I. The Election of 1960
A. By 1960, Americans were __________________ about the __________________ that had taken place in the 1950s:
   1. The economic boom of the 1950s dipped into a __________________________
   2. Rock ‘n’ roll music ___________________________________________
   3. ________________________________ increased fears of racial violence
   4. Eisenhower’s foreign policies made many people wonder if America was __________ the __________________________
B. The election of 1960 marked a turning point in U.S. politics
   1. Republican _____________________________ offered experience: Served 8 years as ______; had foreign policy experience during the critical stages of the Cold War; Promised to keep gov’t spending & ____________________________
   2. Democrat ______________________________ offered youth & ___________: Served 2 Senate terms; Had no foreign policy experience; Seen as inexperienced: _______________________; But, offered active leadership to address America’s problems
   3. 1960 was the 1st time presidential _________________ were on __________
      a. TV debates helped __________________________ the election
      b. 1960 marked the beginning of __________ dominance in politics

II. JFK & the New Frontier
A. President Kennedy’s Inaugural Address & goals as president (listen to the audio of JFK’s inaugural address)
B. President Kennedy represented ______________, charisma, hope, & a new approach to government
C. President Kennedy’s vision for America was called the “_____________________________”
   1. He filled out his cabinet & White House staff with the “_____________________________” political minds in America
   2 At home, President Kennedy wanted to improve the lives of all Americans:
      a. After the _______________ in Birmingham in 1963, JFK committed to create the _____________________________ Act
      b. He wanted to wage a “_____________________________” to help close the __________ between the rich & the poor
   3. In the Cold War, JFK took a strong stand against the Soviet Union:
      a. He believed that the USSR had more ICBMs (“_____________________________”) & better ______________ technology
      b. He wanted a “_____________________________” to fight the Cold War: more ICBMs but also a bigger _____________
      c. He wanted a “___________________________ capability against the USSR, (rather than “mutually assured destruction”)

III. JFK & the Cold War
A. The Berlin Crisis, 1961:
   1. In JFK’s first year in office, Soviet leader Khrushchev threatened to cut off access to _________________________________
   2. JFK vowed to _______________________________ access to West Berlin
   3. Rather than blockade the city, Communist leaders built the ______________ in 1961 to keep East Germans out of West Berlin
B. The Bay of Pigs Invasion, 1961
   1. In 1959, _______________ gained control of ___________, seized property, & took aid from Khrushchev in the USSR
      a. Under Eisenhower, the CIA trained _________________________ to invade the island & ______________ of Castro
      b. In 1961, JFK authorized the plan, but the __________________________ invasion _____________ after JFK called off air strikes on Cuba
   2. JFK went on TV & took _________________________ for the failure at the Bay of Pigs
C. The Cuban Missile Crisis, 1962
   1. After the failure at the Bay of Pigs, Soviet leader ______________________ promised to _____________ Cuba from the USA
   2. In 1962, U.S. spy planes revealed _____________________________ camps in Cuba
      a. If assembled, Soviet _______________ in Cuba would give the USSR _________________________ capability on U.S. targets
      b. JFK warned that he would __________________________ nuclear missiles in Cuba
How Should JFK Respond?  (Positives & Negatives of Each Option)

1. Air Strikes on Cuba
2. Invasion of Cuba
3. Diplomacy
4. Naval Blockade

3. Kennedy announced a ______________________________ (blockade) to keep more missiles out & demanded that the Soviets __________________________________ already in Cuba

4. Soviet ships, escorted by nuclear-equipped __________________________, soon approached the quarantine line & the world waited for __________________________________

5. The standoff ended when a deal was reached:
   a. Soviet ships ___________________________________ at the last minute & Khrushchev _________________________ its missiles from Cuba
   b. JFK promised that the U.S. would not __________________ Cuba & secretly agreed to remove ICBMs from ________________
   c. The crisis ended as a _________________________ for JFK, but it revealed how close the two sides came to nuclear war

D. President Kennedy fought the Cold War in other ways:
   1. JFK created the ________________________________ in 1961 to send ______________________________________ aid & improve U.S. relations with under-developed nations
   2. In 1962, JFK committed the U.S. to catch the USSR in the __________________________ by landing a man on the ____________
      by the end of the decade; U.S. landed on the moon in ______________

IV. The Assassination of JFK, 1963
A. On Nov 22, 1963 John F. Kennedy was assassinated in Dallas, Texas
B. Chronology of events:
   1. __________________________________ was arrested
   2. VP __________________________________________ was sworn in as president on Air Force One
   3. Two days later, Oswald was ______________________ by Jack Ruby
   4. After a 10 month investigation, the ______________________________ stated that Oswald was a “lone gunman”

C. JFK’s assassination had important consequences for America:
   1. The “martyrdom” of JFK put pressure on Congress to pass the __________________________ of 1964
   2. VP Lyndon Johnson carried out JFK’s “ ______________________________________”
   3. LBJ enacted his own program called the “ __________________________” with civil rights, _____________ insurance, environmental, & social programs

What was JFK’s Legacy?

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<th>Goals?</th>
<th>Accomplishments?</th>
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JFK’s overall “grade” as president? Why?

V. Lyndon Johnson
A. In 1963, LBJ finished the last year of JFK’s presidency & then ran for president in the 1964 election:
   1. His opponent was _______________ Republican __________________________ who talked about strongly resisting the USSR with nuclear weapons
   2. Johnson won & began his “Great Society,” the broadest series of social ______________ since FDR’s ______________
B. Use “Great Society” graphic organizer for more information
Excerpts from President John F. Kennedy’s Inaugural Address, 1961

We observe today not a victory of party but a celebration of freedom—symbolizing an end as well as a beginning—signifying renewal as well as change. For I have sworn before you and Almighty God the same solemn oath our forbears prescribed nearly a century and three-quarters ago.

The world is very different now. For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life. And yet the same revolutionary beliefs for which our forebears fought are still at issue around the globe—the belief that the rights of man come not from the generosity of the state but from the hand of God.

In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger. I do not shrink from this responsibility—I welcome it. I do not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it—and the glow from that fire can truly light the world.

And so, my fellow Americans: ask not what your country can do for you—ask what you can do for your country.

My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man.

Identify at least 3 goals Kennedy mentions in his inaugural address

1. 

2. 

3.
Federal Food Assistance

The Federal Food Assistance—or Food Stamp program—began in 1939 during the Great Depression. It was started to help the poorest Americans to get enough to eat at a time when many American farmers were producing a surplus of food. The program ended in 1943, when the economy recovered from the Depression. The program resumed in 1961 under President Jon F. Kennedy, after studies during the 1950s demonstrated that millions of Americans were living in poverty and were not eating nutritionally balanced diets. As part of his “War on Poverty,” President Lyndon Johnson requested that Congress make the Food Assistance Program permanent, which it did by passing the Food Stamp Act of 1964. Since that time the goal of the program has been to help disadvantaged Americans of all ages obtain at least minimum diet of nutritionally balanced foods, whether or not they can afford it. The federal government provides food coupons to poor individuals or families who can not buy an adequate amount of food. In its first year as a permanent program, the Federal Food Assistance program reached more than 500,000 needy Americans and by the mid 1970s, that number had grown to 15 million nationwide. By the late 1990s, Federal Food Assistance was helping to feed more than 20 million disadvantaged Americans each year.
The Job Corps

The Job Corps was a national job training program administered by the Office of Economic Opportunity (OEO). The goal of the program was to train disadvantaged youth’s aged 16 to 24 in technical, social, and educational skills so they could find work in a variety of fields. The Job Corps established both rural and urban centers throughout the country. Enrollees underwent six to nine months of technical training, learned social skills, and if necessary, learned basic educational skills such as reading and writing. They also received room and board, clothing for work, books, supplies, and a cash allowance. Trainees in rural centers learned to repair roads, build firebreaks, and help manage conservation and natural-resource efforts. Urban centers—for those youths with a basic sixth grade education—taught skilled crafts such as carpentry, plumbing, welding, and electrical wiring. They could stay in a Job Corps center as long as two years, and at the end of which time they were given assistance in finding a job. In 1967—the peak year of the program during the 1960s—the Job Corps operated 123 centers with 42,000 enrollees. Since then, more than 1.8 economically disadvantaged youths have gone through the program.
Head Start

Head Start was an educational program for disadvantaged children administered by the Office of Economic Opportunity (OEO). The main goal of Head Start was to improve the overall school performance of poor children by entering them in a two-month prekindergarten program. During this time, the preschoolers were introduced to a variety of experiences designed to increase their intellectual awareness. They were taken to fire stations, zoos, and farms; were introduced to forms of art, music, dance, and theater; and introduced to a variety of toys, games, and puzzles. In addition, the program provided hot meals and immunizations against many childhood diseases to support children’s health. Funded by the federal government, Head Start was run by local school districts and civic groups in cities and towns throughout the country. The first Head Start project began in 1965, with more than 500,000 four- and five-year-old preschool children throughout the country. The cost of the program was $82 million. It was such a success that President Johnson soon announced that Head Start would become a full one-year permanent program to benefit about 350,000 poor children per year, ages three and up. Since Head Start’s inception in 1965, more than 17 million preschool children have benefitted from the program.
Civil Rights Act of 1964 / Voting Rights Act of 1965

The Civil Rights Act of 1964 and Voting Rights Act of 1965 were major civil rights acts passed during the Johnson administration. In 1964, Congress passed one of its strongest civil rights laws in history, the Civil Rights Act. The act bans discrimination because of a person's color, race, national origin, religion, or sex; it primarily protects the rights of African Americans and other minorities. The Civil Rights Act attacked Jim Crow laws by ending segregation in hotels, restaurants, theaters, parks, and all other public places. The law created penalties for programs practicing discrimination, prohibited job discrimination, and created the Equal Employment Opportunities Commission to monitor and review acts of discrimination.

The Voting Rights Act of 1965 guaranteed the voting rights of African Americans. Though the Constitution's 15th Amendment (passed 1870) had guaranteed the right to vote regardless of "race, color, or previous condition of servitude," African Americans in the South faced poll taxes and literacy tests, as late as the 1960s. When the civil rights movement focused national attention on infringements of their voting rights; Congress responded with the Voting Rights Act, which prohibited Southern states from using literacy tests to determine eligibility to vote. Later laws made poll taxes illegal in state and local elections.
1965 Executive Order on Affirmative Action

To ensure compliance with the Civil Rights Act of 1964, President Johnson issued Executive Order 11246 in 1965 which enforced affirmative action. Affirmative action is a government policy that seeks to remedy long-standing discrimination directed at specific groups, including women and African Americans. The basic purpose of affirmative action is to increase access to opportunities in higher education, employment, government contracts, housing, and other areas for minorities. Affirmative action policies attempt to ensure that jobs, university admissions, and government contracts are not awarded exclusively to white men. Many affirmative action policies leave aside some jobs or university admission slots to minority candidates to ensure “more equal” access in order to address years of inequalities towards minorities in the U.S.
Department of Housing and Urban Development (HUD)

The Department of Housing and Urban Development (HUD) was created by Congress in 1965. By that time, more than 70% of the nation's population lived in urban and suburban areas. The department was initially given the responsibility of dealing with housing shortages. In 1968, Fair Housing Act outlawed housing discrimination and gave HUD the responsibility of enforcing the legislation. Congress also created the Government National Mortgage Association, known as Ginnie Mae, to expand the availability of mortgage funds for moderate-income families eligible for loans that are guaranteed by the government. HUD supervises programs to help state and local governments improve housing conditions in urban areas through rental assistance for low-income families and to guarantee loans to elderly and the disabled home buyers.
Medicare and Medicaid are health insurance programs sponsored by the federal government that cover medical expenses for certain Americans. Both programs took effect in 1965 and are administered under the Department of Health and Human Services. Medicare is the nation’s largest health insurance program, providing coverage for 39 million elderly Americans who are age 65 or older or who have a disability. Medicare pays for home health visits, hospice care, doctors' services, medical tests, and other services and is paid mostly through Social Security taxes.

Medicaid was designed as a heath insurance program to covers poor Americans. Unlike Medicare which covers everyone over the age of 65, the Medicaid program has eligibility tests to see which applicants qualify as “poor.” Medicaid is a welfare program that pays for hospital care, doctors' services, nursing-home care, home health services, family planning, and screening. Medicaid is funded by both state and federal dollars, with the federal government spending an average of 57 percent and the states covering the rest. Each of the 50 states must offer Medicaid to all persons on public assistance (welfare) but can decide their own eligibility guidelines for receiving Medicaid.
National Endowment for the Arts

The National Endowment for the Arts was created in 1965 to support excellence in the arts and to bring the arts to all Americans. The Endowment is the nation’s largest annual funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, military bases, and individual homes. In 1967 the Corporation for Public Broadcasting was formed and out of that came the Public Broadcasting Service (PBS) and National Public Radio (NPR). The purpose of these programs is to provide television and radio programming that is useful, educational, and cultural. Virtually every household in the United States has these programs available and include shows like Sesame Street, NOVA, and This Old House. These programs are meant to help parents and teachers educate children.
Water Quality Act / Air Quality Act

The biologist Rachel Carson (1907–1964) published the book Silent Spring in 1962. Her book exposed the dangers of using pesticides, specifically DDT, on the environment and the ecosystem. She had become concerned during the 1950s at the rapid increase in artificial pesticide and herbicide spraying by farmers and government agencies. Reaction to her book led the government to organize an investigation of the industry. Under Lyndon Johnson, Congress passed new environmental laws. The Water Quality Act of 1965 created the first water quality standards for the nation’s waters. Under the Air Quality Act of 1967, the government authorized enforcement for air pollution problems and expanded government research into air pollution. Eventually, the government created the Environmental Protection Agency (EPA) in 1970 and launched the modern environmental movement.