JFK, LBJ, & The 1960’s
1960 Presidential Election:

- Replacing a war hero. (Eisenhower)
- Politicians now more in “the public eye”. (T.V./Radio)
- Major foreign policy issue: Cold War.
- Major domestic policy issue: Civil Rights.
John F. Kennedy.  
Democrat.  
Massachusetts.  
Catholic.  
Very young (43 yrs. old).
The Candidates continued...

- Richard Nixon.
- Republican.
- California.
- more experienced than JFK.
Keys to the victory:

- Public image: First televised debates.
- Candidates actually very similar on big issues.
- Young vs. Old?
JFK’s Presidency:

- New Frontier
- Cuban Missile Crisis
- Peace Corps
- “Camelot”
- Flexible Response
- Bay of Pigs Invasion
- Limited Test Ban Treaty
- Berlin Wall
- Hot Line
- Warren Commission
New Frontier/Flexible Response
Peace Corps
Berlin Wall
Cuban Missile Crisis, 1962
LBJ: Lyndon Baines Johnson
LBJ’s Presidency:

- Great Society
- Medicare
- Medicaid
- Civil Rights Act of 1964
- Corporation for Public Broadcasting
- War on Poverty
- Elementary and Secondary Education Acts
- Vietnam War
Great Society
Conclusion:

- JFK is remembered more fondly due to tragic death. (1,000 day presidency)
- Both did an excellent job in domestic policy, foreign events hurt their reputation.
- LBJ is wrongly accused of ALL responsibility for Vietnam War.