Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Hr\_\_\_

New Frontier and the Great Society Advertisements

**Objective:** I will identify the domestic goals and understand the programs created under Democratic Presidents John F. Kennedy and Lyndon B. Johnson.

**Directions:** You are assigned the task of creating a magazine/ newspaper advertisement to generate support for one of the domestic programs under JFK or LBJ. In this scenario, the piece of legislation has not been passed yet. ***Your goal is to explain why one of these domestic programs will benefit the United States in order to generate support from the American people.***

Make sure your advertisements are historically accurate. (i.e. – no I pads, computers, etc.)

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| --- | --- |
| Programs | |
| New Frontier | Great Society |
| Peace Corps  Equal Pay Act (1963)  Space Exploration  Increase In Minimum Wage  Clean Air Act (1963) | Corporation for Public Broadcasting (1967)  Medicare Act (1964)  Economic Opportunity Act (1964)  Wilderness Preservation Act (1965)  Water Quality Act (1965)  Elementary and Secondary Education Act (1965)  Civil Rights Act (1964)  National Endowment for the Arts (1965)  National Endowment for the Humanities (1965)  Immigration Act (1965)  Cigarette Labeling and Advertising Act (1965)  National Traffic and Motor Vehicle Safety Act (1966)  Highway Safety Act (1966)  Department of Transportation (1966)  Endangered Species Preservation Act (1966)  Truth in Packaging Act (1966)  Wholesome Meat Act (1967)  Twenty-Fourth Amendment (1964)  Voting Rights Act (1965)  Medicaid (1966) |

**Grading Rubric:**

**1 = Weak 2= Moderately Weak 3 = Average 4= Moderately Strong 5 = Strong**

The advertisement contains appropriate items and information. 1 2 3 4 5

The advertisement is clean and neat, and the information is well organized. 1 2 3 4 5

The information on the advertisement is appropriate to the topic. 1 2 3 4 5

The advertisement fulfills the requirements of the assignment. 1 2 3 4 5

The need of the program/law is evident on the advertisement. 1 2 3 4 5

Overall effectiveness of the advertisement. 1 2 3 4 5

Total \_\_\_\_\_\_\_\_/30

**Comments:**