This lecture examines the fictional characterization of the real-life sex researchers and scientists William H. Masters and Virginia E. Johnson in the first three seasons of the Showtime television program *Masters of Sex*. The historical Johnson had a complicated relationship with second-wave feminism: she disdained the movement and was interested primarily in improving heterosexual marriages and the sex lives of married couples. The Johnson character speaks in a language of third-wave feminism with minimal interest in collective action and broader social change. However, second-wave feminists later used her and Masters’ research in order to support their own beliefs about sexual autonomy and freedom, within and beyond marriage and heterosexuality. The television program demonstrates Johnson’s importance to both phases of her and Masters’ research—in the first phase, when they are based in a hospital and university environment, and in the second, when they establish their own research institute and raise funds directly from the clients that they serve. It also considers the extent to which the show depicts Masters and Johnson’s sex research as genuine science.