FEMINISTS IN FLIGHT: EXPLORING GENDER EQUALITY AT 32,000 FEET

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GROUP WEBSITE
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BIBLIOGRAPHY

PROCESS PAPER
Primary Sources

Books


Maren Lockwood Carden's non-fiction novel on second wave feminism, written itself in the peak of the movement in 1974, provided us with insight into not only how flight attendants were involved in the movement, but also general information on second wave feminism. We used a quote from this book's introduction on our page about how female flight attendants exchanged objectification for the empowerment necessary for other women to stand up for their own rights. It shows how even though many didn't take feminists seriously, feminists proved that their cause was not just a fad, but a revolution.


This book, written by a former flight attendant, provided not only excellent background, but also vital insight into what it is like to actually experience being a flight attendant during this dilemma, being treated like an object, and suffering through discriminatory sexism on a daily basis. This book also features quotes from other flight attendants that Kane knew, with opinions varying from being morally opposed to their treatment to actually enjoying the lifestyle. It also helped us explore the other side of the argument to balance our research. This book was particularly useful because it showed a flight attendant’s point of view after witnessing the whole revolution, enhancing our project’s social lens.


This book was extremely helpful in getting information about flight attendants and the making of their union. We quoted this book multiple times in our more technical arguments to help readers view our project through an economic lens. Quotes used from this book showed growing progress of feminism in the workforce and how unionizing aided their fight. This book also provided a picture of a flight attendant checking that she met all of her standards in a mirror. We used this in the slide show on the thesis page.

Reading about the flight attendants’ struggles from Gloria Steinem’s point of view gave us insight that no other book could have. As one of the most prominent feminists of her time, Gloria witnessed the movement from the outside, and her knowledge of how greatly feminism as a whole was affected by the flight attendants was made apparent through the tone of her writing. Quotes from this book help the reader understand how the public viewed the flight attendants and their struggle for equality.

**Collections**


We initially could not gain access to this mass of information because the collection was on-site at NYU’s Tamiment Library and Roger F. Wagner Labor Archives and was not accessible online. However, when our group member Kate McKernan flew to New York City over spring break, we were delighted to be able to access the boxes and all of the information they contained. She took pictures of all of the documents, photos, textiles, and other materials in the collection so that we could review them as a group when she returned. We used many newspaper headlines to show the stewardess’ impact in the media at the time. In addition, we found quotes from newspaper articles and a pamphlet that we featured in the Unparalleled Opportunities section. Also, we found many airline-issued guidelines that gave the restrictions on weight, age, marital status, and appearance that we featured in a slideshow on our background page.

**Interviews**

Bianchi, Judi. "Judi Bianchi." Personal interview. 29 Nov. 2015.

We became in touch with Judi Bianchi, a TWA flight attendant in 1964, through pre-existing connections. Ms. Bianchi was a stewardess before the sexual discrimination and objectification was at its worst, which was mainly during the 1970’s. Nevertheless, she still was held to weight and marriage regulations, and experienced several cases of sexism during her career as a flight attendant. We asked Ms. Bianchi many questions about what it was like to work as a stewardess and how she felt about the objectification that occurred after she retired. We found it very interesting that even though she knew what the airlines were doing was wrong, she loved every minute of the job and didn’t regret a thing. She helped us understand how being a flight attendant was a great opportunity for women at the time, sexism and all, which balanced our research further. We used her quotes mainly in the counter argument to acknowledge the other side of the argument.
We got an interview with Martha Casne, President of the Retiree Association of Flight Attendants, by emailing the organization and asking if anyone was willing to get in touch with us. Amazingly, we were able to directly contact Ms. Casne, the president of the association. She answered questions on the regulations imposed on flight attendants, the effects of their unionization and fight against workplace sexism, and how their encounters with women changed the way those women thought of themselves and their role in the workforce. She emphasized that the opportunities that women had by being flight attendants outweighed the sexism they endured and was worth the reward of being able to travel freely. Lastly, we featured a quote on our argument titled Exchanging Empowerment saying how flight attendants helped make sense of women’s movement into the workforce.

We used this interview in the counter argument of the BFOQ defense. Because of its significance in the context of Bona Fide Occupational Qualifications, we decided to use Hooters restaurant as an example of where the BFOQ defense actually applies. It was a good way to show how it worked and we could compare it with the case of the flight attendants to prove how the BFOQ defense did not apply to them. Courtney Dietz, a Hooters waitress, was interviewed on the regulations enforced at Hooters and how they are legal. Consequently, we used quotes in the section about Hooters to show that the defense is applicable.

We were very lucky to get an interview with the former president of the Association of Flight Attendants, Ms. Patricia Friend, by emailing the same association Ms. Casne is associated with, the Retiree Association of Flight Attendants. She promptly responded and we were able to conduct a thorough email interview. The Association of Flight Attendants (AFA) is the first and largest flight attendant union in the history of the career. The women in this union were the ones responsible for making all the changes we discuss. We discussed many topics with Ms. Friend, such as the regulations imposed on flight attendants and how her union reacted to them, how her union changed those rules, and how they empowered other women and themselves. We featured quotes from this interview all over our project to support our opinions.

Dusty Roads, a former flight attendant, was heavily involved with the overruling of many of the sexist regulations against flight attendants. This video bluntly but effectively introduces the sexism faced by flight attendants on a daily basis and the objectification they endured. To see more about Dusty Roads, read about her in the annotation for our personal interview with her.


We were able to connect with Ms. Nichols, who was a TWA stewardess through the heat of the sexual discrimination carried out by the airlines, through pre-existing connections. Our interview with Ms. Nichols, an avid Democrat and feminist, almost perfectly contrasted our interview with Ms. Bianchi. While Ms. Bianchi thought the rules were a small sacrifice to be a part of a wonderful career, Ms. Nichols believed they were simply awful. She remarked that she hated them passionately, as did every stewardess she knew. She was involved with getting these rules thrown out and exchanging ideas of feminism to women all over the world. We featured quotes from this interview on our thesis page, on our argument about how flight attendants explored female unionization, and our argument on how they exchanged empowerment.

Hannah, Employee of Gloria Steinem. "Interview with Employee of Gloria Steinem." E-mail interview. 3 Feb. 2016.

Our group decided to email the office of Gloria Steinem, famed American feminist, journalist, and activist, because after reading her latest memoir, we found that she had strong beliefs and ties to second wave feminism and was very knowledgeable on the flight attendants and their roles in the movement. We were able to contact Hannah, a woman employed by Ms. Steinem, through her website, and soon became in touch with her. She answered our questions on the topic, which we featured throughout our website. We used a quote on the effects of the requirements on our background page and on our Redefining the Working Woman and Exchanging Empowerment arguments. Lastly, we used one quote on the Encounter section on our theme page and featured two on our Interviews page.

Our interview with Barbara "Dusty" Roads and Elaine Rock, her biographer, was definitely our best interview. We were able to arrange a telephone interview with her by contacting her through her biographer, Ms. Rock. We talked with Ms. Roads and Ms. Rock simultaneously so they could add to each other's ideas and opinions. We discussed all topics that we included in our project from unionization and fighting with the EEOC, to the roots of second wave feminism, and how to embrace your femininity and still be a feminist. We found this entire interview very interesting and helpful to our argument, so we displayed the transcript on our Interviews page.

**Magazine and Newspaper Articles**


We used a picture from this newspaper article on our background page to reflect how the airline officials, usually men, saw the flight attendants. They viewed them as objects, being auctioned off the flights as wives, and shows how much the airlines objectified the women.


We used this magazine article mainly for reference, but we also used the cover of the article on the Redefining the Working Woman page to show how stewardesses were seen as an icon of femininity in the media. This article proved how stewardesses were viewed as the most elite female workers in the country. Consequently, when the flight attendants began to oppose the sexism they faced on a daily basis, they were basically demonstrating that women should aspire to be someone that stands up for their own rights. This encounter with the media played a major role in flight attendants exchanging the idea that women are more than simple objects of attraction.

This magazine was not only another example of how popular stewardesses were in the media, but it also analyzed their representation in the media. It provided invaluable statistics taken from a study conducted by *The Journal of Popular Culture* that showed demographics of flight attendants, their plans for the future, their feelings about the job, and much more. Additionally, it was written from the point of view of someone who is in favor of what the stewardesses were doing, so it was even more helpful in developing our arguments. We featured these invaluable statistics throughout our project to support our arguments with facts.

**Photographs**


This photograph was in the exhibit that we visited at the Smithsonian's National Air and Space Museum about the history of flight attendants. It shows the outfits worn by Braniff Airlines flight attendants in 1968. Consistent with similar fashions for flight attendants at the time, the hemlines were sky high, and very demeaning to the flight attendant and female gender as a whole. We used this picture in a slideshow on our background page, Flight Before Feminism, to show how objectifying the uniforms worn by flight attendants were.


This photograph shows a group of 300 stewardesses protesting TWA's refusal to negotiate with the stewardess' unions. Photographs like this one are extremely helpful because they show how the stewardesses took a stand. It clearly depicts their activism in action. This type of visual evidence is invaluable and goes a long way to proving our thesis.

This picture was used in our Explore, Encounter, and Exchange page as an example of today’s flight attendants and to show how they and their public perception have evolved and changed so much over the years through their fight against their objectification. Flight attendants today are a diverse group of both men and women who are perceived as competent and concerned for your safety.


This picture shows flight attendants lining up, sitting on a wall after graduating from their TWA Airline hostess training in 1946. At this time, the job was still respectable, with lower hemlines and flight attendants recognized as safety officials rather than objects. We used this picture in our introduction page because it was well taken, unbiased, and nice-looking picture to start our project with.


This is a photograph of former TWA stewardess Judi Bianchi. She was a flight attendant before the sexualization and objectification was at its worst.


This is a personal photo that Sophia took at the Smithsonian National Air and Space Museum of actual uniforms that flight attendants wore during the late 60's and 70's. They were donated to the museum by various airlines. It is one thing to see photos of the flight attendants in their uniforms, but to see the uniforms and how inhumanely small they were was a horrifying experience for us. The pressure to fit into these uniforms must have been unreal and so debilitating that it would limit a woman from reaching her full potential. We put this in the slideshow of flight attendant uniforms on the background page.


This was another photo from the Smithsonian National Air and Space Museum. This photo of United Airlines flight attendants, with short dresses and suggestive poses, further proved that airlines were using their flight attendants as objects to sell seats and attract men to their businesses. This was also a photo that we included on our slideshow of flight attendants' outfits on our background page.

We used this personal photograph of Frances Wilson, a current flight attendant, to put in a slideshow of our interviewees. It also showed how the uniforms of flight attendants have evolved through the years.

**Publications**


This publication was used in our argument that flight attendants exchanged the idea that women can unionize and fight a misogynistic society together. The publication is an analysis of women in the labor force of age 16 and over. Not surprisingly, it demonstrates how the number of women in the labor force has been steadily increasing since 1970. We used this graph on our argument Redefining the Working Woman to show how they, along with other feminist parties, inspired women to join the workforce as the newly redefined professional working woman.

**Reports**


This report on the sexualization of girls was a primary source, not for our topic directly, but for primary statistics on the physical and emotional effects of sexualizing girls from a young age. We first used it in our rebuttal to the counterargument Unparalleled Opportunities. The quote proved that while being a flight attendant may have seemed like a good opportunity at the time, the side effects that came along with it outweighed the glory of a glamorous life.
Videos


This video is a vintage commercial from Braniff Airlines featuring their world-famous "Air Strip." This on-flight entertainment consisted of flight attendants beginning the flight in many layers. The attendant then slowly but surely removed all of her clothing over the duration of the flight, similar to some sort of strip show. This was the peak of Braniff Airlines' objectification of women, with their flight attendants basically being in-flight strippers. What once used to be a respected position for nurses and safety officials had turned into a job for a sex object. We posted this video on our background page to show this transition in the airlines' attitude toward flight attendants.


In this video, Dusty Roads introduces the ways in which female flight attendants realized that the discrimination and sexism they faced so regularly should not be tolerated. She explains how they went to court with the help of Senator Martha Griffiths and won their rights. We also put this video on our thesis page because we thought it was a great way to introduce our argument. It really highlights how women battled a misogynistic society and won.


While this ad seems simply to be asking what it was like before Southwest Airlines was operating, it is not as innocent as it seems. It was a well-known fact that Southwest Airlines was among the raciest of all the airlines. The real question the ad is asking is, "Remember what it was like before your flight attendant was a sex object?" We placed this video next to the Braniff Airlines ad on the Flight Before Feminism background page to make a collage of vintage ads. It makes the reader feel the injustice of being a woman in the 1960s and 1970s, constantly being diminished by the male gender.
Websites


While this website itself was not primary, all of the photos that the slideshow contained were primary. What made this slideshow different from the other photos of uniforms we saw was that it had multiple uniforms from each decade in chronological order. It was very informative to see them in order because you could easily observe the hemlines going up and the dignity going down. We used these photos in our slideshow of uniforms on the thesis page and our background page.


Peg Cole, a former flight attendant for Braniff Airlines, made a blog post about her life as a flight attendant. She reflects on the weight requirements and stories of sexual harassment on board. She also posted photos of original documents she received upon being hired, such as a table for recommended weights for one's height. We used this table on our background page to show the impossible standards that flight attendants were held to.


This website had many statistics from the Population Reference Bureau on the changing demographics, such as race and gender, of flight attendants. We used these statistics in our conclusion to show how far flight attendants have come since the time when all flight attendants were single, thin, flirty women that were trained to seem incapable of standing up for themselves. Now, there are many races and both male and female flight attendants working for every airline in the U.S.
Secondary Sources

Books


This book was definitely our best and most useful source. Although it is a secondary source because the author was not directly involved with flight attendants' fights in feminism, it features an extraordinary amount of primary quotes and images, which we found priceless throughout the creation of our project. The book touched on many topics, including flight attendants' roles in labor unions, protests against sexist regulations and ads, and how their battles impacted women and the world. It also led us to many sources with its detailed footnotes and extensive bibliography.


*Moving the Mountain* provided a great introduction to second wave feminism during the late 60's and early 70's. It helped us learn about the entire movement, not just the part that flight attendants were involved in. It also went into detail on flight attendants and their role in the movement compared to other parties. Surprisingly, we learned that flight attendants were among the most actively involved of all the feminist groups. We used quotes from this book in our argument on flight attendant unionization, to show how they unionized to fight with power in numbers, and in our argument on Redefining the Working Woman, to show how they revolutionized the image of a woman in the workforce.


From this book, which we accessed online, we extracted an extremely helpful quote on the origins of the second wave of feminism and general information on the changing social attitudes on women and sexuality in the 1960s. We used this quote to explain more about feminism in our section Feminism's Second Wave and used the general information on the 1960s the book provided to build our knowledge.

This source was extremely helpful both in informing us about our topic during our early days of research and in providing us with primary sources that were used throughout our project. It contained an in-depth history of the stewardess’ profession that helped us tremendously with our background section. We featured quotes from Ms. Vantoch all over our website, and they were extremely helpful, especially in our argument Redefining the Working Woman.

**Interviews**


While all of our other interviews were with flight attendants and women’s rights activists from the late sixties and seventies, which we are studying, Frances Wilson is our only interviewee that is a current flight attendant. We used this interview to learn about how the changes that feminist flight attendants made in the seventies affected what the career is like today. She also provided useful insight on how current flight attendants view the previous uniforms and regulations historically enforced by many airlines. We featured quotes from this interview on our Redefining the Working Woman argument to show how the image of a flight attendant, and a working woman in general, has changed since the seventies. We also used a quote on the Conclusion to show how women proved their equality to men in the workplace.

**Journal Articles**


This journal article was similar to the book *Moving the Mountain* in that it addressed something generally, and then focused in on different parts of the general idea, including flight attendants. However, this article addressed the effects of workplace feminism on all women’s service jobs. It was very interesting to see how the sexism we studied in the context of flight attendants transferred over to many other jobs at the time. We used a quote from this article on our argument Pink Collar Unionization. The quote we used describes how women banded together in unions to fight for workplace rights that had been available to men since anyone could remember. This was very helpful in our argument.
**Reports**


The BFOQ Defense by Katie Manley was our most critical source for our counter argument on bona fide occupational qualifications. It provided extraordinary information that helped us understand the applications and limitations of bona fide occupational qualifications, and we used quotes from this source on that counter argument to help the reader understand bona fide occupational qualifications as well.

**Photographs**


We used this photograph on our conclusion page under the subheading titled The Flight Goes On. This advertisement of a Cathay Airline’s flight attendant shows that women in other countries today are still fighting for feminism in the workforce, just as the flight attendants in America did.

**Publications**


We accessed this collection online and used the introduction as background for the civil rights section of our argument Redefining the Working Woman. We included Civil Rights in Redefining the Working Woman because we wanted to show how flight attendants not only inspired white, privileged women to fight for their deserved rights, but also empowered many women of color to fight for equality in the workplace. This was a very critical time for women of color because of both the civil rights movement and the feminism movement.
**Theses**


Ms. Vantoch’s thesis was one of the first sources we found. It helped us primarily to understand the topic and develop our opinion. It goes into extreme detail on every aspect of the topic, so we learned most of the initial information from this thesis. We used quotes from this thesis on the Redefining the Working Woman argument to explain the effects of women turning a previously sexualized image into a professional and respectable one.

**Videos**


This video was a compilation made to the audio of Gloria Steinem’s “Address to the Women of America” given on July 10, 1971 at the National Women’s Political Caucus in order to inspire women to fight for their rights. We used the clip in The Flight Goes On section of our Conclusion to help explain what women need to do to keep working toward total equality. It accurately concludes our call to action and conveys our point effectively.

**Websites**


We used this picture to title The BFOQ Defense page. The picture shows the concept of being singled out for something that isn't relevant at all to the task that you are legally required to efficiently accomplish.


This source gave us a helpful quote summarizing the causes of the second wave of feminism, which saved us from having to use words to describe those causes. It also contained useful information on the women's right movement as a whole, which helped deepen our knowledge of the subject and build our background page.

This introduction to Martha Casne, current president of the Retiree Association of Flight Attendants featured a photo of her, which we used on our Interviews page. We found it was more powerful when you can put a face to their names while reading about their experiences.


We used this website for the pictures included in the article. The article featured several vintage airline ads from National Airlines' Fly Me ad campaign. These photos helped us understand the degree to which flight attendants were objectified and exploited. We featured these ads as the heading photos for our background page to give our readers a feel for the discrimination and sexism the flight attendants faced at that time.


Our group was able to use these pictures of the flight attendants in the 1960s in our background and Conclusion page to show how the stewardesses were dressed before feminism revolutionized the airline industry. These effectively contrasted with the pictures of female flight attendants after they had won their rights to show how far they had come since the seventies.


This source gives an in-depth summary of the stewardess profession, complete with interviews with former flight attendants. From this source, we were able to access a quote from the Saturday Evening Post in 1954 which was used on our background page, as well as useful information we used to help increase our general understanding of the topic.


We used this website to get an image of a Hooters waitress to show how they were selected for their physical features. The picture is included in The BFOQ Defense under the heading Example A; Hooters.

We used this website to get the true legal definition of Bona Fide Occupational Qualifications. We knew the most unbiased and correct way to introduce the argument was to get the factual definition and quote it exactly.


A photo of Patricia Friend, former president and one of our interviewees, was on this website. It is featured on our Interviews page.


This website features a photo of Sara Nichols, a former TWA stewardess whom we interviewed. We used it on our Interviews page.
Process Paper

How did we choose our topic?
We discovered the topic of female flight attendants in an exhibit in Smithsonian’s National Air and Space Museum in Washington D.C., where our group had traveled for the National History Day 2015 competition. It highlighted the objectifying regulations and uniforms forced upon flight attendants. We pondered how by fighting the sexism they encountered at their workplace, flight attendants exchanged their previous sexualization for empowerment. As we continued researching, we discovered how they explored women’s unionization and were avid Title VII activists. To find a topic we are passionate about and that is so well-suited for the theme is rare, so we quickly chose it as our topic.

How did we conduct our research?
Our research as well as our discovery of the topic began at the Smithsonian, where we read general information and took personal photos of uniforms from various decades. We continued our research by searching our topic on the internet to discover basic information and further develop our opinions. As personal advocates for women’s rights, we knew we would be arguing against the stewardess’ objectification. We took a trip together to the University of California Los Angeles libraries, where we found several topical books. We then conducted personal interviews with many women, including Dusty Roads, a former flight attendant who was closely involved with the stewardesses’ feminist movement, Patricia Friend, former President of the Association of Flight Attendants, former flight attendants Judi Bianchi and Sara Nichols, and finally, the office of feminist activist Gloria Steinem. In addition, over spring break, our group-member Kate went to NYU to access three boxes of materials from their Stewardesses for Women’s Rights archive. We featured photos from this collection throughout our website.

Why did we choose our category and how did we create our project?
We created a website for this year’s History Day project. Because we used Weebly for our project last year, we knew we would be able to navigate the site easily and efficiently. Using a website is convenient in a group with busy schedules, as we can collaborate and work effectively without always having to meet. During one of our first meetings, we decided on a theme for our website and divided the sections among us. After we started conducting our research, we began to piece together our arguments by using pictures, quotes, and text, and revised our sections until our project was complete.
How does our topic relate to the theme?

Although it may not appear so at first glance, stewardesses of the 1960s and 1970s are a prime example of this year’s theme, Explore, Encounter, and Exchange. Stewardesses encountered both sexism and objectification in the air as well as resistance and ridicule to their cause and profession. However, through their fight they successfully managed to exchange their sexualization for empowerment. This change in their uniforms, airline regulations, and attitude made society explore and redefine traditional concepts of working women. Although their fight for respect for themselves and their profession continues today, the legacy of their past victories is evident in society’s modern views of working women, the absence of the stewardess sex objects of the 1960s, and the empowerment that women have obtained.