



THE SIXTH FLOOR MUSEUM  
AT DEALEY PLAZA

# Kennedy's New Frontier: Sixty Years On

Genevieve Kaplan, Director of Education





*The Dallas Morning News  
Collection/The Sixth Floor  
Museum at Dealey Plaza  
Donated by The Dallas Morning  
News in the interest of  
preserving history*

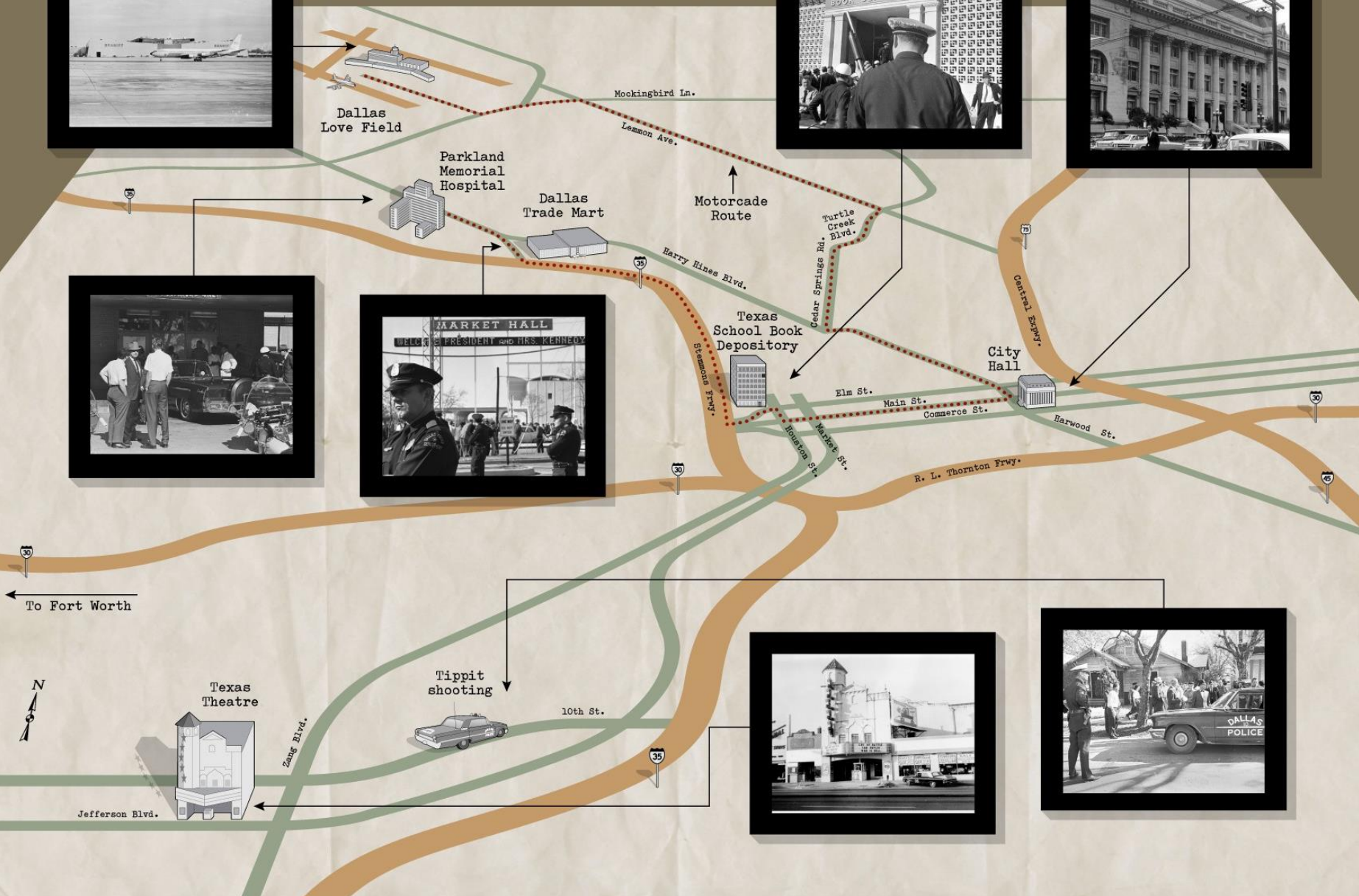


Cecil Stoughton. White House Photographs. John F. Kennedy Presidential Library and Museum. Boston.

# DALLAS 1963



Dallas Love Field



Mockingbird Ln.  
Lemmon Ave.

Parkland Memorial Hospital  
Dallas Trade Mart

Motorcade Route

Texas School Book Depository

City Hall

Texas Theatre

Tippet shooting

To Fort Worth



10th St.

Jefferson Blvd.

Zang Blvd.

35

35

30

45

Harry Hines Blvd.  
Turtle Creek Blvd.  
Cedar Springs Rd.

Stemmons Fwy.

R. L. Thornton Fwy.

Central Expwy.

Elm St.  
Main St.  
Commerce St.  
Harwood St.

Market St.  
Houston St.

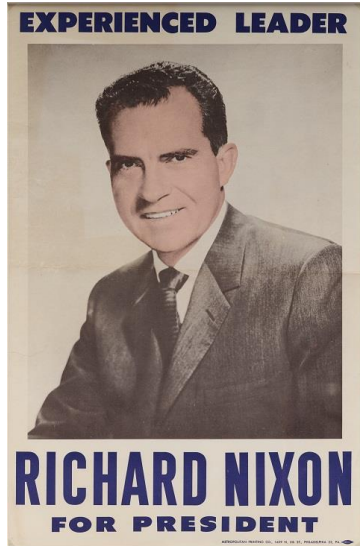
# Agenda

- ▶ 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....”*

Senator John F.  
Kennedy's Acceptance of  
the Democratic  
Nomination for President  
July 15, 1960



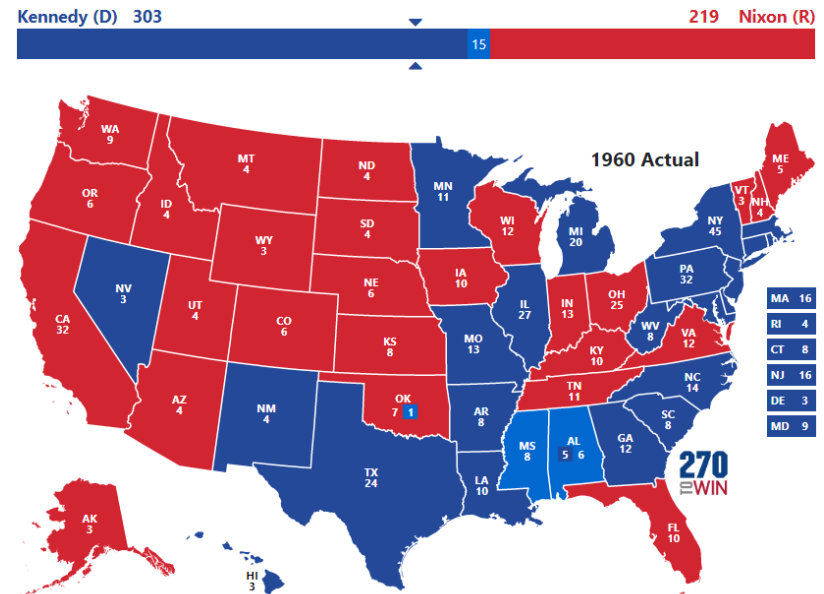
The Sixth Floor Museum at Dealey Plaza Collection

# 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<sup>st</sup> president born in the 20<sup>th</sup> 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
- ▶ 3<sup>rd</sup> candidate won electoral college votes
  - ▶ Mississippi, Alabama and Oklahoma



Presidential Election of 1960 – 270toWin  
1960 Presidential Election. [https://www.270towin.com/1960\\_Election/index.html](https://www.270towin.com/1960_Election/index.html).  
Date accessed June 14, 2022.



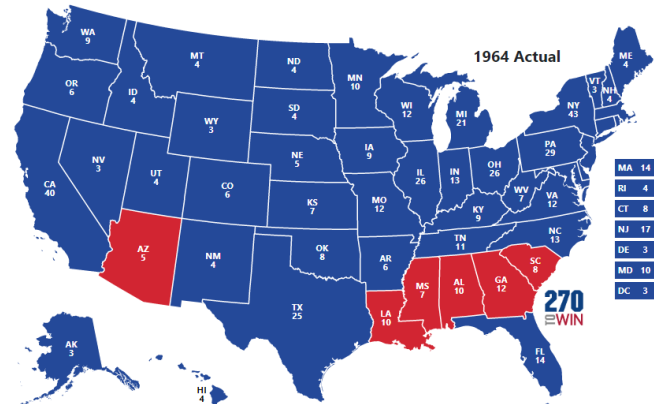
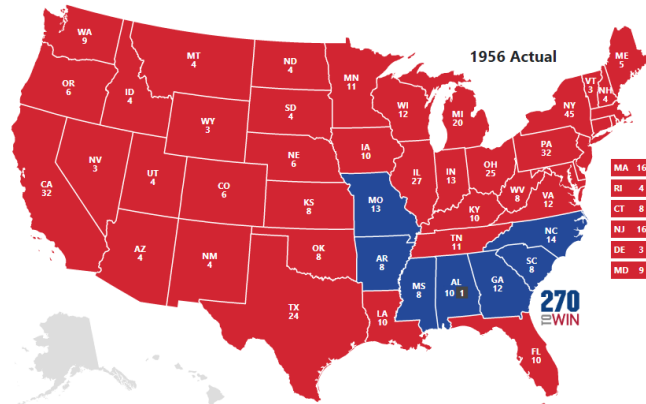
# Electoral College Voting Comparison

## 1956 Election

## 1964 Election

Stevenson (D) 73      457 Eisenhower (R)

Johnson (D) 486      52 Goldwater (R)



Presidential Election of 1956 – 270toWin

1956 Presidential Election. [https://www.270towin.com/1956\\_Election/index.html](https://www.270towin.com/1956_Election/index.html). Date accessed June 14, 2022.

Presidential Election of 1964 – 270toWin

1964 Presidential Election. [https://www.270towin.com/1964\\_Election/index.html](https://www.270towin.com/1964_Election/index.html). Date accessed June 14, 2022.

# 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



# 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?



Abbie Rowe. White House Photographs. John F. Kennedy Presidential Library and Museum, Boston

# 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

Delivered January 20, 1961, U.S. Capitol,  
Washington D.C.

"...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



State of the Union Address, 1961. Courtesy: National Archives

# 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
  - ▶ 24<sup>th</sup> 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

The Sixth Floor Museum at Dealey Plaza Collection



# 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



*3 Dimensions*  
Gregory Thornton Collection/The Sixth Floor Museum at Dealey Plaza

- ▶ 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

# 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."

Image courtesy of NASA



# 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



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

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

# 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



Piccadilly Cafeteria Protest in Dallas, 1964  
Dallas County Sheriff's Department Collection/The Sixth Floor Museum at Dealey Plaza

- ▶ 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

# From Civil Rights to Human Rights

- ▶ Poor People's Campaign of 1968
  - ▶ 21<sup>st</sup> Century Poor People's Campaign
- ▶ 2020 Protests
- ▶ Changes to the Civil Rights Act of 1964 and the Voting Rights Act of 1965



# 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

Three words or phrases to describe the theme.	Story details that stood out to you.	Main person that stood out to you. Why?
Something you are interested in learning more about.	Theme	What moved the story along (change in the action)?
Something new you learned.	Most interesting object connected to the theme.	Name one outcome from the chosen topic.

# History Hashtag Results

*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.



 [jfk.org](http://jfk.org)    

# Questions?





[jfk.org](http://jfk.org)    

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# Supplemental Slides

1. Jacqueline Kennedy letters to John Steinbeck
2. Photo credits for Dallas 1963 map (Slide 4)



# Jacqueline Kennedy letters to John Steinbeck

<https://emuseum.jfk.org/search/steinbeck>

February 15, 1964  
The Sixth Floor Museum at Dealey Plaza Collection  
2019.104.0001

Mrs. JOHN F. KENNEDY Sunday Feb 15  
1964

Dear Mr. Steinbeck

I looked through all the pictures - and they  
are just what I suspected - nothing -  
All Jacques loves best photographs were in his first book.  
He has published this out with alot of pictures of  
dreary meetings and some family pictures that were  
discarded before and that I intend to see he  
never publishes -

I think it is awful of Jacques Love to try and  
make a few extra pennies off the President in this  
way. If it was Vikings idea - I am surprised.

It is something the family will give no sanction to  
and I don't think you should be associated with it  
in any way.

I know what I think you should do now - a  
book on your own - as we were all beginning to  
think at the end of our meeting together.

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

Mrs. JOHN F. KENNEDY March 8 1964

Dear Mr. Steinbeck

I do thank you for your letter - Even if  
you never write your book about Jack - I will have  
your letter - which says - when our beliefs get  
weak - the hero that we need comes - and you  
spoke of Jack with Buddha, Jesus, Jesus  
Apollo, Buddha and Arthur. That is where I  
know he belongs - 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 bridled at your using the word  
"myth" - I just bridled when Max (my beloved

# Photo credits for Dallas 1963 Map (Slide 4)

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