

ANALYSIS: **KENNEDY** **IN** **1960**



The background of the entire image is a stylized American flag with a distressed, weathered texture. It features a blue canton with white stars and alternating red and white horizontal stripes. The text is overlaid on this background.

UNITED STATES

HISTORY

with Mr. Willis

UNIT 8

america in The SIXTIES



UNIT 8 - DAY 1

kennedy's "NEW FRONTIER"

THE ELECTION OF 1960



JOHN F. KENNEDY

Democrat, United States Senator from Massachusetts

SON OF WEALTHY IRISH CATHOLIC FAMILY, HE WAS CHARISMATIC, AN INSPIRING SPEAKER

His opponents saw him as too young, too inexperienced, too Catholic



RICHARD M. NIXON

Republican, Vice President of the United States under Eisenhower

SON OF POOR QUAKERS, HE HAD FOREIGN POLICY & MCCARTHYISM EXPERIENCE

He didn't appeal to voters like JFK did and he hoped to ride Ike's popularity



KENNEDY is ELECTED

John F. Kennedy defeats Nixon by 119,000 votes (less than 0.1% of US pop.)

TWO factors led to JFK's election:

THE TELEVISED DEBATES

70 MIL VOTERS WATCHED JFK & NIXON DEBATE ISSUES ON TV (1ST IN HISTORY)

KENNEDY LOOKED BETTER, SPOKE BETTER, APPEARED MORE PRESIDENTIAL

THE BLACK VOTE

MLK IS ARRESTED IN OCTOBER 1960 AND JFK CALLED HIS WIFE TO CONSOLE HER NIXON DID NOTHING, SO BLACK VOTERS SAW JFK AS MORE OF AN ALLY

KENNEDY'S LEGACY

CUBAN MISSILE CRISIS,
INSPIRING LEADERSHIP

KENNEDY'S INAUGURAL

JANUARY 20, 1961



JFK & CAMELOT

Many saw Kennedy's **young and brilliant** White House as "Camelot"

REFERRING TO MYTHICAL KING ARTHUR'S ROUNDTABLE AND GLAMOROUS COURT

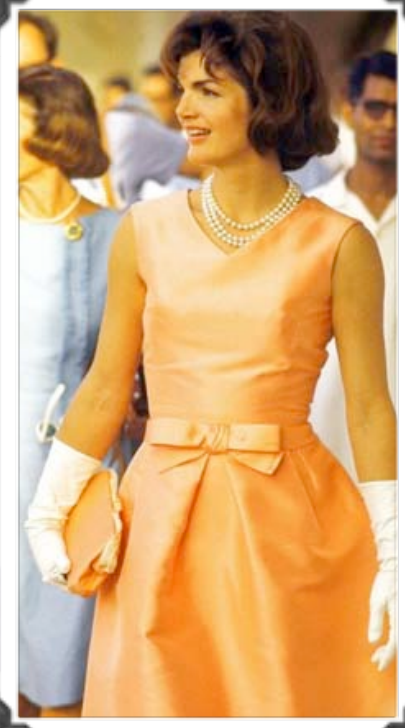
JFK's wife **Jacqueline** became the biggest **fashion icon** in US history

WOMAN IDOLIZED HER FOR HER FASHION, GLAMOR, ETIQUETTE, TASTE, EDUCATION
JACK, JACKIE, AND THEIR **2 YOUNG KIDS** WERE THE IMAGE OF A PERFECT FAMILY

JFK's youth, **charm, charisma** captivated the public and the press

HE WOULD USE **QUICK WIT TO PLAYFULLY RESPOND TO PRESS QUESTIONS**





THE KENNEDY TREATMENT



THE BEST & BRIGHTEST



Part of the "Kennedy Mystique" of Camelot was his team of advisors

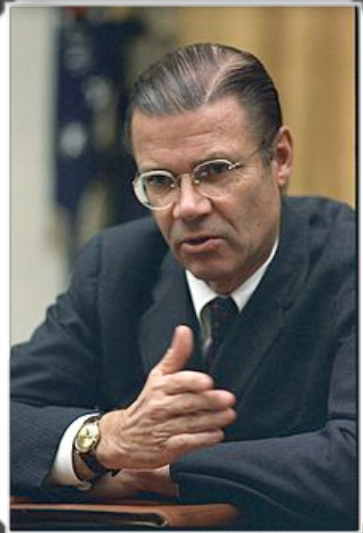
THEY WERE YOUNG, TALENTED, FRESH-FACED AND FORWARD-THINKING

He added Harvard professors, business executives, charity heads

MCGEORGE BUNDY — NAT'L SECURITY ADVISOR

ROBERT MCNAMARA — DEFENSE SECRETARY

ROBERT KENNEDY — ATTORNEY GENERAL



JFK's team of young intellectuals motivated young Americans to get involved in society and politics

ONCE IN OFFICE, KENNEDY BEGINS HIS PUSH FOR PROGRESS

THE "NEW FRONTIER" CALLED AMERICANS TO BE "NEW PIONEERS"



THE PROGRAMS FACED STIFF GOP OPPOSITION IN CONGRESS



STILL, MANY PROGRAMS ON POVERTY, THE ECONOMY, & SPACE WERE PASSED

WHICH LEADS TO...

FIXING THE ECONOMY

By 1960, the US was in **recession** and **unemployment** was at **6%**

Kennedy employed two measures:

DEFICIT SPENDING

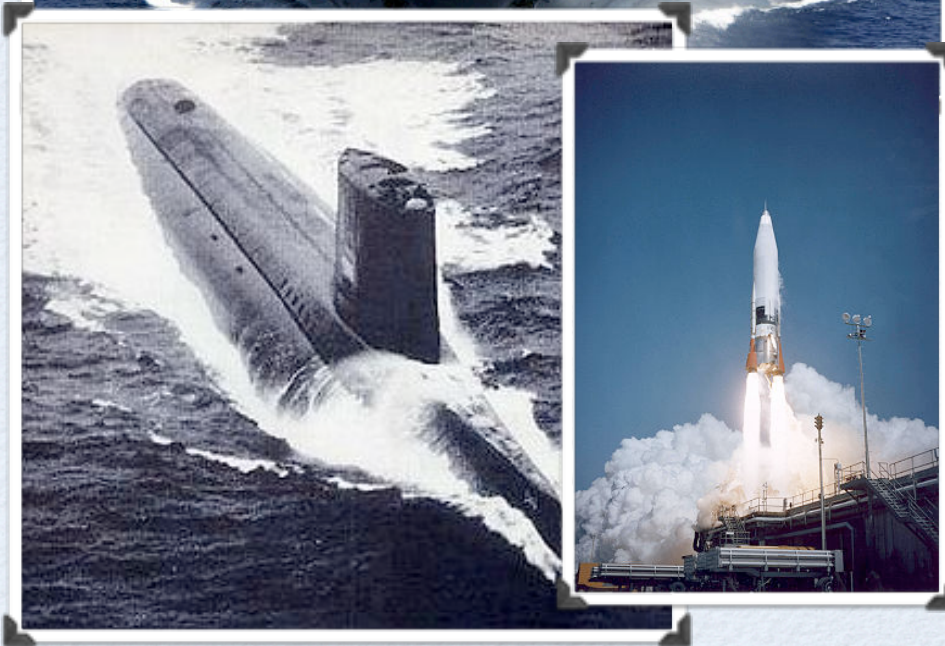
JFK CUT TAXES TO ALLOW AMERICANS TO HAVE MORE INCOME TO SPEND

HE ALSO INCREASED DEFENSE SPENDING BY 20% (SUBS, MISSILES, WEAPONRY)

JOB & POVERTY RELIEF

KENNEDY INCREASED THE MINIMUM WAGE TO \$1.25/HR TO BOOST CONSUMERISM

HE ALSO INCREASED UNEMPLOYMENT BENEFITS AND SENT AID TO POOR CITIES



SENDING FOREIGN AID

Kennedy sent **economic & education aid** to **poor countries** to fight the **influence of communism**

PEACE CORPS

OVER 30K COLLEGE-AGED VOLUNTEERS TRAVELLED TO **POOR NATIONS** TO HELP MOST BECAME **TEACHERS, HEALTH AIDS, ENGINEERS** TO HELP DEVELOP 3RD WORLD

ALLIANCE FOR PROGRESS

JFK SENT \$12 BILL TO LATIN AMERICA TO BUILD BETTER TRADE & **DETER COMMUNISM** FROM DEVELOPING



EDUCATION AND SPACE

1962 - Kennedy boldly states the US will beat the Soviets to the moon

NASA & THE SPACE RACE

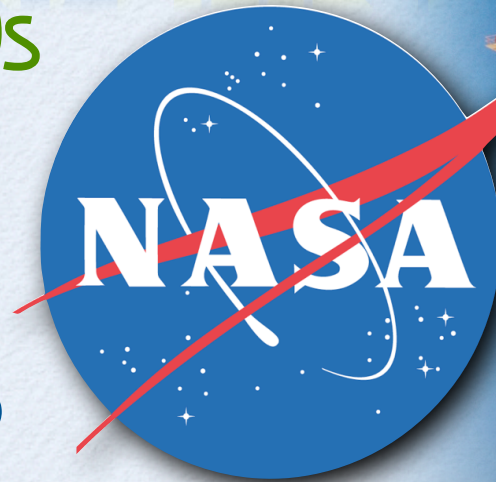
JFK BOOSTS FUNDING TO NATIONAL AERONAUTICS AND SPACE ADMIN. (NASA)

WITHIN MONTHS, AN AMERICAN (SHEPHERD) IS IN SPACE AND A MOON PROGRAM IS ON

BOOSTS IN EDUCATION

JFK'S AMBITIOUS SPACE CHALLENGE SEES INCREASED FUNDING IN SCHOLARSHIPS AND UNIVERSITY RESEARCH

MATH & SCIENCE PROGRAMS TAKE OFF



KENNEDY'S CHALLENGE: **AMERICA ON THE MOON**

