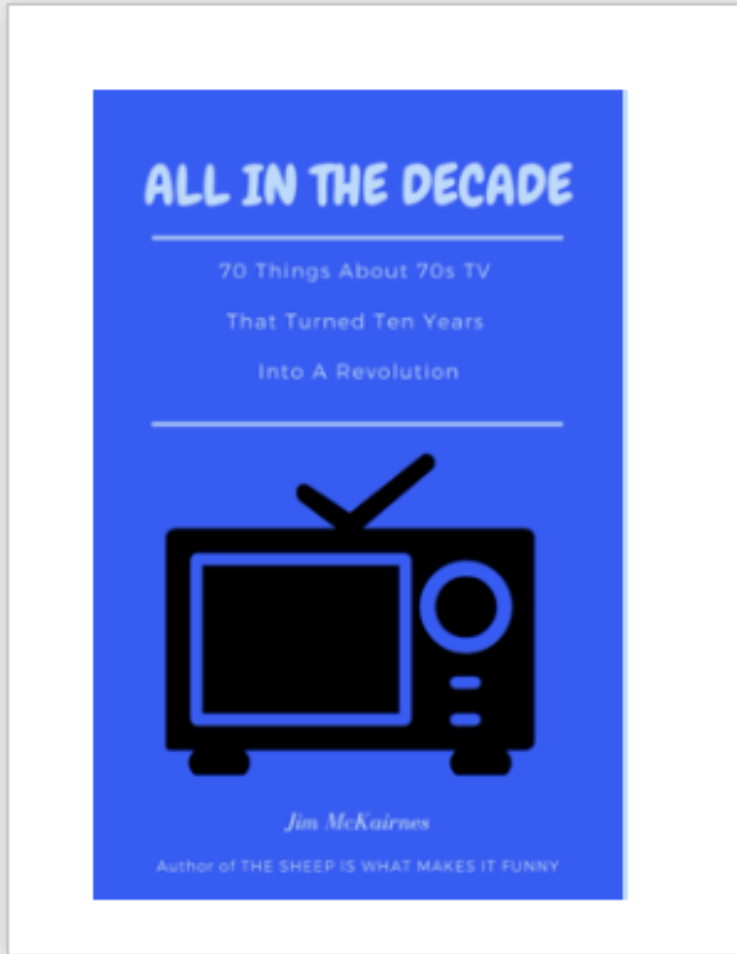


# WEEK 4 – INDIVIDUALISM





30 DOWN  
40 TO GO



# QUICK REVIEW

- **Crawling** in the 1950s, **toddling** in the 1950s, a young and **curious child** in the 1960s, television in the 1970s is a **rebellious adolescent** – testing the boundaries and challenging the rules
- The **social protests of the 1950s and 1960s** has informed its growth and TV has begun to reflect the reality of the real world, the reality of those watching. It's no longer just a curtain going up on a **staged world**, with the audience watching from a point of remove.
- Chief among the changes it begins to reflect in the 1970s is that fully half the country is being affected by a movement called **feminism**. This is just one of many way TV is recognizing the many individuals watching.

## AN ERA OF SELF- DEVELOPMENT

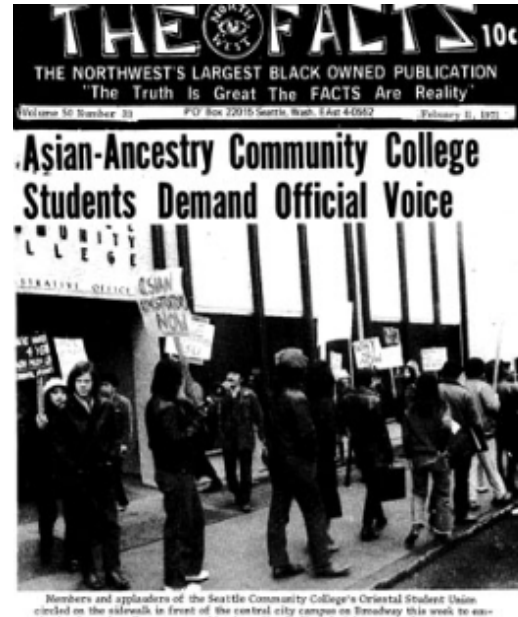
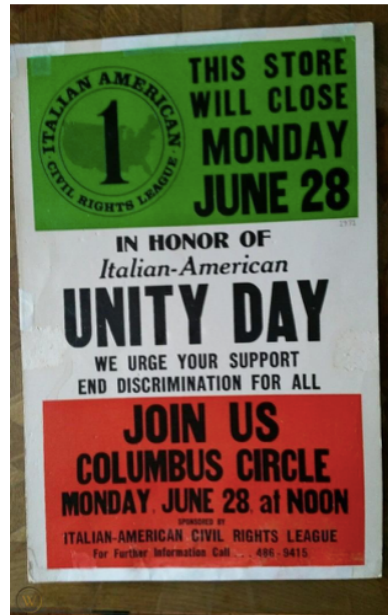
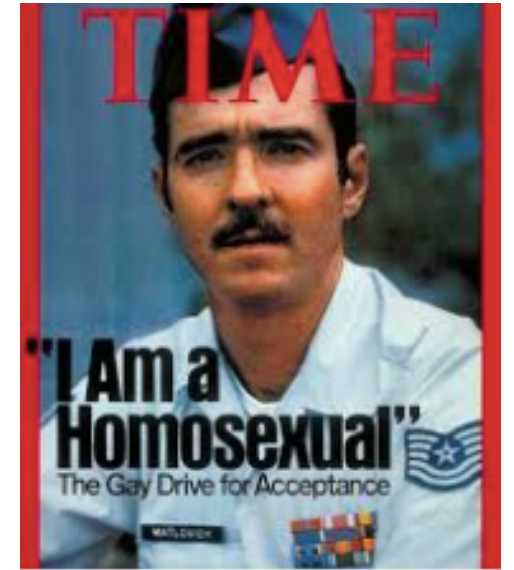
”The divorce rate in 1960 was 9.2 per 1,000 married women 15 years and older; it had been essentially unchanged for decades. By 1970, however, the rate had climbed to 14.9 and 10 years later it stood at 22.6 ...

**This huge increase in so short a span reflected in part new expectations individuals were bringing to marriage, expectations that involved a more radically autonomous sense of self.”**



[https://www.youtube.com/watch?v= eQhtAh-SJM](https://www.youtube.com/watch?v=eQhtAh-SJM)

The world...  
the country...  
the television audience...  
is made up of  
many different kinds of people



TV IS BEING AFFECTED BY REAL-LIFE MOVEMENTS involving those many different kinds of people



...AND HIGH-  
PROFILE  
PROTESTS

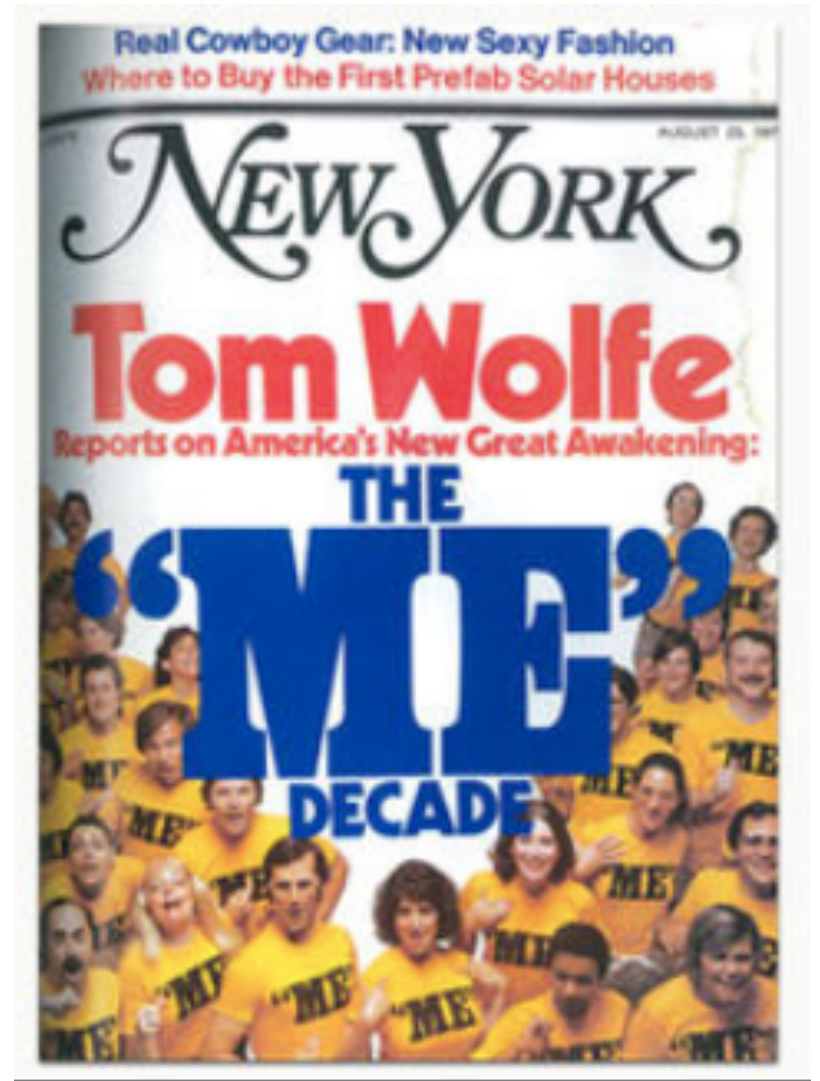


**THE RETURN  
OF CHARLIE CHAN**



# “ATOMIZED INDIVIDUALISM”

*a new sense of self-  
determination  
and individuation associated  
with the widespread  
economic prosperity....*





KEY WORD  
CONTINUES:  
**AWARENESS**  
(of the real world)



BEWITCHED  
"SISTERS AT HEART"

(DEC 24 1970) ABC

(31)



close  
up

BEWITCHED ©

8:30 (3) (7) (42)

### SISTERS AT HEART

Students at a Los Angeles high school devised this off-beat Christmas episode.

Little Tabitha, wishing that her black playmate were her sister, uses her powers to make it so—almost. Both girls take on polka-dot complexions that even Samantha can't clear up.

The script, by Barbara Avedon and producer-director William Asher, was written in collaboration with Marcella Saunders' fifth-period English class at Jefferson High. (The class originally wrote the story as a thank-you for their visits to the "Bewitched" set.)

Samantha: Elizabeth Montgomery. Darrin: Dick Sargent. Tabitha: Erin Murphy. Larry: David White. Guest Cast . . . Lisa: Vanetta Rogers. Brockway: Parley Baer. Dorothy: Janee Michelle. Keith: Don Marshall.



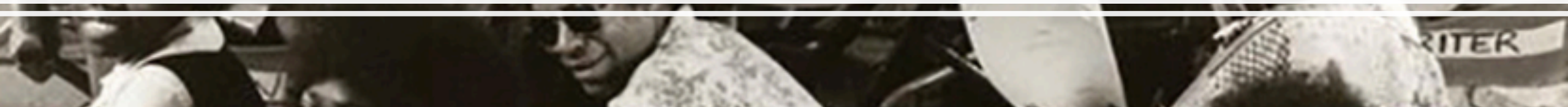
On the set of "Bewitched"

Courtesy Thomas McCartney Collection





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





Story by:

5th Period English - Room 309  
Thomas Jefferson High School

SANDRA BLACK . . . . . EDDIE BROWN  
BERLES COOK  
PATRICIA DON  
LARRY FREEMAN  
ROBBIE HARRIS



CARLISE HENDERSON . . . . . HAROLD HENRY  
JAMES WIDDON . . . . . MITTIE WUDDESTON  
DEBORAH JANISSE . . . . . ANNETTE JOHNSON  
WYMON JONES  
ORALL JOSEPH, JR.  
STEPHEN KIRK  
GLENDA PETTY



ROBERT RANDALL . . . . . GAIL SMITH  
CARMELLA STUCKEY . . . . . TARYA SWEED  
ANGELA THOMAS . . . . . DONNIE WALLACE  
RONNIE WALLACE  
GLENN WILLIAMS  
JOE WILLIAMS  
BRUCE WOODS





# THE FLIP WILSON SHOW (1970-74) NBC

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“TV’S FIRST BLACK SUPERSTAR”

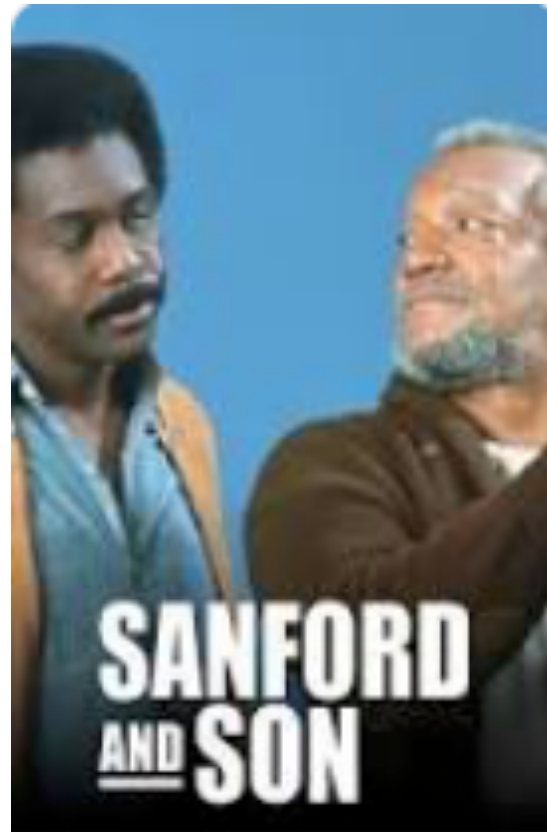
(32)





SANFORD AND SON (1972-77) NBC  
the first hit sitcom with all-black leads (33)

<https://www.youtube.com/watch?v=XEDzNA39Vvc>





# GOOD TIMES (1974-79) CBS



Norman Lear: “We were determined that the family ... would deal with the reality of their world” [in the Chicago projects].” (34)



- <https://www.youtube.com/watch?v=VsZODjitCCI>
- <https://www.youtube.com/watch?v=rDi8s1bwpe0>

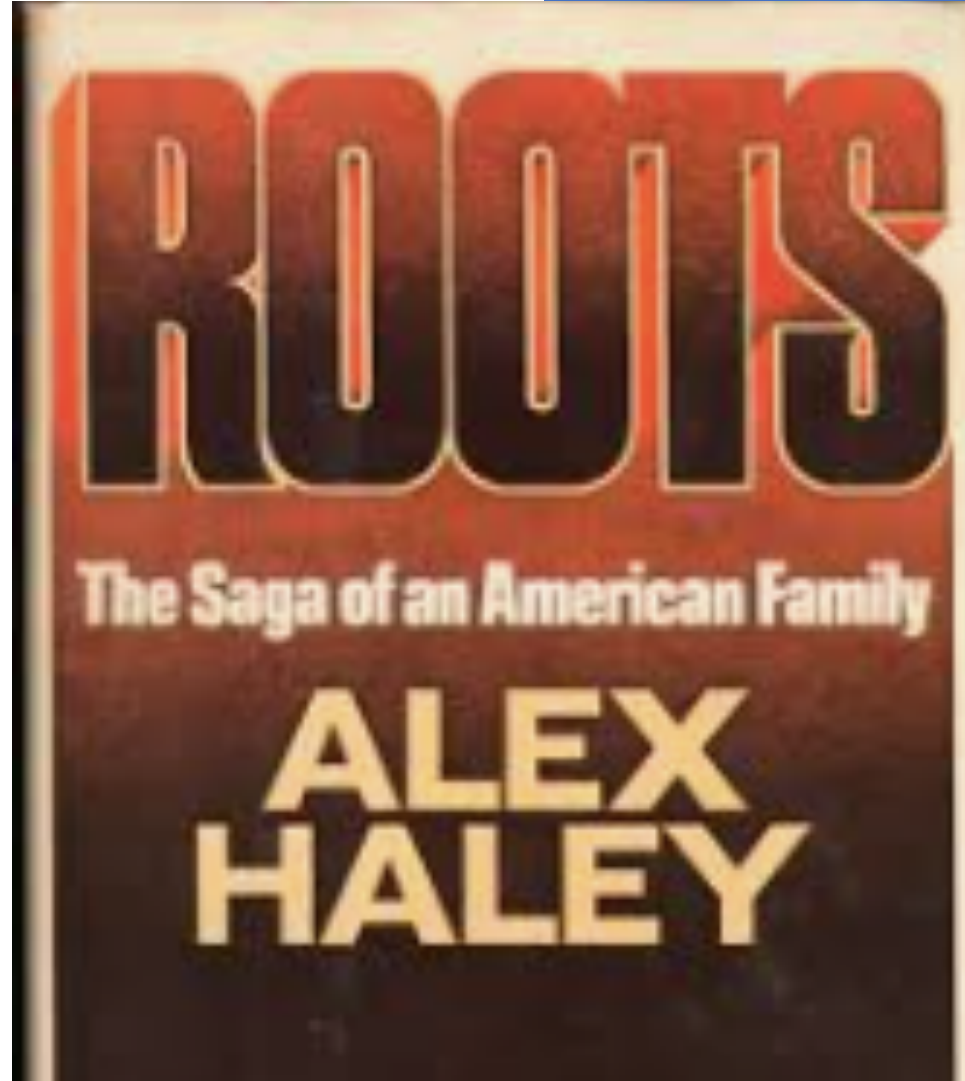




# THE JEFFERSONS (1975-85) CBS

a new reality - black no longer has to mean struggling and oppressed

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ROOTS (JAN 23-30 1977) ABC

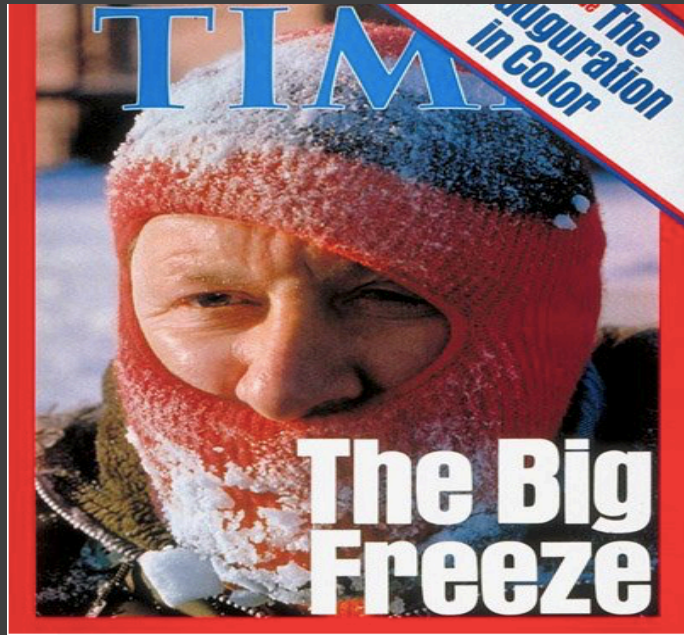
(36)

<https://www.youtube.com/watch?v=TSJUgws9M-E>

<https://www.youtube.com/watch?v=X9NNlztQPAA>



watched in whole or in part  
by at least  
**half the U.S. population**



The week of January 23, 1977, began like any other but ended like no other. A massive blizzard had locked down the East Coast starting that Friday, the 28th. By Sunday, the blizzard was still raging, and a record 100 million viewers — many snowbound — watched the conclusion of ABC's "Roots."

**JANUARY 28 / 29 /30 1977**  
**EAST COAST BLIZZARD**

**37** EMMY NOMINATIONS (A RECORD)  
INCLUDING **10** FOR ITS CAST (ALSO A RECORD)

Thanks in part to that providential storm, TV history had changed, and so had history. When “Roots” arrived, the civil rights battles of the ’60s were a decade in the past. Jim Crow laws had been outlawed only 13 years earlier. Maybe most Americans were ready for national expiation or maybe they weren’t. But if “Roots” was any indication, they were willing to listen — or watch.

*Newsday*



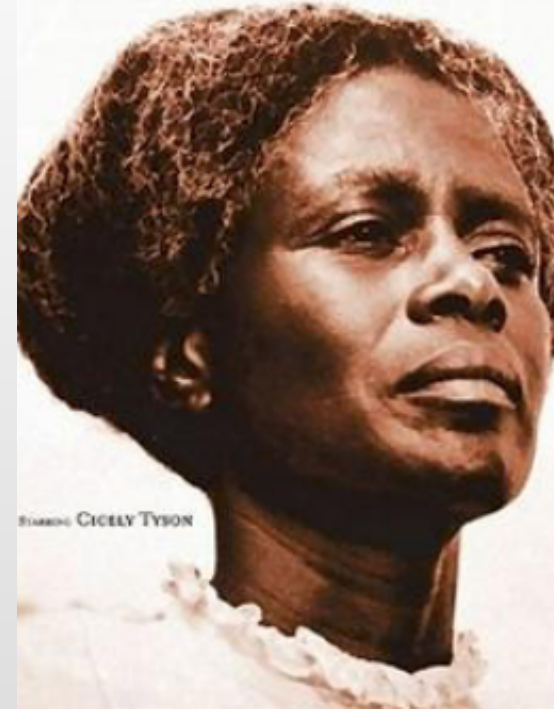
(37)



MY SWEET CHARLIE  
(JAN 20 1970) NBC  
(Levinson & Link)

THE AUTOBIOGRAPHY OF  
MISS JANE PITTMAN

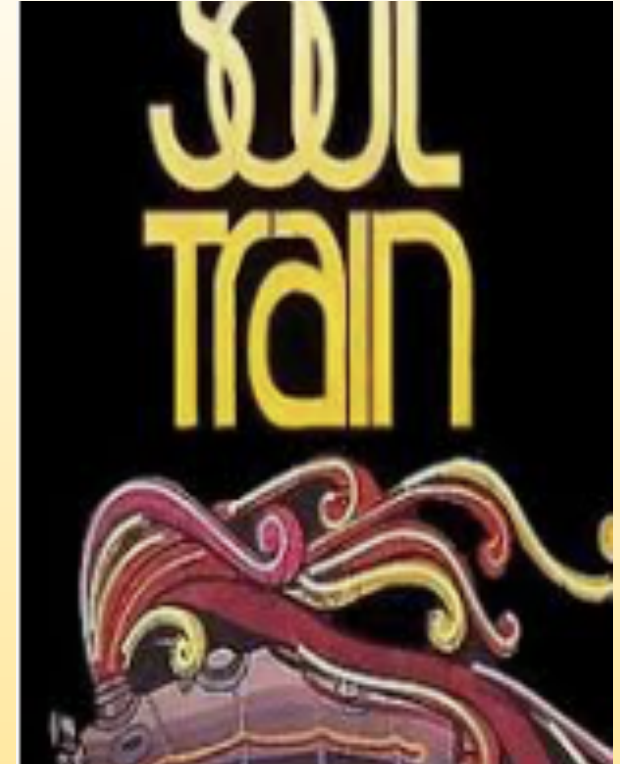
(38)



THE AUTOBIOGRAPHY OF MISS JANE PITTMAN  
(JAN 31 1974) CBS

<https://www.youtube.com/watch?v=nDV7PUtP8As>





SOUL TRAIN  
(1971 - 2006)  
SYN

“Inspired by the Civil Rights movement, [Don Cornelius] saw a space for black joy on television.”  
(author Nelson George)

(39)



CHICO AND THE MAN  
(1974 – 1978) NBC

(40)





*Because there's good in everyone /  
And a new day has begun /  
You can see the morning sun if you try*

- <https://www.youtube.com/watch?v=5HWFVfpWNHM>



# The Generation Gap meets Brown Pride

# THE CRYING INDIAN (1971)

“It’s probably the most famous tear in American history...”

--*Chicago Tribune* 2017



(41)



PREMIERES IN APRIL 1971  
ON THE FIRST ANIVERSARY OF EARTH DAY

<https://www.youtube.com/watch?v=j7OHG7tHrNM>

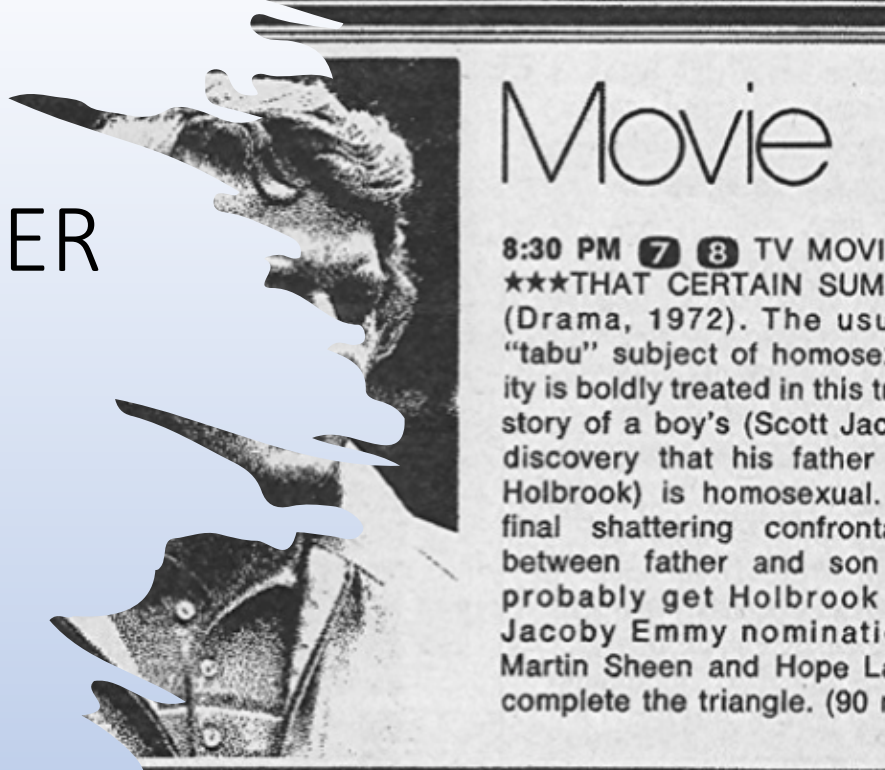
# THAT CERTAIN SUMMER (NOV 1 1972) ABC

“...*That Certain Summer* became the first television-movie to offer a sympathetic portrayal of homosexuality and, with an all-star cast of Hal Holbrook and Martin Sheen,

it was a  
big deal.”

(worldofwonder.net)

(42)



Starring Hal Holbrook,



—

## ‘It was a big deal.’

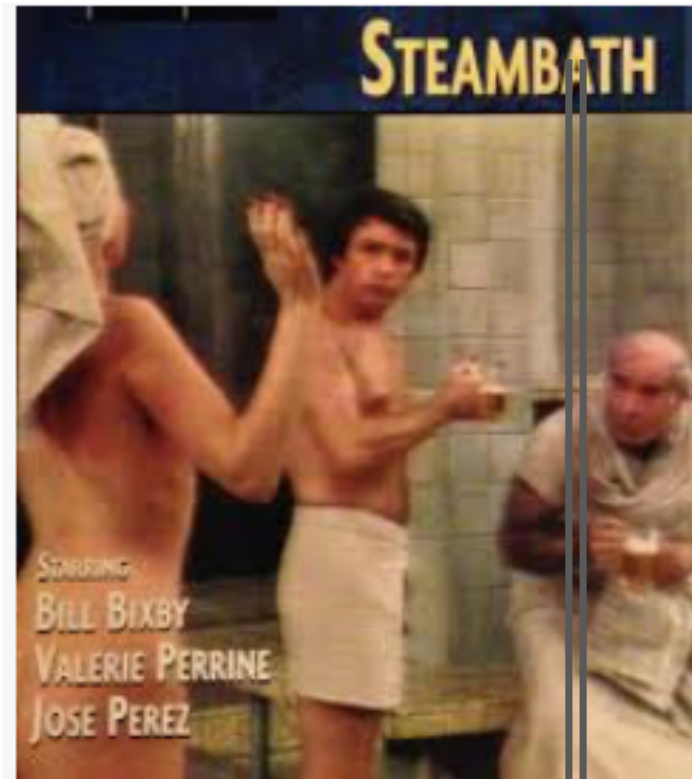
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SHEEN: “I’d robbed banks and kidnapped children and raped women and murdered people, you know, in any number of shows. Now I was going to play a gay guy and that was like considered a career ender. Oh, for Christ’s sake! What kind of culture do we live in?”

*(out.com 2014)*

- Levinson & Link, again
- ABC required inclusion of “an opposing point of view”





## THEY FOUND GOD IN A STEAMBATH

God is a Puerto Rican steambath attendant. The patrons of the bath don't believe it. Until they discover they're dead and in limbo. Then no one rests in peace. They plead with God for life. Humorously. Desperately. In Bruce Jay Friedman's TV adaptation of his irreverent play, "Steambath."

### Starring

BILL BIXBY and VALERIE PERRINE

JOSE PEREZ  
HERB EDELMAN  
STEPHEN ELLIOTT  
KENNETH MARS  
PETER KASTNER

Executive Producer  
NORMAN LLOYD

Directed by  
BURT BRINCKERHOFF



Watch "Steambath"  
Tonight at 10 on  
Hollywood Television Theatre

(43) HOT L BALTIMORE (JAN 24– APR 25 1975) ABC

STEAMBATH (MAY 4 1973) PBS

(44)



“JOURNEYS OF DISCOVERY became commonplace in the Seventies\*...” (author Bruce J. Schulman)

<https://www.youtube.com/watch?v=eVSM-UGJO8s>

\*“Not on MY public tv station, though!”

# How ABC Got Into A Lather Over 'Soap'

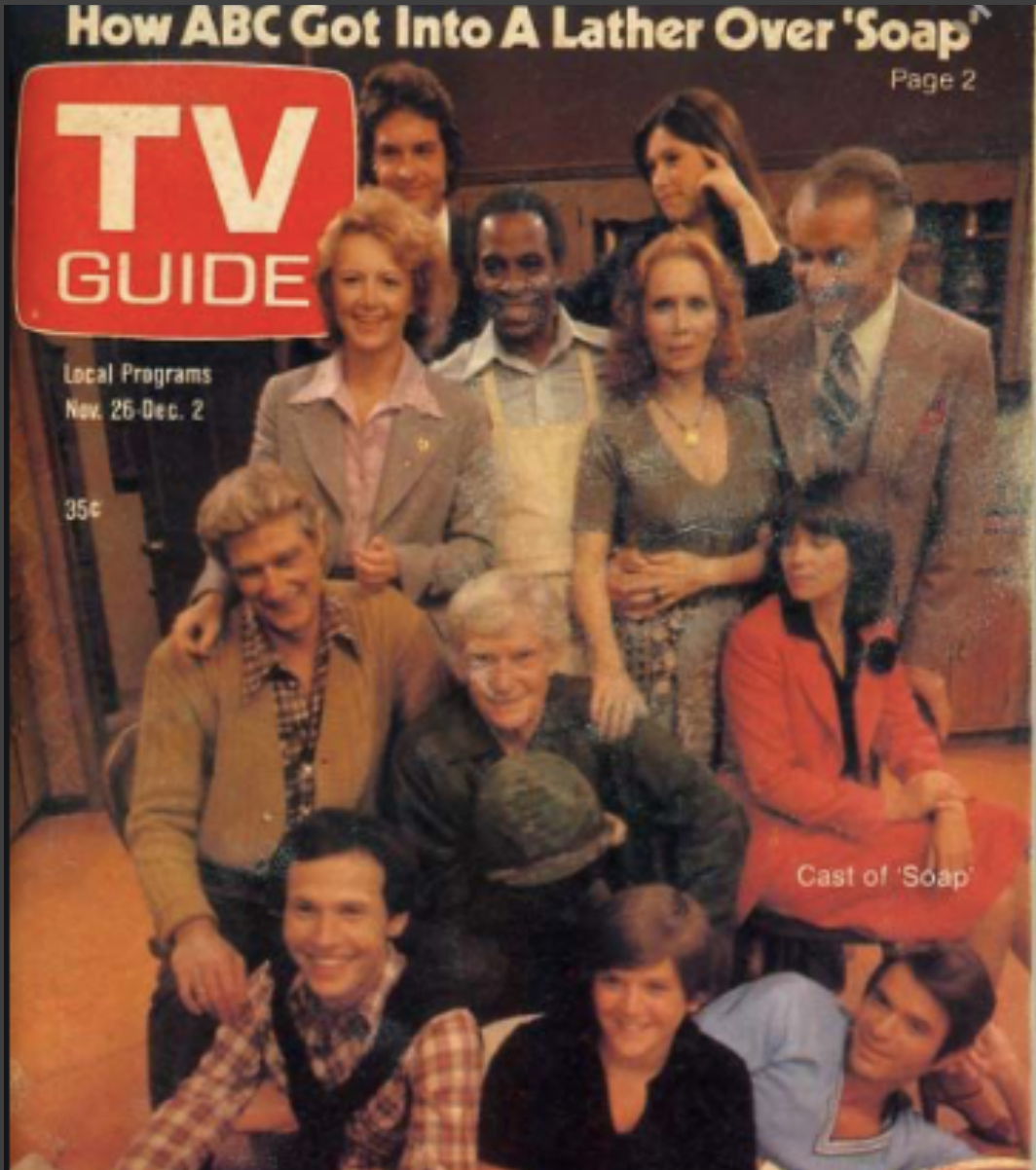
Page 2

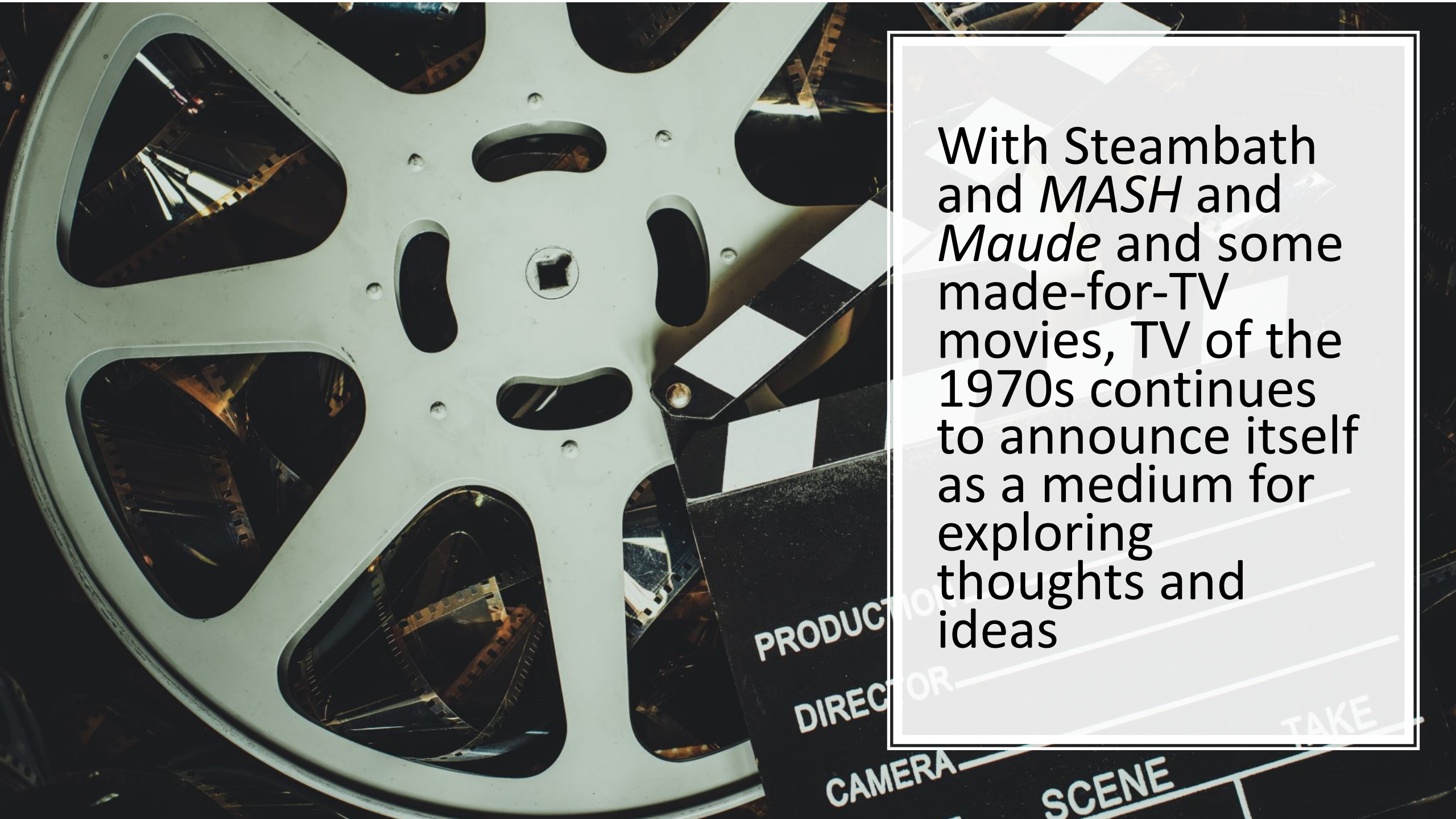
**TV**  
GUIDE

Local Programs  
Nov. 26-Dec. 2

35¢

Cast of 'Soap'





With *Steambath* and *MASH* and *Maude* and some made-for-TV movies, TV of the 1970s continues to announce itself as a medium for exploring thoughts and ideas



# MARCUS WELBY, M.D. (1969-76) ABC

# MEDICAL CENTER (1969-76) CBS

“Early  
Landmarks  
in Gay TV”



fallible doctors, real-world medical issues

(45)



(46)



<https://www.youtube.com/watch?v=ZsTojHb84Vg>

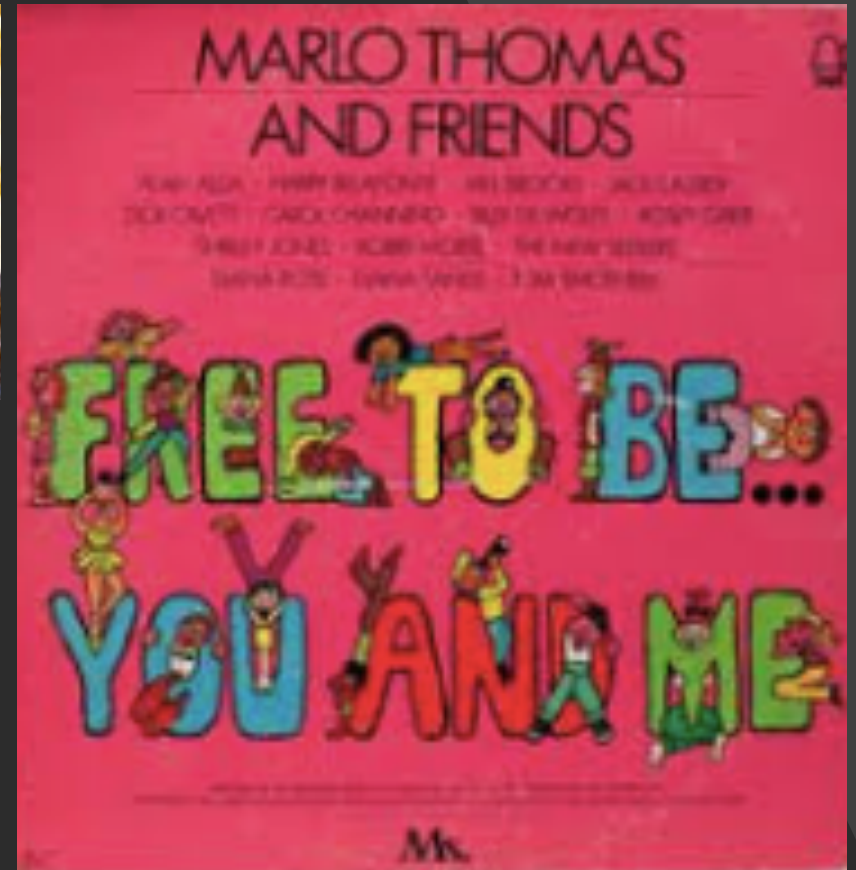
<https://www.youtube.com/watch?v=Z4JHvizrxr4>



1966-71 ABC

# FREE TO BE ... YOU & ME (MAR 11 1974) ABC

(47)

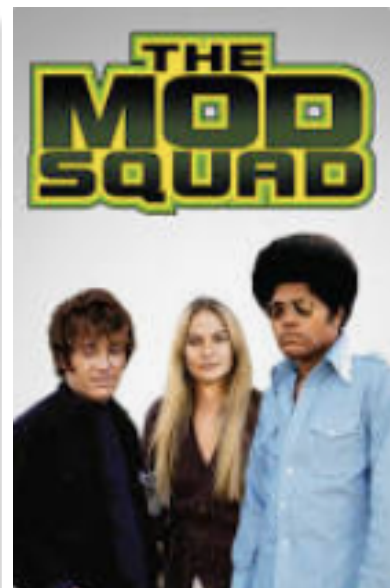
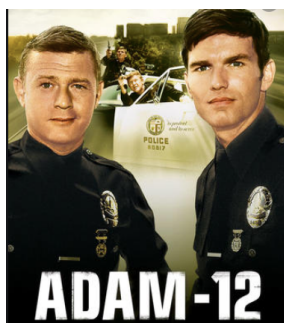


SMASHING GENDER STEREOTYPES  
CELEBRATING INDIVIDUAL CHOICES  
WINNING AWARDS IN THE PROCESS

[https://www.youtube.com/watch?v= 26FOHoaC78](https://www.youtube.com/watch?v=26FOHoaC78)



1970





# 1979

- 3 all-black series had been in the Top Ten
- gay lives have been explored
- no more Asians as housekeepers or comic relief
- no more marauding scalp-claiming Indians

# QUESTIONS?

(I promise to make fun of you only a little)

- Memories of minorities on TV in the 1970s?
- Favorites that we haven't mentioned?
- Could TV have done still better?
- Changes that you noticed which I haven't? (points deducted for this one in front of my OLLI bosses)

END OF WEEK 4

WEEK 5 – COMMERCIALIŞM