**Women of the Decades Project Resources**

**1950**

**TV /film**

* - In the early days of television, women were portrayed as the perfect housewife. Characters such as Donna Stone in [“The Donna Reed Show”](http://www.donnareedshow.com/)(1958-1966) and June Cleaver in [“Leave it to Beaver"](http://www.leaveittobeaver.org/) (1957-1963) epitomized the American housewife as the “supermom” who participated in community events as well as doing household chores, such as vacuuming and making her husband and family dinner, all while wearing heels, chic frocks and a set of pearls.
* [TV Moms: 1950s](http://www.biography.com/people/groups/tv-moms-1950s)
* [Leave it to Beaver](https://www.youtube.com/watch?v=RkSc9RXs0IA)
* [Donna Reed Show](https://www.youtube.com/watch?v=wnIC7j-xrUY)  (opening credits)
* [Father Knows Best](https://www.youtube.com/watch?v=Pf2eiXSyqU0) 0-2:00

**Music**

* [Patti Page](https://www.youtube.com/watch?v=w_N7mBSk1Jg)
* [Connie Francis](https://www.youtube.com/watch?v=V8x5cUFoDnU)

**Ads**

[Picture ads](http://www.vintageadbrowser.com/household-ads-1950s/3)

[Video](https://www.youtube.com/watch?v=m7t9YlMxWoE)

[Article](https://www.csustan.edu/sites/default/files/honors/documents/journals/soundings/Holt.pdf)

[Advertising through the decades](http://adage.com/article/adage-encyclopedia/women-representations-advertising/98938/)

**Workplace**

* [Article](http://classroom.synonym.com/american-women-50s-9170.html)
* [Article](http://www.historytoday.com/reviews/story-women-1950s)

**1960**

**TV /film**

* [TV Moms: 1960s](http://www.biography.com/people/groups/tv-moms-1960s)
* It was this characterization of women that led to [Betty Friedman](http://www.greatwomen.org/women.php?action=viewone&id=62) stating in an article for a 1967 issue of "TV Guide" that television has represented the American woman as “stupid, unattractive, insecure little household drudge who spends her martyred, mindless, boring days dreaming of love- and plotting nasty revenge against her husband.”
* Around 1964 the femme fatale stereotype became popular with the characters of Samantha on [“Bewitched”](http://www.bewitched.net/) and Jeannie on [“I Dream of Jeannie.”](http://www.idreamofjeannie.com/) Jeannie was an unmarried woman who was only allowed to be portrayed as living with a man only because she slept alone in her bottle. The revealing “Jeannie” costume caused some controversy at the time but was allowed as long as Jeannie’s navel was not seen. Samantha, more like the female characters before her, was a typical surburban housewife. The main difference between her and her predecessors was that she was a witch and with a twitch of her nose magic happened. It was the magical powers of these characters that gave them the femme fatale persona. They both had a mysterious quality about them that led their male companions into various supernatural situations.
* [**Feminism TV**](http://womenshistory.about.com/od/feminismandpopculture/tp/Feminism_in_1960s_Sitcoms.htm)
* [**Bewitched**](https://www.youtube.com/watch?v=WnebvZDHf0o) **0-1:06**
* [**The Lucy Show**](https://www.youtube.com/watch?v=aegpZdpO8jg) **7:10-8:00**
* [**That Girl**](https://www.youtube.com/watch?v=Zoh1LGADKI8)
* [**Mad Men**](https://www.youtube.com/watch?v=ni9DvpJs0Bw)

**Music**

* [**Influential singers**](http://www.biography.com/people/groups/influential-female-musicians-of-the-1960s)
* [**I Will Follow Him**](https://www.youtube.com/watch?v=Hyl7_7moaVg) **(early sixties)**
* [**You Don’t Own Me**](https://www.youtube.com/watch?v=4QEqLTbEXy0) **(mid sixties)**
* [**Gracie Slick**](http://www.biography.com/people/grace-slick-589242#early-career) **(late sixties)**
  + [**Somebody to Love**](https://www.youtube.com/watch?v=2EdLasOrG6c) **0-1:50**
* [**Janis Joplin**](http://www.biography.com/people/janis-joplin-9357941)
  + [**Me and Bobbi McGee**](https://www.youtube.com/watch?v=N7hk-hI0JKw) **(late sixties**)

**Ads**

* [**Ad 1- A Woman Can open it**](http://www.dailymail.co.uk/news/article-3318841/Shocking-posters-1950s-60s-sexist-racist-campaigns-seen-acceptable.html) **You may want to pick and choose**
* [**Woman is for cooking**](http://planetoddity.com/shocking-sexism-vintage-ads/) **You may want to pick and choose**
* [**Husband Pleasing Coffee**](http://38.media.tumblr.com/58cf56a37429fb464540af73a9fc1724/tumblr_inline_n3h4o5493h1r29f4p.jpg)
* [**Pink Mustang**](http://pzrservices.typepad.com/.a/6a00d83451ccbc69e2017c3248ee7b970b-400wi)
* [**Advertising through the decades**](http://adage.com/article/adage-encyclopedia/women-representations-advertising/98938/)

**Workplace**

**Article pdf**

[**US Census**](https://www.census.gov/newsroom/pdf/women_workforce_slides.pdf)

**1970**

**TV /film**

* [**TV Moms: 1970s**](http://www.biography.com/people/groups/tv-moms-1970s)
* [**Mary Tyler Moore**](https://www.youtube.com/watch?v=-Zfti7b31rs&ebc=ANyPxKreq-5CzN0G-f12Bdfy7pCTQeb6IUQ9qVBq6RrwDY6RX3_Nz8geIDb6s5HxQyM_fR9iEfGnxWbE8npz1_JvZDiKPSjr8A) **single women**
* [**One Day at a Time**](https://www.youtube.com/watch?v=9J_pkW-2uXI&ebc=ANyPxKpUSipbzdQ2Ynvz_GJjOMNOOoBQHHUsoxzfOglAr-dMk7JFeDY1Vwuoy_BO80YXOigV9KZdK3w1yddPAm3UttPOhCMDOA) **divorced mom**
* [**Charlie’s Angels**](https://www.youtube.com/watch?v=PcwPo37Q23w)

**Music**

[**You’re So Vain**](https://www.youtube.com/watch?v=b6UAYGxiRwU)

[**I Am Woman**](https://www.youtube.com/watch?v=xwMOC5i2eRk)

[**I’ve Been Cheated**](https://www.youtube.com/watch?v=ScOpzm-BYX4) **(first woman of country rock)**

**Ads**

**PDF**

[**Information and ads**](http://www.womenworklife.com/2014/07/30/work-life-really-like-women-1970s/)

[**Advertising through the decades**](http://adage.com/article/adage-encyclopedia/women-representations-advertising/98938/)

[**Nike Journey**](http://news.nike.com/news/nike-women-advertising-a-40-year-journey)

**Workplace**

[**Charts and graphs**](http://www.huffingtonpost.com/mehroz-baig/women-in-the-workforce-wh_b_4462455.html)

[**US Census**](https://www.census.gov/newsroom/pdf/women_workforce_slides.pdf)

[**Women in the Workforce**](http://www.huffingtonpost.com/mehroz-baig/women-in-the-workforce-wh_b_4462455.html)

**1980**

**TV /film**

* [**TV Moms: 1980s**](http://www.biography.com/people/groups/tv-moms-1980s)

[**Growing Pains**](https://www.youtube.com/watch?v=9EtBzyDYdqY)

* [**Melrose Place**](https://www.youtube.com/watch?v=QePkuMBzy_k) **0:2:20**
* [**Cagney and Lacy**](https://www.youtube.com/watch?v=rm-tZCwZIm0)

**Music**

[**Girls Wanna Have Fun**](https://www.youtube.com/watch?v=PIb6AZdTr-A)

[**She Works Hard for the Mone**](https://www.youtube.com/watch?v=MX7MbG6MiQs)**y**

[**What’s Love Got to do With It**](https://www.youtube.com/watch?v=oGpFcHTxjZs)

[**Variety of artists**](http://www.liketotally80s.com/2011/03/womens-independence-in-80s/)

**Ads**

[**Ads**](https://www.youtube.com/watch?v=Ix9fnUe4hu4) **2:00-2:07     3:38-4:03     11:08-11:35**

[**Advertising through the decades**](http://adage.com/article/adage-encyclopedia/women-representations-advertising/98938/)

[**Nike Journey**](http://news.nike.com/news/nike-women-advertising-a-40-year-journey)

**Workplace**

**PDF**

[**Then and Now**](http://www.humanresourcesmba.net/women-in-the-workplace/) **scroll down to 80’s**

[**US Census**](https://www.census.gov/newsroom/pdf/women_workforce_slides.pdf)

[**Women in the Workforce**](http://www.huffingtonpost.com/mehroz-baig/women-in-the-workforce-wh_b_4462455.html)

**1990**

**TV /film**

[**13 Female characters**](http://www.bustle.com/articles/105856-13-important-female-tv-characters-of-the-90s-because-modern-tv-would-be-nothing-without-them)

**Music**

[**90’s Female Singers**](http://www.refinery29.com/90s-female-singers)

[**Country Female Artists**](http://www.buzzfeed.com/kelciewillis/women-who-prove-90s-country-was-everything#.xeQbqWy9w)

**Ads**

[**Advertising through the decades**](http://adage.com/article/adage-encyclopedia/women-representations-advertising/98938/)

[**Nike Journey**](http://news.nike.com/news/nike-women-advertising-a-40-year-journey)

**Workplace**

[**US Census**](https://www.census.gov/newsroom/pdf/women_workforce_slides.pdf)

[**Women in the Workforce**](http://www.huffingtonpost.com/mehroz-baig/women-in-the-workforce-wh_b_4462455.html)

**2000-2016 today (post 911)**

**TV /film**

* [**TV Moms:21st Century**](http://www.biography.com/people/groups/tv-moms-21st-century)
* [**Empowering Women**](http://www.beliefnet.com/Entertainment/TV/2008/09/Top-10-Most-Empowering-Women-on-TV-Today.aspx?b=1)
* [**Women in TV Today**](http://www.thegrindstone.com/2012/03/11/mentors/10-positive-portrayals-of-working-women-on-television-today-234/gallery-page/9/)

**Music**

[**Women in the Music Industry**](http://www.thefashionspot.com/life/353167-alanis-morissette-whats-changed-for-women-in-the-music-industry/)

[**Is it Still a Male Dominated Industry**](http://www.marieclaire.co.uk/blogs/547787/is-music-still-a-male-dominated-industry-we-ask-the-women-working-in-it.html)

**Women in the Music Industry PDF**

**Ads**

[**Nike Journey**](http://news.nike.com/news/nike-women-advertising-a-40-year-journey)

**How Women are Portrayed in the Media PDF**

**Workplace**

[**US Census**](https://www.census.gov/newsroom/pdf/women_workforce_slides.pdf)

[**Women in the workplace**](http://www.wsj.com/specialcoverage/women-in-the-workplace)

[**Role of Women has Changed**](http://www.hrzone.com/lead/culture/how-the-role-of-women-has-changed-in-the-workplace-over-the-decades-and-are-we-in-a)

[**American Progress**](https://cdn.americanprogress.org/wp-content/uploads/2013/09/StateOfWomen-4.pdf)

[**Women in the Workforce**](http://www.huffingtonpost.com/mehroz-baig/women-in-the-workforce-wh_b_4462455.html)