



SJS / GreenPolicy360 Siterunner: It was a mind-changing year. Beginning with the historic ["Earthrise" photo](#) taken as Apollo 8 astronauts circled the moon in preparation for Apollo 11 and humankind's first step on the Moon.

History shifted as we welcomed an awareness of our place, our home planet seen for the first time from space by human eyes and hands with cameras. Young people were changed overnight as together we welcomed a new ['Whole Earth' vision](#).

We surprised ourselves, looking back for the first time at the oasis of Earth, our home planet in full blue-green color, all life as we know it suspended in the darkness and vastness of space.

This was to many, including your writer, the beginnings of the modern environmental movement. To protect and preserve life became an ongoing mission that we continue every day. A gift of life.

On this 50th anniversary of the 1969 Moon landing let's celebrate as [planet citizen voyagers...](#)

- <https://apolloinrealtime.org/11/>
- <http://www.planetcitizens.org>
- [https://www.greenpolicy360.net/w/Environmental\\_movement](https://www.greenpolicy360.net/w/Environmental_movement)
- [https://www.greenpolicy360.net/w/Overview\\_Effect](https://www.greenpolicy360.net/w/Overview_Effect)
- <http://www.planetaryawareness.org>
- [https://www.greenpolicy360.net/w/Apollo\\_8](https://www.greenpolicy360.net/w/Apollo_8)
- [https://www.greenpolicy360.net/w/File:Apollo\\_Earth\\_350x350.jpg](https://www.greenpolicy360.net/w/File:Apollo_Earth_350x350.jpg)
- [https://www.greenpolicy360.net/w/File:Earthrise,\\_the\\_way\\_Anders\\_saw\\_it.jpg](https://www.greenpolicy360.net/w/File:Earthrise,_the_way_Anders_saw_it.jpg)

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## **"Earthrise"**

**Whole Earth vision and the beginning of the [Modern Environmental Movement](#)**

**[Via CNN / Fifty years after "Earthrise"](#)**

**[Via USA Today / "Earthrise" on the Fiftieth Anniversary](#)**

- <https://www.greenpolicy360.net/w/File:Apollo.jpg>
  - <http://www.bbc.com/future/story/20181220-the-nasa-mission-that-broadcast-to-a-billion-people>
  - <https://qz.com/1501935/photos-apollo-8-brought-us-the-moon-as-never-seen-before/amp/>
  - <https://petapixel.com/2018/12/20/how-nasas-iconic-earthrise-photo-was-shot/>
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## The First "Earth Day"



SJS / GreenPolicy360 Siterunner:

The USC student newspaper headline is a bit of hyperbole and understatement. The Senator wasn't a 'Teach-in originator... responsible for the first Environmental Teach-In'.

Senator Nelson in cooperation with our student advisers and organizers became the originators of the first 'Earth Day teach-in'. On April 22nd, 1970, we launched Earth Day, then year in, year out, successive annual Earth Days continued as an environmental era was created and shaped.

# Teach-In originator to speak

By TERRY DONAHUE

Sen. Gaylord Nelson (D-Wis.), the man responsible for the Environmental Teach-In, will speak today in Town and Gown Foyer at 10 a.m.

Nelson, who has long been active in environmental studies, sent the first letter to colleges and universities across the nation last December suggesting the teach-in.

"I am convinced that the same concern the youth of this nation took in changing this nation's priorities on the war in Vietnam and on civil rights can be shown for the problems of the environment," he said.

"Successful teach-ins on all campuses on the same day will have a dramatic impact on the environmental conscience of the nation. They will be immensely effective as an educational effort in arousing public opinion concerning necessary steps to protect our environment and establish quality on a par with quantity as a goal of American life."

Nelson has argued that the youth of this nation offer the hope of taking leadership away from the present "indifferent, venal men who are concerned with progress and profit for the sake of progress and profit alone and who consider the

environment the problem of the birdwatchers and butterfly chasers."

Nelson, 54, graduate from San Jose State College in 1939. He graduated from University of Wisconsin Law School in 1942.

He was a state senator from 1948 to 1956. In 1956 he was elected governor of Wisconsin.

In 1962 he was elected to the U.S. Senate from Wisconsin. He has held this position since then.

He is a member of the House Committee on Interior and Insular Affairs, Labor and Public Relations Committee, Select Committee on Small Business and the National Visitor's Facilities Advisory Commission.

Another political figure joining Nelson today is Jim Flournoy, candidate for California secretary of state.

Flournoy was on the U.S. Civil Rights Commission under President Dwight Eisenhower. In 1968 he led the National Negro Republican Assembly.

He is the president of the Southwest Chamber of Commerce. He is also a past vice-president of the Western Region of the NAACP.

He has been called the spokesman for the black silent majority.



SEN. GAYLORD NELSON



University of Southern California

**DAILY TROJAN**

VOL. LXI, NO. 111

LOS ANGELES, CALIFORNIA

THURSDAY, APRIL 23, 1970

## [The Genius of Earth Day: How a 1970 Teach-In Unexpectedly Helped to Plant the Seeds of Earth Day and the First Green Generation](#)

Let's revisit 1969 and 1970 as student activism became a peace and environmental movement across the college campuses of the U.S. As a co-founder of the Vietnam Moratorium Committee and coordinator of anti-war activities on college campuses in California, I found myself overwhelmed, working as a student activist to organize at my own campus of the University of Southern California and eventually internationally.

USC in the 1960s became a center of activism and our organizing took us from opposition to nuclear weapons, war and international conflict to environmental security and political reform. Student "teach-ins" were popular tools for outreach and we began organizing to build awareness and support for [the first generation of environmental laws](#).

Our teach-in model with Senator Gaylord Nelson's proposal was a first wave of what became continued teach-ins and educational efforts that acted to make [our environmental priorities become reality](#).

With [Congressman George Brown's encouragement](#) and Senator Nelson's active support, students launched environmental teach-ins across the country every year, becoming April 22nd "Earth Days".

We didn't call the first national teach-in Earth Day, but that's what it was -- momentous and magic. At USC it was appropriate to hear Senator Nelson speak to us on the first day after our first Earth "teach-in" at SC and across the U.S. and nations of the world... a planetary celebration, a growing activist movement.

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### Senator Gaylord Nelson:

*"I am convinced that the same concern the youth of this nation took in changing this nation's priorities on the war in Vietnam and on civil rights can be shown for the problems of the environment... Successful teach-ins on all campuses on the same day will have a dramatic impact on the environmental conscience of the nation. They will be immensely effective as an educational effort in arousing public opinion concerning necessary steps to protect our environment and establish quality on a par with quantity as a goal of American life."*

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**With a Special Tip of the Green Hat to a Member of Congress Who Helped Us Organize Nationwide ... A Political Voice from East Los Angeles Acts to Push the US Congress and Drafts the First National Climate Policy and Program**

• [http://www.greenpolicy360.net/w/George\\_E.\\_Brown\\_Jr](http://www.greenpolicy360.net/w/George_E._Brown_Jr)

Home > Legislation > 95th Congress > H.R.6669

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### H.R.6669 - An Act to establish a comprehensive and coordinated national climate policy and program, and for other purposes.

95th Congress (1977-1978)

**LAW** Hide Overview X

**Sponsor:** [Rep. Brown, George E., Jr. \(D-CA-36\)](#) (Introduced 04/27/1977)

**Committees:** House - Science and Technology | Senate - Commerce, Science, and Transportation

**Committee Reports:** H.Rept 95-266; S.Rept 95-740; H.Rept 95-1489

**Latest Action:** 09/17/1978 Public Law 95-367. ([All Actions](#))

**Roll Call Votes:** There has been [1 roll call vote](#)

**Tracker:**

Introduced > Passed House > Passed Senate > Resolving Differences > To President > **Became Law**

**More on This Bill**  
[CBO Cost Estimates \(0\)](#)

Get more information  
See [Coverage Dates for Legislative Information](#) and learn about other sources.

Subject — Policy Area:  
Climate  
[View subjects >](#)

**Summary (2)** Text Actions (21) Titles (4) Amendments (0) Cosponsors (24) Committees (2) Related Bills (1)

**Summary:** H.R.6669 — 95th Congress (1977-1978)

[All Bill Information](#) (Except Text)

[Listen to this page](#)

There are 2 summaries for H.R.6669.

Conference report filed in House (08/14/1978)

GO

[Bill summaries](#) are authored by [CRS](#).



[https://www.greenpolicy360.net/w/File:Thin\\_Blue.jpg](https://www.greenpolicy360.net/w/File:Thin_Blue.jpg)

## January 1969

Beginnings of the [modern environmental movement](#)

A Vision of the Home Planet as Never Before Seen

- <https://www.greenpolicy360.net/w/PlanetCitizen>
- [https://www.greenpolicy360.net/w/Planet\\_Citizens](https://www.greenpolicy360.net/w/Planet_Citizens)





**LIFE**

'68

*The Incredible Year*

**SPECIAL  
ISSUE**



The earth as seen  
from Apollo 8 in space,  
showing the outlines of  
North and South America

JANUARY 10 • 1969 • 40¢

- [https://www.greenpolicy360.net/w/File:Apollo\\_8,\\_Life\\_Jan10,1969.png](https://www.greenpolicy360.net/w/File:Apollo_8,_Life_Jan10,1969.png)

# Waving the Earth Day Flag

- [http://en.wikipedia.org/wiki/Earth\\_Day](http://en.wikipedia.org/wiki/Earth_Day)



## An Environmental Era

1965	Solid Waste Disposal Act
1965	Water Quality Act
1967	Air Quality Act
1969	National Environmental Policy Act
1970	Clean Air Act (1970)
1970	Occupational Safety and Health Act
1972	Consumer Product Safety Act
1972	Federal Insecticide, Fungicide, and Rodenticide Act
1972	Clean Water Act
1972	Noise Control Act
1973	Endangered Species Act
1974	Safe Drinking Water Act



## Ripples of an 'Earth Day Flag'

### Environmental movement

### California out in front in a Green future

Nearby USC in Pasadena, JPL/NASA with many USC, UCLA and Caltech taught engineers, a key component in continued California environmental leadership ...

"18 Earth science missions in space, supported by aircraft, ships and ground observations, measure aspects of the environment that touch the lives of every person around the world."

### Earth Right Now

- <http://www.nasa.gov/earthrightnow>
- <http://www.climate.nasa.gov>
- <http://www.climate.jpl.nasa.gov>

