

JFK & LBJ: Domestic Policies of the 1960s

- I. Rise of the Middle-Class in the 1950s
 - a. 1950s saw the rapid growth of the middle-class
 - i. As a result, the middle-class was a larger, more powerful, more homogenous and more dominant force than ever before
 - b. White middle-class Americans truly believed that other Americans knew/experienced the same world that they did (one of economic growth/comfort and conformity)
 - c. Even within the middle-class, there were groups who found it unsatisfying for a variety of reasons. Who were these people? (THINK)

- II. How did 1960s politics deal with these economic & social realities?

- i. Led to an expansion of the liberal state (MEANING WHAT?)

III. The 1960 Election

- a. _____ beat the Republican candidate, _____.
 - i. Close election: won by _____ votes out of the _____ million cast.
- b. Television in the election
 - i. JFK used tv as an asset in the campaign and later in his presidency.
 - ii. First nationally televised debate between two candidates. How did each candidate present himself during the debate?
 - iii. _____% of November votes said that the debates affected their choice in the election

IV. John F. Kennedy

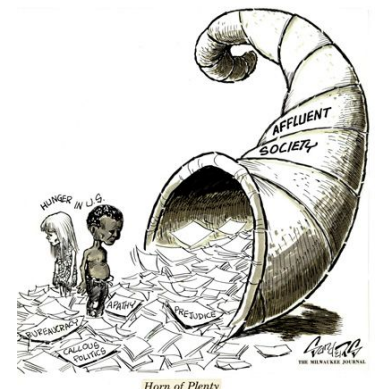
- a. Who was he?
- b. He made his own personality and family an integral part of his presidency.
- i. Wife, _____, and two children, Caroline and John, became central figures in American life.
- c. Camelot = the nickname for the Kennedy administration. WHY? What imagery does this term evoke?
- d. Kennedy's New Frontier



- i. "Ask not what your country can do for you, but what you can do for your country."
- ii. He promised a set of domestic reforms to bring about a new, more modern America.
1. Focused on economic expansion, equal rights reform, aid to the poor, a focus on the space race and increasing the role of arts in society.
- iii. **Economy**
1. The country was stuck in a _____ when JFK came to office.
- a. Stock market _____ (steepest decline since the Great Depression)
2. Once in office, he began to push for a legislative agenda that called for a large tax reduction to promote economic growth.
- a. He proposed a tax cut to help ease economic woes.
- i. 1963 called for a \$13.5 billion cut over 3 years
1. What did he hope it would do?
- ii. Led to _____ on both sides (liberal conservative) and a battle in Congress
3. JFK tried to work with the business community to restore prosperity of the post-war period. Ran into problems with reluctant business executives who resisted changes.

iv. **Poverty**

1. In 1962, Michael Harrington wrote *The Other America* where he described the continuing existence of poverty within the U.S.
2. While the white middle class Americans were enjoying 1950s prosperity, _____ of Americans (over _____ million people) were living below the poverty line in 1960
3. The great economic growth of the 1950s had not eliminated poverty.



- a. They were large groups of American who remained outside the middle class and its values.
 - i. _____ of the poorer people were always in poverty.
- 4. JFK realized the situation needed direct aid to the poor. He hoped that by stimulating the economy he would decrease poverty.
 - a. Never got legislation through Congress to address this issue.

v. **The Space Race**

- 1. 1961 _____ was launched _____ mi. into space
- 2. JFK committed the US to landing a man on the moon before the end of the decade. (when did this happen? _____)
- 3. Congress increased NASA funding to do this.
 - a. 1960 about \$_____ million in funding
 - b. By 1965, about \$_____ million in funds.

vi. **JFK as Legislator**

- 1. JFK had big ambitions but in the end, the narrow margin in the election impacted his policy decisions once elected — WHY?
- 2. Throughout his administration he made enemies in Congress by pushing unpopular programs through congress. Had little to now legislative experience which resulted in=
- 3. Got very little through Congress during his administration and the few that did little to fix the nation's problems.
 - a. What is one thing he did pass? _____

vii. **Assassination**

- 1. Date = _____

V. **Lyndon B. Johnson**

- a. Who was he and what did he believe in?
 - i. Native of poor “hill country” of west _____ and had risen in politics through effort and ambition.
 - 1. Worked his way through SW Texas State Teachers’ College
 - 2. Campaigned for the House of Rep. during the New Deal
 - 3. WWII Navy Lieutenant
 - 4. 6 terms in the House, Senator from 1948-1960.
 - a. In 1953, he became the youngest Minority Leader in Senate history and later the Majority leader
 - ii. JFK’s Vice President, sworn in when JFK was assassinated
 - iii. His rough-edged and crude personality was unlike Kennedy’s.

iv. What did both JFK and LBJ believe in?

1. He urged the nation to “build a great society, a place where the meaning of man’s life matches the marvels of man’s labor.”

b. 1964 Election

- i. Ran for reelection in 1964 and won with _____% of vote - the widest popular margin in American history (more than _____ million votes)

c. **“The Great Society”**

- i. His program to transform America and its society was called “The Great Society”
- ii. It included: (LIST 4)

iii. Congress supported most of his recommendations

d. **Legislative**

- i. Between 1963 and 1966, he compiled the most impressive legislative record of any president since _____.
- ii. LBJ’s legislative efforts included:

	Problems	LBJ’s efforts
Economic	Inflation rates rising Recession 1960-1961; unemployment rising Federal budget=\$_____ billion in 1964 Proposed cut to reduce government revenue by \$_____ billion	Wanted to pass JFK’s proposed cuts and pushed Congress to reduce spending in 1965 (and they did!) Cut taxes for individuals by _____% & corporations by _____%
Urban renewal/housing	–Shortages of affordable housing and goods –Crime rate rising –Middle/upper class going to suburbs along with businesses –Race riots/protests in cities	<u>Housing and Urban Development Act</u> DID WHAT? <u>Economic Opportunity Act</u> 1964 DID WHAT?

<p>Poverty</p>	<p>1959: _____% poverty rate</p> <p>–1 out of 5 in poverty</p> <ul style="list-style-type: none"> •Hunger •High crime •Lack of housing •Unemployed <p>–“_____”</p> <p>was the unofficial name for legislation Johnson introduced during his State of the Union address on January 8, 1964. He wanted to increase federal aid to the poor.</p>	<p>Goal: _____</p> <p>Gov’t spent \$22 trillion on anti-poverty programs including:</p> <ul style="list-style-type: none"> •Job corps •Economic opportunities act •Food stamps act •Neighborhood youth corps •Community programs •Raising minimum wage <p>–1st year: poverty rate drops to _____%</p> <p>–1973: poverty rate to _____%</p>
<p>Urban issues</p>	<p>Skyrocketing crime rates</p> <p>\$27 billion spent on crime prevention annually (failing!)</p> <p>Mass exodus of middle/upper class & businesses from urban areas = left cities poor, predominantly non-white, homes in disrepair, lowered tax revenue</p>	<p>Estab. a national crime commission to study crime.</p> <p>LIST 3 efforts that were made under LBJ:</p>
<p>Health care</p>	<p>Medical care costs doubled in the 1950s</p> <p>_____% of people over the age of 65 had no medical insurance</p> <p>_____ of the elderly lived in poverty and could not afford medical care</p>	<p>Medicare: federally funded insurance program to provide low-cost medical/hospital care for who?</p> <p>_____</p> <p>_____</p> <p>–</p> <p>_____</p> <p>–</p>

		<p><u>Medicaid:</u> fed/state funded program that provides health care to who?</p> <p>_____</p> <p>_____</p> <p>—</p>
Education	<p>Schools lacking in materials/funds</p> <p>American students ranked lower when compared to other 1st world countries (Cold War Era competition!)</p> <p>_____% of rural students did not graduate high school, while _____% of urban students did not graduate high school.</p> <p>Only 10% of students completed 4 years of college.</p> <p>Teachers under-qualified, segregation continued in many schools.</p>	<p>Johnson considered education to be “the key which can unlock the door to the Great Society.”</p> <p><u>Elementary & Secondary Educ. Act:</u> designed to _____</p> <p>_____</p> <p>—</p> <p>_____</p> <p>_ included \$1 billion in funds for professional development, materials & resources, \$ to low-income schools, created bilingual ed programs and aid to handicapped children</p> <p><u>Higher Education Act:</u> incr. Fed. funds to colleges, incr. Funds for scholarships & low interest rate college loans, federal aid for facilities</p>

e. Failures

- i. The two areas which he struggled to make progress in were:
 1. _____ in the nation’s cities
 - a. Continued racial unrest and rioting in the cities plagued his administration
 - b. No easy solution despite his anti-poverty and anti-discrimination program
 2. The war in Vietnam continued throughout Johnson’s administration. Disagreement over the war served to divide Americans on the home front throughout Johnson’s years in office.