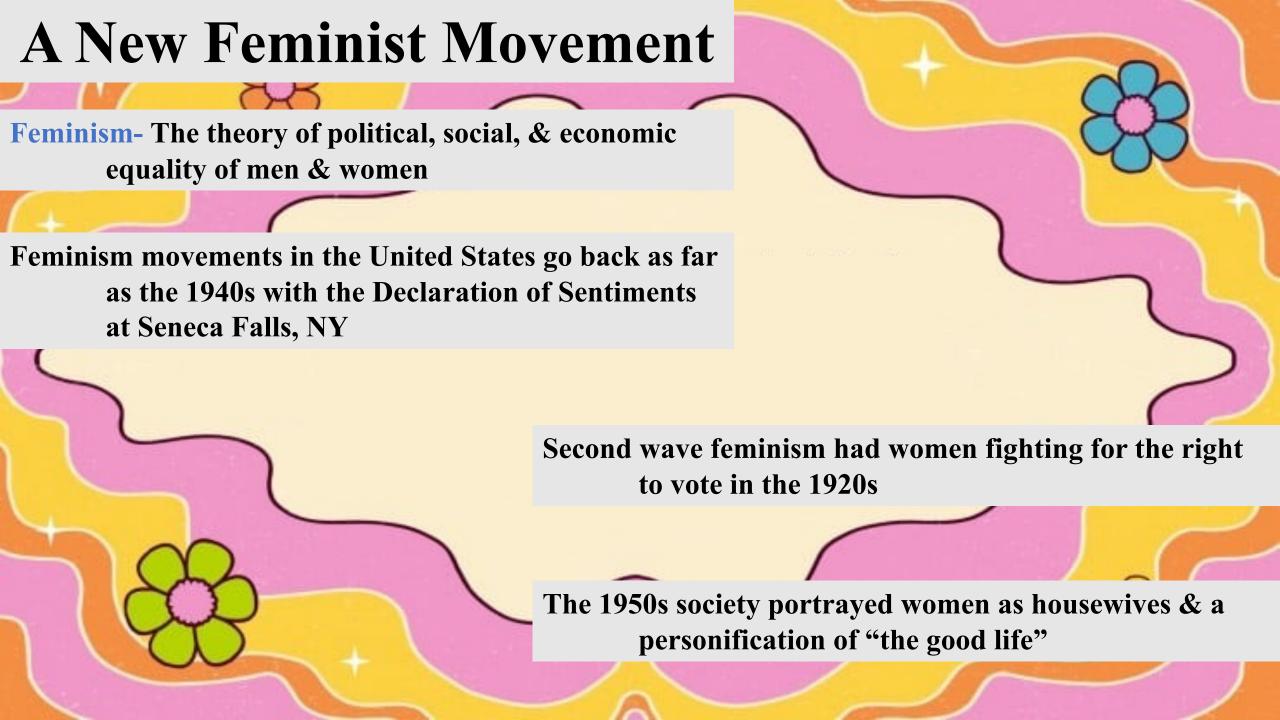
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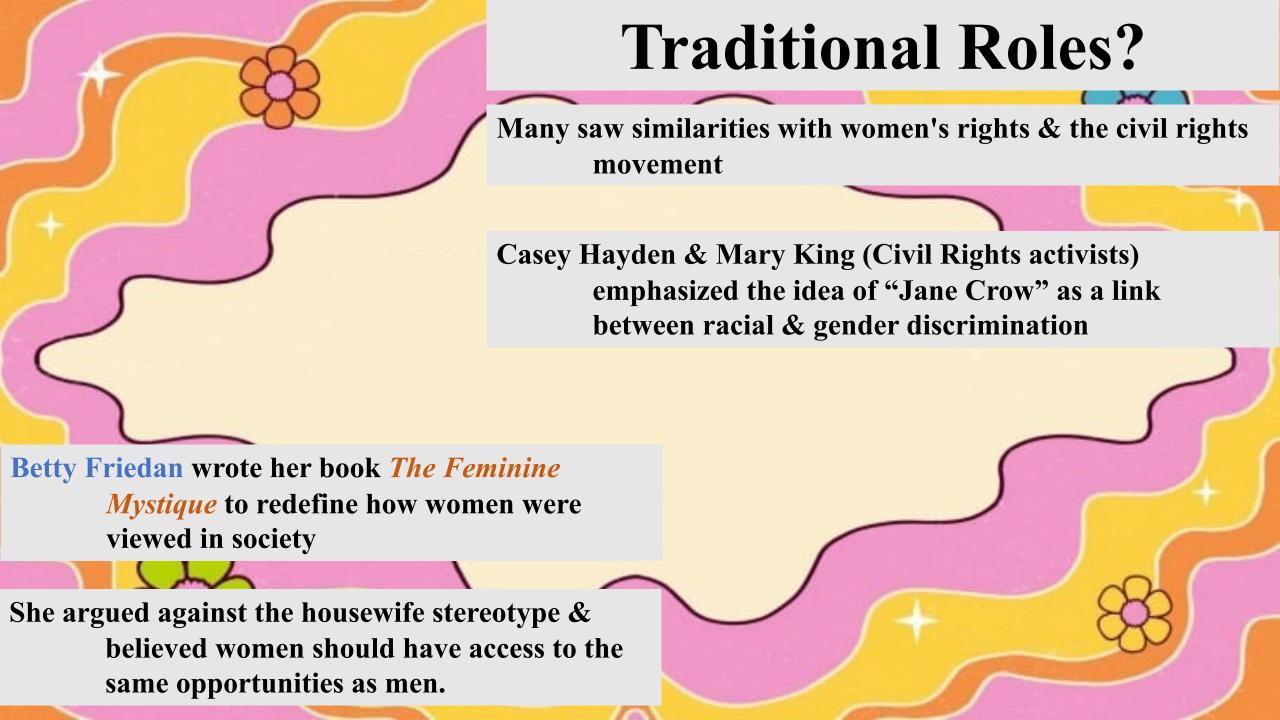
# The Women's Rights Movement

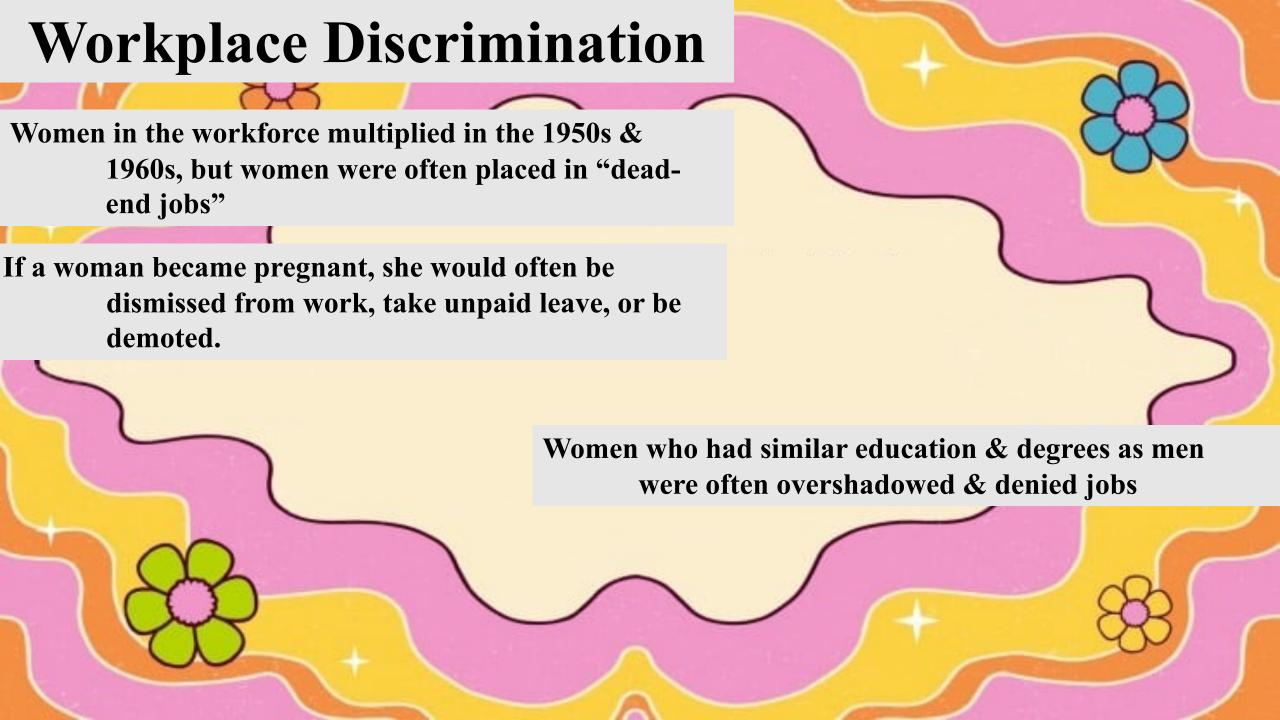


#### As a Young Historian, I will be able to...

- Analyze why a movement to expand women's political rights arose in the 1960s.
- Identify the goals and methods that political organizations used to promote women's rights.
- Assess the impact of the women's movement on American society.









## Women's Civil Rights

The National Organization for Women (NOW)- Organization to win true equality for women. Co-founded by Betty Freidan

NOW was formed to help enforce the Civil Rights Act of 1964, part of the act outlawed sex discrimination in employment

The organization would speak out against stereotypes of women in the media & called for more balance in marriages

The Equal Rights Amendment (ERA)- Amendment that would guarantee gender equality under the law

Some women saw *NOW* as too extreme, others argued it wasn't extreme enough



### Methods of the Movement

NOW also fought for reproductive rights, especially the right for an abortion, using legislation & working in the political systems

Some women would protest, rather then seek legislation, & sought to show society how women were trapped



In 1963, she went undercover as a *Playboy* bunny to reveal the humiliation women had to endure

In 1972 she co-founded the magazine *Ms*. To help promote feminism

