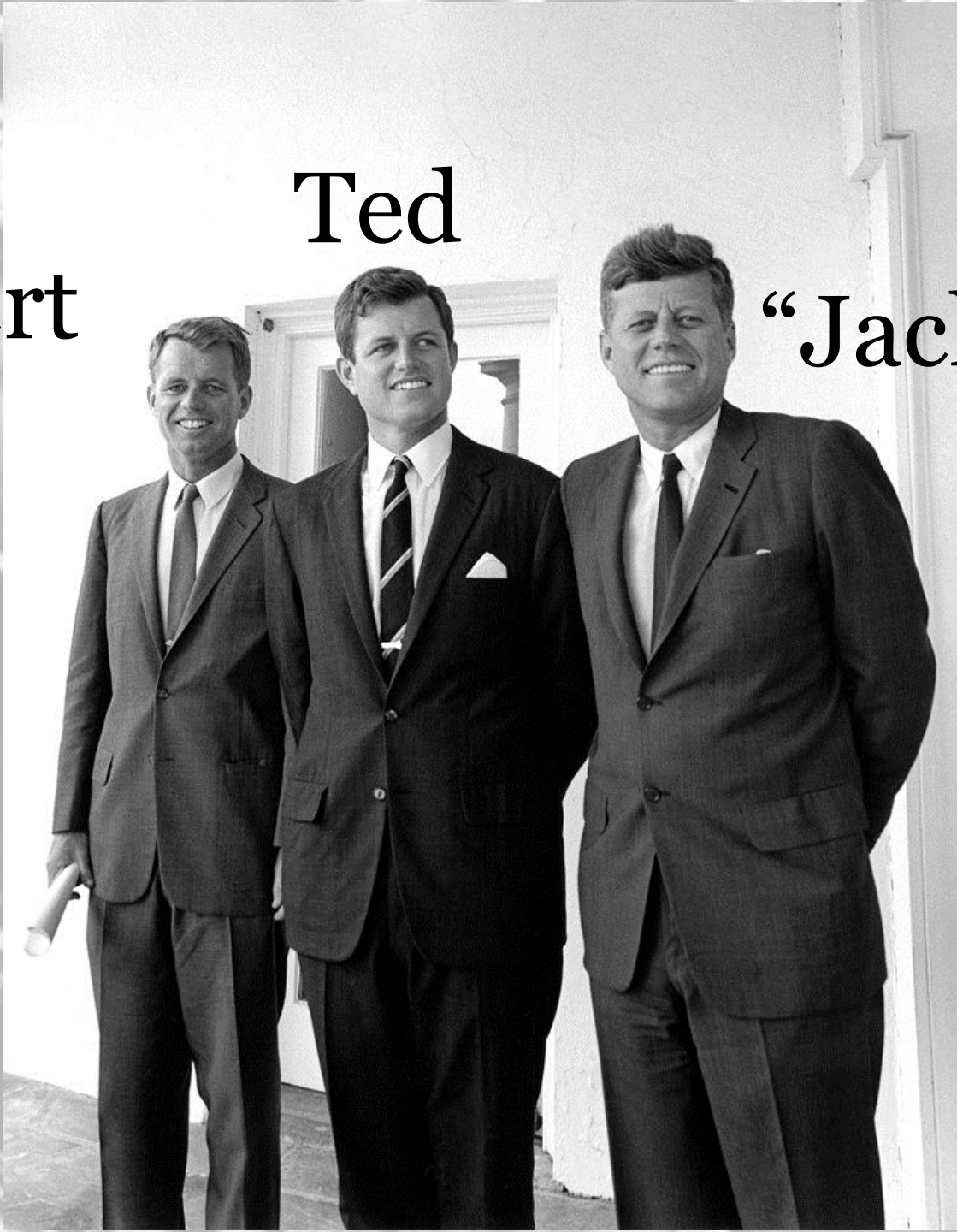
- Americans were struck by the youth and vitality of the Kennedy Administration
- Public image often different from reality
- Narrow victory in 1960 left him with the knowledge that he had to work WITH Congress to accomplish tasks



Robert

Ted

“Jack”





We stand today on the edge of a new frontier -
the frontier of the 1960's - a frontier of unknown
opportunities and perils - a frontier of unfulfilled
hopes and threats.

(John F. Kennedy)

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Kennedy's "New Frontier"

- Minimum wage increase
- Federal Housing Act
- Increased Social Security benefits
- Peace Corps program
- Accelerated space program
- Federal funding for education
- Tax cuts (to halt recession)
- End to racial discrimination





Peace Corps

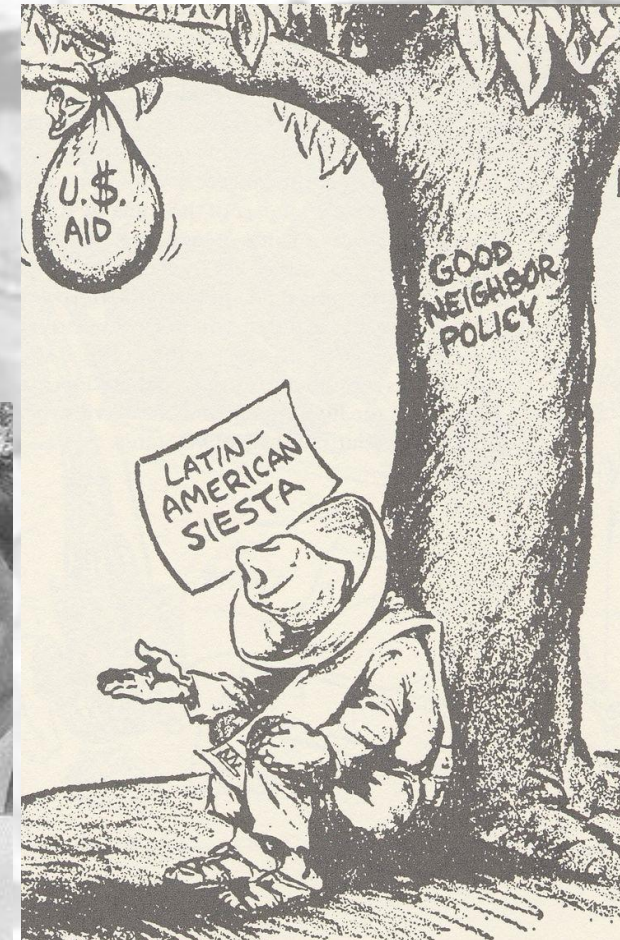
- College students could volunteer to join
 - Helped improve infrastructure and education in the developing world
- Intended outcome:** help improve America's image around the world

Alliance for Progress: 1961-1973

JFK's pledge of support for Latin America to improve their economies

- Considered the “Marshall Plan for Latin America”
 - \$20 billion to support internal improvements
 - Supported education and schools
 - Built hospitals and promote health care
 - Helped distribute land

Successful to a degree, but there was corruption from within



NASA and the Apollo Program



- Soviets put first man (and woman) in space

- *Mercury Program*: John Glenn first American to orbit the earth

- *Apollo Program*: JFK challenged NASA to put the first man on the moon by the end of the decade, “Not because it is easy, but because it is hard.”

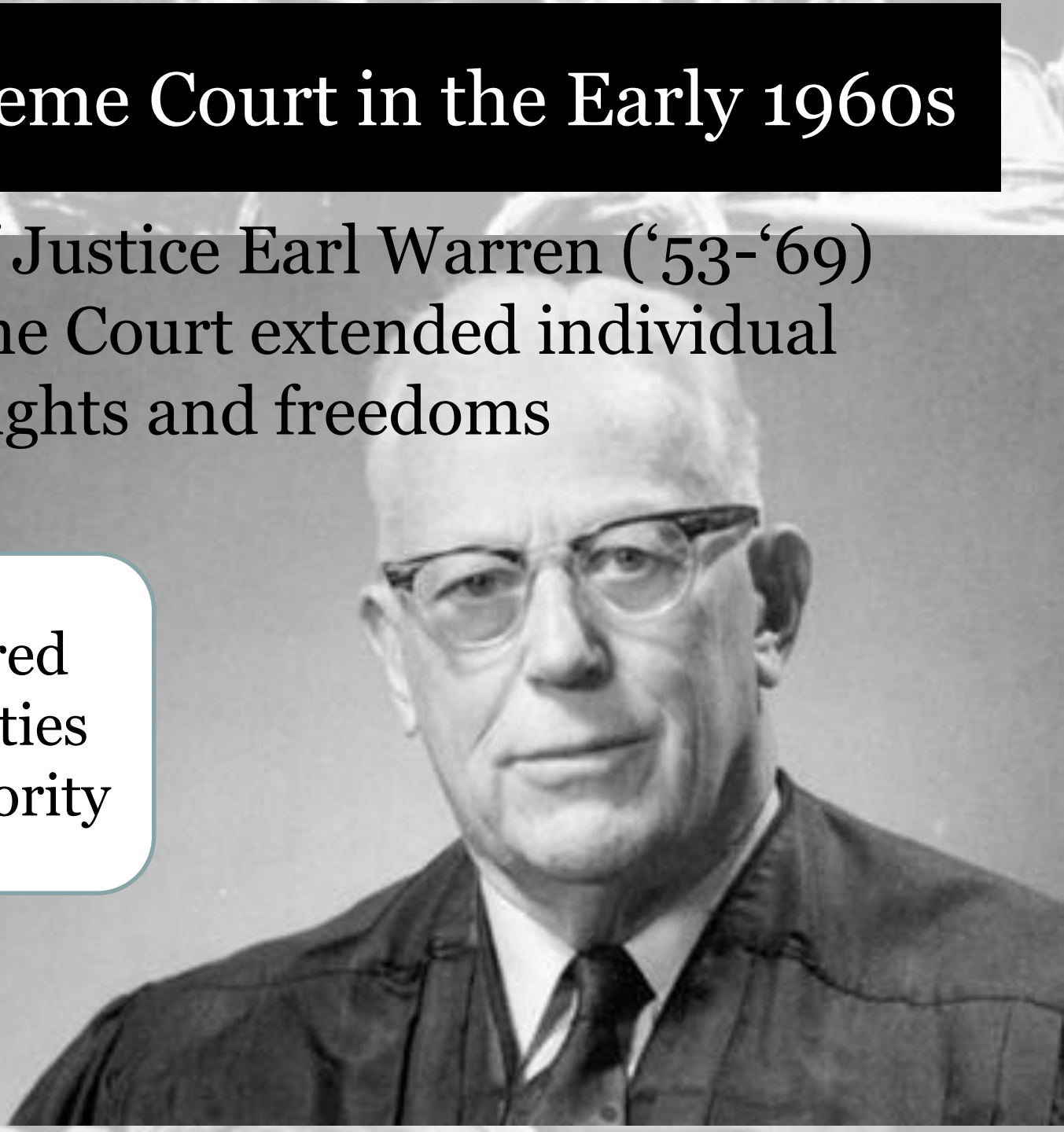
- 1969: *Saturn V* rocket launches Apollo 11

- Neal Armstrong, Buzz Aldrin, and Michael Collins

The Supreme Court in the Early 1960s

Under Chief Justice Earl Warren ('53-'69)
the Supreme Court extended individual
rights and freedoms

Rulings favored
personal liberties
over govt authority



Important Cases of the Warren Court

- ***Brown vs. Board of Education* (1954)**
- ***Gideon vs. Wainwright* (1963) and *Miranda vs. Arizona* (1966)**
 - 5th and 6th Amendment rights of the accused
- ***Engel v. Vitale* (1962)**
 - 1st Amendment; “Establishment Clause” and school prayer
- ***Tinker v. Des Moines* (1969)**
 - Free speech in public schools



The Assassination of JFK

- 22 November 1963
- JFK, LBJ, and families arrive in Dallas, TX for a political rally for the 1964 campaign
- JFK and Jackie ride with TX Governor Connolly



- JFK shot twice and Connolly shot once
- Eyewitnesses argue about the number and locations of shots





- Lee Harvey Oswald
- Connections with the Soviet Union and supported the revolution in Cuba
- Conspiracy theories surround the investigation even today
- Arrested 80 minutes after the assassination
 - Evidence found at the Book Depository

Oswald shot by Jack Ruby 2 days later



At the time,
Kennedy's assassination
had been compared to
the fall of King Arthur

The lines "Don't let it be
forgot, that once there
was a spot, for one brief
shining moment, that
was known as Camelot,"
from the
musical *Camelot*, were
quoted by his
widow Jacqueline as
being from his favorite
song in the score

"There'll be great
presidents again," she
added, "but there'll never
be another Camelot
again ... it will never be
that way again."

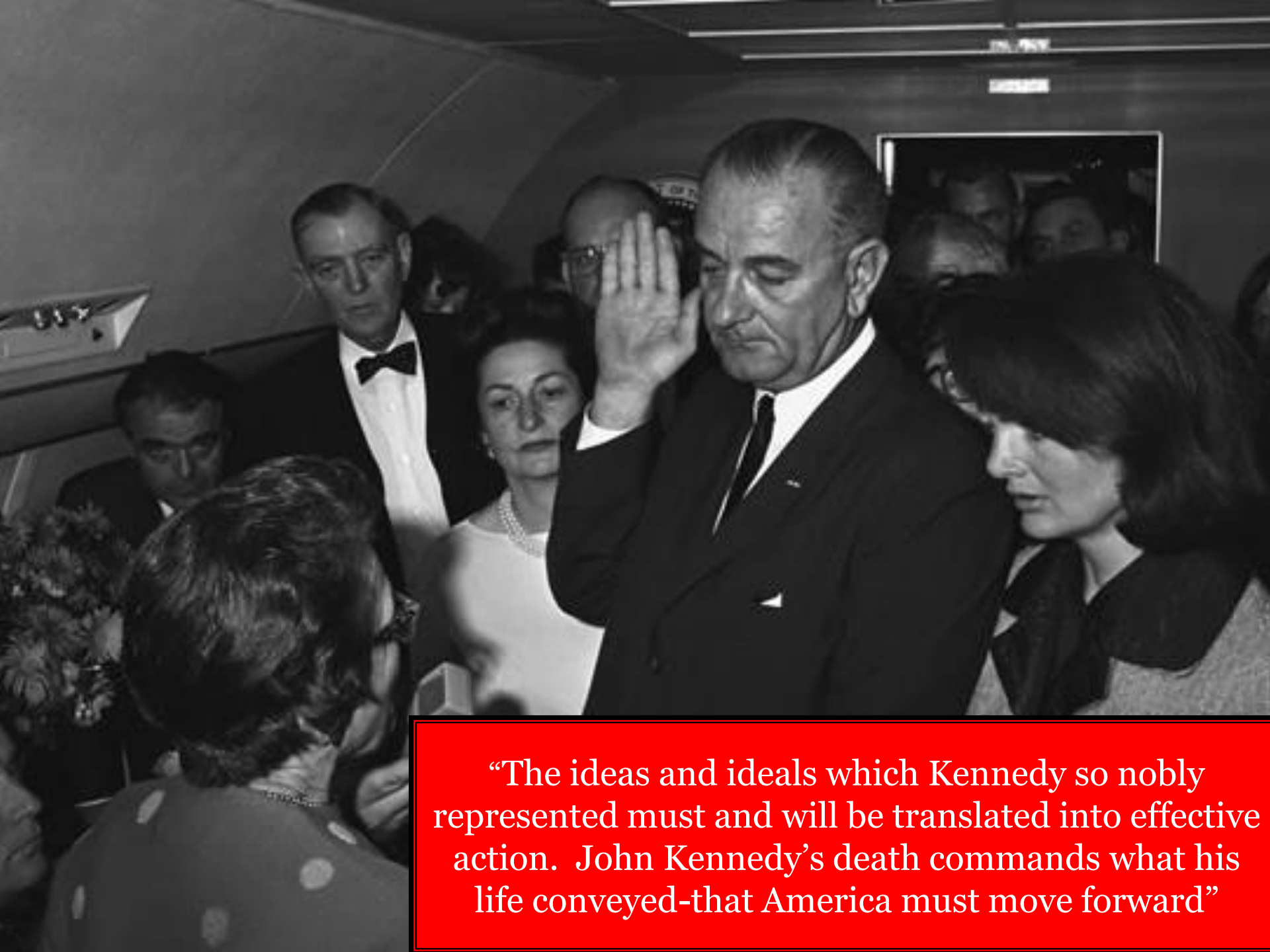
The Warren Commission



Chief Justice Earl Warren starts federal investigation

Goal:

- Prevent speculation about conspiracy
 - Report was submitted, but remained inconclusive
 - Fueled conspiracy theories
- LBJ sworn in on Air Force One



“The ideas and ideals which Kennedy so nobly represented must and will be translated into effective action. John Kennedy’s death commands what his life conveyed-that America must move forward”