WELCOME TO THE REVOLUTION

1970s
WEEK 3 - FEMINISM
22 DOWN, 48 TO GO
AS THE DECADE BEGINS

THE LIGHTNING ROD

MANPOWER
“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).
AND THEN...

1970-71 HAPPENS
THE MARY TYLER MOORE SHOW
(1970-77) CBS
(23)
THE RIGHT SHOW AT THE RIGHT TIME

KISMET MEETS ZEITGEIST

"ACCIDENTAL EMPOWERMENT"
“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?”
https://www.youtube.com/watch?v=KAJ9dTL0RLs
https://www.youtube.com/watch?v=GoewM2S14lA
21:00
CLORIS LEACHMAN (1926-2021)

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

January 27, 2021 · 5:54 PM ET
Heard on All Things Considered
CICELY TYSON
(1924-2021)
• “… 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?”

Washington Post Jan 28 2021
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

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

By Albin Krebs  
Aug. 14, 1973

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Maude Didn’t Leave ‘em All Laughing

By Aljean Harmetz  
Dec. 10, 1972
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.”
“THE BATTLE OF THE SEXES” (SEP 20 1973) ABC (25)
RHODA (1974-78) CBS
“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=bhlZdP1uKyc
THE FEMALE FACTOR

Joan Darling
Ann Marcus
Gail Parent
and more...
MEANWHILE...
CHARLIE’S ANGELS (1976-81) ABC
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
Strong female leads in dramas are still rare...

(WOMEN ARE HAVING THE MOST IMPACT ON THE MADE-FOR-TV MOVIE GENRE)
“Don’t presume to tell me what I mean.”
SUBTLE AND NOT SO SUBLTE 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, MHHMH 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
"...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 “househusbands” .... Men were often treated as sex objects."
LEFTOVER FROM LAST WEEK
FAMILY (1976-80) ABC
"Rites of Friendship"
(DEC 28 1976)

• [https://www.youtube.com/watch?v=BEPFEnuWONM](https://www.youtube.com/watch?v=BEPFEnuWONM)

• (40:20)
REAL PEOPLE (1979-84)

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.)
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
IN THE ZEITGEIST... REFLECTING THE WORLD AROUND US...
BROADCAST NEWS DOCUMENTATIES

- “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?