

A photograph of a massive crowd at a festival, likely Woodstock, with a person in the foreground wearing a fringed poncho and a red headband. The text "1960s TV and Social Change:" is overlaid in large white letters.

# 1960s TV and Social Change:

**Part 2**

RTF 308 // Kathy Cacace



## Key Concepts

**1960 campaign**  
**JFK and television**  
**SNCC**  
**Civil rights movement & TV**  
**Vietnam War**  
**Antiwar movement**  
**Counterculture & the Summer of Love**  
**Woodstock (Hendrix national anthem)**

## Key Media (via links page)

**JFK on *The Tonight Show* (1960)**  
***We'll Never Turn Back* (1963)**  
**Student protest @ UT (1966)**  
**Dan Rather @ DNC (1968)**  
**"The Hippie Temptation" (1967)**  
**Draft Lottery special report (1969)**  
**Hendrix @ Woodstock (1969)**





**John F. Kennedy**  
**1960 Presidential Campaign**





**JFK with Jack Paar on the Tonight Show  
1960 Presidential Campaign**







**Kennedy/Nixon debate (Sept. 26, 1960)**  
**1960 Presidential Campaign**









**Mr. Leavelle, a veteran Dallas homicide detective who had survived the Japanese attack on Pearl Harbor in 1941, was handcuffed to Mr. Oswald and was leading him through a police station basement on Nov. 24, 1963, when Mr. Ruby, a nightclub owner, stepped out of the crowd and pumped a fatal bullet into the prisoner. The shooting, with Mr. Oswald's pained grimace and Detective Leavelle's stricken glower, was chillingly captured by Robert H. Jackson of The Dallas Times Herald in an iconic photograph that won the Pulitzer Prize the following year.**

**Moments earlier, he and Mr. Oswald had had an eerie exchange, Mr. Leavelle often later recounted. "Lee," he recalled saying, "if anybody shoots at you, I hope they are as good a shot as you."**

**To which, he said, Mr. Oswald replied: "You're being melodramatic."**

**Obituary of James Leavelle  
*New York Times*  
August 29, 2019**



## **Birmingham Children's Crusade (1963)**

**Nonviolent protest by kids & teens  
Protesting for desegregation  
Bull Connor uses hoses and dogs  
These girls are being detained  
Images and footage are galvanizing**





**Student Nonviolent Coordinating Committee  
Ella Baker (top), Julian Bond & staff (bottom)**



**Stills from *We'll Never Turn Back* (1963)**

**Advocacy film used by SNCC in its voter registration campaign in the South**

**Includes footage of activist Fannie Lou Hamer**





# Vietnam War

**U.S. is involved over decades**  
**1964: Gulf of Tonkin resolution**  
**53,000 US soldiers die**  
**200-250k Vietnamese die**  
**Antiwar movement**  
**Students for Democratic Society**  
**1968: Protest @ DNC in Chicago**  
**Draft instituted in 1969**

**“The whole world is watching!”**



**Police riot outside  
1968 Democratic Convention**





**Dan Rather assaulted by security @ DNC, 1968**



**Caskets arrive at Dover AFB  
Vietnam War era**





**Televised draft lottery  
December 1, 1969**



**Haight-Ashbury, San Francisco  
Summer of Love (1967)**



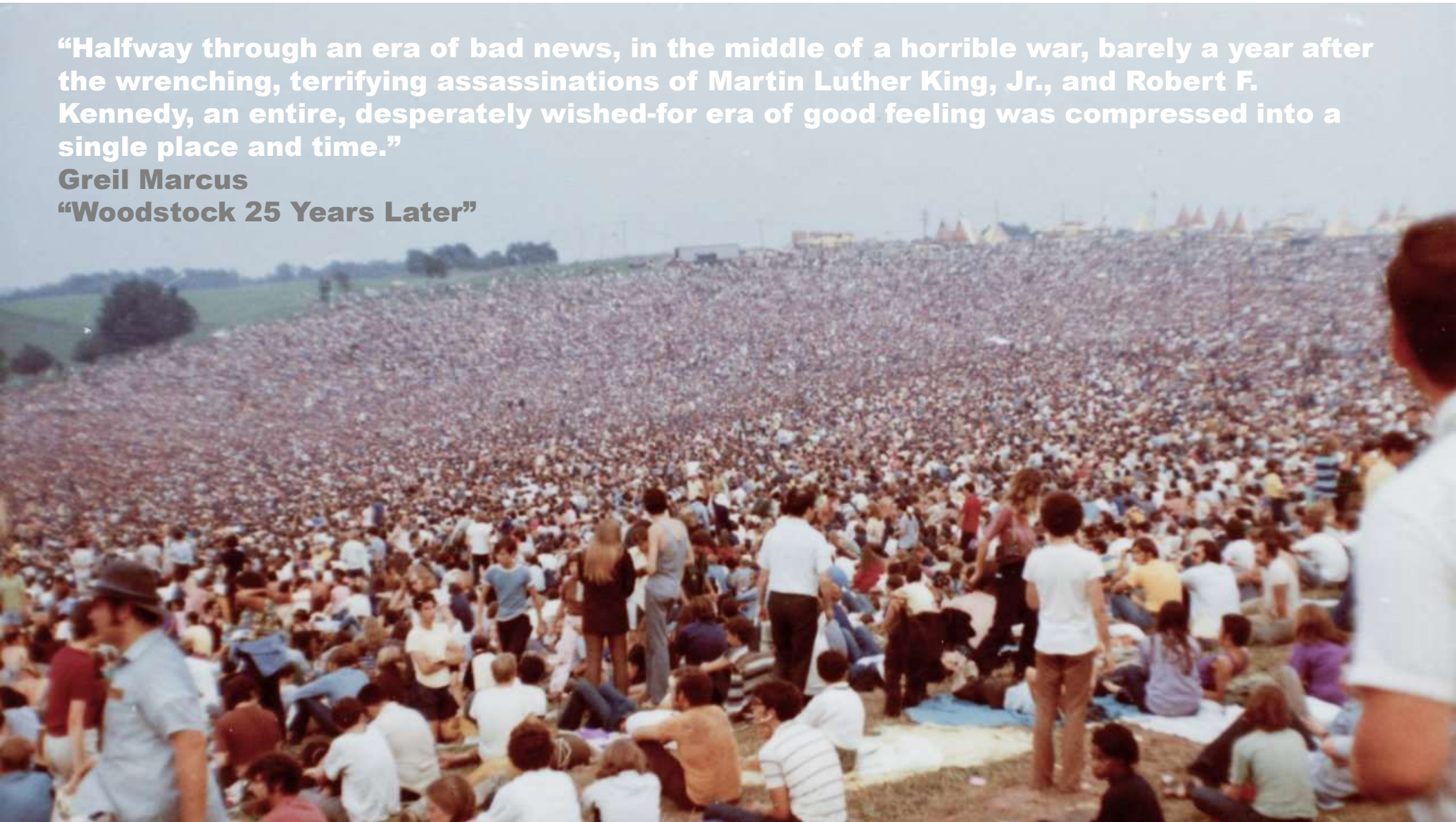


**Haight-Ashbury, San Francisco  
Summer of Love (1967)**

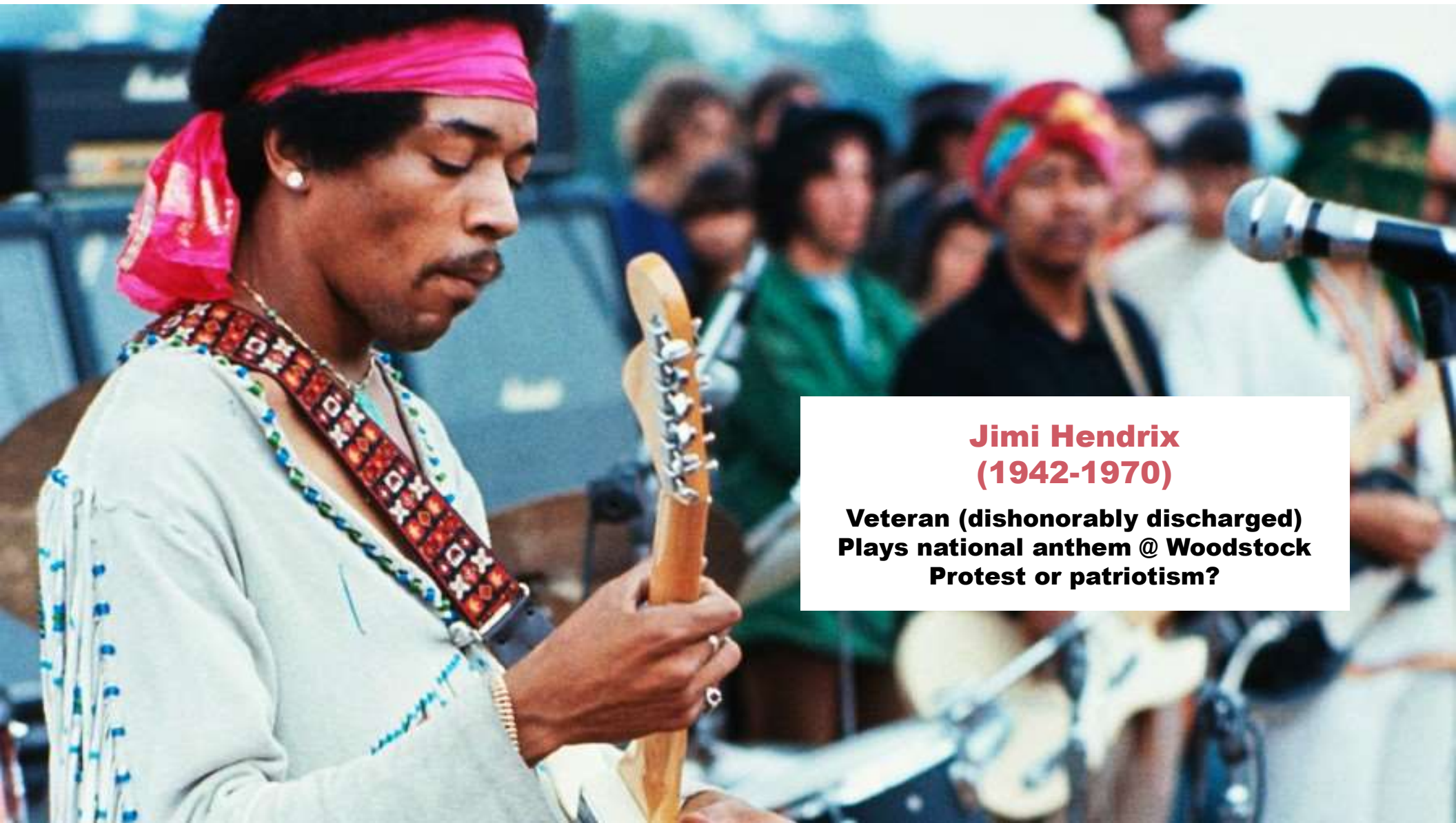
**“Halfway through an era of bad news, in the middle of a horrible war, barely a year after the wrenching, terrifying assassinations of Martin Luther King, Jr., and Robert F. Kennedy, an entire, desperately wished-for era of good feeling was compressed into a single place and time.”**

**Greil Marcus**

**“Woodstock 25 Years Later”**







**Jimi Hendrix  
(1942-1970)**

**Veteran (dishonorably discharged)  
Plays national anthem @ Woodstock  
Protest or patriotism?**



**Woodstock music festival  
August 1969**



**You finally heard what that song was about, that you can love your country, but hate the government.”**

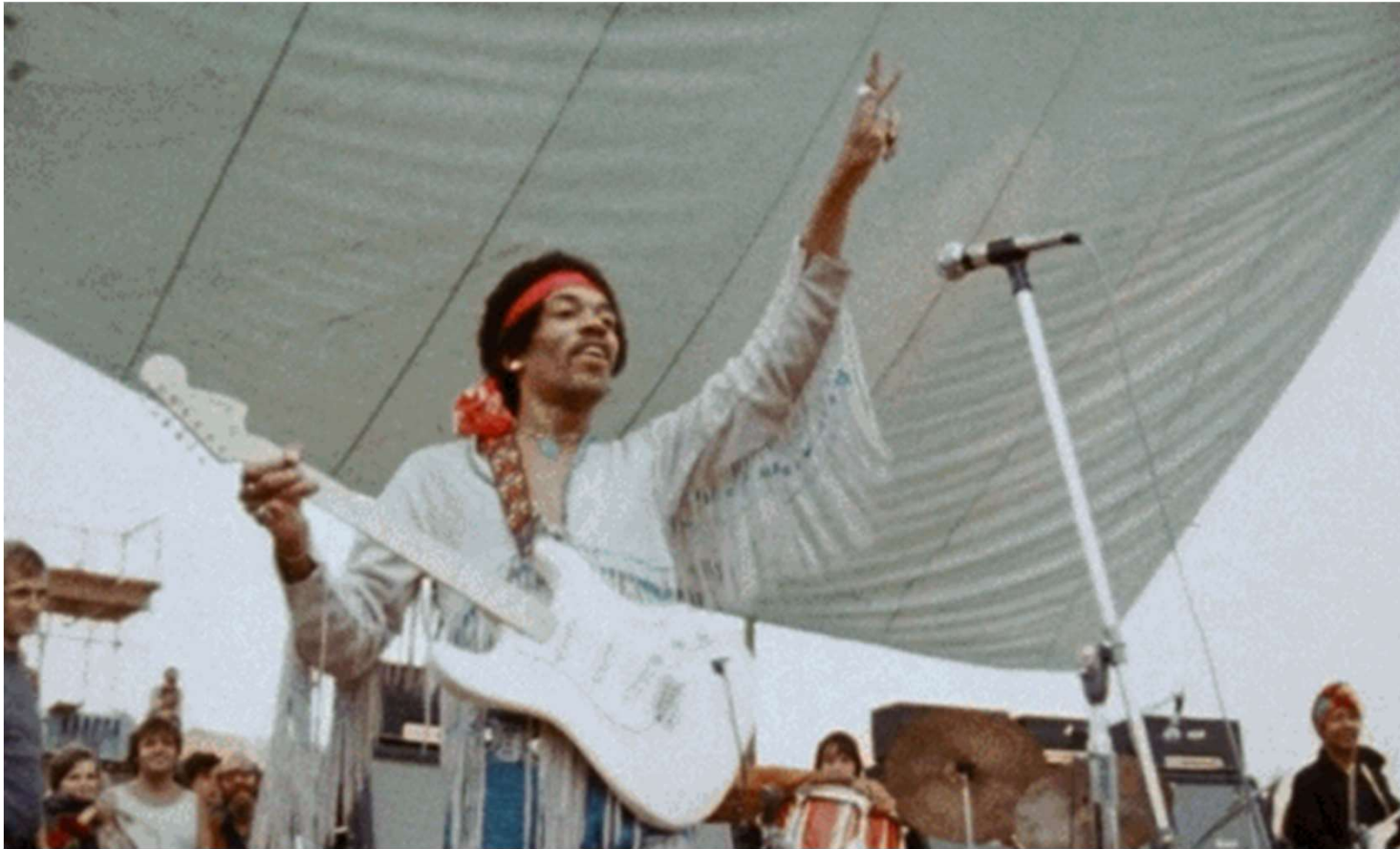
**Al Aronowitz**

***New York Post* pop critic**

**Hendrix began by turning the nation into a giant discord, his great No to the war, to racism, to whatever you or he might think of and want gone. But then that discord shattered, and for more than four-and-a-half long, complex minutes Hendrix pursued each invisible crack in a vessel that had once been whole, feeling out and exploring and testing himself and his music against anguish, rage, fear, hate, love offered, and love refused. When he finished he had created an anthem that could never be summed up and that would never come to rest. In the end it was a great Yes, both a threat and a beckoning: an invitation to America to match its danger, glamour, and freedom.**

**Greil Marcus**

**“Woodstock 25 Years Later”**



Oh, because we're all Americans. We're all Americans, aren't we? It was written and played in a very beautiful, what they call beautiful state. Nice, inspiring, your heart throbs and you say, *great, I'm American.* But nowadays when we play it, we don't play it to take away all this greatness that America is supposed to have. We play it the way the air is in America today. The air is slightly static, isn't it?

**Jimi Hendrix**  
**Black AP Conference**  
**December 1969**