

Contents

Acknowledgments ix

Introduction: Sex Seen: 1968 and Rise of “Public” Sex *
Eric Schaefer * 1

Part I Mainstream Media and the Sexual Revolution

- 1 Rate It X?: Hollywood Cinema and the End of the Production Code * *Christie Milliken* * 25
- 2 Make Love, Not War: Jane Fonda Comes Home (1968–1978) * *Linda Williams* * 53
- 3 The New Sexual Culture of American Television in the 1970s * *Elana Levine* * 81

Part II Sex as Art

- 4 Prurient (Dis)Interest: The American Release and Reception of *I Am Curious (Yellow)* * *Kevin Heffernan* * 105
- 5 Wet Dreams: Erotic Film Festivals of the Early 1970s and the Utopian Sexual Public Sphere * *Elena Gorfinkel* * 126
- 6 Let the Sweet Juices Flow: *WR* and Midnight Movie Culture * *Joan Hawkins* * 151

Part III Media at the Margins

- 7 33 1/3 Sexual Revolutions per Minute * *Jacob Smith* * 179
- 8 “I’ll Take Sweden”: The Shifting Discourse of the “Sexy Nation” in Sexploitation Films * *Eric Schaefer* * 207
- 9 Altered Sex: Satan, Acid, and the Erotic Threshold * *Jeffrey Sconce* * 235

Part IV Going All the Way

- 10 The “Sexarama”: Or Sex Education as an Environmental
Multimedia Experience * *Eithne Johnson* * 265
- 11 San Francisco and the Politics of Hardcore *
Joseph Lam Duong * 297
- 12 Beefcake to Hardcore: Gay Pornography and the Sexual
Revolution * *Jeffrey Escoffier* * 319

Part V Contending with the Sex Scene

- 13 Publicizing Sex through Consumer and Privacy Rights:
How the American Civil Liberties Union Liberated Media
in the 1960s * *Leigh Ann Wheeler* * 351
- 14 Critics and the Sex Scene * *Raymond J. Haberski Jr.* * 383
- 15 Porn Goes to College: American Universities, Their Students,
and Pornography, 1968–1973 * *Arthur Knight and*
Kevin M. Flanagan * 407

Bibliography 435

Contributors 451

Index 455