Significances of the 1960 Nixon Kennedy Campaign

- Television debate: Appearance versus substance
- Close election results
- YouTube - Kennedy Nixon
Inauguration Speech

http://www.youtube.com/watch?v=xE0iPY7XGBo
http://www.youtube.com/watch?v=3s6U8GActdQ&NR=1
The world is very different now. For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life. And yet the same revolutionary beliefs for which our forebears fought are still at issue around the globe the belief that the rights of man come not from the generosity of the state, but from the hand of God.

Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage and unwilling to witness or permit the slow undoing of those human rights to which this Nation has always been committed, and to which we are committed today at home and around the world.

Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe, in order to assure the survival and the success of liberty. This much we pledge and more.
Let us never negotiate out of fear. But let us never fear to negotiate.

Let both sides explore what problems unite us instead of belaboring those problems which divide us. Let both sides, for the first time, formulate serious and precise proposals for the inspection and control of arms and bring the absolute power to destroy other nations under the absolute control of all nations. Let both sides seek to invoke the wonders of science instead of its terrors. Together let us explore the stars, conquer the deserts, eradicate disease, tap the ocean depths, and encourage the arts and commerce. Let both sides unite to heed in all corners of the earth the command of Isaiah to "undo the heavy burdens ... and to let the oppressed go free." And if a beachhead of cooperation may push back the jungle of suspicion, let both sides join in creating a new endeavor, not a new balance of power, but a new world of law, where the strong are just and the weak secure and the peace preserved. All this will not be finished in the first 100 days. Nor will it be finished in the first 1,000 days, nor in the life of this Administration, nor even perhaps in our lifetime on this planet. But let us begin. In your hands, my fellow citizens, more than in mine, will rest the final success or failure of our course.
In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger. I do not shrink from this responsibility; I welcome it. I do not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it and the glow from that fire can truly light the world.

And so, my fellow Americans: ask not what your country can do for you—ask what you can do for your country. My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man.
Kennedy's Charisma:

- “...Our faith in him and in what he was trying to do was absolute, and he could impart to our work together a sense of challenge and adventure—a feeling that he was moving, and the world with him, toward a better time.” Pierre Salinger, Press Secretary

Glencoe text p. 842
“New Frontier”
Goals—An extension of the New Deal

- Increase aid to education
- Aid to the Poor
- The Space Program
- Provide health insurance to the elderly
- Create Dept. of Urban Affairs
- Help Migrant Workers
Kennedy’s Critics:

- Despite Democratic large majorities in House and Senate, Kennedy could not pass his New Frontier legislation. – WHY?
Kennedy’s Critics

- Congress could follow their own interest:
  - “A good many [congressional representatives] were elected in 1960 in spite of his presence on the ticket rather than because his name was there.” Congressional Democrat

- US News & World Report
Kennedy’s Critics

Republicans and Southern Democrats viewed New Frontier too costly.

Southern Democrats controlled Congress.
Kennedy: the Pragmatist  (Takes a Practical Approach)

- Minor deficit spending
  - Increased funding for defense and space exploration

- Supported supply-side economics and tax cuts
  - “A rising tide lifts all boats.”
  - Congress denied tax cuts out of fear of inflation
Kennedy: the Pragmatist

- Less of Ike’s “brinkmanship” and more “flexible response”
- More conventional troops and weapons
  - Support of Special Forces “Green Berets”

http://www.specialoperations.com/Army/Special_Forces/SF_Info/Story.htm
http://www.youtube.com/watch?v=lwKYXRLP0rY
A “Marshall Plan” for Latin America?

- Poverty and corruption in Latin America
- Kennedy wants to thwart communist expansion in Latin America
- Alliance for Progress
  - $20 billion aid for better schools, housing and health care
  - Designed to counter leftist movements
  - Chile, Colombia, Venezuela, and Central America benefited
Kennedy’s Enduring Legacy:

• Helping the people of interested countries in meeting their needs for trained men and women.
• Helping promote a better understanding of Americans on the part of the peoples served.
• Helping promote a better understanding of other peoples on the part of all Americans.

http://www.jfklibrary.org/Historical+Resources/JFK+in+History/Peace+Corps.htm
http://www.peacecorps.gov/
The Space Race: “man on the moon”

- [www.nootrope.net/kennedy.html](http://www.nootrope.net/kennedy.html)
  - [www.youtube.com/watch?v=e08r5IRTbjE](http://www.youtube.com/watch?v=e08r5IRTbjE)
  - [www.youtube.com/watch?v=ND4kDezFUk8](http://www.youtube.com/watch?v=ND4kDezFUk8)
Bay of Pigs, Cuba:

- CIA trained 1,400 Cuban Exiles
- Kennedy cancelled air support
- Cubans did not rise up in support of exiles
- Castro personally led defense of island
- 1,189 captured/100 killed
- US paid $53 in food and medicine for their release

Berlin Wall  June 1961

http://www.youtube.com/watch?v=ARQ4EDKlQ0k
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Glencoe
THE AMERICAN VISION
Ch. 28 page 840-860

http://topics.nytimes.com/top/reference/time/topics/people/k/john_fitzgerald_kennedy/index.html?inline=nyt-per
• http://www.youtube.com/watch?v=l2ZyeG4tdOQ
• http://library.thinkquest.org/11046/