

**Johnson
Domestic
1963-1969**

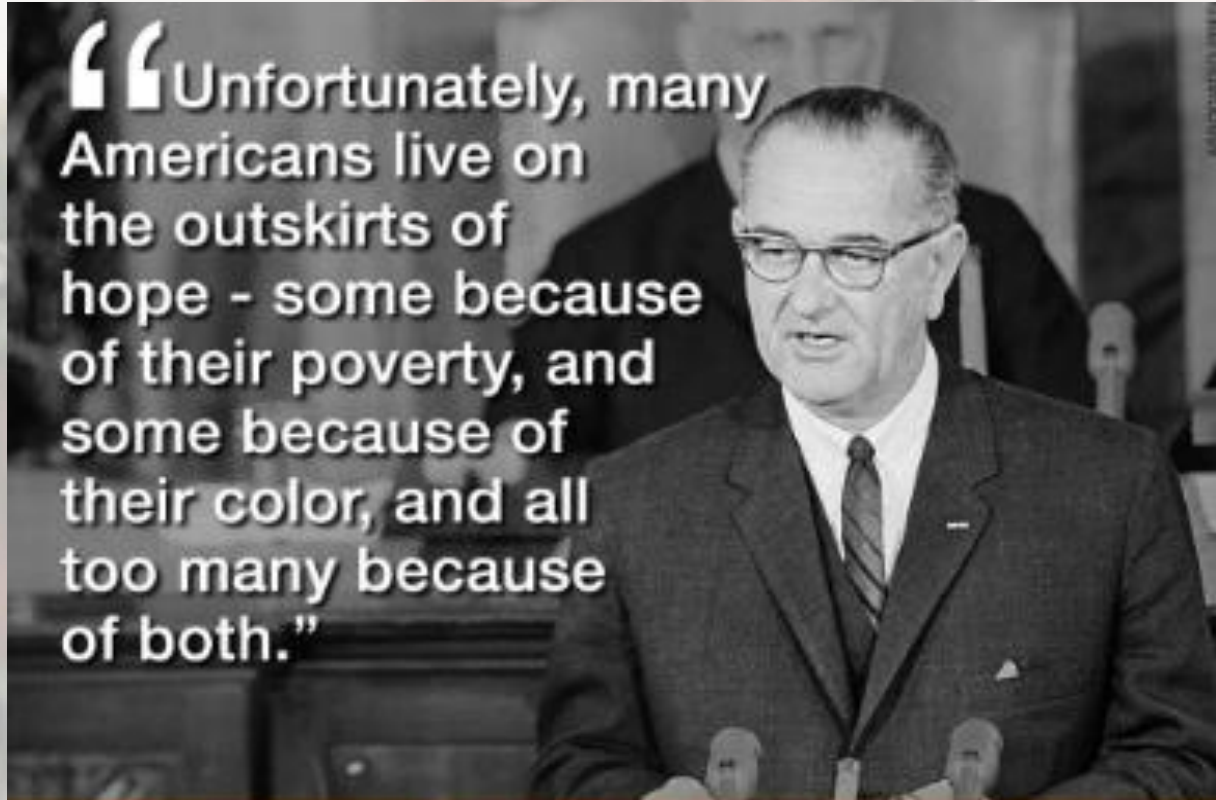
**“The Great
Society”**



- Texan at heart
- Served as a TX Congressman and U.S. Senator (26 years of Congressional experience)
- Large, intense, hard-working and ambitious
- Genuine desire to help others, with an even greater concern for the poor and underprivileged than JFK

“War on Poverty”

- Johnson had seen extreme poverty during his brief career as a teacher in an impoverished area of TX
- Felt that a wealthy, powerful govt should try to improve the lives of its citizens
- During 1964 “State of the Union” address, LBJ declared an “Unconditional **War on Poverty** in America”



Fifty years ago, President Lyndon Johnson delivered his State of the Union address declaring a war on poverty.

Johnson
believed that
education was
the cure for
both ignorance
and poverty



"...SH! AFTER A WHILE THEY'LL GO AWAY!"

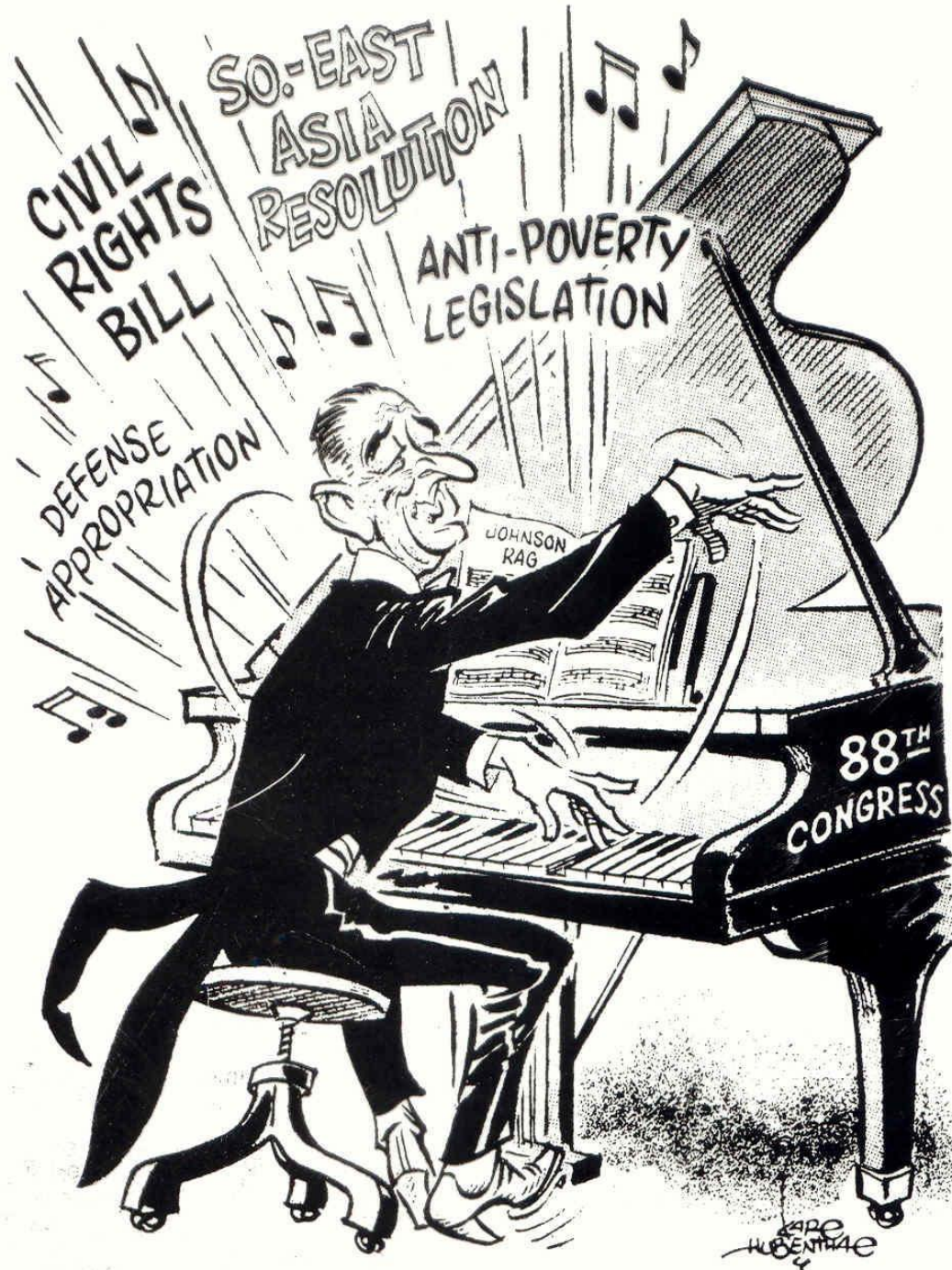
1964: “Great Society”

Johnson’s domestic plan that included public works programs and others that update many New Deal-era programs



Major Great Society Programs

Health and Welfare	Education	The "War on Poverty"	Consumer and Environmental Protection
<p>Medicare (1965) established a comprehensive health insurance program for all elderly people; financed through the Social Security system.</p>	<p>The Elementary and Secondary Education Act (1965) targeted aid to students and funded related activities such as adult education and education counseling.</p>	<p>The Office of Economic Opportunity (1964) oversaw many programs to improve life in inner cities, including Job Corps, an education and job training program for at-risk youth.</p>	<p>The Water Quality Act and Clean Air Acts (1965) supported development of standards and goals for water and air quality.</p>
<p>Medicaid (1965) funded by federal and state governments, provided health and medical assistance to low-income families.</p>	<p>Higher Education Act (1965) supported college tuition scholarships, student loans, and work-study programs for low- and middle-income students.</p>	<p>Housing and Urban Development Act (1965) established new housing subsidy programs and made federal loans and public housing grants easier to obtain.</p>	<p>The Highway Safety Act (1966) supported highway safety by improving federal, state, and local coordination and by creating training standards for emergency medical technicians.</p>
<p>Child Nutrition Act (1966) established a school breakfast program and expanded the school lunch program and milk program to improve poor children's nutrition.</p>	<p>Project Head Start (1965) funded a preschool program for the disadvantaged.</p>	<p>Demonstration Cities and Metropolitan Development Act (1966) helped revitalize urban areas through a variety of social and economic programs.</p>	<p>The Fair Packaging and Labeling Act (1966) required all consumer products to have true and informative labels.</p>



Created 10 new programs that were directed at young Americans living in “inner cities”:

- ***Neighborhood Youth Corps***: helped underprivileged youth earn a high school or college degree
- ***Job Corps***: helped youth acquire job skills
- ***VISTA (Volunteers in Service to America)***: a “domestic Peace Corps”
- ***Upward Bound***: tutoring for high school students
- ***Head Start***: play groups, daycare and activities for underprivileged children before entering elementary school →

WHAT THE MEDIA SHOULD KNOW ABOUT THE BENEFITS OF HEAD START PROGRAMS

Studies have found that the Head Start program allowed children from “high risk households” to be more prepared for kindergarten.

Head Start helps kids acquire insurance, receive immunizations, and receive continuous medical and dental care.

Health benefits associated with the program have caused mortality rates to decrease in students aged five to nine.

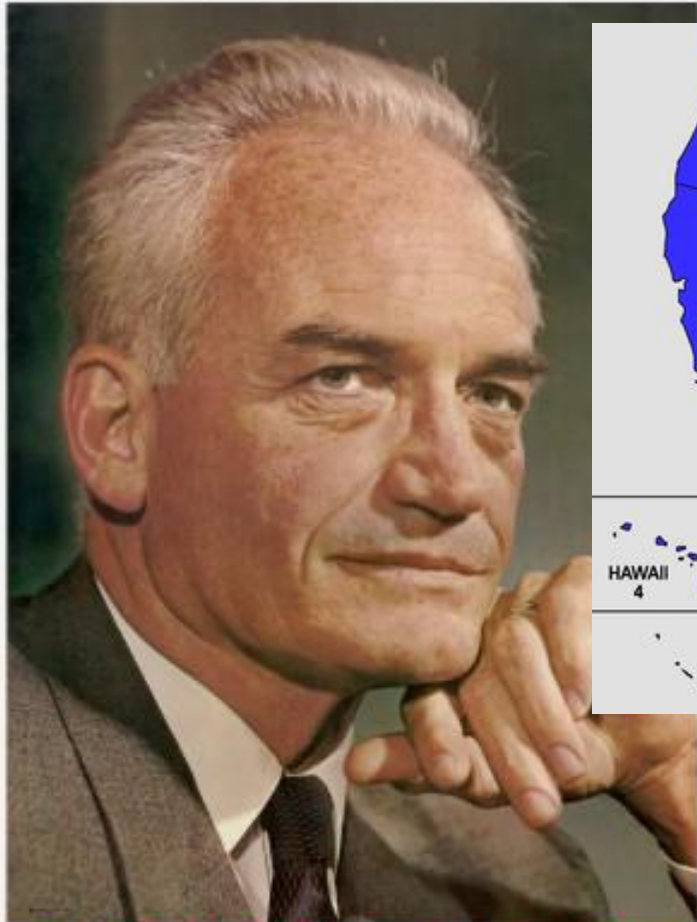
Students who participate in the program achieve greater success in school and avoid crime.

Head Start students are more likely to graduate from high school and attempt college.

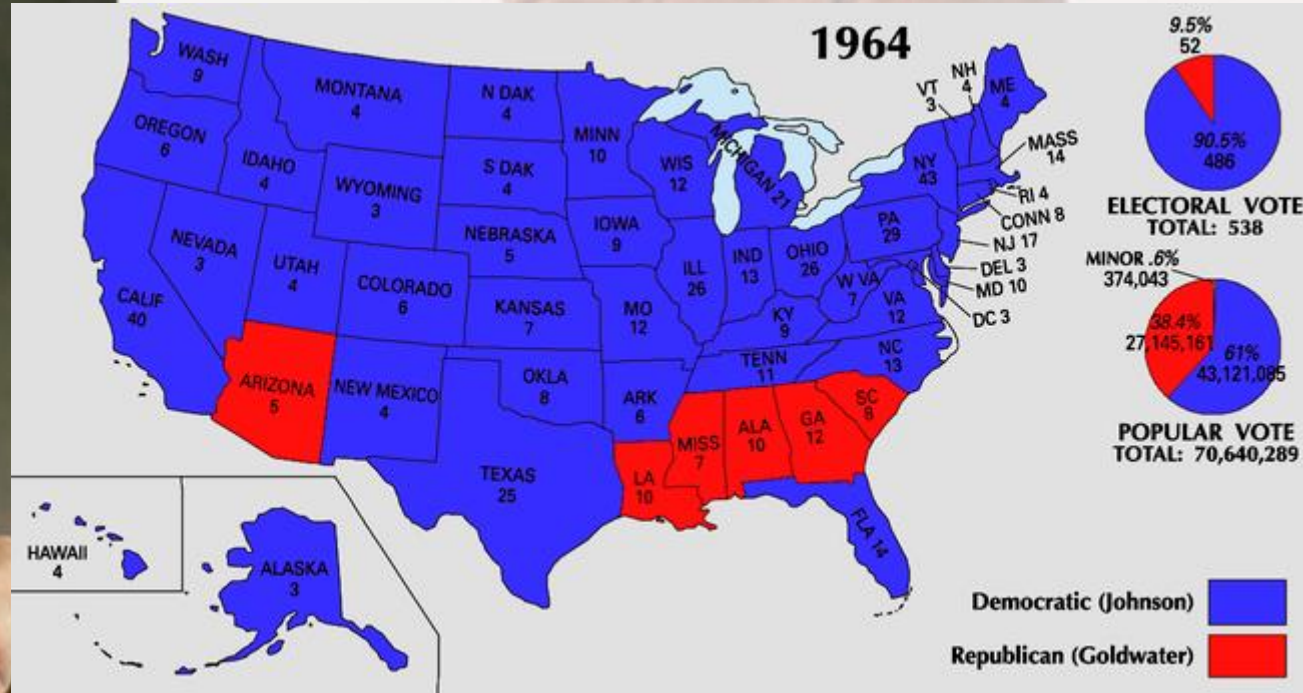
If an older sibling participates in the Head Start program, there is “positive spillover” to younger siblings, particularly regarding criminal behavior.

Election of 1964

Johnson ran against Barry Goldwater, Republican from AZ; LBJ won by a landslide



**GOLDWATER
FOR PRESIDENT**



The Decline of the Great Society



-Between '65 and '66 Congress passed 181 of 200 major bills requested by LBJ

-Vietnam diverted funds away from his programs

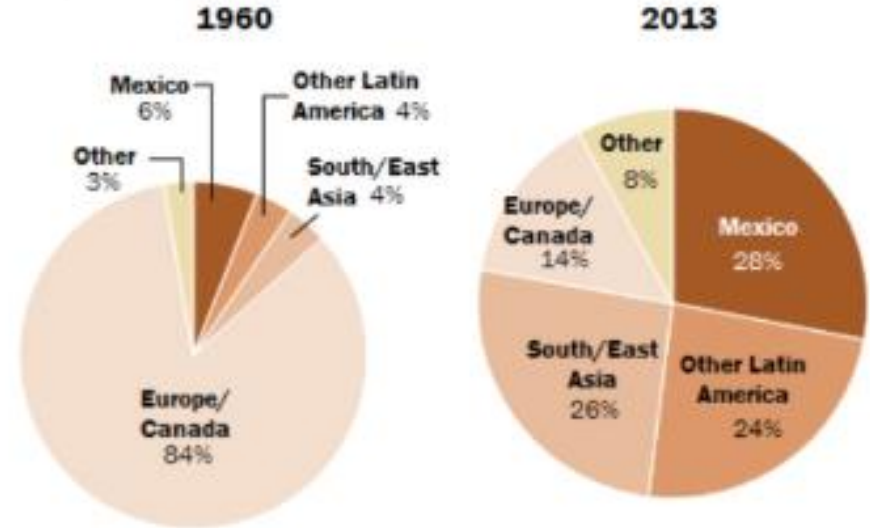
-Lost liberal support for his actions in Vietnam

Immigration Reform



From Europe and Canada to Latin America and Asia: A Dramatic Shift in Immigrant Origins

% of U.S. immigrants born in ...



Source: Pew Research Center tabulations of 1960 U.S. decennial census data and 2013 American Community Survey (IPUMS)

PEW RESEARCH CENTER

The **Immigration and Nationality Act of 1965** removed prohibition on immigration based on ethnicity or nationality.

Port Huron Statement: Tom Hayden, SDS

“A 1962 Manifesto”

WE ARE PEOPLE OF THIS GENERATION, BRED IN AT LEAST
MODEST COMFORT, HOUSED NOW IN UNIVERSITIES,
LOOKING UNCOMFORTABLY TO THE WORLD WE INHERIT.

PORT HURON

AS STUDENTS FOR A DEMOCRATIC SOCIETY, WE ARE
COMMITTED TO STIMULATING THIS KIND OF SOCIAL MOVEMENT, THIS
KIND OF VISION AND PROGRAM IN CAMPUS AND COMMUNITY
ACROSS THE COUNTRY. IF WE APPEAR TO SEEK THE
UNATTAINABLE, AS IT HAS BEEN SAID, THEN LET
IT BE KNOWN THAT WE DO SO TO AVOID THE
UNIMAGINABLE.

Free Speech Movement



- 1964–1965; University of California, Berkeley
- Protests occurred in numbers never reached before
- Students insisted that the university's administration lift the ban of on-campus political activities and acknowledge students' right to free speech



Growth of Other Civil Rights Movements

- Shifted from the South to the rest of the U.S.
- Shifted from political justice to economic justice
- Spread to other minority groups



AIM militants at their checkpoint on road leading into Wounded Knee 1973.



American Indian Movement

- Wanted a review of all treaties and compensation in land or the mineral rights on their lands
- Occupied Alcatraz Island in '69, marched the "Trail of Broken Treaties" to the office of the Bureau of Indian Affairs '72, and Wounded Knee in '73



Cesar Chavez



- Leader of the United Farm Workers of America union; successfully led the grape boycott
- Concern for treatment of migrant workers
- La Raza: Hispanic civil rights organization

2nd Wave Feminism
(found in Nixon notes)

If it were a lady, it would
get its bottom pinched.

If this lady was a
car she'd run
you down.



The beautiful 127 Palio.

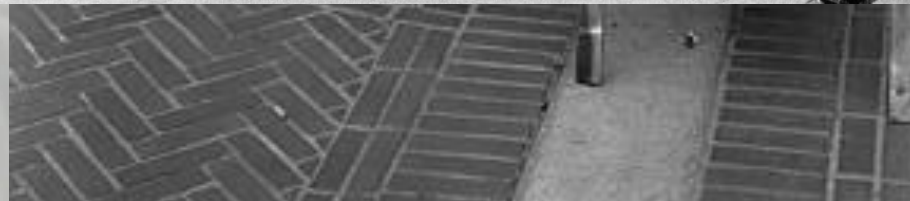
FIAT

Counterculture



-The Free Speech Movement and Anti-War Movement started to shift away from the “hippies”

-Thought they were too detached and into “recreational activities”



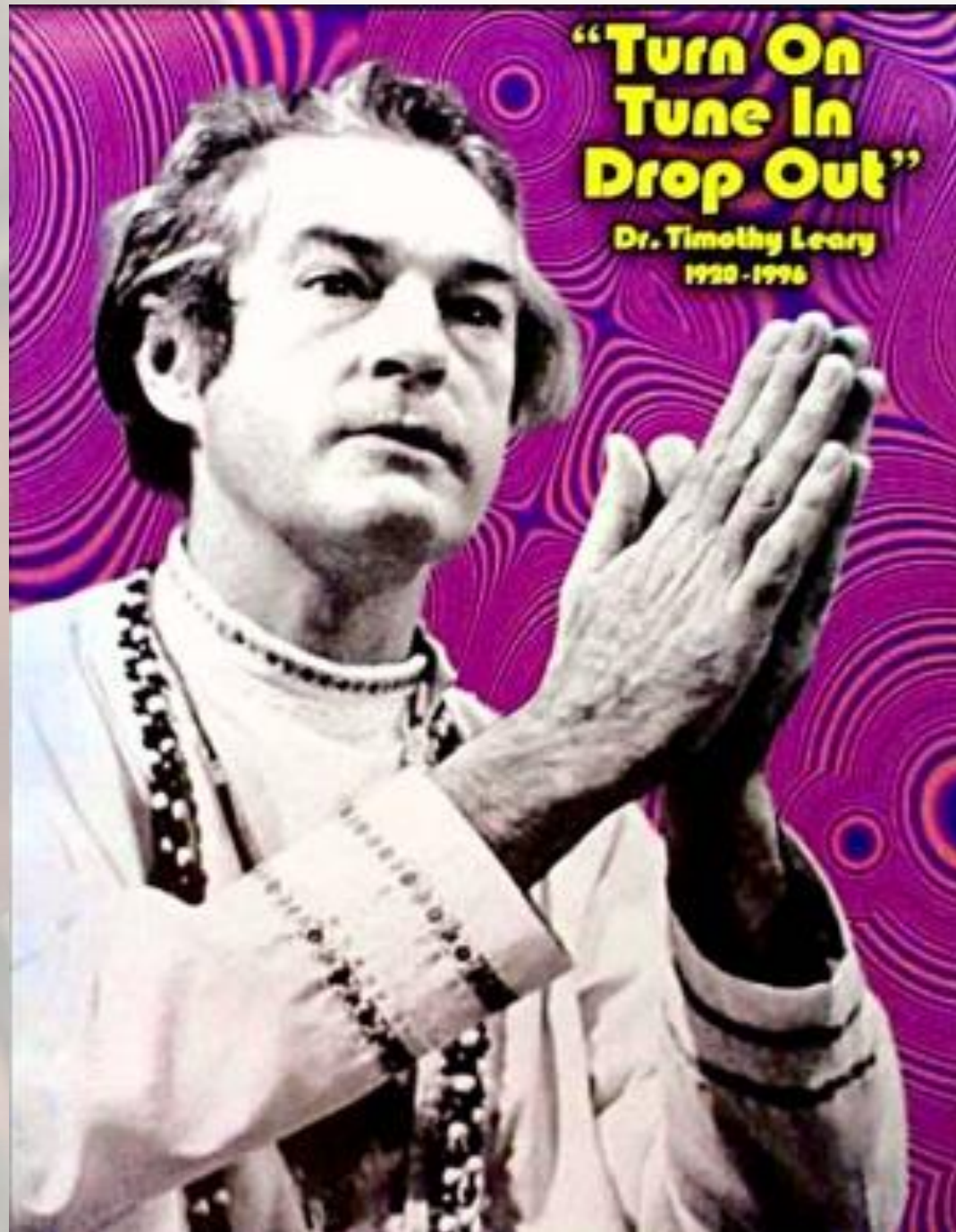
Counterculture Movement

- Rejection of conventional social norms
- “Anti-establishment”
- 1964-1972: coincided with Vietnam involvement
- Some people saw the counterculture as self-indulgent, pointlessly rebellious, unpatriotic, and destructive of America's moral order



“It was an attempt to rebel against the values our parents had pushed on us. We were trying to get back to touching and relating and living.”

-Lisa Law



“Be-ins” and
“Love-ins”
‘66



“Summer of Love” 1967

-100,000 people converged on the Haight-Ashbury neighborhood of San Francisco

-Started a major cultural and political shift

-Epicenter of the “hippie revolution”, a melting pot of music, psychoactive drugs, sexual freedom, creative expression, and politics

