Agenda

- John F. Kennedy and the 1960 Election
- Challenging the Nation
  - Activity: New Frontier vs. Ask Not
- The Presidency
- November 22, 1963
- Moving Forward
  - Activity: Leading Forward
- Connecting Then and Now
  - Activity: History Hashtag
“For all problems are not solved and the battles are not all won—and we stand today on the edge of a New Frontier—the frontier of the 1960s—a frontier of unknown opportunities and perils—a frontier of unfulfilled hopes and threats. …Beyond that frontier are the uncharted areas of science and space, unsolved problems of peace and war, unconquered pockets of ignorance and prejudice, unanswered questions of poverty and surplus.”
Election of 1960

- Changing of the Guard
  - Oldest president elected to date to be succeeded by one of youngest
    - John F. Kennedy: 43
    - Richard M. Nixon: 47
  - 1\textsuperscript{st} president born in the 20\textsuperscript{th} century

- Campaign Poster Comparison
  - What does each poster imply about their candidate?
The Election

- New campaign approaches
  - Use of media
  - Spanish language advertising
- Alaska and Hawaii voting for the first time
- Narrow margins of victory throughout the country
- 3rd candidate won electoral college votes
  - Mississippi, Alabama and Oklahoma

Presidential Election of 1960 – 270toWin
Date accessed June 14, 2022.
Electoral College Voting Comparison

1956 Election

1964 Election

Presidential Election of 1956 – 270toWin

Presidential Election of 1964 – 270toWin
Challenging the Nation

- 1961 Inaugural Address echoed tone of challenge set out in Kennedy’s DNC New Frontier Speech
  - “Ask not what your country can do for you, ask what you can do for your country”
- Nation rose to the challenge quickly
  - Peace Corps
  - Civil Rights Movement activism

Abbie Rowe. White House Photographs. John F. Kennedy Presidential Library and Museum, Boston
Activity: New Frontier v. Ask Not

Instructions:

- Compare and contrast language from John F. Kennedy’s 1960 Democratic National Convention Speech and his 1961 Inaugural Address.

- What is his message in each speech excerpt? How are they similar? How does the language change?
Activity:
New Frontier v. Ask Not

Democratic National Convention Nomination Acceptance Address,
Delivered July 15, 1960, Memorial Coliseum, Los Angeles

“...Some would say that those struggles are all over -- that all the horizons have been explored -- that all the battles have been won -- that there is no longer an American frontier. But I trust that no one in this assemblage would agree with those sentiments. For the problems are not all solved and the battles are not all won -- and we stand today on the edge of a New Frontier -- the frontier of the 1960’s -- a frontier of unknown opportunities and perils -- frontier of unfilled hopes and unfilled threats.

Woodrow Wilson’s New Freedom promised our nation a new political and economic framework. Franklin Roosevelt’s New Deal promised security and succor to those in need. But the New Frontier of which I speak is not a set of promises. It is a set of challenges.

It sums up not what I intend to offer to the American people, but what I intend to ask of them. It appeals to their pride -- it appeals to our pride, not to their pocketbook -- it holds out the promise of more sacrifice instead of more security....”

1961 Inaugural Address

“...Now the trumpet summons us again--not as a call to bear arms, though arms we need--not as a call to battle, though embattled we are-- but a call to bear the burden of a long twilight struggle, year in and year out, "rejoicing in hope, patient in tribulation"--a struggle against the common enemies of man: tyranny, poverty, disease and war itself.

Can we forge against these enemies a grand and global alliance, North and South, East and West, that can assure a more fruitful life for all mankind? Will you join in that historic effort?

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...."
Entering the New Frontier

- Science and space
- Peace and war
- Ignorance and prejudice
- Poverty and surplus
The Space Race

- Kennedy challenge:
  - Reach the moon before the end of the decade
The Cold War

- Kennedy Challenges
  - Cuban Missile Crisis
  - Negotiations with Soviet leader Nikita Khrushchev
  - Diplomacy or action?
  - Berlin Wall Construction
The Civil Rights Movement

- Civil Rights during the Kennedy Administration
- 24th Amendment proposed by Congress to the states
- Desegregation of colleges and universities
- Protests
- Freedom Rides
- March on Washington
- June 11, 1963, Televised Address to the Nation on Civil Rights
November 22, 1963

- The assassination of President Kennedy in Dallas, TX
- President Lyndon B. Johnson sworn in as president prior to returning to Washington, DC
- Nation and world sent into mourning
Activity: Historical Leadership

- Select one of the historic figures below:
  - Lyndon B. Johnson
  - Jacqueline Kennedy
  - Robert F. Kennedy
  - Dr. Martin Luther King Jr.

- Consider their role in the national spotlight. How will they need to use their role to help the nation begin to heal from the assassination of President Kennedy?

- What challenges do they face?
  - Personal
  - Publicly

- Provide two ways they can use their influence to help the nation heal.
Let Us Continue
President Johnson’s Address before a Joint Session of Congress, November 27, 1963

C-SPAN. President Lyndon B. Johnson’s Address to a Joint Session of Congress following JFK’s Assassination [Video]. (November 19, 2013)/ C-SPAN. https://www.youtube.com/watch?v=HT9QbYxfRSE
Moving Forward

- Camelot depiction grows
- 25th Amendment adopted and ratified
- Questions surrounding the assassination and the subsequent investigations impact public perception
- Assassinations of Dr. Martin Luther King Jr. and Robert F. Kennedy

3 Dimensions
Gregory Thornton Collection/The Sixth Floor Museum at Dealey Plaza
The Race for the Moon

- NASA Center in Florida renamed for Kennedy six days after his death
- Kennedy’s desire to reach the Moon by the end of the decade continued
- Goal accomplished July 20, 1969
- Note left on Kennedy gravesite: “Mr. President, the Eagle has landed.”
Back to the Moon… and beyond

- 7 missions to the Moon 1969-1972
  - Apollo 13 only mission to not land
- Kennedy’s desire to work with the Soviets realized with projects including the 1975 Apollo-Soyuz Test Project and International Space Station
- New Space Races
  - Commercial Flight
  - Industrializing the Moon
  - Return to the Moon
  - Traveling to Mars
Cold War Relationships

- American involvement in Vietnam War increased
  - Rising tensions at home led to 26th Amendment
- Berlin Wall built during Kennedy administration fell in 1989
- Disintegration of the Soviet Union

Piece of the Berlin Wall
U.S. Army Berlin Museum Collection/The Sixth Floor Museum at Dealey Plaza
Warming Tensions

- Aftereffects of breakup of communist state
- Worldwide tensions with Russia
  - Current situation in Ukraine
- Fragile relationships with current and former communist nations
  - Includes Russia, China, North Korea, Cuba
- Nuclear weapons programs
Civil Rights

- Passage of the Civil Rights Act of 1964
- Passage of the Voting Rights Act of 1965
- Passage of the Fair Housing Act of 1968
- Chicano Movement

Piccadilly Cafeteria Protest in Dallas, 1964
Dallas County Sheriff’s Department Collection/The Sixth Floor Museum at Dealey Plaza
From Civil Rights to Human Rights

- Poor People’s Campaign of 1968
  - 21st Century Poor People’s Campaign
- 2020 Protests
- Changes to the Civil Rights Act of 1964 and the Voting Rights Act of 1965

June 3, 2020 Dealey Plaza Protest
Violet Nassri Collection/The Sixth Floor Museum at Dealey Plaza
Activity: History Hashtag

- Select a topic discussed during this session.
- Complete the prompts in the hashtag/tic tac toe board on the following slide.
- Use the responses to help you craft a quick artwork or sketch illustrating the information you have included in your hashtag.
# Activity: History Hashtag

<table>
<thead>
<tr>
<th>Three words or phrases to describe the theme.</th>
<th>Story details that stood out to you.</th>
<th>Main person that stood out to you. Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Something you are interested in learning more about.</td>
<td>Theme</td>
<td>What moved the story along (change in the action)?</td>
</tr>
<tr>
<td>Something new you learned.</td>
<td>Most interesting object connected to the theme.</td>
<td>Name one outcome from the chosen topic.</td>
</tr>
</tbody>
</table>
The Moon’s First Man

Ruby Rivera

Woodrow Wilson High School

My painting of Apollo 11 landing on the Moon on July 20, 1969, shows the fulfillment of a challenge President Kennedy gave the United States to reach the moon by the end of the 1960s. I was inspired by this topic because President Kennedy did not live to see this accomplishment, yet his influence was felt throughout the years leading up to the moon landing. I represented this by including his reflection in Neil Armstrong’s helmet. The quote above the astronaut is taken from a note left on President Kennedy’s grave the night of the moon landing referencing his challenge to the nation.
History Hashtag
Results

Equality
Christian Rodriguez
Bryan Adams High School

President John F. Kennedy and Dr. Martin Luther King Jr. shared the goal of fighting for equality in 1963. They believed in people helping each other and bringing an end to segregation. Both men used speeches to speak out against discrimination and encourage people support their efforts. Their efforts are important today as we continue to push for equality and bring about change.
Questions?
Genevieve Kaplan
GenevieveK@jfk.org
214.389.3075
Supplemental Slides

1. Jacqueline Kennedy letters to John Steinbeck
2. Photo credits for Dallas 1963 map (Slide 4)
February 15, 1964
The Sixth Floor Museum at Dealey Plaza Collection
2019.104.0001

Jacqueline Kennedy to John Steinbeck

Dear Mr. Steinbeck,

I wish though all the pictures - and they are just what I suggested - nothing - all those lovely best photographs were in my first book. He has pulled this out in the list of pictures for this book, and some family pictures that were discarded below and I think I need to see the new publisher. I think it is awful & I want to try and make a few extra groups of the pictures in this way. It was a very nice idea - I am surprised it is something the family will give no sanction to and I am afraid you should be associated with it in any way.

I think I think you should be now - a book in your own - as we have at beginning to think at the end & our meeting together.

John F. Kennedy

March 8, 1964
The Sixth Floor Museum at Dealey Plaza Collection
2019.104.0002

Jacqueline Kennedy to John Steinbeck

I am so glad you are coming to New York - I will have your book - which says - when our belief met the week - the hero that we need comes - and you spoke & Jack with Bette, Sissy, Faye, James, Apollo, Babbie and Arthus - that is where I know the buds - and with all the bitterness and vengeance and strength left in me - that is how I am going to make sure other people see him before I die.

I never brokend at your using the word "myth" - I get better when Max Caughill
### Photo credits for Dallas 1963 Map (Slide 4)

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>COLLECTION TITLE/Credit</th>
<th>ID/LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealey Plaza</td>
<td>William Allen, <em>Dallas Times Herald Collection/The Sixth Floor Museum at Dealey Plaza</em></td>
<td><strong>IMAGE</strong> 1989.100.0025.0002</td>
</tr>
<tr>
<td>Dallas Trade Mart</td>
<td>Bob Jackson, <em>Dallas Times Herald Collection/The Sixth Floor Museum at Dealey Plaza</em></td>
<td><strong>IMAGE</strong> 1989.100.0018.0001</td>
</tr>
<tr>
<td>Parkland Hospital</td>
<td>Tom Dillard Collection, <em>The Dallas Morning News/The Sixth Floor Museum at Dealey Plaza</em></td>
<td><strong>IMAGE</strong> 1994.003.0011.0002</td>
</tr>
<tr>
<td>Officer J.D. Tippit shooting</td>
<td>Darryl Heikes, <em>Dallas Times Herald Collection/The Sixth Floor Museum at Dealey Plaza</em></td>
<td><strong>IMAGE</strong> 1989.100.0022.0008</td>
</tr>
<tr>
<td>Texas Theater</td>
<td>FBI photograph, Nat Pinkston Collection/The Sixth Floor Museum at Dealey Plaza</td>
<td><strong>IMAGE</strong> 2003.006.0042</td>
</tr>
<tr>
<td>Dallas Police headquarters</td>
<td>Courtesy Texas/Dallas History and Archives Division, Dallas Public Library</td>
<td><strong>IMAGE</strong> Dallas Public Library</td>
</tr>
<tr>
<td>Love Field</td>
<td>Tom Dillard Collection, <em>The Dallas Morning News/The Sixth Floor Museum at Dealey Plaza</em></td>
<td><strong>IMAGE</strong> 1994.003.0007.0001</td>
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