










- 1  **The Kennedy Presidency**
- 2  **1960 Campaign**
  - Eisenhower unable to run for 3<sup>rd</sup> term b/c of 22<sup>nd</sup> Amendment passed in 1951
  - Republican Richard Nixon – was Eisenhower’s VP
  - Democrat John F. Kennedy – Senator from Massachusetts
    - Good looks, charm, wit, served WWII, Roman Catholic, great speaker
    - Chose Lyndon B. Johnson as VP, shocked many of his supporters, why would Kennedy choose him?
- 3  **1960 Campaign**
  - TV also plays a very vital role in the campaign
  - Debates are televised for the first time
  - Nixon is leading in polls going into the debates
  - The people who listened on the radio thought Nixon won the debate, but the people who watched it on TV think Kennedy won the debate
  - Kennedy never looks back after this, takes lead and wins election by 120,000 popular votes, electoral college 303 to 219
  - At 43 youngest President in US history
- 4  **Kennedy’s Foreign Policy**
  - Continues nuclear arms buildup
  - Uses a strategy called “flexible response”
  - Strengthened conventional military forces, establishes special units like the Green Berets
  - Kennedy creates the Peace Corps, sent American volunteers to work for two years in developing countries
  - “Alliance of Progress”, offered billions of dollars in aid to countries who will promote democracy and capitalism
  - Alliance proves a disappointment b/c Latin America grew so fast that the aid money could not keep up, also corrupt politicians ruined this reform
- 5  **Bay of Pigs**
  - Fidel Castro has taken over Cuba in 1959
  - CIA is training and financing a group of 1500 anti-Castro Cuban refugees

- Kennedy elected in 1960, gives his approval for Bay of Pigs operation
  - Invasion results in disaster, rebels came ashore April 17, 1961, US naval and air support never arrives
  - US looks awful!!!
  - Kennedy assumes responsibility
- 6  **Berlin Crisis**
- Khrushchev thinks Kennedy is weak and he can intimidate following the Bay of Pigs
  - Khrushchev demands that the West recognize the sovereignty of communist East Germany and remove all troops from West Berlin
  - Kennedy responds by sending additional US troops to West Berlin
  - Soviets build Berlin Wall to keep East Germans from leaving for the West
- 7  **Cuban Missile Crisis**
- To protect Cuba from other invasions Castro asks Soviet Union for defensive nukes
  - Soviets agree and also send offensive nukes that can strike the east coast of US
  - CIA monitors buildup in Cuba but unaware of offensive weapons
  - October 14<sup>th</sup>, 1962 U-2 spy plane reveals ballistic missile launching pads in Cuba
- 8  **Cuban Missile Crisis**
- October 22<sup>nd</sup> 1962, Kennedy appears on TV to inform the nation and announce a “quarantine” (blockade) of Cuba and demand removal of missiles
  - Over next two days Soviets arm nukes
  - US B-52 bombers armed with nukes prepare for battle
  - Soviet ships near blockade line
- 9  **Cuban Missile Crisis**
- On October 24<sup>th</sup> 1962 Soviet ships stop and turn around
  - Crisis not over yet, all missiles are almost operational and US prepares for air strikes and ground invasion to remove missiles

- Soviet Union seriously considers a nuclear attack on US on October 22<sup>nd</sup>, 1962, Khrushchev stays in office that night to cable his authorization for attack if needed
- US Strategic Air Command Moves to DEFCON 2, highest ever recorded, rest of US armed forces are at DEFCON 3
- Hours before air strikes are scheduled to begin Kennedy and Khrushchev agree to a deal
- Khrushchev will remove missiles
- Kennedy promises to not invade Cuba and secretly agrees to remove nukes from Turkey 6 months later
- 1963 US, Soviets, Britain sign Limited Test Ban Treaty
- “Hot Line” also setup b/w US and Soviet Union which enabled the leaders of to communicate directly

10  **The Kennedy Charisma**


- Graduate of Harvard, cool intellectual personality, handsome, all of these things help Kennedy become wildly popular
- Became so popular that a few months after taking office had to ask Americans to quit sending congratulatory telegrams
- Wrote 2 books and won a Pulitzer for “*Profiles in Courage*”

11  **The Kennedy Charisma**

- First family also adds to Kennedy mystique
- Jackie Kennedy, JFK’s wife was a dynamo and may have been even more popular than her husband
- Popularity of Jackie spread worldwide
- Brought appreciation for fine arts to White House
- Organized major restoration of White House

12  **The Kennedy Charisma**

- Kennedy kids are also very popular, especially Caroline
- Caroline was born in 1957 and John Jr. a few weeks after Kennedy won the election
- They are first young children in white house since the days of Theodore Roosevelt
- Kennedy also has massive appeal with the youth of the nation
- Kennedy asks nation for civil service and youth respond

13  **The Kennedy Charisma**

- Kennedy went to great lengths to protect his image, he was never photographed with reading glasses on

- Battled back problems and illness from childhood, almost died during spinal surgery in 1954
- Kennedy also suffered from Addison's disease, a sometimes fatal condition

14  **Kennedy Advisers**

- Average age of Kennedy's cabinet was 47 years old a decade younger than Eisenhower's
- President wanted only "brightest and best"
- Ted Sorensen member of Kennedy's inner circle, speech writer, was 32 at time of election
- Kennedy said "There's nothing like brains. You can't beat brains" his cabinet is VERY smart
- JFK talks his brother Bobby Kennedy into accepting Attorney General position, even Bobby expressed some doubts about position

15  **Kennedy Advisers**

- Secretary of Defense: Robert McNamara, graduated from Harvard Business school
- Secretary of State: Dean Rusk, former Rhodes Scholar
- Special Assistant for National Security Affairs: McGeorge Bundy, Dean at Harvard
- Downfall, only a few had political experience

16  **New Frontier**

- Managing economy one of Kennedy's first domestic challenges
  - Faced rising unemployment and inflation
- Inflation goes down by end of 1961, unemployment still high
- Kennedy urges businesses to limit prices while getting workers to agree on fewer pay raises
- Kennedy administration has to work especially hard on the steel industry

17  **New Frontier**

- Fear that steel can swing the economy if they raise their prices, why?
- Kennedy is furious with Roger Blough, president of US Steel when he announces price raise

–Had just gotten workers to agree to smaller benefit package increases

- Kennedy lashes out at US Steel publically and puts a lot of pressure on them to rescind their price hikes
- Even cancels government contracts with US Steel

18  **New Frontier**

- Faced with such pressure, Steel execs decided not to increase prices
- Kennedy received little support for his legislative agenda from Congress
- Congress controlled by democrats but coalition of southern Democrats & conservative Republicans oppose Kennedy's agenda and block most of his domestic programs
- Kennedy says no to tax decrease b/c goes against his campaign of personal sacrifice

19  **New Frontier**

- After Stock Market drops in 1962, Kennedy asks Congress for \$10 billion tax decrease
  - Congress does not pass
- Kennedy's first legislative victory was the ARA (Area Redevelopment Act) passed 1961
- Provided financial assistance to economically distressed regions
- Kennedy very big into helping the poor, book by Michael Harrington re-inspires Kennedy in 1962
- Kennedy's staff was working on Poverty Programs for 1964 election

20  **Tragedy in Dallas**

- To build support for 1964 Presidential election, Kennedy travels to Texas in November, 1963
- Kennedy rides in open motorcade
- At 12:30 pm shots ring out in Dealey Plaza in Dallas, Texas
- President Kennedy is hit and leans toward Jackie, then fatally wounded by head shot

21  **Tragedy in Dallas**

- President Kennedy is announced dead at 1pm

- Vice-President Lyndon Johnson is sworn in as president
- Police arrest Lee Harvey Oswald who worked at Texas School Book Depository, was the assassin
  - Oswald has also shot a cop while fleeing
- Oswald is shot 2 days later by Jack Ruby before he can go on trial
- Ruby is arrested and sent to trial, convicted, dies in 1967 of Cancer waiting re-trial
- Oswald's death fuels talks of conspiracy theories

22  **Tragedy in Dallas**

- Warren Commission put in place by President Johnson to study the assassination and see if there was a conspiracy
- Warren Commission spends 10 months reviewing all the evidence and comes to conclusion that Oswald acted alone and killed the President