



The Main Idea

- Lyndon Johnson was able to build on the ideas of Kennedy to improve society under his vision “The Great Society.”

Personality

- ❑ Large and intense with none of Kennedy's good looks, polish, or charm
- ❑ Hardworking and ambitious
- ❑ Genuine desire to help others
- ❑ Believed in an expanded role for government in making Americans' lives better



Political Experience



- ❑ School teacher in Texas
- ❑ Served as Texas Congressman
- ❑ Served as U.S. Senator
- ❑ Served as majority leader in the Senate after one term as senator
- ❑ By 1960, Johnson had more influence in Washington, D.C., than any other Democrat.

The Great Society



- The domestic programs of LBJ's administration.
- Johnson wanted to go beyond the Kennedy administration's plans; he sponsored anti-poverty programs, tax-cut bills, and civil rights legislation.

Impacts of the Great Society



- War on Poverty → Attacked the issues of Poverty.
- Education → Provided more funding for education and schools.
- Healthcare → Medicare & Medicaid
- Civil Rights → Would pass legislation to protect Civil Rights of African Americans and all minority groups.

MAJOR GREAT SOCIETY PROGRAMS

Year Enacted	Legislation	Purpose and Provisions
1964	Economic Opportunity Act	Created the Job Corps, VISTA, and eight other programs to fight the "war on poverty"
1964	Tax Reduction Act	Cut income tax rates up to 30%, with the greatest cuts going to lower-income Americans
1964	Civil Rights Act	Outlawed discrimination in housing, employment, and public accommodations; authorized federal government to enforce desegregation
1964	Wilderness Preservation Act	Protected 9.1 million acres of national forest from development
1965	Elementary and Secondary Education Act	Provided aid to school systems based on number of students from low-income homes
1965	Social Security Amendments	Established Medicare and Medicaid
1965	Voting Rights Act	Ended the requirement that voters pass literacy tests and allowed federal supervision of voter registration
1965	Omnibus Housing Act	Provided housing for low-income Americans
1965	Water Quality Act	Required states to clean up rivers and lakes
1965	Clean Air Act Amendments	Established exhaust emission standards for new motor vehicles
1965	Higher Education Act	Provided scholarships and low-interest loans for college students
1966	National Traffic and Motor Vehicle Safety Act	Established safety standards for automobiles and tires
1967	Air Quality Act	Set guidelines on air pollution and increased the federal government's power to enforce clean-air standards



1964 Election

- In order to launch Johnson's Great Society, he needed to win the 1964 election.
 - ▣ Chose Hubert Humphrey as his running mate
 - ▣ Republicans selected Barry Goldwater as their nominee
- Barry Goldwater's views were very different from Johnson's.
 - ▣ He suggested using nuclear weapons to end Vietnam.
 - ▣ Attacked the Great Society with claims that people were only equal in the eyes of God and that government programs to help people were similar to communism

https://www.youtube.com/watch?v=9ld_r6pNsus

Johnson's Foreign Policy

Vietnam

- Later in Johnson's presidency, Vietnam became a major issue.
 - ▣ US spending 2.5 billion a month on the war.
- "We cannot have guns and butter."

Johnson Doctrine

- Policy dictating that revolutions in Latin America were more than local concerns if communism was involved. The U.S. would intervene.
- Johnson sent troops to end a revolt in the Dominican Republic in 1965.

Johnson's Foreign Policy

Soviet Union

- Continued Kennedy's effort to improve relations with Soviet Union.
- United States and Soviet Union (along with 58 other nations) signed agreement to ban weapons in outer space.

Pueblo Incident

- In January 1968 North Korea captured a U.S. Navy spy ship—the Pueblo—off the coast of Communist North Korea.
- The United States claimed it was in international waters and called up troops.
- The North Koreans released the crew, but kept the ship.

A mushroom cloud replaces the image of the girl as Johnson's voice proclaims, "These are the stakes."



The final image asked viewers to vote for President Johnson.

Vote for
President Johnson
on November 3

The ad begins with a little girl counting daisy petals. Her count is mimicked by a countdown to a nuclear explosion.

**Skills
FOCUS**

READING LIKE A HISTORIAN

Above are images from a Lyndon Johnson 1964 television campaign ad. The ad's highly charged emotional content created a national outcry from both Democrats and Republicans alike. It ran only once, but set the tone for the campaign.

Analyzing Visuals What is the ad implying about Johnson's opponent?



Visual Summary: The New Frontier and the Great Society

January 1961

Kennedy takes office as the youngest elected president.

March 1961

Kennedy announces Alliance for Progress program.

April 1961

Bay of Pigs invasion fails in Cuba.

August 1961

East German Communists build Berlin Wall.

October 1962

Cuban missile crisis threatens war with USSR.

August 1963

Limited Test Ban Treaty signed.

November 1963

Kennedy is assassinated; Johnson becomes president.

January 1964

Johnson announces War on Poverty.

July 1964

Congress passes Civil Rights Act.

August 1964

Congress passes Economic Opportunity Act.

November 1964

Johnson defeats Goldwater in landslide.

February 1965

Active U.S. involvement in Vietnam War begins.

April 1965

Johnson sends marines to Dominican Republic.

August 1965

Congress passes Voting Rights Act.

July 1965

Congress creates Medicare and Medicaid programs.

April 1967

Outer Space Treaty is signed.

January 1968

North Korea captures *Pueblo* and its crew.

1961

1962

1963

1964

1965

1966

1967

1968

1969

YEARS

Order of Operations

- Complete the Great Society Packet