

John F. Kennedy and the “New Frontier”

The “New Generation”

Experience through:

- Great Depression
- WWII
- Cold War

Now possess:

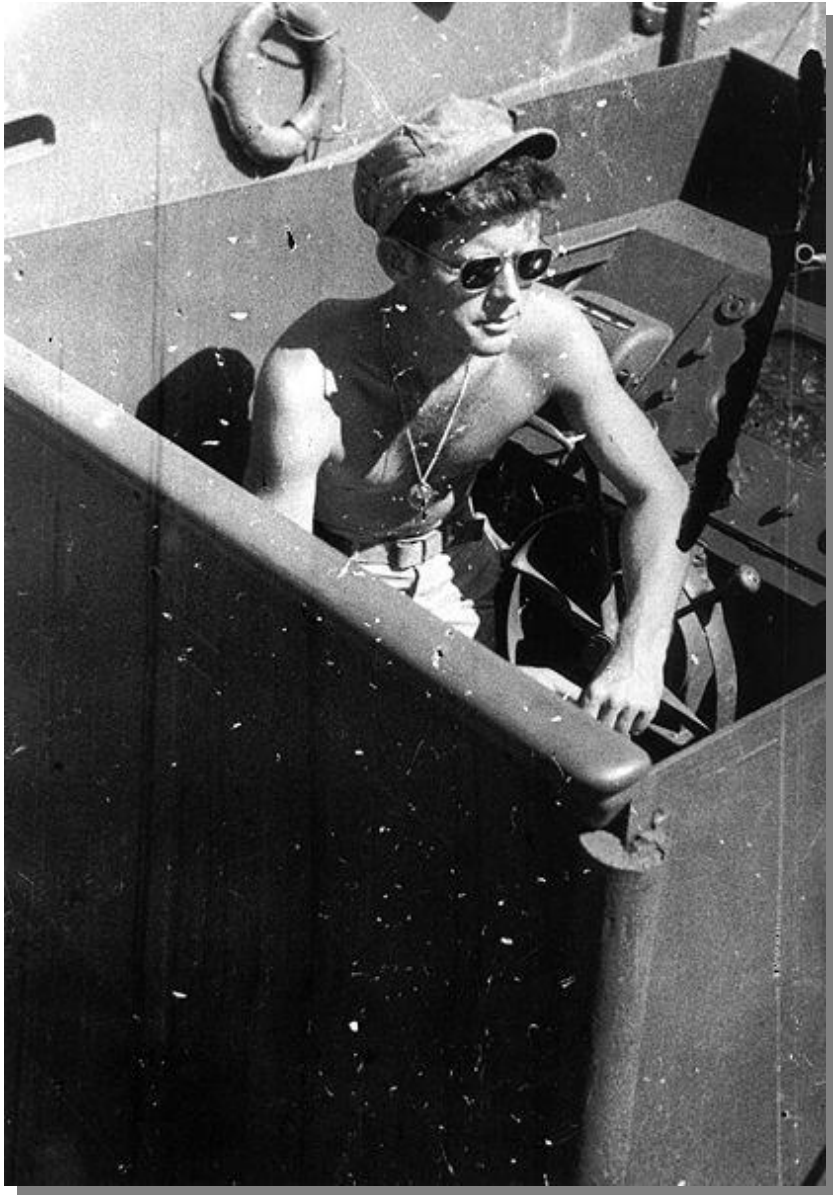
- Nuclear capabilities

Current state:

- More prosperous,
lived healthier and
longer than ever



John Fitzgerald Kennedy



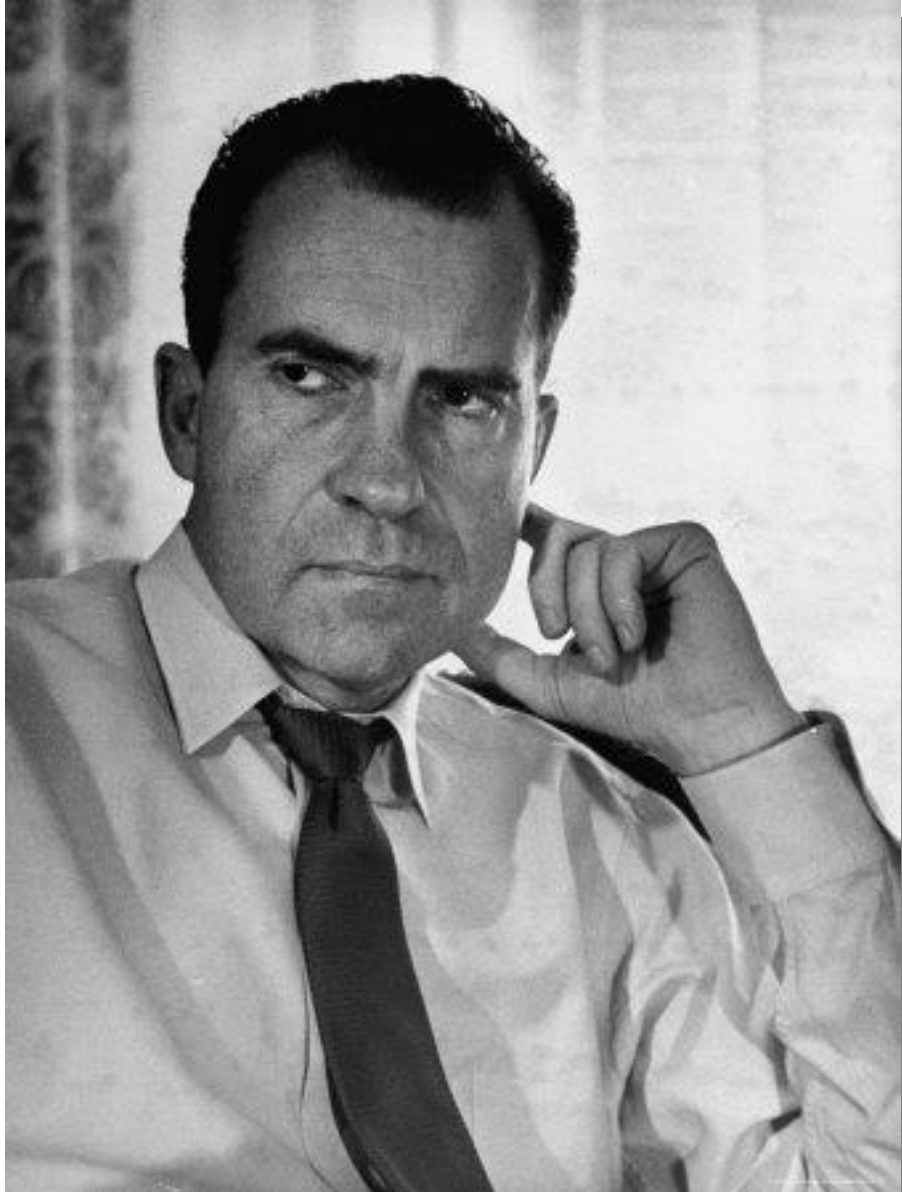
- From an Irish family (MA) that earned its wealth from selling alcohol during Prohibition
- Family considered *nouveau riche*, part of the “newly moneyed”
- “Jack” private schooled, Harvard educated
- U.S. Navy during WWII, earned medals for valor and Purple Heart

Early Career

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



Richard Milhous Nixon



Republican from CA

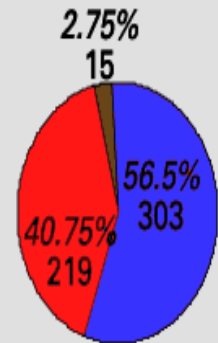
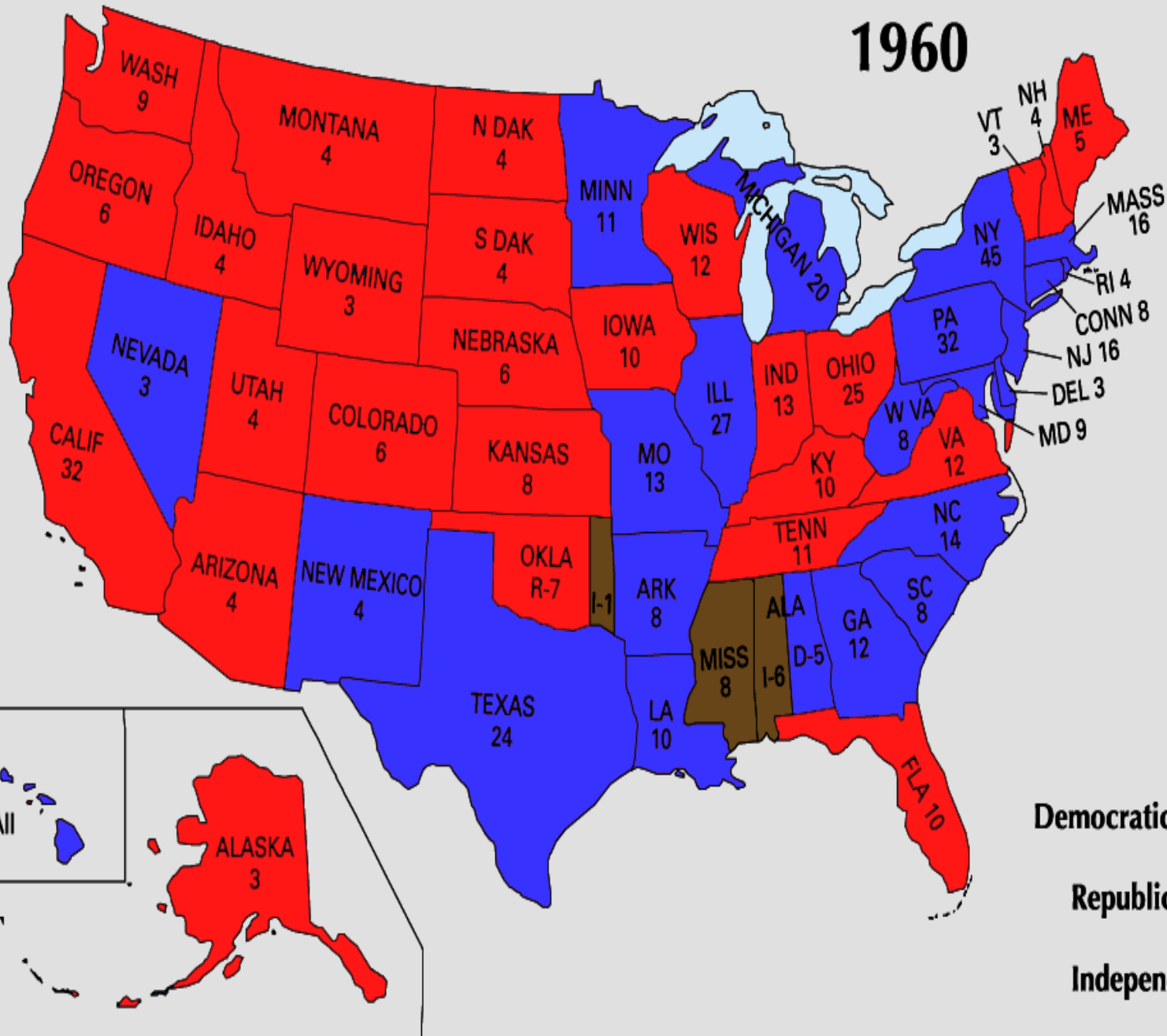
- Politically and economically conservative
 - Small govt
 - Traditional morality
 - Tax cuts
 - Aggressive towards communism
- McCarthy's "right-hand man" during HUAC trials
- Eisenhower's VP

Kennedy-Nixon Debates (1960)

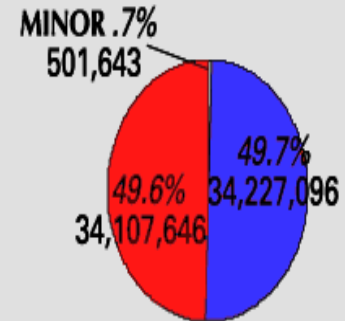
- First televised presidential debate EVER
- JFK appeared calm and looked youthful, handsome, charismatic
- Nixon looked sickly and even “sinister”
- Result: TV became an important political campaign tool



1960



**ELECTORAL VOTE
TOTAL: 537**



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

Democratic (Kennedy)



Republican (Nixon)



Independent (Byrd)





- Youngest elected president at 44 years
- First Catholic president



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.

Kennedy's Term

Inaugural Address:

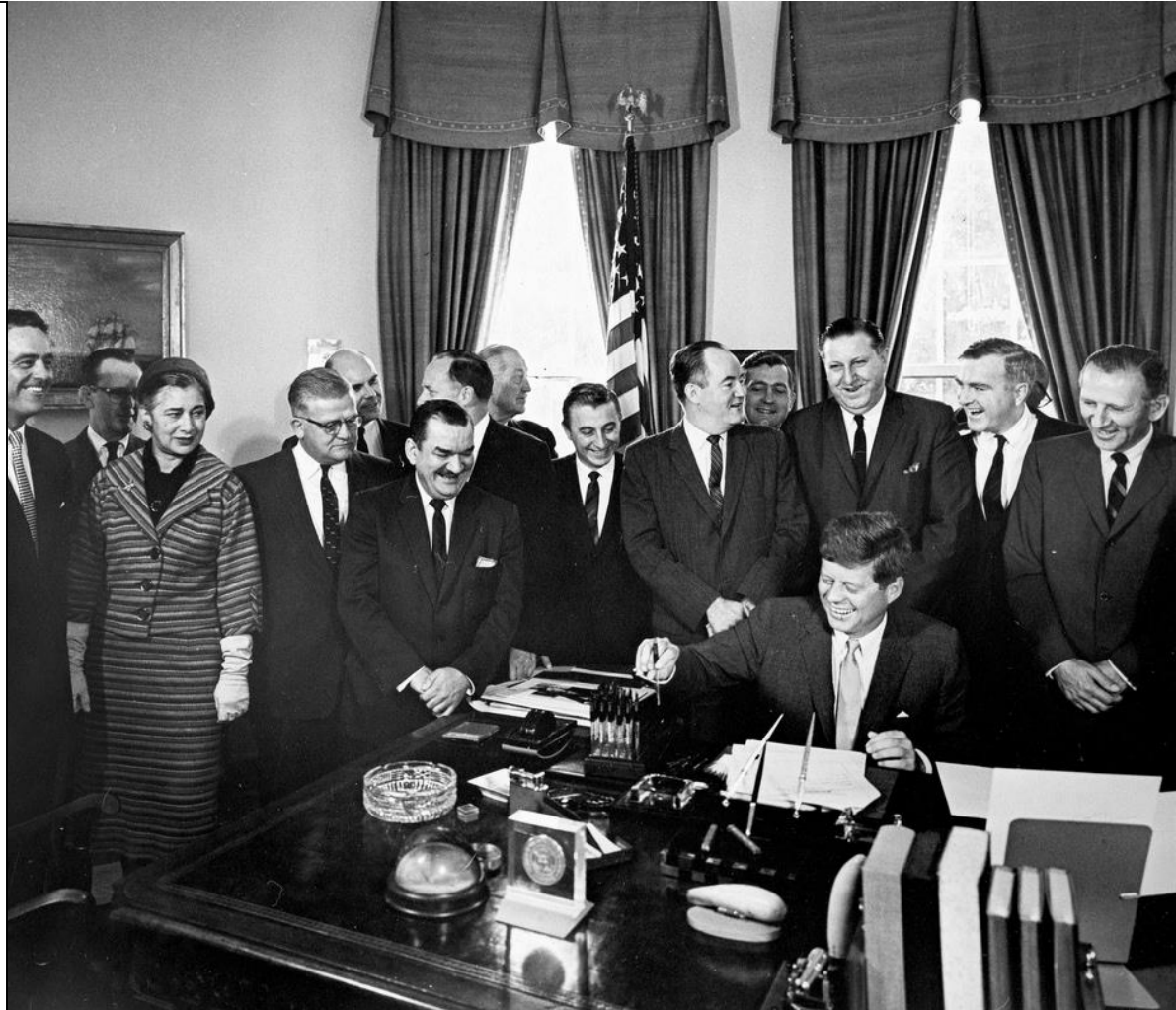
- Focused on change
- Strongly anti-communist
- “Ask not what your country can do for you”
- Inspired young adults to make positive changes

Advisors

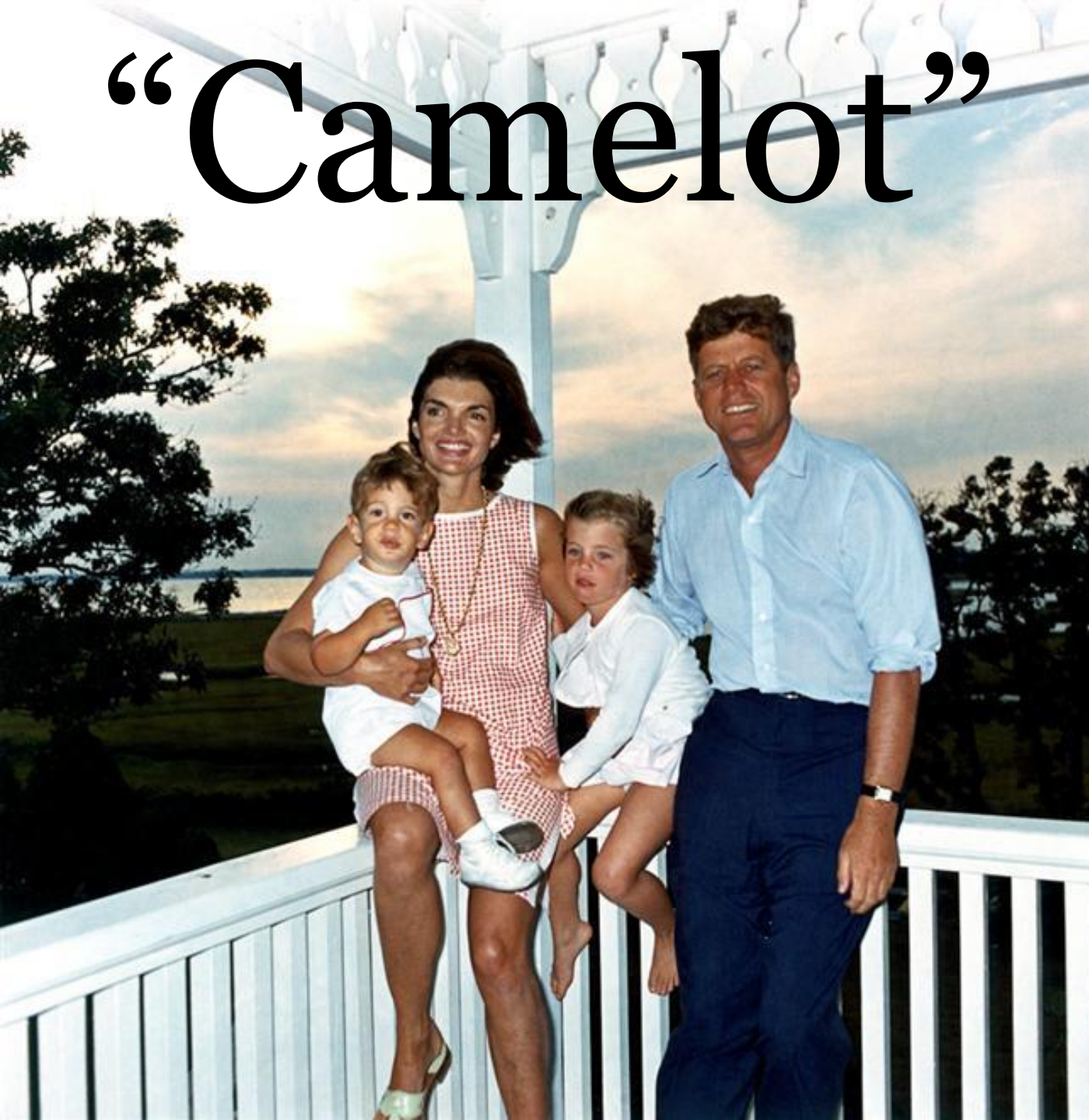
- Most were very young
- Closest advisor was brother Robert (Bobby)

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



“Camelot”



Kennedy's term in office was compared to King Arthur's court

-Said to have great potential and promise for the future

-Many were inspired by Kennedy's speeches, vision, and policies

-“Looked the part” of the perfect, young, happy family

Image vs. Reality

Image showed a vital president

- Suffered from Addison's disease and chronic back pain

Kennedy encouraged press coverage of family

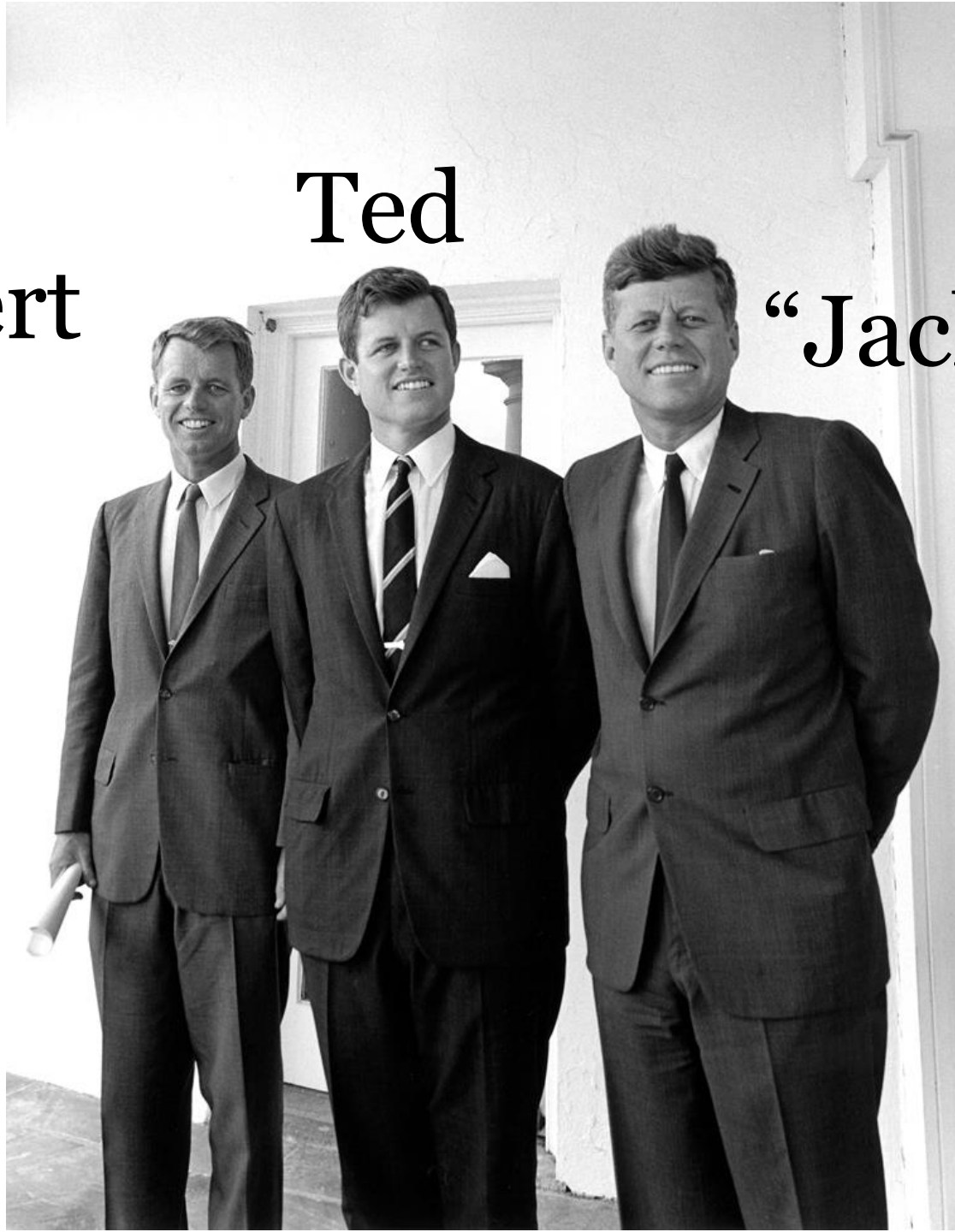
- Jackie valued her family's privacy



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)

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

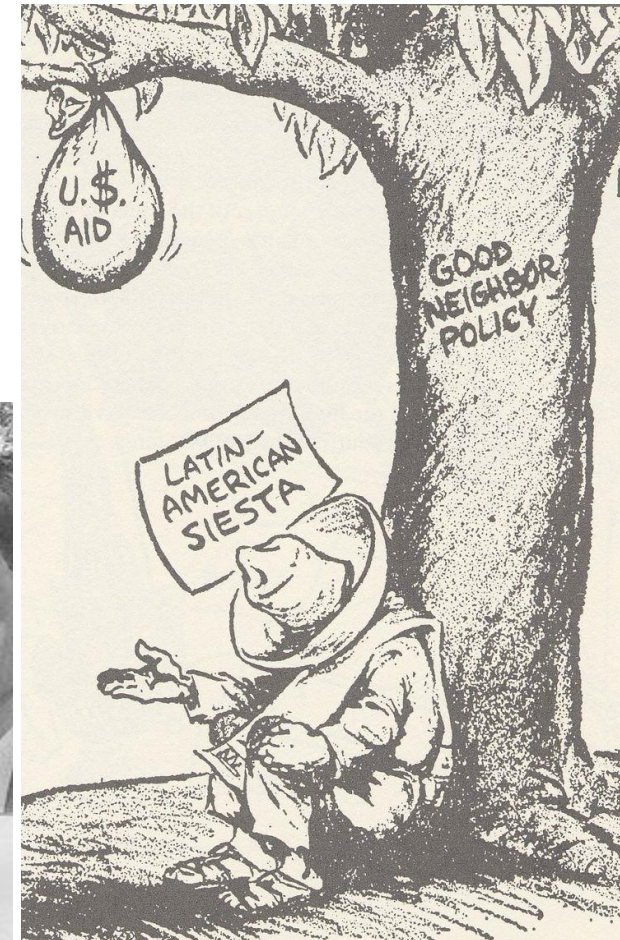
- College students could volunteer to join
 - Helped improve infrastructure and education in the developing world
- Intended outcome:** help improve America's image around the world

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





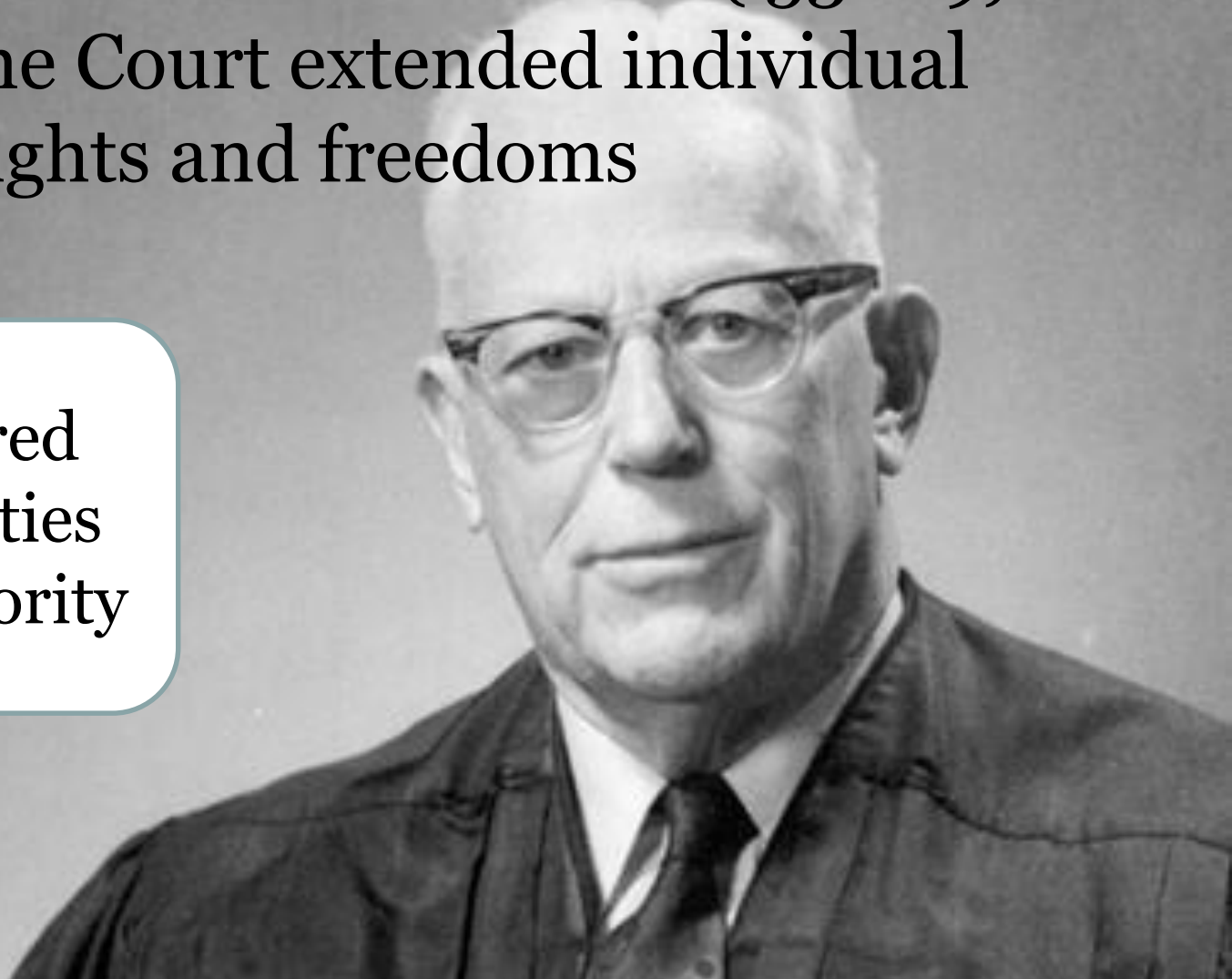
NASA and the Apollo Program

- 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

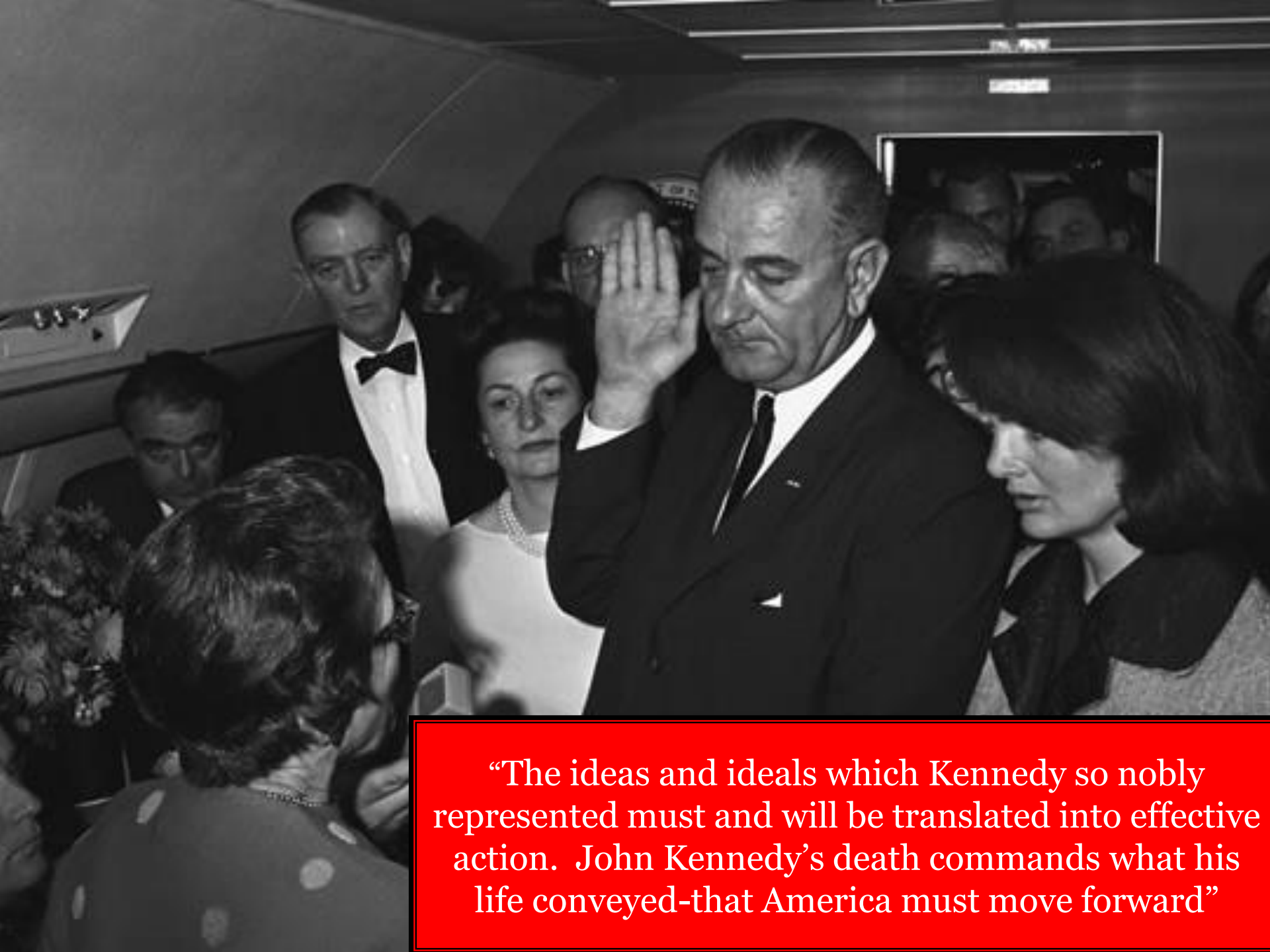
The Warren Commission



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”