

CHAPTER 17

As One Century Ends, Another Begins

CHAPTER PREVIEW

TERMS

telecommunicate, email, millennium, social networking website, blog, terrorism, coalition, al-Qaeda, Taliban, opioids, Rainy Day Fund

PEOPLE

T. Joseph Lopez, Saddam Hussein, Osama bin Laden, Allen E. Tackett, Jim Justice

PLACES

Coalwood, Martinsburg, Camp Dawson

The final decades of the twentieth century and the arrival of the new millennium were periods of sharp contrast in West Virginia and the United States. Many problems that had been building through the end of the twentieth century came to the forefront as the twenty-first century began.

As the Cold War with the Soviet Union drew to a close, Americans and West Virginians turned their attention to international terrorism. A number of incidents raised threats to the security of our citizens both abroad and at home. The threats became reality when terrorists launched a direct attack on the United States in 2001.

Besides safety issues, the economy emerged as a second major area of concern. The economies of the state and the nation struggled through the 1980s, only to give rise to an era of prosperity and surplus budgets in the 1990s. As a new millennium began, however, the free-spending good times waned, and both state and nation grappled again with budget shortages and difficult financial decisions.

Background: One World Trade Center, the main building of the rebuilt World Trade Center complex, soars a symbolic 1,776 feet (including its spire). It is the tallest building in the United States and the sixth-tallest building in the world. **Below:** The Twin Towers of the World Trade Center in New York City before their destruction on September 11, 2001. **Bottom:** This aerial view shows the 9/11 Memorial & Museum and the two fountains, one for each fallen tower, which are titled "Reflecting Absence."



SIGNS of the TIMES



HISTORY

In 2000, peace talks between Israel and Syria were held in Shepherdstown. In June 2006, Robert C. Byrd became the longest-serving senator in U.S. history. Later that year, he was reelected to an unprecedented ninth term. In 2016, Democrat Jim Justice was elected governor of West Virginia. Several months later, at a state rally for President Donald Trump, Justice announced he was leaving the Democratic Party because he could no longer help the state by being a Democratic governor.

ECONOMICS

In 1985, West Virginia established a state lottery. In the 1950s, an average new home cost \$76,400. In 2018, it cost \$97,368. In 1981, a first-class stamp cost \$0.18; in 2018, it cost \$0.55. A gallon of regular gas was \$1.25 in the 1980s and \$2.79 in 2018. A dozen eggs cost \$0.91 in the 1980s and \$2.04 in 2018. In the 1980s, a gallon of milk was \$2.16; in 2018, \$2.50. The minimum wage in 1980 was \$3.10 and \$8.75 in 2018.

GOVERNMENT

In 1984, Arch A. Moore was elected to a third term as West Virginia's governor. In 1996, Charlotte Pritt became the first woman to be nominated by a major political party (Democratic) to become governor of West Virginia. In 2018, the West Virginia supreme court was investigated for excessive spending. Three of the sitting justices were replaced during that time. The investigation resulted in the passage of a constitutional amendment giving the Legislature oversight of the court's budget in the future.

GEOGRAPHY

In 1995, the monarch butterfly was named the state butterfly. In 1999, West Virginia was affected by a devastating drought. In 2008, the timber rattlesnake was named the state reptile and the megalonyx jeffersonii (giant ground sloth) was named the state fossil. In 2015, the northern red salamander was named West Virginia's state amphibian. Students at Romney Middle School suggested the 5 toes on each of its back feet represented the 55 counties of West Virginia and the 4 toes on each of its front feet represented the state's 8 major rivers.

EVERYDAY LIFE

Population: In 1980, the population of West Virginia was 1,949,644; in 1990, 1,793,477; and, in 2018, 1,816,000.

Fashions: Fashion during the 21st century was more retro, mixing clothing from past decades. Brand names were more fashionable.

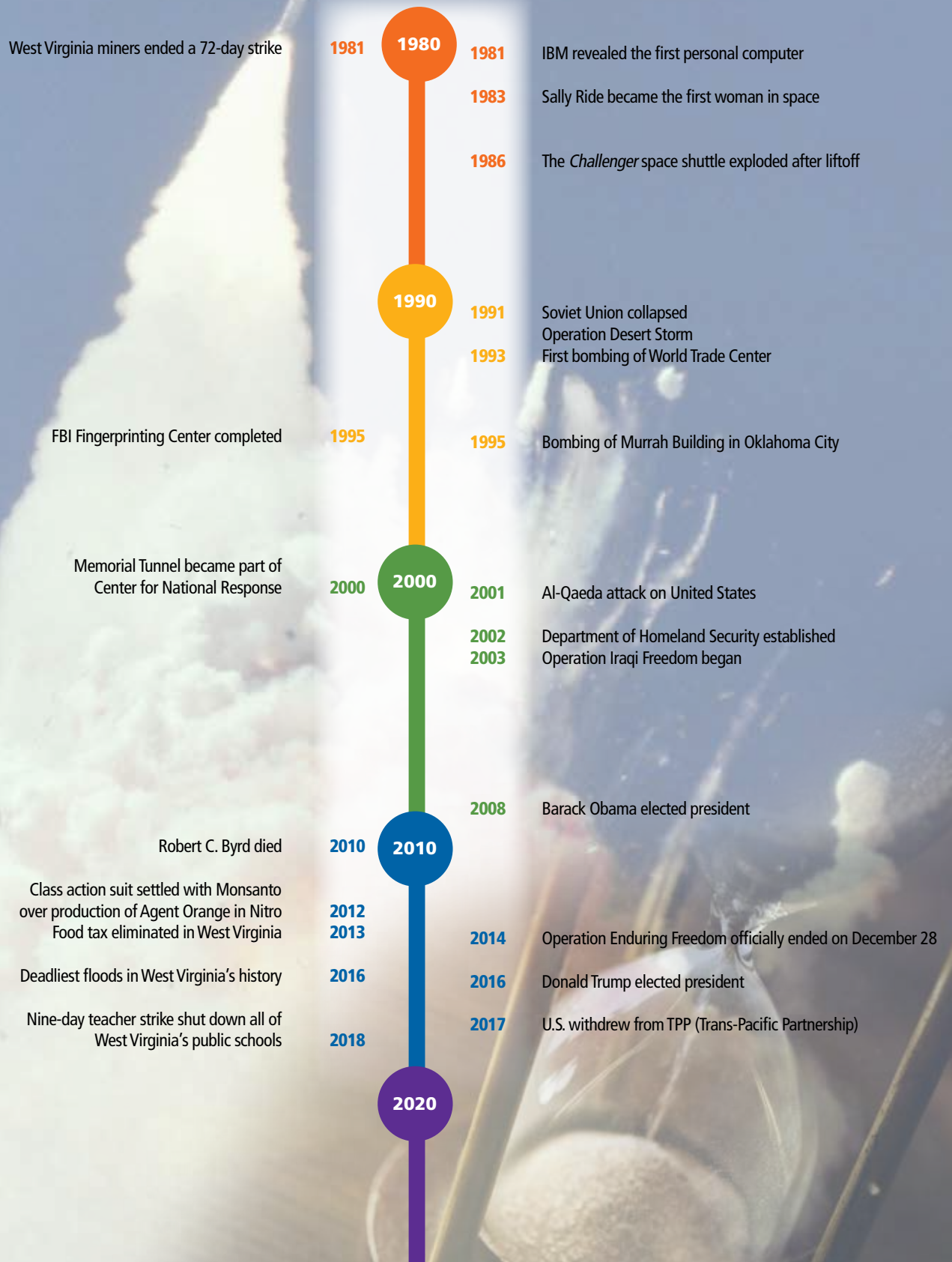
Science/Technology: At the end of the 20th century, personal computers and VCRs became popular. In the 21st century, technology is changing every day. In 2018, you can track medical conditions on your smart watch, track the security of your home through your phone, and allow robots to clean your house.

Recreation: Video games, which became popular at the end of the 20th century, have gone through many changes. Virtual reality gaming became popular in the 21st century. In the 20th century, it became possible to record television programs and watch them on VCRs. In the 21st century, live television can be streamed to a number of digital devices, including your phone, or viewed on demand.

Music: Consumers have moved away from purchasing physical recordings and moved toward building personal digital libraries of music. Music is acquired through a streaming service, e.g., Spotify, Apple Music, and Pandora.

Figure 17.1

Timeline: 1980 – 2020



Visualizing

DEFINING THE SKILL

When you read your textbook, you should visualize, or form mental pictures of, the people, places, or events that are described. These images are formed through an activity called deep processing. In deep processing, you think about what an event or place

- sounds like.
- looks like.
- smells like.
- feels like.

PRACTICING THE SKILL

Copy the graphic organizer below on a separate sheet of paper. Read the description of the September 11, 2001, attack on the United States on pages 652-653. As you read, form a mental picture of the event by listing words to describe what the event sounded, looked, smelled, and felt like on your organizer.



1. What does the event look like?



2. What does the event sound like?



3. What does the event smell like?



4. What does the event feel like?

SECTION 1

Changes in Lifestyles

As you read, look for

- changes in technology;
- movie and television choices, music, games, and styles of each decade;
- terms: **telecommunicate**, **email**, **millennium**, **social networking website**, **blog**.

The last two decades of the twentieth century, as well as the first two decades of the twenty-first century, continued to be defined by the cultural and political changes that affected the world. As with every decade that came before, music, dress, social values, and political ideas shaped the life and culture of people in West Virginia much as they did throughout the nation.

The 1980s

The 1980s has sometimes been described as the “decade of greed.” The 80s generation could also be described as status seekers. Because of the strong economy, people spent more money on luxuries and conveniences for themselves and their families. Having money was a top priority, and young people chose careers that they believed would give them the money they desired. Popular choices for college majors included business management, marketing, and computer science.

The 1980s was the age of the personal computer. As small computers became more affordable, they became standard equipment in offices as well as homes. Adding personal computers in the home allowed people to **telecommunicate** (to work at home while keeping in touch with the office through the computer). Computer technology made it possible to establish “back offices” (offices that do not require face-to-face contact with clients). The back offices were created in an attempt to reduce unemployment in rural West Virginia. These operations provided data processing, medical transcription, publishing, telemarketing, and customer service.

Below: *Dynasty* was a popular show in the 1980s that displayed several popular style trends.

Bottom: The personal computer changed how people worked.



something
extra!

"Snail mail" is the term used to describe the postal service.



The popularity and accessibility of computers ushered in the age of electronic games. Nintendo introduced its home video game console. Coin-operated arcade games included Pac-Man, Space Invaders, Frogger, Centipede, Galaxian, Donkey Kong, Asteroids, and Breakout. Noncomputer games included Trivial Pursuit and Dungeons & Dragons.



Advancements in computer technology that took place during this period of time had implications beyond the use of personal computers. Computers soon replaced cash registers and adding machines and led to the widespread use of automatic teller machines (ATMs). Transistors and microchips soon made possible devices like fiber optics, fax machines, scanners,



cellular telephones, and the Internet.

The children of the 1980s grew up in front of television sets. And the children of the 1980s watched plenty of television. It is estimated that the average American spent over thirty hours a week in front of the television set. The rapid expansion of cable channels brought an end to the time when two or three networks controlled television programming. The growth in satellite dishes and cable services also led to new television networks for specific, small audiences. There were channels that appealed only to men, only to women, only to children, only to animal lovers, only to shoppers, only to golfers. Channels appeared for doctors, for schools, for lawyers, for ministers.



Homes received hundreds of channels, some from international sites.

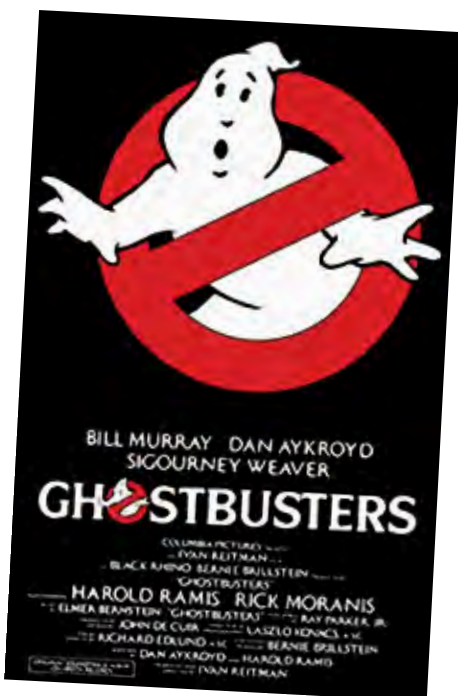
Top: Video game arcades and video games you could play at home became popular in the 1980s. **Bottom:** Children of the 1980s grew up in front of the television.

Family sitcoms continued to be popular on television. However, the images of the on-screen families had changed. Children were often shown with one parent; black children were shown with their adopted white parents. Series like *Dallas*, *Dynasty*, *Falcon Crest*, and *The Colbys*

highlighted the lives of the super rich and showed average Americans what it was like to be wealthy. Other popular series included *Little House on the Prairie*, *The Waltons*, *Cheers*, *Growing Pains*, *A Different World*, and *Roseanne*.

Some top movies of the 1980s were continued series from the 1970s. New episodes of *Star Wars* (*The Empire Strikes Back* and *Return of the Jedi*) and *Rocky* (*Rocky 3* and *4*) still appealed to viewers. A new action thriller—*Indiana Jones and the Temple of Doom*—was introduced in 1984 and a sequel—*Indiana Jones and the Last Crusade*—followed in 1989. Films like *Batman*, *Superman II*, *Superman III*, and *E.T.* continued the popular themes of superheroes and outer space. Other successful films included *Ghostbusters*, *Back to the Future*, and *Rain Man*.

The music of the 1980s was dominated by cable television and MTV (Music Television). MTV premiered in 1981 and provided a growing venue for bands and artists to connect with their fans. Bands like Duran Duran, The Police, Arrowsmith, Culture Club, Van Halen, Fleetwood Mac, Metallica, and Def Leppard were popular as well as such individual artists as Madonna, Michael Jackson, Stevie Wonder, Kenny Rogers, Bon Jovi, John Mellencamp, Bruce Springsteen, Garth Brooks, Prince, Barbra Streisand, and Lionel Richie.



Images: Popular movies included *Ghostbusters* and *Indiana Jones*. Television introduced *Cheers*, *Dallas*, *Growing Pains*, and MTV.



The 1990s

The electronic age that began in the 1980s exploded in the 1990s. The World Wide Web, first established in 1992, revolutionized the way people communicate and do business. **Email** (messages sent electronically on the computer) became standard as the World Wide Web developed. People first gained access to the World Wide Web through dial-up services offered by Internet providers, like AOL (America Online). Dial-up connections tied up personal phone lines, denying people the ability to make or receive calls while working on the Internet. Improvements allowed more efficient and faster Internet access through copper lines, fiber optics, and wireless connections.



something extra!

In February 1994, "Jerry's Guide to the World Wide Web" was started. It soon changed its name to Yahoo.

Dress of the 1990s included the grunge look at the beginning of the decade. Grunge clothing expressed an antimaterialistic attitude. Oversized torn jeans, capri pants, khaki pants, black leather jackets, clothing made of Lycra, and platform shoes became popular. "Goth" styles that included black clothing, studded bracelets, and dyed hair in a variety of colors was also a trend during this time.

Popular music included grunge, which was characterized as depressing, empathetic, and moody. Other popular songs came from hip hop, country, rap, and latino. Rap became freer; its lyrics moved from rhyming phrases to concrete statements focusing on social and political issues. Successful musicians included Kurt Cobain, Axel Rose, Guns and Roses, New Kids on the Block, Mariah Carey, Alanis Morissette, Celine Dion, The Spice Girls, and Boyz II Men. By 1993, CDs replaced cassette tapes as the number-one recording format.

People still enjoyed watching television. Popular programs of the 1990s included *ER*, *Frasier*, *Everybody Loves Raymond*, *Murphy Brown*, *The Golden Girls*, and *3rd Rock from the Sun*. Financially successful movies included *GI Jane*, *Jurassic Park*, *Forrest Gump*, *Schindler's List*, *Good Will Hunting*, *Men in Black*, *Primary Colors*, *October Sky*, *American Pie*, and *Saving Private Ryan*. In 1999, the Star Wars series continued with the release of Episode I more than twenty years after the original movie was made. Also in 1999, *October Sky*, set in Coalwood, West Virginia, became a box-office success. Written by Homer Hickam, it told the story of six friends growing up in a coal camp in southern West Virginia who dreamed of building rockets to the moon.



Top: The World Wide Web was established in 1992. **Above:** Grunge clothing expressed the antimaterialistic attitude. **Right:** *October Sky* was set in Coalwood, West Virginia.

Jennifer Garner

Jennifer Garner was born on April 17, 1972, in Houston, Texas, but moved to Charleston, West Virginia, at the age of three. Her father worked as a chemical engineer at Union Carbide, and her mother taught English at a local college. Jennifer has two sisters, one older and one younger.

Jennifer attended George Washington High School in Charleston, where she played saxophone in the marching band and became involved in acting. She performed in musicals with the Charleston Light Opera Guild and took piano, singing, and ballet lessons. In 1990, she enrolled in Denison University in Granville, Ohio, where she changed her major from chemistry to theater. While in college, besides performing, she sold tickets and built sets. She also did summer stock theater, performing at Timber Lake Playhouse in Illinois and the Barn Theatre in Michigan among others. Jennifer spent one semester in Waterford, Connecticut, studying at the National Theater Institute at the Eugene O'Neill Theater Center. She earned a Bachelor of Fine Arts degree in theater performance from Denison in 1994.

After graduation, Jennifer moved to New York City, where she worked as an understudy for the Roundabout Theatre Company. Her first on-screen performance was in the television miniseries, *Zoya*. Her big break came in 2001 when she was selected to play Sydney Bristow in the ABC spy-action thriller, *Alias*. Her role in *Alias*, which aired from 2001 through 2006, earned her a Golden Globe award and a SAG (Screen Actors Guild) award. She also received four Primetime Emmy award nominations

for her work in this series.

In 2004, she received praise for a romantic comedy movie, *13 Going on 30*. Some of her many movies include *Daredevil* (2003), *Juno* (2007), *Valentine's Day* (2010), *Dallas Buyers Club* (2013), *Miracles from*



Heaven (2016), and *Peppermint* (2018). She has a great range as an actress, having played leads and supporting roles in dramas, thrillers, comedies, and biographies.

In her private life, Jennifer has been married two times, to Scott Foley (2000-2004) and to Ben Affleck (2005-2018). She and Affleck have three children. Her love of children has been a driving force behind her work with Save the Children, which promotes national literacy, nutrition, and early education efforts. She has served on the organization's board of trustees since 2014.

Jennifer has also campaigned for laws to protect her children from paparazzi. In August 2013, she testified, alongside Halle Berry, before the California Assembly Judiciary Committee in support of a bill that would protect celebrities' children from harassment by photographers. The bill passed in September 2013 and is now California law.

Jennifer Garner has never forgotten her West Virginia roots. In 2015, she appeared in *A Path Appears*, a PBS documentary that focuses on rural poverty among children in West Virginia. She also led efforts to raise money for flood relief after the disastrous 2016 floods. She showed her love and knowledge of the state and sang "West Virginia Hills" on Conan O'Brien's late-night talk show in 2012.

Below: Smart watches allow you to get data and make calls.

Bottom: Streaming content is easy on your smartphone, tablet, or HDTV.

something extra!

Internet-based companies are referred to as “dot-coms.” The dot-com bubble burst in 2000.



The Twenty-first Century

People breathed a sigh of relief when computers did not crash and the world did not come to an end on January 1, 2000. The new **millennium** (a period of one thousand years) began with the “Y2K” (the abbreviation for the year 2000) scare, which resulted from a computer programming numbering system that recognized a year as a two-digit number. For example, “1999” was recorded as “99.” People feared that when January 1, 2000, arrived, computers would recognize the new year as “00,” which could stand for 1900. Some thought that all government, financial, and personal data would be lost. As it turned out, the predicted doom was little more than a media blitz. Companies and organizations upgraded their computer systems, and the anticipated problem never occurred.

The 2000s saw continued advancements in technology. Electronics became digital. Mobile phones could do much more than make calls. They allowed people to take and store photographs, store and listen to their favorite music, download and view movies, and watch live television. They also gave people access to the Internet and provided maps and directions to travel destinations. By the second decade of the new millennium, phones also began to collect medical information, including heart rate and blood pressure. By 2018, phones could even take electrocardiographs and send them to a doctor.

Smart watches, some of which had required proximity to a smartphone to provide data or calls, became self-sufficient. It was no longer necessary to have your phone, as you could get data and make calls directly from your watch.

High-definition television (HDTV), which provides more clarity and color depth to images, became more available in the early 2000s. Companies also developed products to deliver HD quality in video players. In 2006, Toshiba released the first HD DVD player. That same year, Blu-ray was introduced as a rival format to the HD player. By 2008, Blu-ray technology won the battle, and the HD DVD player ceased to be produced. Entertainment moved from analog to digital.

Digital television resulted in improved hard drive recording and provided an on-screen program guide. Television no longer relies on network programming. With the ability to access the Internet, viewers can use apps to stream content on demand from subscription providers, e.g., Netflix, Hulu, Amazon Video, Fandango, Google Play, and Apple TV. Apps even allow viewers to interact with friends on social media while watching television, enabling them to connect and discuss what is showing.



New uses for the computer evolved in the 2000s. **Social networking websites** allowed users to connect and share thoughts, pictures, and other items of interest with friends. MySpace was founded in July 2003. From 2005 to 2009, it was the largest social media site. After that time, it lost its popularity to sites like Facebook, Instagram, Twitter, and Snapchat. In 2016, MySpace was sold to Time, Inc. In 2018, MySpace claims to have a database of 1.2 billion users; however, only a very few loyal ones use the website. Those who do use it claim they like the fact that it is not a dominant domain.

By comparison, Facebook, which was launched in 2004, reported 2.23 billion monthly active users in 2018. Facebook originally was only available to students at Harvard University, but gradually it was extended to college and university students and eventually to high school students. In 2006, anyone at least thirteen years old could become a registered user. When it started, Facebook was advertised as a place to exchange messages, give status updates, and share photos, videos, and links. In 2018, it announced that it was beginning a dating service. Facebook, like other social media sites, has been plagued with complaints about the language, hate messages, and fake news posted by some of its users. Although it has taken measures to address these issues, they still exist.

In 2010, Facebook launched a second social media platform, which it called Instagram. The original focus of Instagram was photos and videos. Users could upload those items, edit them, and share them publicly or with preapproved recipients. In 2018, Instagram had around one billion users, 500,000 of whom used the site daily. Around 80 percent of the users were outside the United States.



Top: Social media is used for information sharing and networking. **Bottom:** Friends having fun with technology trends.

In 2011, two social media platforms—Twitter and Snapchat—were introduced. Twitter is considered more of a microblogging site. Its usage spikes during prominent events, e.g., political or sports events. Tweets, which were originally limited to 140 characters, create a platform for conversation about the event. In 2017, the site doubled the number of characters in a tweet. In 2018, the site reported 336 million monthly active users worldwide. Snapchat had 191 million daily active users in the first quarter of 2018. In the beginning, anything posted on the site would disappear ten seconds after being closed by the recipient. The company’s CEO described Snapchat as “not about capturing a Kodak moment.” In other words, posted material was not intended to become permanent.



Blogs, short for “Weblogs,” are websites that are maintained by individuals as well as business and government groups. They have become increasingly popular since 2002. Blogs, which started as simple online commentaries or personal diaries, have evolved into a powerful influence in the breaking and shaping of news. Many media outlets host blog sites that solicit readers’ responses to articles that appear in their publications.

Anyone can create a blog. There are various articles on the Internet discussing the cost of developing and maintaining a website to host a blog. However, bloggers are not as big as they used to be. Today, it is easier to put up an Instagram feed or to post on YouTube. Bloggers who use these different venues are now being called “influencers” rather than “bloggers.”



Above: You can send your friend a selfie if you need help with a wardrobe choice. **Right:** Influencers can live broadcast about their favorite cosmetics.

Music in the 2000s did not change much; however, the method of delivering the music did. CDs gave way to MP3 players, such as iPods, and the Internet became the source of choice for acquiring music. Users downloaded their music from streaming services, e.g., Spotify, Apple Music, and Pandora, and created customized playlists and mixes. Popular artists included Kanye West, Eminem, Carrie Underwood, Tim McGraw, Kenny Chesney, Brad Paisley, Mary J. Blige, Usher, Beyonce, Rihanna, Justin Bieber, Taylor Swift, Maroon Five, Migos, Sam Smith, Drake, Post Malone, Ariana Grande, Bruno Mars, Katy Perry, Lady Gaga, Nicki Minaj, and Kendrick Lamar.

Movies continued to be a favorite type of entertainment. Some of the most critically acclaimed movies included *Flags of Our Fathers*, *Gladiator*, *Lord of the Rings*, *Crash*, *Toy Story 3*, *The Social Network*, *Bridesmaids*, *Avatar*, *The Shape of Water*, *La La Land*, *Fences*, *Moonlight*, *Manchester by the Sea*, *American Sniper*, and *The Post*.

Reality and game shows became popular on television. The most popular reality shows included *American Idol*, *Survivor*, *The Amazing Race*, *The Bachelor*, *Project Runway*, *Dancing with the Stars*, *Shark Tank*, and *Keeping Up with the Kardashians*. *Deal or No Deal*, *The Price Is Right*, *Jeopardy*, *Family Feud*, and *Let's Make a Deal* were popular game shows. *CSI*, *CSI Miami*, *Grey's Anatomy*, *Desperate Housewives*, *Bull*, *Black-ish*, *The Big Bang Theory*, *Chicago Fire*, and *Seal Team* were among the most watched weekly offerings. Other series hits included *The Crown* (Netflix), *Game of Thrones* (HBO), *The Handmaid's Tale* (Hulu), and *Pretty Little Liars* (Freeform).

Some considered fashion to be at a low point in the 1990s. The grunge movement was rather dull and drab. Consumers, who perhaps hoped to be rid of the grunge styles in the new millennium, were surprised but pleased to see nothing completely new in the 21st century. Rather, fashion in the early years of the 2000s took elements of the past and mixed them with current trends to form something new. Clothing that focused on vintage styles from previous decades, while not entirely new, had a new look. The old styles were there, but the clothing was made using bright colors, lace and/or satin, and metallic materials.

The final product was often embellished with sequins, embroidery, and jewels. Leather and bomber jackets, which were popular in the 1950s and 1980s, came back in bright colors. Ugg boots, high tops, hoodies, and skinny jeans were again popular. An ever-popular outfit consisted of jeans, sneakers, and a blouse; however, in the 2000s, a designer (Gucci, Chloe, Louis Vuitton) handbag completed this outfit. Consumers were more interested in designer bags than designer clothing.



Above: In the 21st century, fashions are often pulled from styles of the previous decades.



In earlier times, people dressed a certain way that identified them with a particular decade. For example, in the 1950s, wearing an outfit that consisted of a skirt, short-sleeve shirt, and matching cardigan was almost like wearing a “uniform.” In the new millennium, having so many more choices makes it more difficult to place an outfit in one decade. Because designers today borrow styles from previous decades, there are more acceptable fashion choices.

Reviewing the Section

Reviewing the Content

1. Name some characteristics of the 1980s.
2. How did people dress in the 1990s?
3. List six things that are different in the new millennium.

Using the Content

Use a search engine, like Google, to find an event that occurred in West Virginia during one of the decades in this chapter. Write a short report describing the event.

Extending the Literacy Skill

Reread the information on the three time periods described in the section. Copy the following chart onto a separate piece of paper. Then, in the appropriate column, write sensory words that come to mind when you form a mental image of each time period. Finally, choose one of the decades and use your sensory words to write two or three paragraphs describing that period of time.

1980s	1990s	2000-2020

The Role of Digital Technology in Changing Culture

Technology and culture greatly influence each other. As new technology is introduced, it changes a society's culture (beliefs, behaviors, and rules that guide the life of a group of people). Although new technology usually makes life better, it can have a negative effect as well.

The Internet, social media, and mobile technology have transformed the way we learn, live, and interact with others. The Pew Research Center reported that at least 73 percent of United States residents use the Internet regularly. In 2017, 237.6 million smartphones were in service in the United States, and that number is predicted to rise to 270.66 million by 2022. By 2019, mobile devices were predicted to surpass television in usage in the United States.

The Internet has increased its presence in homes and classrooms. It has replaced physical libraries while making it possible to gain access to an unprecedented volume of information. It has enabled teachers to access current information and help students interact with that information from a whiteboard. It has allowed students to communicate across national borders and use mobile phones to make audio recordings of lectures instead of taking handwritten notes. It has provided students the option of taking online classes. Education has always been an important factor in the development and preservation of culture. Now, with the world becoming more accessible through technology, there is more blending of cultures that influence our beliefs, food, clothing, and music.

Social media has been responsible for changing personal relationships and may be a contributing factor to social isolationism. Social media provides a platform for people to send text, pictures, links to websites, and videos to “friends” and “followers.” Although the concept is good, the reality is that social media has had a negative effect on social relationships. Because it is possible to post negative—and sometime hateful—text, and send unflattering photos, some users have endured grief and anxiety. This has resulted in ill feelings and has ruined once happy relationships.

Mobile technology has changed the way people communicate. Emails and texts often replace telephone calls. Digital communication has helped people stay connected, but it has also resulted in more physical separation. People talk less with one another today. Many families eating dinner have sporadic conversation while interacting frequently with their smartphones. Technology can allow people to get attention, always be heard, and never have to be alone; but it can actually lead to isolation. People do not allow time to think or listen to one another. As these behaviors become more prevalent, our culture—which has been recognized for our friendliness, kindness, and helpfulness—may change as we become more introverted and isolated through digital communication.



Below: The Berlin Wall fell in 1989. This photo was taken at the Brandenburg Gate. **Bottom:** U.S. President Ronald Reagan spoke in front of the Brandenburg Gate and the Berlin Wall on June 12, 1987.

SECTION 2

Keeping the World Safe

As you read, look for

- the causes and results of Operation Desert Storm and West Virginia's participation;
- the events of September 11, 2001, and the response by the United States and West Virginia;
- the causes and results of Operation Iraqi Freedom;
- new negotiations with North Korea;
- terms: **terrorism**, **coalition**, **al-Qaeda**, **Taliban**.

In 1980, President Jimmy Carter was defeated in his bid for a second term. Voters instead turned to 69-year-old Ronald Reagan, a former actor and governor of California, to lead them in the 1980s. Reagan, who was called the “Great Communicator,” was able to establish a positive connection with citizens throughout the nation while explaining major issues of the day. As president, Reagan, who served from 1981 to 1989, worked to end the Cold War, which had dominated American foreign policy since the close of World War II.

The end of the Cold War led to the tearing down of the Berlin Wall, which had been built to keep East Berliners from escaping to the democratic West. At the same time, the people in Poland, Czechoslovakia, Bulgaria, Romania, and East Germany overthrew their communist governments and demanded free elections. By 1991, the Soviet Union had collapsed, as its satellite republics declared their independence.

However, the new millennium was marked by a new form of warfare—**terrorism** (an act of violence aimed at demoralizing or intimidating others). In 2001, George W. Bush became president in an election marked by charges of voting irregularities and challenges to election results. Bush was the son of President George H. W. Bush. When the elder Bush was president, he had to deal with the United States' first military operation since Vietnam. But his son, George W., had to deal with a much more serious crisis—a devastating attack on American soil.





Operation Desert Storm

On August 2, 1990, Iraq invaded and occupied neighboring Kuwait, hoping to seize Kuwait's oil and gain a port on the Persian Gulf. The United Nations demanded that Iraq withdraw.

The United States, under the leadership of President George H. W. Bush, led a **coalition** (an alliance) of twenty-six nations to free Kuwait. "Operation Desert Shield" was the name given to a five-month buildup of military forces in Saudi Arabia and the Persian Gulf region. President Bush and other world leaders hoped that Iraq would leave Kuwait. To that end, they set a deadline of January 15, 1991, for Iraq's Saddam Hussein to withdraw his troops.



Top: Demolished vehicles line Highway 80, also known as the "Highway of Death," and the route fleeing Iraqi forces took as they retreated from Kuwait during Operation Desert Storm. **Left:** Some of the central figures in the Bush administration being briefed by General Colin Powell during the Gulf War in 1991.



Map 17.1

Iraq

Map Skill: Name Iraq's neighbors.

Saddam refused, and Operation Desert Shield became “Operation Desert Storm” on January 16, 1991. Technology played a new and different role in the Persian Gulf War. A great deal of the fighting was controlled by equipment that guided missiles and munitions with near-perfect accuracy. At first, Desert Storm was almost entirely a war of air bombardment by UN forces. Missiles Iraq fired at Saudi Arabia and Israel were intercepted and destroyed by American Patriot antimissile rockets. In February 1991, an intensive ground offensive was launched and was so overwhelming that a cease-fire was declared four days later. As the Iraqis retreated, they released oil into the Persian Gulf and set fire to more than six hundred Kuwaiti oil wells. It took more than a year just to extinguish the fires in the area. Kuwait was declared liberated exactly 100 hours after the ground battle began and six weeks to the day after air strikes were launched.

As had been the case in previous conflicts, West Virginians took part in the liberation of Kuwait. One West Virginian who played a prominent role in the Gulf War was Admiral T. Joseph Lopez from Powellton in Fayette County. Admiral Lopez served as commander in chief of the Allied Forces in Southern Europe and commander in chief of United States Naval Forces in Europe before his retirement. During the Gulf War, he was an adviser to then Secretary of Defense Richard Cheney. (Cheney became vice president of the United States in the election of 2000.) Lopez was awarded the Navy Distinguished Service Medal and the Bronze Star. Other West Virginians in the Persian Gulf numbered 1,222 active National Guard members and 949 reserves. Five of those people lost their lives in the fighting.

something extra!



A bridge at Chelyan in Kanawha County is named for Admiral Lopez.



In the 1990s, terrorism against the United States increased. In 1993, a bomb exploded in the parking garage under the World Trade Center in New York City. The explosion killed six people and injured more than a thousand people. In May 1994, four foreign terrorists were tried and convicted of the bombing. In 1995, the man thought to have “master-minded” the bombing was tried and convicted.



Above: USAF aircraft of the 4th Fighter Wing fly over Kuwaiti oil fires, set by the retreating Iraqi army during Operation Desert Storm. **Left:** Emergency vehicles at the World Trade Center bombing on February 26, 1993.

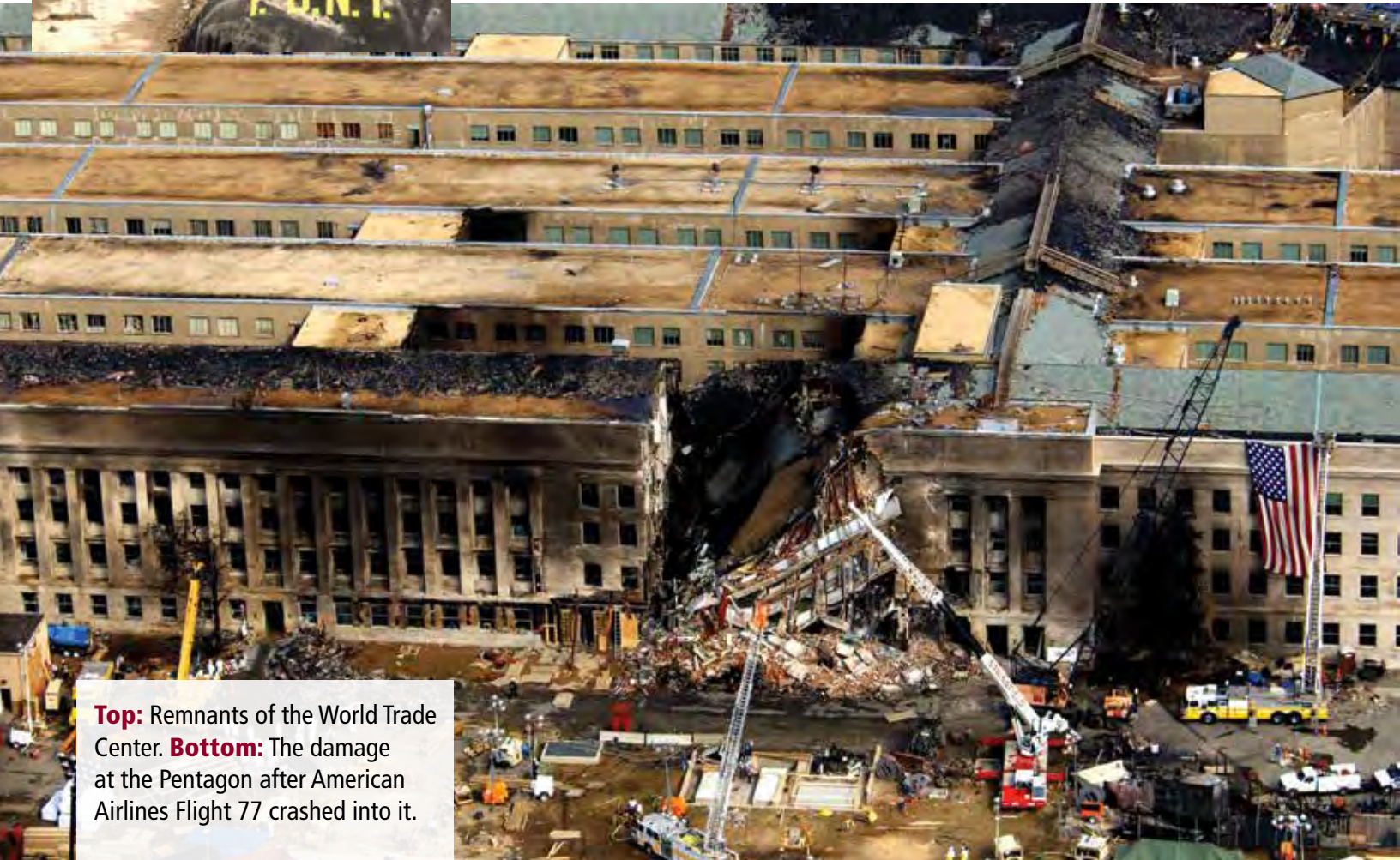


Operation Enduring Freedom

Although there were other instances of terrorism over the next eight years, one incident changed America forever. It was 8:45 a.m. on September 11, 2001. Millions of Americans were finishing breakfast, driving their children to school, dressing for or heading to work, and either listening to the radio or watching morning TV news shows. One minute later, at 8:46 a.m., all that changed.

News reports said that an American Airlines plane filled with passengers had flown into the North Tower of New York City's World Trade Center. Fire and thick smoke poured out of the top floors of the building. People were shocked by what they thought was a terrible accident. Minutes later, cameras caught a second passenger jet as it flew into the South Tower at 9:03 a.m. Instantly, any notion that these incidents were accidental was forgotten. The United States had been attacked, and it was not over yet.

As stunned Americans watched the World Trade Center burning, American Airlines Flight 77 bound for Los Angeles was hijacked. It left Dulles International Airport in Washington, DC, crossed the Potomac River, and crashed into the Pentagon, the symbol of the nation's military establishment. One hundred twenty-four people were killed on the ground, and seventy-six were injured. All the passengers and crew of Flight 77 were killed.



Top: Remnants of the World Trade Center. **Bottom:** The damage at the Pentagon after American Airlines Flight 77 crashed into it.

Most of the thirty-seven passengers on a fourth flight—United Flight 93—were businessmen who left Newark International Airport at 8:41 a.m. en route to San Francisco, California. By 9:35, with the Twin Towers and the Pentagon in flames, a thickly accented voice came over the Flight 93 intercom, saying, “This is your captain. There is a bomb on board. We are returning to the airport.” Three men had taken control of the plane. When several passengers called spouses and friends to tell them they were being hijacked, they learned of the other events of the morning. Realizing that their hijacked plane was about to be used as a weapon, a number of the passengers rushed the hijackers and the cockpit. There was silence for a few minutes, then the telephones went dead. The airplane crashed in a rural area in southwestern Pennsylvania, about 80 miles southeast of Pittsburgh, killing all aboard. No one knows the intended target of the hijackers; possibilities include the nation’s Capitol, the White House, or even Camp David, the presidential retreat. Whatever the terrorists had planned, the brave men and women aboard Flight 93 stopped it and, in so doing, perhaps saved hundreds of lives.

At 9:59 a.m., as millions were glued to their television sets, the South Tower of the World Trade Center collapsed, killing those occupants still in the building and the firefighters, police officers, Port Authority officers, and rescue personnel who had been trying to save those trapped inside. Twenty-nine minutes later, at 10:28 a.m., the North Tower fell. A total of 2,774 people were killed, and over 2,000 were injured. At about 5:30 p.m., a third tower in the World Trade Center Complex collapsed; the next day, another building within the complex collapsed.

Immediately after September 11, President George W. Bush declared a national emergency and called upon Congress to give him war powers. He put all the nations of the world on notice—they either supported the United States in the fight against terrorism or they supported terrorism. Average citizens reacted in different ways. Some withdrew into the safety of their homes, wanting to be close to family and friends. Others wanted to help the victims and their families. Some stood in long lines to give blood, while others collected or donated money for the survivors of the attacks and their families. American flags became a sought-after commodity as citizens looked for ways to display their support and love for their country.



Above: Aftermath of the September 11 attacks. **Bottom:** President Bush addressed a joint session of Congress on September 20, 2001.

Below: Osama bin Laden.

Bottom: Since the September 11 attacks, the 167th Airlift Wing has had members deployed to the four corners of the world in support of Operations Enduring Freedom and Iraqi Freedom. Unit members have received six Bronze Stars and two Purple Hearts in support of these operations.



The United States determined that **al-Qaeda** (an extremist group of Islamist terrorists) was responsible for the September 11 attacks. Al-Qaeda was based in Afghanistan, where it was protected by the **Taliban** (the fundamentalist political and religious rulers of Afghanistan between 1996 and 2001). U.S. government leaders gave the Taliban an ultimatum to close terrorist training camps, hand over al-Qaeda leaders, and return all foreign nationals who had been unjustly detained in Afghanistan.

When the Taliban government refused the ultimatum, President Bush led a coalition of seventy nations in an attack on al-Qaeda leader Osama bin Laden's camps in Afghanistan. The operation, called "Enduring Freedom," began on October 7, 2001. On December 22, 2001, America's military leaders met in the Afghan capital of Kabul for a ceremony marking the inauguration of the Afghan interim government, only seventy-eight days after the beginning of combat operations. By the end of March 2002, the Taliban had been removed from power, and the al-Qaeda network in Afghanistan had been destroyed. Osama bin Laden was killed in Pakistan on May 2, 2011, by a United States Special Operations Military Unit.

The U.S. combat mission in Afghanistan continued until December 2014. At that time, most troops returned home. After 2014, the name of the operation in Afghanistan was changed to Operation Freedom Sentinel. The troops who remained were there to assist in stabilizing the Afghan government, providing training for its military, and monitoring counterterrorist operations against the Taliban and other insurgents.

President Obama predicted all U.S. troops would be removed by 2017. Donald Trump, however, changed the U.S. strategy in Afghanistan when he became president. In 2017, instead of bringing the remaining troops home, he sent more troops there. Between 2017 and 2018, some 6,000 troops have been added. President Trump also lifted the restrictions on U.S. warplanes, resulting in a spike in air strikes in the area. The new name of U.S. operations in Afghanistan is Resolute Support.

West Virginians, as they had always done, were ready to serve the nation. Three months after the first U.S. troops engaged in combat, some 600 West Virginians had been deployed to serve their country. By February 2002, that number had risen to 1,100, giving West Virginia the distinction of ranking third in the nation in terms of per capita active-duty deployment following September 11. The Martinsburg-based 167th Airlift Wing flew missions in Afghanistan that included transporting war detainees as well as the bodies of United States servicemen killed in action. Fifteen West Virginians lost their lives through August 15, 2011.

America's war on terrorism involved more than just military operations. Shortly after the September 11 attack, West Virginia Senator Robert Byrd was instrumental in passing an \$8.3 billion homeland defense package. This money was intended to increase protection against further acts of terrorism on American soil. Even before September 11, Senator Byrd had helped secure funding for a Homeland Defense Initiative Study. The study had recommended in March 2001 that two training centers be established to address potential threats against the United States, such as airplane



The Role of West Virginia Manufacturing in Arming the U.S. Military

Equipment used by the U.S. military has been made in West Virginia for more than 155 years. This includes the manufacture of rifles in Harpers Ferry during the Civil War, gunpowder in Nitro during World War I, and various products used in World War II, Korea, and Vietnam in its many Kanawha Valley plants. More recently, the state's manufacturers have produced products and technology for military operations in Iraq and Afghanistan.

Aurora Flight Services, in Bridgeport, produces key components of the Global Hawk, an unmanned aerial surveillance vehicle that gives battlefield commanders unprecedented reconnaissance images. The Global Hawk can fly six hours without refueling and hover for twenty-four hours while its sensors provide detailed views of an area twice the size of West Virginia. Its images are sent via satellites to ground troops or to a command center. In 2001, the aircraft was first used in Afghanistan where it was involved in sixty missions, supplying more than 17,000 intelligence, surveillance, and reconnaissance images. In more recent times, the West Virginia facility is the center of Aurora's production for military aircraft, e.g., the RQ-4 Global Hawk/Triton and the CH-53K King Stallion. Additionally, the facility is the production base for numerous composite airframe parts of the Bell 525 helicopter. This heavy-lifting machine can carry more than 27,000 pounds of troops and equipment between ship and shore.

FMW Composite Systems, located at the Mid-Atlantic Aerospace Complex at Bridgeport's Harrison-Marion Regional Airport, began manufacturing fuel cells for the military in 1993. Today, it produces silicon carbon fiber used in military and commercial aircraft. The company has also produced parts for the Global Hawk, as well as nozzle links for the F-15, F-16, and F-22 fighters.

Alliant Techsystems (Orbital ATK) operates a government installation, known as Allegany Ballistics, in Rocket Center, about 15 miles from Keyser. The facility, part of the Naval Sea Systems Command, produces rocket motors, ammunition, and precision metal parts. A new facility, built in 2017, provides affordable propulsion systems for the most critical air-launched and ground-launched systems used today by the U.S. military and allied forces around the world. The company's technology makes it safer to transport, store, and use munitions in battle by incorporating more chemically stable propellant and casing materials that are more resistant to accidental discharge. In 2018, Orbital ATK successfully completed three consecutive ground-based static firings of an air-launched high-performance-propellant rocket motor for tactical missiles.



Above: The Global Hawk.

something extra!



The adjutant general is the military officer in charge of West Virginia's air and army national guard.



hijacking. One of the centers, at the National Guard's Camp Dawson near Kingwood in Preston County, was the same location West Virginia Adjutant General Allen E. Tackett proposed for a center where teams could come together to plan and participate in simulated disasters. After September 11, more funds were allocated to the Camp Dawson project, and the first phase of its operation began in early 2002.

Before September 11, the Memorial Tunnel on the West Virginia Turnpike, which had been closed when the turnpike was upgraded to interstate standards, was converted into an antiterrorist training center. It became part of the Center for National Response and has provided opportunities for emergency workers to be trained to locate and rescue survivors from a collapsed high-rise building as well as from an underground parking garage where hazardous materials may be leaking. Some say this simulated site closely resembles conditions at the World Trade Center.

Another step in fighting the war on terrorism was the creation of the Department of Homeland Security in 2002. Homeland Security is responsible for our nation's overall safety, including maintaining our borders and protecting critical installations at home and abroad. Funding from Homeland Security grants resulted in the creation of West Virginia Regional Response Teams. The teams, which include representatives from fire services, emergency medical services, and law enforcement, are trained to respond to all hazard and natural disaster emergencies in six regions across the state. The Regional Response Teams are under the Office of the State Fire Marshal today.



Above: Memorial Tunnel, the Center for National Response.

Background: In Iraq, soldiers fought to rid the area of terrorist and antigovernment forces.

Operation Iraqi Freedom

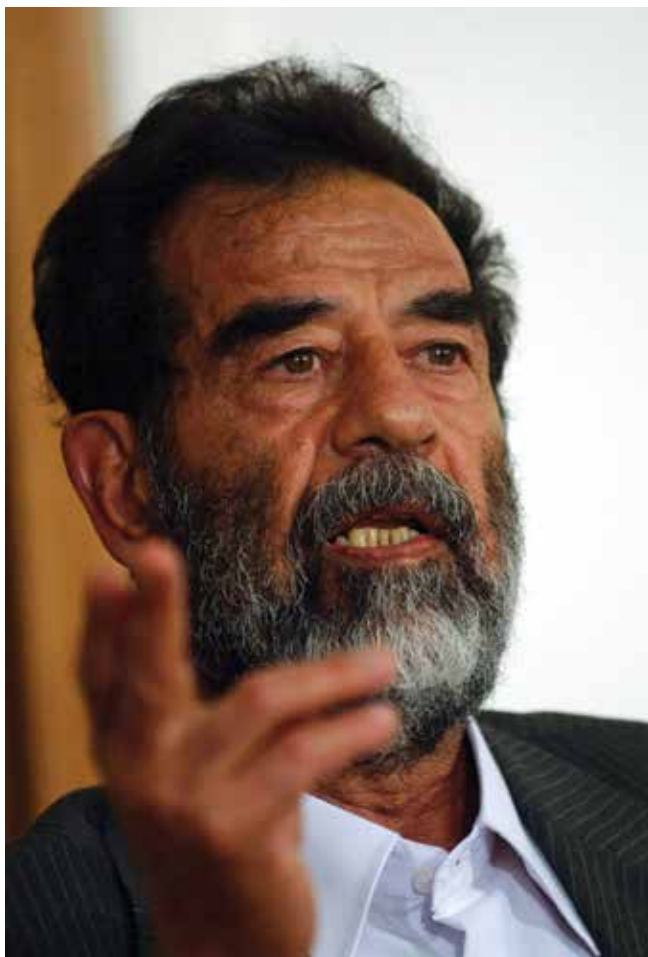
Following the attacks on September 11, 2001, the United States became more concerned about nations that might have weapons of mass destruction that could be used by terrorists throughout the world. One such nation was Iraq.

In September 2002, President Bush addressed the United Nations about the danger posed by Iraq and that country's violations of UN resolutions. In November 2002, the UN Security Council unanimously adopted Resolution 1441 warning Iraq that it faced "serious consequences" if it continued to violate the various UN resolutions. On March 19, 2003, President Bush addressed the nation to explain that our nation was at war once again—involved in an operation that was dubbed "Operation Iraqi Freedom." Wirt County resident PFC Jessica Lynch and other members of the 507 Maintenance Company were ambushed and captured outside Nasiriyah, Iraq, on March 23, 2003. She was rescued by U.S. forces from a hospital a week later.

Less than two months later, on May 1, President Bush declared the combat phase of the war with Iraq ended, although the Iraqis still needed our help to regain control of their country. Iraq's dictator, Saddam Hussein, was finally captured by U.S. troops in December 2003 and hanged for crimes against humanity on December 30, 2006.

Although Saddam Hussein was gone and Iraq had a new government, U.S. troops remained in Iraq. The cost of supporting the continued presence of these troops in Iraq became an issue during the presidential election of 2008. The two major contenders for the Democratic nomination called for bringing the troops home, but disagreed on when that should be done. Barack Obama, who was the party's nominee and eventually elected president, favored a timeline that called for the earliest possible withdrawal of troops from a war that he believed never should have been fought.

On September 1, 2010, Operation Iraqi Freedom became Operation New Dawn to reflect the reduced role U.S. troops would play in the country. President Obama announced that virtually all U.S. troops would be removed from Iraq by the end of 2011. On December 15, 2011, U.S. troops lowered the flag of command over Baghdad, officially ending the U.S. military mission in Iraq. However, U.S. troops remained until December 18, 2011.



Above: Former President of Iraq, Saddam Hussein.

Right: President Donald Trump at a rally in 2018.



Reevaluating Foreign Relations

When Donald Trump was running for president, he was identified by his red baseball cap and the slogan “America First.” He warned that the country was spending too much money in support of the defense of others. Trump complained that the United States had spent trillions of dollars to build a strong military to defend countries in Europe and Asia. He has called for those countries to pay the cost of this defense or be prepared to defend themselves. To support his position, he reported that only four of the twenty-eight members of NATO (North Atlantic Treaty Organization) contributed the required 2 percent of their Gross Domestic Product for defense. Trump has repeatedly called for allied countries, including Germany, Israel, Japan, Saudi Arabia, and South Korea, to pay the United States for helping protect their nations. He has suggested that his willingness to defend a country might depend on how much that country is willing to contribute to its own defense.

Trump does not favor alliances that might result in our country’s becoming involved in foreign affairs. He has said that he will not enter into any agreement that reduces the United States’ ability to control its own affairs. He has promoted his “America First” agenda by distancing the country from a number of foreign political and economic agreements. Although West Virginia is affected by all national agreements, it is affected by some more than others.

After Donald Trump became president, U.S. relations with foreign countries changed. Trump seemingly preferred nations that the United States had not considered friends in the past. He praised the leaders of Russia, China, and North Korea, while distancing himself from the leaders of Germany, the United Kingdom, France, and Canada, some of the United States’ strongest allies in the past. In his inaugural address, President Trump again proclaimed that his foreign policy would put “America First.” His opponents feared that his message meant the United States would retreat from global relationships. But even as he criticized foreign aid to defend allies, including NATO, and criticized projects like the F-35 jet fighter, he called for an increase in military spending. In fact, he increased the U.S. defense budget by \$54 billion, bringing the total budget for the military to \$639 billion in 2018.

One of Trump's first orders as president was to withdraw the United States from the TPP (Trans-Pacific Partnership). This agreement, aimed at slowing China's growing economic power, was signed by the United States and eleven other nations—including Japan, Canada, and Mexico—who agreed to lower tariffs among themselves. Almost two years after our withdrawal, which has proved to be bad for the nation's farmers and manufacturers, President Trump has indicated he may consider a renewal of the agreement.

NAFTA (North American Free Trade Agreement) was another agreement that President Trump opposed and hoped to renegotiate by the end of his first year in the White House. The agreement was introduced by President George H. W. Bush and signed into law by President Bill Clinton in December 1992. This agreement, whose purpose was to make North America more competitive in global markets, provided trade without tariffs (free trade) among Canada, Mexico, and the United States. In its more than twenty years of existence, it has quadrupled trade among the three partners, but in the process, between 500,000 and 750,000 jobs were lost. Trump claimed the agreement had resulted in a trade deficit (buying more and selling fewer goods, resulting in less income) in the United States. Meetings to revise the document began in 2017. When it appeared negotiations were moving slowly, Trump imposed a 35 percent tariff on steel and a 10 percent tariff on aluminum in Canada, Mexico, and the European Union in May 2018. Canada responded by placing a tariff of \$126 billion on U.S. products. In August 2018, a new agreement was finally negotiated with Mexico. On September 30, 2018, Canada reached an agreement, and the old NAFTA became the "new" United States-Mexico-Canada agreement. According to its terms, the United States received greater access to Canada's dairy markets. This was important to U.S. farmers. The agreement also kept Canada from placing tariffs on U.S. automobiles.

Bottom: In the new United States-Mexico-Canada trade agreement, the United States received greater access to Canada's dairy markets. This was important to dairy farmers in the state and the nation.



Below: In 2018, North Korea's leader, Kim Jong-un, indicated a willingness to discuss his country's nuclear and missile program.

These two international agreements are important to West Virginia because Canada and Mexico are two of the state's largest trading partners and Japan is one of its largest investors. U.S. withdrawal from these trade agreements could result in the former partners placing high tariffs on imports from West Virginia. The tariffs would increase the price of the state's goods in those countries, resulting in a decline in consumer purchases. Also, if the former partners placed tariffs on their goods coming into West Virginia, that, too, would affect the prices paid by consumers.

Besides trade deals, President Trump moved the United States in a direction that, until that time, did not seem possible. Trump became the first sitting U.S. president to meet with a leader of North Korea, a communist country known for its increasingly powerful nuclear program.

Relations between Donald Trump and North Korea's leader, Kim Jong-un, were initially unfriendly. Throughout the first year of Trump's term, he called Kim Jong-un a maniac, but made it clear that he did not want a confrontation with North Korea. Yet, one time when the president threatened to send an armada (fleet of ships) to the Korean Peninsula, North Korea responded with a missile test, which failed. A couple of months later, North Korea tested two long-range missiles with the capability of reaching Alaska. President Trump responded by threatening "fire and fury like the world has never seen." Then, after a missile test toward Guam, the president referred to Kim Jong-un as "Rocket Man."

In 2018, North Korea seemed to be rethinking its policies. Kim Jong-un indicated he was willing to discuss the country's nuclear and missile program. As a token of his willingness to meet with President Trump in Singapore in June, Kim released three U.S. citizens who were being held as prisoners in North Korea.



On June 12, 2018, President Donald Trump and Kim Jong-un met in Singapore. A statement released after the meeting reported that the two nations had agreed to peaceful relations and security guarantees for South Korea. Included in the agreement was North Korea's promise to work toward denuclearization of the Korean Peninsula. As an act of good will, the remains of several U.S. soldiers from the Korean War were returned to the United States. In return, President Trump ordered the suspension of joint military exercises with South Korea until a more permanent agreement is worked out. Kim Jong-un had criticized the exercises, saying they were provocative. Since the meeting between the two world leaders, high-ranking officials from both nations have met.

Then, on February 26, 2019, President Trump and Kim Jong-un held a second historic meeting in Hanoi, Vietnam. However, the meeting ended abruptly when it became apparent that Kim Jong-un was not willing to give up his nuclear program and President Trump was not willing to lift all U.S. sanctions against North Korea. Although the second meeting, like the first, did not result in any formal agreements, both world leaders declared it had brought them closer. They expressed the possibility that an agreement would become a reality sometime in the future.



Reviewing the Section

Reviewing the Content

1. What caused Operation Desert Storm?
2. What happened on September 11, 2001?
3. Where did Operation Enduring Freedom take place?
4. From what two trade agreements did Donald Trump withdraw after becoming president?

Using the Content

Write a letter to President Donald Trump advising him on how the United States should handle conflicts in the Middle East.

Extending the Literacy Skill

Create a simple T-chart on a separate sheet of paper. Label one side of the T-chart "Cold War" and the other side "Operation Iraqi Freedom." Use sensory terms to describe how each sounded, felt, smelled, looked, and tasted.

Cold War	Operation Iraqi Freedom

Above: By the end of 2018, North Korea had taken no definitive action to end its nuclear and missile program.

Looking toward West Virginia's Future

As you read, look for

- Governor Jim Justice's plan for West Virginia, including
- the economy;
- tourism;
- infrastructure;
- manufacturing;
- education;
- the opioid crisis;
- terms: **opioids**, **Rainy Day Fund**.

In Jim Justice's two State of the State Addresses, he identified several areas of concern in West Virginia. Those areas include the economy, tourism, infrastructure, manufacturing, education, and opioid addiction. (**Opioids** are drugs that act on the nervous system to relieve pain, whose continued use and abuse can lead to physical dependence and withdrawal symptoms.) The goal of Governor Justice is to move the state forward and raise West Virginia's national ranking compared to other states.

The Economy

Overall, between 2012 and 2016, West Virginia lost 26,000 jobs, 1,700 of which were in the coal and gas industries. The reduced production caused industry payrolls to plunge and workers to become unemployed. At the same time, many of the state's other economic segments, including manufacturing and retail, experienced cutbacks. The loss of revenue resulted in the state having to rely on its **Rainy Day Fund** (a special fund of money set aside by a government to be used to pay the bills when low revenue results in a deficit budget). When Jim Justice became governor, he pledged to raise revenue so the state would no longer have to rely on the Rainy Day Fund.



something
extra!

West Virginia has two Rainy Day Funds. In 2016, \$55 million from a Rainy Day Fund was used for flood recovery. In 2018, the two funds had more than \$714 million in reserve.

During the first two years of his term, Justice proposed several tax and fee increases as a way to increase the state’s revenue. The proposed taxes included a 0.5 percent addition to the sales tax and a .002 percent tax on inventory and machinery of manufacturers. The privilege tax on vehicles was increased from 5 percent to 6 percent. The legislature passed a \$0.03 tax on gasoline and a \$20 increase for automobile license renewal. Additionally, turnpike fees were to increase by the year 2019. Governor Justice proposed a program whereby West Virginia residents will pay a one-time fee for a transponder and then be able to travel the turnpike at any time with no additional fees.

The increases in taxes and fees, while raising some additional revenue, were an important first step toward growing the economy. The West Virginia Department of Commerce has described the state as having a “transition economy.” Because jobs have disappeared, large numbers from our workforce have left the state, leaving behind struggling communities. To address the state’s struggling economy, Governor Justice and the Department of Commerce have called for everyone in the state to examine what West Virginia has to offer and think of new ways to make what we have better. To this end, “West Virginia Forward” became a slogan of the Department of Commerce.

Tourism

One of the first areas to reflect on what they were doing and how they could do it better was the Office of Tourism. In his first State of the State Address, the governor challenged the Office of Tourism to examine how they marketed the state to outsiders and what they could do to attract more tourists. To that end, the legislature passed the Tourism Act in 2017 and added \$20 million to the budget to enable the agency to rethink their marketing strategies. The governor advocated rebranding the state by showcasing its beauty and diversity. He also proposed using billboards and website banner ads, along with traditional television, radio, and print (e.g., newspaper, magazine) ones. The ads were to picture West Virginia’s majestic scenery as being “Almost Heaven” and its state parks as places where tourists could hike and walk over country roads.

Below: Civil War reenactments are popular events for participants and spectators.

Bottom: West Virginia’s many outdoor activities make the state “Almost Heaven.”



Below and Opposite Page:

The Roads to Prosperity bill, approved in 2017, allows the state to sell road bonds to help fund more than 600 planned infrastructure projects.

The rebranding seems to be working. After three years of declining revenue, a 2018 report showed tourist spending in that year in West Virginia grew 30 percent more than the national average. Other positive indicators show hotel stays up 10.7 percent, travel guide requests up 36 percent, and webpage views up 91 percent.

Infrastructure

If West Virginia were to become a tourist destination, the legislature had to provide funding to improve the state's roads and bridges. The Roads to Prosperity bill, passed by the legislature and approved by 73 percent of the voters in October 2017, allowed the state to sell up to \$1.6 billion in road bonds to help fund more than 600 planned infrastructure projects. Other sources of revenue for the project include turnpike bonds and GARVEE (Grant Anticipation Revenue Vehicle bonds). The first of the bonds, \$800 million, were sold on Wall Street in May 2018. An additional \$800 million in bonds will be sold over the next three years.

Projects have been identified in each of the state's fifty-five counties. Governor Justice promised the money will finally be available to complete the Coalfields Expressway and King Coal Highway, where construction began more than twenty-seven years ago. During those years, thousands of vehicles passed underneath, but not over, the Christine West Bridge in Mercer County, which has been named "the Bridge to Nowhere." The counties (Mercer, McDowell, Mingo, Wyoming, and Wayne) through which the King Coal Highway and Coalfields Expressway will pass are anticipating that the finished highway will bring much-needed economic development to those areas.





Manufacturing

West Virginia’s manufacturing improved in the last few years, but Governor Justice continued to look for ways to increase the productivity of those industries already located in the state, as well as opportunities to attract new ones. West Virginia has 12 million acres of prime hardwoods, and the state’s forests are growing 2.5 times faster than trees are being cut down.

Although the state has an abundance of trees, most of the state’s lumber is shipped to manufacturing centers in other states. Justice’s proposal was to take West Virginia lumber to the next step—the manufacture of furniture. He wants to create new job opportunities by adding mills and hardwood manufacturing operations within the state. In 2018, the forest and wood products industry employed around 15,000 workers and contributed \$2 billion to the state’s economy.

On November 9, 2017, West Virginia announced an agreement, the largest private investment in the state’s history, with a Chinese company. China Energy agreed to invest \$83.7 billion in the state over a twenty-year period. West Virginia was chosen for the project—which will focus on generating electricity, underground liquid natural gas storage, and chemical manufacturing—because of its position as a key energy state and home to one of the world’s largest shale gas fields. In the past, China Energy had partnered with West Virginia University to conduct some long-term research. Seven months after it was announced, it appeared the project was on hold and might eventually be canceled. A possible reason for China Energy’s reconsideration could be a 25 percent tariff President Trump placed on some \$50 billion worth of Chinese goods. Although the agreement had not gone forward as of late 2018, Governor Justice said he still believes the project is on track.

Below: On January 9, 2019, Governor Jim Justice delivered his second State of the State Address in the House of Delegates Chamber.

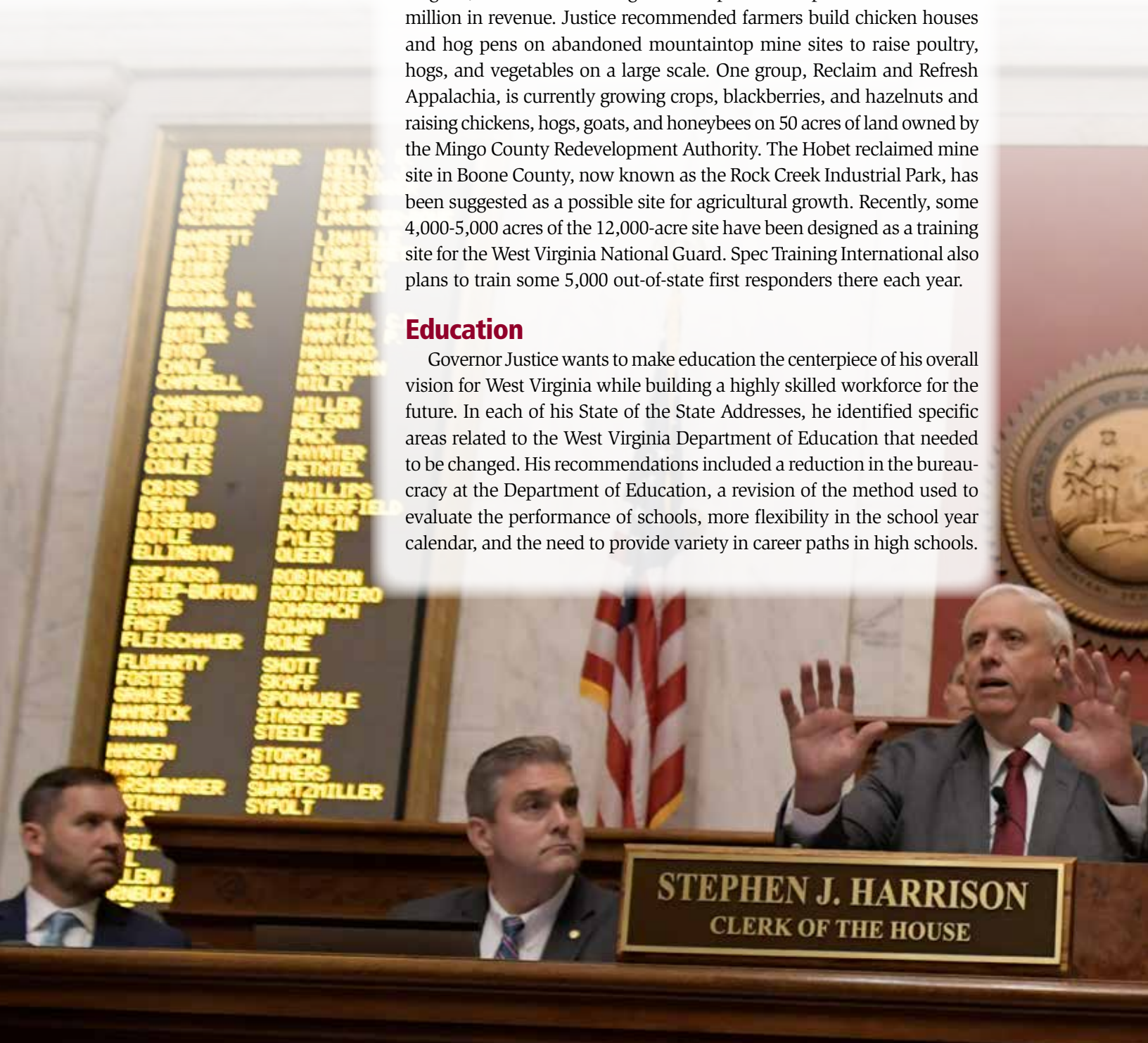
Agriculture

Governor Justice has called agriculture the “sleeping giant” in West Virginia. He suggested West Virginia develop a specialty vegetable or other horticultural crop to market. The crop does not have to be a unique product, just a unique variety that sets it apart and bears the state’s name—much like the Idaho potato, Alaska salmon, and Vidalia onion. A home-grown West Virginia tomato is one of several suggestions.

The governor also suggested an increase in the production of poultry and livestock in the state. There are 362 million acres of farmland in West Virginia, and commercial agricultural production provided some \$560 million in revenue. Justice recommended farmers build chicken houses and hog pens on abandoned mountaintop mine sites to raise poultry, hogs, and vegetables on a large scale. One group, Reclaim and Refresh Appalachia, is currently growing crops, blackberries, and hazelnuts and raising chickens, hogs, goats, and honeybees on 50 acres of land owned by the Mingo County Redevelopment Authority. The Hobet reclaimed mine site in Boone County, now known as the Rock Creek Industrial Park, has been suggested as a possible site for agricultural growth. Recently, some 4,000-5,000 acres of the 12,000-acre site have been designed as a training site for the West Virginia National Guard. Spec Training International also plans to train some 5,000 out-of-state first responders there each year.

Education

Governor Justice wants to make education the centerpiece of his overall vision for West Virginia while building a highly skilled workforce for the future. In each of his State of the State Addresses, he identified specific areas related to the West Virginia Department of Education that needed to be changed. His recommendations included a reduction in the bureaucracy at the Department of Education, a revision of the method used to evaluate the performance of schools, more flexibility in the school year calendar, and the need to provide variety in career paths in high schools.



Governor Justice believed the state had too much control over local school boards. As part of his move to reduce bureaucracy, Justice eliminated the need for the eight Regional Education Service Agencies (RESAs). He then encouraged county boards of education to share services that had previously been provided by RESAs.

The governor also disagreed with the way the Department of Education graded schools, saying the A-F rating created a negative perception of the state. He contended that, if the state's education system had a poor rating, it would discourage potential businesses from coming to West Virginia. Therefore, Justice eliminated the Office of Educational Performance Audits and its use of the A-F rating system.

At the local level, the governor supported making the state's policy that mandates 180 days of school more flexible. He called for providing up to five days in the school calendar that could be used to meet the days-of-instruction requirement. He also advocated reserving time for teachers to collaborate and plan lessons.

Governor Justice believed there was too much testing in the school system, especially at the high school level. He believed teachers should have more freedom to teach so students could learn without being over tested. He supported requiring the state to develop a college- and career-readiness assessment to be administered in the 11th grade. It would be used to meet the federal requirement for a statewide assessment in English Language Arts, Math, and Science. To that end, he promoted eliminating the Smarter Balance testing program, requiring the use of the ACT instead.

The federal government passed the Every Student Succeeds Act, which must be implemented in every state. The intent of the act is to become a catalyst for economic growth and development. It requires the use of educational partnerships to ensure every student has the opportunity to be successful in a chosen career after high school graduation. Each state was required to develop a plan showing how each section of the act would be implemented. West Virginia's plan was approved by the U.S. Department of Education in January 2018.




In keeping with the intent of the Every Student Succeeds Act, Justice proposed alternative requirements for students, depending on their career pathway. He supported flexibility in giving credit in band, show choir, and drama. He supported changing graduation requirements to allow students who wanted to be employed in a trade to graduate from high school with a two-year associate degree. He wanted a 13th year added for public education to allow students to receive additional accreditation or certification. Going further, the governor proposed that community and career colleges be tuition free.

The Opioid Crisis

Although the opioid crisis is a national concern, West Virginia suffered the highest rate of drug overdose deaths in the United States. More than 1,000 deaths were recorded in the state in 2017. The crisis involves both prescription opioids, like OxyContin, and illegal ones, like heroin and fentanyl. Between 2007 and 2012, opioid distributors sent more than 16.5 million hydrocodone and oxycodone pills to the state. This number equates to 433 pills for every man, woman, and child in the state. During the same period, 1,728 West Virginians died from fatal overdoses of those pills.

The state has gathered extensive data to create a profile of the type of person who may be more susceptible to taking these pills as well as the type of medical condition that may create a need for pain medication. From the data, the state has developed a plan to address the crisis. The plan addresses prevention, early intervention, treatment, reversing overdoses, family support, and recovery.



Right: West Virginia has suffered the highest rate of drug overdose deaths in the nation, with more than 1,000 deaths in the state in 2017.



Using the recommendations in the plan, the West Virginia Legislature passed the Opioid Reduction Act in March 2018. This law addresses the prevention section of the plan by limiting the number of days a prescription for opioids can be written. Doctors must also discuss alternative options with a patient before writing a prescription, which is limited initially to seven days. Patients are given the option to refuse pain medication. Patients who are treated in an emergency room are limited to a four-day prescription, while dentists and ophthalmologists can only write three-day prescriptions. The restrictions on prescriptions do not apply to cancer patients or those under hospice care, in nursing homes, or in other long-term-care facilities. Educating the public that opioid addiction is a treatable disease is another preventive measure supported by the state. Should these preventive methods be unsuccessful, the law requires all first responders to carry naloxone and be trained in its use. Naloxone will keep overdose victims alive in the hope that they will seek treatment for their addiction.

Besides following the law's requirements, West Virginia will continue to support efforts to establish more treatment centers and provide support to friends and family of those who suffer from opioid addiction. West Virginia and Marshall Universities will continue their research to find cures for this debilitating disease. Currently, West Virginia University is working on developing a medication that will eliminate a craving for opioids.

A Final Note

West Virginia has a long and varied history. From its beginning as a vast, forested wilderness, it has evolved into a diverse state that respects its past while looking to the future. Throughout West Virginia's history, its natural beauty and the beauty of its people have played a major role in shaping the state. From its mountains to its lush valleys to its numerous rivers and lakes, the state's geographical features have attracted people. Although some of the state's natural beauty has been sacrificed to industrial development, conscientious efforts have been made through the years to preserve the natural environment. The preservation efforts have given rise to a tourist industry that has recently begun marketing the state again as "Almost Heaven."

Top: In December 2018, Governor Jim Justice presented plans to establish a governor's council on substance abuse and addiction. The meeting was held at PROACT (Provider Response Organization for Addiction Care and Treatment), a facility in downtown Huntington that was created to address the broad spectrum of issues associated with substance abuse.

Besides the appeal of its natural environment, the beauty of its people, including the pride that West Virginians have demonstrated in their state and nation, has gained the respect and attention of others. West Virginians have historically shown their patriotism by fighting to protect their freedom and way of life.

The beauty of West Virginia's people is reflected in their friendliness and care for others. West Virginians are quick to smile, to say "hello," and to offer help to anyone in need. It has been said that West Virginians always take care of their own—whether a family member, a neighbor, or a stranger in another part of the state. During hard times, they readily contribute money, food, time, and anything else that is needed to relieve suffering and stress.

As a young West Virginian, reflect on the state's history and character that have made West Virginia what it is today. As you grow into adulthood, strive to become an active citizen by staying informed and voicing your opinions. If you do this, you may one day be able to say that you, too, have played an important role in shaping the state's past as well as contributing to its future.

Reviewing the Section

Reviewing the Content

1. What are three areas Governor Jim Justice designated as areas of concern in West Virginia?
2. What image of West Virginia does the Office of Tourism emphasize in its most recent marketing?
3. What is one educational reform supported by Governor Jim Justice?
4. What is the first step in eliminating opioid addiction?

Using the Content

Write a persuasive essay encouraging the legislature to provide additional funding for one of the six areas of concern Governor Justice identified.

Extending the Literacy Skill

Reread the information on one of West Virginia's nine tourist regions, found in Chapter 6. Brainstorm sensory words to convey the mental image you get from the reading. Use the sensory words to describe the region in an article you write for a travel magazine.

Focus on Technology

LEARNING SKILL: COLLABORATION, COMPROMISE

Work in a group to complete a project.

TECHNOLOGY TOOL: SEARCH ENGINE, PRODUCTIVITY/ MULTIMEDIA TOOLS

Apply productivity/multimedia tools and peripherals to support personal productivity, group collaboration, self-directed learning, lifelong learning, and assistance for individuals with disabilities including supplemental assistive technology tools.

As a group, research a news story that took place in West Virginia in the 21st century. Use a variety of search engines to locate possible topics. Each member of your group should find at least five possible topics. Then, as a group, decide which topic to research. As a group, prepare an electronic presentation of the event. Establish a plan of action, including a timeline for completing the project, and assign specific tasks to each group member. The final product should include a headline and a summary of the event. Include appropriate pictures or other documentation. The presentation should also include an explanation of what your group learned from doing the project, including what you learned about the event and what you learned about the process of developing the finished product.



Chapter Summary

Section 1: Changes in Lifestyles

- The 1980s has been called the age of greed. It was also the age of the personal computer.
- The popularity and accessibility of computers ushered in an age of electronic games.
- The growth of satellite dishes and cable services led to television networks for specific audiences.
- The music of the 1980s was dominated by cable television and MTV.
- People first gained access to the World Wide Web in 1992.
- The grunge look and Goth styles were characteristic of the 1990s period.
- Popular music included grunge, hip-hop, country, rap, and latino.
- The new millennium arrived with the Y2K scare.
- Technology continued its advance. Electronics became digital. High-definition television and video players were introduced. MySpace and YouTube became popular.
- Social media sites became popular ways to communicate with friends and family.
- Music was downloaded from streaming sites like iTunes, Pandora, and Spotify.
- Dress in the 2000s featured vintage clothing, especially from the 1980s, but accessorized to give it a new look.

Section 2: Keeping the World Safe

- Ronald Reagan, who served as president from 1981 to 1989, worked to end the Cold War.
- The new millennium was marked by a new form of warfare—terrorism.
- President George H. W. Bush led the nation during Operation Desert Storm, the first active U.S. military encounter since the Vietnam War. Technology played a major role in the war. Operation Desert Storm resulted in an Iraqi retreat from Kuwait.
- On September 11, 2001, terrorists attacked the United States as three hijacked airplanes did major damage and caused extensive loss of lives in New York City and Washington, DC. The passengers on the fourth plane overtook the hijackers and crashed the plane in a rural area in Pennsylvania. Al-Qaeda, headquartered

in Afghanistan, was found to be behind the September 11 attacks.

- The United States led a coalition of nations against the Taliban, which protected al-Qaeda. The offensive resulted in the removal of the Taliban from power and the establishment of a new government in Afghanistan.
- In March 2003, the United States went to war to free Iraq from the control of the dictator Saddam Hussein. Operation Iraqi Freedom ended in March 2003. The U.S. troops were removed from Iraq in 2011.
- President Trump withdrew the United States from the TPP and NAFTA. In 2018, he renegotiated NAFTA, which is now called the United States-Mexico-Canada agreement.
- President Trump became the first sitting U.S. president to meet with a leader of North Korea. This meeting was considered a first step in ending North Korea's nuclear program.

Section 3: Looking toward West Virginia's Future

- Increased taxes and fees during Governor Jim Justice's first year as governor brought additional revenue to the state.
- Governor Justice identified six areas of concern in West Virginia: the economy, tourism, infrastructure, manufacturing, education, and the opioid crisis.
- West Virginia's marketing campaign to attract visitors to the state emphasized the state's natural beauty as being "Almost Heaven."
- The Roads to Prosperity bill allows the state to sell bonds to finance infrastructure projects.
- Governor Justice proposed adding mills and hardwood manufacturing operations in the state. These additions would allow the state to manufacture furniture from its trees.
- Governor Justice proposed a 13th year of public high school to allow students to receive additional accreditation or certification in a specific trade.
- West Virginia suffered the highest rate of drug overdose deaths in the United States in 2017.
- Under the provisions of the Opioid Reduction Act, doctors are limited in prescribing opioids.

As One Century Ends, Another Begins

Recalling the Facts



1. How did technology change from the 1980s through the early 2000s?
2. Who was responsible for the attack on the United States on September 11, 2001? What action did the United States take after the terrorist attack of 9/11?
3. Why did the United States attack Iraq?
4. How was the economy of the 1980s different from that of the 1990s?
5. What world leader met with Donald Trump in Singapore to discuss denuclearization?
6. What is the name of the trade agreement that replaced NAFTA?
7. What six areas of concern in West Virginia were identified by Governor Jim Justice.

Learning Skill



1. Compare and contrast the 1980s and the 2000s.
2. In which decade described in this chapter would you have most liked to live? Give reasons to support your choice.
3. Do you think the United States should have become involved in the military encounters described in Section 2? Give reasons to support your answer.
4. Do you think the events of September 11, 2001, could have been avoided? Give reasons to support your answer.
5. Which of Governor Justice's areas of concern is the most important? Give reasons for your choice.

Community Connection



1. Talk with family members or friends who participated in one of the military encounters mentioned in the chapter. Ask them to describe what they remember about the experience. Share what you find with the class.
2. Survey ten to fifteen people to find what they think are the most important issues facing West Virginia today. Share your results with the class.

Literacy Skill



Interview someone who remembers the attack of 9/11. Find out where the person was when he or she heard the news. Ask what they heard, saw, and felt as they got updated news throughout the day. Then, write a news article from information you received in the interview.

Technology Tool



Use a search engine to examine one of Governor Justice's six concerns for the state. Find information to update what was being done when your textbook was written.