



# President John F. Kennedy

Inaugural Speech



January 20, 1961



Music  
Artist: David Bowie  
Song: Space Oddity

# JFK's New Frontier

- Called on Americans to be “new pioneers”, to explore “unchartered areas of science and space... unconquered pockets of ignorance & prejudice, unanswered questions of poverty & surplus”



# Flexible Response

- Flexible Response instead of Massive Retaliation
- Mutual Deterrence
- Aggression short of Nukes!!



# Camelot

- The best and the brightest
- young, smart, top in their field
- advisors took a very active role in the decisions of the JFK administration



John & Jackie Kennedy

# Stimulating the Economy

- Deficit Spending to spur economic growth (like FDR's New Deal)
- Increase Gov't Spending:
  - more public spending = more \$ in the economy
  - Lower Taxes:
    - = more \$ to invest & spend
- defense
- up minimum wage
- unemployment insurance extended
- assist cities with high unemployment

*Spent  
Money  
On...*

# Tackling Poverty

- Peace Corps:
  - volunteer assistance to developing nations (Asia & Latin America)
  - by 1968 more than 35,000 volunteers in 60 nations worldwide



# Tackling Poverty

- Alliance for Progress:
  - foreign aid program
  - economic & technological assistance in Latin America
  - improved standard of living (schools, housing, sanitation)



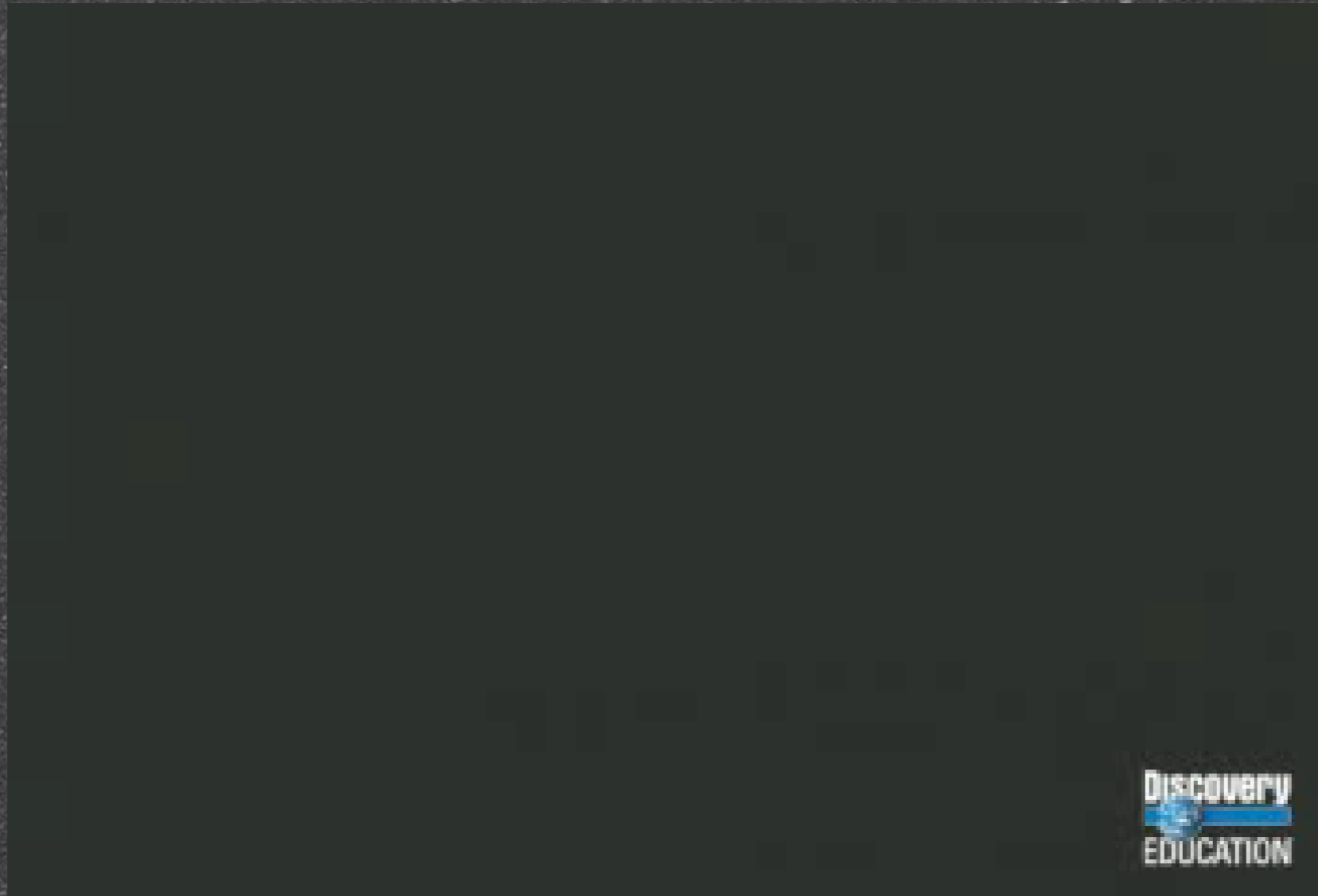
QW: Why was Kennedy so focused on aiding developing countries; specifically Latin American?



# Race to the Moon

- April, 1961 - the Soviets launched a manned ship into orbit around the world
- JFK to Congress:
- the United States “should commit itself to achieving the goal, before the decade is out, of landing a man on the moon and returning him to earth”

# JFK's Space Program Speech



Discovery  
EDUCATION



# Man on the Moon

- National Aeronautics and Space Administration (NASA)
- July 20, 1969 US Astronaut Neil Armstrong became the first man to set foot on the moon
- Increase in science education in schools



# New Domestic Agenda

- In the South the cry, “Freedom Now!” was being heard loud & clear
- JFK = some of the most controversial civil rights battles to date
- Presented Congress with a comprehensive & revolutionary Civil Rights Bill...  
“Kennedy Mystique”



L.B. Johnson & J.F. Kennedy

# Cuban Missile Crisis

- Bay of Pigs (1961)
- Eisenhower begins plans for CIA backed overthrow of Cuba (Fidel Castro = pro-Communism)
- Cuban exiles trained for an invasion
- JFK pulls air support fearing Soviet response
- Invasion is a failure and an international embarrassment
- Castro forced to seek aid from USSR

# Cuban Missile Crisis

- USSR establishes missile bases in Cuba
- Khrushchev lies about missiles
- JFK blockades Cuba to prevent more missiles
- US troops prepare for an invasion
- Both sides come to brink of nuclear war before cutting a deal



“13 Days”

# Tough on Communism

- June 23, 1963
- Berlin, Germany
- “Ich bin ein Berliner”  
Speech
- Sent “advisors” to  
Vietnam to stop  
Communism



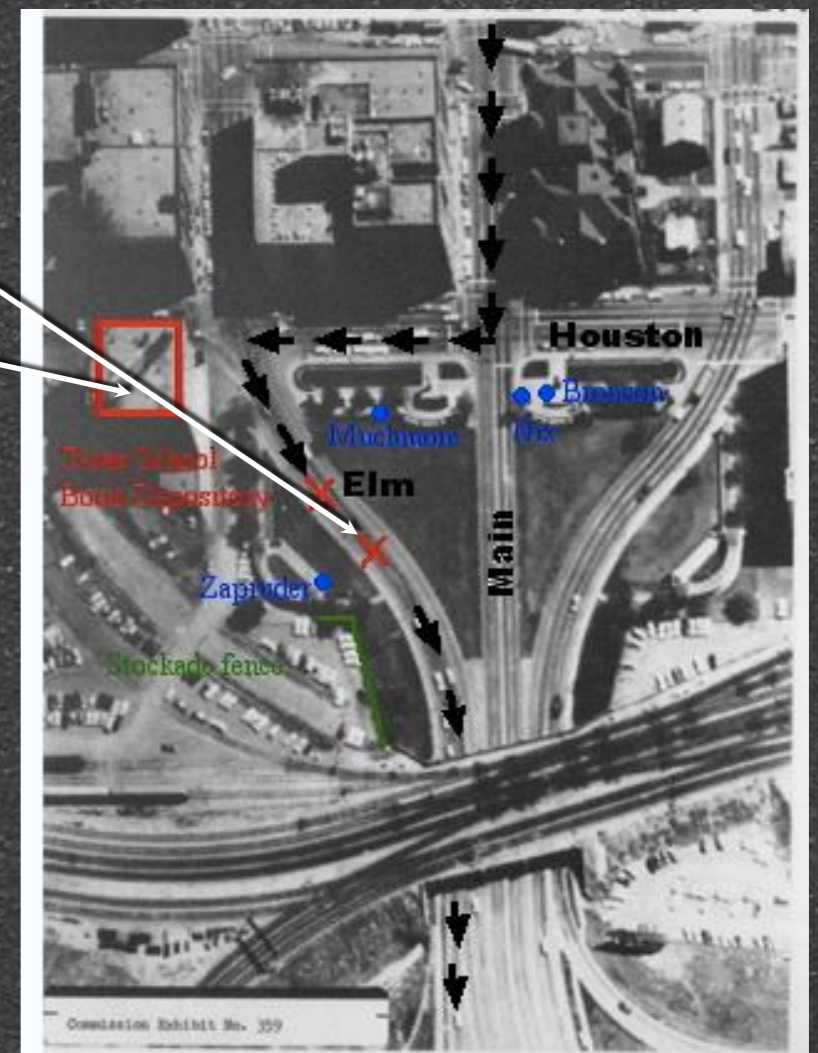
# Assassination of JFK

- November 22, 1963
- Dallas, Texas  
in Dealey Plaza
- Assassin: Lee Harvey Oswald
- Oswald assassinated by Jack Ruby
- Conspiracy Theories...

Wounded: Governor John Connally



Killed: President John F. Kennedy





# JFK's Legacy



With Jackie O



LBJ is Sworn in as President



Jack Ruby

A Nation Mourning



Music  
Artist: The Beatles  
Song: Come Together

Video:

The Presidents; JFK

[https://www.youtube.com/watch?v=\\_9qzvanna1U&t=1s](https://www.youtube.com/watch?v=_9qzvanna1U&t=1s)