1968: It was 50 years ago today

Tim McPherson

W&M                    UVA

Fairfax County
MAJOR THEMES

• Cold War - Hot War
• Movements - Civil Rights
• Politics – Presidential Election Year
• Violence - Riots
• Science and Technology – Space Race
• Culture – TV, Sports, Music

Objectives

• Explore significant events in chronological order
• Link impact on other events
• Recognize connection to subsequent and current events
• Investigate connections to Virginia and greater Williamsburg area

The study of the past, even the recent past, may provide insight and clarity to the present and the future.
### World Leaders

<table>
<thead>
<tr>
<th>Country</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>Johnson</td>
</tr>
<tr>
<td>UK</td>
<td>Wilson</td>
</tr>
<tr>
<td>France</td>
<td>De Gaulle</td>
</tr>
<tr>
<td>U.S.S.R.</td>
<td>Brezhnev</td>
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<tr>
<td>China</td>
<td>Mao Zedong</td>
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### US Leaders

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>President</td>
<td>Johnson</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Humphrey</td>
</tr>
<tr>
<td>Secretary of State</td>
<td>Rusk</td>
</tr>
<tr>
<td>Secretary of Defense</td>
<td>McNamara</td>
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### Economy

<table>
<thead>
<tr>
<th>Year</th>
<th>Median Household Income</th>
<th>Minimum Wage</th>
<th>Gallon of Gas</th>
<th>Inflation</th>
<th>Population</th>
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<tbody>
<tr>
<td>1968</td>
<td>$7,743</td>
<td>$1.60</td>
<td>$0.34</td>
<td>4.2%</td>
<td>200 M</td>
</tr>
<tr>
<td>2018</td>
<td>$59,039</td>
<td>$7.25</td>
<td>$2.25</td>
<td>1.0%</td>
<td>330 M</td>
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Inflation: 4.2% in 1968, 1.0% in 2018

Population: 200 M in 1968, 330 M in 2018
Snapshot 1/1/68  Economy with Inflation

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Minimum Wage

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Gallon of Gas

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Baby Boomers

Catalysts of Change

The Pig and the Python

David Cork

How to Prosper from the Booming Baby Boom
Media and the National News

1/1 Rose Bowl: USC vs. Indiana

1/14 Green Bay vs. Oakland
1/20 UCLA vs. Houston

1/21 Broken Arrow: Thule Air Base

Vietnam
As of 1/1/68
Troop Strength 485,600
Killed 20,057
1/23 U.S.S. Pueblo
- Intelligence Ship
- Captured by North Korea
- 1 killed, 82 Prisoners
- Digit Affair

1/31 Tet Offensive
- 70,000 North Vietnamese and Viet Cong Guerillas
- 100s of cities, towns, hamlets, and military bases attacked
- U.S. Embassy Compound in Saigon breached
- Fighting raged for weeks
- Turning Point
Tet: Tactical Loss

- Massive, coordinated attack across South Vietnam revealed capacity for command and control not previously suspected
- Urban warfare in major cities: Saigon and Hue
- Counterattack successful after a month of brutal fighting

Tet: Strategic Victory

- Shocked military, government, and the American people
- Serious questions raised about prior assurances of victory
- U.S. unprepared for an enemy that was underestimated
- U.S. public opinion turns sharply against the war

2/1 Execution in Saigon

- Chief of National Police executes Vietcong prisoner
- Weekly (2/18) Death Count record: 543 U.S. KIA
- Antiwar Movement accelerates
2/1 Nixon Announces for the Presidency
- Congress 1946
- Senate 1951
- Vice-President 1953-1961
- Lost to JFK in 1960
- Lost Governor’s race 1962 to Pat Brown, incumbent

2/8 Orangeburg, S.C.
- Civil Rights Protests
- South Carolina State University
- 3 killed
- 27 injured

2/10 Peggy Fleming for the Gold at Grenoble
2/13 Antiwar Protests

2/24 Vietnam 1968: Record Year
- Tet Offensive ends
- Troop Strength 549,500
- Drafted 296,406
- Killed in Action 16,899

2/27 Walter Cronkite Reports
- Newsman in WW II
- CBS News Anchor
- Most Trusted Man in America
- Went to Vietnam to report
- Conclusion: Mired in a stalemate
Kerner Commission
“Our nation is moving toward 2 societies, one white, one black – separate and unequal.”
• Curb white racism
• Reduce de facto segregation
• Hire more diverse police force
• Invest in integrated housing programs

The Beatles – The Early Years
• 1957 John Lennon, Paul McCartney, George Harrison, Ringo Starr
• Working class, black leather, toughs
• The Cavern, Liverpool
• Hamburg, Germany clubs
• Brian Epstein 1962 transformation
• 1st album: Please, Please Me
2/7/64 The British Invasion
- 1963 John Lennon and Paul McCartney teamed 7 years
- Performances on UK TV
- Driven for musical and commercial success
- “I want to hold your hand” #1 in USA
- Ed Sullivan Show

2/29 Sgt. Pepper's Lonely Hearts Club Band
- Beatles win Grammy for album of the year
- 15 weeks as #1
- Creative and Experimental
- Concept Album
3/12 New Hampshire Primary
* Senator McCarthy 42%
* President Johnson 49%
* LBJ appears vulnerable

3/16 My Lai Massacre

3/16 Robert F. Kennedy Declares for the Presidency
* Senator (D) from New York
* Kennedy Charisma
* Challenging an Incumbent President Johnson
3/31 President Johnson

- Address the Nation about Vietnam
- Invites North Vietnam to peace table
- Limits bombing in North Vietnam
- Withdraws from running for President in 1968

Sittin' On The Dock Of The Bay

Sittin' here resting my bones, this loneliness won't leave me alone. Two thousand miles I roam, just to make this dock my home. I'm just gon' sit at the dock of the bay, watching the tide roll away. Sittin' on the dock of the bay, wastin' time.

— Otis Redding

4/2 2001: A Space Odyssey

I'm sorry Dave, I'm afraid I can't do that.
4/11 Civil Rights Act of 1968
Fair Housing Act

* Signed by LBJ into law during riots
* Prohibited discrimination in real estate based on race, religion, national origin
* Now includes gender, disabilities, children

4/20 Prime Minister Trudeau of Canada

4/29 HAIR
The American Tribal Love Rock Musical

* Celebrated freedom, sex, equality
* Noted for profanity, nude scene, and racially integrated cast
* Anti-Vietnam War
* Aquarius, Good Morning Sunshine
5/2 NBA Boston Celtics vs. LA Lakers
* Champs – Boston Celtics
* Celtics – Bill Russell, John Havlicek, Sam Jones
* Lakers – Jerry West, Elgin Baylor, Gail Goodrich
* 1969 – same teams, same result
* Jerry West 1st MVP

5/13 Paris Riots
* International Antiwar Movement
* De Gaulle shuts down universities
* Labor calls for General Strike
* Fighting in the streets of Paris

5/17 Catonsville Nine
* Berrigan brothers and 7 others
* Draft office raided
* Documents destroyed using napalm
* Sentenced to 3 years
* FBI Most Wanted list
5/20 Children's Television Workshop
• “A little dinner party”
• Educational television for preschoolers
• Billion Dollar Blunder

Jim Henson and the Muppets
• Puppeteer and inventor
• Sam and Friends
• Creative spark for Sesame Street
• Bert, Ernie, Kermit, Miss Piggy
• Grover, Oscar the Grouch
• Cookie Monster, Big Bird

5/27 Green v. New Kent County School Board
• Brown v. Board 1954 “inherently unequal”
• Brown II 1955 “all deliberate speed”
• New Kent – 2 K-12 schools
• Freedom of choice
• SCOTUS – unconstitutional
6/4 California Primary
- Democrats
  - Humphrey
  - Kennedy
  - McCarthy
- Republicans
  - Nixon
  - Reagan
  - Rockefeller

6/5 Kennedy Assassinated
- Kennedy defeats McCarthy
  - 46% v. 42%
  - Momentum for convention
  - “On to Chicago and let's win there!”
- Sirhan Sirhan

6/9 Gerald Ford at W&M
- Commencement Address
- House of Representatives Minority (R) Leader
- 10/22/76 Presidential Debate
- USS Ford
6/13 SCOTUS Chief Justice Earl Warren retires

- Eisenhower appointment
- Grew more liberal
- LBJ nominates Justice Fortas
- Senate Judiciary Committee approves nomination
- Senate blocks Fortas

Chief Justice Warren Burger

- Minnesota convention votes delivered for Eisenhower 1952
- Nixon appointment 1969
- Conservative
- Served 17 years

7/18 INTEL Created

- Robert Noyce, Gordon Moore and Andrew Grove
- Integrated Electronics
- Semiconductor to microprocessor
- Gross Revenue $60 Billion in 2016
8/8 Richard M. Nixon Nominated

- Experienced
- Proven political pro
- No Vietnam connections
- Southern Strategy
- Law and Order

1964 Presidential Election
Johnson vs. Goldwater

8/8 Spiro T. Agnew nominated for VP

- Governor of Maryland
- Hatchet Man
- “Nattering nabobs of negativism”
- Counter the appeal of 3rd party segregationist candidate George Wallace
8/20 Czechoslovakia: Prague Spring
- Alexander Dubcek
- Prague Spring
- Political liberalization
- Crushed by Soviet Union

8/28 Democratic Convention in Chicago
- Inauspicious
- Turbulent
- Violent
- Mayor Daley
- TV

1968 Democratic Ticket
Hubert Humphrey
Edmund Muskie
The Rolling Stones

- From London, middle class
- Mick Jagger, Keith Richards
- I Can't Get No Satisfaction
- Street Fighting Man
9/2 Big Mac: $0.49, 550 calories, 29g fat
2018 $3.99, 540 calories, 28g fat

9/7 Women’s Movement

• Miss America protest
• NOW: pay discrimination claims
• Newspapers end “Help Wanted” by gender
• Unconstitutional: Enhanced penalty for women for same crime
• Groundwork for ERA and Title IX
10/2 Nixon at William and Mary

10/3 Wallace and LeMay
• American Independent Party
• Alabama Governor
• Segregationist
• General LeMay
• Nuclear Weapons
• Spoiler

10/10 Detroit Tigers vs. St. Louis Cardinals
• Year of the Pitcher
• Tigers: Mickey Lolich and Denny McLain
• Cardinals: Bob Gibson
• Tigers win World Series 4-3
• Tigers win last 3 games
10/11 Apollo 7
- Schirra, Eisele, and Cunningham
- Earth orbit for 11 days
- US reentry into space race
- Lunar module docking
- Schirra only astronaut to fly Mercury, Gemini and Apollo

10/16 Black Power Salute
- Summer Olympics Mexico City
- 200 meter race medalists
- Tommie Smith USA Gold
- Peter Norman AUS Silver
- John Carlos USA Bronze

10/31 LBJ Halts Bombing in North Vietnam
- Paris Peace Negotiations
- South Vietnam seated
- National Liberation Front seated
- Humphrey & Nixon support
- 5 days before Presidential election
The Beatles: Hey Jude #1

- #1 for 9 weeks
- #1 song for 1968
- Most successful single of the Beatles
- Paul McCartney

11/5 Nixon - Agnew

- 301 electoral votes
- 43.4% popular vote
- Law and Order
- Southern strategy
- Splinters New Deal Coalition

1964 Johnson vs. Goldwater

- Election results map
- 1964 Actual
1968 Nixon vs. Humphrey

- 8 lead changes
- 65 seconds left, Jets ahead
- NBC goes to Heidi

1972 Nixon vs. McGovern

- 8 lead changes
- 65 seconds left, Jets ahead
- NBC goes to Heidi
- Raiders score 2 TDs in 9 seconds to win

11/17 Heidi Bowl
New York Jets vs. Oakland Raiders

- 8 lead changes
- 65 seconds left, Jets ahead
- NBC goes to Heidi
- Raiders score 2 TDs in 9 seconds to win
12/1 UVA: The Woody Commission

- Gradualism Plan
- Maximum 35% within 10 years
- Prepare snacks, ball gowns, diminutive furniture
- Court order: Equality within 3 years
- 1972: Admission on equal basis

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<tr>
<td>Coed</td>
</tr>
<tr>
<td>William and Mary</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>University of Virginia</td>
</tr>
<tr>
<td>Virginia Tech</td>
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12/3 Elvis Comeback Special

- Acting and Music success after release from Army in 1960
- Last #1 was in 1962 – Good Luck Charm
- Live recording of jam session in the round
- Revitalized his career
- “I want everyone to know what I can really do.”
12/23 Pueblo crew released

- Hell week
- US signs/denies confession
- Naval inquiry
- Pyongyang, North Korea

12/24 Apollo 8

- Prepare for lunar landing
- Locate landing sites
- Dark side of the moon
- Dangerous mission
- 1st to leave earth's orbit and orbit the moon
Saturn 5
- Height: 363' - 36 story building
- Weight: 6.5 million lbs.
- 1st stage
  - 5 engines
  - 168 seconds flight time
  - 41 miles altitude & 5,400 mph

Saturn 5
1st stage engines

12/24 Earthrise
- Influential photograph
- Creation story
- “God bless all of you, all of you on the good ship earth.”
- “Thank you, Apollo 8, for saving 1968.”
Thank You!

Fly Me To The Moon
Frank Sinatra