



## PROGRESSIVE WOMEN'S VOICES

### THE WOMEN'S MEDIA CENTER WORKS TO MAKE WOMEN VISIBLE AND POWERFUL IN THE MEDIA

Founded in 2005 by Jane Fonda, Robin Morgan and Gloria Steinem, the WMC works with media to ensure that women's realities are covered and women's voices are heard.

We do this by researching and monitoring media; creating and modeling original online, print, and radio content; training women and girls to participate in media; and promoting media-experienced women experts in all fields. We are directly engaged with the media at every level to work toward a diverse group of women being present in newsrooms, on air, in print and online, in film, entertainment and theater — as sources and subjects, in bylines and credits, in the field and in the front office.

Our media programs that address the problems of unequal representation and misrepresentation of women in media include interconnected strategies that:

- Recruit and place diverse women experts in the media — print, broadcast, radio, Internet, social media, and media leadership through WMC SheSource.
- Train diverse women experts to be media savvy, media ready, and increase their thought leadership through WMC Progressive Women's Voices and other customized training programs.
- Create and publicize original media to expand diverse women's voices and representation through WMC Features, WMC Women Under Siege, WMC FBomb, WMC Speech Project, and our radio program, WMC Live with Robin Morgan.
- Research, document, and produce reports that highlight the status of women in US media and hold media accountable for sexist coverage through Name It Change It and WMC Media Watch programs.
- Advocate before government officials and agencies on policies affecting women's access to media and technology, ownership of media and technology, safe and free speech in media and technology.

WMC is a thought leader in social media. We have over 150,000 Twitter followers (@womensmediacntr) and nearly 125,000 Facebook fans, including many journalists.

*Unspinning the Spin: The Women's Media Center Guide to Fair and Accurate Language* by Rosalie Maggio with a preface by Robin Morgan and Gloria Steinem is the first book published by the Women's Media Center. The ebook has an elegant search tool that makes every search a pleasure.

Here is a list of key research, reports, publications and content channels:

*Women's Media Center Status of Women in US Media (2017, 2015, 2014, 2013, 2012)*

*WMC Investigation: Analysis of Gender & Non-Acting Oscar Nominations (2017, 2016, 2015, 2014, 2013)*

*WMC Media Watch: Women & Elections — Where Voters Saw the Most Sexist Treatment of Women Candidates in Media (2016)*

*WMC Media Watch: Women & Elections — #WhoTalks — U.S. Presidential Election Tracking of Cable/TV News Show Analysts by Gender and Race (2016)*

*(Partnership project with the Rutgers Center for American Women and Politics and GenderAvenger)*

*WMC Investigation: Analysis of Gender & Primetime Non-Acting Emmy Nominations (2016, 2015, 2014, 2013, 2012)*

*WMC Investigation: 10-Year Review of Gender & Oscar Nominations in Non-Acting Categories (2016)*

*WMC Media Watch: The Gender Gap in Coverage of Reproductive Issues (2016)*

*WMC Media Watch: Writing Rape — How U.S. Media Cover Campus Rape and Sexual Assault (2015)*

*WMC Investigation: 10-Year Review of Gender & Emmy Nominations in Non-Acting Categories (2015)*

*The Women's Media Center Guide to Covering Reproductive Issues*

*Name It Change It: The Women's Media Center Guide to Gender Neutral Coverage of Candidates*

*Name It Change It Research on Appearance Coverage of Women Candidates*

*Name It Change It — WMC Infographic — Stick Figures Explain Negative Impact of Appearance Coverage on Women Candidates*

*Bias, Punditry, And The Press — Where Do We Go From Here? (2008) (Report from the Women's Media Center, the White House Project, and the Maynard Institute for Journalism Education)*

*Unspinning the Spin: The Women's Media Center Guide to Fair and Accurate Language (2014)*

*WMC Women Under Siege Project Syria Crowdmap*

*WMC Women Under Siege Project Reports: Sexualized Violence in Conflict Zones*

*WMC FBomb*

*WMC Features*

*Women's Media Center Live with Robin Morgan*

*WMC Speech Project (Chaired by Ashley Judd)*

*WMC Speech Project Wheel of Online Abuse & Harassment*



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