

“It was *Time* that turned me into a radical”:

Newswomen and the Fight for Equality at Time Inc., 1970s

Ashley Walter, Penn State University

In May 1970, 147 newswomen working at Time Inc.—which included *Time*, *Life*, *Fortune*, and *Sports Illustrated*—sued the magazine giant for sex discrimination. This class-action lawsuit trailed just two months behind a similar suit at *Newsweek*, which has been well-documented. Additionally, a 1974 lawsuit at the *New York Times* has also been given scholarly attention. However, the story of Time Inc. has yet to be told. The suit is significant and helped bring gender diversity to the magazine industry. Relying on oral history interviews, this research details the lives of Time Inc. newswomen, coalition building, the lawsuit, and settlement.