

# Ch 28 The New Frontier and the Great Society

## Section 1 Kennedy and the Cold War

### The Election of 1960

#### The Televised Debate Affects Votes

- Americans fear U.S. falling behind Soviets militarily
- **John F. Kennedy**, Democratic nominee from Massachusetts, discusses Catholicism openly, allays public worries
- First televised presidential debate between Kennedy, Richard Nixon
- Nixon is foreign policy expert
- Kennedy coached by TV producers, comes across better than Nixon

#### Kennedy and Civil Rights

- JFK takes stand on arrest of Martin Luther King, Jr; wins black vote

#### The Camelot Years

#### The Kennedy Mystique

- Kennedy wins presidency in close election
- Critics argue his smooth style lacks substance
- Kennedy White House known as Camelot for its glamour, culture, wit
- First Lady admired for her elegance; constant articles about family

#### The Best and the Brightest

- JFK's advisers called "the best and the brightest"
- Brother Robert Kennedy named attorney general

#### A New Military Policy

#### Defining a Military Strategy

- JFK believes must redefine nation's nuclear strategy
- **Flexible response**—fight conventional wars, limited wars around the world, keep nuclear arms balanced
- JFK increases defense spending in three areas:
  - strengthens conventional forces
  - creates army Special Forces (Green Berets)
  - triples nuclear capabilities

#### Crises over Cuba

#### The Cuban Dilemma

- Revolutionary leader **Fidel Castro** declares himself communist
  - seizes U.S. properties; Eisenhower cuts off diplomatic relations
- 10% of Cuban population goes into exile; mostly to U.S.

#### The Bay of Pigs

- Cuban exiles, CIA plan invasion to topple Castro
- Plans go wrong; exile forces killed, taken prisoner
- JFK pays ransom in food, medicine; mission is public embarrassment

#### The Cuban Missile Crisis

- Nikita Khrushchev sends weapons to Cuba, including nuclear missiles
- JFK warns Soviets that missile attack will trigger war on U.S.S.R.
- Soviets avoid confrontation at sea; reach agreement with U.S.
- America makes secret promise to remove missiles from Turkey

#### Kennedy and Khrushchev Take the Heat

- Khrushchev's prestige severely damaged in U.S.S.R.

- JFK criticized for brinkmanship, also for not ousting Castro
- Cuban exiles switch to GOP; Castro bans flights to and from Miami

### **Crisis over Berlin**

#### **The Berlin Crisis**

- By 1961 20% of Germans flee to West Berlin; economic drain on East
- Khrushchev wants to close access roads to West Berlin; JFK refuses
- Soviets isolate West Berlin from East Germany with **Berlin Wall**

#### **Searching for Ways to Ease Tensions**

- Khrushchev, Kennedy conscious of danger of quick decisions
- Establish **hot line**—direct phone between White House, Kremlin which makes communication in a crisis easier and eases Cold War tensions.
- **Limited Test Ban Treaty** bans nuclear tests in atmosphere