

1960s Cultural Trends:

- 1960s is when baby boomers start to become of age
 - All those rebellious teens are alienated from cold war mainstream society
 - Not embracing the adulthood of the previous generations
- Three distinct movements in culture
 - New Left (of the political spectrum):
 - Mostly white, college students
 - Directly inspired by civil rights movement
 - Become more politically engaged, question world around them
 - Not just let predecessors tell us what is good
 - Students for a Democratic Society → best represents this movement
 - Participatory democracy
 - As many people involved as possible
 - Other side of spectrum: Early Political Conservatism:
 - Also young people who feel alienated, and embracing more libertarian approach to things
 - Libertarianism combines two things:
 - Strong emphasis on individual liberty
 - Limited government
 - Very anti-communism
 - Young Americans for freedom → most representative
 - What these two movements share: concept of freedom and democracy
 - They are the reason that conservative white southern voters start shifting to vote for R party → important aspect of this group
 - Other young people reject politics altogether → counterculture
 - Emphasis on personal liberation
 - Much less political
 - Living in the moment
 - Greater racial + economic equality
 - Made US culture much more informal
 - Three trends are happening at the same time all among young people
 - Young people more involved and more alienated from central political parties emphasized by their parents
 - Also means these groups are going to be engaging in 1960s election

1960 election:

- D JFK vs R Richard Nixon
- JFK platform → new frontier
 - Focused on masculine toughness and adventurism
- Biggest influence in this election → first one that has televised debated between candidates
 - Why it matters: most scholarly agree that television benefited JFK
 - When people listened to radio, generally assumed that Nixon won, but when people watched, they agreed JFK won
 - Close election, but TV advantage helps JFK win → younger, more charismatic
- JFK :

- is first Catholic president of the country
- Youngest elected president
- Really big on public service
 - How they should engage in life and cold war
 - Sets up Peace Corp → sends young people across the world
- Sees civil rights as a cold war issue
 - We need to address civil rights
 - Tries to pass CV laws, but can't get past southern democrats in Congress

Birmingham Campaign:

- MLK and the SCLC → shifting towards more direct action with this campaign
- April of 1963
 - Campaign is public action in a place with lots of segregation
 - Law enforcement makes lots of arrests, used fire hoses, police dogs, etc
 - MLK wrote his letter from a Birmingham Jail → even with JFK in power, this is how CV movement is being treated

March of Washington for Jobs and Freedom:

- Want to push on JFK to act on cv bill
- Aug 1963 250k people travel to DC in the March on Washington for equality and job opportunity
- This is huge
- Where we get very famous I have a Dream speech
- Not a lot of results, but very hopeful moment for people
- Which makes it more shocking that in sept, there is a bombing of a church in Birmingham, Alabama and kills 4 girls aged 11-14

Freedom Summer, 1964:

- JFK gets assassinated, Johnson (VP) uses JFK's assassination to pressure congress to pass CV Act (1964)
- What the act does:
 - Focuses on three key things:
 - Prohibiting discrimination in public accommodations
 - Federal enforcement of desegregation and voting rights
 - And addressing employment discrimination
- Two big things it doesn't get rid of:
 - Poll taxes and literacy tests
 - Most CB people go great but not good enough
- SNCC, CORE, NAACP, SCLC band together (huge shift bc everyone is combining) to launch the Freedom Summer project in Mississippi
 - Gather 800 (mostly white) volunteers
 - Goal:
 - Voter registration drives
 - Freedom schools
 - Seeing cross racial, cross age alliance here

- Shift to 3rd stage of CV movement: student movement + older people movement combining into a national movement
- Three volunteers were arrested and shot → bc it was in the middle of Freedom Summer, it gets national attention and like hey maybe we should do smth about this CV act didn't fix everything
 - Brings national attention to the CR movement

War on Poverty + Great Society:

- Johnson declares pretty big legislation
- How he words it: make US better for everybody
 - Economic Opportunity act, 1964
 - Start getting job training, food stamps, remedial education, head start (early education), US version of peace corps (Sending volunteers around US)
- Johnson runs for reelection in 1964 on platform of addressing urban decline, education, environment, address poverty (make America a great society)
 - Good platform, pretty strong showing in popular and electoral votes
 - And we see southern states voting for R instead of D → where we see this shift
 - They don't like gov expansion
- In 1965 → he pushes legislation through congress
 - Elementary and Secondary School Act → huge increase in gov power bc it provides federal gov money directly to schools (instead of money to states who give money to schools)
 - Medicare and Medicaid
 - Medicare provides healthcare insurance for elderly, Medicaid provides healthcare insurance for the poor
 - Johnson trying to care for US + make life better
 - Immigration and Nationality Act → ends quota restrictions from 1924 National Origins Act
 - Air and Water Quality Act → first person to push legislation for environment
- All of these things cost money → US is VERY MUCH deficit spending

Selma and the Voting Rights Act, 1965:

- MLK and SCLC organizing peaceful march from Selma to Montgomery
- Takes three attempts
- First time they are sprayed by tear gas
- Third times they succeed
- People are now watching police beating up people in a peaceful protest → bc of television
- Makes gov look bad
- Direct relationship between march and Voting Rights Act → this violence is what gives Johnson ammunition to pass the act
 - Act bans literacy tests
 - Ends poll taxes (but not super immediate)
 - Provides registration assistance for Black voters from federal gov

- Says there are southern states with history of voting rights violations → those 7 states can't pass any voting rights legislation without approval from federal gov

Incomplete Equality, 1964-68:

- Story doesn't end really
- Somethings improve, others don't
- Vietnam War exacerbates racial tensions → black men are poor, less likely to go to war, less likely to avoid the draft, black men disproportionately drafted
- Other people oppose war → war against another country is just perpetuating white supremacy
- money aspect → war sucks up a lot of money, programs cost a lot of money
 - Vietnam funnels money that would've gone to black communities towards the war effort
- All of these things make Black people more unhappy with gov
- In 1965: Malcolm X murdered
 - More militant leader, is murdered
 - Causes a mess
 - Another thing: Johnson commissions Kerner Commission to investigate race issues across the country
 - Publish that urban race issues is centered around white supremacy → we are set to have two different societies of white suburban country and black low income country
- Some improvements: 1967 Loving vs Virginia:
 - Legalizes interracial marriage
 - States can't have bans on it
- 1968 → MLK gets assassinated → huge blow to CV movement and nonviolence
 - Leader of nonviolence got shot
- Two things that are momentous:
 - Congress passes fair housing act designed to address discrimination in federal housing programs
 - Like redlining
 - And year that Shirley Chisholm is the first Black woman elected to Congress

Black Power:

- 24th amendment bye bye poll taxes
- Over the course of this, we see new movement called Black Power movement, mostly 60s-70s
- Focused on racial pride, self sufficiency, and equality of Black people
- Term coined by Stokely Carmichael
- Coming from idea that nonviolent protest not working, so we need to make more drastic change → only able to do that by addressing white power structure at its core rather than working within the power structure
 - More radical
- Celebrating Black culture (both African and African American)

- Part of this → students embracing traditional African clothing and colors, traditional clothing wear
- “Black is Beautiful” movement focuses on celebrating these culture elements, embrace own identities
- Some is political, some is cultural, all addressing Blackness and Black Power

Epitome of black power → Black Panther party:

- Huey Newton + Bobby Seale taking control of their community + arming themselves for self defense
 - Most militant version of Black power
- Call for end of police brutality, employment for black Americans, housing, etc
- Tend to get very associated with militancy → people are like this is scary
- Have a ten point plan → things that they want
- Set up a lot of community social programs
 - Things like Free breakfast program for students + Children
 - Free health clinics
 - Gov isn’t taking care of us, so we’ll take care of ourselves
 - But they get press for shootouts with the police
- Reason why black panther gets associated with violence → Cold War

COINTELPRO:

- FBI has counterintelligence program designed to wage war against any dissent in the US
 - Operating under executive branch → not public knowledge and not under control of Congress
- One of the things they target → black civil rights leaders + People against Vietnam war
 - Spying, wiretapping phones, making criminal charges on flimsy evidence → taking power away
 - Makes people flee because it reduces their credibility
- Negative Propaganda in all of this against black panther party → negative ideas blow out of proportion, also part of reason why Black Panther party gets associated with violence during cold war → associating them with dissent, not good in cold war
- Also assassinated prominent individuals in the Black Panther party
- Undermines black leaders → even MLK is targeted in this way
- By mid 1970s this is pretty effective, weakened Black power movement to the point where they’re not really effective
- FBI also has more power to investigate things during Cold War than before