



# THE SIXTIES

Teacher's Guide

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**TEACHER'S GUIDE  
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## Materials in the Unit

- the video program [The Sixties](#)
- teacher's guide

This teacher's guide has been prepared to aid the teacher in utilizing materials contained within this program. In addition to this introductory material, the guide contains suggested instructional procedures for the lesson, answer keys for the activity sheets, and follow-up activities and projects for the lesson.

- blackline masters

Included in this program are blackline masters for duplication and distribution. They consist of, classroom activities, information sheets, take-home activities, Pre-Test, Post-Test, and the text to the Video Quiz.

The blackline masters are provided as the follow-up activities for each lesson. They will help you determine focal points for class discussion based on the objectives for the lesson.

The blackline masters have a three-fold purpose: to reinforce the program; to provide an opportunity for the students to apply and analyze what they have learned from the program; for use as diagnostic tools to assess areas in which individual students need help.

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## Introduction and Summary of Series

America in the 20th Century is a comprehensive series designed to provide a clear overview of the people and events that distinguished the 20th century. Rare archival footage and photographs, authentic recordings, and other primary source documents, bring history to life, while stunning graphics and engaging narration lend context and clarity to the subject.

The series has been developed specifically for classroom use. It is organized around established standards and thoughtfully divided into chapters, with each volume functioning well as a full-length program or as focused support for specific study areas.

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## Introduction and Summary of Program

“The Sixties” is part of the U.S. history series “America in the 20th Century.” It explores the presidencies of John F. Kennedy and Lyndon Baines Johnson, focusing on their domestic

policies and political administrations, but also including discussion of Vietnam, the Cuban Missile Crisis and the Berlin Wall.

The program is organized into two video chapters.

- Chapter 1 - “JFK”
- Chapter 2 - “LBJ”

Viewed in its entirety, “The Sixties” will provide an excellent overview of the period. Individually, the chapters can be used to facilitate more focused study of their subjects. The time period and subject matter overlap several other America in the 20th Century programs, including Vietnam, The Cold War and The Civil Rights Movement.

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## Standards

Era 9: Postwar United States (1945 to early 1970s)

STANDARD 3:

**Domestic policies after World War II**

**Standard 3B**

The student understands the “New Frontier” and the “Great Society.”

Benchmarks:

Grade level: 9-12

Examine the role of the media in the election of 1960. [Utilize visual and quantitative data]

Grade level: 5-12

Evaluate the domestic policies of Kennedy’s “New Frontier.” [Hold interpretations of history as tentative]

Grade level: 5-12

Evaluate the legislation and programs enacted during Johnson’s presidency. [Evaluate the implementation of a decision]

Grade level: 7-12

Assess the effectiveness of the “Great Society” programs. [Evaluate major debates among historians]

Grade level: 7-12

Compare the so-called second environmental movement with the first at the beginning of the 20th century. [Compare and contrast different movements]

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## Instructional Notes

It is suggested that you preview the program and read the related Suggested Instructional Procedures before involving your students in the lesson activities. By doing so, you will become familiar with the materials and be better prepared to adapt the program to the needs of your class.

You will probably find it best to follow the program and lesson activities in the order in which they are presented in this Teacher's Guide, but this is not necessary.

It is also suggested that the program presentation take place before the entire class and under your direction. The lesson activities focus on the content of the programs.

As you review the instructional program outlined in the Teacher's Guide, you may find it necessary to make some changes, deletions, or additions to fit the specific needs of your students.

Read the descriptions of the Blackline Masters and duplicate any of those you intend to use.

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## Suggested Instructional Procedures

To maximize the learning experience, teachers should:

- Preview the video [The Sixties](#)
- Read the descriptions of the blackline masters.
- Duplicate any blackline masters you intend to use.

Students should be supplied with the necessary copies of blackline masters required to complete the activities. By keeping students informed of current events, teachers can extend any of the lessons on the program.

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## Follow-Up Activities

**Blackline Master #1: Pre-Test** is an assessment tool intended to gauge student comprehension of the Objectives prior to the launching of [The Sixties](#) lesson, which includes the video and the ensuing activities. The results of the Pre-Test may be contrasted with the results of the Post-Test to assess the efficacy of the lesson in achieving the Student Objectives.

**Blackline Master #2: Quiz** is intended to reinforce the salient points of the video immediately following its completion and may be used for assessment or as a catalyst for discussion.

**Blackline Master #4: Discussion Questions**

**Blackline Master #5a-5c: Vocabulary Terms** is a list of pertinent terms and definitions

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## Internet Resources

<http://edsitement.neh.gov/lesson-plan/lesson-21-new-frontier-great-society-and-fight-equal-opportunity-1960s#sect-activities>

Edsitement activities relating to The Sixties.

[http://www.pbs.org/wgbh/amex/presidents/36\\_l\\_johnson/tguide/l\\_johnson\\_dq.html](http://www.pbs.org/wgbh/amex/presidents/36_l_johnson/tguide/l_johnson_dq.html)

PBS American Experience website for The Presidents: Lyndon B. Johnson

<http://www.pbs.org/wgbh/americanexperience/films/kennedys/>

PBS American Experience website for The Presidents: John F. Kennedy

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## Answer Key

### Blackline Master #1: Pre-Test

- |          |           |
|----------|-----------|
| 1. false | 6. true   |
| 2. false | 7. false  |
| 3. true  | 8. false  |
| 4. true  | 9. true   |
| 5. false | 10. false |

### Blackline Master #2: Video Quiz

- |          |           |
|----------|-----------|
| 1. true  | 11. false |
| 2. false | 12. false |
| 3. true  | 13. true  |
| 4. true  | 14. true  |
| 5. true  | 15. false |
| 6. true  | 16. true  |
| 7. true  | 17. false |
| 8. true  | 18. true  |
| 9. true  | 19. false |
| 10. true | 20. false |

### Blackline Master #3: Post-Test

11. true	11. C	21. B
12. false	12. D	22. E
13. true	13. B	23. D
14. false	14. C	24. E
15. false	15. B	25. E
16. false	16. E	
17. true	17. E	
18. true	18. B	
19. false	19. D	
20. true	20. E	

The following answers may vary.

26. The Gulf of Tonkin incident was a controversial event in which an enemy warship was alleged to have attacked the American battleship U.S.S. Maddox. The event probably never occurred, but it led the President to seek and Congress to grant far-reaching war powers to the executive branch without a formal declaration of war and without adequate oversight by Congress. President Johnson used this authority to dramatically escalate American involvement in The Sixties.
27. The Sixtiesization was the policy implemented by the Nixon administration whereby responsibility for day to day ground combat would be shifted to America's South The Sixtiesese allies. This didn't end U.S. involvement in the war, but it did gradually bring to an end the aspect of the war that drew the most domestic criticism.
28. The "body count" was the unofficial method by which American military leaders justified that the U.S. was "winning" the war. Even though enemy casualties exponentially outnumbered American casualties, the "body count" did not take into account the fact that the enemy had seemingly unlimited capability to replace lost soldiers with new recruits. The U.S. and its allies in South The Sixties were unwilling to make similar sacrifices.
29. By the time of the Tet Offensive in early 1968, the official U.S. government maintained that the enemy was nearly defeated and there was "a light at the end of the tunnel." The Tet Offensive, however, proved that the enemy was still strong and willing to continue the war indefinitely. Even though the U.S. and its allies "won" the Tet Offensive in short order, the sheer scale and magnitude of the attack convinced many Americans that their government had been lying about the true prospects in The Sixties. Some say the result was a psychological victory for the enemy in the sense that it turned the American public against the war in far greater numbers than before and widened the already apparent credibility gap that existed.
30. The Paris Peace Accords resulted in a settlement that would, in some regards, allow the U.S. get out of The Sixties without admitting defeat. Nixon and Kissinger wanted only a "decent interval" between their exit and the inevitable downfall of South The Sixties in order to

“save face.” To America’s allies in South The Sixties it was an altogether unacceptable settlement which allowed communist guerillas to remain in the South. The communists in North The Sixties were still intent on reunifying the country under their rule.

31. the credibility gap
32. self-immolated or set himself on fire
33. longest
34. military action or acts of war

#### **Blackline Master #4: Discussion Questions**

answers will vary



## THE SIXTIES—SCRIPT OF PROGRAM NARRATION

### 1.1 - INTRODUCTION

The 1960s.

A decade of social upheaval...

...and change...

...of war...

...rebellion...

...and fear.

It was an era that opened our minds...and touched our hearts.

And through it all, two leaders with liberal sensibilities drove America forward ...with confidence and vision.

The Presidencies of John F. Kennedy and Lyndon Johnson created a lasting impact... on America in the 20th Century.

## CHAPTER 1 - KENNEDY

### 1.2 - 1960 ELECTION

As the 60s dawned Americans faced a choice on election day: support Vice President Richard Nixon or take a chance on a young democratic Senator from Massachusetts, John Fitzgerald Kennedy.

John F. Kennedy hailed from a wealthy Boston family with long-standing political ties. But when he announced he was running for Congress in 1946, many thought he was a longshot. The state's senior politician, "Tip" O'Neil, remarked:

*"He didn't look any more like a Boston politician that was going to go Congress than the man in the moon."*

But Kennedy won and fourteen years later he set his sites on the nation's highest office .

He faced an uphill battle to the White House. He would be the youngest candidate ever elected to the office and the first Catholic.

Some Americans feared he would be overly influenced by the church. But Kennedy pitched his experience and said he was the better man for the job.

#### SENATOR JOHN F. KENNEDY:

*“The question really is which candidate and which party can meet the problems that the United States is going to face in the 1960s.”*

The campaign brought the first ever televised debates. The initial program drew over 70 million viewers and became a historic milestone in politics. For the first time, the candidates’ image became a major factor for voters.

Nixon looked drained... his eyes darted about. Kennedy looked relaxed, and confident, like a winner.

The appearance built momentum in the campaign for Kennedy and his running mate Lyndon Johnson.

But Kennedy’s father, Joe Kennedy Sr. wanted to clinch the win.

He used his connections to raise money, rally support and--some allege--buy votes for his son. Election night was too close to call. The next morning, America woke up to learn that John F. Kennedy had beaten Nixon by a narrow margin to become the 35th president of the United States.

### 1.3 - THE DAWN OF CAMELOT

Kennedy’s inaugural speech resonated with a new sense of optimism.

#### PRESIDENT JOHN F. KENNEDY:

*“And so, my fellow Americans: ask not what your country can do for you--ask what you can do for your country.”*

Kennedy’s speech marked the beginning of a presidential age that sparkled with potential. It would come to be known as the American age of Camelot. President Kennedy surrounded himself with brilliant thinkers.

His closest advisors became known as “the best and the brightest”—including Robert McNamara as Secretary of Defense, Dean Rusk as Secretary of State and the president’s closest confidant his younger brother Robert, or Bobby, who served as Attorney General.

Where Jack was diplomatic and thoughtful, Bobby was brash and impulsive--he became the fall guy—willing to take the heat for the president on issues such as Civil Rights and fighting organized crime.

### 1.4 - THE NEW FRONTIER

The new administration was inspired by social and political changes taking place at home and around the world. Kennedy encouraged citizens to work together as Americans faced this new frontier.

**JOHN F. KENNEDY:**

*"We stand today on the edge of a New Frontier—the frontier of unknown opportunities and perils—But I believe that the times require imagination and courage and perseverance. I'm asking each of you to be pioneers towards that New Frontier."*

Most of Kennedy's idealistic domestic policies would not find support in congress, still he pushed ahead with characteristic determination.

He championed education and medical care for the elderly.

He aggressively took on the country's recession, urging tax cuts, and boosting federal spending to spur the economy and promote job growth. Kennedy's new frontier extended to underdeveloped nations in need. He created the Peace Corps. It rested on his belief in America's youth to deliver aid and promote international friendship.

**PRESIDENT JOHN F. KENNEDY:**

*"But a great impression of what kind of people we//are will depend on, in these countries, on you//and if you can impress them with your commitment, freedom,//your pride in you country and its best traditions//the influence may be far reaching ."*

Many idealistic college graduates volunteered for two years to be teachers, health aides, engineers, or agricultural advisers in developing nations. By 1968, more than 35,000 volunteers had served in 60 nations.

Another international priority was maintaining stability in Latin America. The Alliance for Progress program created strong partnerships through economic aid.

**PRESIDENT JOHN F. KENNEDY:**

*"This journey to Costa Rica has illuminated the minds of 180 million people of what a great opportunity and privilege we have to be associating together in our common cause."*

The common cause was improving the standard of living in South America and using economic development to prevent communism from taking root.

**1.5 - SPACE RACE**

In neighboring countries and beyond, Kennedy was concerned about the rising Soviet threat.

**UNITED NEWSREEL:**

*"Today a new moon is in the sky placed in orbit by a russian rocket. Here an artist's conception of how the feat was accomplished."*

The 1957 launch of the Sputnik staggered America.

#### **UNITED NEWSREEL:**

*"You are hearing the actual signal transmitted by the earth circling satellite."*

Sputnik was an awesome achievement that underscored the Soviets' leadership in space technology.

By comparison, America's rocket program suffered continuing setbacks.

Again in 1961, the Soviets prevailed. Cosmonaut Yuri Gagarin became the first man in space.

The President refused to fall behind the communists in the space race. He challenged the nation to catch the Soviets....and go beyond.

Kennedy unveiled the goal for landing a man on the Moon while speaking to a Joint Session of Congress.

#### **PRESIDENT JOHN F. KENNEDY:**

*"First, I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him back safely to the earth."*

Congress approved \$20 billion dollars for the space program.

One year later, John Glenn became the first American to orbit the Earth.

The success propelled the space program forward, and on July 20, 1969, John F. Kennedy's dream came true.

#### **SOT:**

*"One small step for man...One giant leap for mankind."*

Millions of Americans watched as astronaut Neil Armstrong became the first person to walk on the moon. It was a glowing moment of American achievement.

### **1.6 - CUBAN CRISIS**

But the technology that could launch a man into orbit could also carry nuclear warheads across continents or oceans...

And from the small island of Cuba, the threat of a nuclear missile strike trapped president Kennedy in the most frightening challenge of Cold War history.

Just weeks after entering the Oval Office, Kennedy gave the go-ahead to a CIA plan to invade the island of Cuba and overthrow the Communist government of Fidel Castro.

The mission--which came to be known as the Bay of Pigs--was a disaster...and tarnished the new administration.

One year later, In October 1962, US spy planes revealed Soviet nuclear missile bases in Cuba--just 90 miles off the coast of Florida...

Soviet leader Nikita Khrushchev, had sent the missiles intending to protect Castro's fledgeling regime and send a message to America: Do not invade Cuba.

The Cuban Missile Crisis triggered a state of emergency. Some advisors called for a pre-emptive air strike or invasion of the island.

But if attacked, would Khrushchev respond with nuclear weapons?

Kennedy addressed the American Public. He said that ships bound for Cuba with military equipment would be quarantined. And he issued a warning.

**PRESIDENT JOHN F. KENNEDY:**

*"We will not prematurely or unnecessarily risk the costs of worldwide nuclear war in which even the fruits of victory would be ashes in our mouth - but neither will we shrink from that risk at any time it must be faced."*

The two superpowers stood toe-to-toe...

**MAN ON THE STREET:**

*"I'd hate like heck for us to go to war, but if it's necessary to prevent a nuclear war, I think the action has to be taken at this time."*

**MAN ON THE STREET:**

*"Well think it's high time we stop Russia from having things their own way."*

**MAN ON THE STREET:**

*"I know that some action should be taken he's going to have to tread very lightly to short of war."*

In this charged atmosphere the smallest mistake at any level could lead to an all-out nuclear war.

For eleven days Americans worried, waited and wondered if they would see tomorrow.

Finally on October 28th, after much diplomacy and back-channel negotiations, the situation was diffused.

The Soviets would withdraw their missiles from Cuba. In return, President Kennedy publicly agreed that he would not invade the island. Privately, he also conceded to the removal of US, medium range missiles from Turkey.

### 1.7 – THE BERLIN ULTIMATUM

The Cuban Missile crisis was John F. Kennedy's gravest foreign policy challenge, but it wasn't his only one.

In 1961 the divided city of Berlin was the issue. Khrushchev said the Soviets would cut-off access between the communist East and the democratic West.

East Berlin was losing as many as 1,500 people per day -- many of whom were well educated and skilled workers.

Khrushchev had to stop the flow. If the US intervened, he threatened nuclear war.

The Soviets built the Berlin Wall —96 miles of concrete isolating East from West.

Since the Soviets took no military action against West Berlin, the president could only protest.

A disheartened Kennedy stated that:

*"It's not a very nice solution, but...A wall is a hell of a lot better than a war."*

In the newly divided city, the president denounced communist oppression.

#### **PRESIDENT JOHN F. KENNEDY:**

*"There are some who say -- There are some who say that communism is the wave of the future. Let them come to Berlin.//And there are some who say, in Europe and elsewhere, we can work with the Communists. Let them come to Berlin. All free men, where ever they may live are citizens of Berlin. And, therefore, as a free man, I take pride in the words "Ich bin ein Berliner."*

### 1.7 – COLD WAR

Communist expansion was also a challenge to Kennedy in Southeast Asia where conflicts dating back to the Eisenhower administration flared.

In Laos, President Kennedy reluctantly accepted a coalition government that included Communists. In neighboring Vietnam, however, Kennedy and his advisors set the country on a course that would consume twenty-years, more than 50,000 American lives and ultimately force many to question the trust they placed in their political leaders.

Conflicts in Asia and elsewhere aggravated the Cold War rivalry. But Kennedy and Khrushchev, both men deeply shaken by the nuclear threat of the Cuban Missile Crisis, agreed to work together to bring about the Limited Test Ban Treaty." . Signed in Moscow by the United States, the Soviet Union and Great Britain, the treaty prohibited atmospheric testing of nuclear weapons.

It was a small step but started a collaborative process that would be used throughout the cold war.

## 1.8 - CIVIL RIGHTS

Kennedy espoused social justice, but he remained reluctant to touch Civil Rights. His rhetoric promoting citizen activism could only last so long. He would soon be forced to take a stand.

In the early '60s, social unrest grew. As student volunteers, or "Freedom Riders," took bus trips throughout the South, testing segregation laws for interstate travel facilities and drawing a sometimes violent response from the Ku Klux Klan.

In 1962, James Meredith the first African-American student at the all-white University of Mississippi was barred from entering. Federal marshals were sent to protect Meredith from threats of lynching...

Then Kennedy sent federal troops to Mississippi after riots broke out, leaving two dead and hundreds injured.

1963 marked a pivotal year for civil rights...

In April, Martin Luther King, Jr. began a series of peaceful demonstrations in Birmingham, Alabama... where the police met peaceful marchers with fire hoses and dogs.

But at brother Bobby's urging, Kennedy committed himself to racial equality.

### PRESIDENT JOHN F. KENNEDY:

*"In too many parts of the country, wrongs are inflicted on negro citizens and there are no remedies at law. Unless the congress acts, the only remedy is in the streets."*

As clashes grew more violent, civil rights leaders pressed Kennedy for legislation.

In late 1963, the president submitted a bill.

### PRESIDENT JOHN F. KENNEDY:

*"Those who do nothing are inviting shame. Those who take action are recognizing right. Next week I will ask the Congress of the US to act to make a commitment that race has no place in American life or law."*

### ARCHIVAL FILM:

*"We shall overcome..."*

And on August 28, 1963, some 250,000 people joined the march on Washington, D.C. in support of Kennedy's civil rights bill—one of the largest demonstrations to date.

**MARTIN LUTHER KING JR.:**

*“...I have a dream today.”*

Still, Congress dragged its feet... and no action was taken.

Kennedy believed he could move civil rights forward. With a 60% approval rating, the president looked ahead to a second term in which he would renew his commitment to end racial injustice and fight poverty. He would also re-consider the future course of America's involvement in Vietnam.

**1.8 – THE END OF CAMELOT**

On November 22, 1963, the president and his wife waved to cheering crowds in Dallas, Texas. The happy scene came to a tragic end when shots rang out from the Texas School Book Depository.

**CBS REPORTER MARTIN AGRONSKI:**

*“Oh, a bulletin has just come in from Dallas...Here is is barely 2 hours after president Kennedy's death, LBJ has taken he oath of office as the 37th president of the US”*

A single gunman, Lee Harvey Oswald was arrested for the murder.

Two days later, Oswald himself was shot by nightclub owner Jack Ruby.

Two years later, an official government investigation concluded that Oswald acted alone. But many unanswered questions continue to stir controversy.

The nation mourned their youthful leader...his optimism and seeming invincibility. His promises of reform fell victim to an “unfinished life.”

An estimated 1 million people lined the streets from the Capitol to Arlington Cemetery...Adding to Kennedy's legacy....as a martyred president.

Much of the fallen president's vision for America was shared by the new man in the White House, Lyndon Baines Johnson. Johnson would enjoy success building on Kennedy's domestic accomplishments, but he would fail to escape the destructive power of Vietnam.



## CHAPTER 2 – JOHNSON

### 2.1 – THE ROAD TO THE WHITE HOUSE

Lyndon Baines Johnson came to Washington as a congressional aide and a fervent supporter of Franklin Roosevelt and the New Deal. The experience fueled the ambitions of the Texas democrat and by 1955, he was one of the most powerful congressmen on Capital Hill.

Johnson's personality served him well in politics -- Complex and contradictory, he swung from the heights of idealism and generosity to unsavory depths of duplicity and petty cruelty. Whether loved or hated it was agreed that he was a force of nature.

His homespun, profanity laced remarks often cloaked his sharp intelligence. But it was all a part of the colorful Texan's rough-hewn charm—

In 1960, Johnson joined the Democratic ticket as John F. Kennedy's vice-presidential running mate. But the legislative giant grew dispirited living in the the president's shadow. He resented the administration's East Coast intellectuals and tangled constantly with the President's brother and Attorney General, Bobby Kennedy.

Discouraged, Johnson told an aide:

*"My future is behind me."*

Then came Dallas.

President Kennedy was cut down by an assassins bullet and President Kennedy's assassination gave Johnson inherited the office he desperately wanted to win.

### 2.2 – THE GREAT SOCIETY

As deep grief and rumors of conspiracy swirled around Washington, the new President sought to reassure the nation.

#### **PRESIDENT LYNDON JOHNSON:**

*"The greatest leader of our time has been struck down by the foulest deed of our time. No words are sad enough to express our sense of loss. No words are strong enough to express our determination to continue the forward thrust of America that he began."*

In fact, Johnson planned to move far beyond the late president. He was confident that, as president, he could deliver what Kennedy had only promised.

*"I will pass everything that Kennedy failed to do. Where Kennedy failed, I will succeed. I will out-Kennedy Kennedy."*

Johnson was determined to leave his own great legacy. His sweeping vision for America was influenced by the experiences of his childhood. Growing-up poor in rural Texas, the President identified with those in need. He would use the government's laws and money to create what he called, "The Great Society."

#### **PRESIDENT LYNDON JOHNSON:**

*"The Great Society rests on abundance and liberty for all. It demands an end to poverty and racial injustice, to which we are totally committed in our time."*

### **2.3 - CIVIL RIGHTS**

He faced his greatest challenge almost immediately: Civil Rights. African Americans were demanding equality and the movement could no longer be contained.

Johnson brought his passion and political acumen to the cause. He once said the only power he had was the power to persuade. One aide noted:

*"That's like saying the only wind we have is a hurricane."*

He thoroughly enjoyed the game of politics and was a tough competitor -- using whatever it took to win. He encouraged Congressmen, cajoled the press and pushed his former colleagues to get behind the bill. Johnson both gave heat and took it.

Within a year, Johnson achieved his goal...the most sweeping civil rights legislation since reconstruction.

#### **PRESIDENT LYNDON JOHNSON:**

*"We believe that all men are entitled to the blessings of liberty. Yet millions are being deprived of those blessings--not because of their own failures, but because of the color of their skin.//But it cannot continue. Our Constitution, the foundation of our Republic, forbids it. The principles of our freedom forbid it. Morality forbids it. And the law I will sign tonight forbids it."*

Congress passed the Civil Rights Act of 1964. It was a major advancement toward racial equality. The law outlawed barred discrimination on the basis of race, religion, national origin, or gender -- and banned the practice of segregation in schools, public places and employment.

The Equal Employment Opportunity Commission was created to oversee the fairness in employment. It gave the law teeth.

But protests continued. In many areas, literacy tests and other forms of discrimination still prevented African Americans from voting. Johnson put an end to this with the Voting Rights Act of 1965.

Johnson further championed civil rights in 1967, with the appointment Thurgood Marshall, the first African American Supreme Court justice.

And the selection of Robert Weaver, as the first African-American to hold a presidential cabinet position.

## 2.4 – THE WAR ON POVERTY

In 1964, Johnson made poverty a national issue. With one in five American's living below the poverty line, Johnson was determined to bring about real change.

President Lyndon Johnson: "Many Americans live on the outskirts of hope, some because of their poverty and some because of their color, and all too many because of both. And this Administration today, here and now, declares unconditional war on poverty in America.

The cornerstone of the war on poverty was the Economic Opportunity Act. \$1 billion was allocated to launch several major service programs, including:

Head Start.... helping preschool children learn skills necessary to be successful in school

Job Corps....training unemployed young people from poor backgrounds for new jobs

And VISTA, short for Volunteers in Service to America, providing a "domestic peace corps" to help disadvantaged areas.

## 2.5 – 1964 ELECTION

In 1964, Johnson's chances of re-election were great. His social programs were working and Americans faced the future with optimism.

The campaign was a chance to silence those who saw him merely as an "accidental" president. He wanted to win and win big.

Johnson used television to attack his opponent.

The campaign spot "Peace Little Girl" insinuated that Johnson's opponent, Republican Senator Barry Goldwater would start a nuclear war in Vietnam or other cold war conflicts.

### TV SPOT:

*"These are the stakes."*

The controversial ad was severely criticized and pulled after one airing. But it was extremely effective.

### TV SPOT:

*"Vote for President Johnson on November 3<sup>rd</sup> the stakes are too high for you to stay home"*

Johnson won in a landslide. The president and his running mate Hubert Humphrey gained 61 percent of the popular vote ... the widest margin in American history.

Congressional Democrats rode Johnson's coattails and increased their majority in Congress.

## 2.6 - THE GREAT SOCIETY CONTINUES

Johnson had what he needed, he accelerated work on the Great Society.

Within months of his inauguration, the president and the democratic congress pushed forward a flurry of reform bills.

Medicare—helping to provide medical care for those 65 and older...

And Medicaid—offering health care for the poor and disabled.

A federal aid package for education...immigration laws...legislation to protect air and water quality.

...He set standards for the labeling of consumer goods...and automobile and highway safety...along with creating the Department of Transportation.

Cultural initiatives included the creation of public television..the National Endowment for the Arts and the National Endowment for the Humanities..

By the time Lyndon Johnson left office, over 200 of his proposals had passed Congress.

Not since the New Deal had so much important domestic legislation been passed so quickly.

## 2.7 - VIETNAM

Lyndon Johnson prepared his entire career to fight the war against America's social ills. He said he was determined to be "the greatest president of them all."

And he might have been, except for his other war--Vietnam.

When it came to the war in Vietnam, Johnson anguished over the stark choices.

*"If I left the woman I loved--the Great Society--in order to get involved with that...war on the other side of the world, then I would lose everything at home.// But if I let the Communists take over South Vietnam, then I would be seen as a coward and my nation as a appeaser, and we would both find it impossible to accomplish anything // anywhere on the entire globe."*

In March 1965, the President Johnson sent 5000 marines to Vietnam. Three years later, that number had reached 500,000. At first, the President was able to balance military and domestic spending. But as the cost of both "guns and butter" escalated, it was not sustainable.

The American military machine had pounded away at the enemy for more than three years. and there was still no end in sight. By 1968, Johnson insisted the enemy was nearly defeated.

But in the early morning hours of January 30, 1968, the enemy launched a massive attack that proved they were stronger than ever.

US forces and their South Vietnamese allies, repelled the attack.

Tet Offensive, as it came to be known, was not a victory for the enemy in military terms, but the battle turned the tide of public opinion in the United States and called into question much of what Americans had been told about the war,

After Tet, it was clear that there would be no victory for the United States in Vietnam. Even some of Johnson's closest advisors began to lobby for a withdrawal.

### THE PRESIDENT LAMENTED:

*"Everybody is recommending surrender."*

But in the end, it was Johnson who surrendered:

President Lyndon Johnson:

*"I will not seek, and I will not accept my party's nomination for another term as President."*

## 2.8 - 1968

There was a sense of finality to his statement, but Johnson's remaining months in office were to be some of the most tumultuous in American history.

In April 1968, the Reverend Martin Luther King Jr. was assassinated in Memphis, sparking riots in major US cities.

Just two months later, Democratic Presidential hopeful Sen. Robert Kennedy was gunned-down in Los Angeles.

The unrest climaxed became even more violent when anti-war demonstrators clashed with police and National guardsmen during the Democratic National Convention in Chicago.

Johnson reflected back on the year saying:

*"I sometimes felt like I was living in a continuous nightmare."*

## 2.9 - LEGACY

Johnson's Great Society benefitted millions of Americans, but critics complained that it dramatically increased the size of federal government and budget deficit.

The President hoped to unite the country with social progress but his administration left the country more divided than at any time since the Civil War.

Despite all that he had accomplished divisiveness and war became his Presidential legacy. As for the man, Lyndon Johnson, Hubert Humphrey described him best...

*“He was an all-American President. He was really the history of this country, with all of the turmoil, the bombast, the sentiments, the passions. It was all there, all in one man...”*

In the decades following Presidents Kennedy and Johnson, the trend in the White House turned conservative.

In the course of 40 years, only 12 of them have been governed by democratic presidents. Still, the grand visions and policies of these two liberal leaders continue to inspire and shape modern America.

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## Blackline Masters

- [Blackline Master #1: Pre-Test](#)
- [Blackline Master #2: Quiz](#)
- [Blackline Master #4: Discussion Questions](#)
- [Blackline Master #5: Vocabulary](#)

Activity: **Pre-Test (1)**

Name \_\_\_\_\_

Subject: **The Sixties**

Date \_\_\_\_\_

**DIRECTIONS:** Read the questions carefully and circle the correct answer.

1. Presidents John F. Kennedy and Lyndon B. Johnson both served during the 1950s.
  - A. true
  - B. false
2. The first televised political debate was between John F. Kennedy and Lyndon Johnson.
  - A. true
  - B. false
3. The Kennedy presidency is popularly known as Camelot.
  - A. true
  - B. false
4. President Kennedy's closest advisors were known as the "best and the brightest."
  - A. true
  - B. false
5. President Kennedy signed landmark voting rights legislation.
  - A. true
  - B. false
6. President Johnson signed into law major civil rights legislation.
  - A. true
  - B. false
7. The United States landed the first man on the moon during President Kennedy's term in office.
  - A. true
  - B. false
8. Concern for the environment was a major issue during the Kennedy and Johnson years.
  - A. true
  - B. false
9. The Cold War was a dominant foreign policy issue during the Kennedy and Johnson years.
  - A. true
  - B. false
10. The Korean war divided Americans during President Johnson's administration.
  - A. true
  - B. false



Activity: **Quiz (2a)**

Name \_\_\_\_\_

Subject: **The Sixties**

Date \_\_\_\_\_

**DIRECTIONS:** Read the following statements, and circle whether they are true or false.

1. The 1960 televised Presidential debates marked the first time a candidate's image was a major factor for voters.  
A. true      B. false
2. The label for President Kennedy's domestic and foreign programs became known as the Great Society.  
A. true      B. false
3. President Kennedy committed the nation to the goal of putting the first man on the moon.  
A. true      B. false
4. When he assumed the Presidency in 1961, President Kennedy was reluctant to actively support the cause of civil rights.  
A. true      B. false
5. The Alliance for Progress provided economic assistance to Latin America.  
A. true      B. false
6. Lyndon Johnson was famous for his ability to persuade legislators.  
A. true      B. false
7. Public opposition to the war in Vietnam influenced President Johnson to resign.  
A. true      B. false
8. President Kennedy committed American military personnel to Vietnam.  
A. true      B. false
9. Presidents Kennedy and Johnson sought to reshape Roosevelt's "New Deal" in their own vision.  
A. true      B. false
10. President Johnson signed into law the 1964 Civil Rights Act and the 1965 Voting Rights Act.  
A. true      B. false
11. When the Soviet Union installed nuclear missiles on the island of Cuba, President Kennedy announced a naval bombardment.  
A. true      B. false

Activity: **Quiz (2b)**

Name \_\_\_\_\_

Subject: **The Sixties**

Date \_\_\_\_\_

12. In 1967 Thurgood Marshall became the first African-American to serve in the U.S. Senate.  
A. true      B. false
13. The Bay of Pigs was a covert mission to invade Cuba.  
A. true      B. false
14. President Kennedy was the first president of the Catholic faith.  
A. true      B. false
15. The March on Washington for Jobs and Freedom was organized in support of President Kennedy's war on poverty.  
A. true      B. false
16. Prior to becoming President, Lyndon Johnson was an influential U.S. senator.  
A. true      B. false
17. In 1964, Lyndon Johnson declared war on Vietnam.  
A. true      B. false
18. Political assassinations, anti-war protests, and violence at the Democratic National Convention made 1968 the most tumultuous year of the 1960s.  
A. true      B. false
19. A major turning point in the Vietnam war was the 1968 Easter Offensive.  
A. true      B. false
20. President Johnson established the Peace Corps.  
A. true      B. false

Activity: **Discussion Questions (4)** Name \_\_\_\_\_

Subject: **The Sixties** Date \_\_\_\_\_

1. What was the role of the mass media in the 1960 Presidential campaign? How did this differ from prior campaigns? Do you think the influence of the mass media has had a beneficial or detrimental effect on the election process?
2. Compare the domestic accomplishments of Presidents Kennedy and Johnson. In your opinion, who was more successful in this regard?
3. Why did President Johnson remain committed to Vietnam? Keeping in mind the political, social and cultural context of the time, do you think he made the right decision? Why or why not?
4. Do you think President Johnson is a tragic figure? Why or why not?
5. Modern public opinion polls consistently rank President Kennedy among the most popular presidents in history. Do you think he is deserving of this accolade?
6. What traits made Lyndon Johnson such an effective legislator?
7. Why do you think the "religious issue" was of such concern to American voters in the 1960 election? Do you think a Presidential candidate should be judged on the basis of his or her religious affiliation? Explain your answer.
8. How do you think President Kennedy's upbringing and life experiences influenced his position on Civil Rights? Why do you think he changed his position between 1961 and 1963?
9. During his time in the House of Representatives and the Senate, Lyndon Johnson often voted against civil rights legislations. Yet, after becoming President, he did more to advance the cause of African-Americans than any previous Chief Executive. Provide an explanation for this stark contrast.
10. What are some ways the Great Society affects your life today?

Activity: **Vocabulary Terms (5)** Name \_\_\_\_\_  
 Subject: **The Sixties** Date \_\_\_\_\_

### ALLIANCE FOR PROGRESS

**Definition:** The Alliance for Progress initiated by U.S. President John F. Kennedy in 1961 aimed to establish economic cooperation between North and South America. The aid was intended to counter the perceived emerging communist threat from Cuba to U.S. interests and dominance in the region. The program achieved limited economic advances, but by the early 1970s it was widely viewed as a failure and was disbanded.

**Context:** “Therefore I have called on all the people of the hemisphere to join in a new Alliance for Progress —alianza para Progreso—a vast cooperative effort, unparalleled in magnitude and nobility of purpose, to satisfy the basic needs of the American people for homes, work and land, health and schools—techo, trabajo y tierra, salud y escuela.”

—President John F. Kennedy

### BERLIN CRISIS/BERLIN WALL

**Definition:** The Berlin Crisis was a major confrontation of the Cold War in which the U.S.S.R. issued an ultimatum demanding the withdrawal of Western armed forces from West Berlin—culminating with the city's de facto partition with the East German erection of the Berlin Wall, a physical barrier erected by the East German government which completely encircled West Berlin. It came to symbolize the Iron Curtain between Western Europe and the Eastern Bloc in the Cold War.

**Context:** “Freedom has many difficulties and democracy is not perfect, but we have never had to put a wall up to keep our people in, to prevent them from leaving us.”

—President John F. Kennedy, June 26, 1963

### BEST AND THE BRIGHTEST

**Definition:** The Best and the Brightest is a catch phrase which commonly refers to President John F. Kennedy's closest advisors. In fact, it's the title of a popular book by David Halberstam which, used ironically, criticizes these "whiz kids" for arrogantly insisting on "brilliant policies that defied common sense" in Vietnam, often against the advice of career U.S. Department of State employees.

### CAMELOT

**Definition:** Camelot is the most famous castle and court associated with the legendary King Arthur. In the context of The Sixties, “Camelot” was the figurative designation for John F. Kennedy, his family and Presidential administration.

### CIVIL RIGHTS ACT OF 1964

**Definition:** The Civil Rights Act of 1964 was a landmark piece of legislation in the United States that outlawed racial segregation in schools, public places, and employment. Conceived to help African Americans, the bill was amended prior to passage to protect women, and explicitly included white people for the first time. It also created the Equal Employment Opportunity Commission.

### COLD WAR

**Definition:** The state of conflict, tension and competition that existed between the United States and the Soviet Union and their respective allies from the mid-1940s to the early 1990s, although many historians believe the conflict can be dated to as early as 1917. Throughout this period, rivalry between the two superpowers was expressed through military coalitions, propaganda, espionage, weapons development, industrial advances, and competitive technological development, e.g., the space race. Both superpowers engaged in costly defense spending, a massive conventional and nuclear arms race, and numerous proxy wars.

### CUBAN MISSILE CRISIS

**Definition:** The Cuban Missile Crisis was a confrontation between the United States, the Soviet Union, and Cuba in October 1962, during the Cold War. The crisis developed when the Cuban and Soviet governments placed offensive nuclear missiles in Cuba. When United States intelligence discovered the weapons, its government decided to do all they could to ensure their removal. The crisis ranks with the Berlin Blockade as one of the major confrontations of the Cold War, and is generally regarded as the moment in which the Cold War came closest to a nuclear war.

### DAISY GIRL

**Definition:** One of the most memorable of all campaign commercials, “Daisy Girl” was created for Lyndon Johnson’s 1964 presidential run. Without any explanatory words, the ad uses a simple and powerful cinematic device, juxtaposing a scene of a little girl happily picking petals off of a flower (actually a black-eyed Susan), and an ominous countdown to a nuclear explosion.

**Context:** “Daisy Girl” aired only once as a paid political ad. However, it was so controversial that it received extensive airplay on ABC’s and CBS’s nightly news shows, amplifying its impact.

### FREEDOM RIDES

**Definition:** The Freedom Rides were designed by civil rights organizers to test federal laws banning segregated facilities in interstate travel on bus trips through the deep South. The first two Freedom Ride buses left Washington D.C. on May 4, 1961, and were scheduled to travel to New Orleans. One bus was firebombed near Anniston, Alabama; riders on the other bus were savagely attacked by segregationists in Birmingham, Alabama.

### GREAT SOCIETY

**Definition:** The Great Society was a set of domestic programs proposed or enacted on the initiative of President Lyndon B. Johnson. Two main goals of the Great Society social reforms were the “war on poverty” and new civil rights legislation. One of the great conflicts of the Johnson presidency was the choice between the war in Vietnam and the Great Society—could the nation have both “guns and butter.”

**Context:** “I knew from the start that I was bound to be crucified either way I moved. If I left the woman I really loved—the Great Society—in order to get involved in that bitch of a war on the other side of the world, then I would lose everything at home. All my programs.... But if I left that war and let the Communists take over South Vietnam, then I would be seen as a coward and my nation would be seen as an appeaser and we would both find it impossible to accomplish anything for anybody anywhere on the entire globe”

— President Lyndon Baines Johnson

### HEAD START

**Definition:** Head Start is a program of the United States Department of Health and Human Services that provides comprehensive education, health, nutrition, and parent involvement services to low-income children and their families.

Head Start began in 1965 as part of President Lyndon Johnson’s “Great Society.”

### JOB CORPS

**Definition:** The Job Corps is a no-cost education and vocational training program which was initiated as the central program of the Johnson Administration's War on Poverty, part of his domestic agenda known as the “Great Society.” Job Corps was modeled on the Depression-era Civilian Conservation Corps (CCC).

### LIMITED TEST BAN TREATY OF 1963

**Definition:** The Limited Test Ban Treaty was an arms control agreement negotiated by the US, USSR, and UK in 1963 prohibiting tests of nuclear devices in the atmosphere, in outer space, and underwater. It did not prohibit underground nuclear testing, so long as radioactive debris was contained within the “territorial limits” of the testing state. The treaty has since been signed by a total of 116 countries, including potential nuclear states Argentina, Brazil, India, Israel, Pakistan, and South Africa. Though two major nuclear powers, France and the People's Republic of China, have not signed, they are now abiding by its provisions. In 1992, China exploded a bomb beyond the LTBT limits.

### MARCH ON WASHINGTON

**Definition:** The March on Washington for Jobs and Freedom was a large, multi-racial political rally that took place in Washington, D.C. on August 28, 1963. Martin Luther King, Jr. delivered his historic “I Have a Dream” speech advocating racial harmony at the Lincoln Memorial during the march.

**Context:** “I have dream that my four children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.”

—Rev. Martin Luther King, Jr.

### **NEW FRONTIER**

**Definition:** The term New Frontier was used by John F. Kennedy in his acceptance speech in the 1960 United States Presidential election to the Democratic National Convention at the Los Angeles Memorial Coliseum as the Democratic nominee. Originally just a slogan to inspire America to support him, the phrase developed into a label for his administration's domestic and foreign programs.

**Context:** “We stand on the edge of a New Frontier—the frontier of unfulfilled hopes and dreams, a frontier of unknown opportunities and beliefs in peril. Beyond that frontier are uncharted areas of science and space, unsolved problems of peace and war, unconquered problems of ignorance and prejudice, unanswered questions of poverty and surplus”

—Senator John F. Kennedy

### **PEACE CORPS**

**Definition:** The Peace Corps is an American volunteer program established during the Kennedy administration. It's mission includes three goals, which are providing technical assistance, helping people outside the United States understand the culture of the United States, and helping United States people understand the culture of other countries.

**Context:** Executive Order 10924 which established the Peace Corps declares its purpose to be: “To promote world peace and friendship through a Peace Corps, which shall make available to interested countries and areas men and women of the United States qualified for service abroad and willing to serve, under conditions of hardship if necessary, to help the peoples of such countries and areas in meeting their needs for trained manpower.”

### **SPACE RACE**

**Definition:** The space race was the competition between the U.S. and Soviet Union for dominance in outer space. The rivalry focused on attaining firsts in space exploration, which were seen as necessary for national security and symbolic of technological and ideological superiority.

### **SPUTNIK**

**Definition:** Sputnik 1 was the first Earth-orbiting artificial satellite. It was launched into a low altitude elliptical orbit by the Soviet Union on October 4, 1957. The success of the Soviet Sputnik program ignited the Space Race within the Cold War.

### **TET OFFENSIVE**

**Definition:** The Tet Offensive was a military campaign during the Vietnam War that began on January 31, 1968 in which the North Vietnamese Army and Viet Cong launched a coordinated attack against military and civilian targets throughout South Vietnam. The purpose of the offensive was to spark a general uprising among the population that would then topple the Saigon government, thus ending the war in a single blow. The initial attacks stunned allied forces, but most were quickly contained and beaten back, inflicting massive casualties on communist forces. Of the 80,000 enemy fighters who participated in the Tet Offensive, as many as 50,000 were killed.

**Context:** Although Tet was undeniably a military defeat for Communist forces, they emerged with a decisive psychological victory. The American public, who had been led to believe that the enemy was on the verge of defeat, alleged a “credibility gap” on the part of President Johnson and his military advisors. Support for the war effort, already waning, collapsed.

### VOTING RIGHTS ACT OF 1965

**Definition:** The National Voting Rights Act of 1965 outlawed discriminatory voting practices that had been responsible for the widespread disenfranchisement of African Americans in the United States. Echoing the language of the 15th Amendment, the Act prohibited states from imposing any "voting qualification or prerequisite to voting, or standard, practice, or procedure ... to deny or abridge the right of any citizen of the United States to vote on account of race or color."

**Context:** Specifically, Congress intended the Act to outlaw the practice of requiring otherwise qualified voters to pass literacy tests in order to register to vote, a principal means by which Southern states had prevented African-Americans from exercising the franchise. The Act was signed into law by President Lyndon B. Johnson, a Democrat, who had earlier signed the landmark Civil Rights Act of 1964 into law.

### WAR ON POVERTY

**Definition:** The War on Poverty is the name for legislation first introduced by United States President Lyndon B. Johnson during his State of the Union address on January 8, 1964. This legislation was proposed by Johnson in response to a national poverty rate of around nineteen percent. The speech led the United States Congress to pass the Economic Opportunity Act, which established the Office of Economic Opportunity (OEO) to administer the local application of federal funds targeted against poverty.

**Context:** As part of the Great Society, President Johnson's belief in expanding the government's role in social welfare programs from education to healthcare was a continuation of Franklin Delano Roosevelt's New Deal, which ran from 1933 to 1935, and the Four Freedoms of 1941.



For various ideological and political reasons, the concept of a war on poverty waned after the 1960s. Nonetheless, its legacy remains in the continued existence of such federal programs as Head Start and Job Corps.

### **VISTA**

**Definition:** VISTA or Volunteers in Service to America is an anti-poverty program created by Lyndon Johnson's Economic Opportunity Act of 1964 as the domestic version of the Peace Corps. Initially, the program increased employment opportunities for conscientious people who felt they could contribute tangibly to the War on Poverty. Volunteers served in communities throughout the U.S., focusing on enriching educational programs and vocational training for the nation's underprivileged classes.

### **VIỆT CỘNG**

**Definition:** Việt Cộng is a pejorative term for “Vietnamese communist”. The word appears in Saigon newspapers beginning in 1956. American soldiers referred to the Vietcong as Victor Charlie or VC. “Victor” and “Charlie” are both letters in the NATO phonetic alphabet. “Charlie” referred to communist forces in general, both Vietcong and PAVN.

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