THE NEW FRONTIER AND THE GREAT SOCIETY AND CIVIL RIGHTS

Unit 9
LEARNING TARGET 1:

- I will analyze US international and domestic policies including their influences on technological advancements and social changes during the Kennedy and Johnson administrations.
ELECTION OF 1960

• **The Democratic nominee for president in 1960 was a young Massachusetts senator named John F. Kennedy (JFK).**
  
  • He promised to “Get America moving again”
  
  • A well-organized campaign, handsome and charismatic

• **The Republicans nominated Richard Nixon, Ike’s Vice-President.**

• **The candidates agreed on many domestic and foreign policy issues**
TV DEBATE

- **Kennedy and Nixon** took part in the first televised debate between presidential candidates.

- **Nixon** thought TV would show JFK’s inexperience.

- JFK looked and spoke better than Nixon.

- Television was central to people’s lives.
  - Some blamed Nixon’s loss to JFK on his poor appearance in the televised presidential debates.
CIVIL RIGHTS

- In October 1960, Police arrested Rev. Martin Luther King, Jr. for conducting a "Sit-In" at a lunch counter in Georgia.
- King was sentenced to hard labor
- The Eisenhower Administration refused to intervene.
  - JFK phoned King’s wife.
  - Robert Kennedy (brother) worked for King’s release.
- This got the attention of the African-American community, whose votes JFK would carry in the West and South.
JFK WINS

• **Kennedy won the election by fewer than 119,000 votes.**

• **In his inaugural address, JFK challenged “Ask not what your country can do for you --- ask what you can do for your country.”**
CAMELOT

• JFK and his wife, Jacqueline invited many artists and celebrities to the White House.

• The press and public loved the Kennedy charm and JFK appeared frequently on T.V.

• The Kennedys were considered American “Royalty” (Camelot-mythical court of King Arthur)
  • Jackie captivated the nation with her eye for fashion and culture

• JFK surrounded himself with the “best and the brightest” available talent
  • Elite advisors who filled Kennedy’s inner circle.
  • Relied heavily on his brother, Robert - attorney general.
FOCUS ON THE COLD WAR

- JFK focused on the Cold War.
  - Tripled nuclear capability, increased troops, ships and artillery, and created the Green Berets (Special Forces).
- 90 miles off the coast of Florida, Cuba presented the first big test of JFK’s foreign policy.
  - Openly Communist, led by Fidel Castro who welcomed aid from the Soviet Union.
- Relations between the U.S. and Cuba were deteriorating.
BAY OF PIGS

- **In March 1960, Eisenhower gave the CIA permission to secretly train Cuban exiles for an invasion of Cuba.**
  - *Kennedy learned of the plan only nine days into his presidency, but approved the mission.*

- **In April 1961, 1,200 Cuban exiles met 25,000 Cuban troops backed by Soviet tanks and were defeated. It turned out to be a disaster.*
CUBAN MISSILE CRISIS

- Soviet leader, Khrushchev promised to defend Cuba with Soviet weapons.

- In 1962, the flow of Soviet weapons (including nuclear) into Cuba increased.

- Surveillance photos showed nukes ready to launch in Cuba.
  - JFK said the U.S. would respond to any attack from Cuba with a nuclear retaliation against the Soviets.

- More Soviet ships headed for the U.S. with weapons, JFK ordered a blockade.
  - Soviets ships turned back.

- After 13 days, Khrushchev agreed to remove the nuclear weapons from Cuba in exchange for a U.S. promise not to invade Cuba.
BERLIN WALL

- **In 1961, Berlin, Germany was a city in great turmoil.**
- **3 million East Berliners (Soviet controlled) had fled into West Berlin (U.S. controlled) to flee Communist rule.**
  - This hurt the economy and the prestige of the Soviet Union.
- **August 13, 1961 the Soviets began construction of a 90-mile wall separating East and West Berlin.**
  - Berlin Wall
EASING TENSIONS

- **Both Khrushchev and JFK began searching for ways to ease the tension between the two superpowers.**

- **In 1963 they established a hot line between the White House and the Kremlin.**
  - Kremlin=“fortress.” Refers to the government of the Soviet Union.

- **Later that year, they signed a Limited Test Ban Treaty that served to ban nuclear testing in the atmosphere.**
NEW FRONTIER

• **Kennedy initiated his vision in a program he called “The New Frontier.”**

  • **Focused on the economy, education medical care for the poor and elderly and space exploration.**

  • **Peace Corps= Volunteer program to assist developing nations in Asia, Africa and Latin America.**

  • **The Peace Corps has become a huge success.**
RACE TO THE MOON

• IN 1961, SOVIET COSMONAUT YURI GAGARIN BECAME THE FIRST HUMAN IN SPACE.

• NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (NASA) CONSTRUCTED NEW LAUNCH FACILITIES IN CAPE CANAVERAL, FLORIDA AND A MISSION CONTROL CENTER IN HOUSTON, TEXAS.

• IN 1969, AN EXCITED NATION WATCHED AS U.S. ASTRONAUT NEIL ARMSTRONG TOOK THE FIRST STEPS ON THE MOON.
KENNEDY ASSASSINATION

• On November 22, 1963, JFK and Jackie landed in Dallas, TX.

• His motorcade took them through the downtown streets of Dallas as he rode in the back seat of an open-air limousine.

• Shots were fired and JFK was shot in the neck and then the head.

• His car was rushed to a nearby hospital where doctors frantically tried to revive him.
  • President Kennedy was dead (11/22/63).
  • The assassination and the televised funeral became historic events.
KENNEDY ASSASSINATION

- Lee Harvey Oswald’s palm print was found on the rifle that killed JFK.
  - He was charged with murder.
  - Found connections to communism.
- While Oswald was being transferred between jails, a nightclub owner, Jack Ruby shot and killed Oswald.
  - Ruby-sentenced to death; appealed; died of lung cancer while awaiting a new trial.
- The bizarre chain of events led many to believe that Oswald was part of a conspiracy.
LYNDON B. JOHNSON (LBJ)

• **Aboard Air Force One, the Vice-President, Lyndon Baines Johnson became President after JFK was assassinated.**

  • **Standing next to him are Jackie Kennedy and his wife, Lady Bird.**

• **The nation mourned the death of the young President.**
LYNDON B. JOHNSON

• A FOURTH-GENERATION TEXAN, LYNDON JOHNSON (LBJ) ENTERED POLITICS IN 1937 AS A CONGRESSMAN.
  • 1957-HELPED PASS THE CIVIL RIGHTS ACT – VOTING RIGHTS.

• JOHNSON ADMIRED FRANKLIN ROOSEVELT WHO TOOK THE YOUNG CONGRESSMAN UNDER HIS WING.
  • LBJ ADOPTED SOME OF FDR’S LEADERSHIP STYLES.
FIGHT FOR CIVIL RIGHTS

• In 1964, LBJ pushed the Civil Rights Act through Congress.

  • Prohibited discrimination based on race, color, religion or national origin, and granted the federal government new powers to enforce the law.

• Part of the Civil Rights Act was to insure voting rights for all Americans.

  • Prohibited literacy tests or other discriminatory practices for voting
THE GREAT SOCIETY

• In 1964, LBJ summed up his vision for America in a phrase: “The Great Society.”

• He was elected as President in 1964 and continued to work with Congress to pass legislation to build The Great Society.

• LBJ launched his War on Poverty.

• In August of 1964 he worked with Congress to pass the Economic Opportunity Act.
  • Provided $1 billion in aid to the inner city
  • Project Head Start for underprivileged preschoolers.
THE GREAT SOCIETY

- **Education**: Johnson considered education “the key which can unlock the door to the Great Society.”
  - $1 billion to help public schools buy textbooks and library materials.

- **Medical**: Established Medicare and Medicaid.
  - Medicare-for the elderly
  - Medicaid-for the poor

- **Immigration**: The Immigration Act of 1965 opened the door for many non-European immigrants to settle in the U.S.

- **Environment**: The Water Quality Act of 1965 required states to clean up their rivers and lakes.
THE GREAT SOCIETY

• UNDER THE IDEA OF THE GREAT SOCIETY, THE SUPREME COURT AND CHIEF JUSTICE EARL WARREN DID MUCH TO PROTECT INDIVIDUAL RIGHTS.

• IN MAPP V. OHIO (1961) THE SUPREME COURT RULED THAT ILLEGALLY SEIZED EVIDENCE COULD NOT BE USED IN COURT.

• IN ESCOBEDO V. ILLINOIS THE COURT RULED THAT THE ACCUSED HAS THE RIGHT TO HAVE AN ATTORNEY PRESENT WHEN QUESTIONED BY POLICE.

• IN MIRANDA V. ARIZONA THE COURT RULED THAT ALL SUSPECTS MUST BE READ THEIR RIGHTS BEFORE QUESTIONING.
IMPACT OF THE GREAT SOCIETY

• LBJ’S EFFORTS IMPROVED AMERICAN SOCIETY, THOUGH SOME DISAGREE.
  • SOME THOUGHT THE GOVERNMENT NEEDED TO HELP THE ECONOMY.
  • OTHERS THOUGHT THE GOVERNMENT SHOULD NOT HAVE THAT MUCH CONTROL.

• THE CONTINUED FEAR OF COMMUNISM WAS NOT FAR BEHIND LBJ’S GREAT SOCIETY.
  • INCREASED COMMUNIST FORCES IN VIETNAM.
CIVIL RIGHTS
CHALLENGING SEGREGATION IN COURT

• After the war, African Americans continue to seek out fair treatment.
  • Served in the military and worked jobs while white males were gone.

• Professor Charles Hamilton Houston leads NAACP legal campaign.
  • Inequalities of segregated public education

• Thurgood Marshall works with a team of law students.
  • Won 29 out of 32 cases argued before Supreme Court
BROWN V. BOARD OF EDUCATION

• Marshall’s greatest victory is Brown v. Board of Education of Topeka.
  • In 1954, Court strikes down school segregation.
  • Some districts, state officials, pro-white groups actively resist.
  • Brown II-orders desegregation at “all deliberate speed.”

• Eisenhower refuses to enforce compliance; considers it impossible.
LITTLE ROCK NINE

• **Since 1948, Arkansas integrating state university, private groups.**

• **In 1957, nine African American students volunteer to enter the school.**
  - Elizabeth Eckford faces abusive crowd alone.
  - African-American students harassed by whites at school all year.

• **1957 Civil Rights Act — federal government power over schools.**
BUS BOYCOTT

• 1955 NAACP officer ROSA PARKS arrested for not giving up seat on bus.

• AFRICAN AMERICANS file lawsuit, boycott buses, use carpool, walk.

• 1956, SUPREME COURT outlaws bus segregation
DR. MARTIN LUTHER KING, JR.

- In 1975, MLK Jr. and Civil Rights leaders form the Southern Christian Leadership Conference (SCLC).

- MLK Jr. calls his brand of nonviolent resistance “soul force.”
  - Civil disobedience, massive non-violent demonstrations
THE MOVEMENT SPREADS

• In 1960, the Student Nonviolent Coordinating Committee (SNCC – “snick”) is formed in North Carolina.
  • SNCC adopts nonviolence, but calls for more confrontational strategy.

• First sit-in at Greensboro, NC Woolworth’s shown nationwide on TV.
  • Protestors are facing abuses getting yelled at, hosed down, beaten, covered in food, etc.

• Late 1960, lunch counters desegregated in 48 cities in 11 states.
FREEDOM RIDERS

- In 1961, CORE (Congress of Racial Equality) tests Court decision banning interstate bus segregation.
  - Freedom riders = blacks, whites sit, use station facilities together.
  - Riders brutally beaten by Alabama mobs; one bus firebombed.

- Robert Kennedy pressures bus company to continue transporting riders.

- Alabama officials do not give promised protection; mob attacks riders.
  - JFK sends U.S. marshals to protect riders.
  - Newspapers throughout nation denounce beatings.

- Segregation is banned in all interstate travel facilities.
BIRMINGHAM, ALABAMA

- Birmingham, AL was the most segregated city in the US.
  - Threats of violence, lynching, etc. by racists, KKK and police force.

- In 1963, MLK Jr. and the SCLC hold a peaceful demonstration.
  - MLK Jr. is arrested.
  - TV news show police attacking child marchers with fire hoses, dogs, clubs.

- Continued protests, economic boycott, bad press end legal segregation.
MARCH ON WASHINGTON

• In 1963, over 250,000 people converge on Washington.

• Speakers demand immediate passage of civil rights bill.

• King gives “I have a dream” speech.
FREEDOM SUMMER

- Freedom Summer=CORE, SNCC help register African Americans to vote in Mississippi.
- Volunteers (black and white) beaten, killed; businesses, homes, churches burned.
VOTING RIGHTS ACT OF 1965

- **Under LBJ, Congress finally passes Voting Rights Act of 1965.**
- **Stops literacy tests, allows federal officials to enroll voters.**
- **Increases African American voter enrollment.**
AFRICAN AMERICANS SEEK GREATER EQUALITY

- NEW LAWS DO NOT CHANGE PEOPLE'S ATTITUDES.

- THE RACIAL BATTLE WAS NOT ONLY FOUGHT IN THE SOUTH.

- THE MID-1960'S SAW NORTHERN RACE RIOTS IN BIG CITIES. (HARLEM).
  - WANTED EQUAL OPPORTUNITY IN JOBS, HOUSING, EDUCATION.

- MONEY FOR LBJ'S WAR ON POVERTY WAS REDIRECTED TO VIETNAM WAR.
MALCOLM X

- **Malcolm X was controversial Black Muslim leader.**

  - **Nation of Islam advocates African Americans to be separate from whites.**

  - **Believed whites to be the source of race problems.**

  - **Pilgrimage to Mecca changes Malcolm X’s attitude toward whites.**

  - **He realized that Orthodox Islam preached racial equality.**

  - **In 1965, he is killed while giving a speech.**
BLACK POWER

- **Stokely Carmichael**, head of SNCC, calls for **Black Power**.
  - **Black Power** = **African Americans control own lives, communities, without whites**.
  - **MLK Jr.** asks him not to use that phrase because it promotes aggression. **Carmichael refuses**.
BLACK PANTHERS

• **Black Panthers** fight police brutality with violence.
  • **Want African American self-sufficiency.**
  • **MLK** says “**we shall overcome**”
  • **BP** says “**we shall overrun**”

• **Provided social services in ghettos, win popular support.**
MLK JR.'S DEATH

• MLK Jr. seemed to sense own death in Memphis speech to striking workers.
  • "I may not get there with you...I'm not fearing any man..."

• MLK Jr. is shot on April 4, 1968, while standing on his hotel balcony in TN.
  • Killer-James Earl Ray
  • His death leads to worst urban rioting in U.S. history - over 100 cities affected.
CIVIL RIGHTS GAINS

• More African American students finish high school, college; get better jobs.

• Greater pride in racial identity
  • African American Studies programs.
  • African-Americans in movies, television.

• Increased voter registration results in more African American elected officials.
AFFIRMATIVE ACTION

• To help equalize education and job opportunities the government developed Affirmative Action in the 1960’s.
  • Extra effort to hire, enroll discriminated groups (minorities and women).

• By the late 1970s, some criticize policy as reverse discrimination.

• We are still fighting for racial equality.