

FOR THE



**WE
DEMAND**

**EQUAL
RIGHTS
NOW!**



**Educator's
Guide**



FOR THE

Dear Educators,

2020 was a year unlike any other for so many reasons. Like the rest of the world, Poster House hit a hard stop in March with the arrival of the COVID-19 virus and the temporary closure of our museum.

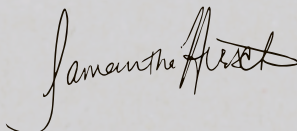
Despite this, we celebrated our first birthday in June 2020, very proud of the exhibitions and programming we have produced as well as the powerful work we have since launched in the virtual space.

During the Spring and Summer of 2020, the Education Department expanded its part-time staff, developed our first virtual offerings of online lesson plans, created educational social media posts, launched web-based activities, and began planning for virtual field trips and tours.

Our Education Department also created *Posters in Protest: An Educator's Guide*, an expansion of the museum's first exhibition sourced entirely from the permanent collection. That exhibition, *20/20 InSight: Posters from the 2017 Women's March*, explored the essential role of protest in American culture through posters collected from the 2017 Boston Women's March. Organized in direct response to the 2016 election of President Trump, nationwide women's marches reinforced the idea that protest is fundamental to the expression of our constitutional rights and freedoms. When Poster House collected and catalogued thousands of Women's March posters, the repetition of certain motifs in posters through generations of marches, rallies, and grassroots activism was evident. Today's demonstrators borrow and reinterpret iconography from poster history, building on the power of past movements to craft new meanings.

Posters in Protest: An Educator's Guide uses the posters both in our collection and from others to unpack the histories of social and cultural moments that standard American history classes often neglect or omit. The focus in this guide is on the five historical themes featured in *20/20 InSight*: Women's Rights are Human Rights, Black Lives Matter, No Human is Illegal, Science is Real, and Love is Love. Each theme references specific marches, with clear guidelines for inquiry, action, and intersections. Under the inquiry headings, thought-provoking questions and discussion topics encourage students to examine these historical events and issues more closely. Under the action headings, we describe concrete steps that students can take to get involved, and provide guidance on ways to approach difficult topics. Under the intersections headings, educators can find connections to their curricula and additional avenues for exploration. We encourage you to share these key components with your students before beginning this work in your classroom. We hope the guide will be helpful to you and your students.

Our team looks forward to finding out how you make this guide your own, and how you incorporate these resources into your classrooms. We also hope to welcome you to Poster House for a virtual or in-person tour of our current exhibitions in the near future.



Samantha Hirsch
Director of Education

Posters in Protest: An Educator's Guide was created in Spring/Summer 2020 by the Education Department.

The work in this guide is based on *20/20 InSight: Posters from the 2017 Women's March*, an exhibition curated by Poster House Collection's Manager Melissa Walker in 2019.

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**WOMEN'S
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ARE
HUMAN
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**WOMEN'S
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WOMEN'S RIGHTS ARE HUMAN RIGHTS



Women's Rights Are Human Rights, 2017, Narih Lee

The trajectory of the modern women's rights movement falls into three broad waves of feminist activism, each concerned with different aspects of the social and political roles of women.

The first wave (mid-19th through early-20th centuries) focused chiefly on women's right to vote. The second wave (1960s and '70s) addressed liberation from gender roles and the attainment of equal rights. The third wave (1990s) responded to earlier feminist movements, seeking to redefine established concepts of femininity and female identity.

As we explore American women's historic struggle for equality, however, we should also consider the unequal power dynamic that existed not only between men and women but also between women of different classes, races, and backgrounds. A fourth wave of feminism, defined by the use of social media and other internet tools as a means of mass engagement, reflects a new approach to issues surrounding women's empowerment and sexual assault, one that champions a much wider range of voices. Recently, participants in the Women's March drew attention to such intersectional issues as race, gender identity, religion, and sexual orientation in their signs, chants, and overall agenda, thereby highlighting historically underrepresented and silenced voices in the history of activism. By observing and analyzing the ways in which posters help to define political and social movements, we can begin to understand the roles of symbolism and imagery in both historical and contemporary contexts.



There must always
be a remedy for
wrong and injustice
if we only know
how to find it.

IDA B. WELLS
Founder of the National
Association for the Advancement
of Colored People (NAACP)

Inez Milholland Boissevain, wearing white cape, seated
on white horse at the National American Woman Suffrage
Association parade, March 3, 1913, Washington, D.C.

Library of Congress, Prints & Photographs Division

WOMEN'S SUFFRAGE MARCH

Mar 3, 1913

The first organized political march in Washington D.C. was planned by women fighting for the right to vote. They built floats, wore costumes, and were led by activist Inez Milholland (later Boissevain), a labor lawyer from New York, riding a white horse. U.S. conventions addressing women's rights date back to 1848, but this 1913 march initiated a seven-year fight that resulted in the Nineteenth Amendment prohibiting voter discrimination based on sex. While 2020 marks the one hundredth anniversary of American women's right to vote, it is important to remember that the United States is 244 years old.

INQUIRY

What do you think is the significance of the contrast between black and white in this image?

What power dynamics seem to be at play?

Why might this photo have been chosen to represent suffrage?

Who is absent from this photo?

ACTION

Create:

Prominent symbols, colors, and slogans for the late-19th century American suffrage movement appeared in all kinds of widely distributed media. The cookbook, for example, an object commonly used by many women at the time, became one of the popular vehicles for suffragist propaganda. The books incorporated pro-suffrage messages, and recipes like “Mother’s Election Cake,” “Suffrage Salad Dressing,” and “Pie for a Suffragist’s Doubtful Husband.” The cookbooks also raised money for the movement. Consider themes associated with a contemporary voting movement (mail-in voting, disenfranchisement, the two-party system, etc.).

- › Create a cookbook with recipes that might encourage readers to become more politically active. Include four to five recipes with images, and be sure to give your cookbook a creative title!

OR

- › Create a cookbook with “recipes” for activism. How could you share step-by-step ways for people to get active in their communities around issues that are important to them.

Research & Discuss:

Look up the different types of historic voter disenfranchisement in the United States.

- › How does voter disenfranchisement appear in modern politics? Give specific examples.

INTERSECTIONS

- › Disenfranchisement
- › Anna Julia Cooper
- › Gerrymandering
- › Social reform
- › Jim Crow laws
- › Eugenics

EQUAL RIGHTS AMENDMENT

1921–Present

Introduced for the first time in 1921, the Equal Rights Amendment (ERA) was presented in every congressional session between that year and 1972, when it was finally passed by the House and Senate. While the amendment's purpose was to guarantee equality between men and women, its journey to ratification ultimately devolved into a debate about gender roles. Politicians scared women by telling them that they would be drafted in times of war and that they might not receive alimony or gain custody of their children in a divorce. As of today, only 38 states have approved the Equal Rights Amendment.

A feminist
is anyone who
recognizes
the equality
and full
humanity of
women
and men.

—
GLORIA STEINEM
Feminist Journalist &
Social Political Activist



Raleigh News and Observer. Photographer Unknown.

INQUIRY

Who is present in this crowd?

Who is absent from this crowd?

What effect does the word “Yes” have under “ERA”?

Who are the subjects of the statement “Vote Them Out”?

ACTION

Research & Discuss:

Look into the many phases of the history of the ERA.

- › Who is currently protected/unprotected under the ERA?
- › Why do you think the ERA continues to be a point of contention for Americans?

Debate:

The ERA is a point of contention within American politics due to concerns relating to wartime, labor laws, and reproductive rights, among others.

- › Divide the room into two groups and have one side represent “Yes ERA” and the other represent “No ERA.” As each side writes down the arguments for their assigned position, have them consider the role Black, Indigenous, and People of Color (BIPOC) women play in the conversation.
 - » How are they and their rights and concerns represented?
In what ways do both sides ignore non-white women?
- › When both groups present their positions, they should mention the role of BIPOC women and then decide how these women can become part of the conversation within the contemporary women’s rights movement.

INTERSECTIONS

- › Working class
- › Progressivism
- › BIPOC (Black, Indigenous, People of Color)



A protester at an abortion rights rally
in Minnesota in May 2019, 2019, Laurie Scholl

If men could
get pregnant,
abortion
would be a
sacrament.

—
FLORYNCE KENNEDY
Lawyer & Political Activist

ABORTION SPEAK OUT

Mar 21, 1969

Before *Roe v. Wade* was passed in 1973, making abortion legal in the United States, each state had its own set of laws governing abortion. In March 1969, the Abortion Speak Out was organized to protest the predominantly male (and one nun) legislative hearing that was then reviewing the state laws of New York. In a downtown church, 12 women spoke openly about their abortions in front of a crowd of hundreds that had gathered, enraged that such a monumental decision was being made without input from women themselves. Abortion ultimately became legal in the United States in 1973, after an all-male Supreme Court ruled that women had the right to choose.

INQUIRY

What is the significance of the words “safe” and “legal” in this poster?

How would the message be different if this poster omitted the word “keep?”

What does the color pink symbolize here?

ACTION

Research & Discuss:

Investigate some of the imagery that has been used to promote legal abortion during the early and mid-20th century.

- › What are some of the main symbols and motifs that recur over time?
- › How have historic images associated with abortion remained relevant despite legal and social backlash?

Create:

The message in the poster is very direct, and the use of the color pink ties the poster to the symbolic wearing of pink “pussy” hats that unified protesters in the 2017 Women’s March. Research the color pink in fashion, media, and films of the 1960s to get an idea of how it has been used in the past.

- › Why is pink such a significant color in this context?

INTERSECTIONS

- › Reproductive justice/oppression
- › Welfare programs
- › Workplace healthcare
- › Redstockings

Feminist thinking teaches us all,
especially, how to love justice and
freedom in ways that foster and
affirm life.

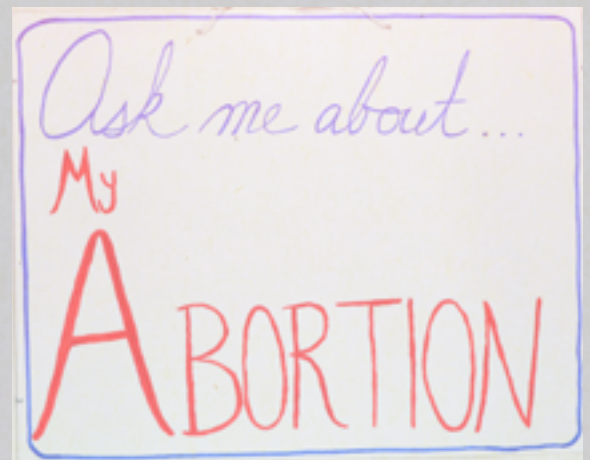
—
bell hooks
Author, Feminist, & Social Activist



MARCH FOR WOMEN'S LIVES

1986, 1989, 1992, 2004

The March for Women's Lives is an ongoing effort to rally support for women's reproductive freedom. The first march, sponsored by the National Organization for Women (NOW), was held in Washington, D.C. and attended by an estimated eighty thousand people. It was followed by three similar marches, including an ever-increasing number of protesters, and also intended to oppose encroachments on existing abortion laws.



March for Women's Lives 2004 in Washington D.C.
by Blake Patterson (Blakespot); licensed with CC BY 2.0

Ask Me About My Abortion, 2017, Poster House Collection

INQUIRY

Why would a woman want to share her abortion story?

In the discussion about women's reproductive rights, women's bodies often become "politicized"; this means that women's power over their own bodies and choices about them become controlled by the political views of others, often men.

- › How does this poster connect to this idea of the politicized female body?

How might you change this message to reflect the ways in which abortion affects women of every kind?

What does reproductive freedom mean to you?

ACTION

Research & Discuss:

Look up the definition of the word "politicized."

- › What does it mean for an issue to become politicized?
- › Think about the role of religion and the idea of separation between church and state. How has the topic of abortion become politicized in America since the 1970s?
- › Why do you think this topic has become increasingly more politicized?
- › What other issues have become politicized since the 1970s?

Create:

Many movies, songs, stage performances, novels, and poems refer to the topic of reproductive rights, motherhood, and the importance of a woman's ability to make choices about these matters.

- › Select an artistic work that highlights these issues and share it with others.
- › Write a short list of questions that you would like others to think through while they watch, listen, or read your chosen piece (or an important excerpt from it).

INTERSECTIONS

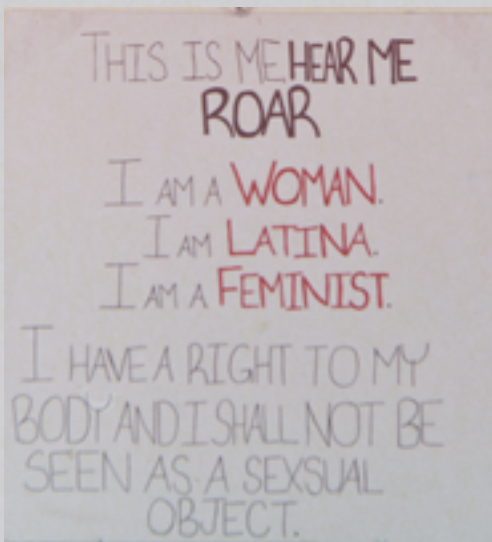
- › Eugenics
- › Medical neglect
- › Medical apartheid
- › Sexual assault
- › Female sexuality
- › Safer sex
- › Planned Parenthood

The point of feminism is you shouldn't have to be a man to be treated with equal respect.

—
KIMBERLE WILLIAMS CRENSHAW
Lawyer & Critical Race Theorist



The protester carries a cardboard sign reading "Respect All Women," 2020, T. Chick McClure



This is Me. Hear me Roar. I am a Woman. I am a Latina. I am a Feminist. I have a Right to My Body and I Shall Not Be Seen as a Sexual Object, 2017
Poster House Collection

#YESALLWOMEN 2014

In 2014, #YesAllWomen became a popular Twitter hashtag through which users shared experiences of misogyny and violence against women. Twitter has become a frequent place of protest, spawning other hashtags like #SayHerName (2015), raising awareness for Black female victims of police brutality and anti-Black violence in the United States; #ShoutYourAbortion (2015), highlighting stories expressed without shame or regret to destigmatize abortion; and #MeToo (2017), exposing sexual assault and harassment in the workplace, one that became especially well-known due to support from the entertainment industry. While in some cases social media can effectively and powerfully replace taking to the streets, it is also a compelling way to organize physical protests.

INQUIRY

What do you think is the most effective statement in this poster?

What is meant by the term “hear me roar”?

What is the effect of stating the person’s identity after “hear me roar”?

ACTION

Research & Discuss:

Find out who coined the term “intersectionality” in 1989, and explain its original use in the context of social-justice activism.

- › Why is this term so important to current discussions around activism and advocacy?

Commit:

Today, social media is widely used for political activism.

- › What does it mean to use social media effectively for political activism? How can you personally commit to using social media to advocate for women’s rights?

Listen:

Play Helen Reddy’s song “I am Woman” from 1971.

- › Which line do you find the most powerful? Why do you think this song remains important today?

INTERSECTIONS

› Misogynoir

› Sexual assault

› Womanism

› Identity politics

› Internet activism

**BLACK
LIVES
MATTER**

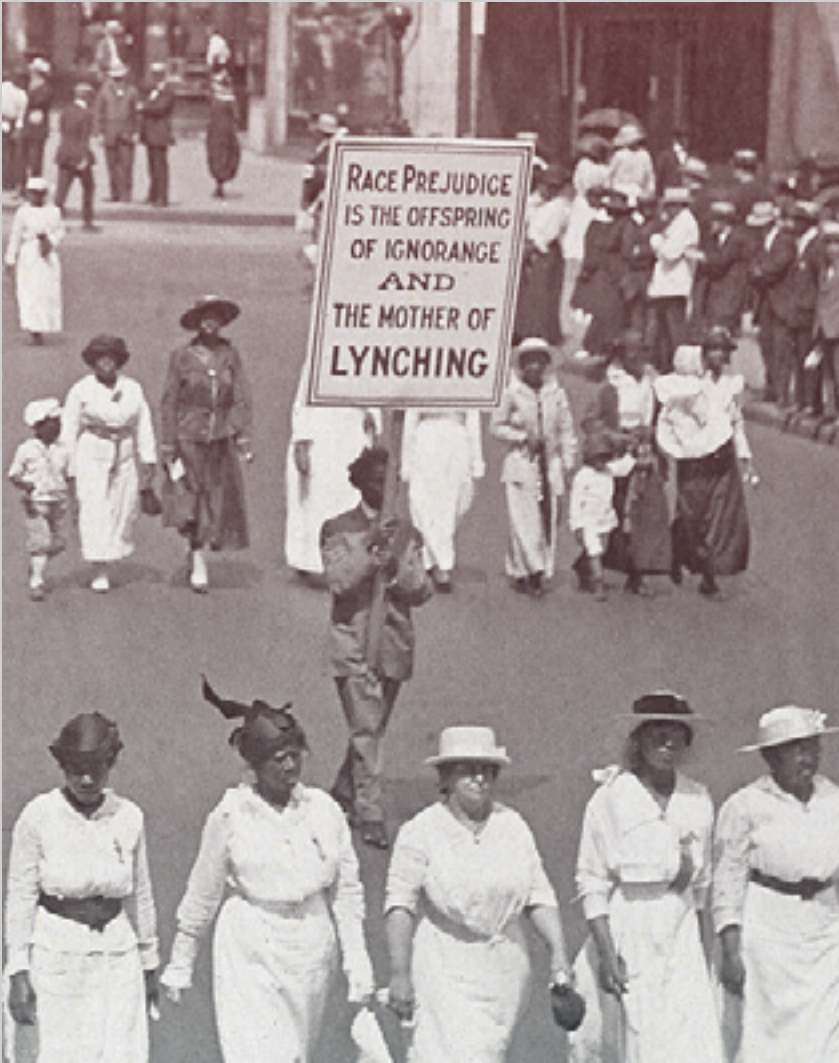


Black Lives Matter, 2020, Ian Nyugen from Pexels

BLACK LIVES MATTER

The United States bears deep scars from the historic and continued mistreatment of its own people.

Violent incidents spurred by hate and ignorance span its 244 years, each followed by a desperate call for change. Analyzing the ephemera from some of these protests may only show that change is by no means guaranteed and that we have a long way to go to achieve equality. The year 2020 began with the murders of George Floyd, Breonna Taylor, Ahmaud Arbery, and countless others—the chanting of “Black Lives Matter” (BLM) through the streets reflects an awareness of a long and painful history.



We march
because
we deem it
a crime
to be silent
in the face
of such
barbaric acts.

—
Chant from The Negro
Silent Protest Parade

THE NEGRO SILENT PROTEST PARADE

Jul 28, 1917

In July 1917, in reaction to a wave of violence against Black people in the South, National Association for the Advancement of Colored People (NAACP) leaders James Weldon Johnson and W.E.B. DuBois created a committee to lead a protest parade. Eighty-five years earlier, in the wake of Nat Turner's Rebellion, freed Black people in the South had been prohibited from congregating in large groups. Despite this, at the Negro Silent Protest Parade, ten thousand Black women, children, and men silently marched down New York City's Fifth Avenue to protest violence against Black people and demand anti-lynching legislation.



Photographs of Prominent African Americans

James Weldon Johnson Collection in the Yale Collection of
American Literature, Beinecke Rare Book and Manuscript Library

NEGRO SILENT PROTEST PARADE

124 WEST 134th STREET, N. Y.

REV. HUTCHENS C. BISHOP, D. D., Pastor

REV. CHAS. D. MARTIN, D. D., Secretary
124 West 134th St., N. Y.

To The People of African Descent:

July 19th, 1917

Dear Friend:

There will be 10,000 Negroes in line at 1 o'clock Saturday, July 28th, on 59th St. and Fifth Ave. to 23rd Street and Madison Square where the procession will end.

WHERE TO ASSEMBLE

The Children of the various Sunday Schools, Public Schools and Families will assemble on 57th St. between 5th and 6th Aves, the WOMEN on 56th St. and MEN on 55th west of Fifth Ave. We must assemble not later than 12 o'clock.

ORDER OF MARCH

The Children will lead the parade followed by the Women in white, while the Men will bring up the rear. The laborer, the professional man — all classes of the Race — will march on foot to the beating of muffled drums. The native born, the foreign born, united by the ties of blood and color, all owing allegiance to the Mother of races will parade silently with the flags of America, England, Haiti and Liberia.

YOU MUST BE IN LINE

WHY DO WE MARCH?

We march because by the Grace of God and the force of truth, the dangerous, hampering walls of prejudice and inhuman injustices must fall.

We march because we want to make impossible a repetition of Waco, Memphis and East St. Louis, by raising the conscience of the country and bring the murderers of our brothers, sisters and innocent children to justice.

We march because we deem it a crime to be silent in the face of such barbaric acts.

We march because we are thoroughly opposed to Jim-crow Cars etc., Segregation, Discrimination, Disfranchisement, LYNCHING and the host of evils that are forced on us. It is time that the Spirit of Christ should be manifested in the making and execution of laws.

We march because we want our children to live in a better land and enjoy fairer conditions than have fallen to our lot.

We march in memory of our butchered dead, the massacre of the honest toilers who were removing the encroach of business and thriftlessness buried in the crime race. They died to prove our worthiness to live. We live in spite of death shadowing us and ours. We prosper in the face of the most unwarranted and flagrant oppression.

We march because the growing consciousness and solidarity of race coupled with science and discrimination have made us one: a union that may never be dissolved in spite of shallow-brained agitators, scheming pundits and political tricksters who secure a fleeting popularity and uncertain financial support, by promoting the division of a people who ought to consider themselves as one.

Be in line on Saturday and show that you have not become callous to the sorrows of your race. May God bless you and every parader.

Yours in righteous indignation,

REV. CHAS. MARTIN, D.D.

MEMORANDUM FOR N. A. A. C. P. BRANCHES

MOTTOES USED IN THE NEGRO SILENT PROTEST PARADE, NEW YORK.

Memphis and Waco—Centers of American Culture?

Make America safe for Democracy.

Taxation without representation is tyranny.

Thou shalt not kill.

Thou shalt not bear false witness against thy neighbor.

We hold these truths to be self-evident that all men are created equal. That they are endowed by their Creator with certain unalienable rights. That among those are LIFE, LIBERTY and the pursuit of HAPPINESS.

If you are of African descent tear off this corner.

America has lynched without trial 2,867 Negroes in 31 years and not a single murderer has suffered.

200,000 Black men fought for your liberty in the Civil War.

The first blood for American Independence was shed by a Negro—Crispus Attucks.

We have fought for the liberty of white Americans in six wars; our reward is East St. Louis.

12,000 of us fought with Jackson at New Orleans.

We fought with Perry at Lake Erie.

10,000 of us fought in the Spanish-American War.

From Bunker Hill to Carrizal we have done our bit.

The world owes no man a living, but every man an opportunity to earn a living.

We are maligned as lazy, and murdered when we work.

We are excluded from the unions and condemned for not joining them.

3,000 Negroes fought for American Independence under George Washington.

We helped to plant the flag in every American Dominion.

Thirty-four Negroes have received Carnegie hero medals.

Our music is the only American music.

So treat us that we may love our country.

India is abolishing caste; America is adopting it.

Race prejudice is the offspring of ignorance and the mother of lynching.

If fault is to be found with color, blame God and yourselves.

Patriotism and loyalty presuppose protection and liberty.

We have 1,000,000 farmers.

We have 30,000 carpenters.

We have 30,000 clergymen.

We have 12,000 brick and stone masons.

We have 30,000 teachers.

We have 3,000 physicians.

We own 250,000 farms with 20,000,000 acres of land worth \$500,000,000.

We have Church property worth \$76,000,000.

A square deal for every man.—T. R.

The Negro has never betrayed the flag, attempted to assassinate the President or any official of this government.

We have 60,000 iron and steel workers.

We have 20,000 slaughter and packing house operators.

Your hands are full of blood.

Mothers, do lynchings go to heaven?

Image of Flyer provided by the National Humanities Center

INQUIRY

What was the significance of naming this event the “Negro” Silent Protest Parade? What is the historic context of the word “negro” in relation to Black people in the United States? What is the current context of using the word “negro” in the United States?

What are the most notable things about the poster boards and placards used in the Silent Protest Parade?

From the photographs, how does the Silent Protest Parade seem to compare to present-day BLM protests?

- › What is similar?
- › What is different?
- › What techniques were used by the Silent Protest marchers from which today’s protesters might learn?

Consider the clothing of the protesters in this parade. How does it reinforce their message?

ACTION

Create:

Review the leaflet published by the NAACP for the Silent Protest Parade.

- › Pick a protest and/or cause that you feel passionate about and create a leaflet that outlines the specific issues and demands of that protest and/or cause.

Research & Discuss:

Taking into account the visual uniformity of the Silent Protest Parade, outline a protest of your choosing with a dress code, a poster/placard style guide, and a parade arrangement, giving a reason for each choice. Afterwards, weigh the pros and cons of having such strict uniformity.

- › Why do you think the organizers reference Lady Macbeth in the leaflet when they mention the violence of white women?

INTERSECTIONS

- › Jim Crow Laws
- › White feminism

- › Ida B. Wells
- › NAACP



Alabama Department of Archives and History

Stand for
something or
you will fall
for anything.

Today's
mighty oak is
yesterday's nut
that held
its ground.

—
ROSA PARKS
Activist



Black residents walking, Montgomery Bus Boycott, 1955,
Don Cravens, Time Life from Getty Images.

MONTGOMERY BUS BOYCOTT 1955–56

The Montgomery Bus Boycott was a collective, coordinated act of protest against segregated seating on the city's buses, and ultimately against the entire system of segregation in the South. Despite what many of the standard textbooks say, Rosa Parks—the face of the boycott—was not merely a tired seamstress. She was a trained activist, and the Montgomery Bus Boycott was neither her first protest nor her last. After her refusal to give up her seat to a white man, and her subsequent arrest and fine, the Black community rallied around her. The boycott ultimately convinced the U.S. Supreme Court to order the integration of the bus system throughout the nation; it also represents a defining moment in the establishment of the civil rights movement, which would be led by one of the organizers of the boycott, Martin Luther King, Jr.

INQUIRY

How effective is the pairing of a handwritten title with newsprint in this poster?

- › Do you think this contrast between newsprint and handwriting was intentional?

Looking at the photograph, what do you notice about the people depicted?

How did this boycott encourage community action and togetherness?

How might you effectively convey a message to a lot of different people through a poster or flyer?

ACTION

Write:

Read the newsprint in this poster.

- › Pick a protest and/or cause that is important to you. Write two paragraphs outlining what your choice of protest and/or cause is about, and why it is important for others to join.

Research & Discuss

Take a look at the photograph of protesters walking because they have boycotted the bus system.

- › Now imagine boycotting something that is both necessary in your life and that you believe needs to be changed.
 - ›› How would your life be affected by this? Would the inconvenience be worth the possibility of change?

INTERSECTIONS

- › Jim Crow laws
- › Rosa Parks

- › Jo Ann Robinson
- › Civil rights movement
- › Long civil rights movement



MARCH ON WASHINGTON FOR JOBS AND FREEDOM

Aug 28, 1963

In 1941, A. Philip Randolph planned a fifty-thousand-person march on Washington to protest discriminatory hiring in the American war industries. While the march did not take place, conversations with President Roosevelt the day before the intended event resulted in the Fair Employment Act of June 25, 1941. In 1963, Randolph helped organize another march—the March on Washington for Jobs and Freedom. Attended by an estimated 250,000 people, the urgency of this march was escalated by a series of violent clashes in the South between police, non-violent protesters, and other citizens. At the march, groups like the United Auto Workers (UAW) provided posters for protesters, who listened to performances and talks, including Dr. Martin Luther King, Jr.'s famous “I Have A Dream” speech, in which he called for an end to racism.

We march today
for jobs and freedom,
but we have nothing
to be proud of.

For hundreds and
thousands of our
brothers are not here.
For they are receiving
starvation wages,
or no wages at all.

JOHN LEWIS
U.S. State Representative

Civil rights march on Washington, D.C. / [WKL].* Original black and white negative by Warren K. Leffler. Taken August 28th, 1963, Washington D.C., United States. Colorized by Jordan J. Lloyd. Library of Congress Prints and Photographs Division Washington, D.C. 20540 USA <https://www.loc.gov/pictures/item/2003654393/>

INQUIRY

Look carefully at the posters in this photograph of the March on Washington for Jobs and Freedom.

- › What were people demanding as they marched?
- › What is the connection between jobs and freedom?
- › Why do you think protest coordinators created a march for these combined causes?

ACTION

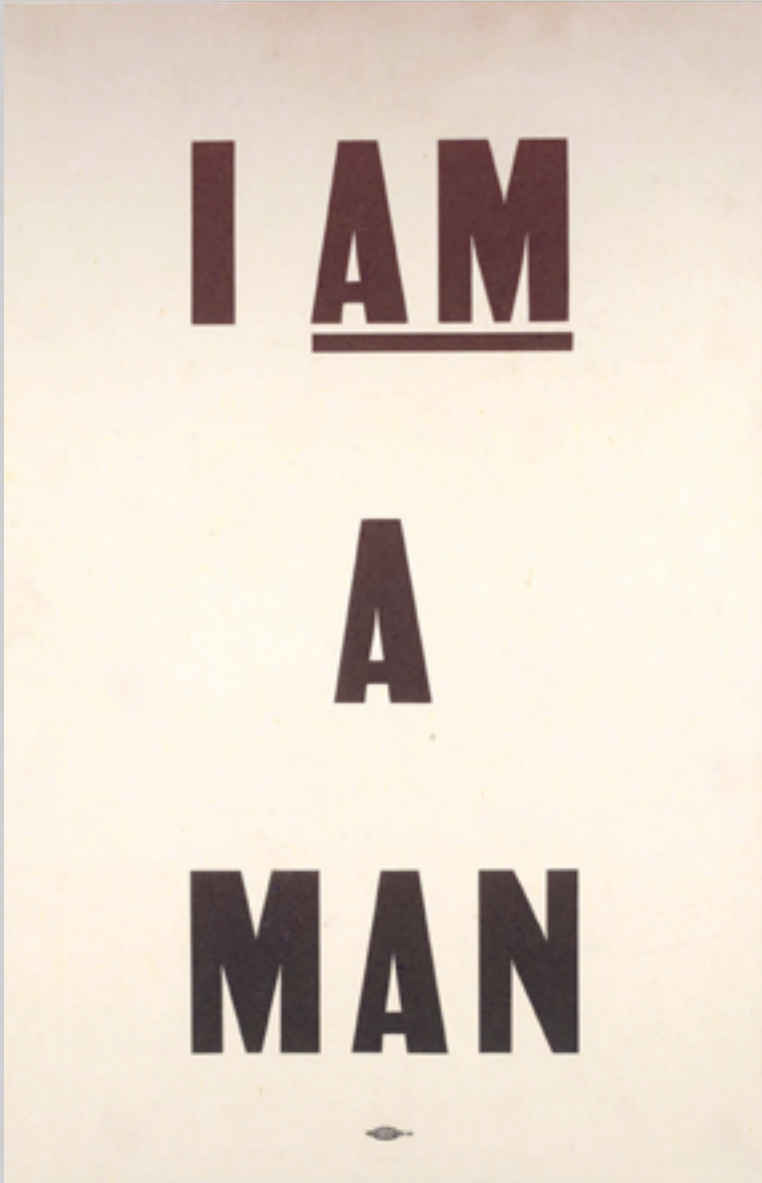
Create:

Read over at least one of the speeches given at the March on Washington. As you do, use a black marker to “black out” (cross out) all but the most essential 10–20 words. On a separate piece of paper, write out these essential words, adding only conjunctions (and, but, if), pronouns (she, it, this), and prepositions (on, after, for) to create a poem.

- › Here are some of the March on Washington speakers whose speeches you might consider:
 - » Roy Wilkins
 - » John Lewis
 - » Dr. Martin Luther King, Jr.
 - » A. Philip Randolph
 - » Walter Reuther

INTERSECTIONS

- › Negro spirituals
- › The Student Nonviolent Coordinating Committee (SNCC)
- › Police brutality
- › Civil Rights Act of 1964
- › Voting Rights Act of 1965
- › Equal Employment Opportunity Commission
- › Civil rights movement
- › Long civil rights movement
- › Labor unions
- › Jim Crow laws



I am a man broadside,
ca. April 4, 1968.
Collection of the Smithsonian
National Museum of African
American History and Culture,
Gift of Arthur J. "Bud" Schmidt

All labor that uplifts
humanity has dignity
and importance
and should be
undertaken with
painstaking excellence.

DR. MARTIN LUTHER KING, JR.
Civil Rights Leader

MEMPHIS SANITATION STRIKE

Feb–Apr, 1968

After two of their colleagues were crushed to death by a faulty garbage truck, sanitation workers created a labor union to strike for improved working conditions and wage increases. Using non-violent civil disobedience, the protesters found themselves in an increasingly volatile atmosphere. The violence culminated in the assassination of Dr. Martin Luther King, Jr. on April 4; he had been in support of the strike and had spoken in Memphis the day before his death. The protest continued after his death and ultimately resulted in recognition of the sanitation workers' union, wage increases, and improved working conditions.

INQUIRY

The *I Am A Man* poster was originally designed for the Memphis Sanitation Strike.

- › Why do you think protesters chose the words “I AM A MAN?”
- › What do you notice about the poster’s lettering?
- › Why do you think the poster designers chose not to include images?
- › Why do you think this poster has been reused and referenced in present-day protests and activist imagery?

ACTION

Watch:

Check out this short episode of *Great Big Story* called “Am I a Man?,” featuring insights from social justice activist and attorney Bryan Stevenson, visual art by Hank Willis Thomas, and movement art by Jon Boogz and Lil Buck:

<https://bit.ly/2Tw6gow>

- › Which part of the video did you find most powerful (words, art, or movement) and why?

Research & Discuss:

Examine Dr. Martin Luther King, Jr.’s “I’ve been to the mountaintop” speech.

- › Discuss with a partner how his ideas relate to those of current protest movements you have learned about or experienced.

INTERSECTIONS

- › Poor People’s Campaign
- › NAACP
- › Hank Willis Thomas
- › Glenn Ligon
- › 1968 New York City garbage strike

For us, #BlackLivesMatter is really a re-humanization project. It's a way for us to love each other again, to love ourselves, and to project that love into the world so that we can transform it.

—
ALICIA GARZA
Co-founder of Black Lives Matter



Protester Holding a Sign in NYC for Black Lives Matter, Life Matters from Pexels

BLACK LIVES MATTER

2013–Present

In response to the acquittal of George Zimmerman, who fatally shot unarmed Black high-school student Trayvon Martin in 2012 as he was on his way to visit relatives, three women—Alicia Garza, Patrisse Cullors, and Opal Tometi—created a political movement using the Twitter hashtag #BlackLivesMatter (BLM). This online hashtag turned into physical protest after Michael Brown, another Black teenager, was fatally shot while trying to surrender to the police in Ferguson, MO in 2014. Using the hashtag as an organizing tool, BLM organized a bus filled with protesters called the Black Lives Matter Ride—a term echoing the Freedom Rides of the civil rights movement. With a global network of more than 40 chapters, BLM continues to speak out against police killings of Black people and to address such related issues as racial profiling, police brutality, and racial inequality in the United States criminal justice system.

INQUIRY

What is the significance of the words “I Can’t Breathe” in relation to the Black Lives Matter movement?

Why do you think these words have become an unofficial battle cry for the Black Lives Matter movement?

What is the significance of using cardboard and spray paint to create posters?

- › How does this differ from traditional methods of making posters?

ACTION

Watch:

It is important to give credit to those working toward a better world.

- › Watch this interview with the founders of Black Lives Matter | Alicia Garza, Patrisse Cullors, Opal Tometi
<https://bit.ly/3wrgFk0>

Research & Discuss:

Go to the BLM website (<https://blacklivesmatter.com>) and find the “What We Believe” section.

- › What was the Ten Point Program of:
 - ›› The Black Panther Party
 - ›› The Young Lords Party
- › How is BLM’s “What We Believe” section similar to the Ten-Point Programs of both organizations?

Graffiti culture became prominent in New York City during the 1970s, and gradually gained widespread popularity.

- › How is graffiti used today as a tool for art activism?
- › Why do you think graffiti is so powerful politically and culturally?

INTERSECTIONS

- › The Black Panther Party
- › The Young Lords Party
- › The Combahee River Collective
- › Black queer identity
- › Womanism/Black Feminism
- › Anna Julia Cooper

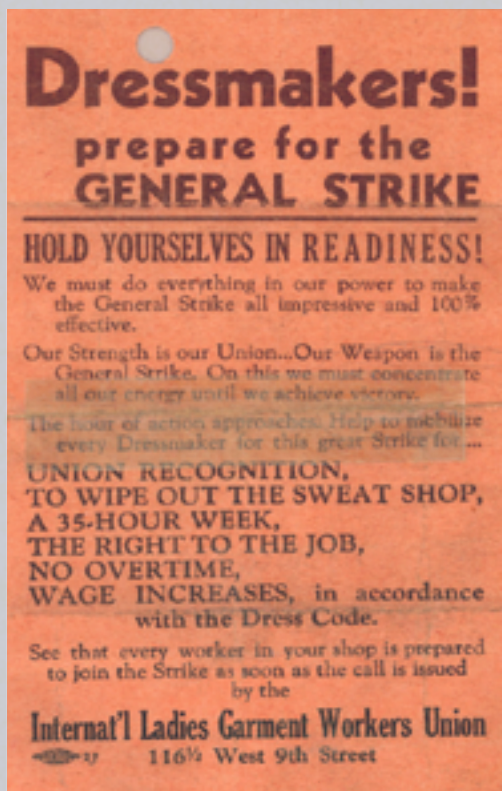
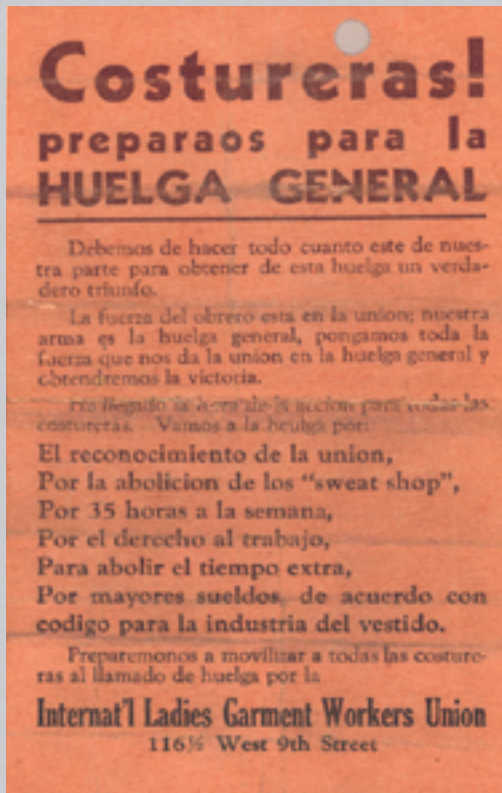
**NO HUMAN
IS ILLEGAL**



Mari Arneson for the Immigrant Law Center of Minnesota (ILCM), taken at an International Workers Day march in May, 2019.

The United States is home to more immigrants than any other country in the world.

Millions of people currently living in the U.S. were born elsewhere, with immigrants from every single nation represented. The country's treatment of immigrants, however, has been a continued subject of debate. Despite decades of strikes, boycotts, marches, and protests in support of immigrants' rights, the number of new immigrant arrivals has fallen, deportation rates have risen, refugee admissions have been reduced, and various forms of legal immigration are under attack. Here are some of the movements, protests, posters, and placards through which activists have advocated for more equitable treatment of immigrants in this country.



Courtesy of the National Archives, Riverside

LOS ANGELES GARMENT WORKERS STRIKE OF 1933

Oct–Nov, 1933

The International Ladies' Garment Workers' Union (ILGWU) was one of the largest labor unions in the United States and one of the first U.S. unions to have a primarily female membership. It was also a key player in the labor history of the early 20th century. A notable moment for the union occurred in 1933, when two of its members—Rose Pesotta and Anita Andrade Castro—led a successful strike that resulted in increased wages and safer working conditions for the mostly undocumented Mexican workers employed in Los Angeles garment factories (This is not to be confused with the larger ILGWU strike earlier that year in New York City).

It is also important to note that ILGWU sent Rose Pesotta, a white woman, from the organization's New York City headquarters to Los Angeles to organize the Mexican female workers, believing that they could not organize on their own. The ILGWU was partly motivated in this by a desire to increase its West Coast membership, and felt the Mexican women could be fundamental to its efforts to expand its role outside the East Coast. The ILGWU had previously only supported white garment workers.

I may be unschooled
but I will not be ignorant.

CLARA LEMLICH
Leader of the Women's
Labor Movement

INQUIRY

What do you feel is the most effective or persuasive part of this bill/leaflet, and why?

Have you ever seen a strike take place? What did it look like? What was it for?

If you were to strike about one issue in your life, what would it be, and why?

ACTION

Debate:

Unions are organized groups of workers who join forces to make decisions about conditions affecting their work. Right now, unions are controversial and many are under attack.

- › Research the kinds of unions that exist today in the United States and weigh their pros and cons. Stage a debate on the value of unions.

Advocate:

Look into whether or not your school has a student union.

- › If so, what initiatives do they handle and on what issues do they focus? Think of one additional task you would like them to take on, and let them know. If your school does not have a student union, consider as a class what it would take to start one.

INTERSECTIONS

- › Women's rights are human rights
- › UNITE HERE
- › Immigration and Naturalization Service (pre-ICE)
- › Triangle Shirtwaist Factory fire of 1911
- › Labor activism
- › Hunger strikes
- › Emergency Quota Act of 1921



Photographer Unknown. Courtesy of UFW Archives

DELANO GRAPE STRIKE

1965–70

You are never
strong enough
that you don't
need help.

CESAR CHAVEZ
Labor Leader

American farmers have long hired undocumented labor. Despite laws intended to enforce proper treatment and fair wages for workers brought in from other countries, such workers have remained at a perpetual disadvantage. The United Farm Workers Organizing Committee (now The United Farm Workers of America) is a union that was formed through the merger of the primarily Filipino Agricultural Workers Organizing Committee and the largely Mexican National Farm Workers Association in 1966. This merger was the result of collaboration between leaders of the two workers' rights organizations, Larry Itliong, Dolores Huerta, and Cesar Chavez, who protested side by side during the five-year Delano Grape Strike. This unified effort improved working conditions and wages for the largely immigrant worker community and established a union that continues to advocate for undocumented farm laborers today.

INQUIRY

What do you think is the most striking element of this photograph?

What is effective about the poster within the photograph?

If you could add an image to the poster within the photograph, what would you add and why?

ACTION

Watch:

View the film *Cesar Chavez*.

- › Discuss the pros and cons of Cesar Chavez's ideology and work.

Research:

In the United States, we are often far removed from the sources of our food.

- › Think of your favorite food and research its production, from where the ingredients are grown to how it is processed and delivered to stores or restaurants. Is there anything controversial about your favorite food? Consider the labor needed to produce it, its environmental impact, and more.

INTERSECTIONS

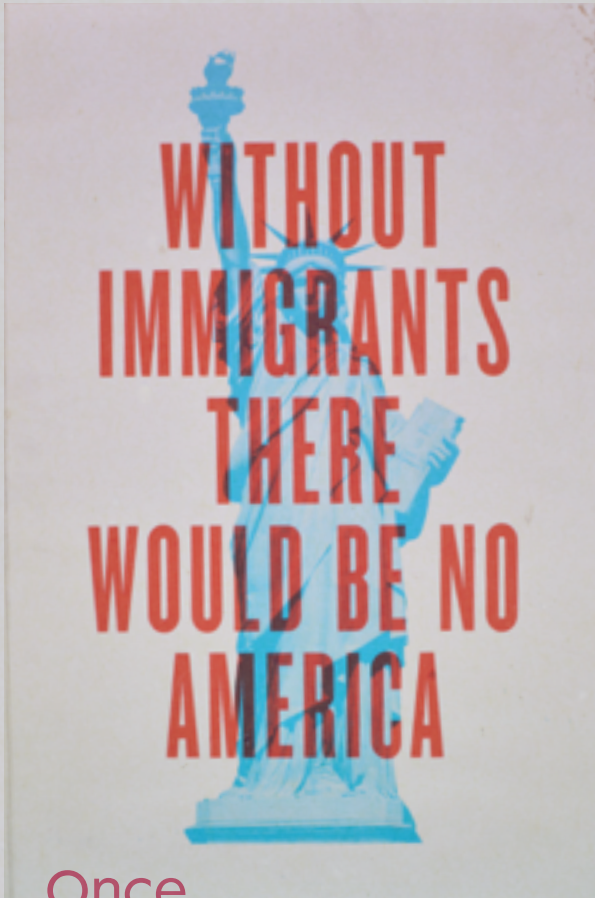
› Labor unions

› Cesar Chavez

› The Darigold Dozen

› The Bracero program

› Living wages



Without Immigrants, There Would Be No America, 2017
Poster House Collection

DAY WITHOUT AN IMMIGRANT

May 1, 2006

Coinciding with May Day, the Day Without an Immigrant (also known as the Great American Boycott) was a one-day boycott of schools and businesses by immigrants in the United States. Participants were encouraged not to buy, sell, work, or attend school, to demonstrate how many undocumented people are in the country and how essential they are to its daily operations. The corresponding rallies called for general amnesty and legalization programs for undocumented workers.

Once I thought to write a history of the immigrants in America. Then I discovered that the immigrants were American history.

— OSCAR HANDLIN
Historian



Immigrants Make America Great, 2016
Nitish Meena from Unsplash

INQUIRY

When President Trump was elected in 2016 —a full decade after the Day Without an Immigrant— women’s marches broke out across the nation. One of the many highlighted issues of the marches was the continued need for stronger protections for undocumented immigrants. This poster is from the Boston’s Women’s March from that year.

- › What do the poster’s words mean?
- › Why did the designer incorporate an image of the Statue of Liberty?

Where are your parents, grandparents, or ancestors from?

Why is it important to allow immigrants into the United States?

ACTION

Watch:

Check out this rap:
The Hamilton Mixtape,
“Immigrants (We Get
The Job Done)”
<https://bit.ly/3gEHPNw>

- › What is the message?

Interview:

Many people living in
the United States are
descendants of immigrants.

- › Interview your family to
find out where your
ancestors came from.

Research & Discuss:

Look into the many
ways your life is enhanced
by the hard work of
immigrants.

- › Discuss the ways
immigrants benefit the
United States.

INTERSECTIONS

- › International Workers’ Day
- › *A Day Without a Mexican* (film)
- › Grassroots activism
- › May Day
- › SB1070 (Arizona)
- › Deferred Action for Childhood Arrivals (DACA)

I am heartbroken that America is turning its back on a proud history of welcoming refugees and immigrants—the people who helped build your country, ready to work hard in exchange for a fair chance at a new life.

—
MALALA YOUSAFZAI
Activist



MUSLIM BAN PROTESTS

Jan/Feb 2017

On January 27, 2017, President Trump signed an executive order—dubbed the “Muslim Ban”—that suspended the admission of all refugees entering the United States for 120 days, with an indefinite block for Syrian refugees. The order also barred citizens from Iran, Iraq, Libya, Sudan, Syria, and Yemen from entering the U.S. Almost two thousand protesters rushed to airports in New York City, with many other citizens from other cities joining them in the subsequent months. The order was pushed through the judicial system—even with legal obstacles in its path—until it finally reached the Supreme Court, where a slightly modified version of the ban was upheld.

Artwork by Shepard Fairey for Amplifier.org

INQUIRY

While this poster was not specifically designed for the “Muslim Ban” protests, many people who attended carried the image. Why?

How is the message of the poster impacted by the American-flag hijab of Munira Ahmed, a Bangladeshi-American who took part in the Washington, D.C. protest against the new Trump presidency in January 2017? How would the message change if the hijab was a solid color?

This poster is controversial. What issues might the appropriation of the American flag raise?

Does this image relate to your own identity in some way, and how does it make you feel?

ACTION

Research & Discuss:

The ACLU is one of the preeminent organizations that fights for people’s civil liberties.

- › Review this timeline of the Muslim Ban created by the ACLU: <https://bit.ly/3gukz6m>
 - » What do you find most striking?

- › Navigate around the ACLU’s website to find out which initiatives they are currently promoting.
 - » What’s one cause they focus on that you find especially important, and why?

INTERSECTIONS

- › Shepard Fairey
- › Munira Ahmed
- › The Amplifier Foundation
- › Intersectionality
- › The U.S. Constitution: Preamble
- › Executive Order 13769
- › Cordoba Initiative

FAMILIES BELONG TOGETHER

FAMILIESBELONGTOGETHER.ORG
#FAMILIESBELONGTOGETHER

We're here to fight for our families to be free, to fight for the ability of our kids to be with their parents—not in cages, not in prison, but able to live their lives free, safe and secure.

—
PRAMILA JAYAPAL
Congresswoman

from FamiliesBelongTogether.org

FAMILIES BELONG TOGETHER PROTESTS

Jun 2018

Families Belong Together is a grassroots organization formed in response to the government's expanded focus on immigration into the United States from its southern border, and the separation of children from their families. In 2018, Families Belong Together organized a series of protests that ended in a keynote event on June 30. It attracted fifty thousand people to Washington D.C. alone, with many more protesting in approximately seven hundred other American cities. These protests drew public attention to the systematic criminalization of immigrants and accelerated U.S. Immigration and Customs Enforcement (ICE) raids by the Trump administration.

INQUIRY

What are the implications of separating children from their families?

What do you think are the most fundamental American values?

- › How does family separation contradict these values?

Take a look at all of the official posters (<https://bit.ly/3gFxFfX>) that were made for this series of protests. If you were going to a protest and could bring just one, which one would you choose, and why?

Protest organizers also encouraged protesters to make and bring their own posters.

They suggested a variety of messages including:

- › “Keep Families Together”/“Families Belong Together”
- › “End Family Separation”/“Reunite Families Now”
- › What is the difference between these two sets of messages?
- › What emotions are these messages meant to evoke?

ACTION

Write:

Imagine being separated from your family and not knowing when you would see them again.

- › Write about how you would feel, what you would miss most, and what would be most challenging.

Create:

Many children are still being held in detention centers at the border, and children and their adults continue to be separated regularly.

- › Select one of the official slogans of Families Belong Together, invent or find an image that appropriately matches the phrase, and then create a poster to hang in your school and/or post on social media:
 - › “Keep Families Together”
 - › “Families Belong Together”
 - › “End Family Separation”
 - › “Reunite Families Now”

INTERSECTIONS

› ICE

› Detention centers

› Pramila Jayapal

› Grassroots organizing

› Zero tolerance is a zero humanity policy

**SCIENCE
IS REAL**



The good thing
about science is that
it's true whether or
not you believe in it.

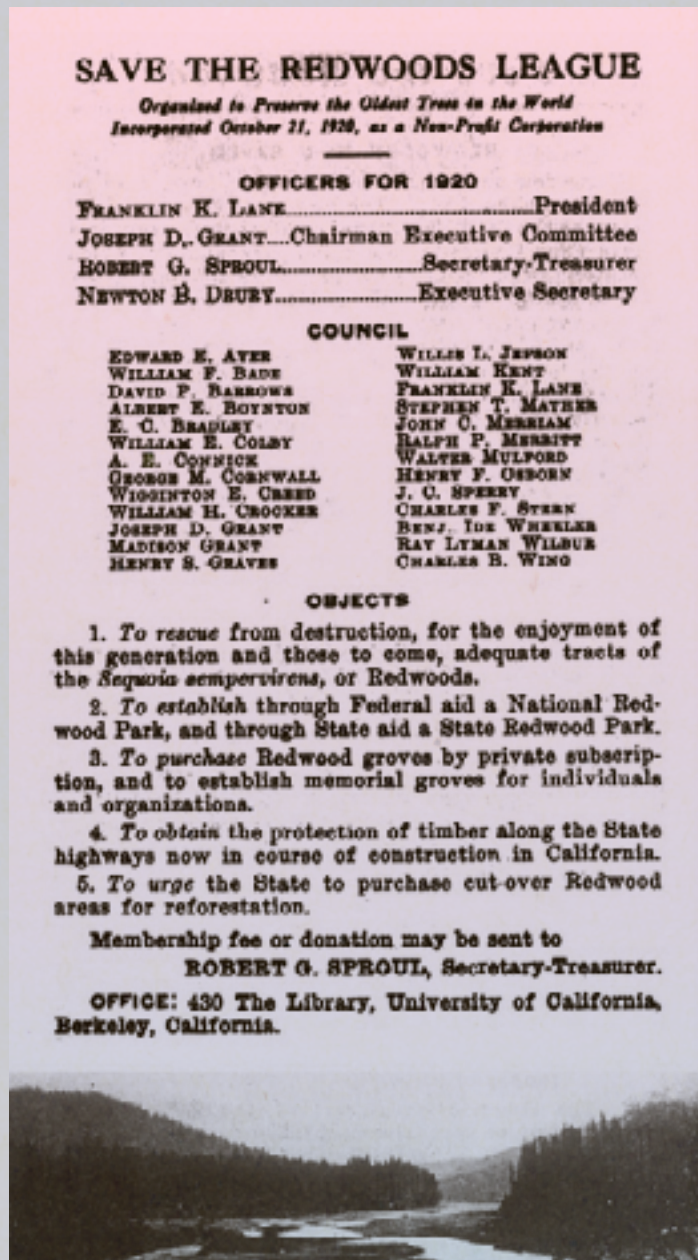
—
NEIL DEGRASSE TYSON,
Astrophysicist

One World, 2019
Marcus Spiske from Pexels

SCIENCE IS REAL

Climate change is a critical global issue based on scientific evidence that human activity on earth is causing temperatures to rise, leading to extreme and dangerous weather events across the planet.

The United States's efforts to mitigate the consequences of climate change have been marked by controversy, including the Trump administration's recent decision to exit the Paris Climate Accord. Climate change is also deeply intertwined with issues of colonialism, racism, and gender exclusion. Here are four demonstrations around climate change that also address such issues.



ESTABLISHMENT OF THE SAVE THE REDWOODS LEAGUE

1917

In 1917, three conservationists on a road trip discovered 300-year-old redwood trees being felled to create vineyard stakes, shingles, and railroad ties. To halt further destruction, they decided to purchase the land and preserve the ancient trees, creating a network of 66 parks totaling more than 200,000 acres of redwood forest.

This file is published online to the League Website as part of an interactive historical timeline of the history of the organization, created in honor of the League's Centennial celebration in 2018. © Permission required for reprint, sale, or commercial use. Contact Save the Redwoods League.

The redwoods,
once seen, leave a mark
or create a vision
that stays with you
always.

No one has ever
successfully painted or
photographed a redwood tree.

The feeling they produce is
not transferable.

From them comes
silence and awe.

It's not only their
unbelievable stature,
nor the color
which seems to shift
and vary under your eyes,
no,
they are not like
any trees we know,
they are ambassadors
from another
time.

JOHN STEINBECK
Travels
with Charley:
In Search
of America



Humboldt Historical Society

INQUIRY

What are the environmental and social consequences of deforestation?

From what you can read in the images above, to what extent does this initiative appear to have included the concerns and opinions of Indigenous people?

- › What are some of the possible implications of their decision?

Do you think the agenda of the Save the Redwoods League is clearly communicated in these signs? Explain.

- › What would you have done differently and why?

ACTION

Write:

Redwoods can live for hundreds of years.

- › Write a story about a redwood. What might threaten it? What might support it? What major national and international events has your redwood lived through?

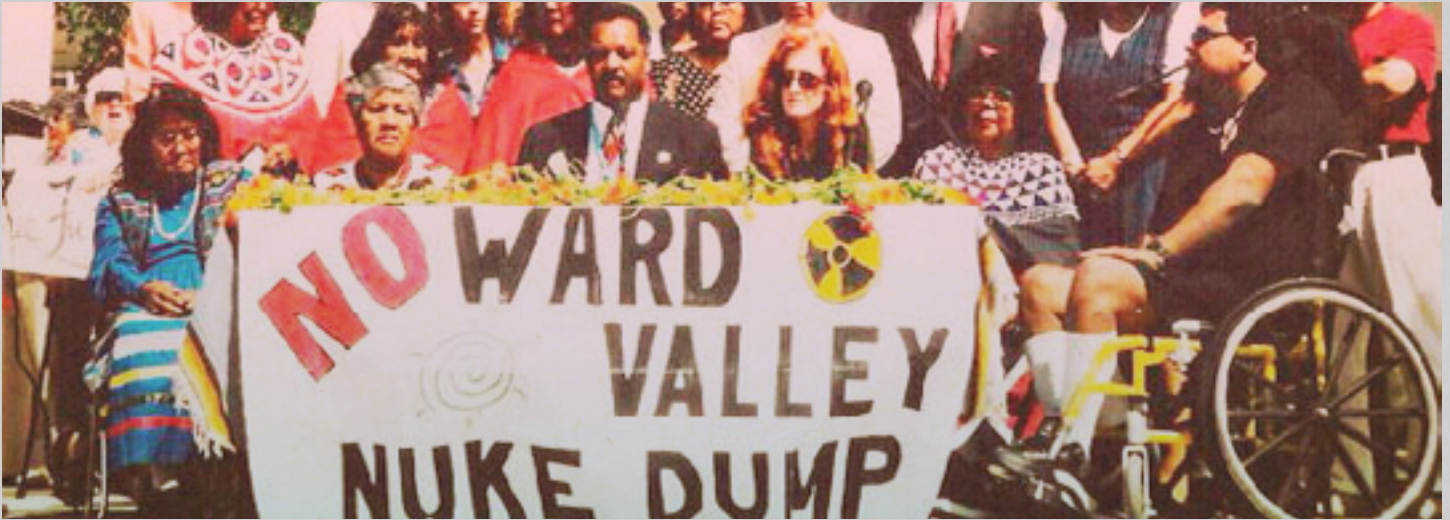
Research & Discuss:

Redwoods have been used for many purposes throughout time.

- › Find out if there are buildings, structures, or objects in your hometown or home state that were built with redwood.
 - » Have there been efforts to conserve them?
 - » Find out about materials that have replaced the use of redwood. Are they environmentally friendly?

INTERSECTIONS

- › Women's Save the Redwoods League
- › Redwoods and Climate Change Initiative (RCCI)
- › The Redwood Genome Project; Citizen Science Programs
- › Stand for the Redwoods
- › Stand for the Future campaign
- › Conservationists
- › Deforestation
- › Preservation
- › Endangered
- › Indian Removal Act



Photographer Unknown

WARD VALLEY PROTEST

1995–99

Indigenous lands have long been targeted as dumping grounds for nuclear waste, as well as storage and testing sites for atomic weapons. In October 1995, leaders from five Indian Nations — Fort Mojave, Colorado River, Chemehuri, Fort Yuma-Quechan, and Cocopah Tribes—formed the Colorado River Native Nations Alliance (CRNNA) to protest the proposal for a hazardous-waste dump site in Ward Valley, California. The CRNNA built an encampment on the proposed site to hold spiritual gatherings, cultural workshops, and other non-violent forms of protest. The land was the main water source for the surrounding communities, and was central to the creation narratives of many tribes. Further, Ward Valley is home to the endangered desert tortoise, a sacred animal in Native American mythology. The protest and occupation lasted four years, with the CRNNA gaining support from Ward Valley Coalition, GreenPeace, and BAN Waste Coalition.

By working together, these activists forced the Clinton administration to rethink the dump site and request further geological testing. The subsequent research conducted by the protest groups on the impact of nuclear waste and the destruction of Native American sacred land eventually persuaded the Environmental Justice Advisory Council to advise against the planned dump site. Ultimately, plans to use the land for nuclear waste were rescinded.

The Ward Valley protest was the longest Indigenous-led occupation in U.S. history.

This is our land,
this is our water,
these are our
roots. It is sacred
to us because
it is part of us.

—
LLEWELLYN BARRACKMAN
Mojave Elder

INQUIRY

Notice the protesters in the picture and study their posters. What do you think made this demonstration successful?

- › What do you notice about the people participating in this demonstration from the image? Why is this significant?

How do you think dump sites benefit large corporations?

- › In what ways might they hurt local residents and small businesses?

ACTION

Research & Discuss:

Ward Valley is an example of a planned dump site that was successfully overturned through activism and research. However, there are still many other active dump sites around the world.

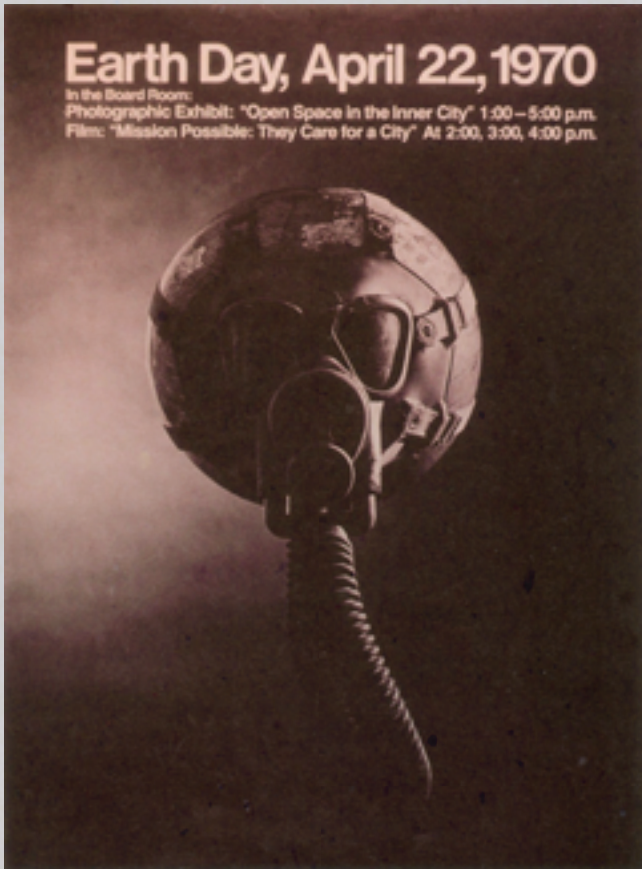
- › Identify one domestic and one international dump site and outline the reason for its creation, the process by which it was developed, and the consequences of its existence.
- › How do dump sites affect the communities around them?

Look up the term “Spirit Run.”

- › How were Spirit Runs an effective way to bring public awareness to the plight facing Ward Valley?

INTERSECTIONS

- › Endangered desert tortoise
- › Spirit Runs
- › Occupation
- › Alliance
- › Toxic colonialism
- › U.S. ecology
- › Environmental Protection Agency (EPA)



Man must stop pollution and conserve his resources, not merely to enhance existence but to save the race from intolerable deterioration and possible extinction.

—
New York Times editorial, Apr 23, 1970
(the day after the first Earth Day)

Robert Leydenfrost, distributed by the Environmental Protection Agency (EPA)

FIRST EARTH DAY

Apr 22, 1970

In 1969, a 4.2-million-gallon oil spill off the coast of Santa Barbara became the most devastating environmental disaster in human history, destroying hundreds of miles of California coastline. This catastrophe led to a “teach-in” on environmental subjects initiated by Gaylord Nelson (a Democratic senator from Wisconsin) and Paul McCloskey (a Republican congressman from California). These efforts formed the basis of the first Earth Day. On April 22, 1970, college campuses, local libraries, and other public forums hosted teach-ins developed by residents, eventually spawning the catchphrase “Think globally, act locally.” Colleges and universities also organized protests and there were huge rallies across the country.

Copyrights reserved by Rauschenberg Foundation.



INQUIRY

Compare and contrast the two posters.

- › Which do you think is more effective, and why?

What sort of feelings do you experience when looking at the gas-mask poster? How about the poster with the eagle?

What do you usually do on Earth Day?

- › Have you pursued any environmentalist activities on Earth Day?
- › Have you witnessed anything that seemed to commercialize Earth Day?

Do you think Earth Day is effective? Why or why not?

ACTION

Research & Discuss:

Teach-ins are educational forums that do not have strict time frames or academic objectives. They are intended for discussion, inquiry, and proposed action. Investigate some of the teach-ins that occurred during the first Earth Day.

- › What do you think was most effective about these teach-ins?
- › Have you participated in anything similar?

Research & Create:

Imagine that you are an organizer/host for a teach-in on Earth Day 2021.

- › Outline the plan for your teach-in and create an accompanying poster or other materials to market and brand your teach-in.

INTERSECTIONS

- | | | |
|------------------------------|-----------------------------|-----------------------|
| › Vietnam War | › Cancer Alley in Louisiana | › Robert Rauschenburg |
| › Environmentalism | › Will Allen | › Julian Koenig |
| › Mary Lou Oates | › Dr. Robert Bullard | › Teach-in |
| › Freddie Mae Brown | › Majora Carter | › Climate deniers |
| › Altgeld Gardens in Chicago | › Robert Leydenfrost | › Earth Day Network |

DAKOTA ACCESS PIPELINE PROTESTS

2016

The Dakota Access Pipeline (DAPL) is a 1,722-mile oil pipe that runs from North Dakota to Illinois. The pipeline disturbs sacred, Native burial grounds and poses a tremendous threat to the environment. It also runs alongside the Missouri River and risks polluting local water sources. As a result, people from Indigenous nations all over the country protested the construction of the DAPL. At the largest demonstration, which began in April 2016, more than fifteen thousand people from around the world held a sit-in for months along the Standing Rock Indian Reservation. By February 2017, the number of demonstrators had dwindled due to the arrest and harsh treatment of protesters by government authorities. The pipeline was completed in April 2019.

The Dakota Access Pipeline is frequently confused or conflated with the Keystone Pipeline. The Keystone Pipeline starts in Canada and extends into the U.S. through Illinois. The construction of the Keystone Pipeline began in 2010. A proposed expansion in 2015 also resulted in public protest. However, the reasons for the demonstrations and the demographics of the demonstrators were vastly different in each of these cases. The Dakota Access Pipeline protests were led and attended by more Indigenous people as the project represented a direct threat to their health, land, and culture. The Keystone Access Pipeline protests, by contrast, were primarily led by Bill McKibben and his organization 350.org on the grounds that the expansion posed extreme environmental threats, including the contamination of the Ogallala Aquifer, one of the world's largest freshwater reserves.



Thunderbird Woman's Mom, Water is Life
courtesy of artist Christi Belcourt



Thunderbird Woman
courtesy of artist Isaac Murdoch

In the year 2016,
we should not
continue to trample
on Native American
sovereignty.

We should not
endanger the water
supply of millions
of people.

We should not
become more dependent
on fossil fuel and
accelerate the planetary
crisis of climate change.

BERNIE SANDERS
Senator



Keep it in the Ground, courtesy of artist Isaac Murdoch

INQUIRY

The first two posters both depict thunderbirds, mythological creatures that symbolize strength, power, and justice to Indigenous people.

- › Why is the thunderbird an effective symbol for an environmentalist movement like this one?
- › Which poster do you think is more successful? Why?

How does the image from the first poster, *Thunderbird Woman's Mom*, *Water is Life* represent its message "Water is Life?" Do you think it is effective? Why or why not?

What are the similarities and differences between the posters by Isaac Murdoch and the one by Christi Belcourt?

ACTION

Research & Discuss:

The DAPL is a very controversial initiative.

- › What are some of the consequences or projected consequences of the DAPL?
- › What were some of the challenges activists have had to overcome while fighting against the DAPL?

Create:

Messages and slogans are important parts of effective protests.

- › Take a popular message or slogan from a recent protest, demonstration, or march and create an image that relates to it.

INTERSECTIONS

- › The Onaman Collective
- › Isaac Murdoch
- › Christi Belcourt
- › Erin Konsmo
- › #NoDAPL
- › Jill Stein

- › Ajamu Baraka
- › LaDonna Brave Bull Allard
- › Indigenous
- › Thunderbird
- › Environmental racism



The Climate Reality Project from Unsplash

PEOPLES CLIMATE MARCH

Apr 29, 2017

In 2017, the Peoples Climate Movement announced a demonstration to protest the environmental policies of President Donald Trump. During his campaign, he had promised to dismantle the EPA and prioritize economic growth over the preservation of natural resources and the environment. At the end of Trump's first one hundred days as president, protests were held in numerous cities across the country despite harsh winter weather. In Washington, D.C. alone, there were an estimated two-hundred-thousand participants.

The Earth is
what we all have
in common.

—
WENDELL BERRY
Environmental Activist
& Author

INQUIRY

What is the value in using consistent imagery in posters and signs for large demonstrations? Why might it be effective? Why might it not work?

How are colors used in these particular signs to communicate the theme of climate change?

ACTION

Research & Discuss:

Marches can be an effective way to stimulate change.

- › What were some of the outcomes of the 2017 Peoples Climate March?

Find out what the sunflower usually symbolizes.

- › Why did protesters at the Peoples Climate March carry banners and other items featuring sunflower symbols?

Create:

Environmental racism refers to environmental hazards and policies disproportionately harming BIPOC, their communities, and their environment.

- › Imagine a poster opposing environmental racism. Draw the symbol and/or slogan that you would use on your poster and explain your choice.

Advocate:

Effective policy is crucial to encouraging people to adopt environmentally sound practices.

- › Come up with a list of laws that people can follow in order to help the environment.

INTERSECTIONS

- › 350.org
- › Indigenous Environmental Network
- › President Trump's first one hundred days
- › EPA
- › Andrew Wheeler
- › Environmental racism
- › Alliance for Climate Education (ACE)

**LOVE
IS LOVE**

LOVE IS LOVE



Yoav Hornung from Unsplash

Visibility and the attainment of basic human rights for the LGBTQ+ community has been an ongoing struggle.

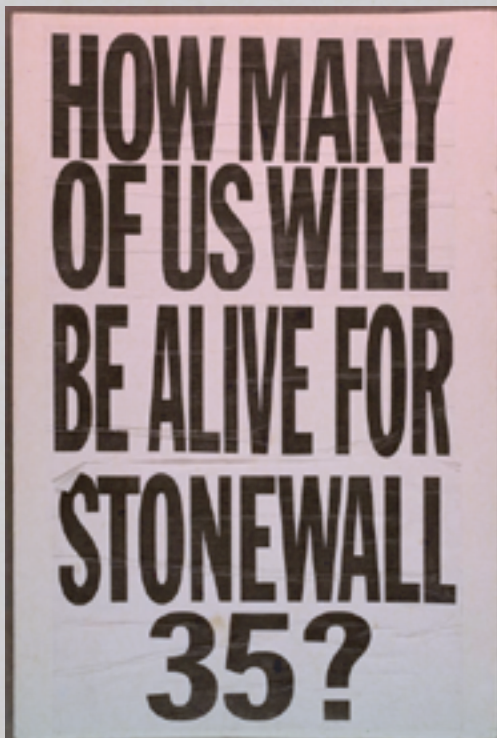
In 1924, the Society for Human Rights was established in Chicago as the first gay-rights organization in the United States. From the Stonewall Uprising of June 28, 1969, to its anniversary and World Pride every year in June, there has been some progress made toward establishing inalienable rights for the LGBTQ+ community; however, much remains to be done.

It's not just
gay pride.
It's pride in
who you are,
pride in
your history,
pride in
yourself.

MISS MAJOR GRIFFIN-GRACY
Transgender Rights Activist



Public Domain



STONEWALL RIOTS (STONEWALL UPRISING)

Jun 28–Jul 3, 1969

In June of 1969, an early morning raid on the Stonewall Inn led to a bloody confrontation between the New York City Police Department's Public Morals Division (better known as the "Vice Squad") and an angry Lesbian, Gay, Bisexual, Transgender, Queer + (LGBTQ+) community. After several nights of protesting, the brutal crackdown spurred an organized mass movement for the rights and acceptance of LGBTQ+ people. In recognition of this conflict, June is now considered Pride Month around the world.

Manuscripts and Archives Division, The New York Public Library. (1969–1997). **How many of us will be alive for Stonewall 35?** Verso: AIDS. Where is your rage? ACT UP. Retrieved from <http://digitalcollections.nypl.org/items/510d47e3-1c8b-a3d9-e040-e00a18064a99>

INQUIRY

This poster, produced by the Aids Coalition to Unleash Power (ACT UP) collective, connects the AIDS crisis to the Stonewall Riots. It also reflects the importance of Stonewall in LGBTQ+ activism.

- › Why is the quote on this poster, produced after the Stonewall Uprising in 1969, significant?
- › What does it signify about the events that occurred in June 1969? Why do you think ACT UP chose 35 as a number for this poster?

Looking at the photograph:

- › What can you say about the backgrounds of the protesters in 1969?
 - ›› What is the difference between these and LGBTQ+ demonstrators now? Why is this difference important?
- › What is the significance of using the word “Smash” in the context of Stonewall?
- › What connections can you make between the people in the photograph and the quote on the poster? Consider age as a factor.

In late June 1970, the first organized march for gay pride occurred under the name “Christopher Street Gay Liberation Day.” Activists gathered in Sheridan Square and walked up Sixth Avenue to Central Park’s Sheep Meadow.

- › Why do you think they chose to highlight Christopher Street?

Continues to the next page

ACTION

List:

The Stonewall Inn has become a landmark for the LGBTQ+ community.

- › Research and create a list of other landmarks that have become symbolic sites for movements.

Create:

Research the Gay Games. In 1994, the Gay Games were held in New York City in conjunction with the 25th anniversary of the Stonewall Riots.

- › Make a list of sporting events or competitions that do not seem to be inclusive of the LGBTQ+ community. Choose a sporting event from your list and host a related, inclusive competition for Pride Month; create an event plan including:
 - » A creative title and slogan
 - » Symbols and images
 - » Information on how to participate
 - » Information on how to attend
- › Consider the following:
 - » How will your sporting event be more inclusive?
 - » How and where will you advertise?
 - » Will the event be free? Why or why not?
 - » Who would you choose to endorse your event? Why?
 - » What measures will you take to ensure the safety of your participants and attendees?

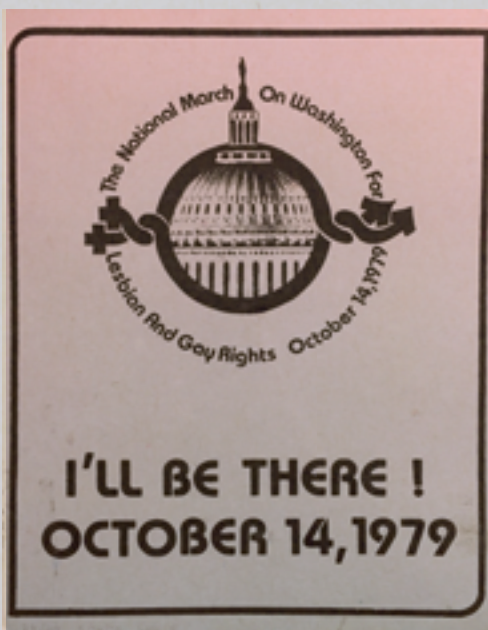
INTERSECTIONS

- | | |
|-----------------------|-----------------------|
| › ACT UP | › Stonewall 51 |
| › Reappropriation | › Queers for BLM |
| › The HIV/AIDS crisis | › Black trans justice |
| › Love is Love | › The Gay Games |
| › Pride Month | |

NATIONAL MARCH ON WASHINGTON FOR LESBIAN AND GAY RIGHTS

Oct 14, 1979

On October 14, 1979, 125,000 gay men, lesbians, bisexuals, and transgender people marched in Washington, D.C. to persuade the government to undertake five main actions: 1) Pass a comprehensive LGBTQ+ rights bill in Congress; 2) Issue a Presidential Executive Order banning discrimination based on sexual orientation; 3) Repeal all anti-lesbian/gay laws; 4) End discrimination in LGBTQ+ custody cases; 5) Protect lesbian and gay youth from laws that are used to discriminate, oppress, and/or harass them in their homes, schools, jobs, and social environments. Almost all the goals of the march went unfulfilled.



Equality means more
than passing laws.
The struggle is really won
in the hearts and minds
of the community, where
it really counts.

—
BARBARA GITTINGS
LGBTQ+ Activist

INQUIRY

Notice the use of gender symbols in both these posters.

- › What do you think of the designer's choice to use gender symbols for these posters?
 - » Compare and contrast the use of the gender symbols in the two posters
 - » Which poster do you think uses the symbols more effectively? Why?

Analyze the way circles are used in these two posters.

- › Do they capture your attention? Why or why not?
- › Why do you think the designers chose circles instead of other shapes?

What is the impact of saying "I'll be there!" on a poster?

What is the significance of marching in Washington, D.C.?

- › How are the motifs of the Capitol Building used to support lesbian and gay rights in these posters?

In your opinion, which poster uses the motif more effectively? Why?

ACTION

Research & Discuss:

Research the origin of conventional gender symbols, as well as other symbols for gender.

- › Discuss the relevance of these symbols today.
- › Where are some places that gender symbols seem necessary and where are some places they are problematic? Explain your choices.

Create:

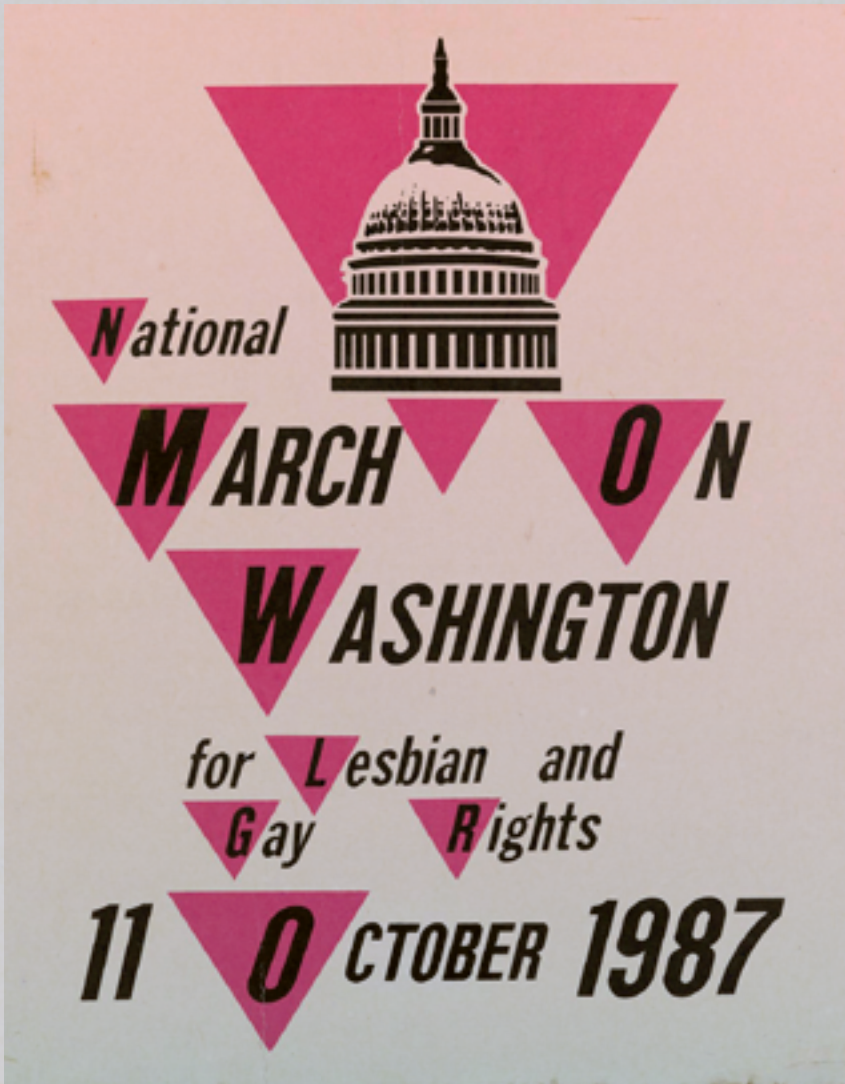
Taking into account the intersectionalities in your own identity, design your own set of symbols.

- › How many symbols will you make and why?
- › Include a symbol for your own identity.
- › Approximately what percentage of the U.S. population do you think might identify with your symbol?
- › What is difficult about making symbols for people who have a different identity from yours?
- › Why is relatability and inclusion important to consider while making symbols?

INTERSECTIONS

- › LGBTQ+ rights
- › Continued LGBTQ+ discrimination

- › American protest movements compared to international protest movements



Designer Unknown. Courtesy of Swann Auction Galleries

I believe that
telling our stories,
first to ourselves
and then to
one another and
the world, is a
revolutionary act.

JANET MOCK
Transgender Rights Activist

SECOND NATIONAL MARCH ON WASHINGTON FOR LESBIAN AND GAY RIGHTS

Oct 11, 1987

The Reagan administration offered a notably inadequate response to the AIDS pandemic. On October 11, 1987, the Second National March on Washington for Lesbian and Gay Rights —also known as the “The Great March”—gathered 750,000 people in support of the demands for equal rights that had remained unmet since the first march in 1979. They also asked for an end to discrimination against people with AIDS/ARC/HIV-positive status and those perceived to have HIV/AIDS.

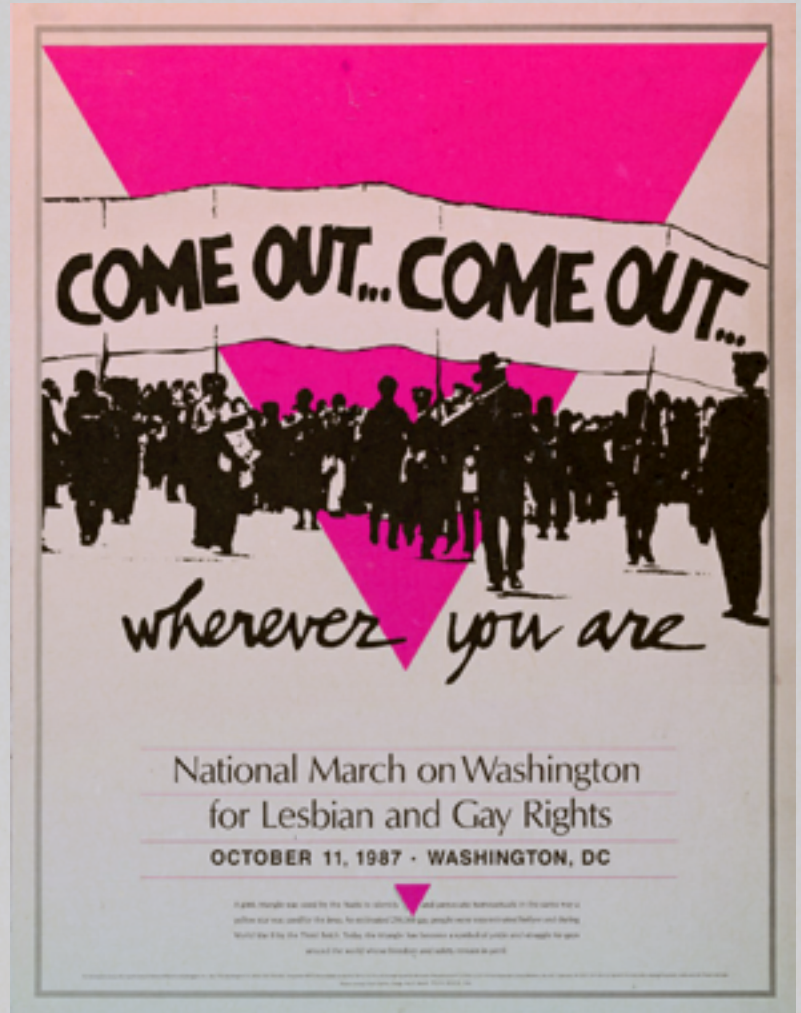
TRIANGLES IN NAZI CONCENTRATION CAMP IDENTIFICATION SYSTEM

The following two sections analyze posters that incorporate pink triangles. The pink triangle originates from a dark time in LGBTQ+ history.

During World War II, the Nazis used a fabric triangle in a specific color (two to create the star marking Jews) to classify each category of prisoner.

Perceived homosexuals were arrested and had pink triangles attached to their uniforms, specifying them as the lowest in the concentration camp hierarchy. The Nazis used the triangle shape for prisoners as it was associated with the German road hazard signs of the period that denoted warnings to motorists.

Men who were both gay and Jewish had a yellow triangle superimposed over the pink one in the other direction to resemble the star mandated for all Jews. Pink triangles were reclaimed as a symbol for gay rights in the 1970s after the release of Heinz Heger's 1972 memoir *The Men with the Pink Triangle*. The symbol became mainstream when the Silence=Death Project created its iconic pink-and-black poster that was then adopted as a central image by ACT UP in its campaign against the AIDS epidemic.



Susie Gaynes & Amy E. Bartell, Come Out...
Come Out...Wherever You Are, National March
on Washington for Lesbian and Gay
[https://www.swannalleries.com/news/pride/2020/07/
upcoming-auction-lgbtq-art-material-culture-history/](https://www.swannalleries.com/news/pride/2020/07/upcoming-auction-lgbtq-art-material-culture-history/)

INQUIRY

Why would the designers of this poster demand that the viewer “Come Out...Come Out?”

Do you know the original phrase this is taken from: “Come out, come out wherever you are?”

- › Does it work for this particular march? Why or why not?
- › What might be the significance of using this phrase while marching at the capital?

Notice the two sizes of triangles used.

- › What might be the purpose of the large triangle as opposed to the small triangle?
- › How are they effective?
- › How are they ineffective?

Both posters use inverted pink triangles (as they were originally applied to the clothing of gay men in Nazi concentration camps).

- › What is the purpose of using this inverted triangle as opposed to the upright triangle in the *Silence=Death* poster in the next section?
- › In your opinion which configuration is more effective? Why or why not?

This is the official poster for the 1987 march. If you happened to see this poster, would it motivate you to march? Why or why not?

ACTION

Write:

Analyze the silhouette of the crowd in the “Come Out...Come Out” poster.

- › List the pros and cons of using a silhouette for this poster.
- › Using your list, write a one-paragraph critique of the poster that takes into account the slogan, color, composition, and clarity of information.

There is a formal relationship between the Capitol Building motif and the triangle. Pick another famous building in the United States and turn it into a motif similar to the way it has been done in this poster.

- › How would you include a pink triangle in a poster using your selected building?
- › How does the relationship between the pink triangle and the motif you created signify a connection between the building and LGBTQ+ rights?
- › How would you use your image for a protest?

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INTERSECTIONS

- › LGBTQ+ rights
- › Supreme Court of the United States (SCOTUS)
- › Civil Rights Act of 1964
- › *On the Basis of Sex* (film)
- › Nondiscrimination policies
- › Supreme Court Landmark Case of June 15, 2020
- › Heinz Heger, *The Men with the Pink Triangle*



Silence=Death, The Silence=Death Project, 1987

AIDS was allowed
to happen.

It is a plague
that need not have
happened.

It is a plague
that could have been
contained from
the very beginning.

LARRY KRAMER
Gay Rights Activist

SILENCE=DEATH, FIGHT AIDS, ACT UP 1987

The Silence=Death Project was started in New York City by Avram Finkelstein, Brian Howard, Oliver Johnston, Charles Kreloff, Chris Lione, and Jorge Socarrás as a means to raise awareness and provide support during the AIDS crisis. In an attempt to reach a wide and inclusive audience, the artists' collective designed a powerful poster with a pink triangle and the slogan "Silence=Death." The slogan alludes to the government's mismanagement of the AIDS epidemic, as well as the increased stigma around the illness and homosexuality. The upright pink triangle reclaims the inverted pink triangle that was used to identify homosexuals in Nazi Germany. The poster was wheatpasted around New York City.

The AIDS Coalition to Unleash Power (ACT UP) was established in March 1987, with Larry Kramer as a key figure. The partnership between the Silence=Death Project and ACT UP was reinforced on April 15, 1987 at a demonstration at the New York City General Post Office. The demonstration received a lot of media attention and "Silence=Death" became synonymous with ACT UP, which adopted it as its motto. Other versions of the poster, along with the original, were also held high at the Second National March on Washington for Lesbian and Gay Rights in October of 1987 at which ACT UP New York gained increased visibility, ultimately resulting in the establishment of ACT UP chapters all over the country.

The pink triangle remains associated with HIV/AIDS activism.

INQUIRY

When you first read the text “Silence=Death,” what do you think about?

- › How can silence be dangerous?
- › What do “silence” and “death” have in common? How do they relate to the colors and composition of the poster?

What do you think was the collective’s call to action?

- › Is “Silence=Death” an effective call to action? Why or why not?
- › The Nazi-era pink triangle was upside down. This one is right-side up. What might this change mean?
- › What is the power in reclaiming a symbol that was originally used to label people as “less than?”

The designer uses pink triangles to break up the information and imagery within the poster. If you were to choose a symbol with which to protest a cause, which symbol would you choose and why?

ACTION

Create:

Pink triangles were not the only badges used by the Nazis.

- › Research the other colors and symbols they used to identify specific groups of people.
- › Using your research, make a poster for an upcoming demonstration of your choice:
 - » What color triangle will you reclaim to empower the people or cause you are marching for? Explain your choice.
 - » If you do not think there is a triangle that adequately represents the cause you wish to empower, create your own and explain your choice.
 - » Will your triangle have any additional symbols? Explain your choice.
 - » What other colors will your poster have and why?
- › What process will you use to make your poster? How will it elevate the cause you are marching for? (For example; choosing to use recycled/eco-friendly products to create a poster for climate change)
- › For your poster’s slogan, use the *Silence=Death* formula of: *something=something*. In other words, come up with your own “equation” slogan for your poster.
 - » Where will you place your slogan? Explain your choice.

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INTERSECTIONS

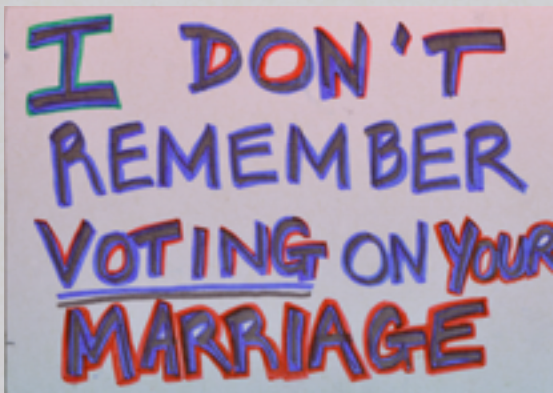
- › Larry Kramer
- › Gay Men's Health Crisis (GMHC)
- › Women's Caucus (WC) of ACT UP/LA
- › Azidothymidine (AZT), a medication used to prevent and treat HIV/AIDS
- › *Silence=Death* documentary film (1990)
- › Leslie Lohman Museum of Art
- › Concentration-camp badges

No person is
your friend (or kin)
who demands
your silence, or
denies your right
to grow and
be perceived as
fully blossomed
as you were
intended.

—
ALICE WALKER
Novelist & Social Activist



National Equality March in Washington, DC on October 11, 2009, Tony Webster



I Don't Remember Voting on Your Marriage, 2017
Poster House Permanent Collection

NATIONAL EQUALITY MARCH

Oct 11, 2009

The success of Proposition 8 in California on October 11, 2009—which repealed the right of same-sex couples to marry, legally introduced the previous year—sparked outrage in the LGBTQ+ community. Once again, protesters took to the streets, demanding equal rights for LGBTQ+ people in all matters relating to civil law. Protesters encouraged LGBTQ+ members of the armed forces to “out” themselves in solidarity. On June 26, 2015, the U.S. Supreme Court ruled that the fundamental right to be married is guaranteed to same-sex couples in all states by the Fourteenth Amendment to the United States Constitution, initially adopted in 1868.

INQUIRY

Describe the technique the artist used to emphasize the words “I,” “Don’t,” “Voting,” and “Your Marriage.” What is the purpose of the designer’s emphasis on these words?

Why do you think the artist selected these specific colors? What might the colors mean?

- › Would using different colors give a different effect or meaning?

What are the benefits of handmade posters like this one compared to professionally produced posters? What are the disadvantages?

ACTION

Research & Discuss:

Read Roxanne Gay’s essay “The Alienable Rights of Women.” (<https://bit.ly/37VVf3n>)

- › Discuss the rights that Gay says are being repeatedly taken away from women.
- › Why is it important for women to have safe and legal access to contraceptives and reproductive freedom?

List:

Like many other marginalized groups, the rights of the LGBTQ+ community have been repeatedly granted and then removed.

- › Draft a list of basic human rights that should never be taken away from anyone.

INTERSECTIONS

- › Legalization of gay marriage
- › Alienable rights
- › Marginalized people

WORLDPRIDE/STONEWALL 50

May 12–Jun 30, 2019

Held in New York City in May and June of 2019, WorldPride was a massive celebration honoring the 50th anniversary of the Stonewall Uprising. The global LGBTQ+ community was invited to commemorate the neighborhood most widely associated with the origins of the modern gay-rights movement. More than 150,000 people attended, and it was billed as the largest Pride March in history. In the midst of COVID-19 and the Black Lives Matter protests following the murder of George Floyd and countless others, 2020 marked the 51st anniversary of the Stonewall Uprising, the #SCOTUS ruling, and more LGBTQ+ milestones. Pride is about amplifying voices and creating space for the various communities encompassed by the LGBTQ+ movement.



Black(Queer-Trans-Women's-Disabled) Lives Matter, 2017
Poster House Collection

No pride
for some of us
without
liberation
for all of us.

—
MARSHA P. JOHNS
Gay Liberation Activist



Photo by Da Ping Luo, courtesy of The LGBT Community Center

INQUIRY

What identities and communities do this poster touch upon?

Why is it important to address intersectional identities within the LGBTQ+ community?

- › What are the benefits of everyone addressing their own intersectional identities?

In your opinion, how effectively has color been used in this poster?

- › What would you do differently if you were designing this poster?

Why is it especially important to highlight intersectional identities in the LGBTQ+ community for Stonewall 51 and WorldPride 2020?

ACTION

Celebrate:

Think about a part of your identity that you would like to celebrate more often.

- › On a piece of paper, write in big, bold letters a couple of sentences on how this part of your identity is unique. Post this on your wall at home or in your locker at school as a kind of megaphone announcement to the world.

Create:

Posters have been an important part of WorldPride.

- › Sketch out a poster for the next WorldPride. Carefully consider your lettering, colors, words, symbols, imagery, and the message you want to convey.

INTERSECTIONS

› Stonewall 51

› Love is Love

› Pride Month

› LGBTQ+ rights

› Black Lives Matter

› Intersectionality

Professional Development for Educators

Professional development opportunities based on the information in this guide will be available soon!

Keep an eye on posterhouse.org/learn for more information.

Can't wait for professional development sessions?

Check out swissgrid.posterhouse.org, a website that transforms information presented in the exhibition *The Swiss Grid* into an interactive, virtual tool aimed at educating people about mid-century Swiss design structures and their origins.

Bring Your Class to Poster House

Bring your students to Poster House for a virtual or in-person field trip. Poster House's school group tours are interactive, design-focused experiences tailored to curricular goals and expectations.

Poster House tours are also supportive of the NYC DOE Blueprint Standards for Teaching and Learning in the Visual Arts and other curricular guidelines. They are able to connect to a variety of courses ranging from design to world history, STEAM to printmaking. They are also able to be used as supplemental learning experiences for your class.

Choose from our prepared list of virtual tours, experience one of our on-site exhibitions, or contact us to discuss creating a custom tour based on a specific area of interest or curricular connection.

See more about Poster House's current offerings at posterhouse.org/learn, or contact the team at education@posterhouse.org.