



1970s

WELCOME TO THE REVOLUTION

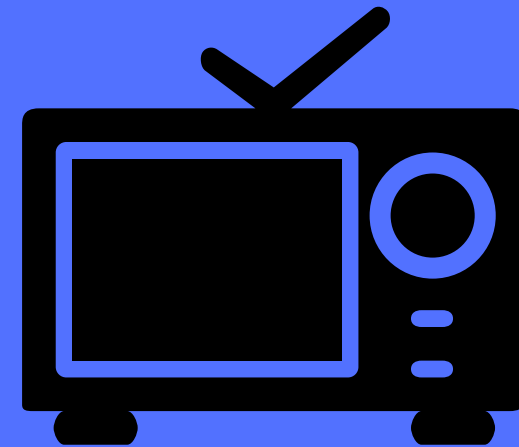
WEEK 3 -
FEMINISM



22 DOWN, 48
TO GO

ALL IN THE DECADE

70 Things About 70s TV
That Turned Ten Years
Into A Revolution



Jim McKairnes

Author of THE SHEEP IF WHAT MAKES IT FUNNY



- +
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 -

THE LIGHTNING ROD AS THE DECADE BEGINS

EQUAL RIGHTS AMENDMENT

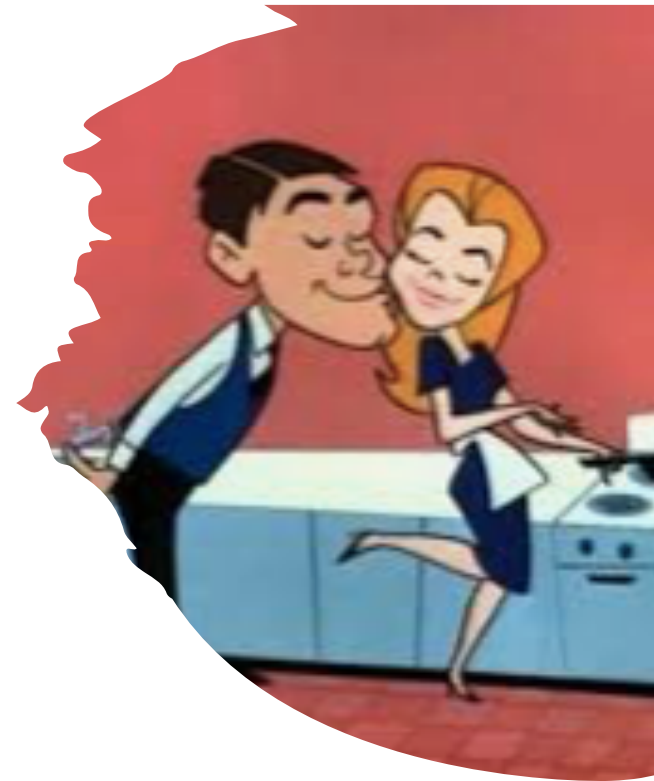
“Equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex.”

- Originally introduced in 1923 as a pillar of the National Woman's Party, during a time of First Wave Feminism and suffrage, it didn't gain momentum until the 1960s, sparked by Second Wave Feminism.
- Re-introduced in 1971, it electrified the woman's movement of the early to mid 1970s and informed all manner of pop culture from films to books to TV. (It never became law).

The Sun (1837-1993); Dec 11, 1923; ProQuest Historical Newspapers: The Baltimore Sun pg. 2

THREE AMENDMENTS OFFERED IN SENATE

Curtis, Of Kansas, Proposes
"Equal Rights" Provision
For Constitution.



AND THEN...

1970-71 HAPPENS

All in the Family (1971–1979)

+ Gloria Discovers
Women's Lib

TV-PG | 26min | Comedy, Drama | Episode aired 23 March 1971

The Brady Bunch (1969–1974)

+ The Grass Is Always
Greener

TV-PG | 25min | Comedy, Family | Episode aired 13 March 1970

Love, American Style (1969–1974)

+ Love and the Fuzz/Love and the
Groupie/Love and the
Housekeeper/Love and Women's Lib

30min | Comedy, Romance | Episode aired 12 March 1971

Adam-12 (1968–1975)

+ Dana Hall 

TV-PG | 30min | Comedy, Crime, Drama | Episode aired 29 April 1975

The Goodies (1970–1982)

+ Women's Lib

30min | Comedy | Episode aired 17 December 1971

The Beverly Hillbillies (1962–1971)

+ Women's Lib

TV-G | 30min | Comedy, Family | Episode aired 26 January 1971

Barney Miller (1975–1982)

+ Ms. Cop

TV-PG | 30min | Comedy, [Drama](#) | Episode aired 13 March 1975

The New Perry Mason (1973–1974)

+ The Case of the
Frenzied Feminist

1h | Crime, Drama, Mystery | Episode aired 16 December 1973

The Bob Hope Show (1950–)

+ Bob Hope Looks at Women's Lib


The Partridge Family (1970–1974)

+ My Son, the Feminist

The Brady Bunch (1969–1974)

+ The Liberation of Marcia
Brady



The image is a collage of four black and white photographs from the television show 'The Mary Tyler Moore Show'. The top-left photo shows Mary Richards (Mary Tyler Moore) looking upwards with a surprised expression. The top-right photo shows three men in suits in an office setting, with one man looking down and another looking towards the camera. The bottom-left photo shows three women in an emotional embrace. The bottom-right photo shows a group of people in an office, with one man in the foreground looking towards the camera. A central text overlay reads 'THE MARY TYLER MOORE SHOW (1970-77) CBS (23)'.

THE MARY TYLER MOORE SHOW
(1970-77) CBS
(23)

(23)



THE RIGHT SHOW
AT THE RIGHT TIME

KISMET MEETS
ZEITGEIST

“ACCIDENTAL
EMPOWERMENT”

<https://www.youtube.com/watch?v=ieiomBKbnXc>

7:00

(1970)

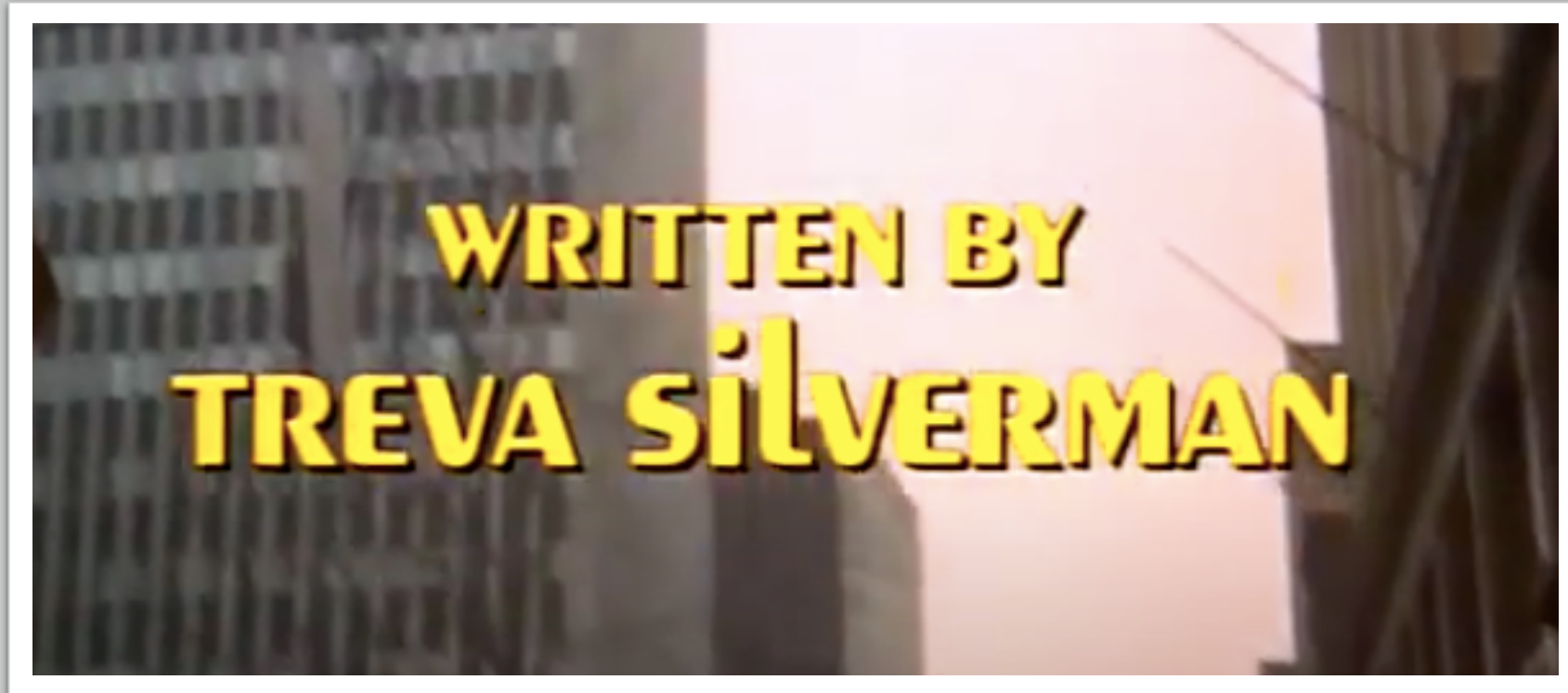
“How will you make
it on your own? /
This town
is awfully big,
and girl this time
you’re all alone”



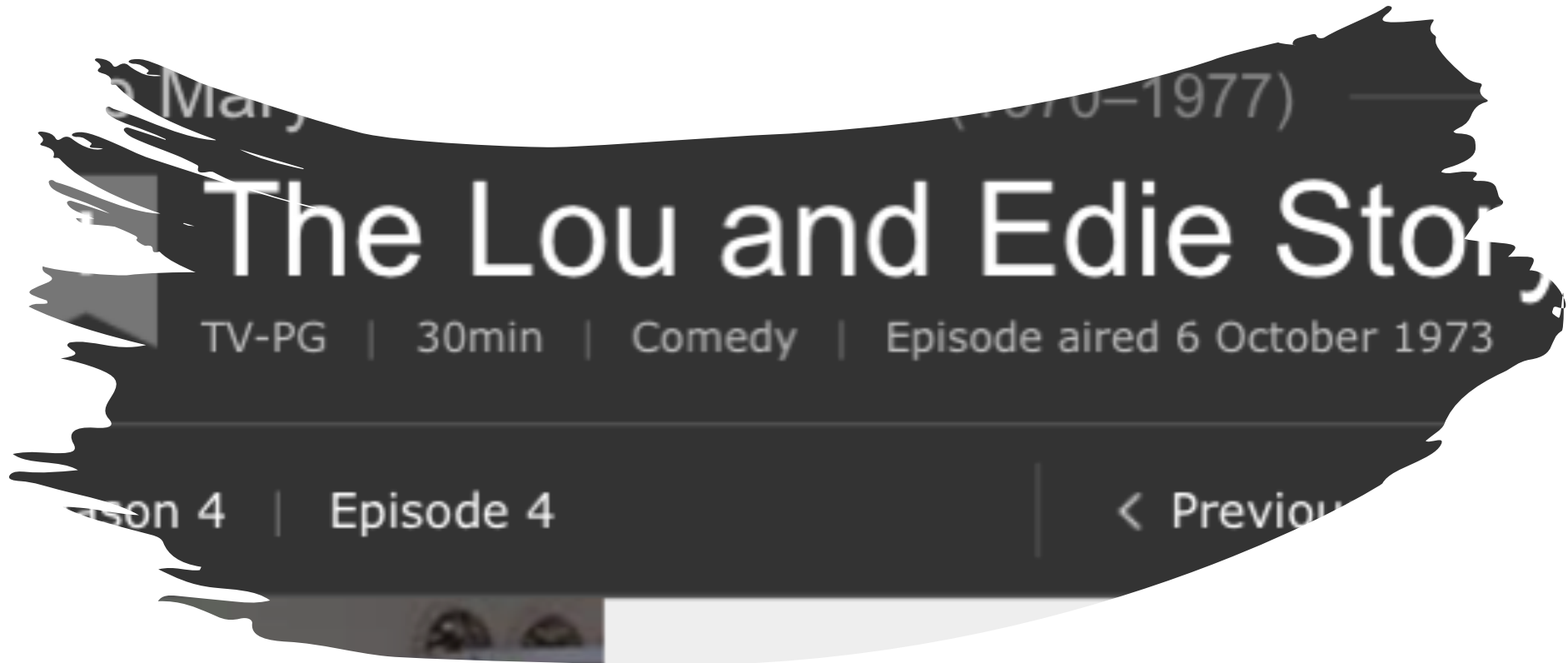
(1971)

“Who can turn the world on with her smile?/
Who can take a nothing day,
and suddenly make it all seem worthwhile?”

MARY TYLER MOORE



<https://www.youtube.com/watch?v=KAJ9dTL0RLs>



<https://www.youtube.com/watch?v=GoewM2S14IA>

21:00

CLORIS LEACHMAN (1926-2021)



OBITUARIES

Actress Cloris Leachman, Who Played Both Silly And Serious, Dies At 94

January 27, 2021 · 5:54 PM ET

Heard on [All Things Considered](#)

themakeupgallery



THE AUTOBIOGRAPHY
MISS JANE PEARSON



STARRING CICELY TYSON

CICELY TYSON (1924-2021)



The New York Times

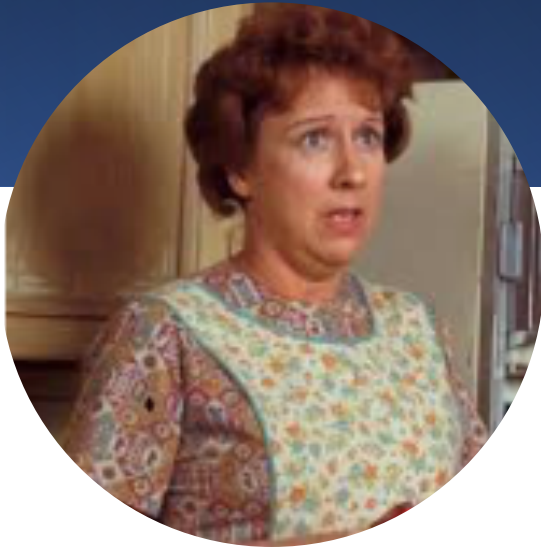
**Cicely Tyson, an Actress
Who Shattered
Stereotypes, Dies at 96**

- “... looming over her career were the *persistent limitations* in an entertainment industry that cast Black women in demeaning roles as prostitutes, drug addicts, and housemaids...”
- Ms. Tyson said she refused many such roles offered to her, *vowing to accept only parts of “strength, pride and dignity.”* Because of her uncompromising selectivity, she was out of work for months and sometimes years at a stretch, even after her breakthrough, Oscar-nominated performance as a sharecropper’s wife in *SOUNDER* (1972)
- “*I wait for roles — first, to be written for a woman, then, to be written for a black woman,*” she told the Entertainment News Service in 1997. “And then I have the audacity to be selective about the kinds of roles I play. I’ve really got three strikes against me. So, aren’t you amazed I’m still here?”

Four months
after MARY
TYLER
MOORE
comes
ALL IN THE
FAMILY



ONE SEASON OF TV: THREE DEPCTIONS OF THE EVOLVING AMERICAN WOMAN



40-something



30-something



20-something



MAUDE (1972-78) CBS

(24)

THE RESULT

- Menopause
- Mental health
- Infidelity
- Premarital sex
- Multiple marriages
- Cosmetic surgery
- Vasectomies
- Equal rights
- Racism
- And of course ...

“Maude’s Dilemma” (Nov 14/21 1972)

24:00

<https://www.youtube.com/watch?v=DrJ5W6MT9QA>

25 C.B.S. Affiliates Won't Show 'Maude' Episodes on Abortion



By Albin Krebs

Aug. 14, 1973

Maude Didn't Leave 'em All Laughing



By Aljean Harmetz

Dec. 10, 1972

THE LEGACY (APART FROM THE CONTROVERSY)


How Television Humanized a Woman's Right to Choose

“For you, Maude. For me. In the privacy of our own lives. You’re doing the right thing.”

SUSAN HARRIS



Bobby Riggs vs. Billie Jean King



“THE BATTLE OF THE SEXES”
(SEP 20 1973) ABC

(25)

ABC Sports Special

<https://www.youtube.com/watch?v=4RsVYxjkrJ4>



RHODA (1974-78) CBS

(26)

“Thank you,
MS. Magazine”

<https://www.youtube.com/watch?v=GpbHsjhNmfl>

18:00



ONE DAY AT A TIME (1975-84) CBS

(27)

DIVORCE COMES TO WEEKLY TV



(1976-77) SYN

(28)



WEEKLY
SCRIPTED
SOCIAL
COMMENTARY
COMES TO
(NOT QUITE
PRIME-TIME)
TV

A REACTION TO A MOVEMENT?

<https://www.youtube.com/watch?v=bhIZdP1uKyc>

THE FEMALE FACTOR

Joan Darling

Ann Marcus

Gail Parent

and more...

MEANWHILE...



CHARLIE'S ANGELS (1976-81) ABC

(29)



ALSO....

TONIGHT: BARBARA WALTERS JOINS HARRY REASONER ON ABC!



Barbara Walters has earned the admiration of millions of Americans for her incisive interviews with newsmakers all over the world.

Harry Reasoner, with over twenty years broadcast and journalism experience, is one of America's most trusted broadcasters.

This combination of experience and ability forms the center of television's most dynamic and informative news team.

So whatever you do tonight, don't miss them

ABC EVENING NEWS
WITH HARRY REASONER
& BARBARA WALTERS

ABC
NEWS
5PM
5

BARBARA
WALTERS
MOVES TO
ABC (1976)

(30)

Strong female leads
in dramas are still
rare...

(WOMEN ARE HAVING THE MOST IMPACT ON THE MADE-FOR-TV MOVIE GENRE)

This table displays the top-rated primetime television series of the 1977–78 by Nielsen Media Research.^[1]

Rank	Program	Network	Rating
1	<i>Laverne & Shirley</i>	ABC	31.6
2	<i>Happy Days</i>		31.4
3	<i>Three's Company</i>		28.3
4	<i>60 Minutes</i>	CBS	24.4
	<i>Charlie's Angels</i>	ABC	
	<i>All in the Family</i>	CBS	
7	<i>Little House on the Prairie</i>	NBC	24.1
8	<i>Alice</i>	CBS	23.2
	<i>M*A*S*H</i>		23.0
10	<i>One Day at a Time</i>		23.0

This table displays the top-rated primetime television series of the 1978–79 by Nielsen Media Research.^[1]

Rank	Program	Network	Rating
1	<i>Laverne & Shirley</i>	ABC	30.5
2	<i>Three's Company</i>		30.3
3	<i>Mork & Mindy</i>		28.6
	<i>Happy Days</i>		26.7
5	<i>Angie</i>		CBS
6	<i>60 Minutes</i>	25.4	
7	<i>M*A*S*H</i>	25.2	
8	<i>The Ropers</i>	ABC	25.2
	<i>All in the Family</i>	CBS	24.9
9	<i>Taxi</i>		

This table displays the top-rated primetime television series of the 1979–80 : by Nielsen Media Research.^[1]

Rank	Program	Network	Rating	
1	<i>60 Minutes</i>	CBS	28.4	
2	<i>Three's Company</i>	ABC	26.3	
3	<i>That's Incredible!</i>		25.8	
4	<i>Alice</i>	CBS	25.3	
	<i>M*A*S*H</i>		25.0	
6	<i>Dallas</i>		24.4	
7	<i>Flo</i>		24.3	
8	<i>The Jeffersons</i>		24.1	
9	<i>The Dukes of Hazzard</i>		23.0	
10	<i>One Day at a Time</i>			

“Don’t presume to tell me what I mean.”



+

○

SUBTLE AND
NOT SO SUBTLE
EFFECTS OF
AND NODS TO
FEMINISM IN A
CHANGING
DECADE

●

As the decade moves on,

- "women's lib" is no longer a novelty or a gimmick or a punchline or a trend or even really mentioned
 - female-driven TV can attract huge audiences (*Charlie's Angels* becomes the country's highest rated drama, *Laverne & Shirley* is the top comedy, *MHMH* is the hottest show in syndication)
 - female issues and topics connect to a wide audience (from breast cancer to prostitution to divorce to self-identity to business)
 - There are female writers and directors and producers on the front lines
 - women are integral to TV storytelling in front of and behind the camera, part of the fabric, no longer just the girlfriend or secretary or wife or, behind the scenes, the "girl writer"
-

FEMALE WRITERS “IN THE ROOM” NOW

- Treva Silverman
- Mary Kay Place
- Linda Bloodworth
- Susan Harris
- Susan Silver
- Monica McGowan
- Carol Evan McKeand
- Diana Gould
- Karen Hall
- Gloria Banta
- Patricia Nardo
- Marilyn Suzanne Miller
- Anne Beats
- Rosie Schuster
- Gail Parent
- Charlotte Brown
- Irma Kalish
- Emily Marshall
- Ann Marcus
- Dinah Kirgo
- Julie Kirgo
- Carol Sobieski

FEMALE DIRECTORS

- Karen Arthur
- Joan Darling
- Penny Marshall
- Kim Friedman
- Marjorie Mullen
- Gwen Arner
- Linda Day



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FORGOTTEN HISTORY (1977)

“...a spoof of daytime soaps, with the twist of the series was that it was set within a world of complete role-reversal: Women were the "stronger sex," the executives and breadwinners, while the "weaker sex" – the men – were the secretaries or “house-husbands” Men were often treated as sex objects.”



Chairman of the Board

Secretary

Househusband

Account Executive

It's chauvinistic and it's funny! It's Norman Lear's late-night soap comedy.

ALL THAT GLITTERS

WEEKNIGHTS 11:30 PM

13 WZZM TV 1

LEFTOVER FROM LAST WEEK

FAMILY (1976-80) ABC



"Rites of Friendship" (DEC 28 1976)

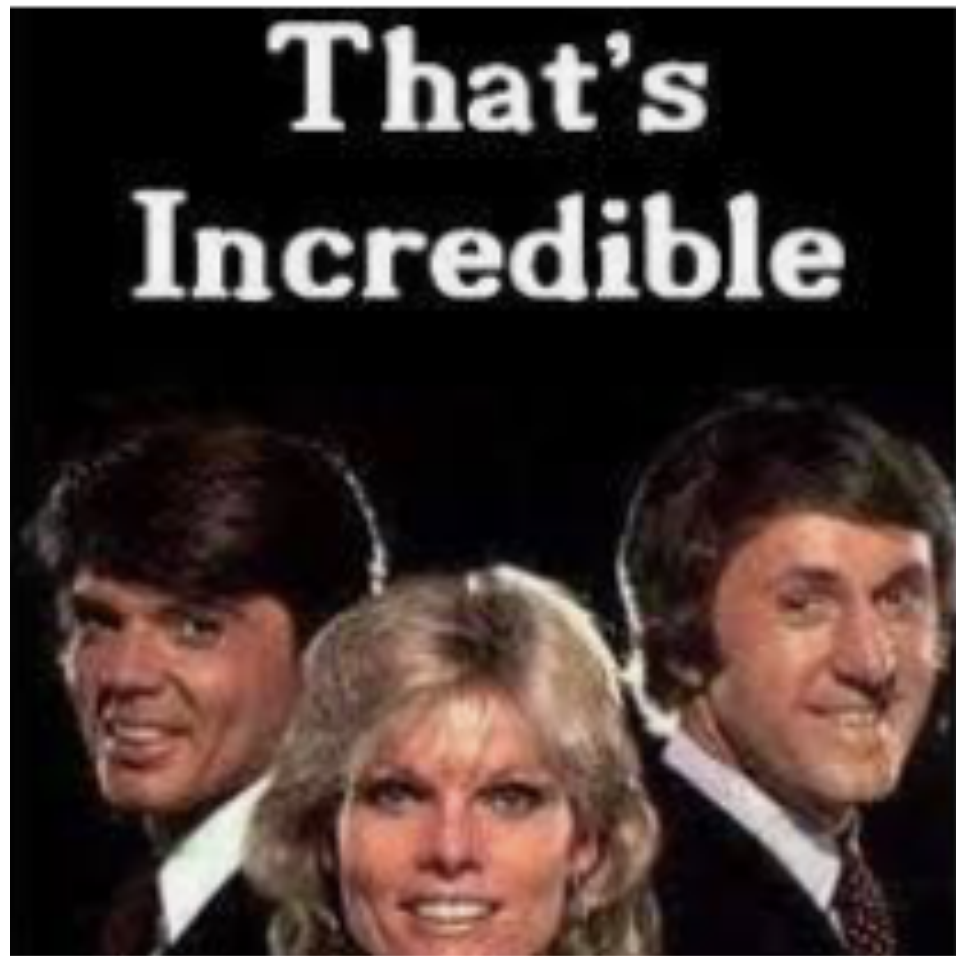
- <https://www.youtube.com/watch?v=BEPFEnuWONM>
- (40:20)





4 36 REAL PEOPLE—Comedy
Debut: A newsmagazine reporting on unusual events, eccentric personalities and unheralded heroes. Fred Willard, Sarah Purcell, John Barbour, Jimmy Breslin, Mark Russell, Skip Stephenson and Bill Rafferty are the regulars who kick off this six-week series with a lampoon of the IRS, a tribute to a Navy frogman, a sampling of newsroom bloopers, a visit with a California hobo. (60 min.)

REAL PEOPLE (1979-84)



THE EFFECT

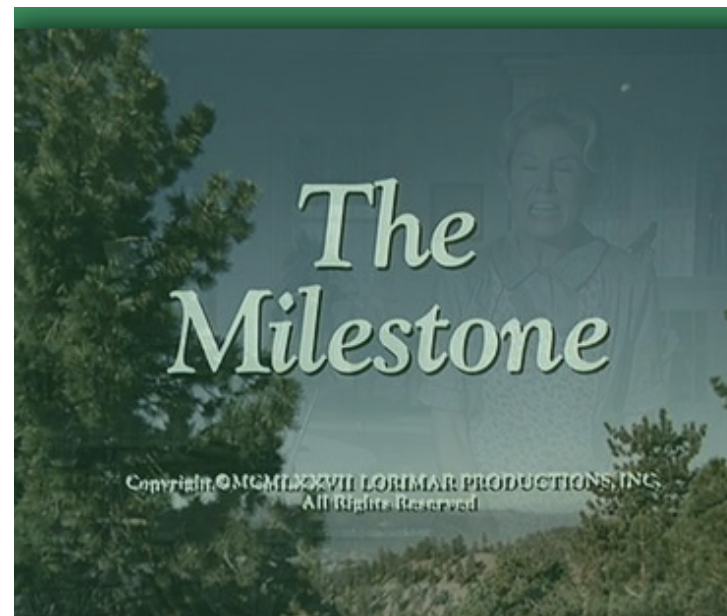
Marcus Welby, M.D



TOPICS among various series in the 1970s

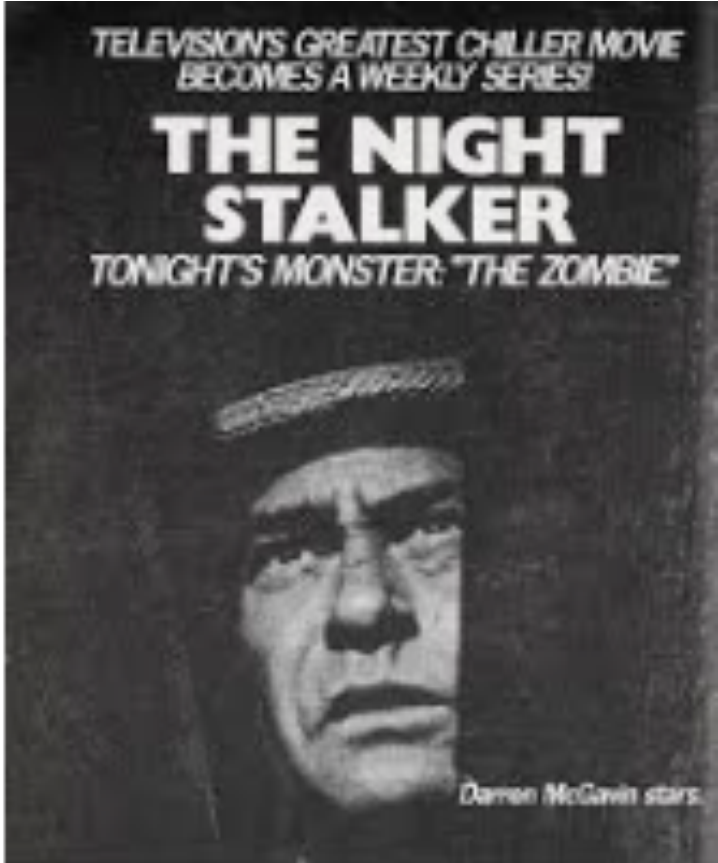
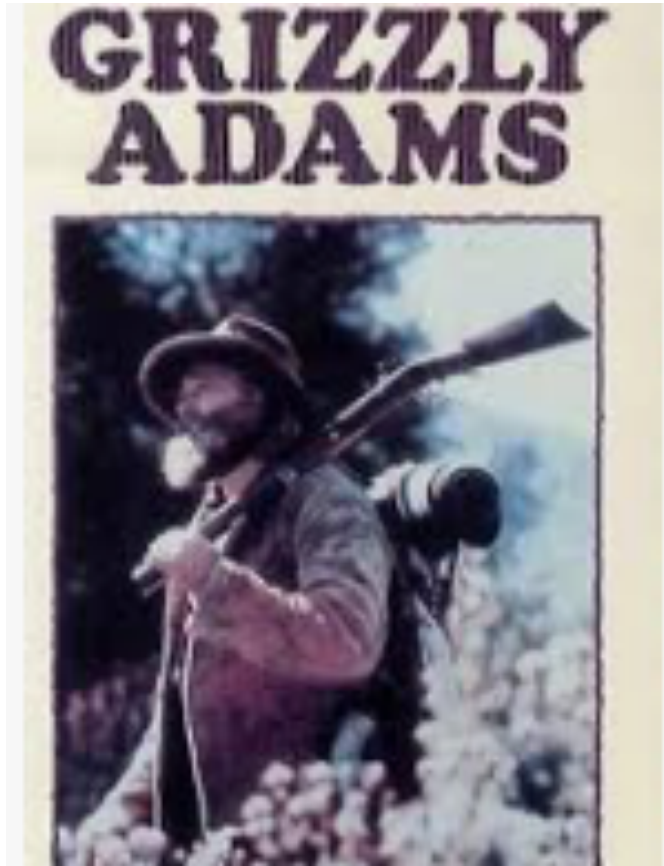
- sexuality, divorce, feminism, race, spousal abuse, teen pregnancy, prostitution, PTSD and Vietnam
- a realistic approach to situations and characters and dialogue

DEC 15 1977
CBS



Kathleen Hite









migrant. An NBC white paper (NBC)



April 22, 1970



BROADCAST NEWS DOCUMENTARIES

- "ECOLOGY"
- THE "GENERATION GAP"
- THE NEW SOUTH
- RACE RELATIONS
- THE ENERGY CRISIS
- THE GAY EXPERIENCE
- SENIOR CITIZENS
- CHANGING FACE OF TELEVISION

END OF WEEK 3

WEEK 4 – **INDIVIDUALISM**

predictions / thoughts / suggestions?