1970’S

The Presidency’s of Gerald Ford and Jimmy Carter
Gerald Ford

- Michigan
- football player
- WWII Navy vet
- 25+ years in congress
- dependable, consistent,
- hardworking
Ford Pardon’s Nixon

- major blow to Ford’s reputation.
- public felt Nixon was “pulling the strings” on the presidency
- Republicans end losing 48 seats during the mid-term elections (1974).
 Whip Inflation Now

- Unsuccessful attempt at curbing inflation.
- A voluntary plan, included Dick Cheney and Alan Greenspan.
- Encouraged citizens to carpool, waste less food, sign a pledge form.
- Offered no incentive.
public backlash at WIN:

“No Instant Miracles”
Perspective on Ford:

* Somewhat of a sacrificial lamb.
* took on the frustration people felt from Watergate.
* Some historians believe this to be a necessity, and Ford was a good person to have as president to deal with it.
1970’s
The Presidency of Jimmy Carter
What are the pros and cons of experience?

* list 5 pros, and 5 cons...
Jimmy Carter

* Wins a close election over Ford in 1976
* 297 E.C. (50%) to 248 E.C. (48%).
* Won because of being an “outsider”, strong Christian beliefs, and clean good guy image.
Carter pardons draft dodgers

- granted Amnesty to Americans who dodged draft in Vietnam War.
- Unpopular move, people still emotionally attached to the embarrassment of the war.
Carter still had to deal with high prices


- Major fuel shortages due to unusually cold winter.

- New chairman of Federal Reserve appointed. Raised interest rates. This helped with inflation somewhat.
Carter’s Foreign policy

- demonstrated his pros and cons.
- PRO: Camp David Accords; settled dispute between Israel and Egypt.
- CON: Iran Hostage Crisis: Carter could not free 66 American hostages from U.S. Embassy in Iran.
other foreign events under Carter:

- U.S. withdraws from SALT II treaty.
- U.S. imposes sanctions on U.S.S.R. after they invade Afghanistan and boycott 1980 Summer Olympics in Moscow.
- Panama Canal treaties signed, gives control of canal back to Panama by 1999.
- Carter had a big emphasis on Human Rights as opposed to National Interest, or fighting communism.
THE "ME GENERATION

1970’s
Why the “Me” generation?

* People began focusing on improving their own lives and being successful.
* Protesting had ran its course.
* New freedoms for minority groups and women.
* New social trends and fads.
Fitness craze:

- Jim Fixx, popularized jogging for exercise.
- Eastern spirituality became popular.
- NYC Marathon experienced tremendous growth in participation.
- Popularity of body-building (Schwarzenegger).
Other “Me” trends and events:

- Divorce rate rises.
- More children born out of wedlock.
- Televangelists.