



GRAMMY
MUSEUM®
MISSISSIPPI

Exhibit: *Ladies and Gentlemen...The Beatles!*

Level: Secondary

THE BEATLES

1964 – 1969

The purpose of this plan is to help teachers bring to their students the educational power of music and to:

- appreciate some of the key themes/issues characterizing American life from the 1960's to today,
- explore the idea of music as a factor in shaping as well as reflecting cultural beliefs and practices,
- show how cultural beliefs and practices have changed since the 1960's, and
- explore the Beatles' music as poetry.

Lesson Goals

- Educate students in ways that encourage and enrich their musical appreciation and expression.
- Provide students opportunities to cite evidence; draw conclusions; analyze similarities and differences in issues and problems; and make connections across time and place to explain a concept or big idea.

Student Learning Outcomes

- Students will have a better understanding of musical culture as a tool for social change.
- Students will examine how American society has been influenced by events within the context of a given historical period.

State Standards

Mississippi Visual and Performing Arts

Music

Goal 3: Students should understand the roles and functions of music and musicians in cultures, times, traditions, and places. Content Strand: History/Culture (HC)

Goal 4: Students will perceive, understand, and appreciate the diverse meanings and value of music. Content Strand: Aesthetics (A)

Goal 5: Students should make valid connections among the arts, others subject areas, and everyday life. Content Strand: Connections (C)

Visual Arts

Goal 3: Students will understand the roles and functions of artists and visual arts in cultures, times, and places. Content Strand: History/Culture (HC)

Goal 5: Students will make valid connections among the arts, others subject areas, and everyday life. Content Strand: Connections (C)

Social Studies

Civil Rights/Human Rights

4. Understand and describe the historical circumstances and conditions that necessitated the development of civil rights and human rights protections and/or activism for various minority groups in Mississippi.
 - b. Identify and explain the significance of the major actors, groups, and events of the Civil Rights Movement in the mid 20th century in Mississippi.
 - c. Compare and contrast the development and resulting impact of civil rights movements (e.g., women's suffrage, African American liberation, Native American citizenship and suffrage, immigration rights).
5. Understand the role that governments play in the protection, expansion, and hindrance of civil/human rights of citizens.
 - b. Explain the importance of maintaining a balance between the following concepts: majority rule and individual rights; liberty and equality; state and national authority in a federal system; civil disobedience and the rule of law; freedom of the press and the right to a fair trial; and the relationship of religion and government.

Culture

6. Understand the purposes and principles embodied in the ideals and values of American society.
 - a. Evaluate the value and the challenge of diversity in American life.
 - b. Assess the importance of certain character traits in a democracy, such as civility, nationalism, freedom, authority, justice, equality, and responsibility.
7. Understand the fundamental values and principles of a civil society and how it is influenced by and reflective of the culture of the people in the society and understand the meaning and importance of those values and principles for a free society.
 - c. Analyze the influence of the media on American political life.
7. Understand cultural trends, religious ideologies, and artistic expressions that contributed to the historical development of the United States.
 - a. Examine cultural artifacts (including but not limited to visual art, literature, music, theatre, sports) to contextualize historical developments.
 - c. Evaluate the role mass media has played in shaping perceptions toward certain policies, social groups, other nations, and political ideas.
 - e. Cite and explain evidence of the diversity of the United States.

Vocabulary

Beatlemania	Grammy Awards
British Invasion	Merseybeat sound
Civil Rights	Pop Music
Diversity	Society
England	United Kingdom
Genre	

Introduction

America before the Beatles

Rock & Roll had suffered the loss of many of its mid-1950s pioneers, but America's pop music scene in the early 1960s—the years before the arrival of The Beatles—was not a music wasteland. There were bright spots: the sunny California soundtrack of surf and fun from the Beach Boys; from Detroit, the Motown Sound created by Berry Gordy and Smokey Robinson; the soul stirring songs of Sam Cooke, Ray Charles, and James Brown; the records made by Phil Spector and his girl groups; and from New York's Greenwich Village, an emerging folksinger named Bob Dylan. An ocean away, John Lennon, Paul McCartney, George Harrison and Ringo Starr were deeply influenced by Rock & Roll's earliest stars as well as many of these new American pop sounds.

The Beatles' arrival in the United States in 1964 marked the beginning of Beatlemania, launched the group's international prominence, and began significant changes in U.S. culture and music. Their visit came during a period of grief, uncertainty, and changing times. President John F. Kennedy had been assassinated, the Civil Rights movement was gaining momentum, there was a threat of international, nuclear war, and the probability of escalating the U.S. involvement in Vietnam. It was a serious time for Americans, a time during which the energetic music and personalities of the Beatles were embraced.

The Beatles are universally regarded as one of the most important bands in the history of Rock and Roll. Over the course of an active career that spanned just 8 years, the band released some of the most enduring popular music of the 20th century.

Ladies and Gentlemen...The Beatles!

Show the following two clips. Use them as an introduction to how Americans first met The Beatles.

This interview was the first time American audiences saw The Beatles; a 1963 interview on CBS, which aired only hours before news broke of JFK's assassination.

<http://www.youtube.com/watch?v=ehNn4v9QxB0>

A clip of the Feb 9, 1964 Ed Sullivan Show.

<http://www.edsullivan.com/artists/the-beatles/#>

Activity

Based on the two clips, have students respond to the following questions:

What was Beatlemania?

How did The Beatles describe it?

Using small groups have students review Handout 1A (Milestones of the 60's), Handout 1B (America's Music Explosion) and respond to the following:

1. Describe what they know about the 1960s, referencing as many events and/or people as possible
 - a. Share their answers with the group, thus, ensuring that each student has the opportunity to voice his/her response
 - b. Have the group record their answers
 - c. Collect responses from the class. Write brainstorm list on the board for reference and discussion.
2. Based on the list, ask students what words they would use to describe the 1960s
3. Class discussion: How might the events listed impact American culture of the 1960s? What impact, if any, might they have had on The Beatles' arrival in February, 1964?

The Beatles: Final Years

In the twelve months after their final show in San Francisco, The Beatles released their most influential and, arguably, greatest album, Sgt. Pepper's Lonely Hearts Club Band, and perhaps the greatest two-sided rock single of all time: "Strawberry Fields Forever"/"Penny Lane." Together, these memorable works demonstrated The Beatles' unprecedented evolution as songwriters and recording artists.

Other Beatles albums followed Sgt. Pepper, and other bands, both British and American, created their own masterworks, deeply inspired by what they heard from The Beatles. Many music historians credit the late '60s as rock's creative apex. Pink Floyd, Cream, the Rolling Stones, the Who, and Led Zeppelin prompted a second British Invasion of America, once again, with The Beatles at the vanguard. American bands and artists responded with their own brand of

Beatles-influenced rock.

The Beatles continued to make great music and profoundly influence international pop sounds and culture until the band announced its break-up in April 1970. Citing “Beatles burn-out” and unresolvable creative differences, The Beatles, like the 1960s, the decade they so dramatically affected, were no more, causing a chasm in rock music that was never truly filled.

Activity

a. Imagine you were one of The Beatles during Beatlemania. Write a journal entry expressing how you feel about this time of your life (Remember, The Beatles were between the ages of 20 and 23 when Meet the Beatles was released in America.) What aspects of Beatlemania might you have enjoyed? What might you have found difficult? What do you think the next step would be for you and the other Beatles? Use evidence from past lessons to support your predictions.

b. Share responses as a class

The Beatles’ touring days may have come to an end in August 1966, but John Lennon, Paul McCartney, George Harrison and Ringo Starr were at their creative peak as they retreated into the recording studio to produce their most innovative work to date (Handout 1C).

Students will research albums and after listening to selected songs respond to the following:

What made this album an innovation?

How is it different from a record produced before 1966?

What made this album unique and a trendsetter?

What inspired the creation of this album?

Lyrics analysis: For example, What do the lyrics to the song Sgt. Pepper’s Lonely Hearts Club Band tell us about the theme of the album?

Choose specific lines/features from the song to support your analysis.

Answer in prose or create a poem

Beatlemania Exhibit

Curated by the GRAMMY Museum and Fab Four Exhibits, *Ladies and Gentlemen...The Beatles!* provides fresh new insight into how and why The Beatles impacted America in the 1960s—and beyond.

Ladies and Gentlemen...The Beatles! brings us back to the early ‘60s when rock & roll was re-energized--some say saved--by four lads from Liverpool. The exhibit covers the period from early 1964 through mid-1966—the years Beatlemania ran rampant in America. During this time

the band affected nearly every aspect of pop culture, including fashion, art, advertising, media, and, of course, music. On display are many Beatles-related pop culture artifacts from the period, as well as correspondence, instruments, posters, photographs, interviews, interactive displays, and an oral history booth in which visitors can leave their own impressions of The Beatles. Screenings and a series of talks reveal the continuing impact of the Beatles.

Timeline of Historical Events of the 1960's

- First troops were sent to Vietnam.
- The microprocessor is invented, making possible the computer revolution
- John F. Kennedy wins the Presidential election over Vice-President Richard Nixon.
- Women earned 60 cents for every dollar earned by a man. Women of color earned 42 cents.
- Telestar, the 1st communication satellite was launched carrying television and high speed data signals.
- Black college students from North Carolina Agricultural and Technical College sat down at a segregated Woolworth's lunch counter in Greensboro, North Carolina and refused to leave. The sit-in captured media attention.
- Minimum hourly wage was increased from \$1.25 to \$1.60.
- German border guards began construction of Berlin Wall.
- The United States started underground nuclear testing.
- The Peace Corps was founded.
- The Supreme Court, in the case of *Engel v. Vitale*, ruled against prayer in public schools.
- Lasers were invented.
- John Glenn became the first American to orbit the earth.
- Cuban Missile Crisis: Soviets established missile bases in Cuba: Kennedy ordered a naval blockade to divert any missiles from arriving in Cuba.
- Medgar Evers was assassinated.
- President Kennedy was assassinated.
- President Johnson escalated American's military involvement in the Vietnam War.
- The equal Pay Act established equal pay for men and women performing the same job duties; it did not cover domestics, agricultural workers, executives, administrators or professionals.
- Martin Luther King Jr. delivered his *I Have a Dream* speech.
- President Johnson signed the Civil Rights Act of 1964, making segregation in public facilities and discrimination in employment illegal.

- Title VII of the Civil Rights Act bars employment discrimination and established the Equal Employment Opportunity Commission (EEOC).
- Michael Fallon used the term “hippie” to describe the San Francisco counterculture.
- Martin Luther King was assassinated.
- Robert F. Kennedy was assassinated.
- The Bureau of Narcotics and Dangerous Drugs was established (DEA) in response to growing drug culture in the U.S.
- President Johnson signed the Civil Rights Act of 1968, prohibiting discrimination in the sale, rental, and financing of housing.
- Miniskirt appeared for the first time.
- Congress passed the Voting Rights Act of 1965.
- The first Wal-Mart store opened.
- Burning draft cards became an illegal and punishable act.
- President Johnson signs the bill creating Medicare.
- Mass draft protests occurred in U.S.
- *Star Trek* T.V. series aired.
- Anti-Vietnam war protests increased.
- The United States’ Apollo 11 landed on the moon; Neil Armstrong became the first to walk on the moon.
- *Sesame Street* aired for the first time.
- Over five hundred thousand marched in Washington, D.C. for peace, making it the largest antiwar rally in U.S. history.
- The Supreme Court ordered desegregation nationwide.

America's Music Explosion in the 1960's

- The Shirelles launched the girl group era with "Will You Love Me Tomorrow."
- Motown Records had its first hit with "Shop Around" by The Miracles.
- Soul music started gaining a foothold with hits by Sam Cooke, James Brown, Solomon Burke and former Drifters lead singer Ben E. King, whose "Stand By Me" was a #1 R&B record.
- Bands from England produced the Merseybeat sound, resulting in the term "The British Invasion."
- Southern soul had its first major hit with the instrumental "Green Onions" by Booker T. & The MG's followed by hits recorded by Wilson Pickett, Otis Redding, Solomon Burke and Joe Tex.
- The Beach Boys recorded their first hit "Surfin' Safari."
- Ray Charles successfully combined country music with soul.
- The Four Seasons debuted with three consecutive #1 hits.
- Newport Folk Festival included popular folk singers Bob Dylan, Joan Baez, Phil Ochs and Pete Seeger.
- The Girl Group sound continued with the Ronettes, Crystals and Darlene Love.
- Motown's R&B successes included Martha & The Vandellas, The Miracles, Mary Wells, Marvin Gaye and "Little" Stevie Wonder.
- The Rolling Stones' released the hit song, "(I Can't Get No) Satisfaction."
- Protest-rock focused on topics about the Vietnam war with "Eve Of Destruction" by Barry McGuire and civil rights with "People Get Ready" by The Impressions.
- Psychedelic rock music began with the Byrds "Eight Miles High," The Beach Boys "Good Vibrations" and The Count Five's "Psychotic Reaction."
- "Summer of Love" festival was held in San Francisco.
- Aretha Franklin dominated the charts with her first soul records.
- Rock music became the counter-culture as psychedelic music and San Francisco becomes the focal point for groups such as the Jefferson Airplane, Big Brother & The Holding Company and The Grateful Dead.
- The term "heavy metal" first appeared in the Steppenwolf song "Born To Be Wild."
- Hard-rock emerged as Led Zeppelin released their first two albums.
- The Who released "Tommy," the first successful "rock-opera."
- The rock concert Woodstock in upstate New York marked the conclusion to the sixties.

Beatlemania

1964

The Beatles perform on "The Ed Sullivan Show" and are watched by a record-setting 73 million people.

The first tour in the U.S. consisted of 32 shows in 24 cities in 33 days.

The Beatles played for two sold-out shows at Carnegie Hall. The Beatles performed for some six thousand fans who were fortunate enough to have purchased tickets, priced \$3 to \$5.50.

The Beatles held the top five slots on Billboard's chart: (1) Can't Buy Me Love, (2) Twist and Shout, (3) She Loves You, (4) I Want To Hold Your Hand (5) Please Please Me. This was a musical first.

Filming commences on the Beatles' first film, "A Hard Day's Night."

The Beatles hold 14 slots on Billboard's Hot 100 chart.

The Beatles hold down the top five positions on the Hot 100 (an unequalled achievement) with "Can't Buy Me Love," "Twist And Shout," "She Loves You," "I Want To Hold Your Hand," and "Please Please Me."

1965

The Beatles won their first two GRAMMYS: Best New Artist Of 1964 and Best Performance By A Vocal Group for "A Hard Day's Night." The *A Hard Day's Night* soundtrack was inducted into the GRAMMY Hall Of Fame in 2000.

The *Help!* soundtrack went to No. 1. It later received a GRAMMY nomination for Album of the Year.

The Beatles met with Elvis Presley at his Bel Air home in Los Angeles, California.

"Yesterday" reaches No. 1. The instant classic receives GRAMMY nominations for Record and Song Of The Year. It is inducted into the GRAMMY Hall Of Fame in 1997.

The Beatles are named Members of the British Empire by the Queen.

The *Help!* Soundtrack reached No. 1. It later received a GRAMMY nomination for Album of the Year. The title song was inducted into the GRAMMY Hall Of Fame in 2008.

"Yesterday" reached No. 1. The instant classic received GRAMMY nominations for Record and Song of the Year. It was inducted into the GRAMMY Hall Of Fame in 1997.

1966

Revolver is released, just eight months after *Rubber Soul*. Both albums fell into the eligibility year for the 9th Annual GRAMMY Awards. *Revolver* receives an Album Of The Year nomination. Both albums were later inducted into the GRAMMY Hall Of Fame.

The Beatles' last concert was held at Candlestick Park in San Francisco. Their decision to stop touring reflected the negative aspects of fame: lack of privacy and fear for personal safety.

During the fall, the Beatles took several months to pursue their own personal interests.

1967

Lennon and McCartney win a GRAMMY for Song of the Year for "Michelle." McCartney wins a second award for Best Contemporary (R&R) Solo Vocal Performance — Male Or Female for "Eleanor Rigby."

The album, "Sgt. Pepper's Lonely Hearts Club Band," is released in the U.K. It topped the charts all over the world, holding the number one slot in Britain for 27 weeks and for 19 in America. It received four GRAMMYS including Best Album.

"Sgt. Pepper's Lonely Hearts Club Band" was the first album to include lyrics.

The Beatles star in "Our World," a two-hour satellite television program transmitted live by satellite to five continents and 24 countries. This was the first live television satellite program to air worldwide. The Beatles made the cover of *Time*, a rarity for a pop or rock artist.

The album, "Magical Mystery Tour," was released in the U.S. where it went to number one. Eight months later, it became the first rock album to win a GRAMMY for Album of the Year.

"Magical Mystery Tour," the Beatles' hour-long television special aired in the U.K., where it is seen by approximately 14 million viewers.

1968

"Yellow Submarine," the animated film, premiered in London.

"Hey Jude" hits No. 1 and received GRAMMY nominations for Record and Song of the Year. It was inducted into the GRAMMY Hall Of Fame in 2001.

The Beatles, better known as the White Album, reached No. 1. The album was inducted into the GRAMMY Hall Of Fame in 2000

The Beatles performed together live for the last time, on the roof of Apple's London office. The scenes were included in what became the documentary "Let It Be."

Plastic Ono Band's "Give Peace A Chance" entered the Hot 100. It's the first outside project by any of the Beatles to appear on this chart. Lennon and his wife, Yoko Ono, produced the single, which makes the Top 15.

The Beatles last studio album, "Abbey Road," was released in the U.K. It topped the charts there and in America.

Abbey Road hit No. 1. The album later received a GRAMMY nomination for Album of the Year. This was the fifth consecutive year that the group was nominated in that category — an unmatched streak.

1969

Abbey Road is released in the U.K. and U.S. Abbey Road was the final Beatles album to be recorded but not their last to be released

The Beatles performed in public for the final time as a group in an impromptu rooftop session in England.

References

Websites

The Beatles (Official site)

<http://www.thebeatles.com>

The Beatles (Facebook)

<https://ww.facebook.com/thebeatles>

Billboard

<http://www.billboard.com/artists/top-100>

The GRAMMY Museum® at L.A. Live, Los Angeles

<http://www.grammymuseum.org/exhibits/traveling-exhibits/ladies-and-gentlementhe-beatles>

History

<http://www.history.com/>

Rock and Roll: An American Story

<http://teachrock.org/>

Rock and Roll Hall of Fame

<http://rockhall.com>

Videos

February 9, 1964, Ed Sullivan show

<http://www.edsullivan.com/srtists/the-beatles/#>

This interview was the first time American audiences saw The Beatles: 1963 interview on CBS which aired only hours before news broke of the assassination of JFK.

<http://www.youtube.com/watch?v=ehNn4v9QxB0>