We call upon all Americans to join us in making our country a land of opportunity for our young, a home of security and dignity for our elderly, and a place of care for our afflicted...Let us take those giant steps forward...to build the great society.

Hubert Humphrey, 1964
Role of Government

I’ve always stood for government that is limited and balanced and against the ever increasing concentrations of authority in Washington...I believe we must...not continue drifting endlessly down and down for a time when all of us, our lives, our property, our hopes, and even our prayers will become just cogs in a vast government machine.

Barry Goldwater, 1964
1964 Election

- “Great Society” becomes term for Johnson’s ambitious domestic programs.
  - Elimination of poverty & racial injustice
- He easily won Democratic nomination for President in 1964
  - chooses Hubert Humphrey is running mate
- Republicans choose Barry Goldwater
1964 Election

- Democrats portray Goldwater as an extremist
  - They suggest he will get us into nuclear war and turn back social progress.
- Goldwater claims government programs to help people were communist and threaten Americans’ freedoms.
Election Outcome

A map of the United States showing the election outcome with states color-coded: blue for JOHNSON (Democrat) and red for GOLDWATER (Republican). States such as Arizona, Louisiana, Mississippi, Alabama, and Georgia are highlighted in red.
"We have the opportunity to move not only toward the rich society and the powerful society, but upward to the Great Society. The Great Society rests on abundance and liberty for all. It demands an end to poverty and racial injustice...I want to talk to talk to you today about three places where we begin to build the Great Society...in our cities, in our countryside, and in our classrooms."

-LBJ, May 22, 1964
Creating the Great Society

- Great Society intended to improve quality of life for all Americans regardless of economic status.

- Johnson pushes education reform for secondary & elementary schools
  - 1st large-scale government aid to schools
  - Also, pre-school and college aid programs
    - HEAD START

- Housing and Urban Development (HUD) created to oversee federal housing programs
Creating the Great Society

- 1965- Medicaid and Medicare established
- **Medicaid** - provides free healthcare to poor
- **Medicare** - health care program for over 65
- Environmental laws improving air & water quality also passed.
- Public Broadcasting Service (PBS) & National Public Radio (NPR) also established.
Civil Rights

- Civil Rights Act of 1964
- Voting Rights Act of 1965
- Immigration Act of 1965
  - Allows more individuals from Asia, Latin America and Africa to enter USA
  - Hispanics are now fastest growing minority
  - Increase in Spanish media & bilingual education programs
His Undoing...
Debate on the role of the government in protecting the environment increases after WW2

- Effects of pesticides, pollution and waste disposal
- Conservation
- Global warming
- Leads to the creation of the Environmental Protection Agency (EPA) under President Richard Nixon