**60s and 70s Social Change**

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| **HISPANICS** | **WOMEN** | **NATIVE AMERICANS** |
| **Challenges*** Ethnic prejudice and discrimination in workplace and housing.
* Most lived in barrios (Span. Speaking neighborhoods)
* Unemployment was 50% higher than for whites.
* 50% higher poverty rate than for whites.
* Little political representation b/c Hispanics have different legal goals depending on where they came from.
* Considered legally “white” so discrimination lawsuits an impossibility.

**Goals*** Get better pay, respect for culture and political representation

**Gains*** By 1975, Hispanics classified as a minority, allowing for discrimination lawsuits to be filed.
* Cesar Chavez and United Farm Workers organize boycott of companies that take advantage of Mexican-American workers. End up getting better pay.
* Bilingual Education Act: public schools would provide classes taught in Spanish.
* LaRaza formed as a political party, but again, had little power b/c of splintering within community.
 | **Challenges*** Only 1/3rd worked for wages.
* Excluded from eligibility for “male” jobs
* Paid 40% less for same work
* Denied 14th Amendment protection
* Educational hurdles: women’s education instead of equal education
* “Glass ceiling”: women could only go so high in the workplace before they hit their highpoint.
* State government telling women what they could and couldn’t do with their bodies (abortion restrictions/bans)

**Goals*** Equal Pay for equal work/access to same jobs.
* Equal educational opportunities
* Political power
* Power of their own bodies

**Gains*** Title VII of CRA ’64: discrimination based on gender illegal
* Title IX (1977): Equal educational opportunities (academic & athletic)
* Equal Pay Act
* Tax breaks for child care for working mothers
* Roe v. Wade: abortion rights
 | **Challenges*** Land taken from them
* No political representation
* Poorest Americans with highest unemployment rate
* Cultural decimation
* Little sovereignty, despite them being the original Americans.

**Goals*** Indian self-determination
* End government’s “termination” program that aimed to end NA culture and force assimilation.

**Gains*** Ended the termination policy
* In 72 and 75, government passed Indian Education Act and then Indian Self-Determination and Education Assistance Act, giving them greater control over their affairs and children’s education.
* Same land repatriation: Blue Lake in NMexico to Taos tribe. 40 million acres in 1971 through Alaska Native Claims Settlement Act.
* Throughout 70s and 80s, more lawsuits resulted in more land being returned as well as financial compensation.
* Given ability to set up casinos on Indian land, which has been great financial gain.
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**NOTABLE FIGURES AND GROUPS**

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| **HISPANIC** | **WOMEN’S RIGHTS** | **NATIVE AMERICAN** |
| * **Cesar Chavez**: leader of UFWOC. Known as MLK Jr of “Brown” movement. Promoted peaceful protests and boycotts
* **Delores Huerta**: co-founder of UFWOC
* **La Raza Unida**: political party formed in 1970 to fight for Hispanic political rights. Founded by Jose Angel Gutierrez
 | * **Betty Friedan**: wrote the *Feminine Mystique* that launched the movement.
* **National Organization for Women (NOW):** Org created to pursue women’s goals. Pushed for child care families and put pressure on Equal Employment Opportunies Commission (EEOC) to pursue discrimination cases.
* **Gloria Steinem:** journalist and activist who founded “Ms.” Magazine as well as National Women’s Political Caucus in 1971.
* **New York Women’s Radical Women**: well-known protest in 1968 at Miss America pageant in NYC. Threw bras, girdles, wigs, etc. into a ”Freedom Trash Can” and then crowed a sheep as “Miss America”
* **Phyllis Schlafly:** Conservate, anti-feminist women and led fight against, successfully, the proposed Equal Rights Amendment (ERA). Said feminists hated men, marriage and children and were trying to destroy what it meant to be a woman.
 | * **American Indian Movement (AIM):** Native American Rights group. Often times militant. Founded 1968. Led capturing of Alcatraz Island by “right of discovery” in 1969. Held island for 18 months! In 1972 marched to Washington DC on the “Trail of BrokenTreaties” march and even took over the Bureau of Indian Affairs building for brief time. In 1973, nearly 200 Sioux Indians led to Wounded Knee, S. Dakota, site of a US Army massacre of Sioux in 1890.
* **Dennis Banks:** Leader of the AIM.
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