**Affirmative Action**

-Very controversial civil rights policy

- Favoring members of disadvantaged groups who suffer or have historically suffered discrimination within a culture

- Other nations have versions of affirmative action programs



- Such programs are illegal in the UK, as it doesn’t treat races equally

- Purpose was to increase minority students, employees, elected officials, etc.

- Many white Americans were opposed to Affirmative Action

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjOqtXIjb7MAhWjzoMKHXiZANIQjRwIBw&url=http://www.americanpopularculture.com/archive/politics/no_affirmative_action.htm&psig=AFQjCNGxkE6oUNgzbwS-7Y00_OGNlrBsGg&ust=1462301158658657)

- They viewed it as “reverse discrimination”

- Less emphasis on qualifications and more emphasis on other factors

- White women benefitted from Affirmative Action

- AA community was divided on the issue

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwi9s4rHhrzMAhWrvYMKHZg-CvwQjRwIBw&url=http://www.racefiles.com/topics/affirmative-action/&psig=AFQjCNGxkE6oUNgzbwS-7Y00_OGNlrBsGg&ust=1462301158658657)

* JFK launched an executive order in 1961 preventing discrimination based on race
* Term was first used by LBJ in 1965
* He also expanded the program to include gender
* Guaranteed job seekers and employees aren’t discriminated against
* *Philadelphia Plan*: firms w federal gov’t contracts in construction industry would have to meet hiring goals for AAs
* Set aside programs reserved contracts for women and minority groups

The Backlash

* Through the 1970s colleges used different criteria to admit minority students
* University of California medical school reserved 16 of 100 spots for disadvantaged or minority students
* [](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwj78aLOkL7MAhVmk4MKHaSCDp8QjRwIBw&url=http://www.theamericanconservative.com/articles/affirmative-actions-asian-american-watershed/&psig=AFQjCNEC2BU9LuWu3xG4Hnaw3K6xJfQcMQ&ust=1462372571261178)
* A white student sued the university for discrimination
* Appealed all the way to the Supreme Court
* Ruled that the student’s rights were violated

Rooney Rule

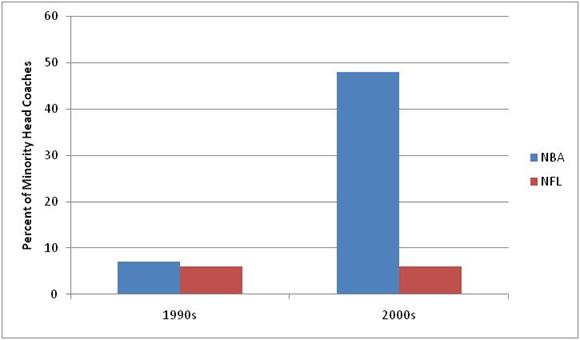
* National Football League policy which requires minorities to be interviewed for head coaching positions

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiY8MCGkb7MAhWntIMKHWytCaUQjRwIBw&url=http://www.bbc.com/sport/football/29625913&bvm=bv.121070826,d.amc&psig=AFQjCNGtuTkMwulu52HBbJ9SZ7slpFr2mA&ust=1462372638132616)

* There is no quota system
* Teams aren’t required to hire minority candidates
* Created in reaction to 2 AA coaches being fired in 2002 (Dungy and Green)
* Prior to the Rooney rule there had been 6 minority coaches

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwi9_NnNkb7MAhVql4MKHTUMCfsQjRwIBw&url=http://www.gettyimages.com/detail/news-photo/indianapolis-colts-coach-tony-dungy-with-kansas-city-chiefs-news-photo/97806014&bvm=bv.121070826,d.amc&psig=AFQjCNHL9KKqAEOtqQDwjqtLriAwQz8K2A&ust=1462372843615052)

* Post 2003 there have been 14, including 5 who are active

[](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwi3ttDwkL7MAhXGw4MKHUhtDjoQjRwIBw&url=https://therooneyrule.wordpress.com/&bvm=bv.121070826,d.amc&psig=AFQjCNGtuTkMwulu52HBbJ9SZ7slpFr2mA&ust=1462372638132616)