**Chapter 28, Section 1: The New Frontier**

**I. The Election of 1960** *(pages 840–841)*

**A.** The 1960 presidential election began the era of television politics. Voters began using this medium as a voting tool.

**B.** The Democratic candidate, John F. Kennedy, was a Catholic from a wealthy Massachusetts family. Republican candidate, Richard Nixon, was a Quaker from a financially struggling family.

**C.** During the campaign, Democrats spent over $6 million in television and radio ads, while Republicans spent over $7.5 million.

**D.** The campaign focused on the economy and the Cold War. Kennedy felt the United States faced a threat from the Soviets and showed concern about a **“missile gap,”** in which it was believed the United States was behind the Soviets in weaponry. Nixon believed the Republican administration was on the right track with its foreign policy.

**E.** The televised debates had a strong influence on the outcome of the election. Kennedy won in what was one of the closest elections in history.

**Discussion Question**

How did Kennedy and Nixon stand on the two main issues of the 1960 presidential election? *(The campaign centered on the economy and the Cold War. The candidates differed* *little on the issues. They both promised to boost the economy, and they were both determined to* *stop communism. Kennedy claimed there was a “missile gap” between the U.S. and the Soviets* *in weaponry, in which the U.S. was behind. Nixon countered that the administration was on the* *right track.)*

**II. The Kennedy Mystique** *(pages 841–842)*

**A.** John Kennedy’s youth, optimism, and charisma inspired Americans.

**B.** In his Inaugural Address, Kennedy told Americans, “ask not what your country can do for you—ask what you can do for your country.”

**C.** Kennedy was the first president to broadcast his press conferences live on television.

**Discussion Question**

What was the Kennedy mystique? *(John Kennedy captured the imagination of the American public. His youth, optimism, and charisma inspired Americans. His good looks, glamorous wife, children, and large extended family drew great media coverage.)*

**III. Success and Setback on the Domestic Front** *(pages 842–843)*

**A.** With his new legislative agenda, known as the **New Frontier,** Kennedy hoped to increase aid to education, provide health insurance to the elderly, create a Department of Urban Affairs, and help migrant workers.

**B.** Kennedy was unsuccessful in pushing through many of his domestic programs even though the Democratic Party had large majorities in both houses of Congress. Many Republicans and conservative Southern Democrats felt the New Frontier was too costly. Congress defeated many of Kennedy’s proposals.

**C.** Kennedy advocated the New Deal strategy of deficit spending that had been implemented during Roosevelt’s presidency. Congress was convinced to invest more funds for defense and space exploration to create more jobs and encourage economic growth. Kennedy also boosted the economy through increased business production and efficiency.

**D.** Kennedy helped the women’s movement during the 1960s. He created a **Presidential Commission on the Status of Women,** calling for federal action against gender discriminationand affirming the right of women to equally paid employment.

**Discussion Question**

How did Kennedy strain his relationship with the nation’s business community? *(Businesses were asked to hold down prices and labor leaders were asked to hold down pay* *increases in an effort to stimulate economic growth. After several steel industries raised prices,* *Kennedy threatened to purchase cheaper steel from foreign companies. The steel company backed* *down after Kennedy was going to have them investigated for price fixing.)*

**IV. Warren Court Reforms** *(page 843–845)*

**A.** Social issues were a focus during Kennedy’s time in office. **Earl Warren,** Chief Justice of the United States since Eisenhower’s presidency, and the Warren Court took on a much more activist tone, which helped shape national policy. The Warren Court took a stand on several key issues, such as the civil rights movement, freedom of the press, separation of church and state, and the rights of the accused. Many of these decisions are still being argued today.

**B.** One of the Warren Court’s most important decisions involved **reapportionment,** or the way in which states draw up political districts based on changes in population. The Warren Court decided on the principle of “one man, one vote,” which required state legislatures to reapportion electoral districts so that all citizens’ votes would have equal weight.

**C.** During the 1960s, the U.S. Supreme Court used the Fourteenth Amendment to apply the Bill of Rights to the states. **Due process** required that the law not treat an individual unfairly, arbitrarily, or unreasonably, and that courts must follow proper procedures and rules when trying a case.

**D.** The issue of separation between church and state was reaffirmed when the Court ruled that states could not compose official prayers and require prayer in public schools.

**E.** The decisions of the Warren Court were favored by some while opposed by others, but the Court had an immense role in shaping national policy.

**Discussion Question**

Why was the decision of the Warren Court to reapportion electoral districts so important? *(This shifted political power from rural conservative areas to urban liberal areas. It* *increased the political power of African Americans and Hispanics who lived in cities.)*