

## The Women's Liberation Movement

### Origins of the Modern Women's Liberation Movement

- I. Betty Freidan's *The Feminine Mystique* (start of what would become a larger women's movement)
- II. Civil Rights Laws of the 1960s
  - a. The 1963 Equal Pay Act and the 1964 Civil Rights Act both helped address some of the legal and economic inequalities women faced. What remained unaddressed were continuing social inequalities.
    - i. EXPLAIN

### Challenges

- I. In spite of the various civil rights laws, many employers ignored the law.
- II. Few women were able to find jobs other than as \_\_\_\_\_  
\_\_\_\_\_. Those who did earned less than men made at the same job.
- III. School history books failed to recognize women's role in shaping society. (In one 1972 textbook, only \_\_\_\_ of the \_\_\_\_ people mentioned were women.)
- IV. How did advertising and professions like being a secretary and airline stewardesses contribute to the challenges women faced?

*Women began forming groups dedicated to increasing awareness of women's situation in society.*

#### I. National Organization for Women (NOW)

- a. In 1966, a group of professional women, including Betty Friedan (became the organization's first president), formed the National Organization for Women (NOW).
  - i. Statement of Purpose: "The purpose of NOW is to take action to bring women into full participation in the mainstream of American society now, exercising all the privileges and responsibilities thereof in truly equal partnership with men." MEANING?
  - ii. Lobbied government, filed lawsuits, staged rallies and marches

## II. Women in Politics

### a. **Strike for Equality**

- i. What was its goal?
  
  
  
  
  
  
  
  
  
  
- ii. LIST one example of actions taken on that day to achieve that goal.

### b. **Equal Rights Amendment (ERA):**

- i. Promised \_\_\_\_\_ for men and women in all spheres, not just employment.
- ii. In 1972, Congress approved passage of the Equal Rights Amendment (ERA) to the Constitution. This amendment would make discrimination based on a person's sex illegal.
  1. Although the ERA was at first highly supported, it failed to gain ratification by the necessary number of states and was, therefore, not added to the Constitution.

### c. **Roe v. Wade (1973):** On March 3, 1970, attorneys Linda Coffee and Sarah Weddington challenged the ban on abortion in court. They represented a 23-year-old pregnant ticket seller named Norma McCorvey, who had been raped and wanted to end her pregnancy. McCorvey lived in TX, where state law prohibited abortion. To protect her privacy, McCorvey used the name Jane Roe in court.

- i. For two years the case worked its way through the courts.
- ii. On Jan. 22, 1973, the Supreme Court established a \_\_\_\_\_ based on her constitutional right to \_\_\_\_\_. The decision also identified the fetus as a "potential life," not a person. As such, the Court said it had no rights of its own.
- iii. *Roe v. Wade* struck down anti-abortion bans in \_\_\_\_\_ states.

## III. \_\_\_\_\_ Women in media

### a. ***Ms. magazine***

- i. *Ms.* magazine, first published in 1972 by Gloria Steinem, became enormously popular in the 1970s.
- ii. Unlike other women's magazines of the time which ran articles on beauty and housekeeping tips, *Ms.* covered topics like gender bias, sexual harassment, feminist protest of pornography, and political candidates' stances on women's issues.

### b. Women on television - HOW WAS TV REFLECTIVE OF THE CHANGING TIMES FOR WOMEN?

