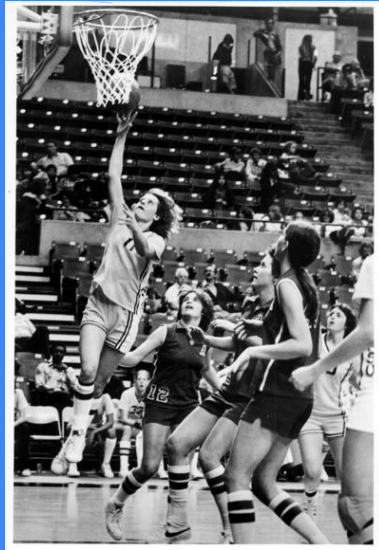
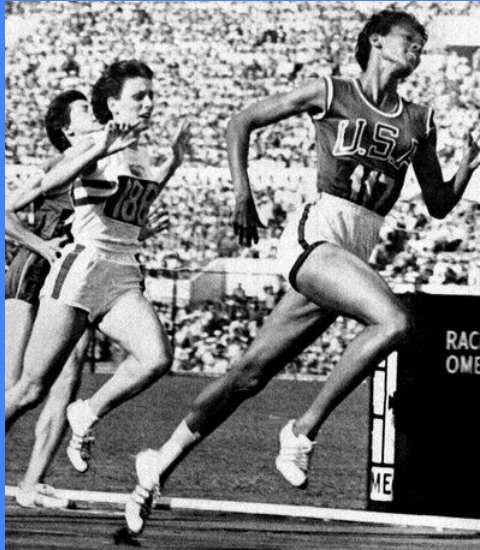


Women in Sports

1960s-1970s



Betty Friedan calls into question the happy housewife narrative (The Feminine Mystique, 1963)

“The problem lay buried, unspoken, for many years in the minds of American women. 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?’”



Women's Fight for Equality

(Birth of the modern Feminist Movement, late 1960s)

In the mid to late 1960s, women began forming groups dedicated to increasing awareness of women's situation in society: **National Organization for Women** (NOW), led by Betty Friedan, which advocated for issues like fair pay, equal job opportunities, a more realistic portrayal of women in the media, etc...



Women's Fight for Equality

(Birth of the modern Feminist Movement, late 1960s)

In 1968 feminists staged a highly publicized protest at the Ms. America pageant in Atlantic City. As part of their protest, women ditched what they deemed to be physical manifestations of women's oppression (bras, girdles, curlers, false eyelashes, women's magazines, etc.) in the "freedom trash can," refused press interviews with male reporters and boycotted pageant sponsors for helping to perpetuate a sexist image of womanhood.





Shirley Chisholm & the political fight

- In 1968, Chisholm became the first African-American woman elected to the U.S. Congress, representing NY's 12th congressional district from 1969 to 1983.
- In the 1972 presidential election, she became the first African-American candidate for a major party's nomination for President of the United States, and the first woman to run for the Democratic Party's presidential nomination.

READING: "Equal Rights for Women" speech, Washington, D.C., May 21, 1969

Mr. Speaker,

When a young woman graduates from college and starts looking for a job, she is likely to have a frustrating and even demeaning experience ahead of her. If she walks into an office for an interview, the first question she will be asked is, "Do you type?"

There is a calculated system of prejudice that lies unspoken behind that question. Why is it acceptable for women to be secretaries, librarians, and teachers, but totally unacceptable for them to be managers, administrators, doctors, lawyers, and Members of Congress?

The unspoken assumption is that women are different. They do not have executive ability, orderly minds, stability, leadership skills, and they are too emotional. There is very little understanding yet of the immorality involved in double pay scales and the classification of most of the better jobs as "for men only."

More than half of the population of the United States is female. But women occupy only 2% of the managerial positions. They have not even reached the level of tokenism yet. No women sit on the AFL-CIO council or Supreme Court. There have been only two women who have held Cabinet rank, and at present there are none. Only two women now hold ambassadorial rank in the diplomatic corps. In Congress, we are down to one Senator and 10 Representatives. Considering that there are about 3 1/2 million more women in the United States than men, this situation is outrageous.

"Equal Rights for Women" speech, Washington, D.C., May 21, 1969

It is true that part of the problem has been that women have not been aggressive in demanding their rights. But now there is an awareness of this situation particularly among the younger segment of the population.

As in the field of equal rights for blacks, Spanish-Americans, the Indians, and other groups, laws will not change such deep-seated problems overnight. But they can be used to provide protection for those who are most abused, and to begin the process of evolutionary change by compelling the insensitive majority to reexamine its unconscious attitudes.

It is for this reason that I wish to introduce today a proposal that has been before every Congress for the last 40 years and that sooner or later must become part of the basic law of the land - the **Equal Rights Amendment**.

It is obvious that discrimination exists. Women do not have the opportunities that men do. And women that do not conform to the system, who try to break with the accepted patterns, are stigmatized as odd and unfeminine. The fact is that a woman who aspires to be chairman of the board, or a Member of the House, does so for exactly the same reasons as any man. Basically, these are that she thinks she can do the job and she wants to try.

"Equal Rights for Women" speech, Washington, D.C., May 21, 1969

Women's Fight for Equality (The modern Feminist Movement, 1970s)



In 1970, the Women's Strike for Equality took place in more than 90 cities across the U.S.

In 1972, Congress approved passage of the Equal Rights Amendment (ERA). The law promised equal treatment for men and women in all spheres, not just employment. (Although the ERA was at first highly supported, it failed to gain ratification by the necessary number of states and was not added to the Constitution.)

Ms. magazine, first published in 1972 by Gloria Steinem, became enormously popular. Ms. was a publication edited by women that spoke to women's issues.

In 1973, Roe v. Wade struck down anti-abortion bans in 30 states.

Title IX



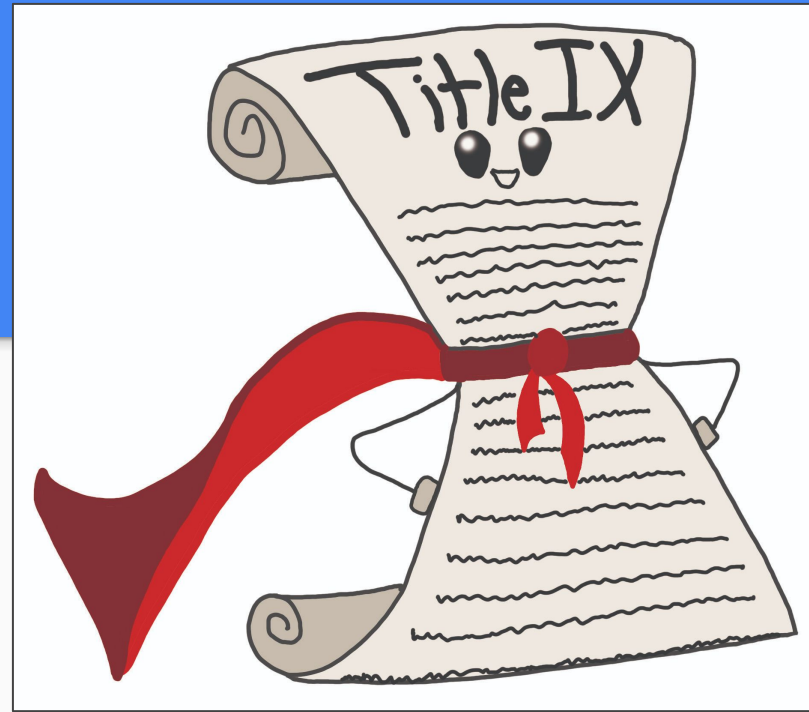
WHAT IS TITLE IX?

Title IX is a federal law, enacted in 1972, stating that no person on the basis of sex shall be “excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance.”

Title IX

Title IX forced all federally funded institutions (high schools, universities, etc.) to have equal funding spent on males and females in the classroom & on the playing field.

Title IX was designed to end sex discrimination in educational/sports programming & increase the amount of opportunities & participation for females in athletics.



In 1971-72, 294,015 girls participated in high school sports nation-wide, just 7% of the total. (In 2018, a record high of 3,415,306 girls participated in high school sports, making up a roughly 43% of the total number of high school athletes.)



Women's opportunities in sports have long been a reflection of & response to opportunities in society.

Case Study: Billie Jean King & the "Battle of the Sexes"



I have often been asked whether I am a women or an athlete. The question is absurd. Men are not asked that. I am an athlete. I am a women.

— *Billie Jean King* —

American Masters:
Billie Jean King

STOP HERE for today! We will finish the video/slideshow tomorrow in class.



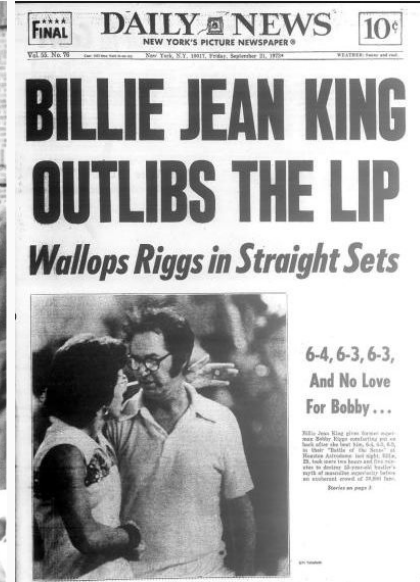
American Masters:
Billie Jean King

Case Study: Billie Jean King & the "Battle of the Sexes"

THIS DAY IN HISTORY

Sept. 20, 1973

Billie Jean King beats Bobby Riggs in the tennis "Battle of the Sexes." More than 30,000 people filled the Houston Astrodome, and 50 million watched on TV. The victory challenged skeptics who believed a woman could not beat a man in a sports competition, and King paved the way for a generation of female athletes.



Women's Tennis after Billie Jean King

Wimbledon, 2006

[READING: "Wimbledon Has
Sent Me a Message: I'm Only
a Second-Class Champion"](#)

