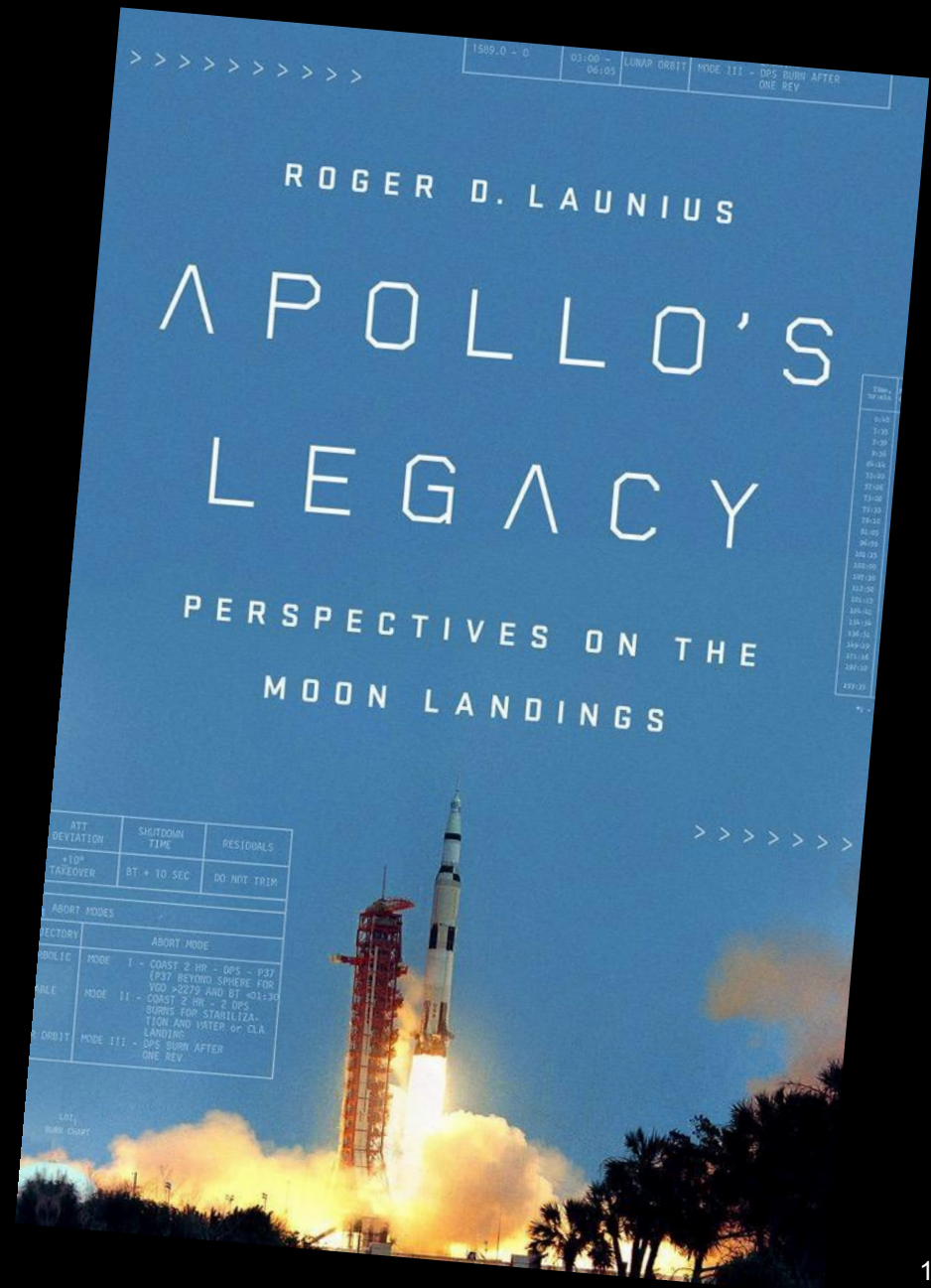


Roger D. Launius Auburn, Alabama

FISO Seminar
4-24-19



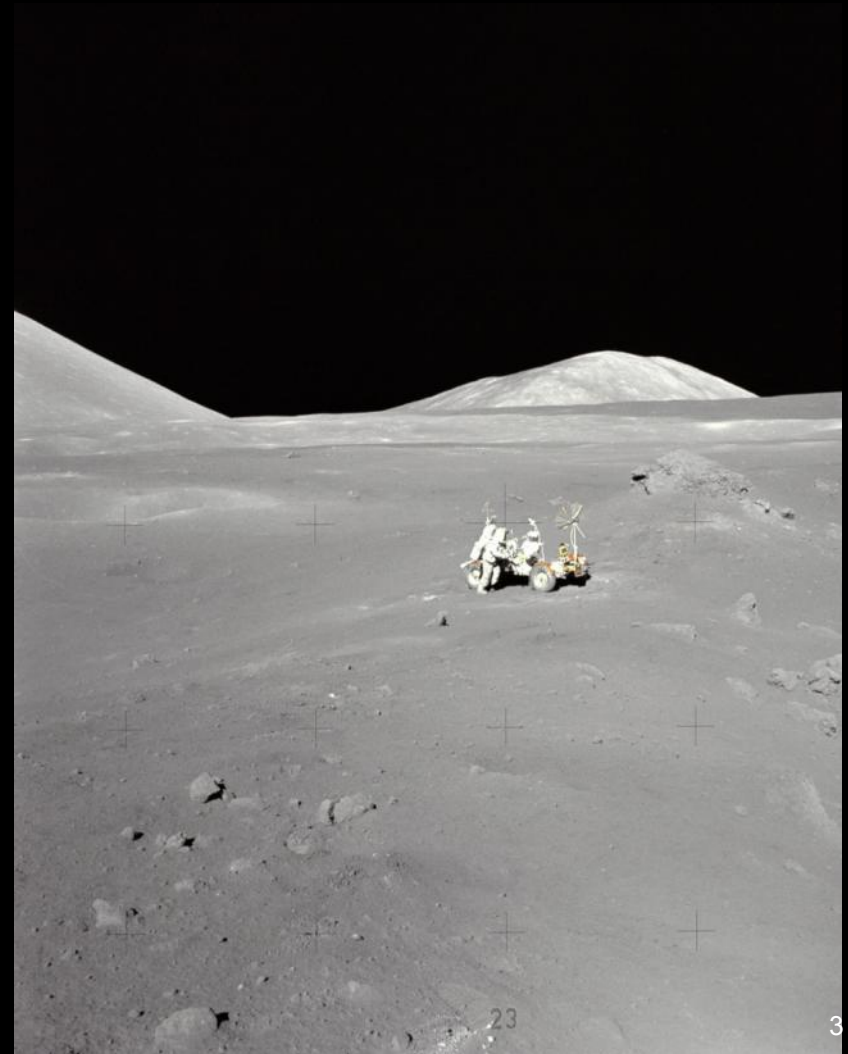
Chapters



1. Versions of Reality
2. A Moment in Time
3. The Most Powerful Technology Ever Conceived
4. Heroes in a Vacuum
5. Ex Luna, Scientia
6. Apollo Imagery and Vicarious Exploration
7. Applying Knowledge from Apollo to This-World Problems
8. Apollo and the Religion of Spaceflight
9. Abandoned in Place
10. Denying the Apollo Moon Landings
11. Conclusion: Remembering Apollo

Framework of Book

- One master narrative and three important variations:
 1. American triumph, exceptionalism, and success.
 2. Criticism of the space program from the left.
 3. Criticism of spaceflight from the political right.
 4. Spaceflight and the cult of conspiracy.



Apollo as Trope for American Exceptionalism



- Apollo story has emphasized not so much history as “tribal rituals, meant to comfort the old and indoctrinate the young”—Alex Roland.

A Moment in Time

"Fill 'Er Up—I'm in a Race"

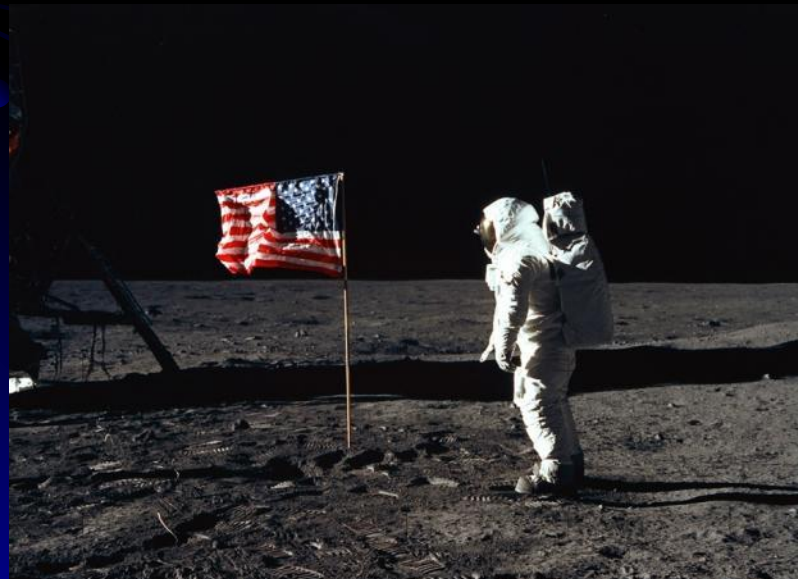


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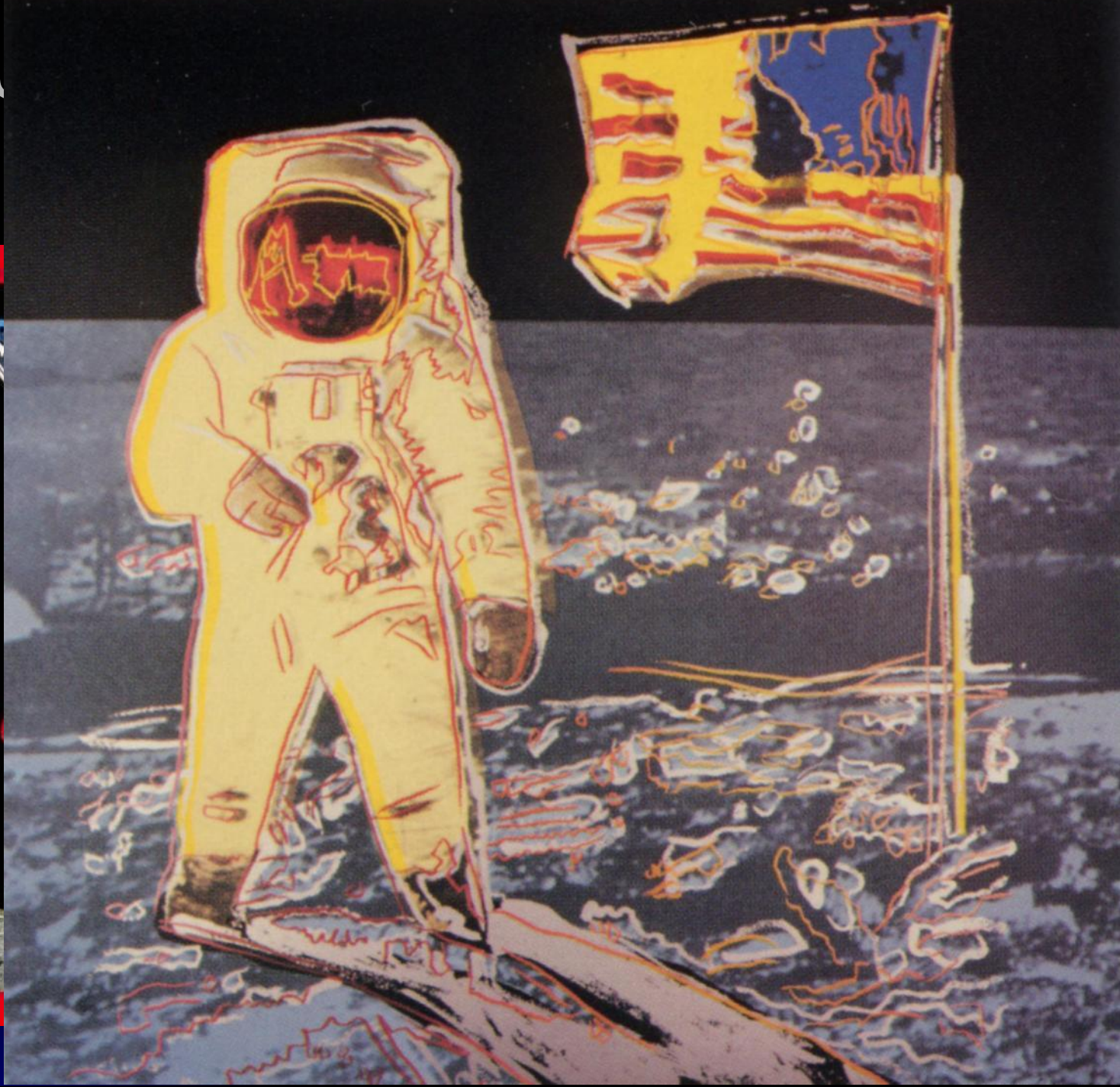




U.S. Flag on the Moon



- Flag became symbol of American prestige.
- No more powerful image of national exceptionalism available.
- World's population both celebrated and recoiled from the American success.
- Other more international symbols were considered and rejected.

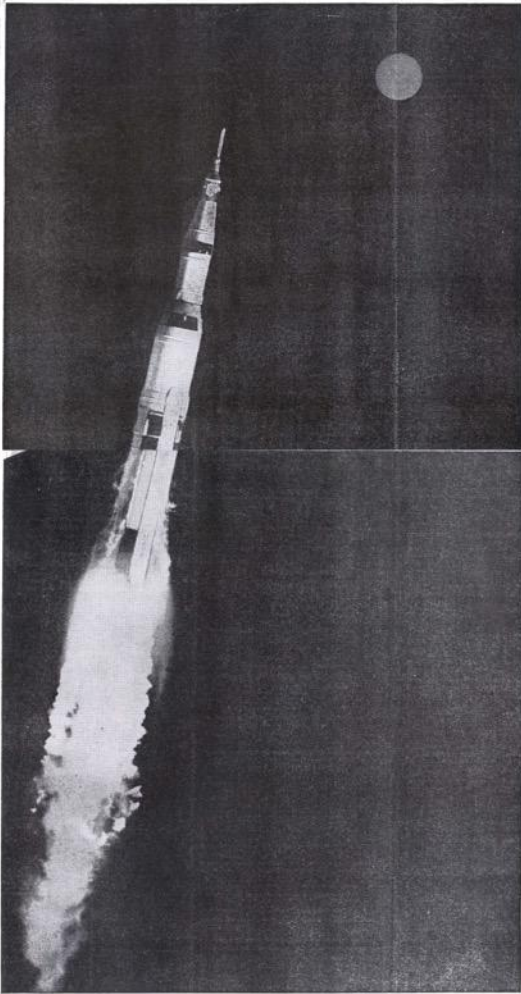


Commercial Uses of the Image



More Advertising

**Here's to our Astronauts who
flew rings around the moon.**



And a special toast
to NASA for clearing the way



Canadian Club

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TANG IS GENERAL FOODS TRADEMARK FOR INSTANT BREAKFAST DRINK.

This morning, he will drink Tang.

And then drive his lunar roving vehicle out towards the half-light of the limits of Earthshine.
This will happen. This year, man will actually drive an automotive vehicle on the moon.
And Tang will be close by. The same instant breakfast drink that's on your kitchen table. Orange-flavored Tang with more vitamin C than orange juice. Nutritious Tang.

For breakfast tomorrow.

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More Still

When we say our headphones are out of this world...

we mean it!

NASA chose Sennheiser headphones for its Skylab astronauts to use in their 56-day earth-orbit mission, making them the most comfortable phones out of this world as well as in it.

You can enjoy the same advantages the astronauts do: the flawless reproduction, weightlessness and freedom from annoying airtight seals that make the HD 414 such a pleasure to use. The kind of performance that Hirsch-Houck Laboratories Stereo Headphone Test, in October 1971 *Electronics World*, called "the best sound of any dynamic headphones."

Visit your nearby Sennheiser dealer (listed below) and put your ears in orbit. At \$33.95, they're more than excellent value — they're a great gift as well!



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450 & 975 Madison Ave
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Music Masters
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Olden Camera
1265 Broadway
Robson's
119 West 57th St.
Sonocraft
29 West 36th St.

Yetkin
775 Sixth Ave.

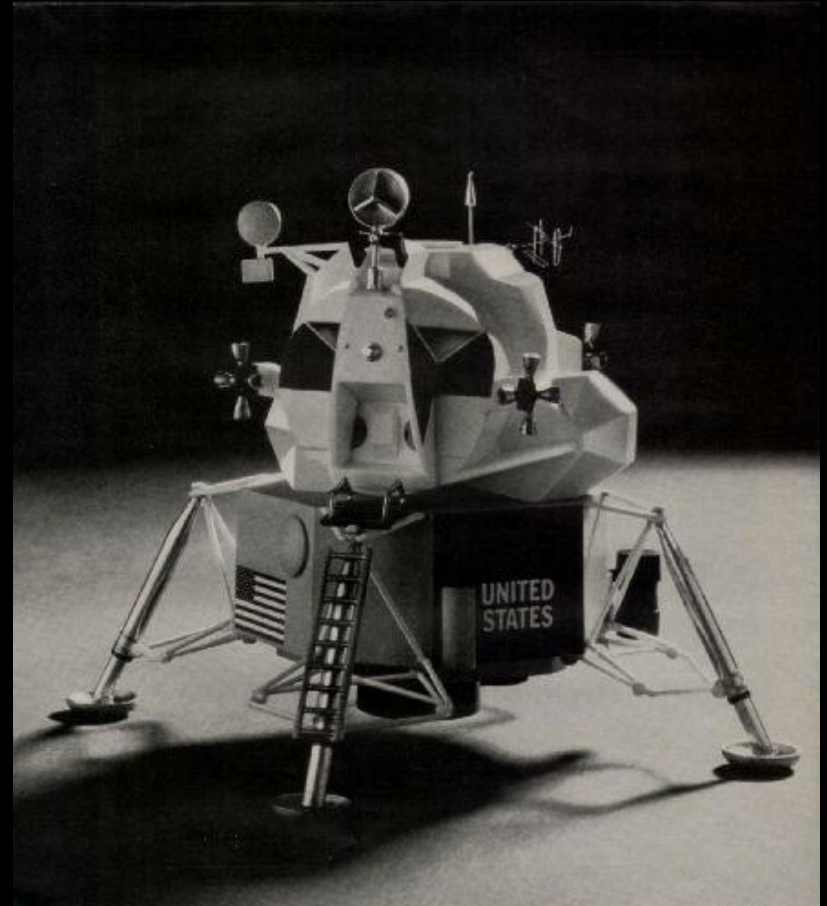
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Minneapolis

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Yonkers
Stereo Shop
Hartford, Ct.
Hi Fi Haven
New Brunswick, N.J.
Custom Music Systems
West Orange, N.J.
Interstate Electronics
Cliffwood, N.J.



It's ugly, but it gets you there.



Vicarious Exploration

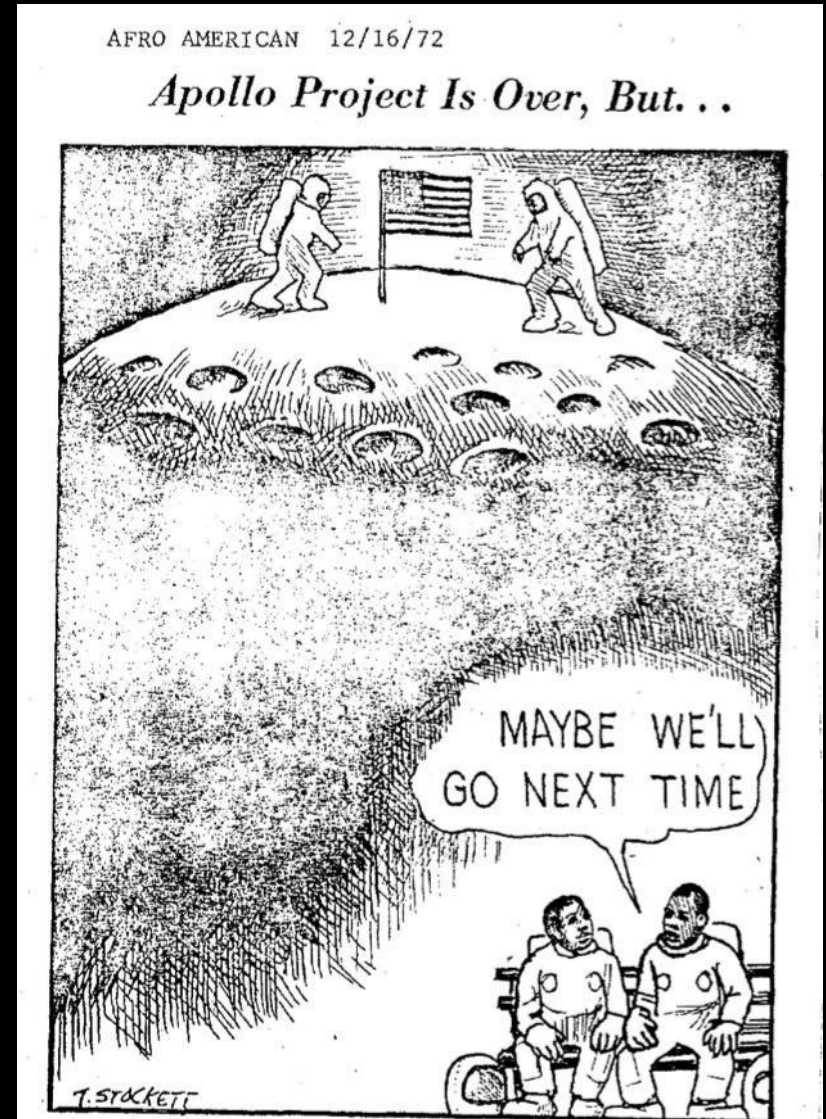
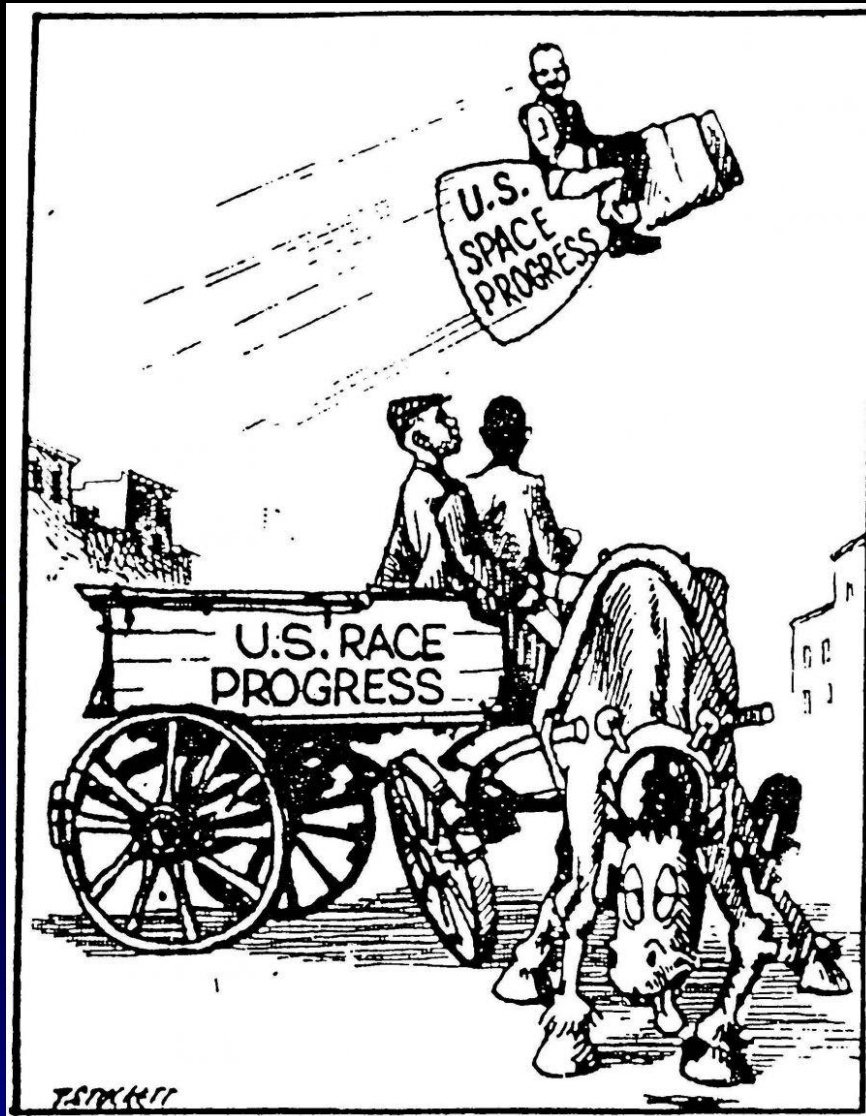


National Problems and Protest at Apollo 11 Launch



- “We were coatless, standing under a cloudy sky, with distant thunder rumbling, and a very light mist of rain occasionally falling. After a good deal of chanting, oratory and lining up, the group marched slowly toward us, singing “We Shall Overcome.” In the lead were several mules being led by the Rev. Abernathy...and other leading members of the Southern Christian Leadership Conference....One fifth of the population lacks adequate food, clothing, shelter and medical care, [Rev. Abernathy] said. The money for the space program, he stated, should be spent to feed the hungry, clothe the naked, tend the sick, and house the shelterless.”—Thomas O. Paine, 1969

Apollo and Race Relations



Abandoned in Place

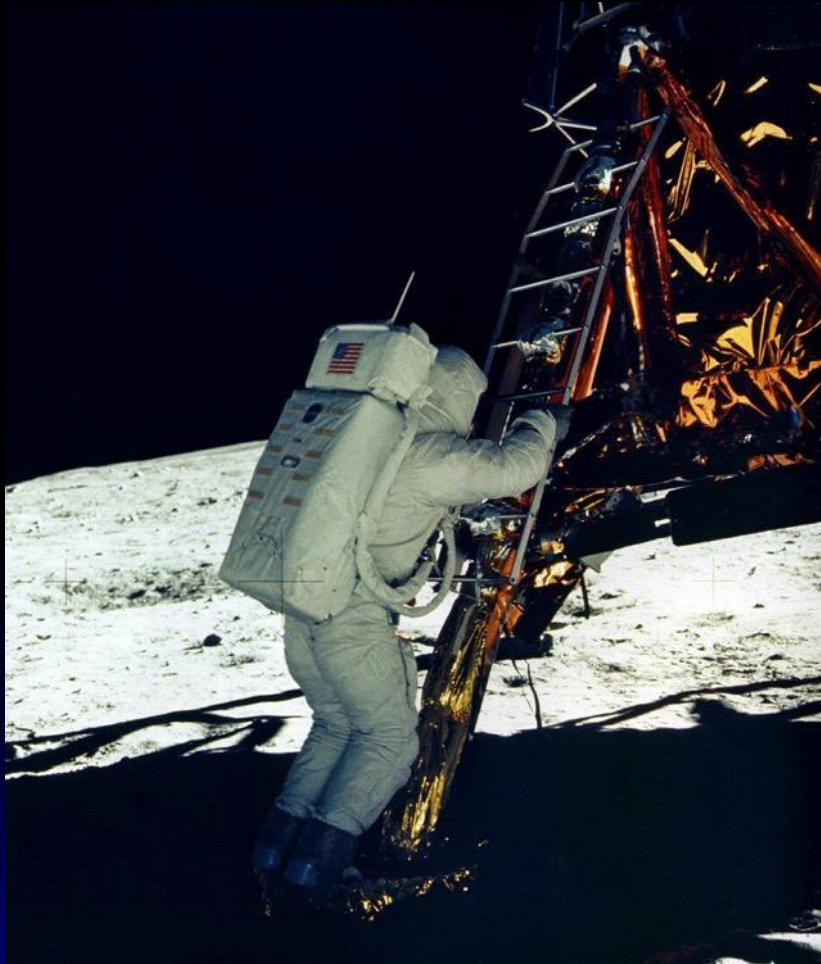


Apollo Nostalgia



- Apollo 13: “A marvelous vessel loses its power and speeds toward extinction, until it’s saved by a team of heroic white men” (John Powers, 1995).
- By focusing on the past, Apollo served as representation of lack of interest in future expressed by Americans in early twenty-first century.

Moon Landing Sites—Truly Abandoned in Place



- 1971: President received offer buy artifacts left on the Moon; chose not to accept offer.
- 1985: NASM asked for Apollo lunar surface objects; nothing came of this.
- Recent interest in space tourism has prompted renewed interest in preserving lunar landing sites.
- 2000: NMSU's Lunar Legacy Project, with \$23,000 from NASA, prepared nomination for National Register; not acted upon—lack of jurisdiction.
- Others advocate designation under United Nations authority as World Heritage Sites.
- Few take planning for preservation of Apollo sites seriously at present, but that must change with first missions to return to the Moon.

Apollo and the Cult of Conspiracy



- In 1969 astronauts first walked on the Moon... watched by a worldwide audience of more than 600 million on TV, widely reported thereafter.
- Small percentage question reality of Moon landings; an on-going issue.

Personal Reflections on Apollo

- “I kept racing between the TV and the balcony and looking at the Moon to see if I could see them on the Moon”—7-yr-old boy, San Juan, PR, July 20, 1969.
- “I was an eight-year-old kid when I watched the first Apollo Moon Landing way back in 1969 and there was something about that moment that really stuck in my head....I want to be like those guys”—Leroy Chiao.
- “Being an American is something I wanted to be for a very long time, probably since I saw the moon landing when I was a child”—Craig Ferguson.

