

# 16.4

## **Kennedy's Reforms**



## **As a Young Historian, I will be able to...**

- **Discuss the election of 1960.**
- **Evaluate Kennedy's domestic policies.**
- **Assess the impact of Kennedy's assassination.**

# **Torch is Passed**

**Election of 1960 had John F. Kennedy go against  
Richard M. Nixon**

**Both served in Congress & Senate, both served in  
WWII, & both born in 20<sup>th</sup> century**

**Kennedy was the son of a wealthy family,  
Catholic, & attended Harvard**

**Nixon was from a poor background, Protestant,  
but had experience as Vice President**



# Television & Election

**Both agreed to 4 televised debates, the first for the nation**

**Nixon, who came out of surgery, looked sickly but Kennedy looked healthy & confident**

**People who listened on the radio thought Nixon won the debate, those who watched thought Kennedy did**

**Kennedy had strong support from African American voters due to his work with Dr. King**

# Kennedy Wins

Kennedy wins election by less than 120,000 votes becoming the youngest President (43 yrs)

Kennedy began his **New Frontier** agenda to fix social security, poverty, racism, & the space program

Kennedy had a youthful energy that many people compared to a movie star

Believed the 1960s were a period of unknown opportunities & perils for this New Frontier



# Domestic Priorities

**Kennedy started his presidency facing foreign affairs issues in Cuba & Berlin**

**Equal Pay Act-** Required equal wages for “equal work” in commerce for men & women

**Congress then prohibited discrimination on the basis of race, color, religion, & sex**

**Kennedy believed that prosperity would eliminate nations social problems**



# Spending & Economy

**Kennedy proposed tax credits to help business investments in new equipment**

**Deficit Spending-** Government practice of borrowing money to spend more than is received from taxes

**Taxes were cut for the middle class & taxes increased on the wealthy**

**This saw a drastic economic growth period of the 1960s**



# Civil Rights

**Kennedy slowly fixed civil rights, he was worried about upsetting southern democrats**

**Kennedy would send in troops AFTER large scale violence had already occurred**

**As violence grew, Kennedy proposed a Civil Rights Bill to bolster voting rights & desegregation**



# Space Race

**Russia sent the first man into space in 1961 to orbit the earth- Yuri Gagarin**

**Space Race-** the competition between the U.S. & Soviet Union to be the first to land on the moon

**John Glenn became the first American to orbit planet**

**1969- Neil Armstrong became the first man to step on the moon**



# **\*\*Inventions for Space**

**Visors on the astronauts helmets allowed for stronger eyeglasses**

**Cordless tools need for space travel became common for the common man**

**New shoes developed from astronaut boots as well as memory foam**

**Baby Food & freeze-dried food helped create safe travel foods**

# Assassination

**Kenned became a beacon for the world & the U.S.  
hoping to move to a peaceful future**

**Nov. 1963 he travels to Dallas to campaign for  
reelection & is shot by Lee Harvey Oswald**

**Lydon B. Johnson is sworn in as the new  
President very shortly after Kennedys  
death**

**Warren Commission-** Investigation into the  
assassination to find Oswald acted alone