Phyllis Schlafly at a STOP ERA Rally
What explains Schlafly’s rise, and what were the effects of her movement on the feminists and liberals she opposed?
What explains Schlafly’s rise, and what were the effects of her movement on the feminists and liberals she opposed?

What explains the conservative movement’s rise, and what were its effects on American society and politics?
Section 1

The Rise of Conservatism
Barry Goldwater, Republican Presidential Nominee in 1964
Presidential Election of 1964
U.S. Presidents, 1969 to 2008

<table>
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<th>Republican</th>
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<td>Nixon</td>
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1. Spending on Government Programs

- Johnson: “The solution to these problems does not rest on a massive program in Washington, nor can it rely solely on the strained resources of local authority. They require us to create new concepts of cooperation, a creative federalism . . .”
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- Reagan: “Government is not the solution to our problem; government is the problem.”
- Clinton: “The era of big government is over.”
2. Civil Rights and Anti-Discrimination

- Johnson: Civil Rights Act of 1964
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- Willie Horton Ad (1988)
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- Johnson: Civil Rights Act of 1964
- Willie Horton Ad (1988)
- Reagan on race
3. Feminism and Gay Rights
Anita Bryant's Save Our Children campaign, 1977
Jerry Falwell on Cover of TIME, 1985
Section 2

Explaining the Rise of Conservatism
Possible Causes:

1. Paranoia and Resentment?
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2. Backlash against Radical Left?
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1. Paranoia and Resentment?
2. Backlash against Radical Left?
3. Something else . . . ?
Presidential Election of 1964
Integration at Central High School in Little Rock
[Historians’] first accounts of the rise of the Right sought to account for its support among white working-class voters, once thought to be the stalwart supporters of liberalism. In this narrative, the widespread support that liberalism had once enjoyed foundered in the late 1960s in response to the radicalism of the New Left. The rise of black power, the growing militancy of the antiwar movement, and the challenges of feminism and gay rights all provoked a sharp backlash from the mainstream of American society. The result was a shift to the right.

Historian Kim Phillips-Fein, 2011
Reagan on the Free Speech Movement at Berkeley

http://www.youtube.com/watch?v=QCr3nL78qWs
First Cover of National Review, 1955
A CHOICE
NOT AN ECHO

by Phyllis Schlafly

"the inside story of how American Presidents are chosen."
Earlier scholars had depicted the rightward movement of American politics as an angry reaction epitomized by the outbursts of the 1970s. The more recent body of work has challenged the idea of a backlash, instead emphasizing the extent to which conservatives organized a sustained, long-term attempt to realize their particular vision of American society.

▶ Historian Kim Phillips-Fein, 2011
Section 3

New Questions
Betty Friedan’s *The Feminine Mystique* (1963)