



The Status of Women in the U. S. Media 2013

By Diana Mitsu Klos

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WOMEN'S MEDIA CENTER



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Executive summary

The Women's Media Center released its first report on the status of women in media in 2012, detailing persistent gender disparity in a range of media businesses and institutions that rank among the greatest influencers in American society.

In this 2013 report, we have expanded the categories that were studied and analyzed, aiming to provoke meaningful discussion and increased accountability. And change. With females making up 51 percent of the U.S. population, there are business, societal and cultural imperatives that demand gender equality and equal participation.

Diversifying the media landscape is critical to the health of our democracy.

What we found

An avalanche of new surveys, studies and reports point to stubborn gender inequality in the ways that women are employed and represented in news, entertainment and technology-related media:

- At its current pace, it will take until 2085 for women to reach parity with men in leadership roles in government/politics, business, entrepreneurship and nonprofits.
- Only 17 women at media and technology companies are on Fortune's 50 Most Powerful Women in Business.
- By a nearly 3 to 1 margin, male front-page bylines at top newspapers outnumbered female bylines in coverage of the 2012 presidential election. Men were also far more likely to be quoted than women in newspapers, television and public radio. That's also the case in coverage of abortion, birth control, Planned Parenthood and women's rights.
- On Sunday TV talk shows, one survey found that only 25 percent of guests were female. Another study found women comprised only 14 percent of those interviewed and 29 percent of roundtable guests. There was some overlap among the shows tracked in the two studies.
- In both legacy and online news sites, women are too often relegated to writing about the "pink topics" of food, family, furniture and fashion.
- Forty-seven percent of gamers are women, but 88 percent of video games developers are male.
- Talk radio and sports talk radio hosts are overwhelmingly male.
- As newspaper employment continues to tumble, so does the number of women in key jobs.
- Newer, online-only news sites have fallen into the same rut as legacy media. Male bylines outnumbered female bylines at four of six sites reviewed.
- The percentage of women who are television news directors edged up, reaching 30 percent for the first time. Overall employment of women in TV news remains flat.
- The percentage of women employed as radio news directors is up, along with the overall percentage of female employees. Non-commercial stations and major markets with more than a million listeners led the way. In smaller markets, a radio news operation may be just one or two employees.
- Obituaries about men far outnumber those of women in top national and regional newspapers.
- Men write most newspaper op-eds; female voices are emerging in new media.

- Women outnumber men on social media sites, but are also more on guard about privacy and managing friends and contacts.
- Story framing and descriptions of women still too often fall into lazy stereotypes, from coverage of the Olympics to the resignation of the director of the CIA over the revelation of an extramarital relationship.
- Women who just graduated from a journalism and mass communications program are slightly more likely to land a job than men, but they are also more likely to pursue work in public relations or advertising.
- Female characters are stereotyped and sexualized in media popular with youth.
- Coverage of women Olympians struggles between portrayals of athleticism versus sexualized stereotyping.
- Women comprised just 9 percent of the directors of the top 250 domestic grossing films of 2012.
- Women comprised 39 percent of documentary directors whose work appeared at major festivals in 2011-12.
- In TV, women held 26 percent of the behind-the-scenes roles during the 2011-12 prime-time season.
- Across all behind-the-camera positions, females were most likely to be producers. However, as the prestige of the producing post increased, the percentage of female participation decreased.
- Male directors outnumbered females 4 to 1 in a review of 3,100 episodes of prime-time television across broadcast, basic cable and premium cable.
- The 2010-11 Associated Press Sports Editors Racial and Gender Report Card, which looked at hiring, gave an "F" grade in all five gender categories.
- Out of 100 honorees, the Newsweek Daily Beast Digital Power Index includes only seven women.
- Girls as young as age six are starting to see themselves as sex objects, based on a combination of media influence, a mother's parenting and religion.

Overview

Think the war on women in 2012 was a myth? Consider these comments and actions by media pundits, social media commenters and out-of-step politicians:

- “Essentially says that she must be paid to have sex, what does that make her? It makes her a slut, right? It makes her a prostitute. She wants to be paid to have sex. She’s having so much sex she can’t afford the contraception. She wants you and me and the taxpayers to pay her to have sex.” — Radio talker Rush Limbaugh on February 29, 2012, about Georgetown Law School student Sandra Fluke. The daughter of a Christian pastor, Fluke had been denied a request to testify at a Republican-run House hearing on a provision of the Affordable Care Act requiring insurance coverage for birth control.

“Ms. Fluke and the rest of you feminazis, here’s the deal: If we are going to pay for your contraceptives and thus pay for you to have sex, we want something for it. And I’ll tell you what it is. We want you to post the videos online so we can all watch.” — Limbaugh on March 1. As advertisers fled, he issued an apology, claiming his comments were an attempt to be humorous.
- “If it’s a legitimate rape, the female body has ways to try to shut that whole thing down.” — Missouri senatorial candidate Todd Akin, KTVI-TV interview, August 19. He later said he misspoke. In November, he lost to incumbent Claire McCaskill.
- “I struggled with it myself for a long time, but I came to realize that life is that gift from God. And, I think, even when life begins in that horrible situation of rape, that it is something that God intended to happen.” — Richard Mourdock, Indiana Republican Senate candidate, during an October 23 debate. He lost to Democratic challenger Rep. Joe Donnelly.
- “Here we have millions of our fellow Americans unemployed, we have jihadist camps being set up in Latin America, which Rick (Santorum) has been warning about, and people seem to be so preoccupied with sex. I think it says something about our culture. We maybe need a massive therapy session so we can concentrate on what the real issues are. And this contraceptive thing, my gosh, it’s so — such inexpensive. Back in my day, they used Bayer aspirin for contraceptives. The gals put it between their knees and it wasn’t that costly.” — Foster Friess, billionaire businessman and Santorum presidential campaign backer, said in February on MSNBC in an interview with Andrea Mitchell. “Excuse me, I’m just trying to catch my breath from that, Mr. Friess, frankly,” Mitchell responded.
- “We took a concerted effort to go out and find women who had backgrounds that could be qualified to become members of our cabinet (in Massachusetts). I went to a number of women’s groups and said, ‘Can you help us find folks?’ and they brought us whole binders full of women. — Mitt Romney during the second presidential debate on October 16 in Hempstead, New York. His slip of the tongue inspired one of the most circulated Internet memes of 2012, conveying the candidate’s disconnect with a majority of female voters.
- As U.S. Olympian Gabby Douglas became the first African-American woman ever to take gold in the all-around individual title in gymnastics, Twitter trended with criticism of her pulled-back hair. Her response, via The Associated Press: “Nothing is going to change. I’m going to wear my hair like this during beam and bar finals. You might as well stop talking about it.”
- In June, soon after NBC’s *Today* show ratings were eclipsed for the first time in 16 years by ABC’s *Good Morning America*, *Today* co-host Ann Curry took a humiliating public fall. Curry, who had been with the program since 1997, had been promoted to co-host just a year earlier (June 2011). The story broke in *The New York Times*, and a new role and contract for Curry at NBC were hastily negotiated. After her tearful on-air farewell, *Today*’s ratings continued to decline, with the exception of summer Olympics coverage.

In August, *Today* show weatherman Al Roker threw in a dig moments after Matt Lauer chatted with Olympic rowers, whose tradition is to throw a teammate into the water after a race. "The tradition here in New York is you throw her in the Hudson River," Lauer quipped. Roker chimed in, "Which is different than our tradition, which is you throw one of us under the bus. But that's another story."

- Anita Sarkeesian, a pop culture media critic whose "Feminist Frequency" series is on YouTube, was hacked, harassed and threatened when she spoke out on misogyny and video games.
- Fox News host Brian Kilmeade might be taken more seriously if he talked up the accomplishments of his female colleagues instead of baiting them with his cringe-worthy schtick. At least five reporters and commentators have law degrees, and a senior business correspondent is a Rhodes Scholar.

In November, during his radio show, Kilmeade said, "It was actually, we go into the Victoria's Secret catalog and we said, 'Can any of these people talk?' And they all could and they all went to college." The joke was in response to a caller's complimenting Alisyn Camerota, who was subbing for Fox & Friends host Gretchen Carlson.

During ribbing on TV in June, Carlson mockingly got up and walked off the set when Kilmeade declared, "Women are everywhere. We're letting them play golf and tennis now. It's out of control."

Tectonic shifts in media and business models

Over nearly two decades, the business model of journalism has been short-circuited by the explosive growth of technology, multimedia and multi-platform enterprises. The daily edition on paper has given way to multiple platforms that satiate 24/7 consumer demands. Of course, change always brings new opportunities. Still, with sharp declines in revenue and a business model splintered by disintermediation, women continue to struggle to gain parity with men.

The changes of the last two decades are explained in a 122-page report issued in November by the Tow Center for Digital Journalism at Columbia Journalism School, authored by C.W. Anderson, Emily Bell and Clary Shirkey and titled "Post-Industrial Journalism: Adapting to the Present."

It includes the following passage. We added the italics to the third paragraph:

"In the 1990s, those of us thinking about the relationship between the internet and news organizations wrongly assumed that the core problem those organizations faced was understanding the future. This turned out to be a merely ancillary problem. The core problem was adapting to that future.

"The story of journalism in 2012 is still often told as the story of the breakdown of the old world, the end of the period when 'the news' was whatever an enumerable collection of institutionally stable actors chose to publish. This assumption ran so deep that even someone who had seen decades into the future could still believe that the digital turn in the newspaper business would favor traditional virtues of editorial choice over the new ones of user empowerment and that the business case for electronic media was around revenue generation rather than cost reduction.

"That 'End of an Era' story, though, is itself ending. We are living in the least diverse, least inclusive media environment we will inhabit for the foreseeable future, which is to say that the ecosystem forming around us will include more actors and actions than even today's environment does."

About the Women's Media Center and this report

The Women's Media Center (WMC) was founded in 2005 as a nonprofit progressive women's media organization by Jane Fonda, Robin Morgan and Gloria Steinem.

The Women's Media Center has the goal of making women and girls visible and powerful in the media. Led by President Julie Burton, the Women's Media Center works with the media to ensure women's stories are told and women's voices are heard. We do this in the following ways:

- Media advocacy campaigns
- Research and media monitoring for sexism including Name It. Change It. – a media monitoring, rapid response and ground-breaking research project of the Women's Media Center and She Should Run that holds media accountable for sexist coverage of women candidates and political leaders
- Direct engagement with the media at all levels to ensure that a diverse group of women is present in newsrooms, on air, in print and online, in film, entertainment, and theater, as sources and subjects
- Media promotion of women experts through WMC SheSource
- Special media initiatives including WMC's Women Under Siege (documenting and reporting sexualized violence in conflict)
- Creating original content through weekly opinion WMC Features and through our weekly CBS radio show, *Women's Media Center Live with Robin Morgan*
- Training women and girls to participate in media

The Status of Women in the U.S. Media 2013 report consists of a meta-analysis of stories, studies, data and issues that affect women and media. The author compiled, reviewed and analyzed the latest quantitative and qualitative data and research on women and media, and conducted interviews.

This report was researched and written by Diana Mitsu Klos, an executive strategist for media organizations, associations and nonprofits. From 1996 to 2012, Klos was project director and senior project director for the American Society of News Editors. In addition to coordinating a journalism credibility study and a guide to localizing international coverage, Klos developed and supervised a long-running project to raise awareness in high schools of the educational value of journalism, including the creation of the world's largest online/digital hub dedicated solely to hosting youth journalism. She also served as an editor and reporter at daily newspapers in New York, New Jersey and Connecticut.

This report was reviewed by Cindy Royal, Ph.D., an associate professor in the School of Journalism and Mass Communication at Texas State University in San Marcos. She completed Ph.D. studies at the University of Texas at Austin in May 2005. Her dissertation, "Gendered Spaces and Digital Discourse: Framing Women's Relationship with the Internet," dealt with the ways women's media and websites represent women's usage of the Internet.

Newspapers

A 2012 study by the Newspaper Association of America found gender parity in terms of the average monthly consumption of news through online, digital, e-edition and paper means: 71.8 percent of men read news across multiple platforms, along with 70.7 percent of women.

Sadly, there is still a gaping divide when it comes to the traditional gatekeepers and newer curators that tell the stories of women in the 24/7 news narrative of life and death. And, as full-time newsroom employment continues to decline, so does the number of women in supervisory positions and across all job categories. The numbers are down for men as well, but the decades-long gender lag remains a troubling one.

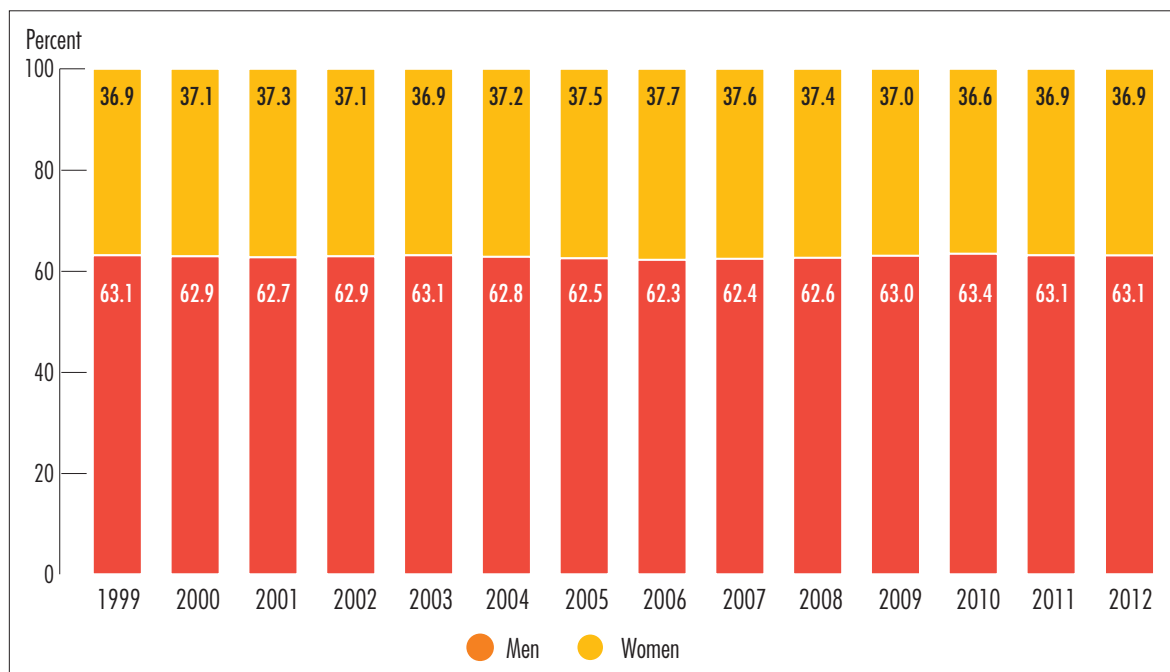
Percentages convey stagnation in the 2012 Newsroom Census conducted by the American Society of News Editors (ASNE) and Center for Advanced Social Research at the Missouri School of Journalism. For example, in 2012, the survey found 34.2 percent of women in supervisory positions. That's up a tiny 0.4 percent from 1999.

The percentage of women in all job categories seems frozen at 36.9 percent in both 2012 and 1999. The whole numbers are even more distressing than percentages. There were 4,514 female newsroom supervisors in 1999 and 3,447 in 2012.

In terms of overall newsroom employment, there were 14,971 women working full-time at daily newspapers in 2012, down from 20,323 in 1999.

The ASNE report says the dramatic decline in jobs that began in 2006-07 appears to be stabilizing, with a 2.4 percent decline in 2011. That's not much comfort when overall newsroom employment has fallen about 28 percent from its peak of 50,000-plus at the turn of the century, according to a Pew Research Center's Project for Excellence in Journalism study.

Gender Representation in Newspaper Newsrooms, 1999-2012



Source: American Society of News Editors

Graphic produced by the Women's Media Center

Advertising revenue, which buoyed the news industry for decades, has fallen for a stunning 25 consecutive quarters since 2006, notes Rick Edmonds of The Poynter Institute. Online and digital ad revenue rake in a fraction of what ink on paper ads used to yield. A story in *The Atlantic* noted that print newspaper ad revenue collapsed by two-thirds from \$60 billion in the late 1990s to \$20 billion in 2011. Still, billionaire Warren Buffet is bullish on small to medium-size community newspapers and went on a strategic buying spree in 2012. Multiple news organizations have implemented or are considering a system of metered paywalls.

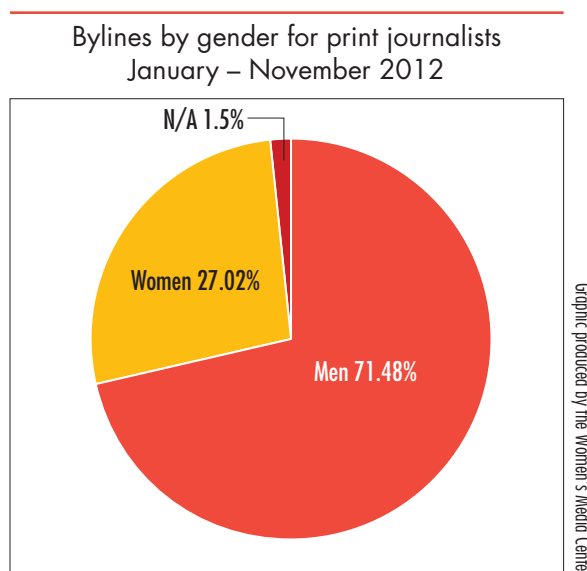
Amid the rocketing pace of technological and economic disruption, the emergence of influential women in the age of post-industrial journalism is still slow.

In both legacy and newer news sites, women are too often relegated to writing about what the OpEd Project calls the “pink topics” of food, family, furniture and fashion.

There is ample evidence of lingering gender discrepancies. Let’s review who reported the 2012 presidential race, the representation of women in opinion/op-ed pieces and how women are memorialized in obituaries.

Male print/online journalists wrote the majority of presidential election stories and primarily quoted men

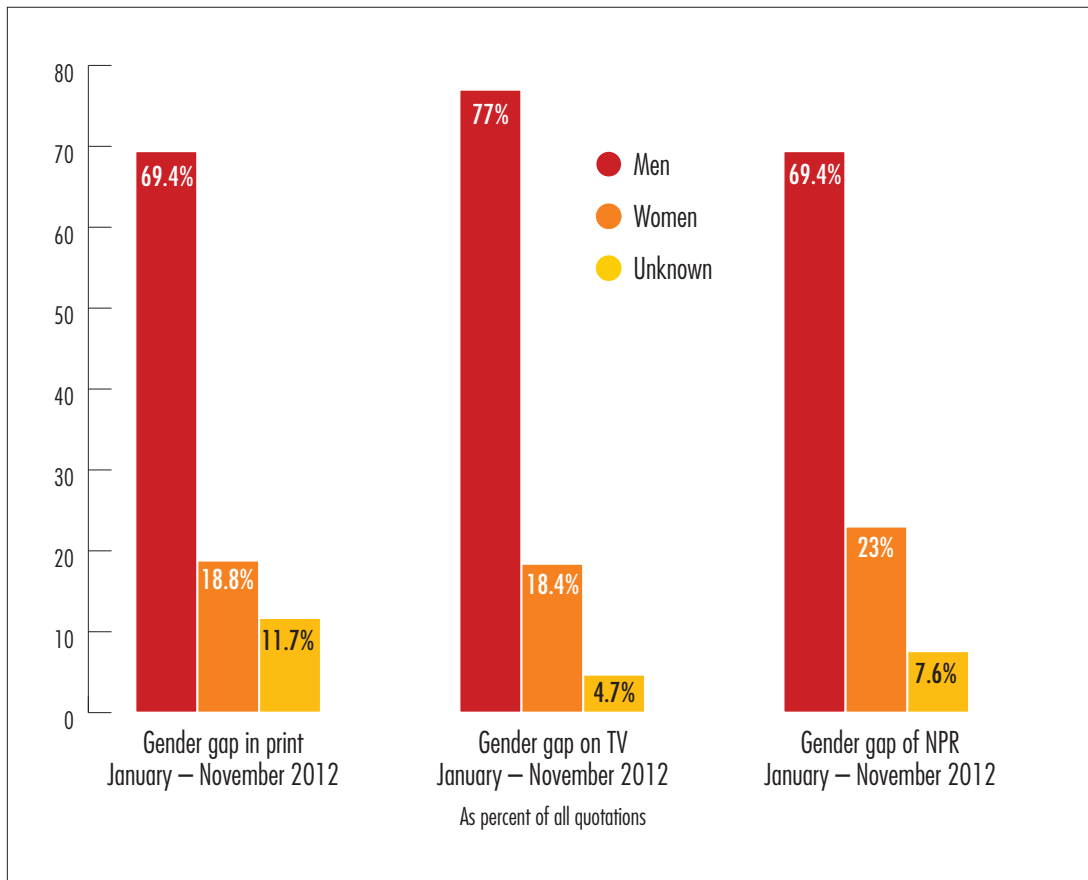
In coverage of the 2012 presidential election, male front-page bylines at top newspapers outnumbered female bylines nearly three to one, according to the 4th Estate Project, a group that creates visual intelligence based on statistical analysis of the media:



Source: 4th Estate Project

Men were also far more likely to be quoted than women in newspapers, television and public radio.

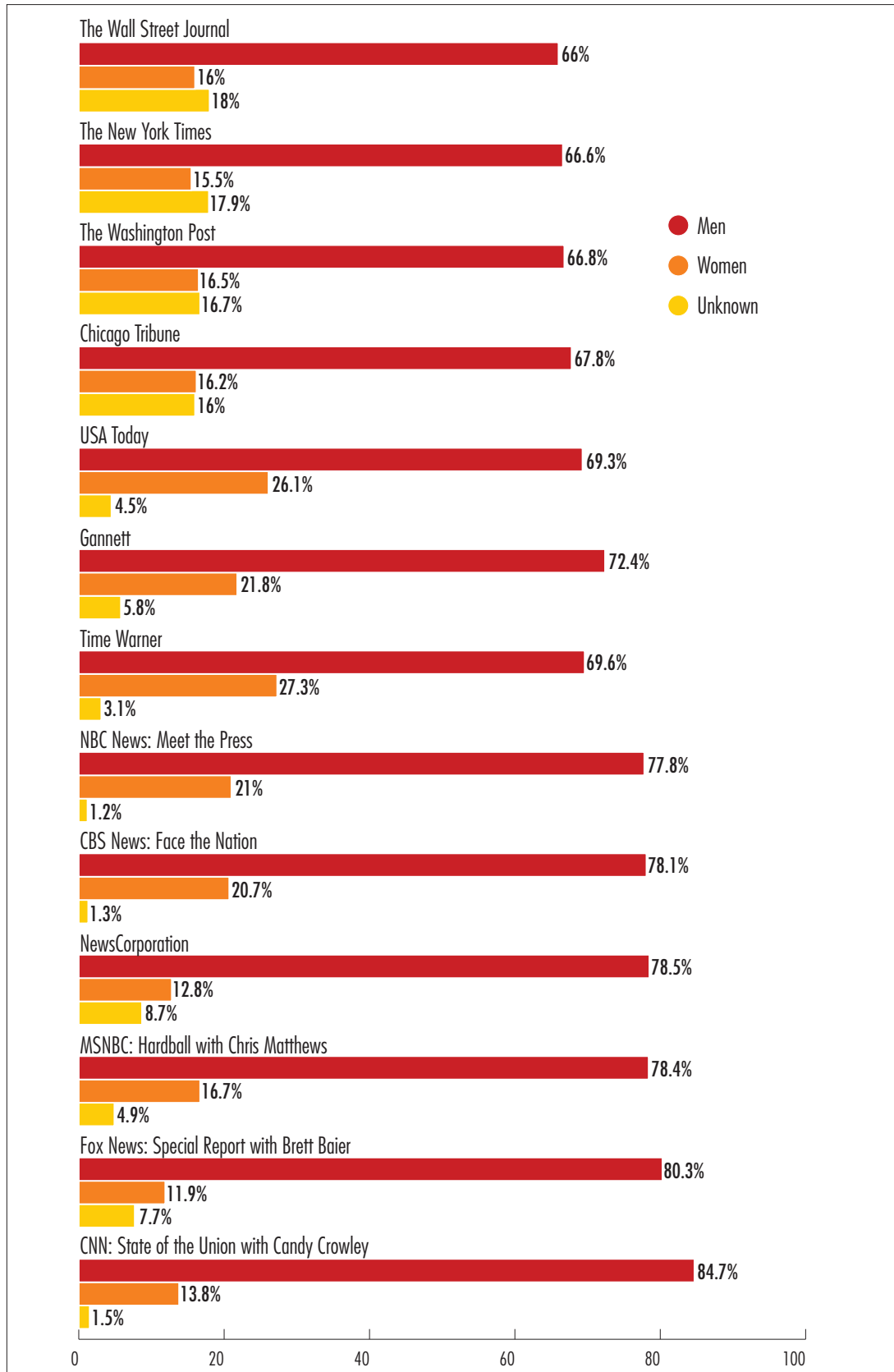
Gender Gap in the 2012 Presidential Election



Source: 4th Estate Project

Here's a breakdown of sourcing by gender by individual news organizations and programs from the 4th Estate Project. For newspapers, the front pages were analyzed:

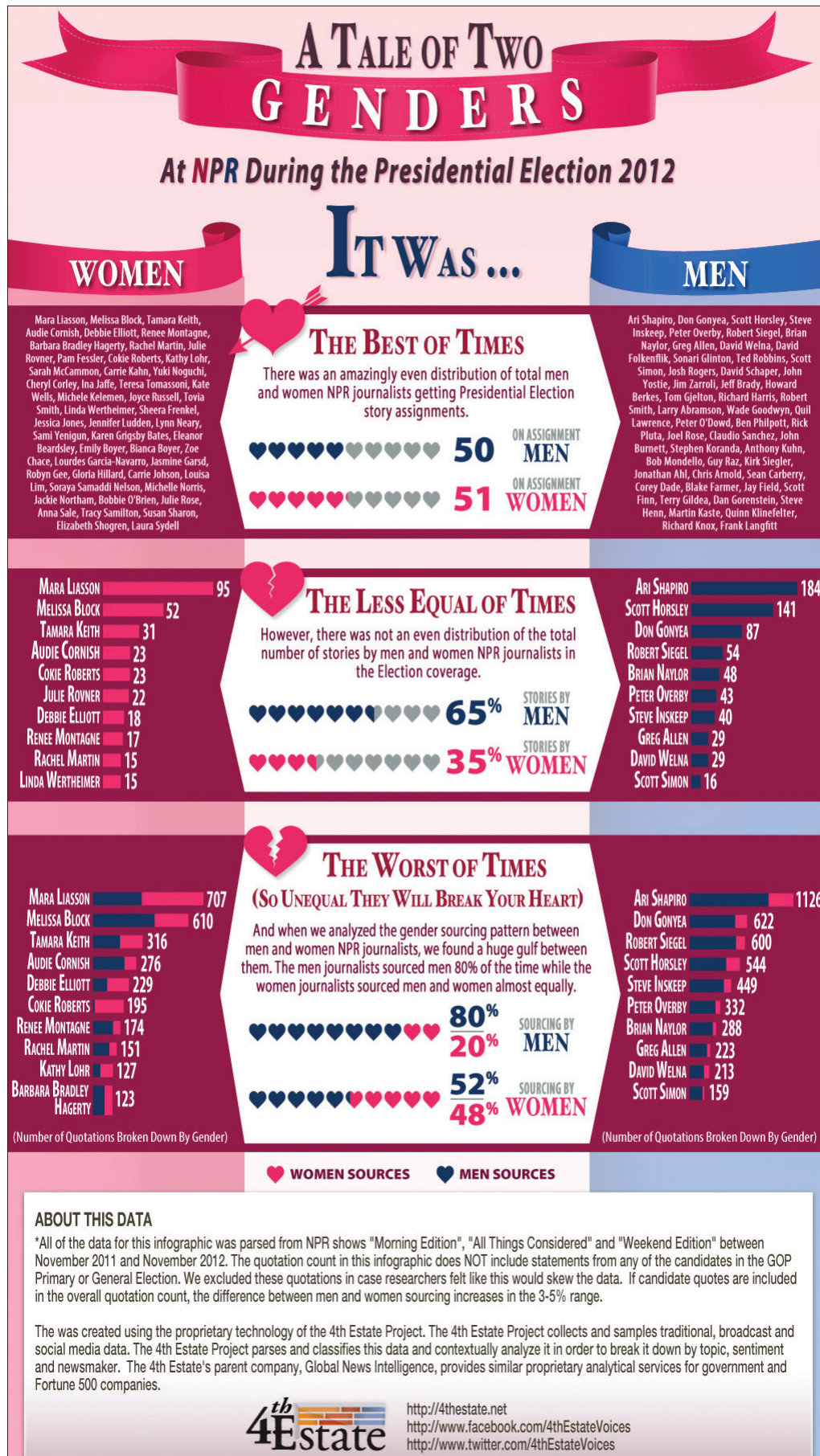
Sourcing by Gender during 2012 presidential election, January 1, 2012 to November 6, 2012



Graphic produced by the Women's Media Center

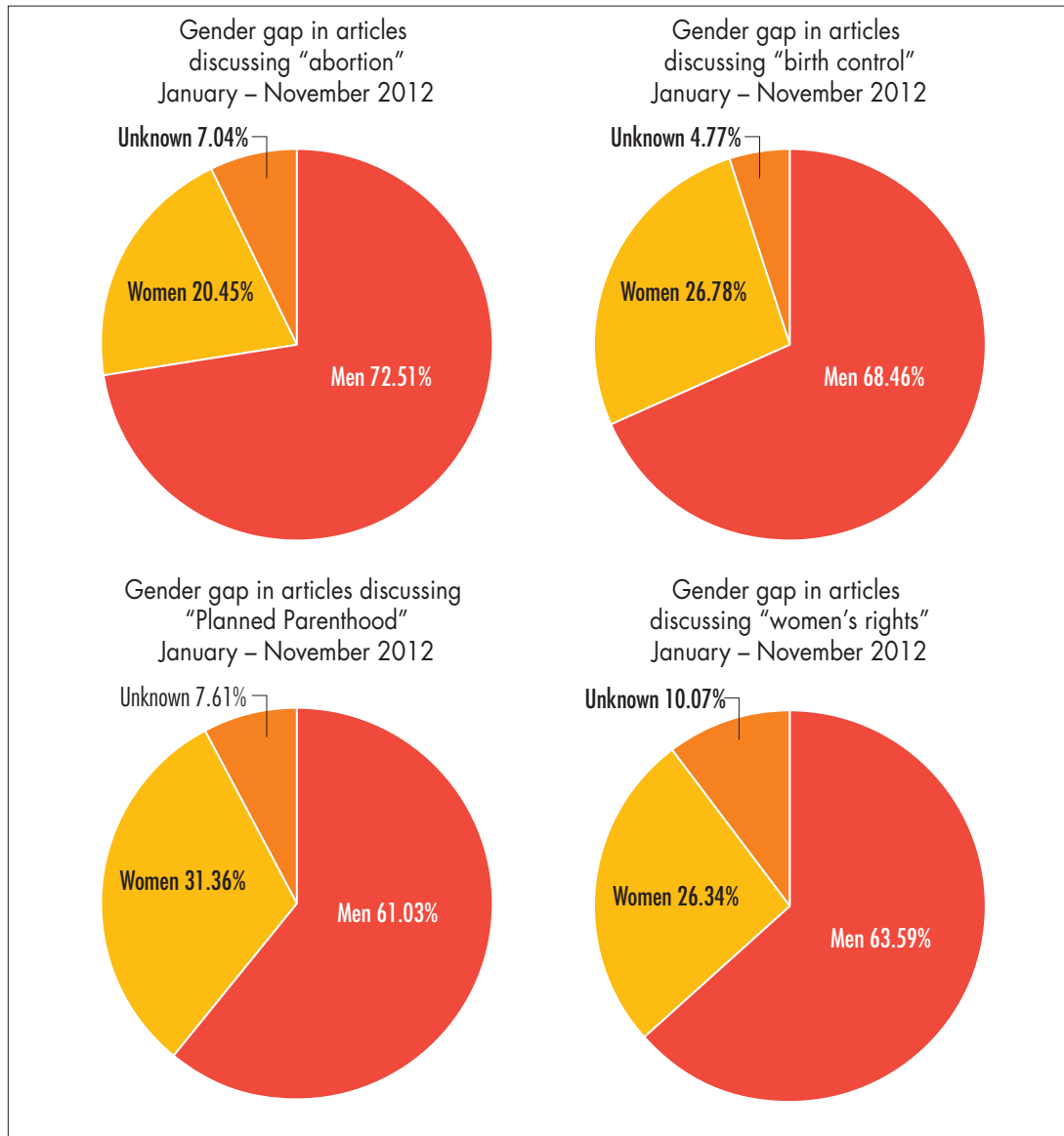
Source: 4th Estate Project

This chart takes a closer look at NPR during the 2012 presidential election



Even in coverage of issues of great importance to women, men dominated the conversations. The following news operations were monitored by the 4th Estate:

Gender of sources used in coverage of issues Presidential Election 2012



Graphic produced by the Women's Media Center

Source: 4th Estate Project

The following news operations were monitored by the 4th Estate. Thirty-seven newspapers: *The New York Times*; *The Boston Globe*; *The Washington Post*; *The Wall Street Journal*; *The Los Angeles Times*; *Houston Chronicle*; *The Philadelphia Inquirer*; *Atlanta Journal-Constitution*; *The Dallas Morning News*; *Chicago Tribune*; *The Miami Herald*; *USA Today*; *San Diego Union-Tribune*; *San Francisco Chronicle*; *Detroit Free Press*; *St. Louis Post-Dispatch*; *The Star Ledger*, Newark; *The Denver Post*; *Chicago Sun-Times*; *The Des Moines Register*, Iowa; *New York Daily News*; *San Jose Mercury News*; *The Detroit News*; *The Plain Dealer*, Cleveland; *The Seattle Times*; *The Quad City Times*, Davenport, Iowa; *The Arizona Republic*; *Star-Tribune*, Minneapolis; *Newsday*, Melville, New York; *St. Petersburg Times*, Florida; *Waterloo-Cedar Falls Courier*, Iowa; *New York Post*; *San Antonio Express-News*; *Cedar Rapids Gazette*, Iowa; *The Orange County Register*, Santa Ana, California, *The Salt Lake Tribune*, Utah; and *Traverse City Record Eagle*, Michigan.

Ten television and cable news programs: "Hardball," MSNBC; "Special Report with Bret Baier," Fox; "John King, USA," CNN; "State of the Union with Candy Crowley," CNN; "Face the Nation," CBS; "Meet the Press," NBC; "Fox News Sunday"; "The CBS Evening News with Scott Pelley"; "NBC Nightly News with Brian Williams"; and "CBS Evening News Sunday."

National Public Radio's "Morning Edition," "Weekend Edition" and "All Things Considered."

2012 OpEd Project byline report: Who narrates the world?

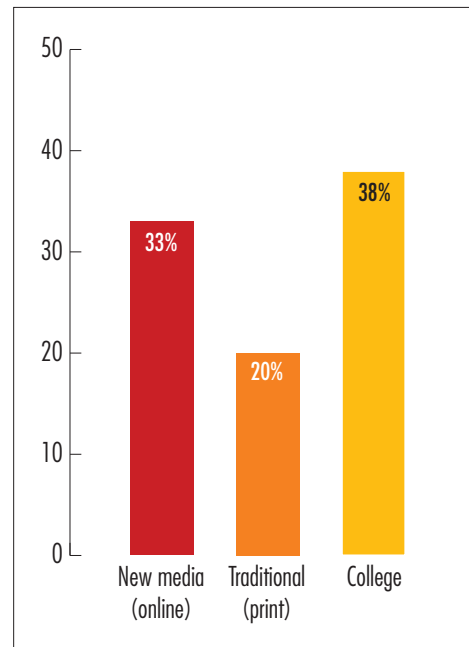
The OpEd Project tracked more than 7,000 opinion articles in 10 media outlets from September 12 to December 7, 2011. The study categorized new media (The Huffington Post and Salon), legacy/traditional (*The New York Times*, *The Washington Post*, *Los Angeles Times* and *The Wall Street Journal*) and college (Columbia, Harvard, Princeton and Yale universities). The results, represented here, show that women are more engaged in new media opinion forums than legacy outlets, and the next generation of women are making their voices heard.

As a result of the evolving media landscape democratizing opportunities, there is clearly an upward trend over the last six years. But the pace remains slow at influential newspapers, as shown here:

The findings of The OpEd Project's Taryn Yaeger sparked a column in the *Columbia Journalism Review* and conversation among members of the Association of Opinion Journalists.

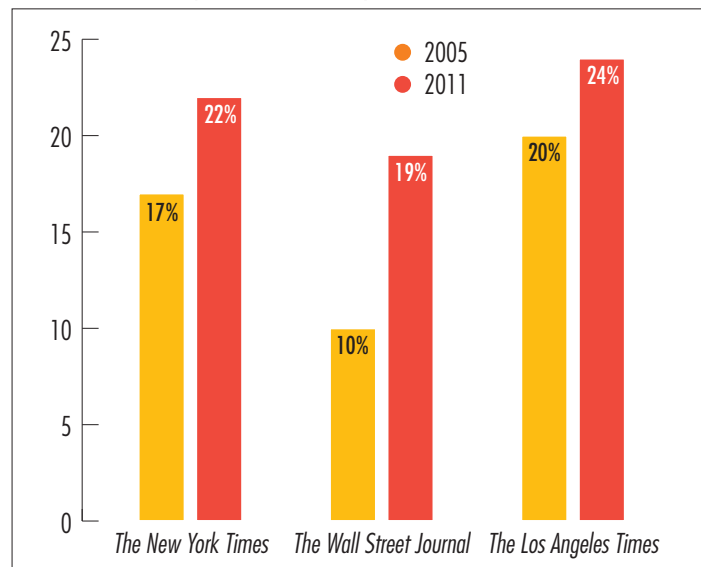
The 2012 chart (on page 17) from The OpEd Project illustrates by age the dominance of men in commentary. Men starting from the age of 19 are at least 11 percent more likely to be cited as experts. The gender gap increased with age.

Op-eds written by women



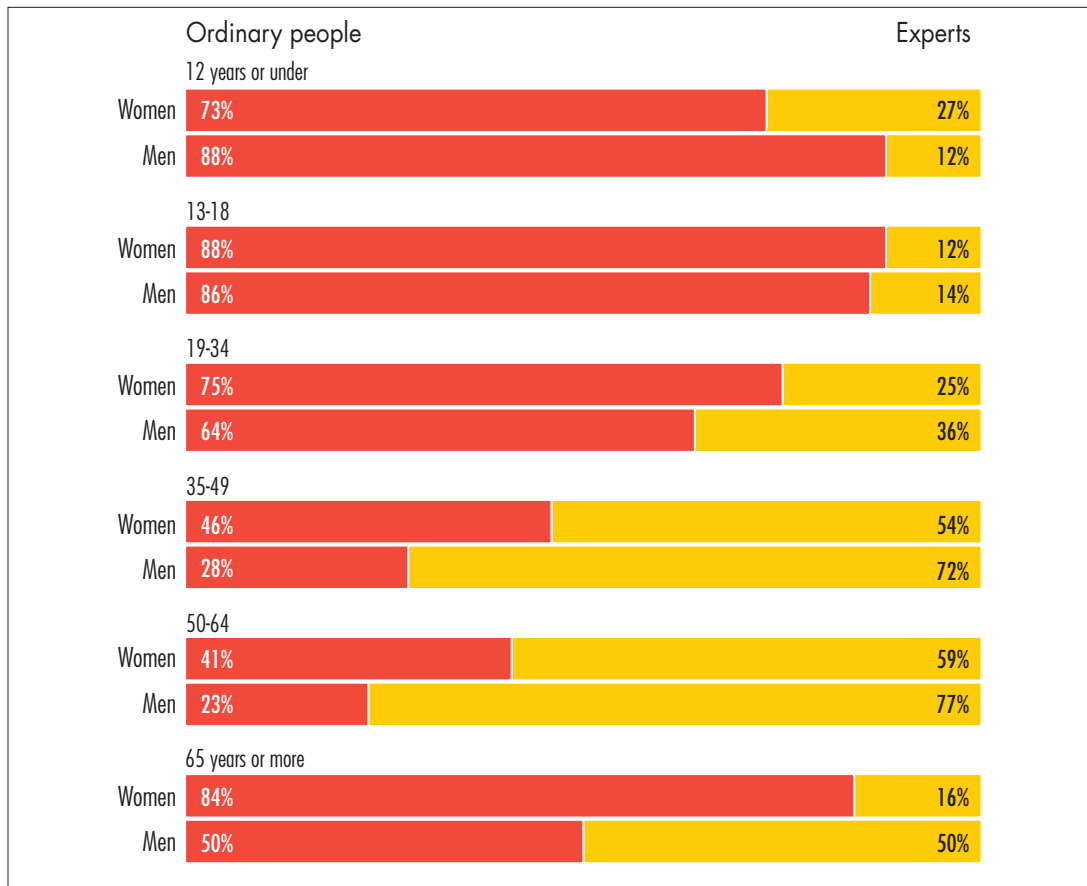
Source: The OpEd Project

Percentage of op-eds written by women 2005 vs. 2011



Source: The OpEd Project

Who gets cited as an expert?



Source: The OpEd Project

Women in obituaries

A December 2012 story in *Mother Jones* pointedly asks, “If a notable woman dies and a major national newspaper doesn’t report it, did it actually happen?”

Among top U.S. national and regional dailies, obituaries about men far outnumber those of women. Through the better part of 2012, *The Washington Post* ran obituaries on 18 women and 48 men. *The Los Angeles Times* wrote about 36 women and 114 men.

Over the last five years, *The New York Times* has consistently featured more obituaries about men than women. Bill McDonald, the editor of obituaries at the *Times*, told *Mother Jones*, “We simply choose the most prominent, the most well-known, the most influential, without regard to race, color, sex, creed. It’s a rearview mirror. The people we write about largely shaped the world of the 1950s, ‘60s and, increasingly, the ‘70s, and those movers and shakers were — no surprise — predominantly white men.”

McDonald, and John Temple, a managing editor of *The Washington Post*, told the magazine that the percentage of women on their notable deaths lists will increase over time because women in more recent generations have had more opportunities to make an impact.

However, there are deeper underlying issues that can be remedied now, say the co-founder of the Women’s Media Center and others.

“The standards by which people are chosen still have a ‘masculine’ skew,” Gloria Steinem wrote in an email to *Mother Jones*. Women who organized and pressured for social progress — like Mothers Against Drunk Driving, for example — are less likely to get noticed than men whose success can only be measured in wealth, like Donald Trump or the Koch Brothers.

Women are more likely to be credited with the personal than the political — and also put in one silo. Anything that only affects women is taken less seriously than anything that also affects men, Steinem said.

Lesley Kinzel, an associate editor at *Jane*, told *Mother Jones* that blaming the generational gap can be a convenient cop-out. Doing so “lets these editors abdicate any responsibility for failing to do the legwork necessary to track down those women who maybe didn’t get the attention they deserved,” she said.

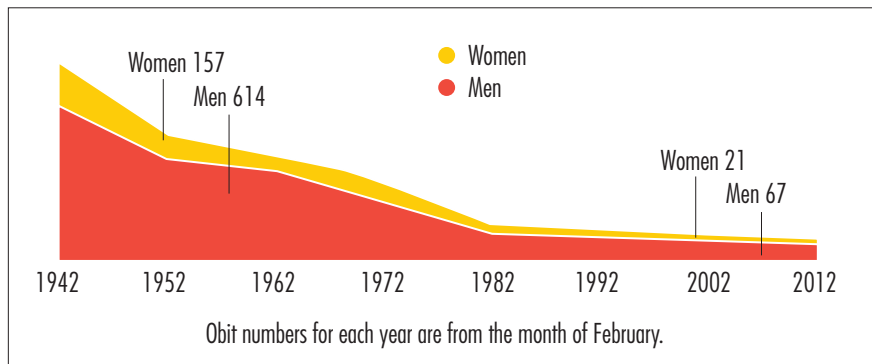
A significant gender gap is a key finding of another study of obituaries released in 2012. Author and University of Iowa journalism professor Stephen G. Bloom oversaw a review of seven decades of obituaries published in *The New York Times*.

Among the findings, published in the 2012 November/December issue of the *Columbia Journalism Review*:

- Obituaries have always been male-heavy. In 1972, a typical female obit was two paragraphs, and spoke not of the deceased’s accomplishments but of those of her husband and sons.
- Starting in the 1990s, obituaries became more diverse, racially and ethnically, but also in terms of people who had distinguished themselves in occupations other than business or politics — attorneys, artists, scientists, athletes and actors.

The first graphic below is from the *Columbia Journalism Review*. The rest in this section are from *Mother Jones*.

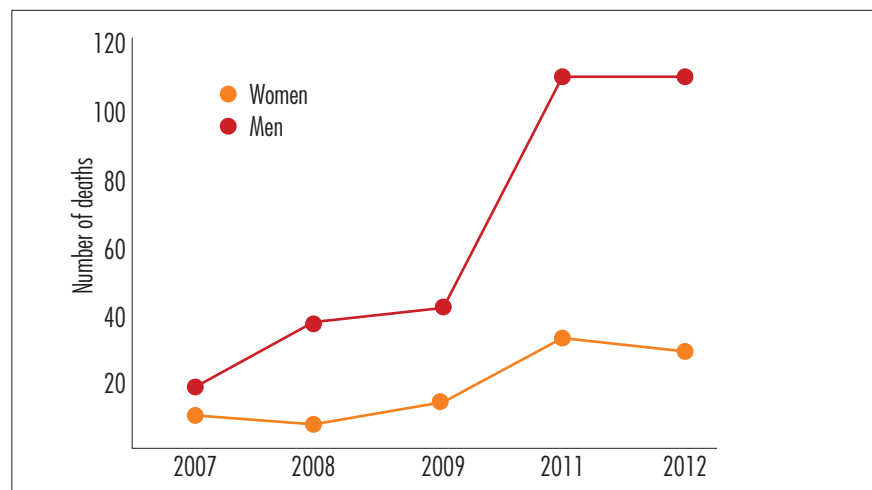
Obituaries over last 70 years in *The New York Times*, by gender



Source: Columbia Journalism Review

Notable deaths over time

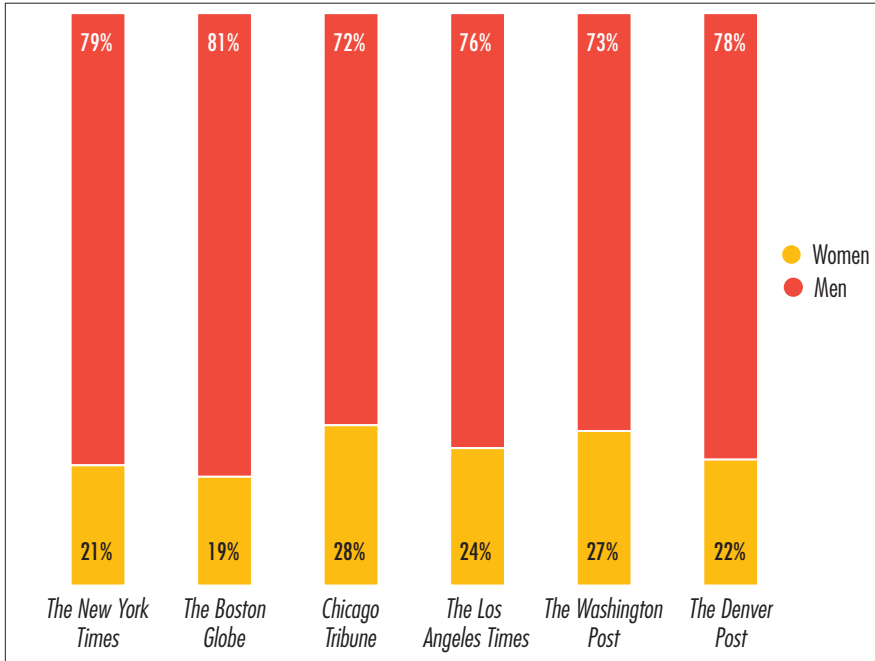
A look at The New York Times’ notable deaths lists from 2007-2012



Source: Mother Jones

Maybe notable women don't die

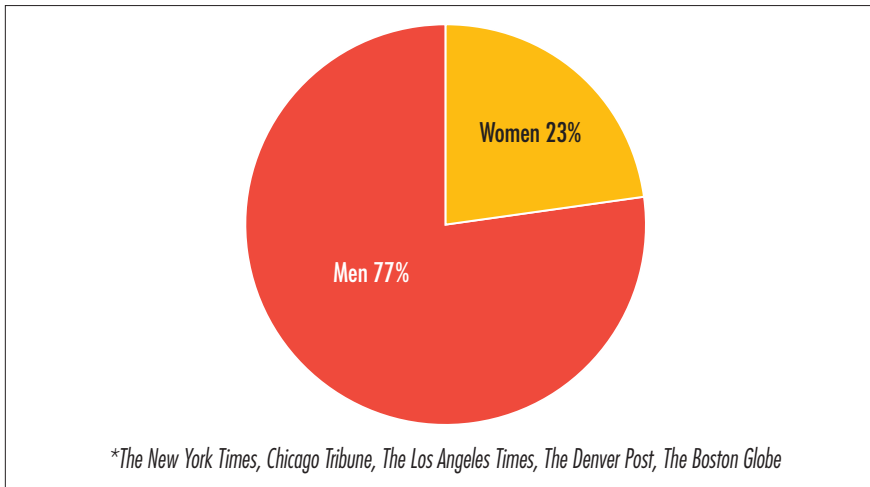
A look at the 2012 notable deaths listed in top newspapers, by gender



Source: Mother Jones

Maybe women are not notable?

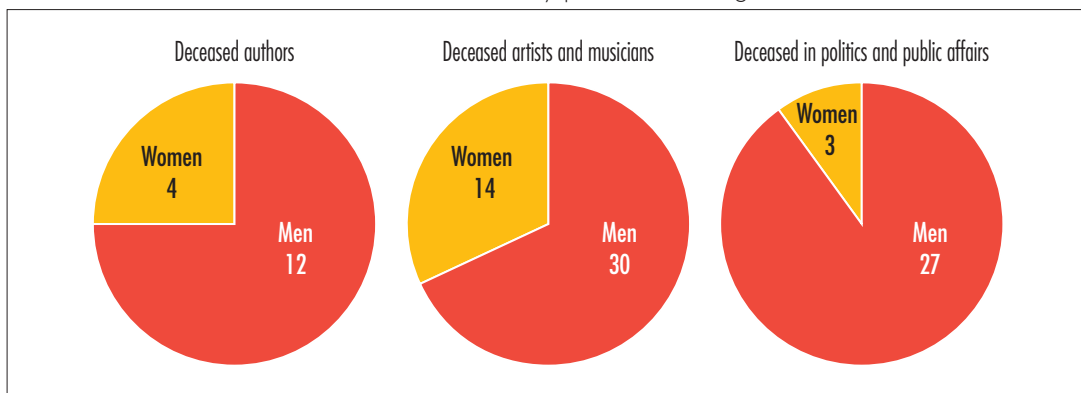
Average number of deaths reported in top newspapers in 2012* (by gender)



Source: Mother Jones

Notable deaths by occupation

The New York Times' 2012 notable deaths list by profession and gender



Source: Mother Jones

Online-only news sites

Among new media organizations, two-thirds of those monitored have already fallen into the same old rut. Male bylines outnumber female bylines by two-thirds (four of six websites), as reviewed by the Gender Report during the six months between July 1 and December 29, 2012.

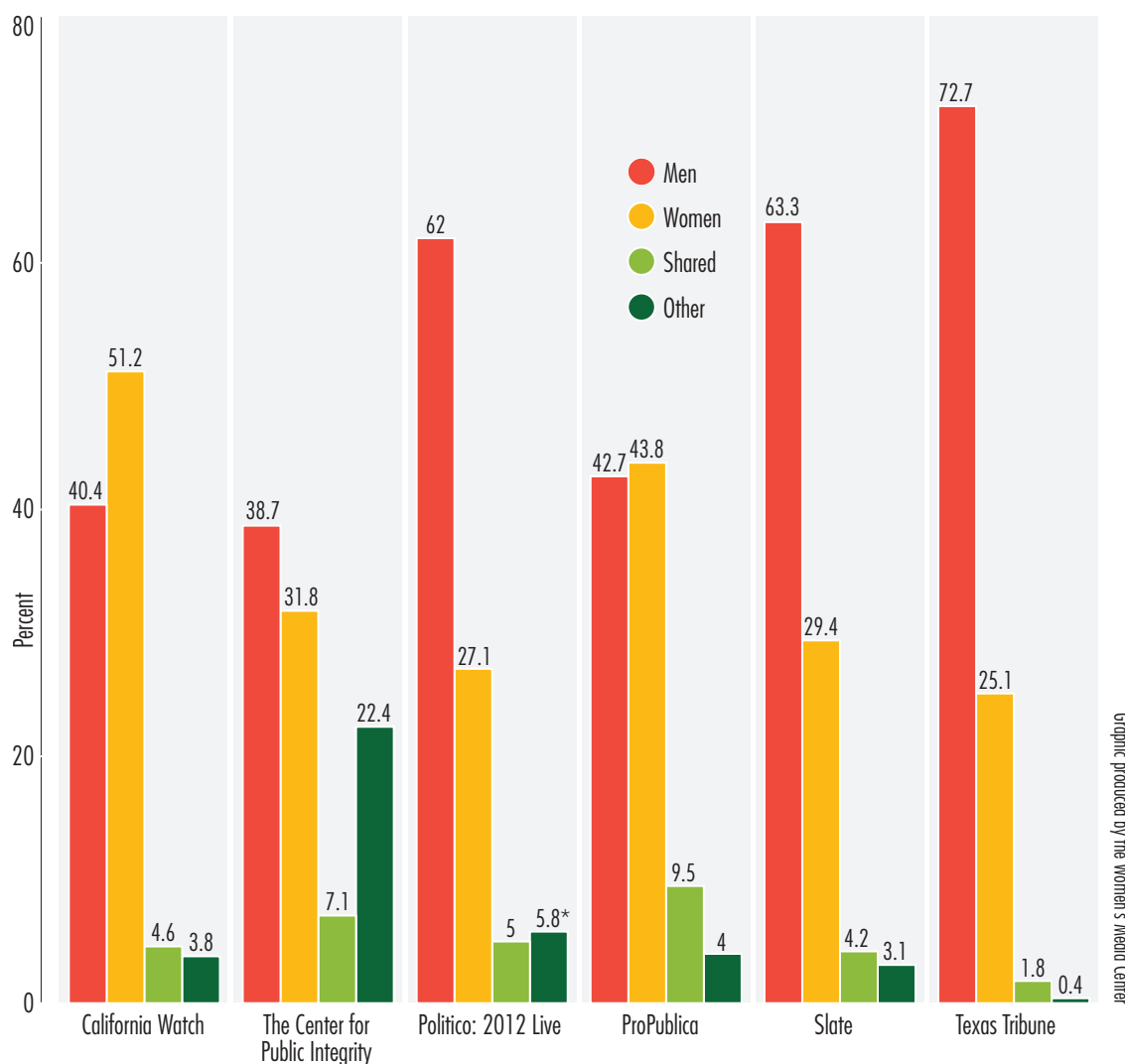
Male bylines dominated RSS feeds from the Center for Public Integrity (iWatch), Politico 2012 Live, Slate and Texas Tribune. Websites with the highest number of articles tended toward a smaller percentage of female bylines.

Women had an edge at California Watch and ProPublica.

The study's six websites were selected by the Gender Report from the *Columbia Journalism Review's* Guide to Online News Startups. Two of the six websites were randomly selected from news organizations with the largest editorial staffs.

Here are the Gender Report's findings in alphabetical order:

Bylines by gender



Source: The Gender Report

*The Center for Public Integrity, or iWatch, published 522 articles in its RSS feed, an average of 20 articles per week. The relatively high percentage of other articles can be attributed to the second week in the study, when iWatch used a larger number of articles from wire services.

California Watch

A total of 369 articles were published in the California Watch RSS feed during this time period, an average of roughly 14 articles per week.

The Center for Public Integrity

The Center for Public Integrity, or iWatch, published 522 articles in its RSS feed, an average of 20 articles per week. The relatively high percentage of “other” articles can be attributed to the second week in the study, when iWatch used a larger number of articles from wire services.

Politico: 2012 Live

Politico does not offer a general RSS feed so the “2012” RSS feed was selected for monitoring. During the 26 weeks of the study, Politico published 9,037 articles in this feed, averaging roughly 348 articles a week.

ProPublica

ProPublica published the fewest articles of the set with 274, or 11 articles per week. ProPublica showed the biggest change from when the Gender Report released findings from the first three months of the byline count. At that time, women wrote 50.4 percent of the articles and men wrote 37.6 percent. That gap has since narrowed.

The percentage of articles by women at ProPublica is higher than found in the Gender Report’s 2011 study. That study reviewed lead articles on news websites and found that women wrote only 30.8 percent of those articles monitored at ProPublica during the study’s time frame.

Slate

Slate published 2,411 articles during the time frame, or approximately 93 articles per week.

Women and digital news consumption

There’s a gender gap when it comes to news consumption on mobile devices and tablets, according to the Pew Research Center’s Project for Excellence in Journalism report, “Demographics of Mobile News.”

The study, released in December, states: “Men — especially young men — are heavier mobile news consumers than women. Fully 43 percent of male tablet owners consume news daily on their device versus 32 percent of female tablet owners.

“The gap is nearly identical on smartphones: 41 percent compared with 30 percent among women. On the tablet specifically, men check in for news more frequently and are more likely to read in-depth news articles and to watch news videos.”

The study also notes: “The popularity of news remains strong across all demographic groups studied, but is especially prevalent among men and the college educated. On the smartphone, differences also emerge in age and income.”

Out of 100 honorees, the Newsweek Daily Beast Digital Power Index includes only seven women.

Television

Who holds the ultimate power behind the scenes?

Females owned only 6.8 percent (91) of 1,348 full-power commercial television stations in 2011, compared with 5.6 percent (66) of 1,187 full-power commercial television stations in 2009, according to the Federal Communications Commission's Report on Ownership of Commercial Broadcast Stations. The report was released in November 2012.

It's even worse at low-power (including Class A) stations: Women collectively or individually held a majority of the voting interest at just 3.2 percent (220) of 1,662 stations.

In television news, women news directors passed the 30 percent mark for the first time ever and the number of women in radio news and women as radio news directors increased, according to the Radio Television Digital News Association's 2012 TV and Radio News Staffing and Profitability Survey. In 2009, women comprised 29.1 percent of news directors.

Females employed at local television news stations is down about 0.1 percent, leaving the overall numbers flat, as in 2010:

At all stations:

- 98 percent employ women.
- 30.2 percent of news directors are women.
- Women make up 39.8 percent of the TV news workforce.
- The average number of women on staff is 14.4.

At network affiliates:

- All stations employ women.
- 28.1 percent of news directors are women.
- Women make up 39.8 percent of the workforce.
- The average number of women on staff is 15.4.

At independent stations:

- 85.7 percent employ women.
- 24 percent of news directors are women.
- Women make up 39.8 percent of the workforce.
- The average number of women on staff is 8.8.

As for the overall trend in TV news employment, survey director Bob Papper said in an email interview that TV news employment is just about the highest level ever per station, but there are fewer TV news departments today than in 2000.

Employment held steady in 2007, dropped substantially (1,200) in 2008 and dropped again (400) in 2009. It went up in 2010, recovering all the losses of 2009 and making a dent in the losses of 2008. In 2011, hiring went up substantially, and local TV news now stands at the second-highest employment level ever (just barely behind the record of 2000).

Papper is the Lawrence Stessin Distinguished Professor of Journalism and Chair, Department of Journalism, Media Studies and Public Relations at Hofstra University in Hempstead, New York.

Women in local TV news – 2012

	News staffs with women	Women news directors	Women as percentage of work force	Average number of women on staff
All Television	98.0%	30.2%	39.8%	14.4
Network Affiliates	100.0	28.1	39.8	15.4
Independents	85.7	24.0	39.8	8.8
Market:				
DMA 1-25	97.1	27.6	39.9	24.3
DMA 26-50	93.9	27.7	37.8	17.7
DMA 51-100	97.5	28.6	39.0	15.1
DMA 101-150	100.0	22.8	42.0	10.8
DMA 151+	100.0	30.0	41.7	7.8
Staff size:				
Staff 51+	100.0	21.7	39.3	28.4
Staff 31-50	100.0	24.1	39.7	15.5
Staff 21-30	98.1	27.1	39.6	9.7
Staff 11-20	100.0	31.8	43.7	7.2
Staff 1-10	88.5	19.2	38.8	2.4

Source: 2012 TV and Radio News Staffing and Profitability Survey/ RTDNA/Hofstra University Annual Survey

Radio

Just as in television, few women are behind-the-scenes power brokers in radio.

According to FCC data, women individually or collectively hold a majority voting interest as follows:

- 7.8 percent (300) of 3,830 commercial AM radio stations
- 5.8 percent (323) of 5,611 commercial FM radio stations

After two years of decline for women in radio news and as radio news directors, the 2012 numbers are up, though the long-term numbers are flat, according to the RTDNA/Hofstra University Annual Survey. Female news directors almost doubled from 10.7 percent to 19.1 percent, and women in the radio news workforce rose by more than 10 percent. The gains were primarily in non-commercial stations and major markets (those with a million or more listeners).

Across all radio news markets, women comprise 32.7 percent of the workforce, up from 31.9 percent in 2011.

Women in local radio news – 2012

	News staffs with women	Women news directors	Women as percentage of work force	Average number of women on staff
All radio	39.5%	19.1%	32.7%	0.8
Major market	81.8	29.2	41.4	3.3
Large market	54.5	25.9	39.1	1.0
Medium market	30.2	20.3	24.0	0.4
Small market	24.0	11.1	18.2	0.3

Source: 2012 TV and Radio News Staffing and Profitability Survey/ RTDNA/Hofstra University Annual Survey

The RTDNF surveys generally report only percentages, not whole numbers.

For a deeper perspective, here is a reflection of both percentages and whole numbers presented in the survey:

- In major markets with more than one million listeners, women make up 41.4 percent of the news staff. In real numbers, that is 3.3 women per station.
- In large markets of between 250,001 to a million listeners, women comprise 39.1 percent of the news staff. In real numbers, that is one woman per station.
- In medium markets of between 50,000 to 250,000 listeners, women make up 24 percent of the news staff. In real numbers, that is 0.4 women per station.
- In small markets of 49,999 or fewer listeners, women comprise 18 percent of the news staff. In real numbers, that is 0.3 per station.

As for the overall employment trend, radio hasn't changed much in many years; a radio news operation at a small market can consist of one person, Papper said.

Talk radio

When it comes to radio, men talk and talk. And talk some more.

Only one woman — Laura Ingraham — cracked the top 10 in *Talkers* magazine's 2012 "Heavy Hundred" list of the nation's most important radio talk show hosts. There are only 12 solo women on the list, plus three more women who co-host programs with men.

A *Talkers* estimate of hosts who attracted at least a million listeners during the summer of 2012 lists just three women: Ingraham (5.75 million), Stephanie Miller (3.25 million) and Joy Brown (one million).

The other 35 who dominate the million-plus ratings are men. The top three most listened to hosts are Rush Limbaugh (14.75 million), Sean Hannity (14 million) and Michael Savage (8.75 million).

Women and radio sports talk

Due to the popularity of sports programming, *Talkers* debuted a Heavy Hundred of Sports Talk in 2012.

There are no women in the top 10 of the most important sports talk hosts in the U.S. Nor the top 20. Nor the top 30. Top 40? Nope. Top 50? Still none.

Atlanta-based Sandra Golden is number 62 on the list for an ensemble program that she co-hosts with three men: Christopher Rude, Perry Laurentino and Leo Mazzone.

Former Olympic swimmer Ann Van Dyken and male co-host Rob Dibble are number 93. They're on Fox Sports Radio Network.

That's a grand total of two women on the list.

It's been 41 years since the passage of Title IX of the Education Amendments of 1972 declared gender equity for boys and girls in every educational program that receives federal funding, most notably athletics.

However, when it comes to radio coverage of women athletes, men do just about all the talking.

Women and newsmakers

On Sunday TV talk shows, 86 percent (228 guests) of the one-on-one interviews were men, and just 14 percent were women (36 guests). And women were just 29 percent of roundtable guests.

The survey, released in April by Fairness & Accuracy in Reporting tallied guests on four programs: ABC's "This Week," NBC's "Meet the Press," CBS' "Face the Nation" and "Fox News Sunday." The FAIR survey took place from June 2011 to February 2012.

In a separate study that tracked five programs, women comprised 25.3 percent of guests and men 76.1 percent on five Sunday news talk shows during the 2012 calendar year. This study, conducted by the Women & Politics Institute, part of American University's School of Public Affairs, found 1,682 guests on the five programs during 2012, with 1,255 men and 427 women.

Sunday talk shows

ABC This Week	372 guests	249 men (67%)	123 women (33%)
CBS Face the Nation	381 guests	289 men (76%)	92 women (24%)
Fox News Sunday	345 guests	262 men (76%)	83 women (24%)
NBC Meet the Press	323 guests	249 men (77%)	74 women (23%)
CNN State of the Union	261 guests	206 men (76%)	55 women (21%)

Source: Women & Politics Institute Sunday Morning Monitor, American University School of Public Affairs

Of the five programs, only ABC's "This Week" had shows in which there were more female guests than male. This occurred five times.

According to Forbes, the most-talked-about women in 2012 were primarily celebrities. Forbes did not present a most-talked-about list of men. The findings are based on an analysis of 40,000 headlines tracked by News360, a news aggregation website. They are:

1. Hillary Clinton
2. Michelle Obama
3. Lady Gaga
4. Lindsay Lohan
5. Angela Merkel
6. Beyoncé
7. Kate Middleton
8. Rihanna
9. Angelina Jolie
10. Jennifer Lopez

Women and sports news

The 2010-11 Associated Press Sports Editors Racial and Gender Report Card gave an “F” grade in all five gender categories.

- 94 percent of sports editors were men.
- 90 percent of assistant sports editors were men.
- 90 percent of columnists were men.
- 89 percent of reporters were men.
- 84 percent of copy editors/designers were men.

The report card, released in April 2011 (the most recent study available), reviewed more than 320 APSE member newspapers, websites and ESPN. In 2008, the Report Card issued “F” ratings for all gender categories in a review of 281 APSE member news organizations.

The report card was published by the Institute for Diversity and Ethics in Sport at the University of Central Florida and written by Richard Lapchick, with Austin Moss II, Christina Russell and Rodney Scarce.

While *Time* magazine’s 2012 summer Olympics covers emphasized female athleticism, television coverage of other recent Olympics still has a long way to go.

Writer Karrin Anderson on Salon said the aesthetics of the *Time* photos are notable because “... they draw the reader’s gaze to the female body without sexualizing it. Instead, women’s athleticism is featured.”



Credit: Martin Schoeller/Time magazine

Since women started competing in the Olympics in 1900, they have been under pressure to amp up their “girliness, even if doing so hurts their performance,” Amanda Marcotte wrote in *The American Prospect*.

She points out that for the first time, every participating country had women on the team. And, female volleyball players were given the option of wearing more than a bikini, and skirts were an option, not the rule, for female badminton and boxing athletes.

The most striking shift is in the behavior of some of the women athletes. “Now, more women are embracing the same bad-boy attitude; it’s become alright to be a tomboy,” Marcotte wrote.

The evolution is slow.

In *Pacific Standard* magazine, journalist Tom Jacobs cited two studies that found that during the 2010 winter games, female athletes were marginalized. The Think Progress website summarized Jacobs' story.

A 2012 study of the 2008 Summer Olympics and previous years found more balance, with 46.3 percent of airtime going to women athletes and 47.9 percent in 2004. But coverage was mostly focused on "socially acceptable" women's sports like swimming and gymnastics, according to Kelly Davis and C.A. Tugle of the University of North Carolina at Chapel Hill.

"Even today, it seems that women are accepted as athletes only if they continue to look and act as women are expected to look and act," the co-authors found. Nearly three-quarters of the women's coverage was devoted to gymnastics, swimming, diving and beach volleyball. They further concluded, "It is now customary for the participants in all of these events ... to wear the equivalent of a bathing suit."

Track and field made up another 13 percent of the 2008 women's prime-time coverage. "The remaining sports represented — rowing, cycling and fencing — are not, by traditional standards, 'socially acceptable' sports for women, and make up approximately 2 percent of coverage," the researchers found. "Women who take part in sports that involve either power or hard-body contact are particularly unlikely to receive media coverage. When women engage in stereotypical feminine events, or look pretty or graceful, they will receive coverage, but they risk being shunned if they venture from that space."

Another study, which analyzed the 2010 Winter Olympics in Vancouver, found 23 hours of prime-time coverage went to men, and just less than 13 hours were devoted to female competitors. "Seventy-five percent of the top 20 mentioned athletes were men, including eight of the top 10," reports a research team led by James Angelini of the University of Delaware.

Women and corporate/technology leadership

It will take until 2085 for women to reach parity with men in business leadership roles, according to a study by the Women's College of the University of Denver and the White House Project, a nonprofit, non-partisan women's leadership group.

The number of women in leadership positions has essentially remained flat since 2009, and there are still significant gaps between women and men in business leadership roles. The 2012 study looked across four sectors: government/politics, business, entrepreneurship and nonprofits.

Even when women outperform their male counterparts, they are still not recognized for senior leadership positions. In addition, women in top leadership positions are significantly better represented among organizations and firms with merit and performance-based policies that are enforced.

In early 2013, the White House Project ended its 14-year run due to economic challenges; its work has been transitioned to other organizations.

In another 2012 study, Catalyst, a nonprofit organization that seeks to expand opportunities for women in business, found that women held 14.3 percent of executive officer positions at Fortune 500 companies and 8.1 percent of executive officer top earner positions. In both 2011 and 2012, one-fifth of companies had 25 percent or more women executive officers, yet more than one-quarter had no women.

Women held only 16.6 percent of board seats in 2012 — the seventh consecutive year of no growth, Catalyst found in a companion study. The Catalyst Census: Fortune 500 Women Board Directors found that the share of board director and executive officer positions held by females increased only half a percentage point or less during the past year.

Within this larger backdrop, let's look at Fortune's 50 most powerful women in business. Of that list, only 17 are from media and/or technology companies whose products affect online/digital news. They are:

- No. 1 Ginni Rometty, president and CEO, IBM
- No. 3 Meg Whitman, president and CEO, Hewlett-Packard
- No. 7 Ursula Burns, chairman and CEO, Xerox
- No. 8 Sheryl Sandberg, COO, Facebook
- No. 10 Safra Catz, president and chief financial officer, Oracle
- No. 12 Anne Sweeney, co-chair, Disney Media Networks, and president, Disney/ABC Television Group
- No. 14 Marissa Mayer, CEO, Yahoo
- No. 18 Susan Wojcicki, SVP, product management and engineering, Google
- No. 23 Bridget van Kralingen, SVP, IBM Global Business Services
- No. 33 Bonnie Hammer, chairman, NBC Universal Cable Entertainment and Cable Studios
- No. 35 Maggie Wilderotter, CEO, Frontier Communications
- No. 37 Abbe Raven, president and CEO, A&E Television Networks
- No. 41 Pat Fili-Krushel, chairwoman, NBCUniversal News Group, NBCUniversal Comcast
- No. 45 Gracia Martore, president and CEO, Gannett Co.
- No. 46 Laura Lang, CEO, Time Inc.
- No. 48 Lauren Zalanick, chairman, NBCUniversal Entertainment & Digital Networks and Integrated Media
- No. 50 Oprah Winfrey, chairwoman, CEO and Chief Creative Officer, OWN; Chairwoman, Harpo

Martha Nelson was named editor-in-chief at Time Inc. in January 2013 and therefore did not make the 2012 compilation.

Mayer, who left Google to take the helm at Yahoo in July, was the highest-profile female executive in 2012. *The Wall Street Journal* noted at the time that she was "likely the first pregnant new CEO of a Fortune 500 company." Mayer ignited debate and discussion when she announced that her maternity leave would be short and that she would work throughout. Her son was born on September 30 and she was back in the office October 15. "The baby's been easy," she declared in November.

Social media

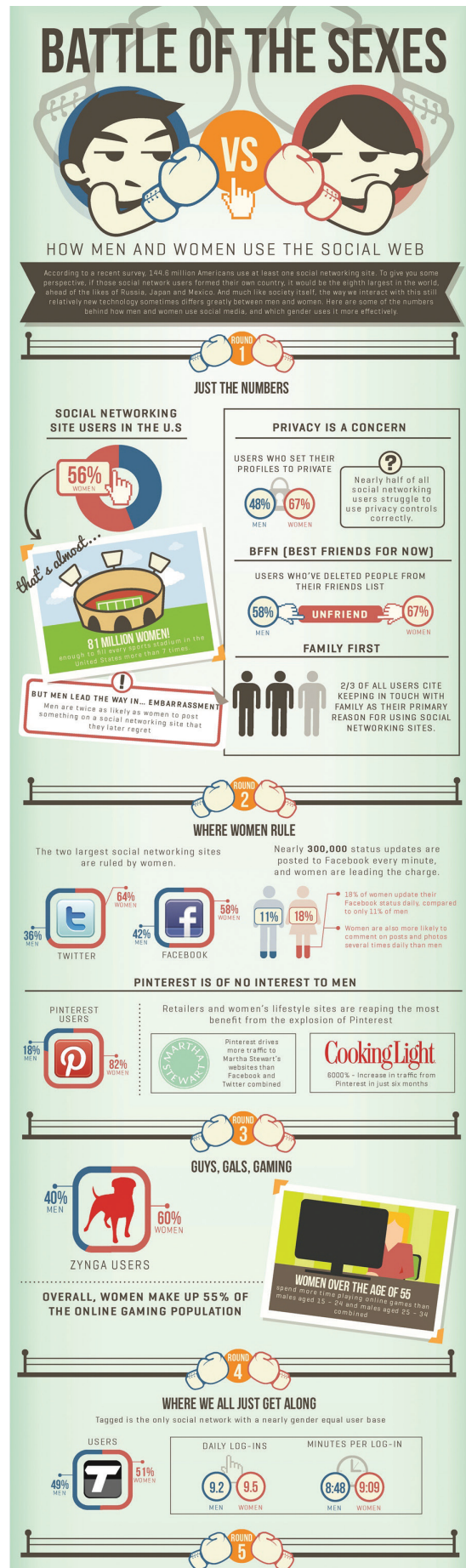
Women outnumber men on social media sites, but are also more on guard about privacy and managing friends and contacts.

Here's a handy 2012 snapshot produced by DigitalFlashNYC:

Seventy-five percent of women and 63 percent of men used social media in 2012, according to the Pew Internet & American Life Project's Social Media survey. Overall, 69 percent of adults online use social networking sites.

Since 2009, women have been significantly more likely to use social networking sites than men.

Women are also more active in their use of these sites, with more than half of female Internet users using social networking sites on a typical day (54 percent), compared with 42 percent of male Internet users. Women are also more likely to visit a social networking site on a smartphone — 41 percent versus 39 percent of men.



Credit: DigitalFlashNYC

Women are more likely to intervene

Men are more likely to ignore mean behavior they see on a social networking site and women are more likely to intervene, according to a Pew's 2012 Tone of Life on Social Networks study.

Twenty-nine percent of women are more likely to see language or images of humor that they find offensive, compared to 22 percent for men.

Twenty-six percent of women will frequently tell someone on a social networking site to stop attacking someone else, but only 19 percent of men do that frequently. In a similar finding, 28 percent of women on social networking sites will frequently defend a person or group being harassed or insulted, while 19 percent of men do.

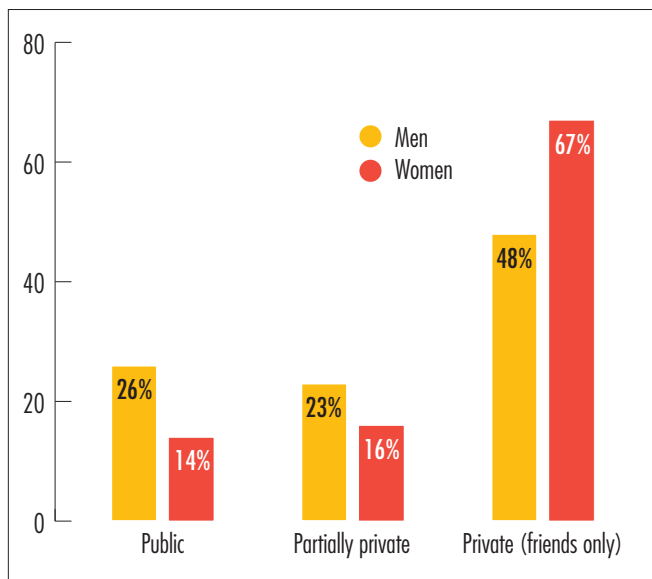
On the other hand, 41 percent of men say they will never tell someone to stop harassing another person on a social networking site, while only 29 percent of women say they never take action. And 33 percent of men say they never defend a person or group being attacked, compared with 25 percent of women.

Privacy management

Nearly two in three online adults (63 percent) have a profile on a social networking site and most restrict access to friends only, according to the Pew Privacy Management of Social Media Sites study.

The following graphic shows a gender gap in the way women and men manage their profiles:

The privacy gender gap on social media



Source: The Pew Research Center's Internet & American Life Project

In addition, female social media users are more likely than males to cull their friends list and delete unwanted contacts: 67 percent compared with 58 percent of men. Male profile owners are almost twice as likely as females to profess regret for posting content: 15 percent of males and 8 percent of females.

Who and what's most popular on Facebook and Twitter

Products, singers and other entertainers dominate Facebook likes and Twitter followers:

In January 2013, Inside Network, a division of WebMediaBrands, released a quarterly report of the 25 most popular pages on Facebook, a report that closely reflects its September 2012 findings. Pages for three female singers are among the top 10 most liked:

1. Facebook for every phone
2. Facebook
3. YouTube
4. Texas HoldEm Poker
5. Rihanna
6. Eminem
7. The Simpsons
8. Shakira
9. Coca-Cola
10. Lady Gaga

The first male on the list is Eminem, at number six.

Twitaholic.com's top 10 list based on followers is:

1. Justin Bieber
2. Lady Gaga
3. Katy Perry
4. Rihanna
5. Barack Obama
6. Taylor Swift
7. Britney Spears
8. YouTube
9. Shakira
10. Kim Kardashian

These surveys help marketers, advertisers and investors to calibrate who and what can best influence consumers to make purchases.

Fidel Martinez, writing for *The Daily Dot*, took a different approach, attempting to measure cultural influence on Facebook. He looked back at the biggest Facebook stories of 2012 and the players involved in shaping the world's biggest online community.

1. George Takei
2. President Barack Obama
3. Judges (overseeing Facebook privacy complaints)
4. Richard Metzger
5. God
6. Shaheen Dhada (arrested after questioning the shutdown of roads in Mumbai in the wake of the death of politician Bal Thackeray)
7. Mike Huckabee
8. Party People (a reference to more than 1,000 people who showed up when a birthday invite for a 16-year-old girl in the Dutch city of Haren went viral)
9. Police officers
10. You

Women and video games

Forty-seven percent of gamers are women, but 88 percent of game developers are men.

"Why are there so few lady game creators?" developer Luke Crane (@Burning_Luke) tweeted on November 26.

A firestorm of responses erupted, prompting the hashtag #1reasonwhy and stories on Forbes and *Mother Jones*. Tweets included:

- "Because conventions, where designers are celebrated, are unsafe places for me. Really. I've been groped."
- "I was asked if I was sleeping with my boss after I was congratulated on my promotion."
- "The issue of sexism/misogyny/respect is not unique to e-sports. It has been a large issue in gaming as a whole."
- "Because when we hired a female engineer at my company, I was skeptical. She's talented and awesome. I'm part of the problem."

Those conversations led to communities of support: #1reasonmentor and #1ReasonToBe.

Video games are ubiquitous on consoles, online sites and smartphones. They are even considered art. The Smithsonian American Art Museum at Renwick Gallery in Washington featured a six-month exhibit in 2012 titled "The Art of Video Games."

Consumers spent \$24.75 billion on video games, hardware and accessories in 2011, according to the Entertainment Software Association. A third of gamers play on their smartphones, and 25 percent play on a handheld device.

Females age 18 and above represent a significantly greater portion of the game-playing population (30 percent) than boys age 17 or younger (18 percent), according to the association.

There are differences in the way females and males approach and play video games and how much money and time they spend.

The August issue of *Usability News* cited research by M. Phan, J. Jardina and W. Hoyle titled "Video Games: Males Prefer Violence while Females Prefer Social."

The following passage and graphic from *Usability News*, based at the Software Usability Research Laboratory at Wichita State University in Kansas, is a summary of "Examining the Role of Gender in Video Game Usage, Preference, and Behavior." The material referenced in *Usability News* is a summary from Proceedings of the Human Factors and Ergonomic Society, Boston, 2012:

"Male gamers reported that they tend to play games from the Strategy, Role Playing, Action, and Fighting genres more often than female gamers. Conversely, female gamers reported that they play games from the Social, Puzzle/Card, Music/Dance, Educational/Edutainment, and Simulation genres more frequently than male gamers.

"The three game genres that both male and female players reported to play approximately with equal frequency were Sports, Driving, and Adventure.

"In terms of behaviors and attitudes, more male gamers tended to play video games at all times (i.e., during the day, weekends, and evenings) than female gamers. In comparison to female gamers, male gamers were more likely to indicate that gaming was immersive and that they preferred non-physically interactive games.

“Male gamers were also more likely than female gamers to indicate that they played games for long periods of time, disliked interruptions while gaming, thought of gaming as their main hobby, and spent more time gaming than watching TV or doing household chores.

“Female game players reported that they were less likely to be involved in video games and were less passionate about video games than male players. Additionally, in comparison to male players, female players were more likely to report that they spent more time doing non-video game activities (e.g., watching TV, household chores), and that they preferred watching TV over playing video games.

“Females also were more likely to report that (i) they feel guilty when they game, (ii) they would sell their gaming console(s) first if they were short on cash, (iii) they tend to play when others are playing, and (iv) they preferred physically interactive games.”

General profile of male game players vs. female game players

	Male	Female
Average age first started to play video	6.6	9.3
Hours per week spent playing games on a desktop or laptop computer	17.4	6.5
Average amount of money spent on video games and game-related purchases per year	333.92	87.19
Type of video game player classified	Frequent/expert	Occasional/novice
Gaming device preference	Desktop/laptop	Console/handheld/mobile
Preference for violent vs. nonviolent content	Strongly violent	Equal preference
Game genre preference	Strategy, role playing, action, and fighting	Social, puzzle/card, music/dance, educational and simulation
Preference for physically interactive vs. non-physically interactive games	Non-physically interactive	Physically interactive
Likelihood of playing games at all times and for long periods of time	More likely	Less likely
Likelihood of playing games when others are playing	Less likely	More likely
Likelihood of feeling guilty when playing video games	Less likely	More likely
Playing video games as main hobby	Yes	No
Prefer doing other activities (e.g., watching TV) rather than playing video games	No	Yes
Hours per week spent watching TV	Less than 5 hours	More than 5 hours

Source: Usability News

Along with concerns about the dearth of female game developers and studies about gender differences, there is growing awareness about portrayals of sexism and violence against women in the works of a multibillion-dollar industry.

Pop culture media critic Anita Sarkeesian, the producer of the “Feminist Frequency” website and video series, sought to raise funds through Kickstarter for a project titled “Tropes vs. Women in video games.” It would in part be an exploration of how female character stereotypes typically fall into five categories:

- Damsel in Distress
- The Fighting F#@k Toy
- The Sexy Sidekick
- The Sexy Villainess
- Background Decoration

Speaking at a TedxWomen conference in December, Sarkeesian described the reaction:

“I found myself the target of a massive online hate campaign. ... All my social media sites were flooded with threats of rape, violence, sexual assault, death — and you’ll notice that these threats and comments were all specifically targeting my gender. The Wikipedia article about me was vandalized with sexism, racism and pornographic images. There was a campaign to report all of my social media accounts including my Kickstarter, my YouTube, my Twitter. And they would report them as fraud, spam, even as terrorism in an effort to get them suspended. They attempted to knock my website offline, hack into my email and other accounts. They attempted to collect and distribute my personal information including my home address and phone number.

“There were images made, pornographic images made in my likeness being raped by video game characters and sent to me again and again. There was even a game made where players were invited to beat the bitch up in which upon clicking on the screen, an image of me would become increasingly battered and bruised. You get the point, we’ll move on.

“What’s even more disturbing, if that’s even possible, than this overt display of misogyny on a grand scale, is that the perpetrators openly referred to this harassment campaign and their abuse as a game. They referred to their abuse as a game.”

Fortunately, there was another reaction as well. Sarkeesian was hoping to raise \$6,000 for her project and raised 25 times that: \$158,922 from nearly 7,000 individuals. The series expanded from five parts to 13, plus a classroom curriculum that educators can use for free. Feminist Frequency morphed from a part-time passion to a full-time endeavor.

Some of the most popular game creators are getting the message about sexism and violence, and the economic imperative to respond and market to female gamers.

God of War: Ascension game design manager David Hewitt told IGN Entertainment in July that he and his team have reconsidered depictions of violence against women. “There are some things we’ve pulled back from,” Hewitt told the publication. “There are certain things that carry a different kind of resonance that we don’t want to get into. This isn’t about statement-making in that regard. It’s about fleshing out (Kratos) this character.”

There is a burgeoning social change community whose goals are to encourage gaming in humanitarian and educational efforts. Games for Change, founded in 2004, helps create and direct funding for new projects and highlights great work in an annual festival. Its current board of directors is comprised of three women and two men.

Girls interested in science and math can have a great impact on the next generation of games. In her Huffington Post blog, education tech developer Idit Harel Caperton says the industry is beginning to respond to its key constituency of girls and women. "If that is the market of the future, women belong on the development side of the business as well as on the consumer side."

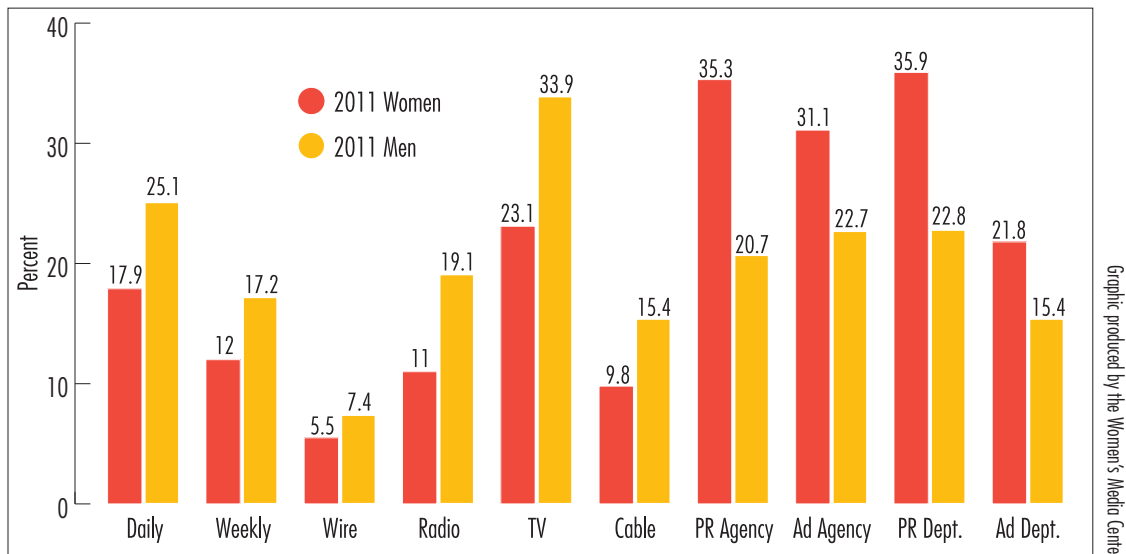
Women journalism and mass communication graduates

The job market for graduates of the nation's journalism and mass communication programs showed modest signs of improvement in 2011, continuing the trend from a year earlier. But 2011 graduates faced job prospects much more limited than did graduates four years earlier, according to the 2011 Annual Survey of Journalism and Mass Communication Graduates. This is the most recent study available.

As in the past, women were more successful in 2011 in the labor market than men. The following two charts detail their choices.

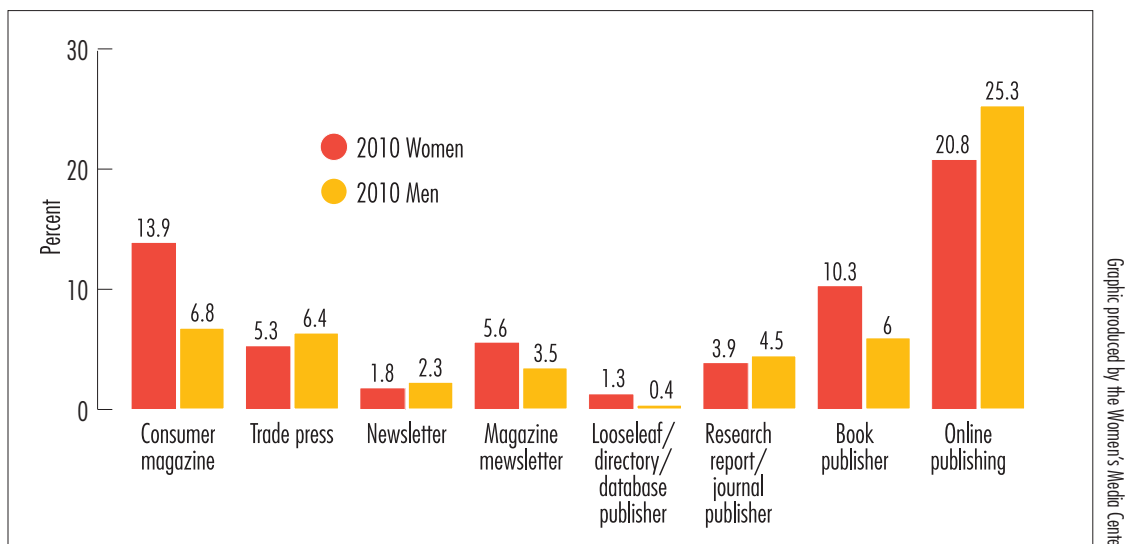
Gender and job seeking 1

Types of jobs sought by journalism and mass communication Bachelor's degree recipients 2011



Gender and job seeking 2

Types of jobs sought by journalism and mass communication Bachelor's degree recipients 2010



Source: Annual Survey of Journalism & Mass Communication Graduates

Women are more likely than men to specialize in public relations or advertising, and more likely to land a full-time job just out of college. Just about 36 percent of women graduates versus 20.7 percent of male graduates sought work in a public relations department; 35.3 percent of women and 20.7 percent of men sought work in a public relations agency; 31.1 percent of women and 22.7 percent of men sought employment at a public relations firm.

Male graduates are more likely to pursue jobs at weekly and daily newspapers, wire services, television, radio and cable.

The annual survey is conducted by the James M. Cox Jr. Center for International Mass Communication Training and Research at the University of Georgia. The Cox Center is the international outreach unit of the Grady College of Journalism and Mass Communication. Dr. Lee B. Becker, Ph.D., director of the Cox Center, and Tudor Vlad, Ph.D., associate director, wrote the report with graduate research assistant Konrad Kalpen.

Women and literature

Men still dominate the bylines in top literary magazines in 2011, according to the most recent survey by VIDA: Women in Literary Arts. In multiple cases, the results are worse than they were in the group's first compilation in 2010, known as "The Count."

The survey results, noted in the *Columbia Journalism Review*, show that while *The New York Times Review of Books* and *The New Republic* increased the number and percentage of female writers, just about every other publication reviewed by VIDA slid down.

In the 2010 survey, critics suggested that perhaps the disparity might be rooted in a lack of submissions by women authors. When the 2011 numbers were released, Danielle Pafunda, an author, writer and VIDA member, said the challenges are deeper and more complex:

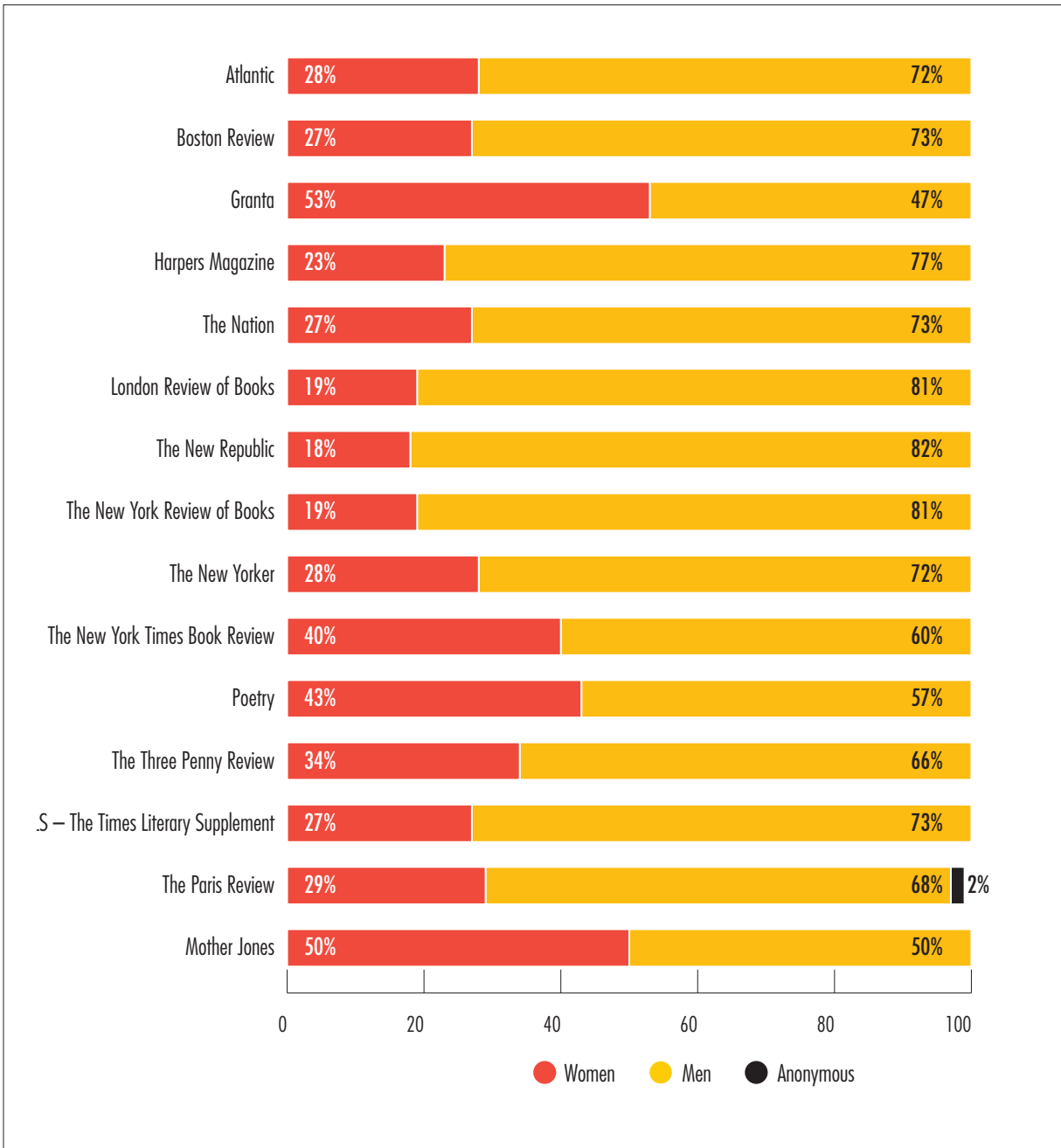
"Some editors seem quite pleased when the ratio of women to men published turns out to reflect the gender stats in their submission pool. Why? In these numbers conversations, we often cite the importance of editorial free reign. We aren't interested in quotas or outside review boards, and we haven't gotten on the peer review bandwagon with our academic counterparts, so why would we want editors to bind themselves so tightly to the demographics of their submissions piles? This suggests that an editor is a fairly passive machine, an inbox that receives and selects writing, but doesn't actively seek out good writing. ...

"Historically, an editor's job has been to actively engage writers, to search out the new, bring the under-acknowledged into the light, remind us of those talented souls who've fallen off the radar, and discover the next big thing. It's one of the perks, it's fun ... Beyond our ability to craft an issue via solicitation, editors have a great deal of influence over who submits cold to our publications."

Other points raised by Parfunda in "Why the submission numbers don't count:"

- The suggestion that ratio is important assumes that the quality of each gender's submissions will be identical
- Male overconfidence
- Editors are not gender-blind
- Editors are receiving more good work than they can publish
- When the group in power puts the onus back on the marginalized group, it always leads to bad feelings. It's time to lead by example

Percentage of writers by gender, overall 2011



Graphic produced by the Women's Media Center

Source: VIDA: Women in Literary Arts

Women in film and television

Behind the scenes in film

When it comes to commercial films, the “Celluloid Ceiling” remains strong.

Women comprised 9 percent of directors of the top 250 domestic grossing films of 2012. That’s up 4 percent from 2011, but flat when taking into account historical data going back to 1998. The January 2013 report was released by the Center for the Study of Women in Television & Film, based at San Diego State University.

In other key behind-the-scenes roles, women comprised 18 percent, which was the same finding in 2011 — and just a 1 percent increase since 1998.

“The numbers for women filmmakers have been remarkably stable and reflect that this is an entrenched industry,” Center Executive Director Martha M. Lauzen, Ph.D., said in a January 11, 2013, story in *The New York Times*.

Lauzen oversaw the center’s studies cited in this report.

“Traditionally, documentaries have been more welcoming of women and diversity in general because the (financial) barriers to entry are lower than they are in narrative features,” Lauzen told *The Wrap*’s Sharon Waxman in August.

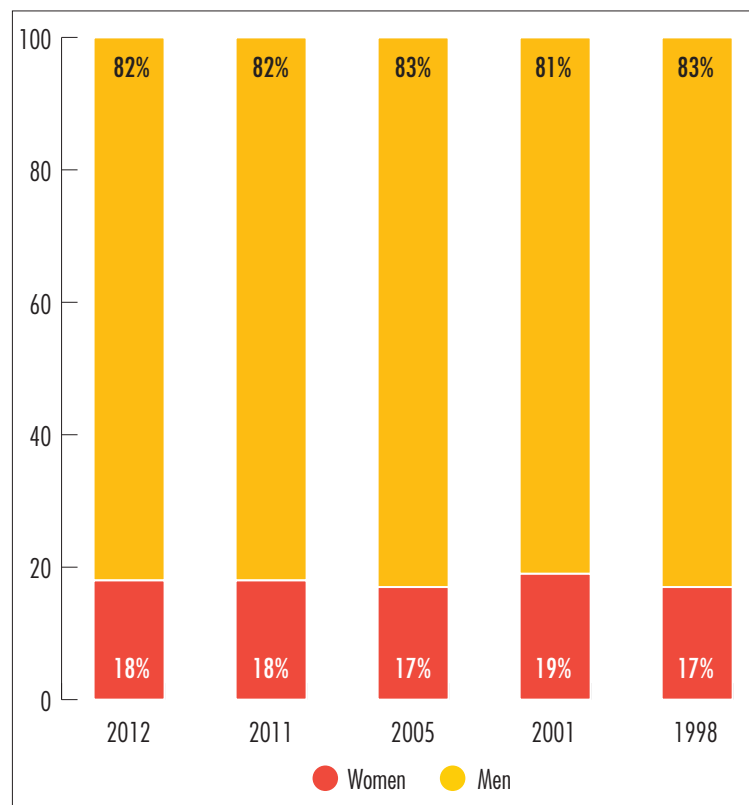
“That director role is traditionally the most male role,” Lauzen said. “With narrative films, whether they are independently produced or produced by a studio, there is still that celluloid ceiling women have to overcome.”

Women were most likely to find work on documentaries, dramas and animated films. They are least likely to be hired in the action, horror and sci-fi genres.

This chart represents a historical comparison of the percentages of women employed in behind-the-scenes roles, those of director, writer, executive producer, producer, editor and cinematographer.

A Center study of independent films found that women accounted for 31 percent of behind-the-scenes individuals (directors, writers, executive producers, producers, editors, cinematographers) working on documentaries, compared with 23 percent on narrative features.

Behind the scenes roles in film



Source: 2012 Celluloid Ceiling, Center for the Study of Women in Television & Film

This difference is especially pronounced in the directing role. Women comprised 39 percent of directors working on documentaries and 18 percent of directors working on narrative features.

“Independent Women: Behind-the-Scenes Representation on Festival Films” was released in the fall of 2012. It examined women’s behind-the-scenes employment in independently produced feature-length documentaries and narrative films screening at more than 20 high-profile film festivals in the United States.

A report on documentary filmmaking examined the Sundance Film Festival as the major pipeline. There have been no sustained increases or decreases in the percentage of female directors or producers in narrative or documentary films shown at Sundance from 2002 through 2012. There also remain significant financial and other barriers for women directors shifting from independent to studio films.

The Sundance Institute and Women in Film commissioned Stacy Smith, Ph.D. and her team at the University of Southern California’s Annenberg School for Communication and Journalism for this research and report. The project seeks to better comprehend the current representation of women in the field, and identify systemic obstacles or patterns that hinder women at key stages in their independent film careers.

According to the “Exploring the Barriers and Opportunities for Independent Women Filmmakers” study:

- From 2002 to 2012, 41.1 percent of Documentary Competition directors at Sundance were female.
- Female directors comprised 22.2 percent of the narrative Competition categories and 14.5 percent of the Non-Competition Sundance categories. In contrast, only 4.4 percent of directors were female across the top 100 box office films each year from 2002.
- Female directors facilitate behind-the-camera equality. When compared to films directed by men, those directed by women feature more women content creators (writers, producers, cinematographers, editors) behind the camera. This is true in both narratives (a 21 percent increase) and documentaries (a 24 percent increase).
- Across all behind-the-camera positions, females were most likely to be producers.
- However, as the prestige of the producing post increased, the percentage of female participation decreased. This trend was repeatedly observed in both narrative and documentary filmmaking. Less than one-third of all narrative producers, but just over 40 percent of associate producers were female. In documentaries, 42.5 percent of producers and 59.5 percent of associate producers were female.
- The gender of content creators varied by Sundance Film Festival program section. Competition films had a higher percentage of female content creators than did films in the Premieres section or films from other Non-Competition sections. This held across all five artistic positions (directors, writers, producers, cinematographers, editors) and storytelling platforms (narrative, documentary). Among three of the five artistic positions, Premieres had the lowest percentage of females in both narratives and documentaries.

Behind the scenes in television

Male directors outnumbered females by 4 to 1, according to a Directors Guild of America review of 3,100 episodes of prime-time television across broadcast, basic cable and premium cable. The study, released in September, reviewed the 2011-12 network television season, and more than 190 scripted series on cable.

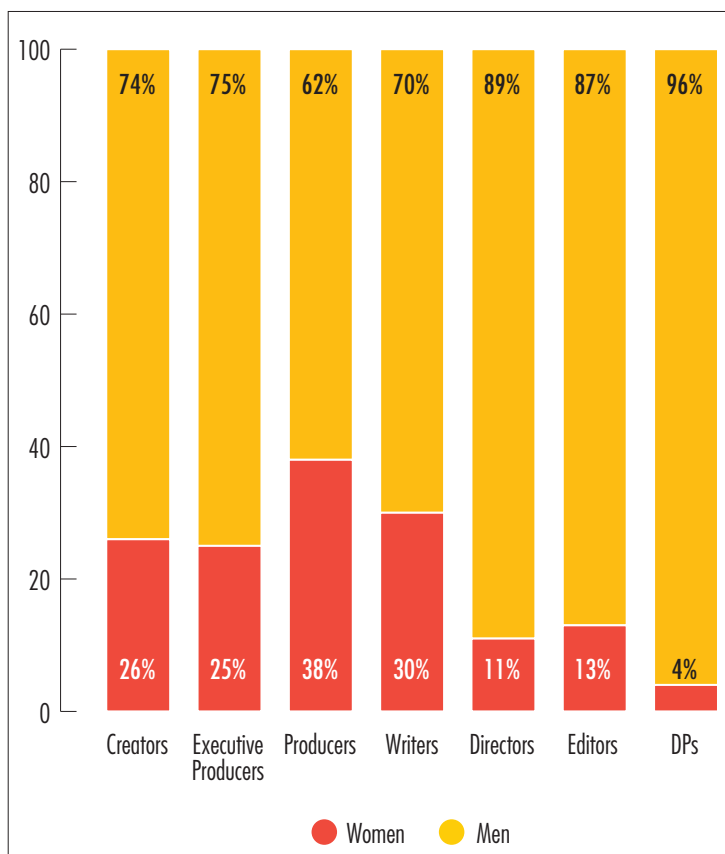
Men directed 86 percent of all episodes and women directed 15 percent (the percentage total is 101 percent due to rounding).

Among one-hour series, white men directed 76 percent of all episodes, and in half-hour series, white men directed 69 percent of all episodes. The DGA study reviewed gender and race. The findings in its 2010-11 report were nearly identical, with variations of just one percentage point.

A study by the Center for the Study of Women in Television & Film found similar results: "Women comprised 26 percent of creators, directors, writers, producers, executive producers, editors and directors of photography on broadcast television programs during the 2011-12 prime-time season."

This represents an increase of one percentage point from the 2010-11 season and an increase of 5 percentage points since 1997-98, according to the center's "Boxed In:

Behind the scenes in roles in broadcast, 2011-12 season



Source: 2012 Celluloid Ceiling, Center for the Study of Women in Television & Film

Employment of Behind-the-Scenes Women in the 2011-12 Prime-time Television Season."

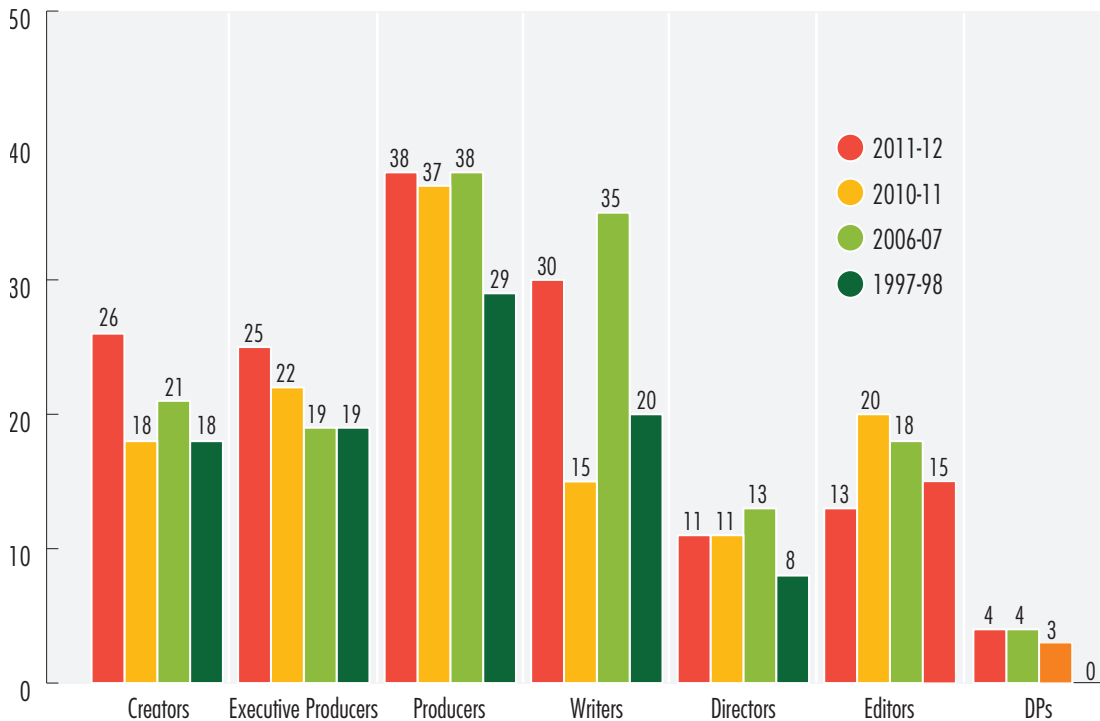
The study found increases in the percentages of women creators, from 18 percent in 2010-11 to 26 percent in 2011-12 and executive producers, from 22 percent to 25 percent.

After a dramatic decline in the 2010-11 season, the percentage of women writers rebounded to 30 percent in 2011-12. However, the percentage of women editors declined from 20 percent in 2010-11 to 13 percent in 2011-12.

This chart contrasts the percent of behind-the-scenes women and men on broadcast programs during the 2011-12 season.

Here is a historical comparison of percentages of behind-the-scenes employment of women by role:

Behind the scenes roles/employment of women



Source: 2012 Celluloid Ceiling, Center for the Study of Women in Television & Film

If a show does not have female writers, it's because the show runner did not look hard enough, contends longtime writer and producer Stephen Falk, known in part for his work on "Weeds." His comments are included in "How to get more women writing television? Convince Men," a story by Alyssa Rosenberg that ran in Slate.

"[I]t just makes for better energy and perspective in the room to have an even gender balance. Do it." Falk says in a blog post.

Falk and "Community" creator Dan Harmon are working with more women — Falk, by choice; Harmon, after he was told he needed to add female perspective to his staff, according to Rosenberg's story. Both ended up converting to the idea that the presence of those women made their staffs stronger and sharper.

Female characters in television

The percentage of female television characters is down and female characters continue to be younger than their male counterparts, according to the Center for the Study of Women in Television & Film's "Boxed In" 2012 report.

Viewers were most likely to see female characters on programs airing on CW where female characters accounted for 52 percent of all characters. CW is the only network that represents females in accurate proportion to their representation in the U.S. population. Females accounted for 43 percent of characters on ABC programs, 40 percent on CBS, 39 percent on Fox and 36 percent on NBC.

Overall, 41 percent of all characters and 43 percent of major characters were female in the 2010-2011 season. This represents a decline of 2 percentage points from the 2007-08 season, when female characters accounted for a historical high of 43 percent of characters.

And female characters continue to be younger than their male counterparts. Sixty-seven percent of characters in their 50s and 71 percent of characters 60 and above were male.

Female characters age 40 and older comprised 11 percent of all characters. Males 40 and older accounted for 23 percent of characters.

Viewers are most likely to see female characters on reality programs where they accounted for 28 percent of all characters, followed by dramas (25 percent), and situation comedies (22 percent).

A 2012 study commissioned by the Geena Davis Institute on Gender in Media and executed by the Annenberg School for Communication and Journalism, University of Southern California, examined gender roles in media popular with youth.

In looking at the number of speaking characters, authors of the study found a gender imbalance for female speaking characters: family films (28.3 percent), prime-time programs (38.9 percent) and children's shows (30.8 percent).

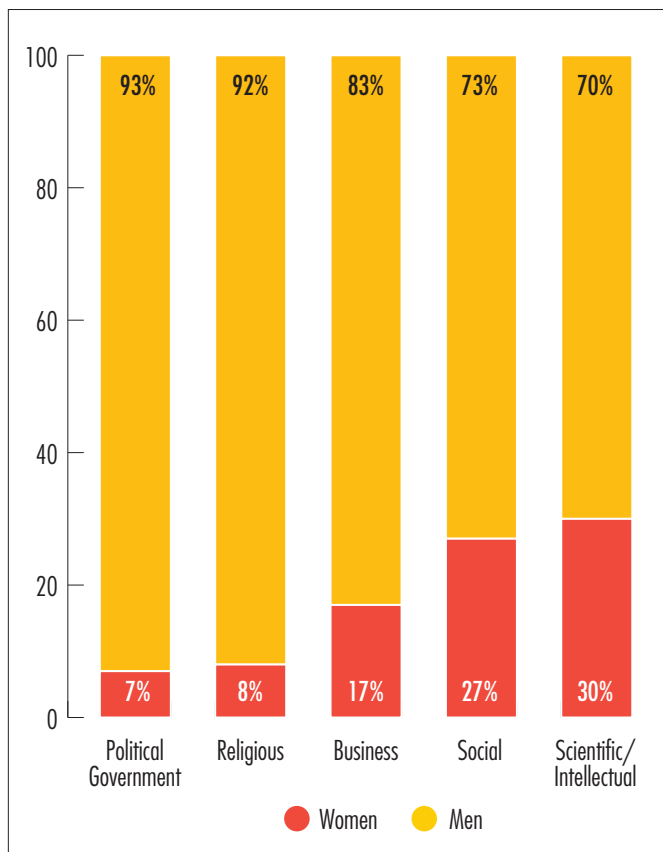
The authors concluded that "female characters are still sidelined, stereotyped, and sexualized in popular entertainment content. ... Females are not only missing from popular media, [but] when they are on screen, they seem to be there merely for decoration — not to engage in meaningful or prestigious employment."

Female characters in film

Who goes to the movies? Statistics match the nation's overall population. In 2012, females age 12 and above comprise 51 percent of moviegoers and males are 49 percent, according to the Nielsen National Research Group's 2012 "American Moviegoing Report." It was a 50-50 gender split in 2011. The 2010 results are the same as 2012.

However, in 2011, females remained dramatically under-represented as characters in film when compared with their representation in the U.S. population, according to the Center for the Study of Women in Television & Film.

Characters as leaders, by gender



Source: Center for the Study of Women in Television & Film

Females accounted for 33 percent of all characters in the top 100 domestic grossing films. This represents an increase of 5 percentage points since 2002, when females comprised 28 percent of characters.

While female characters are on the rise, female protagonists have declined. In 2002, female characters accounted for 16 percent of protagonists. In 2011, females comprised only 11 percent.

Female characters remain younger than their male counterparts and are more likely than males to have an identifiable marital status, according to "It's a Man's (Celluloid) World: On-Screen Representations of Female Characters in the Top 100 Films of 2011."

And female characters are much less likely than males to be portrayed as leaders of any kind. This chart from the center compares the percentages of male and female characters as leaders.

A study by the Annenberg Public Policy Center found that since 1950 male film characters outnumber females two to one. Females were twice more likely than males to be shown in sexually explicit scenes.

The research, released in April 2012, analyzed 855 top 30 box-office films from 1950 to 2006 and found that women have been consistently underrepresented as main characters for at least six decades. The study, authored by Amy Bleakley, Patrick E. Jamieson and Daniel Romer of the APPC, was published online in the *Journal of Adolescent Health*.

"It's disheartening to see that unbalanced portrayals of men and women persist in popular films," noted Bleakley, the lead author of the paper. "Movie-going youth — the largest consumers of movies per capita — who are repeatedly exposed to portrayals of women as sexual and men as violent may internalize these portrayals."

And more male and female characters are increasingly involved in violence.

"One concern about pushing for greater inclusion of women in today's films is that women may be put into more violent roles, a trend we observed for both men and women," added study co-author Jamieson. "Such characters would not represent the many roles that women are playing in the world today compared to 1950."

Girls influenced to view selves as sex objects

Girls as young as age six are beginning to see themselves as sex objects, according to a study by psychologists at Knox College in Galesburg, Illinois. A story about the study appeared in LiveScience.com in July.

When 60 girls ages six to nine were shown one doll wearing revealing, "sexy" clothing and another doll wearing trendy, but more modest, loose-fitting clothing, girls across the board wanted to look like the sexy doll. Researchers Christy Starr and Gail Ferguson found that the girls associated "sexy" with "popular." Media consumption alone cannot be cited as the predicting factor; it's a combination of media consumption, mothering and religion, according to the research.



The co-authors suggest that the media or moms who sexualize women may predispose girls toward objectifying themselves. Girls who watched a lot of TV and movies and who had mothers reported self-objectifying tendencies.

However, mothers who reported often using TV and movies as teaching moments about bad behaviors and unrealistic scenarios were much less likely to have daughters who said they looked like the sexy doll.

A mother's religion also plays a role. Girls with religious mothers and high media consumption were less likely to self-sexualize. Girls with religious mothers and low media consumption were more likely to be drawn to what the study termed "forbidden fruit," and wanted to look like the sexy doll.

Credit: LifeScience.com:

Dollz Mania's ChaZie Dollmaker, <http://dollzmania.net/ChaZieMaker.htm>

Recommendations to news organizations, producers and interview bookers

The gender gap undermines your credibility. This report points to a mountain of statistical and anecdotal evidence that women's voices, with their breadth of expertise, diversity, experiences and humanity, are not being fully represented. There are resources at the end of this report to help you seek out women by area of expertise.

Be more mindful about how stories are framed. Watch out for loaded language and loaded images. Some coverage about the resignation of CIA Director Gen. David Petraeus after he acknowledged an affair with biographer Paula Broadwell followed an all too familiar story arc.

Her "expressive green eyes" were noted in *The Daily Beast*.

The Washington Post's reporting included an anecdote about Broadwell wearing "form-fitting clothes" in Afghanistan, for which she was admonished. *Post* columnist Ruth Marcus defended the coverage, saying that everyone must take responsibility for the way they dress in public and that Broadwell's wardrobe conveyed, "Look at me! Pay attention to my body!"

Well, a general's uniforms are well-tailored and form-fitting, and most reporters did not note Petraeus' eye color. Also, the word "mistress," which was used by multiple news outlets, is a loaded one. What do you call her male counterpart?

Frank Bruni, a columnist with *The New York Times*, wrote in November that some coverage contained "clichés that should be retired and indulging in a sexism we like to think we've moved past. ... [I]t's the women in these situations who are often subjected to a more vigorous public shaming — and assigned greater responsibility."

Monitor your reader/viewer comments. You are what you publish, and too often it includes trash talk posted by anonymous haters. It's click-bait, but your credibility is at stake.

Some news organizations have readers sign in via Facebook or require pre-registration and use of a real name. Others don't allow comments on a story that might trigger sexist, racist and/or homophobic rants. Too many newsrooms have been on layoff sprees in recent years, but it makes a difference when human eyes and judgment review the feedback, whether or not commenters identify themselves. You're more likely to act on constructive criticism, fresh insights and new angles suggested by readers.

A great hire can have an immediate, positive impact. On September 1, veteran editor Margaret M. Sullivan started her new job as public editor at *The New York Times*. She immediately recalibrated the position, blending columns with equally high-profile online and social media posts, engaging commenters as prominent news stories unfold.

Do your job well and respond to your critics. The presidential debate moderated by Candy Crowley of CNN and the vice-presidential debate, moderated by ABC's Martha Radditz, proved to be the most illuminating.

During a heated exchange between President Barack Obama and Mitt Romney about how soon the president mentioned terrorism in connection with the deadly attack on the U.S. consulate in Benghazi, Libya, Crowley fact-checked and challenged Romney's assertion. And Radditz pressed Vice President Joe Biden and Republican challenger Paul Ryan for details and clarity.

Both Crowley and Radditz were called biased by some, but most neutral observers were complimentary. Neither journalist was defensive when questioned.

Experiments are welcome. In January 2012, *The Washington Post* premiered “She the People,” a forum for female writers around the country anchored by political reporter and author Melinda Henneberger. “According to comScore, only 42 percent of U.S. readers of political news sites are female, compared to 51 percent of all online adults, suggesting women have been under-represented by political sites and in political reporting,” said Raju Nariseti, then a managing editor of the *Post*.

“Important if True” is not good enough. We’re counting on you to get the story right, especially in the age of split-second conveyance and participatory journalism. Last June, two cable networks initially erred in interpreting the Supreme Court’s ruling of the Affordable Care Act. The misinterpretation ricocheted around Twitter and Facebook. It was soon corrected, but the first impression lingered. Competition should be fierce, but bragging rights about posting first is inside baseball as far as the public is concerned.

We want you to explain breaking news with all the expertise you can muster. It’s OK to wait as you search for additional confirmation sources or fill airtime by telling viewers that you’re trying to sort out complex material. It telegraphs that accuracy and credibility matter. Journalism is a collaborative process, and it helps to have editors and producers with diverse experiences hovered over the computer screen as crucial decisions are made. Of course, that means consistently having women in high-ranking roles.

We’re counting on the media to remain a public trust, watchdog, and accurate and fair arbiter in the age of spin. The “press” is the only business enterprise specifically protected by the First Amendment. Independence, reporting and informing, accountability, ethical decision-making and transparency are a heavy load to carry. Especially as technology accelerates, business models crumble and newer, leaner ones that play by their own rules come along. Still, relevance is a key survival tool. And the females that make up 51 percent of the U.S. population want their voices heard and to be portrayed accurately and without stereotype.

Get serious about work-life balance for women and men. You may recall a 1989 essay in the *Harvard Business Review (HBR)*, “Management Women and the New Facts of Life,” which added “mommy track” to business lexicon. The discussion was ignited again last summer by Anne-Marie Slaughter’s essay in *The Atlantic*, “Why Women Still Can’t Have It All.”

Tony Schwartz, whose mother, Felice, wrote the original story, summarized in a June 2012 *HBR* blog what both pieces have in common: Employers need to provide workers with more options about how, when and where to do their work.

“The problem is that most employers still accord far more value to those who work long and continuous hours at the office and put obstacles in front of those who seek more flexibility. ... This transformation won’t happen until senior leaders make a fundamental shift away from the deeply ingrained view that more, bigger, faster for longer is better, and let go of the myth that face time is a useful measure of productivity and commitment. ... The research strongly suggests that when you treat people with trust and respect, they perform better and feel more engaged.”

Resources

You can find the following resources at womensmediacenter.com.

The Women's Media Center's "Media Guide to Covering Reproductive Issues," (<http://www.womensmediacenter.com/ReproGuide>) is a resource for accurate media coverage of reproductive issues.

WMC SheSource (<http://www.shesource.org>) is an online contact list of female experts on diverse topics designed to serve journalists, producers and bookers who need female guests and sources.

Name It. Change It.'s "Media Guide to Gender Neutral Coverage of Women Candidates + Politicians," which includes a glossary of terms on fair and accurate language. (<http://www.nameitchangeit.org/NICI/MediaGuide>).

Women's Media Center Live with Robin Morgan, Saturdays at 11 a.m. ET on 1580 AM, a CBS radio station, in Washington, D.C. The show is also available via live stream (<http://wmclive.com>) and podcasts (<http://wmclive.libsyn.com>).

WMC SheParty Twitter Conversation: A weekly Twitter Happy Hour discussion of media stories about women that takes place on Wednesdays from 3 to 5 p.m. EST. Hashtag is #SheParty or go to <https://twitter.com/search?q=%23sheparty>.

WMC's Women Under Siege (<http://www.womenundersiegeproject.org>) documents how rape and other forms of sexualized violence are used as tools in genocide and conflict throughout the 20th century and into the 21st. Reports are also available on Burma, Mexico, North Korea, Democratic Republic of Congo, Libya, Egypt, Darfur-Sudan, Rwanda, Bosnia, Sierra Leone and Bangladesh

WMC Features are original content about important issues written by women experts and journalists.

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Join us on Facebook at www.facebook.com/womensmediacenter.

Citations, sources and links

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#1reasonwhy

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