Major Events
- Civil Rights Movement
- Civil Rights Act, 1964
- Voting Rights Act, 1965
- War On Poverty = “Great Society”
- Anti-Poverty Act, 1964
- Education reform
- Cold War = US involvement in Vietnam

LBJ’s Path to the White House
- Lyndon Johnson became President unexpectedly following Kennedy’s assassination.
- However, his political career had been leading up to this position for many years.
  - While serving in the House and Senate, Johnson had established a reputation for both his political talent and his ambition. In 1954, he became Senate Majority Leader.
  - Kennedy had named Johnson his running mate in 1960 after Johnson’s own bid for the Democratic nomination had failed.
  - Johnson became President immediately after Kennedy’s death, taking the oath of office an hour and a half later.

The Election of 1964
- In the 1964 election, Johnson won a landslide victory over Republican opponent Barry Goldwater.
  - A controversial television advertisement known as the “daisy” commercial took advantage of Americans’ fear of nuclear war to support Johnson’s campaign.
  - Republicans nominate Senator Barry Goldwater
    - Goldwater: government should not deal with social, economic problems
    - Threatens to bomb North Vietnam, advocates intervention
- LBJ says will not send troops to Vietnam; wins by landslide
- Democrats big majority; Southern Democrats not needed to pass bills

LBJ is re-elected by a landslide in the 1964 Presidential election.

A poster urging voters to elect Lyndon B. Johnson for president and Hubert Humphrey for vice-president.
The Great Society

- Johnson used his talent in working with Congress to initiate many reforms on domestic issues.
- Johnson’s programs on poverty aid, education, healthcare, economic development, and conservation became collectively known as the Great Society.

Great Society Programs

- **The Tax Cut** — Like Kennedy, Johnson believed that a budget deficit could be used to improve the economy. A tax cut caused the deficit to shrink, since renewed prosperity generated new tax revenues.
- **The War on Poverty** — Johnson initiated new programs such as Head Start, a preschool program for low-income families, and Volunteers in Service to America (VISTA), which sent volunteers to help people in poor communities.
- **Aid to Education** — The 1965 Elementary and Secondary Education Act, also initiated by Johnson, provided billions of dollars in aid to public and private schools.
- **Medicare and Medicaid** — Johnson helped Congress pass two new programs, Medicare and Medicaid. Medicare provides low-cost medical insurance to most Americans over age 65, while Medicaid provides similar services to poor Americans of any age.
- **Immigration Reform** — The Immigration Act of 1965 replaced immigration quotas with overall limits from various parts of the world. Immigration rose during the 1960s and 1970s.

GREAT SOCIETY

- Under President Johnson War on Poverty in the 1960s, the welfare programs of FDR’s New Deal were greatly expanded.
- It was LBJ’s Great Society programs that created the modern American welfare state.

WAR ON POVERTY

**LBJ’s Great Society**

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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<tbody>
<tr>
<td>Head Start (1965)</td>
<td>Provided poor, disabled, and minority kids with extra academic assistance through pre-school in order to ensure educational success.</td>
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<tr>
<td>Job Corps (1966)</td>
<td>Provided training for poor, minority inner-city youth in order to cultivate job skills.</td>
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<tr>
<td>Medicare (1965)</td>
<td>Extended Social Security benefits by providing health insurance for the elderly.</td>
</tr>
<tr>
<td>Medicaid (1966)</td>
<td>Provides health insurance for the poor and disabled.</td>
</tr>
<tr>
<td>VISTA (1966)</td>
<td>Volunteers In Service To America; Organized youth volunteers to work in economically depressed areas.</td>
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Effects of the Great Society

Effects on Poverty
• During the 1960s and early 1970s, the number of Americans living in poverty in the United States was cut in half.
• However, some Americans complained that too many of their tax dollars were being spent on poor people. Others criticized the way Great Society antipoverty programs expanded the size of the federal government.

The End of the Great Society
• Johnson received both praise and criticism for Great Society reforms.
• A conflict in Southeast Asia, later to become the Vietnam War, began to consume the resources Johnson needed for his domestic programs.
• The Great Society came to an end when Johnson failed to contain the Southeast Asia conflict.

The Warren Court
• During the Kennedy-Johnson years, the Supreme Court, headed by Chief Justice Earl Warren, handed down many controversial landmark verdicts.
• The Court ruled on social issues including obscenity, prayer in public schools, and use of birth control.
• The Warren Court was also interested in safeguarding the rights of persons accused of committing crimes. The Miranda rule, a result of the 1966 case Miranda v. Arizona, required police to inform accused persons of their rights.
• A series of Warren Court decisions changed the nature of apportionment, or the distribution of the seats in a legislature among electoral districts.
LBJ disgraced
- Tet offensive
- Refuses to run for Presidency in 1968

Democratic Party collapses
- Eugene McCarthy vs. Robert Kennedy for control of party
  - Both gain anti-war support
  - Kennedy assassinated—Sirhan, Sirhan
- Democratic National Convention in Chicago
  - Mass protests against war
  - Americans witness the radical "anti-war and counter culture" on TV
- VP Hubert Humphrey wins Democratic nomination

Civil Rights
- Black Panther Party opposes MLK
- Cities burn with Black riots
- MLK assassinated
- Robert Kennedy assassinated
- George Wallace: Third Party appeal = White Back Lash

Republican Richard Nixon is elected
- My Lai Massacre in Vietnam

Cold War
- Soviet invasion of Czechoslovakia
- USS Pueblo attacked by North Korean

Organizations form to end the war.
- National Mobilization Committee
- Students for a Democratic Society (SDS)
- Youth International Party (YIPPIES). Abbie Hoffman and Jerry Rubin
- Bobby Seale was a founder of the Black Panthers.

charged under provisions of the 1968 Civil Rights Act, which made it a federal crime to cross state lines to incite a riot.

Impact of the Vietnam War

Johnson announces (March, 1968):
- I do not believe that I should devote an hour or a day of my time to any personal partisan causes, or to any duties other than the awesome duties of this office, the Presidency of your country.
- Accordingly, I shall not seek, and I will not accept, the nomination of my party for another term as your President.

More on President Johnson and his impact on the Civil Rights movement and the Vietnam War, look at the Civil Rights and Vietnam War powerpoints.