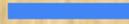


# **Era of Social Change**



# The Latino Presence Grows

- 1960s Latino population grows from 3 million to 9 million
- Mexican Americans largest group, mostly in Southwest, California
- 1960, almost 900,000 Puerto Ricans settle in U.S., mostly in NYC
- Cubans flee communism, form communities in NYC, Miami, NJ
- Central Americans, Colombians, Nicaraguans, Salvadorans come to escape civil war and poverty
- Many Latinos encounter prejudice, discrimination in jobs and housing
- Most lived in segregated barrios, or Spanish-speaking neighborhoods.
- The Latino jobless rate was nearly 50% higher than that of whites, as was the percentage of Latino families living in poverty

# Latinos Fight for Change

- In 1962, Cesar Chávez and Dolores Huerta established the **United Farm Workers Organizing Committee (UFWOC)** - a union for farm workers.
- They insisted that California's large fruit and vegetable companies accept their union as the bargaining agent for the farm workers.
- In 1965, when California's grape growers refused to recognize the union, Chávez launched a nationwide boycott of the companies' grapes.
- The union sent farm workers across the country to convince supermarkets and shoppers not to buy California grapes.
- Chávez then went on a three-week fast in which he lost 35 pounds.
- The efforts of the farm workers eventually paid off. In 1970, Huerta negotiated a contract between the grape growers and the UFWOC. Union workers would finally be guaranteed higher wages and other benefits long denied them.



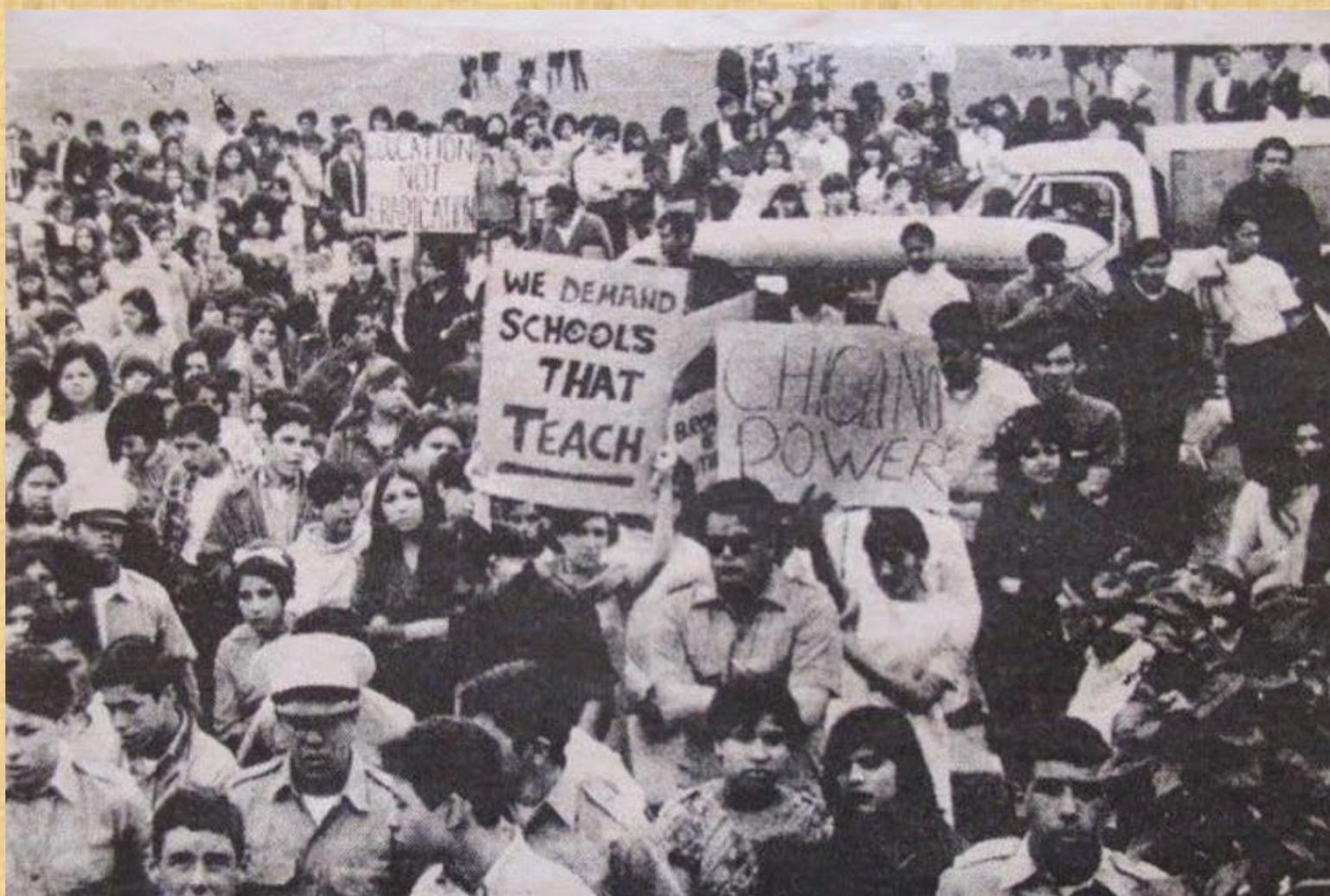


## CULTURAL PRIDE

- In New York, members of the Puerto Rican population began to demand bilingual education as well as programs about their culture.
- In 1968, Congress enacted the **Bilingual Education Act**, which provided funds for schools to develop bilingual and cultural heritage programs for non-English-speaking children.
- Young Mexican Americans started to call themselves Chicanos or Chicanas—a shortened version of “Mexicanos” that expressed pride in their ethnic heritage.
- A Chicano community action group called the **Brown Berets** organized walkouts in East Los Angeles high schools in 1968.
- About 15,000 Chicano students walked out of class demanding smaller classes, more Chicano teachers and administrators, and programs designed to reduce the high Latino dropout rate.
- Mexican-American students also won the establishment of Chicano studies programs at colleges and universities







## POLITICAL POWER

- During the 1960s, eight Hispanic Americans served in the House, and one Hispanic senator was elected—Joseph Montoya of New Mexico.
- In 1970, **La Raza Unida** (The People United) was established in Texas and ran Latino candidates in five states and won races for mayor, as well as other local positions on school boards and city councils.
- In 1963, the Alianza Federal de Mercedes (Federal Alliance of Land Grants) was created to help reclaim U.S. land taken from Mexican landholders in the 19th century.
- The followers of this group raided the Rio Arriba County Courthouse in Tierra Amarilla, New Mexico, in order to force authorities to recognize the plight of New Mexican small farmers. They were later arrested.

# Native-Americans Struggle for Equality

- Native-Americans as a group have been the poorest and have suffered from the highest unemployment rate. They are more likely than any other group to suffer from tuberculosis and alcoholism.
- In 1954, Eisenhower enacted a “**termination**” policy to deal with these problems, but it did not respect Native American culture. Native Americans were relocated from isolated reservations into mainstream urban American life.
- The plan failed miserably. Most who moved to the cities remained desperately poor.
- In 1961, representatives from 61 Native-American groups met in Chicago and drafted the **Declaration of Indian Purpose**, which stressed the determination of Native-Americans resist assimilation and they demanded more economic opportunities.
- In 1968, President Johnson established the National Council on Indian Opportunity to oversee Native-American issues.

## VOICES OF PROTEST

- Many young Native Americans were dissatisfied with the slow pace of reform.
- They created the **American Indian Movement (AIM)**, an often militant Native American rights organization.
- AIM began in 1968 largely as a self-defense group against police brutality, it soon branched out to include protecting the rights of large Native American populations in northern and western states.
- For some, this meant demanding that Native American lands, burial grounds, and fishing and timber rights be restored. Others wanted a new respect for their culture.

## CONFRONTING THE GOVERNMENT

- In 1972, AIM leader Russell Means organized the “**Trail of Broken Treaties**” march in Washington, D.C., to protest the U.S. government’s treaty violations throughout history.
- They also pushed for the abolition of the **Bureau of Indian Affairs (BIA)**, which many believed was corrupt. The marchers temporarily occupied the BIA building, destroyed records, and caused \$2 million in property damage.
- In 1973, AIM led nearly 200 Sioux to the tiny village of Wounded Knee, South Dakota. In protest against both tribal leadership and federal policies, the Sioux seized the town, taking hostages.
- After tense negotiations with the FBI and a shootout that left two Native Americans dead and others wounded, the confrontation ended with a government promise to reexamine Native American treaty rights.

## NATIVE AMERICAN VICTORIES

- In 1972, Congress passed the **Indian Education Act**. In 1975, it passed the **Indian Self-Determination and Education Assistance Act**. These laws gave tribes greater control over their own affairs and over their children's education.
- In 1970, the Taos of New Mexico regained possession of their sacred Blue Lake, as well as a portion of its surrounding forestland.
- Land claims by natives of Alaska resulted in the **Alaska Native Claims Settlement Act of 1971**. This act gave more than 40 million acres to native peoples and paid out more than \$962 million in cash.
- Throughout the 1970s and 1980s, Native Americans won settlements that provided legal recognition of their tribal lands as well as financial compensation.

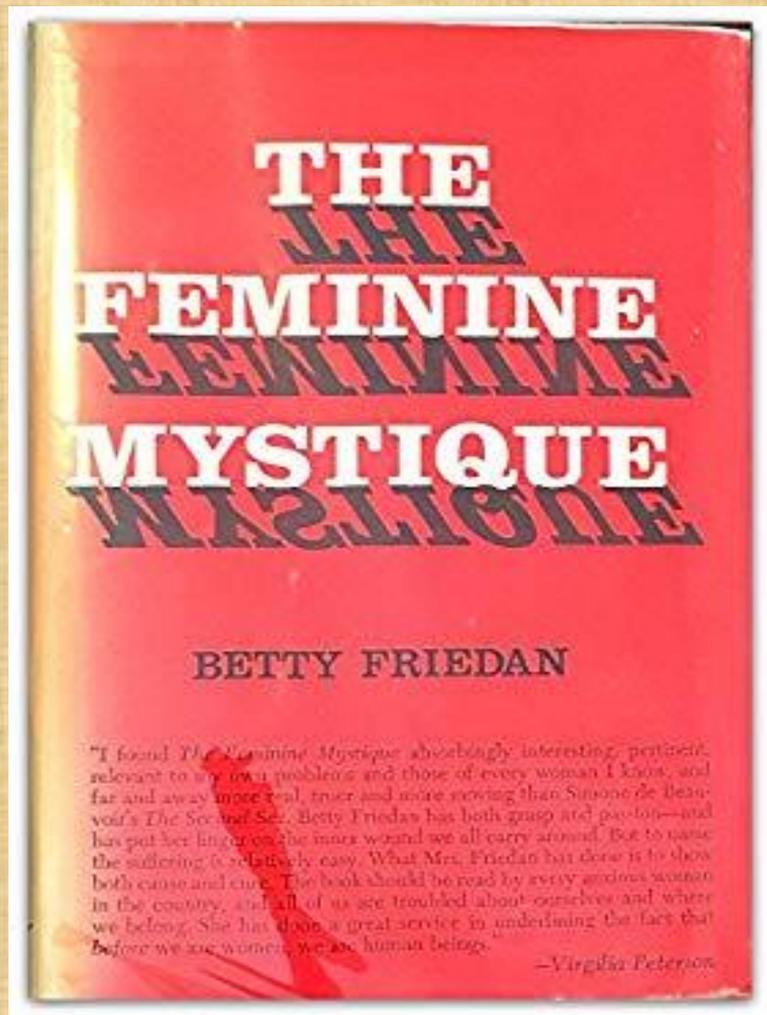
# A New Women's Movement Arises

- Feminism, the belief that women should have economic, political, and social equality with men.
- The Feminist Movement reawakened during the 1960s, spurred by the political activism of the times.
- In 1950, only one out of three women worked for wages. By 1960, that number had increased to about 40 percent.
- Still, during this time, certain jobs were considered “men’s work” and women were shut out.
- The jobs available to women—mostly clerical work, domestic service, retail sales, social work, teaching, and nursing—paid poorly.
- President Kennedy appointed the **Presidential Commission on the Status of Women** in 1961. In 1963, the commission reported that women were paid far less than men, even when doing the same jobs.
- Women were seldom promoted to management positions, regardless of their education, experience, and ability.

## WOMEN AND ACTIVISM

- Ironically, many women were discriminated against when they joined the Civil Rights Movement and Antiwar Movement.
- Within some of these organizations men led most of the activities, while women were assigned lesser roles.
- When women protested this arrangement, the men usually brushed them aside. Because of this experience women started talking and focusing their own rights movement
- ***The Feminine Mystique***, by Betty Friedan captured the discontent that many women were feeling, it quickly became a bestseller and helped to galvanize women across the country.

“The problem lay buried, unspoken. . . . It was a strange stirring, a sense of dissatisfaction, a yearning that women suffered in the middle of the twentieth century in the United States. Each suburban wife struggled with it alone. As she made the beds, shopped for groceries, matched slipcover material, ate peanut butter sandwiches with her children, chauffeured Cub Scouts and Brownies, lay beside her husband at night—she was afraid to ask even of herself the silent question—‘Is this all?’” — *The Feminine Mystique*



"I found *The Feminine Mystique* absolutely interesting, pertinent, relevant to my own problems and those of every woman I know, and far and away more real, truer and more revealing than Simone de Beauvoir's *The Second Sex*. Betty Friedan has both guts and passion—and has put her finger on the inner wound we all carry around. But to name the suffering is relatively easy. What Mrs. Friedan has done is to show both cause and cure. The book should be read by every goddam woman in the country, and all of us are troubled about ourselves and where we belong. She has done a great service in underlining the fact that before we are women, we are human beings."

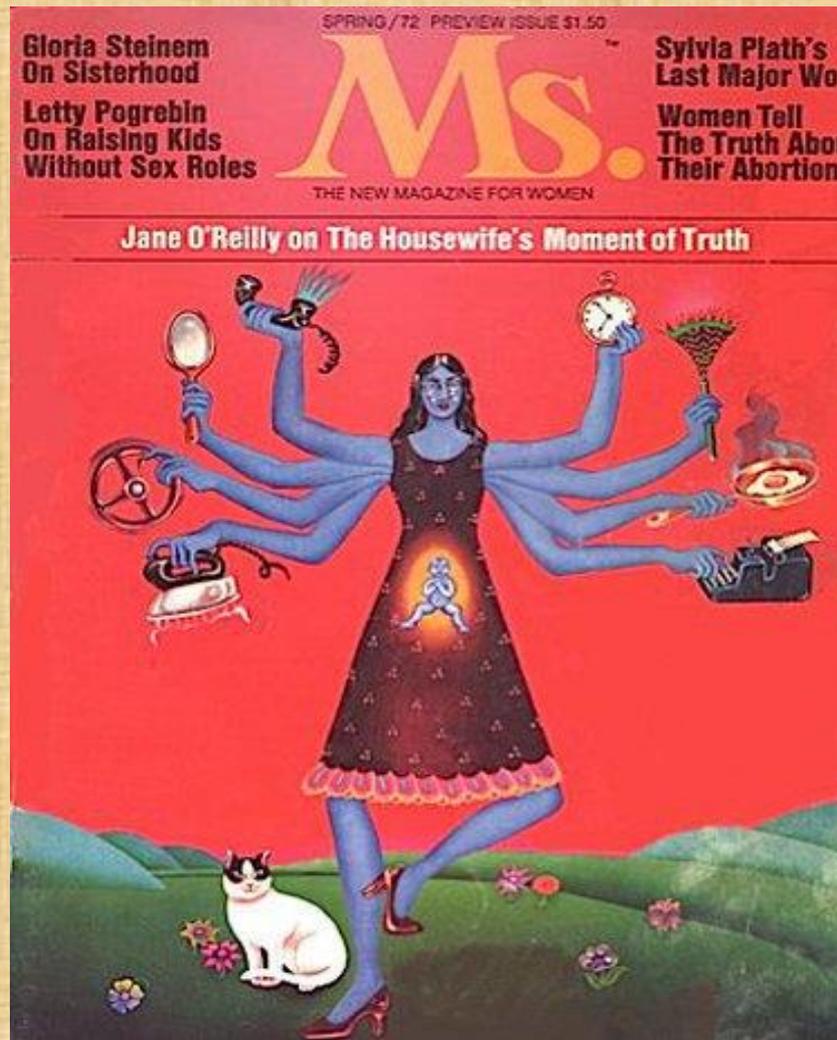
—Virginia Peterson

# The Movement Experiences Gains and Losses

- The women's movement gained strength with the passage of the Civil Rights Act of 1964, which prohibited discrimination based on race, religion, national origin, and gender and created the Equal Employment Opportunity Commission (EEOC) to handle discrimination claims.
- 28 women, including Betty Friedan, created the **National Organization for Women (NOW)** to pursue women's goals.
- NOW members pushed for the creation of child-care facilities that would enable mothers to pursue jobs and education.
- NOW also pressured the EEOC to enforce more vigorously the ban on gender discrimination in hiring.
- NOW's efforts prompted the EEOC to declare sex-segregated job ads illegal and to issue guidelines to employers, stating that they could no longer refuse to hire women for traditionally male jobs.

## A DIVERSE MOVEMENT

- In its first three years, NOW amassed 175,000 members.
- In 1968, a militant group known as the New York Radical Women staged a well-publicized demonstration at the annual Miss America Pageant. The women threw bras, girdles, wigs, and other “women’s garbage” into a “Freedom Trash Can.” They then crowned a sheep “Miss America.”
- In 1971, **Gloria Steinem** helped found the National Women’s Political Caucus, a moderate group that encouraged women to seek political office.
- In 1972, she and other women created a new women’s magazine, ***Ms.***, designed to treat contemporary issues from a feminist perspective.



## LEGAL AND SOCIAL GAINS

- As the women's movement progressed, women began to question all sorts of gender based distinctions.
- Some women began using the title Ms., instead of the standard Miss or Mrs., and refused to adopt their husband's last name upon marriage.
- These changes in attitude were paralleled by numerous legal changes. In 1972, Congress passed a ban on gender discrimination in "any education program or activity receiving federal financial assistance," as part of the **Higher Education Act**.
- As a result, several all-male colleges opened their doors to women. That same year, Congress expanded the powers of the EEOC and gave working parents a tax break for child-care expenses.
- In 1973, the Supreme Court ruled in ***Roe v. Wade*** that women do have the right to choose an abortion during the first three months of pregnancy.

## THE EQUAL RIGHTS AMENDMENT (ERA)

- Congress passed the Equal Rights Amendment (ERA) in 1972.
- The amendment then needed ratification by 38 states to become part of the Constitution.
- First introduced to Congress in 1923, the ERA would guarantee that both men and women would enjoy the same rights and protections under the law.
- Conservative **Phyllis Schlafly**, along with conservative religious groups, political organizations, and many anti-feminists, felt that the ERA would lead
  1. the drafting of women,
  2. the end of laws protecting homemakers
  3. the end of a husband's responsibility to provide for his family
  4. same-sex marriages.

# The Movements Legacy

- By 1977, the ERA had won approval from 35 of the 38 states needed for ratification, but the New Right (those opposed to the ERA) gained strength.
- By June of 1982—the deadline for ratification—not enough states had approved the amendment. The ERA went down in defeat.
- Despite ERA's defeat, the women's movement altered society in countless ways
- Of graduates of Stanford University in 1965, 70% planned not to work at all when their children were of preschool age. When the class of 1972 was surveyed, only 7% said they would stop working to raise children.
- The women's movement also succeeded in expanding career opportunities for women. For instance, as of 1970, 8% of all medical school graduates and 5% of all law school graduates were women. By 1998, those proportions had risen to 42% and 44%, respectively.
- By 1983 women held 13.5% of elected state offices as well as 24% in the U.S. Congress.

A WOMAN'S  
PLACE IS IN  
THE HOUSE...



...AND ALSO IN THE SENATE!