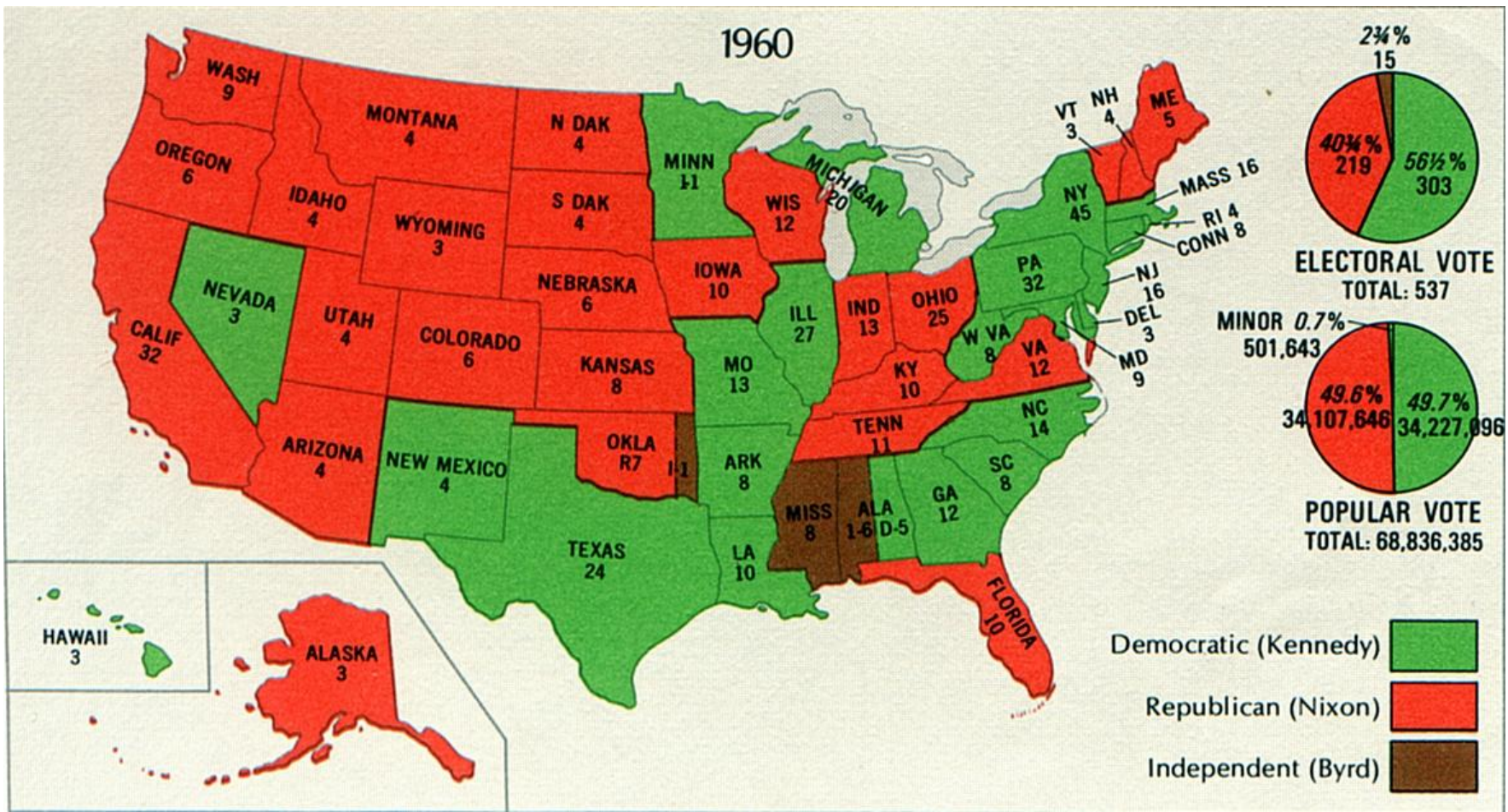


THE STORMY SIXTIES, 1960-1968

Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans.

--JFK, Inaugural, 1961

1960

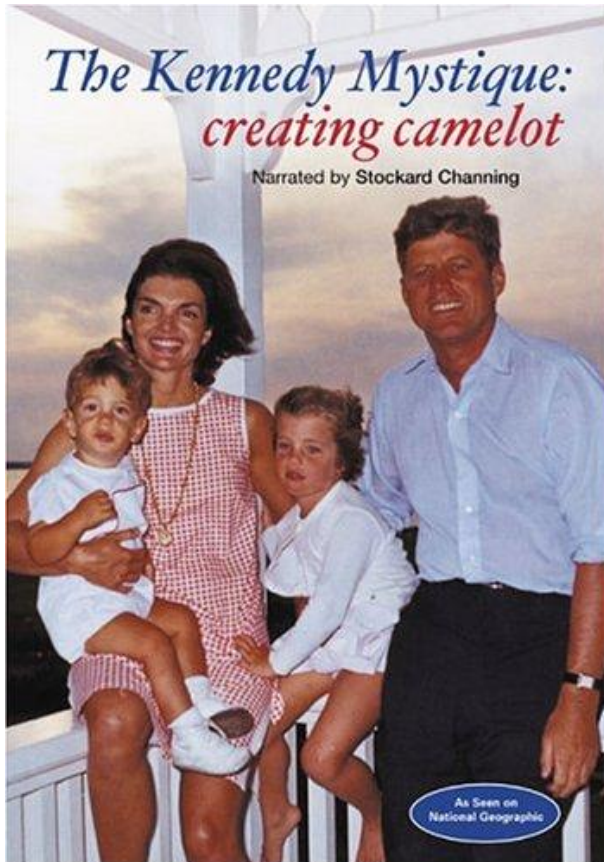


Kennedy Inaugural

- Set the tone for a new era at the White House
- Wit and grace
- “And so my fellow Americans, ask not what your country can do for you—ask what you can do for your country”



Kennedy Mystique



- The first family captivated the nation
- JFK's youthful glamour and his talented advisers reminded many of a modern-day Camelot, the mythical court of King Arthur

New Frontier



JFK domestic agenda

- Medical care for the aged
- Rebuild blighted urban areas
- Aid education
- Explore space
- Tax cuts
- Civil rights

New Frontier



- OBSTACLES
 - Conservative Republicans & Southern Democrats blocked much of the legislation
 - Little skill in pushing his legislative agenda through Congress
 - He lacked a political mandate

New Frontier



- ACHIEVEMENTS
 - Lowered tariffs
 - Increased the minimum wage
 - Expanded social security benefits
 - Addressed urban blight
 - Most of his proposals became law under LBJ

Economy



- Faced down steel industry and achieved a price rollback
- Increased defense spending and space exploration to stimulate economic growth
- Deficit spending

Race to the Moon



- April 1961—Soviet cosmonaut Yuri Gagarin became first human in space
- JFK viewed this as a challenge & decided to send a man to the moon
- In less than a month, the US duplicated the Soviet feat
- In late 1961—Telstar related live television pictures across the Atlantic
- NASA constructed launch facilities at Cape Canaveral, Florida

Moon Landing



- July 20, 1969—US landed Neil Armstrong on the moon
- Universities expanded science programs
- Federal funding for research & development gave rise to new industries and technologies

Flexible Response

HOT WEAPON IN THE COLD WAR

At President Kennedy's urging, the Army is beefing up its Special Forces, the politico-military experts who are trained to combat Red guerrillas around the globe. • BY JOSEPH KRAFT



Camouflaged assault: tough troopers on amphibious maneuvers in the swamps near Fort Bragg, North Carolina.

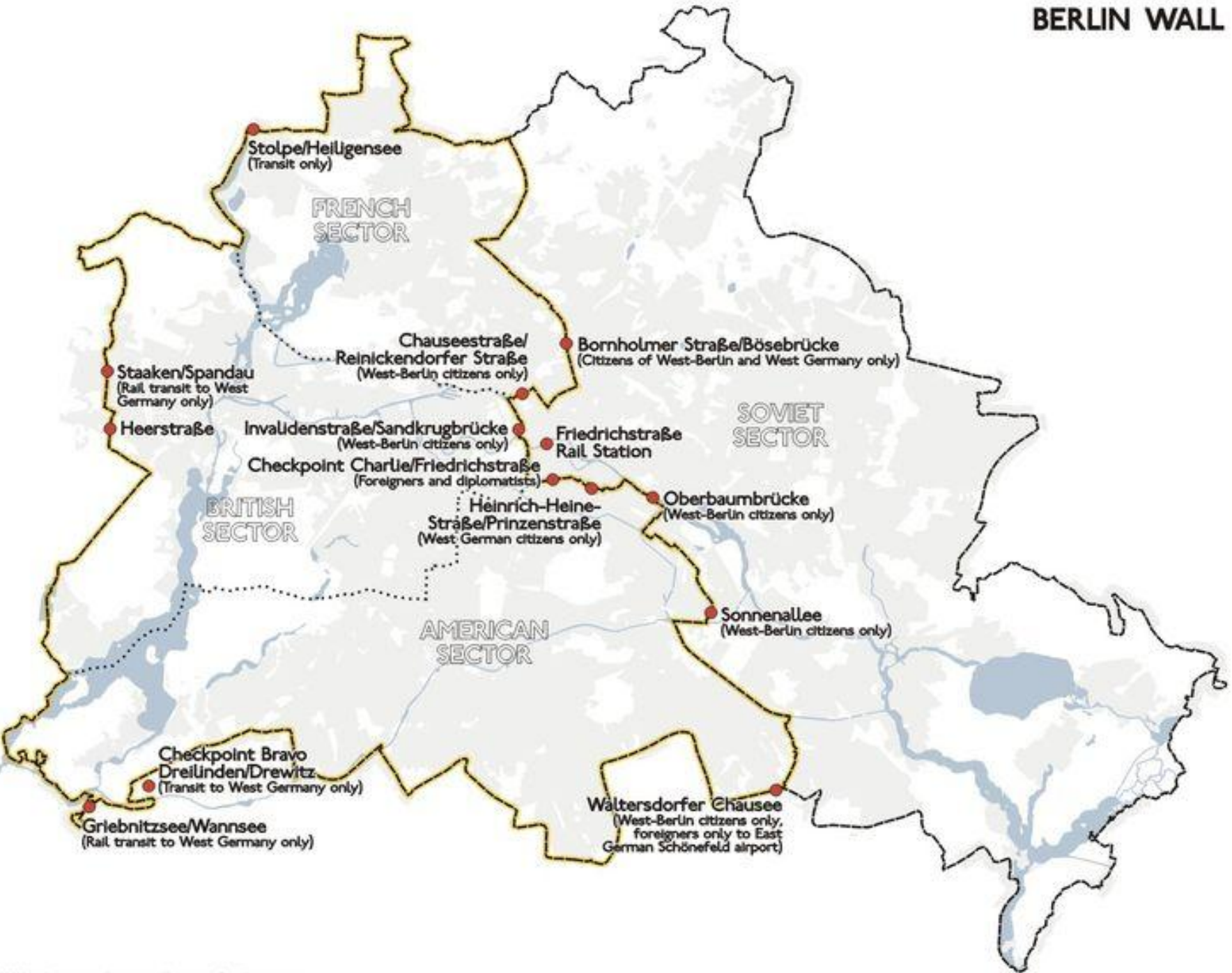
- Decolonization of European overseas possessions after World War II created foreign policy problems for the US.
- Brushfires in the Congo and Laos & Vietnam needed more than massive retaliation
- Develops an array of military options that could be matched to the gravity of the crisis
 - Increase defense spending on nonnuclear forces such as troops, ships, artillery
 - Creates Green Berets
 - Tripled overall nuclear capabilities of US
- Enabled US to fight limited wars & to maintain nuclear balance of power

Berlin Crisis



- In 1961, Berlin was in turmoil as almost 3 million East Germans—20% of that country’s population—had fled into West Berlin
- Khrushchev threatened to close the land and air routes between West Berlin and West Germany.
- Kennedy’s resolve and American nuclear superiority stopped Khrushchev
- East Germany erected a wall around Berlin to keep East Berlin separate from West Berlin

BERLIN WALL



Stolpe/Heiligensee
(Transit only)

FRENCH
SECTOR

Staaken/Spandau
(Rail transit to West
Germany only)

Heerstraße

BRITISH
SECTOR

Chauseestraße/
Reinickendorfer Straße
(West-Berlin citizens only)

Invalidenstraße/Sandkrugbrücke
(West-Berlin citizens only)

Checkpoint Charlie/Friedrichstraße
(Foreigners and diplomats)

Heinrich-Heine-
Straße/Prinzenstraße
(West-German citizens only)

AMERICAN
SECTOR

Bornholmer Straße/Bösebrücke
(Citizens of West-Berlin and West Germany only)

Friedrichstraße
Rail Station

SOVIET
SECTOR

Oberbaumbrücke
(West-Berlin citizens only)

Sonnenallee
(West-Berlin citizens only)

Checkpoint Bravo
Dreilinden/Drewitz
(Transit to West Germany only)

Griebnitzsee/Wannsee
(Rail transit to West Germany only)

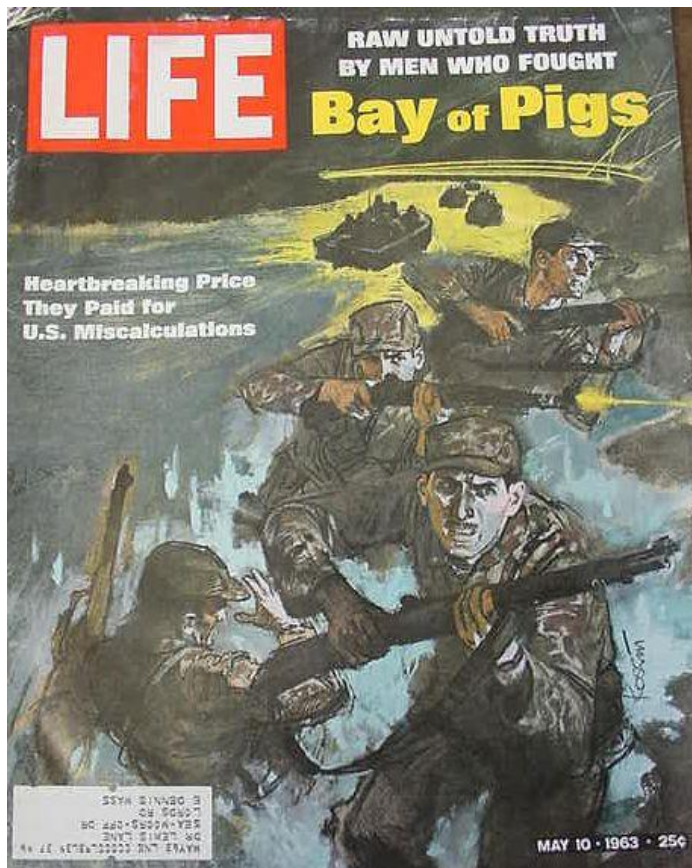
Waltersdorfer Chausee
(West-Berlin citizens only,
foreigners only to East
German Schönefeld airport)

Alliance For Progress



- US feared communist expansion in Latin America
- It offered economic and technical assistance to Latin American countries
- Between 1961 & 1969, the US invested almost \$12 billion
- It did not bring about fundamental reforms.

Bay of Pigs



- Eisenhower authorized the CIA to train anticommunist Cuban exiles to retake their island, but the decision to go ahead with the scheme was left up to JFK
- April 1961—1200 exiles landed in Cuba to overthrow Castro
- It was an utter failure
- JFK took responsibility

Bay of Pigs

- US lost prestige
- JFK negotiated with Castro for the release of surviving commandos
- The US paid a ransom of \$53 million in food and medical supplies
- Castro welcomed further Soviet aid & consolidated his power

Cuban Missile Crisis 1962



- US reconnaissance planes discovered the Soviets were building underground sites in Cuba for the launching of offensive nuclear missiles that could reach the US in minutes
- JFK ordered a quarantine of the island of Cuba
- Soviet ships averted confrontation

**MREB Launch Site
San Cristobal, Cuba
23 October 1962**

Missile Tent

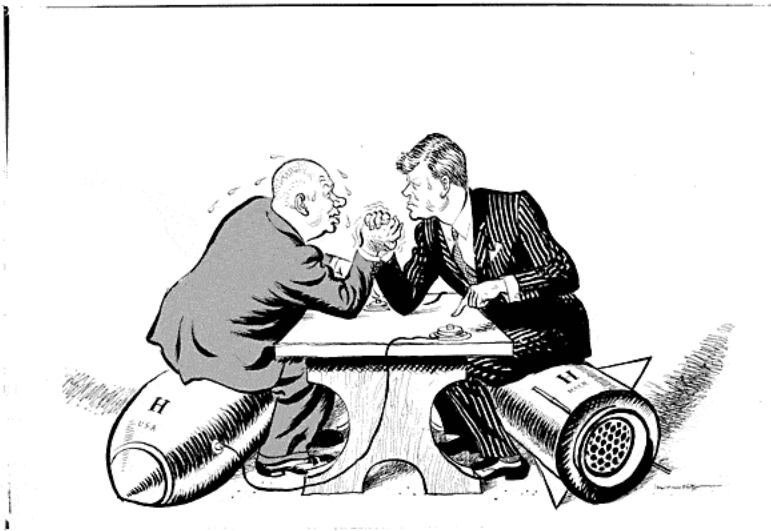


Cuban Missile Crisis



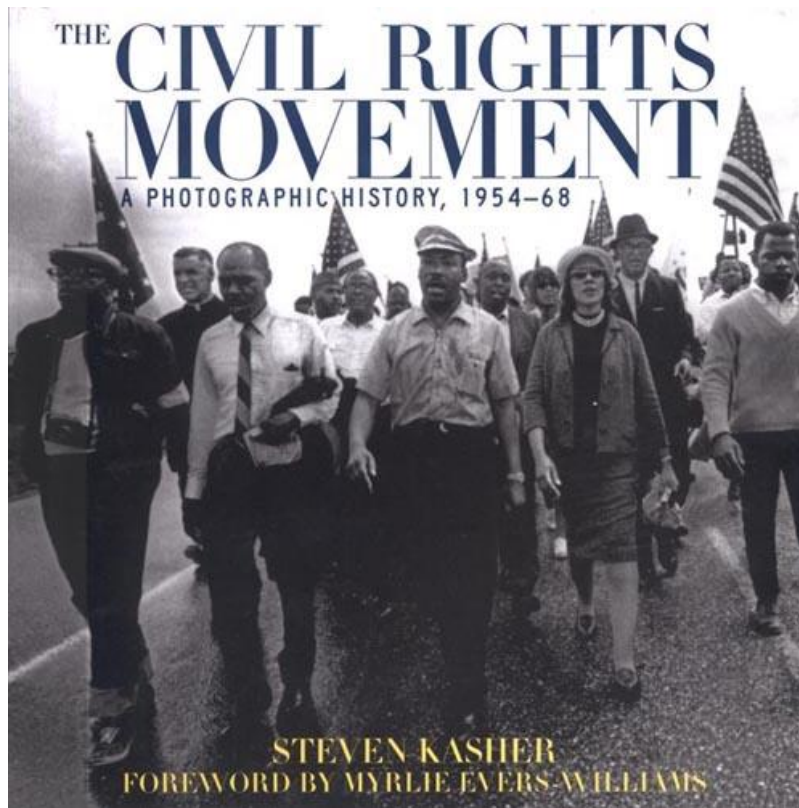
- Khrushchev offered to remove the missiles in exchange for a US pledge not to invade Cuba
- The US also agreed secretly to remove its missiles from Turkey

Cuban Missile Crisis



- Khrushchev's prestige damaged
- Kennedy criticized for brinkmanship
- Others criticize JFK for his failure to invade Cuba and oust Castro
- Cuban exiles blamed the Democrats for "losing Cuba"
- Castro closed Cuba to exiles in 1962

Civil Rights Movement-Domestic Policy



- Blacks supported JFK in the Election of 1960
 - RFK persuaded a federal judge in Atlanta to release an incarcerated MLK
- JFK pledged to end discrimination but he lacked the political will-trying to avoid losing either white or black southern vote

Dallas, Texas— November 22, 1963



- Assassination of JFK
- Alleged assassin Lee Harvey Oswald
- LBJ sworn in as president
- Jack Ruby killed Oswald
- Warren Commission concludes Oswald acted alone

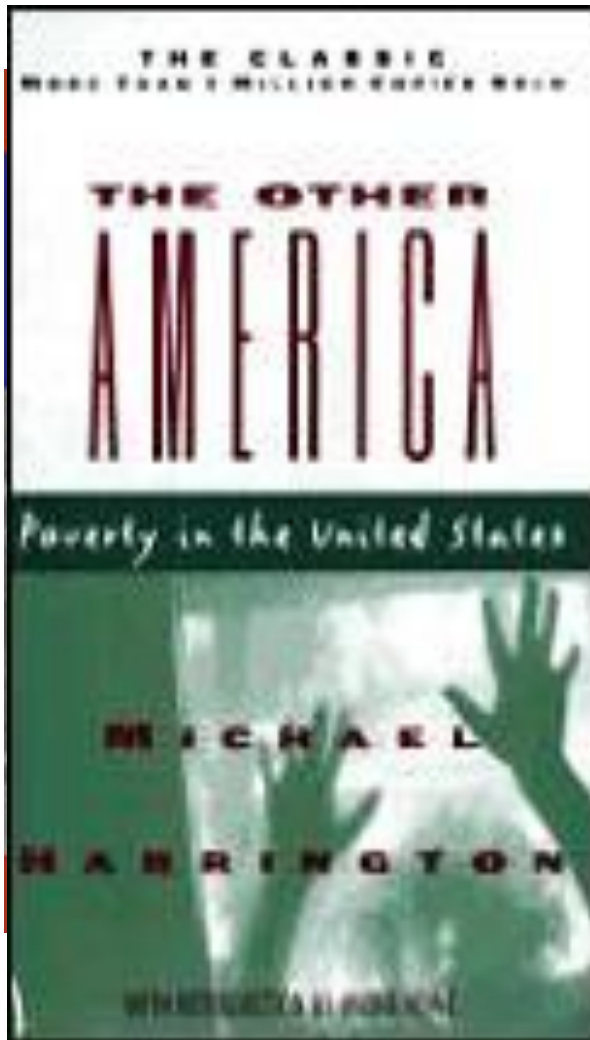


Lyndon Baines Johnson

- Modest Texan upbringing
- 1937—won special election to fill a vacant House Seat
- New Dealer & spokesperson for small ranchers & farmers
- 1948—won Senate seat
- Senate majority leader

MASTER POLITICIAN

LBJ Domestic Agenda, 1963-65



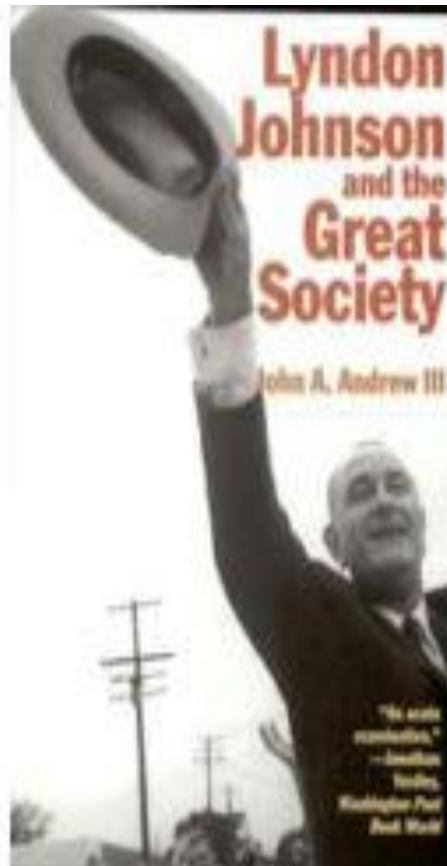
- Civil Rights Act of 1964
 - Banned discrimination in public places
 - Strengthened government's power to end segregation in schools
 - Federal Employment Opportunity Commission
 - Title VII—gender equality
- Kennedy Tax cut bill
- War on Poverty
 - Michael Harrington's *The Other America*—1962

Election of 1964



- LBJ
 - Liberal platform
- Barry Goldwater—AZ Senator
 - Conservative platform
- LBJ wins in landslide
 - Kennedy legacy, Great Society & fear of Goldwater help him
- Cracks in Solid South
 - 5 Southern states to Goldwater

The Great Society



- LBJ's domestic agenda
 - Plan to end poverty, illiteracy, hunger and racial injustice
 - Congress passed 206 measures
 - Federal government role expanded in lives of Americans
 - Strains the budget

The War on Poverty



- Office of Economic Opportunity—set aside \$1 billion in aid
 - Volunteers in Service to America
 - Job Corps
 - Project Head Start
- By 1969, the number of Americans living below the poverty level had been reduced from 35million in 1960 to 22 million

Poverty

**Stop
thinking about
poverty.**



- 1965—Medicare Act-established Medicare and Medicaid
- 1965—Appalachian Regional Development Act-targeted aid for highways, health centers, and resource development in the area
- 1964—Tax Reduction Act-cut corporate & individual taxes



Cities

- 1965—Department of Housing and Urban Development-administered federal housing programs
- 1965—Omnibus Housing Act-provided money to low-income housing
- 1966—Demonstration Cities & Metropolitan Area Redevelopment Act-funded slum rebuilding, mass transit and other improvements for “model cities”



Education

- 1965-Elementary & Secondary Education Act
 - directed money to schools for textbooks, library materials & special education
- 1965-Higher Education Act
 - funded scholarships and low-interest loans for college students
- 1965-National Foundation on the Arts & Humanities
 - created to financially assist artists, musicians, actors
- 1965-Corporation for Public Broadcasting
 - Funded educational TV and radio broadcasting

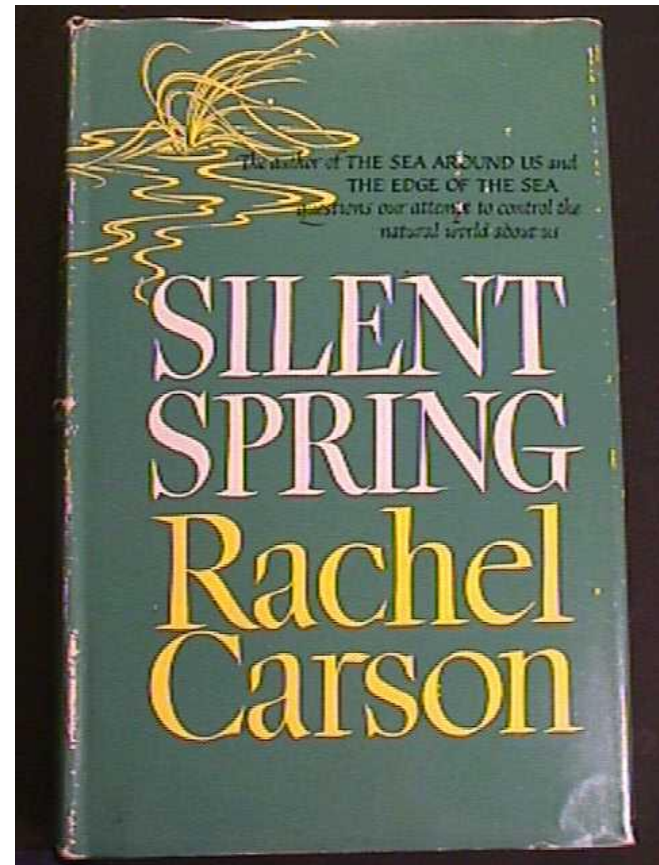


Discrimination

- Civil Rights Act of 1964
 - Outlawed discrimination in public accommodations
- Twenty-Fourth Amendment—1964
 - Abolished poll taxes in federal elections
- Voting Rights Act of 1965
 - Ended literacy tests & permitted the federal government to monitor voter registration
- Immigration Act of 1965
 - Ended the quota system

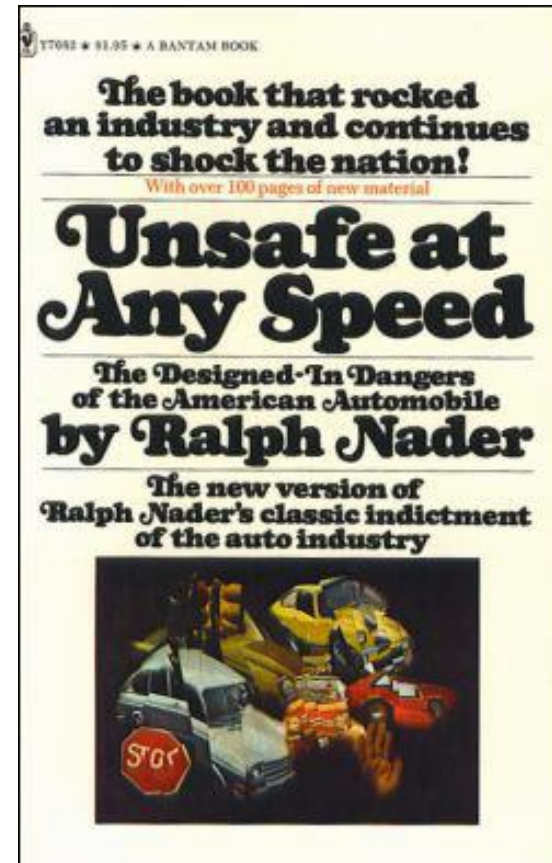
Environment

- 1965-Wilderness Preservation Act
 - Set aside over 9 million acres for national forest lands
- 1965-Water Quality Act
 - Required states to clean up rivers
- 1965-Clean Air Act
 - Establishes federal emission standards for automobiles
- 1967-Air Quality Act
 - Set federal air pollution guidelines



Consumer Advocacy

- 1966-Truth in Packaging Act
 - Set standards for labeling consumer products
- 1966-National Traffic and Motor Vehicle Safety Act
 - Set federal safety standards for auto and tire industries
- 1966-Highway Safety Act
 - Required states to set up highway safety programs
- 1966-Department of Transportation
 - Coordinates national air, rail, & highways



Impact of the Great Society

- Middle class Americans criticized the programs
- The # of people in poverty fell from 21% in 1962 to 11% in 1973
- The tax cut spurred the economy
- The Great Society left a huge budget deficit
- A conservative backlash

Richard Nixon

- Great political comeback
- Republican presidential nominee
- “Peace with honor”
- “Law and order”
- Silent majority

George Wallace

- American Independent Party
- Southern Democrat
- States' rights
- Anti-civil rights
- School segregation
- “White backlash”
candidate

Election of 1968

- Nixon won
- Wallace captures 5 Southern states & attracted Northern white working-class voters
- Humphrey attracted the New Deal coalition
- Close popular vote
- Americans tired of upheaval of 1960s
- Signals shift toward conservatism

LBJ Legacy

- LBJ died 4 years after leaving office
- His party was defeated
- LBJ legislative ability remarkable
- By 1966 Republicans had made gains in Congress
- Vietnam haunted him
- Great Society withered

Student Movement & New Left

- Students for a Democratic Society
 - Port Huron Statement
 - Tom Hayden
 - Participatory democracy in university decisions
 - Organized opposition centering on nation's campuses including civil rights marches & demonstrations against the Pentagon and a national student strike
 - Vietnam Moratorium Day—1969

Free Speech Movement

- 1964—Berkeley—Mario Savio
- Students demand an end to university restrictions on student political activities
- Demonstrations spread across campuses
- Most radical fringe of SDS—Weathermen
 - Embraced violence and vandalism
 - Actions discredited New Left

Counterculture

- Characterized by rebellious styles of dress, music, drug use & communal living
- “Hippies” & “Flower children”
- Movement’s excesses & economic uncertainties undermined counterculture

Sexual Revolution

- Dr. Alfred Kinsey's research challenged traditional ideas of sex
- Birth control and antibiotics fueled revolution
- Sexual themes in advertising & movies more prevalent
- Backlash against sexual revolution in 1980s