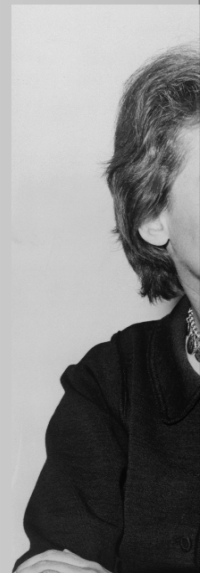


Chapter 32: Struggles for Change--1963-1975

Section 1: Women's Rights

A Revived Women's Movement

- **Feminism:** advocacy of equal social, political, & economic equality of women
- 1960s saw change in traditional role of women
- Author **Betty Friedan**--wrote about & studied the quality of life of women/mothers in America
 - Disputed notion that women shouldn't get college education
 - ***Feminine Mystique***: 1963 book
 - Many women felt "trapped" in their comfortable domestic lives
 - Sold over 1 million copies and sparked women to examine their lives & demand more opportunities & fair treatment



Helping Women at Work

- Heavy increase of female workers from 1940-1960 & made up 1/3 of US labor force by 1963 (25 million workers)
- 1960: women worked mostly service jobs & earned 40% less than male-counterparts
- **Equal Pay Act:** JFK's 1st attempt to make it illegal to pay women differently than men--only impacted 1/3 of female workers
 - Helped 171K workers get \$84 million of back pay
- JFK created **President's Commission on the Status of Women** chaired by Eleanor Roosevelt--concluded women faced heavy discrimination in workplace
- **Title VII:** law that outlawed sexual discrimination in the hiring of workers
 - Created the **Equal Employment Opportunity Commission (EEOC)**



Heightened Activism

- **National Organization for Women (NOW)**: created in 1966 w/ over 1,000 members
 - Lobbied gov't members for women's rights
- Move towards **women's liberation**--more extremist group
- Civil Rights fight influenced women activists--more of a desire to fight for equality NOW and not tomorrow
- **1968**: NOW interrupted Miss America Pageant
 - Believed the image of Miss America distorted real image of women in America
 - "Bra Burners"
 - Movement became more militant
 - Encouraged women to run for political office
 - Push to "break the glass ceiling" everywhere



The Women's Movement Gains Momentum

- **Education Amendments Act:** 1972 law that banned sexual discrimination in colleges
- **Title IX:** law that required schools to offer same number of programs to girls as boys (*Sports*)
- **Griswold v. Connecticut:** SCOTUS case that protects a woman's right to use birth control
- **Roe v. Wade:** SCOTUS case that legalizes abortion on fact that women have privacy rights
- **Equal Rights Amendment (ERA):** failed attempt by NOW & feminist movement to create a Constitutional Amendment to protect women's rights
 - Struggle w/in movement between upperclass white women and everyone else



Birth Control Of State N

U.S. Supreme Court, in '1
Statute Passed in 1879

By ROBERT D. BYRNES | call
WASHINGTON — The United said
States Supreme Court Monday War

Section 2: The Chicano Movement

Stirrings of Protest

- 1960: 4 million Mexican-Americans in US--most in SW states
- Among the poorest & least educated Americans
- Chicano Movement sprang from **migrant** farmer workers in California pushing for higher wages & better treatment
- **Cesar Chavez**: led strikes & boycotts of different businesses with the **National Farm Workers Association (NFWA)**
 - Sept. 1965: led nationwide boycott/strike of grape industry
 - Led protests & marches--got national attention
 - Grape industry saw a loss of 17 million customers



Mexican American Activism

- Cesar Chavez became national symbol for Hispanics & beloved due to his commitment to nonviolent protest
- **Alianza Federal de Mercedes** (Federal Alliance of Land Grants): fought to get land back taken from Mexican-Americans over years
 - New Mexico was site of many protests
 - June 1967: protest led to arrests, clashes between protesters & police, and gun fights
- March 1968: 300 students in east LA walked out of school b/c of cancelled school play--caused 15,000 students to walk out--led to arrests & clashes w/ police
- **Brown Berets**: militant Mexican-American group that encouraged violent protests--influenced by Black Panthers



Nationalism and Politics

- Mexican pride/nationalism was at a high in 1960s--led to name **Chicano** (shortened form of *mexicanos*).
- Push to educate, provide legal & financial aid, and promote **cultural awareness**.
- Belief by many in movement that politicians didn't care about them so they needed to help themselves--self reliance
- **La Raza Unida Party**: created in 1967--pushed Chicano candidates for office & gain attention for Chicano causes
 - Most success was in Texas



The Movement Weakens

- No major political success for La Raza Unida led to lack of interest
- Many Chicanos lost interest in extreme nationalism--extremists turned off many members of movement
- Serious victories for Chicano movement
 - Several universities started "Chicano Studies" programs
 - Mexican artists, writers, musicians became more popular
 - "Chicano Renaissance"
 - Many Chicanos entered mainstream politics
 - Chicanos became much more accepted by more Americans
 - Focus on fair treatment of all Hispanics

Section 3: More Groups Mobilize

American Indian Activism

Native American Movement

- Goals of “Red Power” movement:
- United Native Americans
- American Indian Movement (AIM)—1968
 - Fought against poverty on reservations
 - Demanded reimbursement for lands taken
 - Wanted self-determination
- Russell Means—leader of AIM
 - 1969: Alcatraz: took over and offered beads and cloth to buy it
 - All removed by 1971



- 1970: Mayflower II: took over replica ship over Thanksgiving
 - Painted Plymouth Rock red



-
- “all of our demonstrations have yet to hurt anyone or destroy any property, however we have found that the only way the white man will listen is by us creating a disturbance in his world.”

- 1972: “Trail of Broken Treaties”
 - March of 2000 Indians to DC to present ideas to Nixon
 - Occupied Bureau of Indian Affairs building for 7 days
- 1973: Wounded Knee, SD
 - Same location as 1890 massacre of 300 Sioux
 - AIM demanded gov’t listen to grievances
 - 71 day standoff with 500,000 rounds shot
 - 2 AIMs and 1 US Marshall killed
 - Gov’t listens to grievances
 - Means and others had cases dismissed due to loopholes



Dakota Access Pipeline

- Proposed pipeline 1,100 miles long from ND-IL
- Company has used gov'ts **eminent domain** power to take land from citizens
- Aug. 2016: Standing Rock reservation (Sioux) protested pipeline (clean water & burial grounds)
- Thousands of protesters
- Police/soldiers in riot gear
- Constant skirmishes
- Police accused of excessive force (rubber bullets, attack dogs, concussion grenades, fire hoses)



Section 4: A Cultural Revolution

The Student Movement

1960s culture

- Counterculture: values that run counter to the main group
- Hippie:
 - Find new meaning to life
 - Dress/appearance—vagrant style
 - Non-conformist
 - Non-violent pacifists
 - Supportive of civil rights



- Haight-Ashbury District (San Fran)—Golden Gate Park



- Drug Culture

- Marijuana

- LSD/Acid

- Psychedelic/hallucinogen—alter thought processes

- Tim Leary—writer, psychologist, professor

- Icon of movement

- “Turn on, tune in, drop out”



- Free Love—sexual revolution

- Love shouldn't be “regulated”

- Summer of Love (1967)



- Gatherings in major cities (San Fran was epicenter)

- Communal living



- Folk music

- Simpler music—more reliance on acoustics—less “production”

- Story-telling—Protest Songs

- Rejects boundaries of rigid musical rules

- Bob Dylan



- Joan Baez

- Janis Joplin





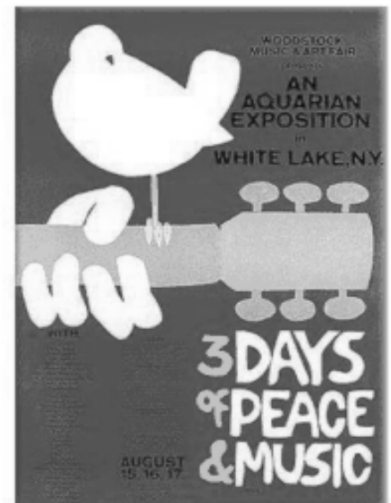
- British invasion:
 - 1964-1967
 - Influx of rock and pop groups from UK
 - Impacted movies (Bond) and fashion (hair & clothes)
 - The Beatles
 - February 9, 1964 
 - CBS News 
 - Jimi Hendrix
 -  Performance on Dick Cavett 



- Motown/Soul
 - African American experience
 - Blues & gospel
 - Improvisational
 - Testifying quality
 - Aretha Franklin 
 - James Brown 
 - Ray Charles 

Woodstock

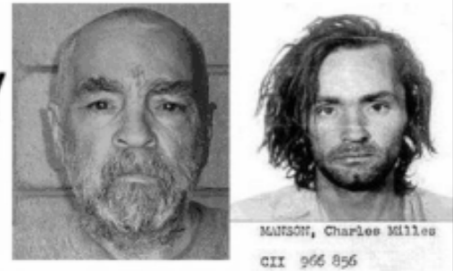
- August 15-18, 1969
- Dairy farm in Bethel, NY (near village of Woodstock)
- 500,000 concert goers
- 32 popular acts
 - Janis Joplin
 - Grateful Dead
 - CCR
 - Crosby, Stills, Nash, & Young
 - Jimi Hendrix
- Meant to be a “for-profit” event
- Had to make it free due to demand of tickets
- Minds were open and love was free
- Criticism:
 - Lack of security
 - Traffic jams
 - Rampant drug use
 - Lack of sanitation



Consequences to the Hippie Movement

- Rise in drug use
 - Rise in civil liberties for LGBT's
 - Rise in STDs
 - Longer hair styles & decrease in popularity of neck ties
 - Increased popularity in Eastern religions (Buddhism, Hinduism)
 - Increase in violent crimes
-

Manson Family



- Charles Manson
 - Life-long criminal
 - Song writer in Hollywood
- Headed the “family”—communal group
- Helter Skelter: term taken from Beatles—he defined as apocalyptic war btw blacks and whites
 - Beatles: confusion; loud nonsense

Tate/LaBianca murders

- Aug. 8-10, 1969: Helter Skelter begins
 - Went to LA home of actress Sharon Tate & director Roman Polanski
 - Bound, tortured, murdered, and mutilated 7 people
 - Randomly selected LaBianca household (Leno & Rosemary)
 - Manson & 4 family members arrested, convicted, and sentenced to death for murders
 - Sentence was commuted in 1970s to life in prison
 - Most members up for parole last year or this year