

Women in Sports and Media

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Women's Media Center “Divided 2017”

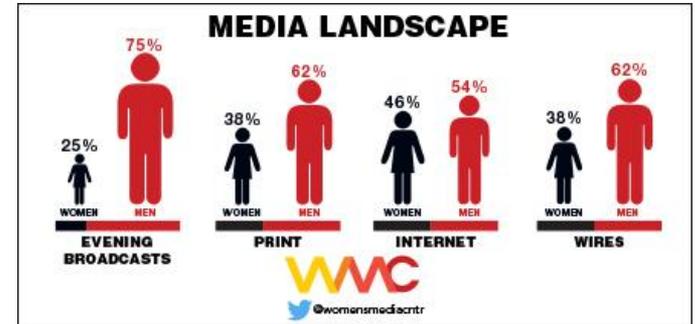
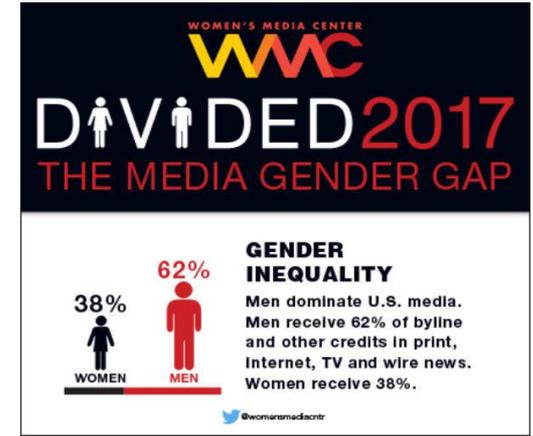
- Women's Media Center report examining who provides coverage for 20 top news outlets.
- Showing that female journalists continue to report less news than male journalist
 - Especially in television
- The “Divided 2017” studied looked into ABC, CBS, and NBC to see who reports more men or women.
 - The combined numbers between the three stations showed:
 - That men report 3x as much of the news as women do.
 - Work done by women anchors, field reporters, and correspondents have actually declined
 - Falling to 25.2% of report in 2016 from 32% from a previous report in 2015

Overall Production that are Produce

- Men produce 62.3% of the analyzed reports while women produce 37.7% of reports.
- The study found that the disparity exists in the following fields
 - Newspapers
 - Online News
 - Wire Services
 - Television New - especially sparked in this area of media.

Media Gender Gap - 2017

- Gender Inequality - Men take up 62% of all credit in the media while women only get 38% of credit
- Media Landscape
 - Evening Broadcasts
 - Women - 25%
 - Men - 75%
 - Print
 - Women - 38%
 - Men - 62%
 - Internet
 - Women - 46%
 - Men - 54%
 - Wire
 - Women - 38%
 - Men - 62%



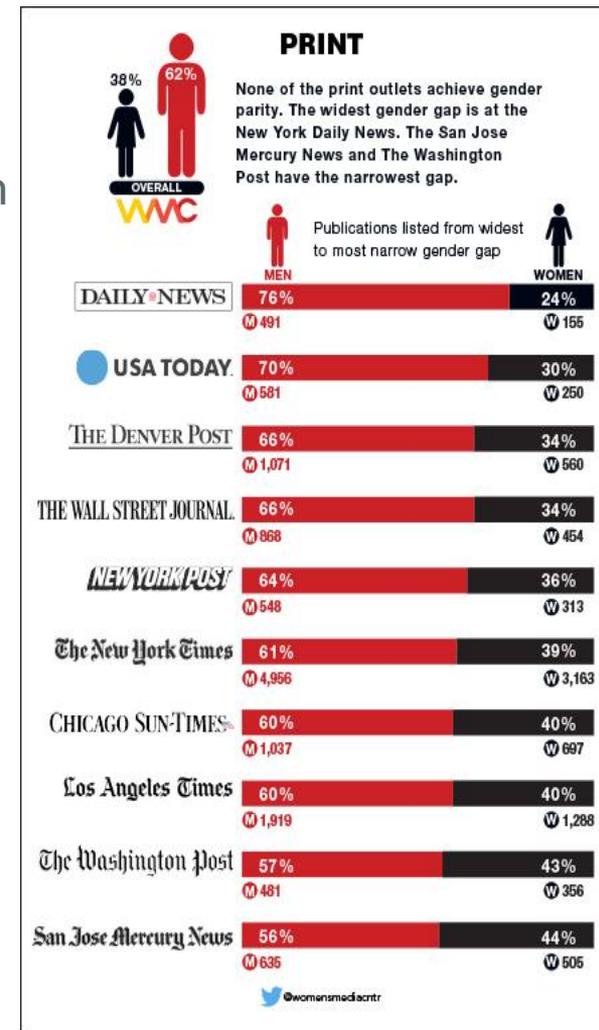
Evening Broadcast

- Anchors/Correspondents/Reporters at each station
 - PBS
 - Women - 45%
 - Men - 55%
 - ABC
 - Women - 12%
 - Men - 88%
 - CBS
 - Women - 32%
 - Men - 68%
 - NBC
 - Women - 32%
 - Men - 68%



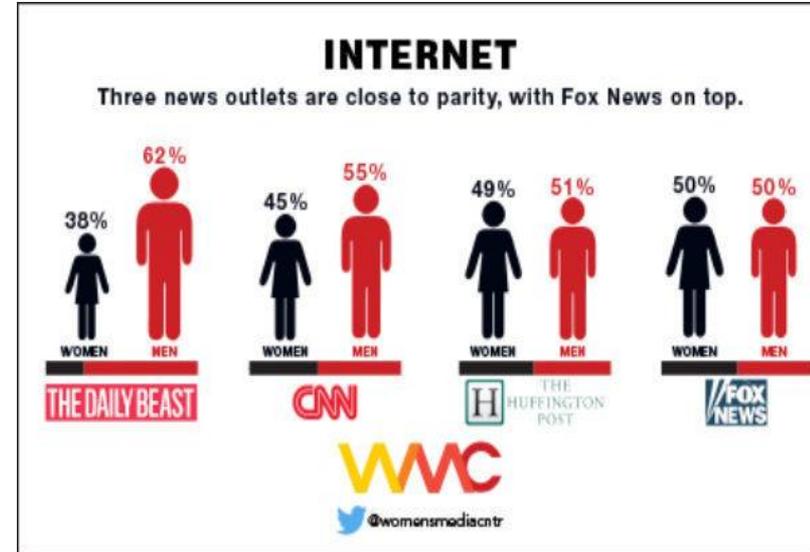
Print

- Print publications percentages between men and women
 - Daily News
 - Women - 24% (156)
 - Men - 76% (491)
 - USA Today
 - Women - 30% (250)
 - Men - 70% (581)
 - The Wall Street Journal
 - Women - 34% (454)
 - Men - 66% (868)
 - New York Post
 - Women - 36% (313)
 - Men - 64% (548)
 - The New York Times
 - Women - 39% (3,163)
 - Men - 61% (4,956)



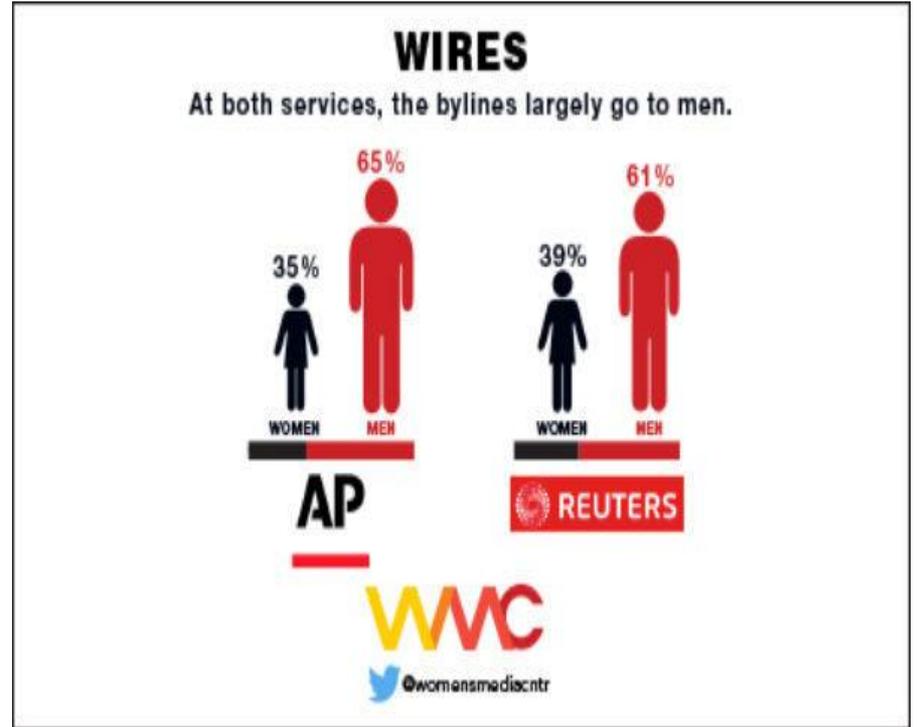
Internet

- News outlets numbers through the Internet
 - The Daily Beast
 - Women - 38%
 - Men - 62%
 - CNN
 - Women - 45%
 - Men - 55%
 - The Huffington Post
 - Women - 49%
 - Men - 51%
 - Fox News
 - Women - 50%
 - Men - 50%



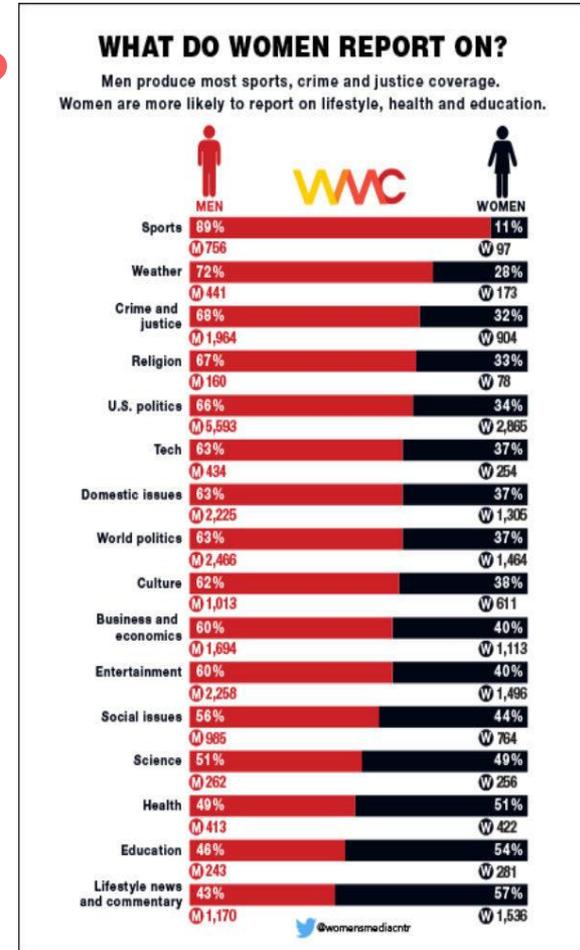
Wires

- Wires percentages in both services
 - AP
 - Women - 35%
 - Men - 65%
 - Reuters
 - Women - 39%
 - Men - 61%



What Areas do Women Report?

- Percentages of topics that women report on compare to men
 - Sports
 - Women - 11% (97)
 - Men - 89% (756)
 - Weather
 - Women - 28% (173)
 - Men - 72% (441)
 - Crime & Justice
 - Women - 32% (904)
 - Men - 68% (1,964)
 - Religion
 - Women - 33% (78)
 - Men - 67% (160)
 - U.S. Politics
 - Women - 34% (2,865)
 - Men - 66% (5,593)
 - Domestic Issues
 - Women - 37% (1,305)
 - Men - 63% (2,225)
 - World politics
 - Women - 37% (1,464)
 - Men - 63% (2,466)
 - Culture
 - Women - 38% (611)
 - Men - 62% (1,013)
 - Business and economics
 - Women - 40% (1,113)
 - Men - 60% (1,694)
 - Entertainment
 - Women - 40% (1,496)
 - Men - 60% (2,258)
 - Social issues
 - Women - 44% (794)
 - Men - 56% (995)
 - Science
 - Women - 49% (256)
 - Men - 51% (262)
 - Health
 - Women - 51% (422)
 - Men - 49% (413)
 - Education
 - Women - 54% (261)
 - Men - 46% (243)
 - Lifestyle news and commentary
 - Women - 57% (1,536)
 - Men - 43% (1,170)

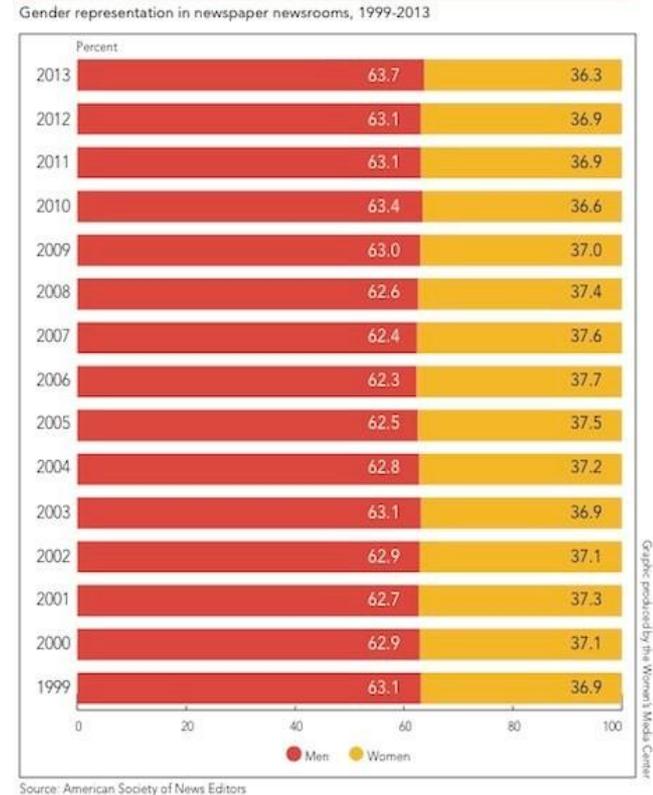


History of Women Working in Sports

- Locker Room Talk
 - 1970s female reporters were not allowed to interview players in the locker room before/after games. Which gave men the distinct advantage to get a better story than them.
 - It changed in 1978 when SI reporter Melissa Ludtke sued the New York Yankees after they banned her from entering the locker room to interview players in the 1977 World Series.
 - A judge said “that the practice of banning female reporters was in violation of the Equal Protection Clause of the 14th Amendment.”
 - This case opened doors for female sports journalists around the country to be equal as men.

Inequality Across The Board

- Female reporters & journalists continue to be critiqued more on their outfits and how they look then based on the knowledge of the sport they are covering.
 - This highlights that the first female to ever host the Olympics sports coverage was in 2014 - Meredith Vieira.
- Even with all the support these women have to achieve equality among gender employment the numbers were still dismal to what they think they should be.

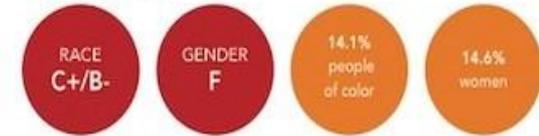


Inequality Across the Board (cont.)

- Associated Press Sports Editors commissioned a report by the Institute for Diversity and Ethics in Sport
 - Found out that there is an increase in women of color sports journalists, but there still isn't enough female columnists and editors in the field.
- Majority of female columnists and editors have worked for ESPN
 - Without these changes, the figures would be much worse than they already are.
 - Statistics from 2012 show, 90% of sports editors are white and 90% are men.

2012 Associated Press Sports Editors Racial and Gender Report Card

TOTAL STAFFS



SPORTS EDITORS



Harassment

- Female sports reporters who have the chance to work in sports media have to deal with regular sexist works
 - Such as the “50 Hottest Female Sports Broadcasters from Around the World” - Bleacher Report
 - Which does nothing to improve the situation for women who work in this field
 - It actually makes you question the journalistic sense of the publisher of this article
 - Sports journalist are faced with harassment from fans, athletes themselves and even their own colleagues at times.
 - On subjects of if they actually know what they are talking about, to their appearance and how they conduct themselves on or behind the camera.

Social Media

- Online media outlets are a dangerous place for women who are trying to work in sports media.
 - Male sports reports are also subjected to these attacks through social media, but women are more vulnerable to malicious online attacks
 - Young female journalists feel that they will face sexist abuse online.
 - With that people believe that women would be less likely to want to enter the field, as this industry where public profile and reader interactivity is becoming increasingly important.
- 2014 Pew Research study
 - Women are more likely to be exposed to these harassments online and stalking than men.
 - Sexual Harassment
 - Women - 25%
 - Men - 13%
 - Stalking
 - Women - 25%
 - Men - 7%

Solutions

- A few solutions that improve the situation
 - Employers becoming more proactive in their recruitment of women to sports writing roles and more flexible with working patterns
 - Universities, schools and journalists working together to promote sports journalism to young women.
- As a society we are not in the clear when it comes to issues of sexism and gender inequality, especially in sports journalism and media where there is still a long way to go.

Video

