QUESTIONS TO BE ANSWERED in response to Strategic Objective J:
1. Do media in North America represent women in a range of roles or in stereotypes? *(micro level)*
2. Do women have access to media professions? *(meso level)*
3. Do women have access to policy and financial decision making? *(macro-level)*
Canada’s most recent contribution to the 2011 Global Media Monitoring Project (GMMP) found that the ‘low representation of women as news subjects (some 30 per cent) has not budged over 30 years.
In the GMMP’s 2011 study, women were more likely to be featured in print stories of crime or violence (33%) than politics or government (24%).

Canadian radio featured women in only 23% of its stories, whereas Canadian television featured women in 38% of its stories.
The GMMP for Canada stated that the media that were examined dramatically reinforced stereotypes of women:

- In terms of occupational status, Women receive the most news coverage as homemakers (58%) and office workers in non-managerial roles (59%)
- But seldom in professional roles or as experts on serious news topics.
Recent studies show women continue to be seriously under-represented in the content of US print, broadcast and online news media.

- Only a third of guests on news shows
- Only 10% in sports coverage (in non-Olympic years)
- Only 27% in news stories overall (GMMP 2010)
Representation of women – USA (cont.)

- Only 34% of stories in US media on politics feature women
- Only 36% of stories on economy feature women
- Only 30% of hard ("serious") news stories on front page are written by female journalists
Women fare better on TV in USA

- 36-43% of characters in television programs, depending on network
- Most are younger than men on same program and in less powerful roles,
- HOWEVER, some exceptions:
  - Strong women leads (as Secretary of State in “Madame, Secretary”, as White House crisis manager in “Scandal”, as a transgressive professor on “How to Get Away with Murder”)

Content represents the micro-level of media. To explain women’s representation in news and other media, look to the meso and macro levels:

- Meso level = employment, production and distribution
- Macro level = financial structures, policy, ownership
Women are near parity with men in Canadian newsrooms.

- However, there is a glass ceiling - men hold the majority of the decision-making roles across all media.

- Women do better in broadcast than print journalism.
a ‘very high proportion’ (41 %) of the director and producer positions (30 % of news directors) and a ‘surprising’ 18 % of executive producer level and above (Robinson 2005);

A similar increase was also seen in the number of women in these roles in the Canadian news media by the Global Report study. (Young & Beale, 2013)

Other studies put women as low as 21% of the decision makers at broadcast stations.
## Employment of women in newspapers over time - USA

<table>
<thead>
<tr>
<th>Year</th>
<th>Total newsroom jobs</th>
<th>Number women employed (total)</th>
<th>Number women supervisors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1900</td>
<td>50,000 (est.)</td>
<td>Unknown</td>
<td>unknown</td>
</tr>
<tr>
<td>1999</td>
<td>55,104</td>
<td>30,323 (37%)</td>
<td>4,514 (8% of total)</td>
</tr>
<tr>
<td>2014</td>
<td>57,322</td>
<td>13,657 (24%)</td>
<td>3,182 (6% of total)</td>
</tr>
</tbody>
</table>
## Women on major media boards

<table>
<thead>
<tr>
<th>Company</th>
<th>Nation</th>
<th>Total # board members</th>
<th>Number of women</th>
<th>% of women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disney</td>
<td>USA</td>
<td>10</td>
<td>4</td>
<td>40%</td>
</tr>
<tr>
<td>News Corp</td>
<td>USA</td>
<td>17</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td>Time Warner</td>
<td>USA</td>
<td>11</td>
<td>2</td>
<td>18%</td>
</tr>
<tr>
<td>Bell/CTV</td>
<td>Canada</td>
<td>14</td>
<td>5</td>
<td>36%</td>
</tr>
<tr>
<td>Shaw media</td>
<td>Canada</td>
<td>9</td>
<td>3</td>
<td>34%</td>
</tr>
</tbody>
</table>
CANADA: Adopted Code of Advertising Standards in 1981 with guidelines for gender portrayal:
- “to provide an equal representation of women and men in roles of authority both for the characters within the actual advertising scenario and when representing the advertiser through announcers, voice-overs, experts and on-camera authorities.

USA: No guidelines, since the “First Amendment” allows complete discretion in content to media outlets.
Contextual factors

- Media conglomeration since the 1980s in both USA and Canada
  - Few huge companies control majority of print, broadcast, cable and other media
- Feminist movements in neither nation have a media strategy regarding women’s equality of access
- Media monitoring varies in effectiveness.
Regarding monitoring:

Young & Beale (2013) emphasize that representational challenges [in Canada] are reinforced by the ‘dissolution of second-wave feminist organizations such as MediaWatch [which] has ended the pressure on the regulatory system to monitor representation, and in Canada no new NGOs like the U.S.–based Geena Davis Institute on Gender in Media have emerged.’
In Summary:

While women have made some progress over the years in both Canadian and USA in terms of media representation and employment, they remain largely stereotyped and under-represented in both. The lack of laws and national policies are factors. Lack of feminist strategies also contribute to the problem.