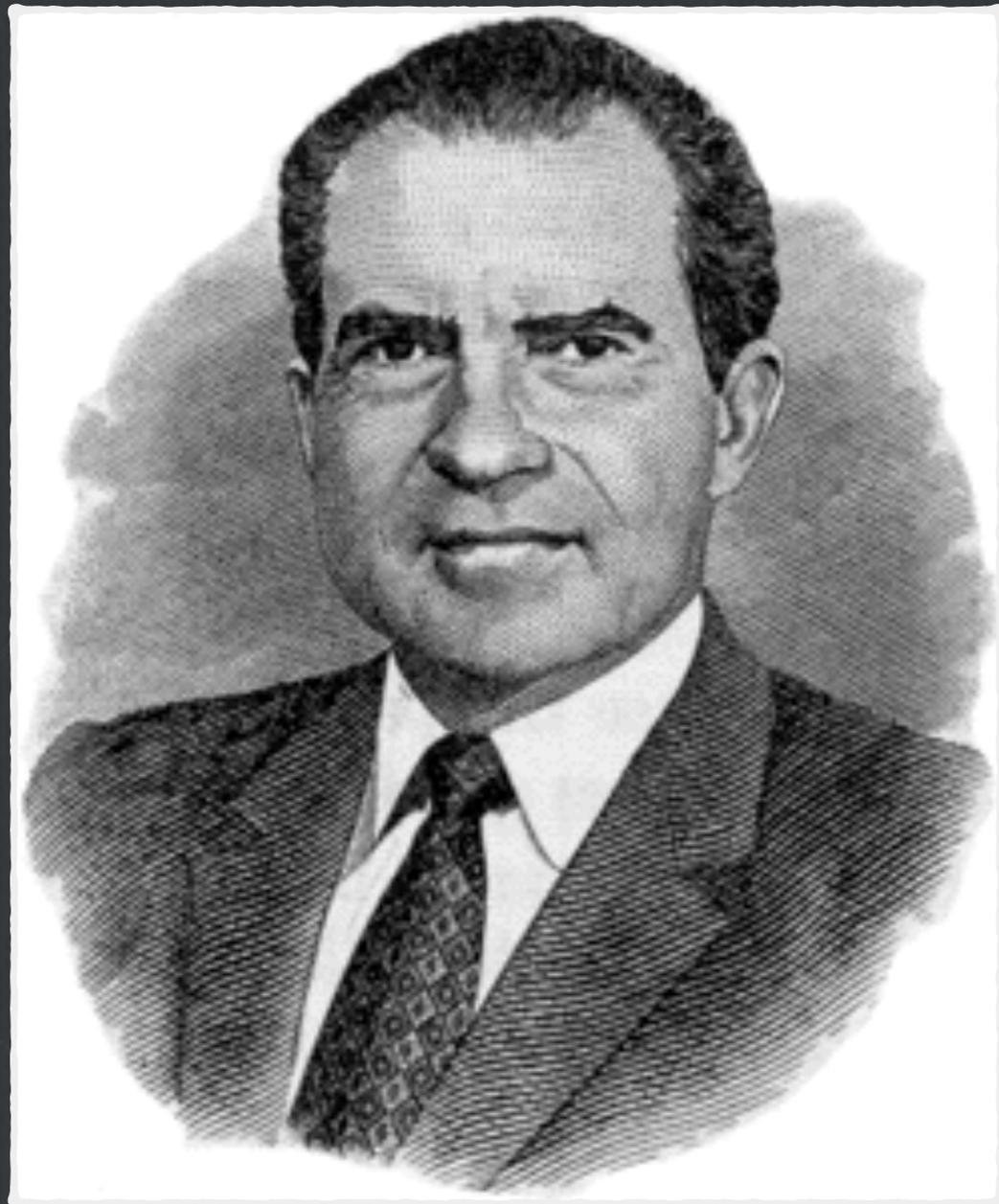




The New Frontier & the Great Society

Kennedy and the Cold War

Richard Nixon



1. Support from Big Business
2. More experience
3. Strong middle class roots
4. Eisenhower's occupancy of White House

Richard Nixon



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1. **Recollection of Hoover**
 2. **Reputation as a dirty fighter**
 3. **Membership in minority party**
 4. **Bad luck**

John F. Kennedy



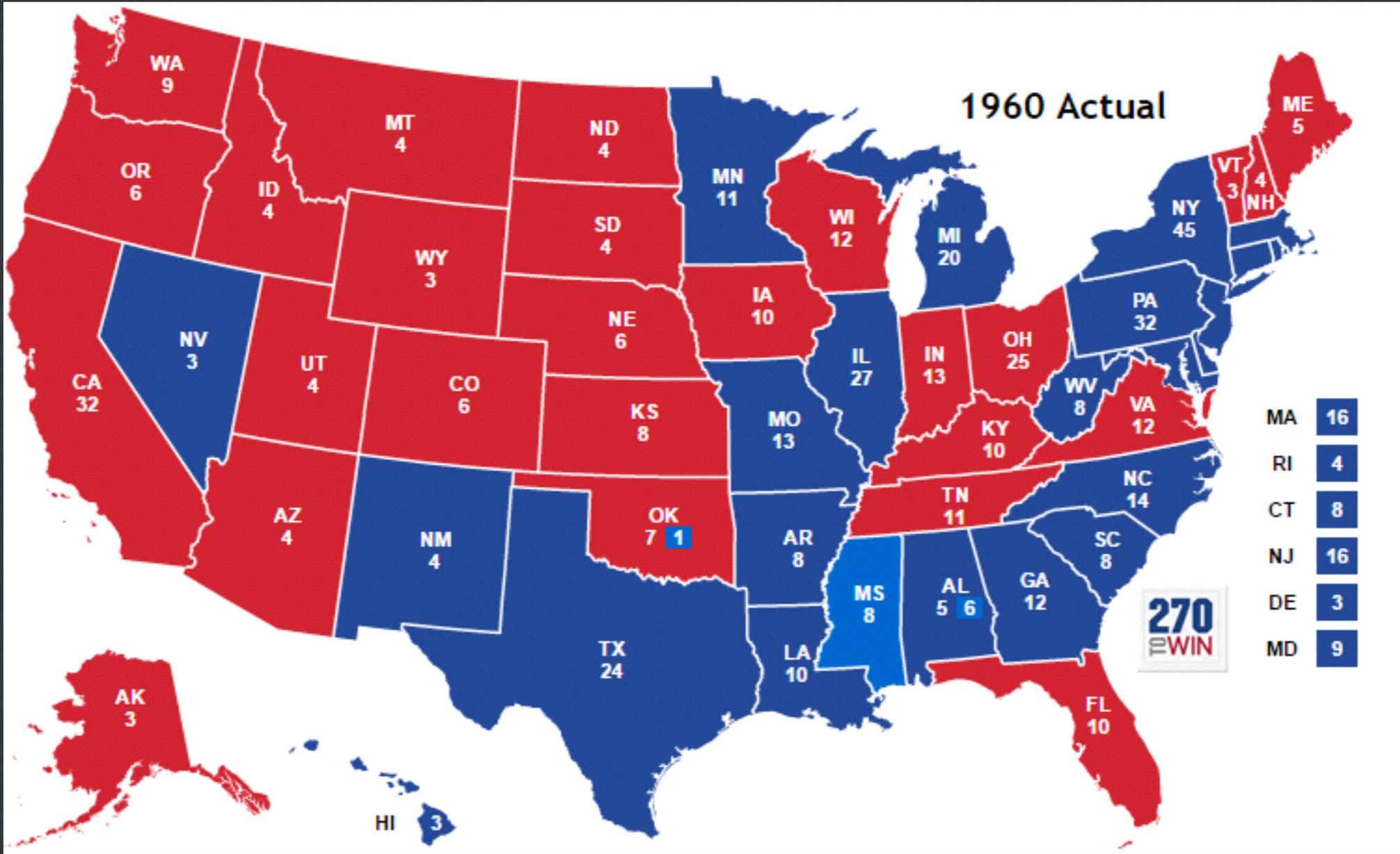
1. Support from organized labor (unions)
2. His father's great wealth
3. Pulitzer Prize
4. Charismatic

John F. Kennedy



- 1. Young age
- 2. Roman Catholic
- 3. Father's support of appeasement
- 4. Inexperience

1960 Election



The Camelot Years



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

Military Strategy

- JFK believes the US must redefine nation's nuclear strategy
- **Flexible Response**: Instead of just building up nuclear weapons, build up armed forces and other military goods
 - If a war did break out, it wouldn't be a nuclear war.
- JFK increases defense spending in three areas:
 - strengthens conventional forces
 - creates army Special Forces (Green Berets)
 - triples nuclear capabilities

The Best & the Brightest



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

La Habana, Cuba



Riviera

Cuba: Intro

- Cuba plays important role in U.S. history from the time of slavery to the Spanish-American War.
- In 1950s, Cuba was a popular vacation spot; sun, sand, beaches, casinos!
- Ruled by [Fulgencio Batista](#) by mob police; runs Cuba by fear

Cuba: Fidel Castro



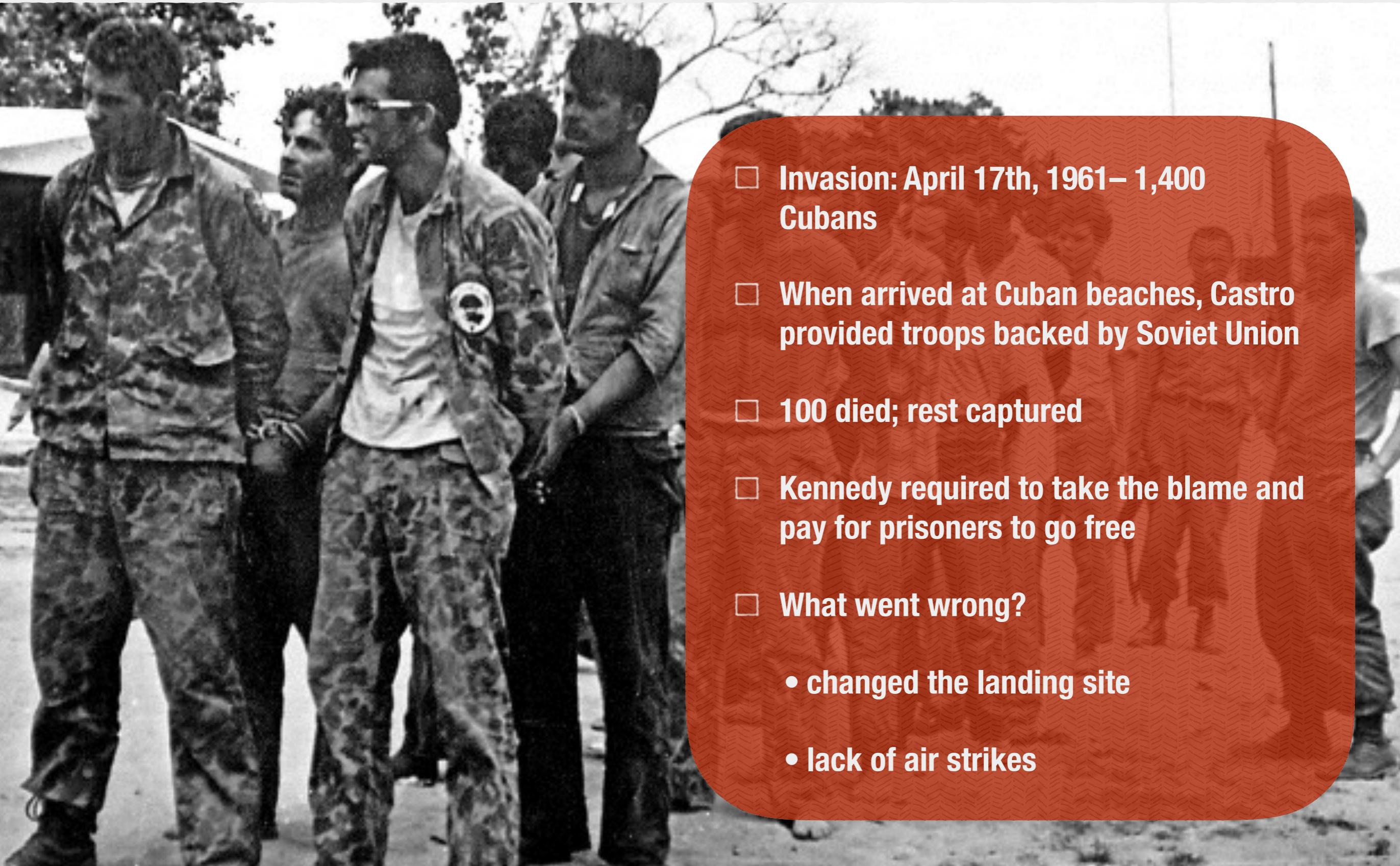
- Promised equality and democracy
 - U.S. supports this and the people of Cuba like this
- Begins a revolution; wins because he has the support of the people— becomes leader
- His economic policies threatens the U.S; takes over oil refiners and claims all of the land in Cuba as “his.”
 - This is **COMMUNISM!**

Cuba: Cuban Exiles



- Anti-communist Cubans head to U.S. as exiles (10% of population)
- Eisenhower Administration trains Cuban exiles to invade Cuba (trained by CIA)
- Kennedy gives the okay when he becomes president

Cuba: Bay of Pigs



- Invasion: April 17th, 1961– 1,400 Cubans
- When arrived at Cuban beaches, Castro provided troops backed by Soviet Union
- 100 died; rest captured
- Kennedy required to take the blame and pay for prisoners to go free
- What went wrong?
 - changed the landing site
 - lack of air strikes

Castro Becomes Stronger



- Rid the country of anti-communists and defeated the exiles that invaded Cuba
- Begins to build formal ties with the Soviet Union

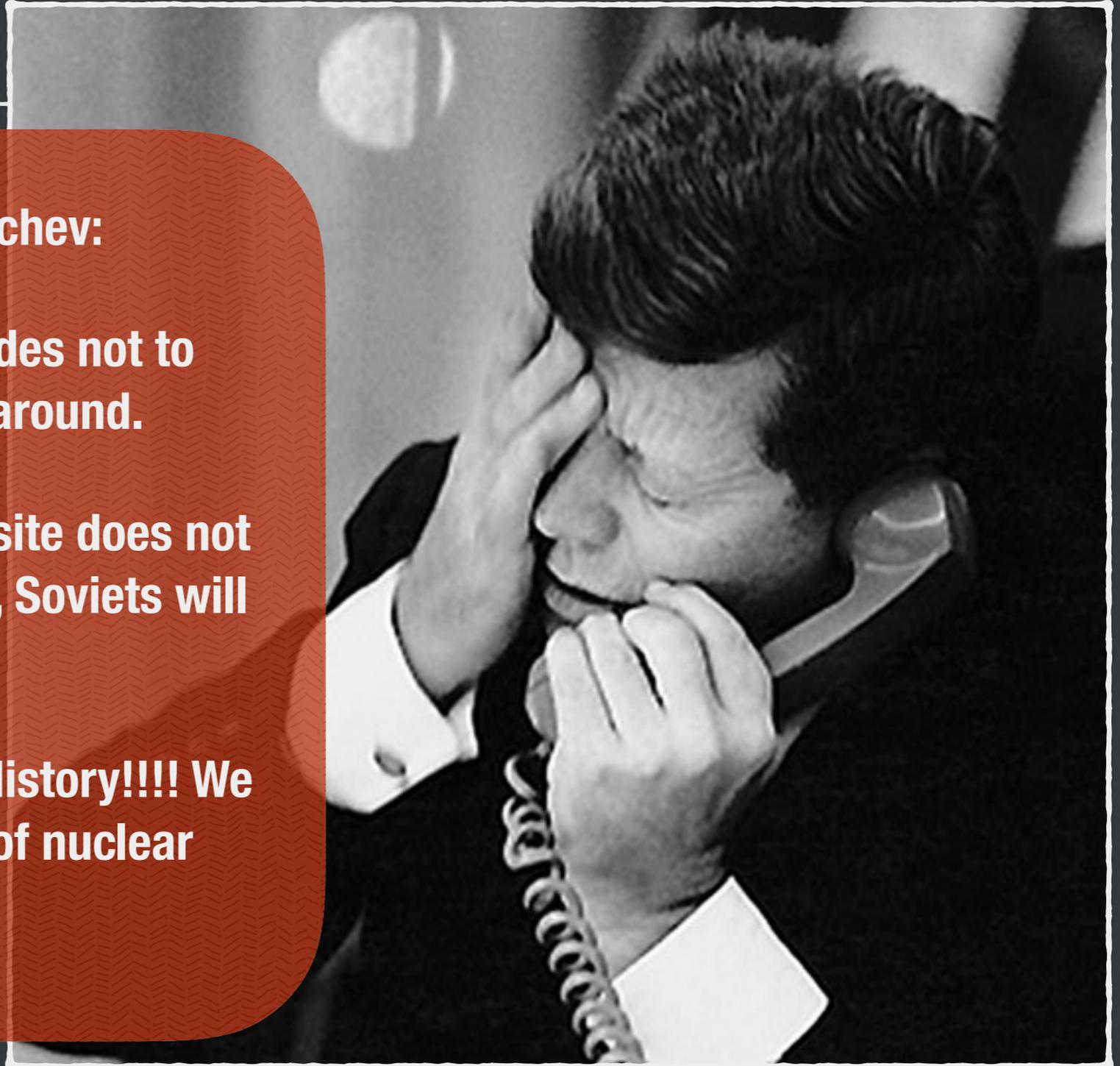
Cuba: Missile Crisis



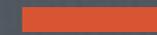
- October 14, 1962: U2 spy plane spots missile sites
- Soviet ships headed to Cuba (Oct. 16)
- Oct. 22: Kennedy warns America

Cuba: Missile Crisis

- Two messages from Khrushchev:
 1. Soft Message: If U.S. decides not to attack Cuba, we will turn around.
 2. Hard Message: If missile site does not leave and we attack Cuba, Soviets will attack hard!
- Most stressful time in U.S. History!!!! We came to the absolute brink of nuclear war!!!!!! Lasts 13 days



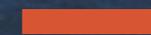
Option #1: Air Strike



- Easier to destroy the nuclear weapons/missiles
- If successful, Kennedy would be seen as more powerful.
- Easier to organize
- Quicker
- More secure
- Inexpensive
- Takes initiative
- Surprise attack

- Innocent people would be killed (civilians)
- Not American tradition
- Start WWII
- Not as much help from other countries
- If not successful, it would be a disaster
- More hostile
- Wouldn't destroy all the missiles

Option #2: Blockade



- Wasn't nearly as violent (better chance of staying out of war)
- Can set up "for now" and figure out what to do later
- More flexible
- Not as many people killed
- Better reputation/tradition
- Better chance of help from the Allies

- Isn't effective to get the missiles out
- Process is drawn out
- More expensive
- Kennedy looks weak
- Slow way of angering Cuba and Soviets
- Harder to organize
- Doesn't promise security

**What would you do if you were
Kennedy?**



Cuba: Missile Crisis

- Kennedy's Response: Responds to "soft message;" when Soviet ships stop at sea, U.S. pledges not to attack Cuba
- Results:
 - damages Khrushchev's prestige
 - Kennedy faces criticism



The Berlin Crisis

- Soviets want to cut off all roads going from East and West Berlin
- U.S. refuses to let them!
- Khrushchev builds the [Berlin Wall](#) (August 13, 1961)

A piece of the Berlin Wall is on display at the Gerald R. Ford Presidential Museum in Grand Rapids.



How to Ease Tension



- **Hot Line**: direct link between the United States and the Soviet Union
- **Limited Test Ban Treaty**: barred nuclear testing in the atmosphere, under the sea, in space