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GENDER INEQUALITY IN NEWS REPORTING AND THE ETHICS OF A
DIVERSE NEWSROOM

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ABSTRACT

This research project seeks to examine news stories from the top three news networks to identify the roles female journalists play when reporting the news. The goal is to see if the use of female reporters has changed for better, or worse, or remained the same in the years since previous studies were done. ABC Evening News with Diane Sawyer, CBS Evening News with Scott Pelley, and NBC Evening News with Brian Williams were observed throughout the first two weeks of the month of January 2013, a total of 34 programs that were watched by more than 99 million viewers. The data compiled will show the numbers/percentages of female reporters, as well as the kinds of stories they are assigned to report on.

Previous studies indicate that female reporters are more likely to cover human interest and health-related stories, while male reporters are more likely to focus on political stories. Preceding analyses also reveal that male experts are used remarkably more as news sources than female experts. It is important to reveal the gender inequality when looking at news sources because it has a direct effect on viewers, particularly the youth.

If there is a systematic gender disparity in the news stories reported, there is a high possibility that the spectators will come to expect that only certain areas of news reporting are suitable for male and female journalists. Previous research indicates that newscasts given by female newscasters reveal patriarchal dominance in the news media. This system conditions young women especially to believe that women report only certain types of stories. It misleads women by constituting what professionalism means among reporters depending on their gender.

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Chapter 1

INTRODUCTION

Purpose of Thesis

A few years ago I wrote a paper on how women were portrayed in the media. Among the information I uncovered was the fact that female journalists were trivialized in their chosen profession. They were not only underpaid for the work they do when compared to their male counterparts (though this was not surprising considering that unequal pay for men and women occurs in every job sector), but the reports they delivered also differed from the reports delivered by their male colleagues.

I found that female journalists generally produced “fluff” pieces, or “soft” news as opposed to hard news stories. Fluff pieces, or soft news commonly refers to feature stories. These stories are generally human-interest pieces about people, social trends, etc. They lack the formality or seriousness of hard news stories. Hard news stories generally include politics, foreign affairs, breaking news, and anything else of import.

However, this research was a few years old and I was curious to see if these facts and statistics had changed over time, and how so. And so began my list of questions. Is there a significant difference in the types of news covered by male and female reporters now? Are there still more male reporters than female reporters in the industry? Do the men receive more airtime than women? All of these questions and more came about because I began to see a direct correlation with my own life.

As an aspiring journalist I wanted to see what I would be going up against in the industry. Would I be subjected to soft news pieces as opposed to hard news pieces as

previous research has stated? It was not until I obtained my results that I realized another important factor in news reporting – diversity.

In the beginning I was merely concerned with identifying the stories the male and female reporters covered and classifying them into two categories, hard news and soft news. However, I began to understand the importance of intersectionality, which connects the importance of race, sex, class, etc. that also make up a person. This led me to see the importance of having a multicultural news staff.

My research shows the significant impact of recruiting multiethnic talents in newsrooms in an effort to not only help the broadcast companies, but the communities they serve. If major companies like ABC, CBS, and NBC, broaden their diversity they will reach a wider audience.

This awareness will improve the quality of news as well as increase the number of news viewers. If a more diverse public were to watch these newscasts, they would be better informed about the world around them and will perhaps go on to make better decisions within their community. While these big companies may feel as if they do not have the responsibility to improve their news quality, perhaps they will be interested in the potential increase of profits that could result from this enhancement. A more diverse newscast will lead to a larger viewership, higher ratings, and a better cash flow for their business. However, the most important reason for increasing diversity is to enable society to learn about important news from a variety of people as well as a variety of perspectives.

I understand that I cannot accomplish all that with this paper. This research was conducted using 13 and a half hours of evening newscasts from ABC, CBS, and NBC during the first two weeks of January 2013. It was the beginning of a new news cycle and numerous issues were being reported on by both sexes.

Turning Point for Female Journalists?

"Turning Points and Turnover among Female Journalists: Communicating Resistance and Repression," by Cindy Elmore (2009) utilizes feminist standpoint theory to investigate why women left their journalism careers. The women in this study left the newspapers they worked for because their work was undervalued when compared to their male counterparts. These women were outnumbered in this profession (by their sex) and they found it difficult to balance family life and career life. Consequently, they did not even reap the same benefits that men did despite their hard work.

After leaving their journalism jobs many women went on to do freelance work. However they admitted that this new work was a minor coping strategy that helped ease them away from permanently leaving the male dominant profession. Some scholars believe that the best way to change this male-centered power structure is to increase the number of women in management positions, (i.e. editor, news director, etc.). On the other hand, feminist organizational communication scholars argue that the challenge goes deeper than a simple imbalance of female journalists.

At an organizational level, adding and promoting more women does not help change the central macho culture, power disparities, the inferior status of women in this workforce, or the customary practices for employed females. While the retention rate of

female journalists has increased throughout the years, these women still face the same male hegemony and double standards as their work continues to be devalued.

Chapter 2

LITERATURE REVIEW

In “Women Are On, But Not In, the News: Gender Roles in Local Television News,” Roger Desmond and Anna Danilewicz (2009) profess that there is a gender discrepancy in the content of stories female journalists report at local news stations. They explain how news viewers will trust stereotyped subjects reported by female journalists as the norm. This acceptance helps hide the gender bias in story assignments because the viewers do not question the reporter’s news story topics.

Analyses of television news in Canada, the U.S, and Australia indicate that gender-biased reporting is an international issue rather than a domestic one. In other words, it is not just the United States that is guilty of using gender-biased depictions of female journalists, but other countries are guilty of this inequality as well. The authors warn that the caliber of news decreases when topics are assigned by gender rather than skill. Males are overrepresented as anchors, reporters, and experts, while women reporters are seen with lower frequency and they are also given lower-ranked topics.

In “Story Genre Influences Whether Women are Sources,” Cory L. Armstrong (2006) draws a correlation between male and female reporters and the use of male and female news sources. When compared to male reporters, the female reporters were seen using more female nonpartisan sources as opposed to the male reporters who used male partisan sources. The same sources are also used over time. Armstrong highlights that while sources alone do not dictate the news, they encourage biased views by distributing implicit codes of male/female behavior in their information.

Ruby encourages media professionals to understand the consequences of using the same news sources consecutively. Socialization and Cultivation studies purport that audiences are taught about the world via media representations. If similar portrayals constantly appear in the news media, viewers will learn outdated gender roles in which men hold positions of power, while women are subservient to them.

In “Women in Media,” Jenny Ruby (2006) argues that most media outlets are still controlled by men despite feminist gains in recent years. Ruby explains the philosophy of women’s media that was developed by feminists in the 1970’s and 1980’s. This feminist philosophy contrasts with the capitalistic-driven views of the current popular media because it places more emphasis on effectively using media’s power to promote change rather than aiming for objectivity.

This author also states that women-owned media would be less competitive, more cooperative, and that they would be more willing to cover topics their male counterparts would see as unsuitable. Intersectionality is also touched upon as observations are made that prove minority women are underrepresented in the news media. Intersectionality is the concept of examining oppression within society through the intersections of racism, sexism, classism, etc., all at once, rather than separately.

In “Women Journalists Report Discrimination in Newsrooms,” Kim Walsh-Childers, Jean Chance, and Kristin Herzog (1996) explain the glass ceiling effect that inhibits women’s advancement due to limitations imposed by men. They argue that lack of numbers, experience, or ability is not a justifiable explanation to excuse the disparity in pay when it comes to male and female reporters. These authors show that women

working in the journalism industry express vexation over the “good ol’ boy” mindset in regards to discrimination in their newsrooms.

A survey conducted by the Women’s Media Foundation indicated that 93 percent of the respondents said female reporters continue to face challenges that their male counterparts do not have to face (Walsh-Childers, Chance, Herzog 1996). These challenges involve not only lower salaries for the same quality and quantity of work, but also the amount of access given to important stories that can lead to career advancement.

Survey takers incorporated female journalists’ reporting on the United Nations Fourth World Conference on Women and IWFM members in more than 50 countries. They conveyed indignation over being rebuffed when it came to reporting science and technology, politics, and business stories. They protested the fact that their male peers were able to obtain more visible, significant, and demanding assignments.

Furthermore, these researchers argue that the failure to advocate for promotions for women in U.S newsrooms adds to the current decline in female readership. While the female survey participants admitted that they enjoyed reading, they rejected newspapers because they did not find the content compelling. This lack of female interest could easily be rectified if more women held the higher up management positions, (such as editor).

In “Issues of Gender Equality and Diversity in Broadcast News Policy,” Widestedt (2008) investigates the pros and cons of diversified media in the UK, Sweden, and the US. Widestedt states that broadcast media with nationwide audiences have a responsibility towards subordinated groups in society. Public service media especially is accountable when it comes to seeking a balance between assimilation and differentiation. They are supposed to unite their nations and promote positive feelings of national

community. However this can only be achieved if they work on diversity on every organizational level.

Increasing diversity however requires these media companies to work on incorporating more diversity locally and globally. This includes making multiethnic individuals the owners of said media corporations, as well as adding a more diverse mix of reporters. Widestedt also states that in order for these companies to compete successfully in the commercial market, they need to produce programs in minority languages as well as purchase programs in minority languages from around the world.

On the other hand, Widestedt understands that commercial broadcasting companies have other primary concerns. These companies are more concerned about their profit margins than about creating a diversified media outlet. Differentiating between minorities is not on their agenda because they do not have multiple audiences. They can target specific age/income/gender groups within their media audience because it will benefit them when it comes to their ratings competition; however, they need to be as politically conscious and correct as possible in order to make even more money. The political ideal of diversity is easily put on the back burner, or referred to as just an “added bonus” because they aim to increase their profits rather than act for humanitarian reasons.

Widestedt states that the biggest question however is how do we achieve this broad media representation of different ethnic groups? Should it be proportionate to the total population, or should it accord with some ideal justice or utopia? Whose responsibility is it to carry diversity out? Should it be journalists from a majority group making minority members in the community more visible to the general public? Or should journalists from minority groups be portrayed more frequently in the news media?

Widestedt argues that having a minority media will not make a difference unless it is directed to both the general public and minorities.

The politics of the representation of groups is an interesting concept considering the fact that decisions concerning minority coverage work both ways. Political decisions that involve minorities impact the media representation, while media representation of minorities also affects and aids the political empowerment of one group over another. The relationship between media and society is a never-ending circle; society depends on the media to report the news and the media relies upon the public in order to report the news (Widestedt, 2008).

In “Women Matter in Newsrooms: How Power and Critical Mass Relate to the Coverage of the HPV Vaccine, Teresa Correa and Dustin Harp (2011) research diversity’s impact on news content from an institutional and organizational level. While there is a legitimate argument that diversifying newsrooms can lead to a more complete, fair, and just representation of society, Correa and Harp acknowledge that for the most part, white males have often dominated newsrooms and news content. On the other hand, the research pertaining to the effect minorities and women have on news content in newsrooms contains contradicting elements.

Some scholars find that male and female journalists have different approaches when it comes to the stories they cover. With the addition of women in the newsroom, previous definitions have changed, thus allowing the opportunity to address stories on social problems and human interest. However, arguments have been made to suggest that these gendered thought processes are readily seen at the organizational level as opposed to the individual levels. When female journalists reach a position of power within the

media industry, they are more likely to influence the priorities, coverage, and framing of the stories said organization produces. The critical mass theory states that the more minorities rise in positions of power and become less marginalized, they are more likely to enact change within their organization.

Hegemony, Feminism, and Social Identification

The “Hegemony theory” framework states that when dominant groups are in charge of cultural practices and institutions, they continue to establish hegemonic orders and values to the point where these ideals become the norm. Due to the fact that the male sex has historically dominated the job section in general, it should come as no surprise to learn that they essentially control newsrooms as well. This being said, the journalism culture has been systematically shaped by masculine values. Male sources, bylines, and male-orientated topics such as traditional politics, war, and crime dominate the news media.

Furthermore, using official sources as opposed to regular people offers more privileges to men because it is men who hold the most governmental positions. Scholars admit that because this masculine order is seen in every aspect of the journalism field and newsroom culture, both genders embrace these thought processes as the cultural norm. Consequently, women who pursue journalism education and enter the workforce are often seen having masculine mannerisms (especially in leadership positions) because they feel the need to comply with the current masculine social culture (Correa, Harp, 2011).

However, cultural ideologies also play an important role in newsrooms and shaping news discourses. Previous studies have consistently shown that men and women have been depicted via a simplified dichotomy. This dichotomy explains that men are

(and arguably, should remain) part of the public sphere, while women are (and arguably, should remain) in the private sphere. The public sphere includes interactions within the workforce, politics and policy, while the domestic sphere highlights the idea of compassion, motherliness, and care work which is any type of work in which a man or women must cater to the needs of others, i.e. stay-at-home mom, nurse, etc. When it comes to sex, previous notions about the sexual roles of men and women remain; men are the sex seekers, while women are responsible for sexual health.

Social identity research explains that people have a more positive attachment to members of their own ethnic group as they identify themselves with said group. However, minority group members are seen to downgrade their own group and have positive attitudes towards the dominant group. These minority groups are also more likely to stereotype themselves. The results from this research suppose that gendered and racial hegemonic ideologies are normalized for minority groups.

Research has shown that gender is an extremely important social category in which people identify. Unfortunately, due to the fact that the majority of the US media is run by and made up of white men, women have become the outsiders in the newsrooms (Correa, Harp, 2011). This being said, under representations, misrepresentations, or negative portrayals of women in certain types of news is regularly seen due to the media's weak identification with women. On the other hand, some studies have found no major difference in news content reported by female and male reporters. However, minor differences have been found especially on an organizational level.

Some studies have found that female journalists are more likely to use more female sources in their stories (Correa, Harp, 2011). However, the most meaningful data

come from the difference in sourcing in small newspapers. Female reporters tended to write more human interest and health-related stories while the male reporters were more likely to write political stories.

On an organizational level, research examining the influence of news content and the newsroom culture of women also provides conflicting results (Correa, Harp, 2011). Some studies found that gender affected the news selection only “when last minute extra space opens in the newspaper.” Similar studies also explained that female editors, or women in power, did not change the representation of women when it came to the news stories reported about them. However, subtle changes in story assignments were seen in newspapers with high amounts of females in positions of power.

Newspapers with a high number of female editors tended to cover stories more positively, and they did not relegate female journalists to the common stereotypical news beats as seen in newsrooms that are controlled by men. Furthermore, research also found that women-led newspapers also changed the working environment in positive ways (Correa, Harp, 2011).

In “The Claims of Multiculturalism and Journalism’s Promise of Diversity,” Theodore Glasser, Isabel Awad, and John W. Kim (2009) expand upon minorities’ right to be understood. They claim that the news media has a public responsibility to not only have diverse reporters, but to report on stories that are aimed at minorities as well.

Glasser and his fellow co-writers argue that when more multicultural journalists are hired, journalism becomes more diverse as goodwill spreads throughout the newsroom. Different perspectives can be seen; and once this occurs an open dialogue about diversity and difference occurs as well. This is an important facet in today’s society

as different ethnic groups struggle to coexist peacefully. Thus, it is the media's ethical responsibility to bridge the gap and show the multitude of cultures this country encompasses in a manner that will bring understanding to all.

The media industry must reject and condemn egocentric and ethnocentric reporting and instead embrace multicultural journalism. By embracing multicultural journalism society will be able to integrate different interests and perspectives and bring cultures together. These authors warn that diversity is an institutional problem and that the solution entails redistributing news media power outward and downward to create multiple centers of power and diverse networks of communication and information.

This change will lead to an increased sensitivity to multicultural differences, strengthening the role of minority media and can only aid in the achievement of social justice and political parity, and in this day in age, it is what a multicultural society deserves.

In "Beyond Diversity: Expanding the Canon in Journalism Ethics," Tom Brislin and Nancy Williams (1996) discuss how the journalism culture changes once more women and minorities are included. They state the importance of the fact that women and minorities bring different backgrounds, experiences, perspectives, and values when compared to the previous era of domination by middle/upper class white men. These white men come from a position of privilege and power, and thus cannot possibly hope to relate to women or minorities in an appropriate manner.

In fact, issues relevant/important to women and minorities were mostly brushed aside during this era, and so the majority of these reporters' audience also consisted of middle/upper class white men. This is nowhere close to the ethical concept of fair and

just reporting because it creates a chasm of conflict between the sexes and races. This conflict can be easily rectified with the inclusion of more women and minorities, who would potentially bring a fresh outlook on the news stories that they cover.

They will be more likely to report about issues pertaining to them and their race/sex/class, etc. and reach a wider audience that was excluded during the time that the middle/upper class white men ran the media outlets. These researchers argue that diversity will not only change news sources, but there will be a major change in news content and values as well, as the voiceless are given the chance to be seen and heard. They also make a connection that states that inclusion of all communities is consistent with the ethic of caring and it is important that no one is left feeling uncared for or hurt by their media representations (or lack thereof).

This falls into the ethics of distributive justice, in which the celebration of diversity and inclusivity is a major human value. Inclusion of diversity will also aid in the free marketplace of ideas as they are shared throughout multiple communities. The media has an obligation to expand their diverse base as demographics are changing in the 21st century. This will allow journalists to seek knowledge of other traditions, establish relationships within larger communities, and foster the type of civic dialogue an inclusive democracy requires.

In “Traditional in Different Degrees: The Professional Role Conceptions of Male and Female Newspaper Journalists,” William P. Cassidy (2008) explains the concept of gatekeeping, alluding to the fact that journalists are solely in charge of choosing what knowledge to give to the public. Cassidy says that this is an important component in

society's understanding of their communities, as they are told stories by a select few individuals (i.e. journalists).

By understanding the backgrounds of the people telling the news reports, one can understand that reporter's values and beliefs no matter how objective they appear to be. While objectivity has often been the goal for reporters, Cassidy argues that female newspaper journalists have assimilated the conventional male-centric norms of the profession into their job performance. Cassidy states that despite journalists' responsibility to be objective, sex, race, and class do indeed tint the news they report, because the multitude of personal experiences impact the types of stories they deem important enough to tell.

However, "importance" is an abstract concept in the news industry because different cultural communities place a different emphasis on the news they see. What might be relevant to an upper middle class white male American may not necessarily be of importance to a lower income minority female. And so, the white male-dominated field of journalism needs to expand to women and people of color so that more cultural awareness and knowledge can be spread (Cassidy, 2008).

Chapter 3

METHODS AND FINDINGS

The methodology of my research consisted of using the database Snap Stream. Snap Stream is a television monitoring system that allows the viewers to watch and record a variety of television shows after they have aired. With Snap Stream I was able to view the first two weeks of January 2013 evening newscasts for ABC, CBS, and NBC. The first two weeks were logged and analyzed because I felt that half a month was enough time to get the gist of the news stations' overall diversity when it came to the number of male and female reporters/contributors on the shows.

I disregarded the readers (any story told by the anchor), and solely focused on the news reporters and contributors of the evening newscasts. Each show had recurring news reporters/contributors; however, I counted these men and women repeatedly, considering each day as a fresh beginning of another news cycle. There are pros and cons to using the same contributors/reporters for news segments. The pros include the fact that continual use of the same reporters enhances familiarity with the viewers.

On the other hand, repetitive reporters/contributors decrease the amount of potential diversity the station could have on a larger scale. The information I gathered showed me that while there was no major discrepancy in the number of male and female reporters, there was a huge inconsistency with the professional distribution of race. The majority of the reporters/contributors were white males and females.

There was a minor handful of Asians, Hispanics, and African Americans. While the disproportional appearances of certain ethnic groups could be considered a trivial

concern for some, research has shown that inequality in the newsroom can have lasting negative effects for society as a whole.

It is important to know that there is a minor difference between a reporter and contributor. A reporter is a journalist who is on the news station's payroll full time. A contributor can be either a freelance journalist (a reporter who occasionally works for the station), or a professional expert who is paid to appear on the newscast and give their professional take/advice on any given issue or event.

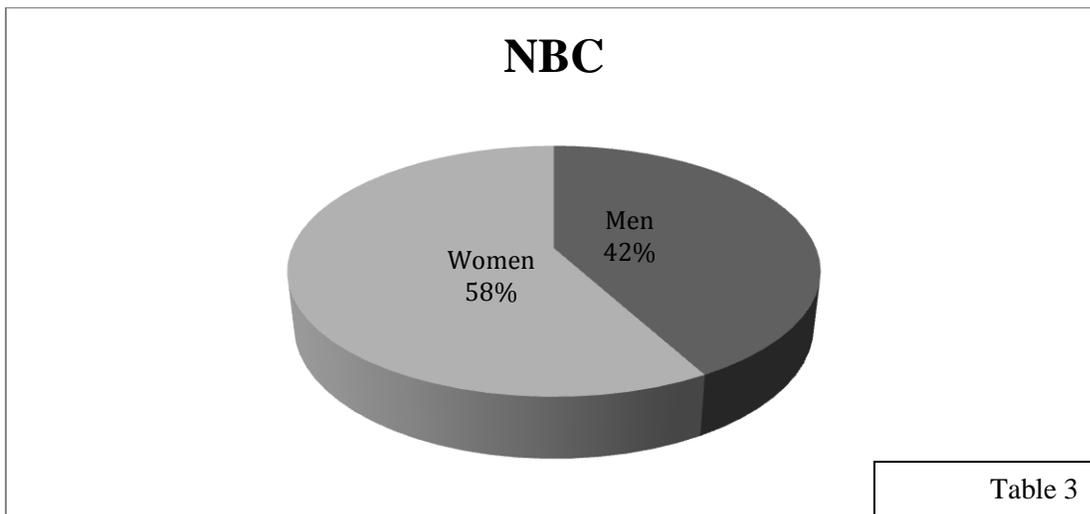
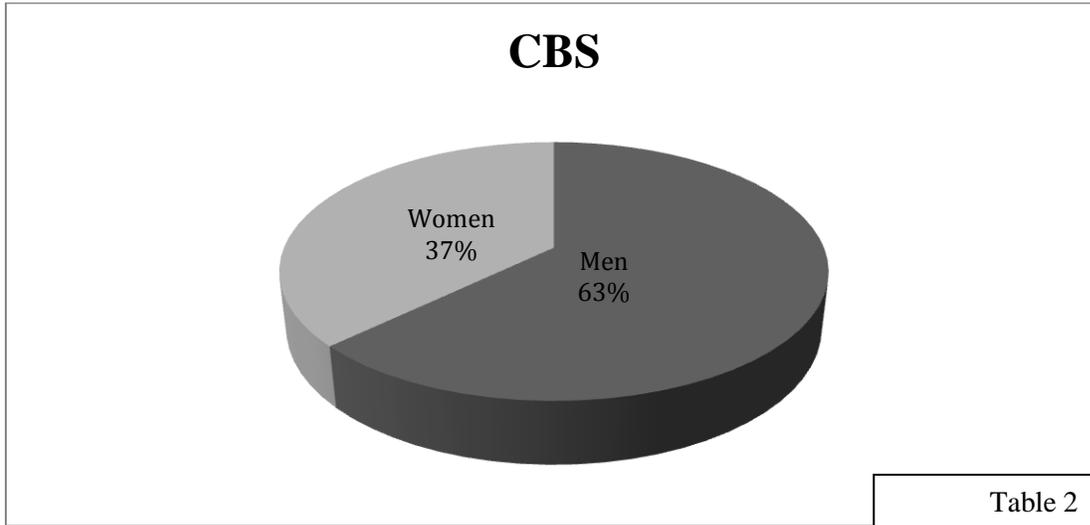
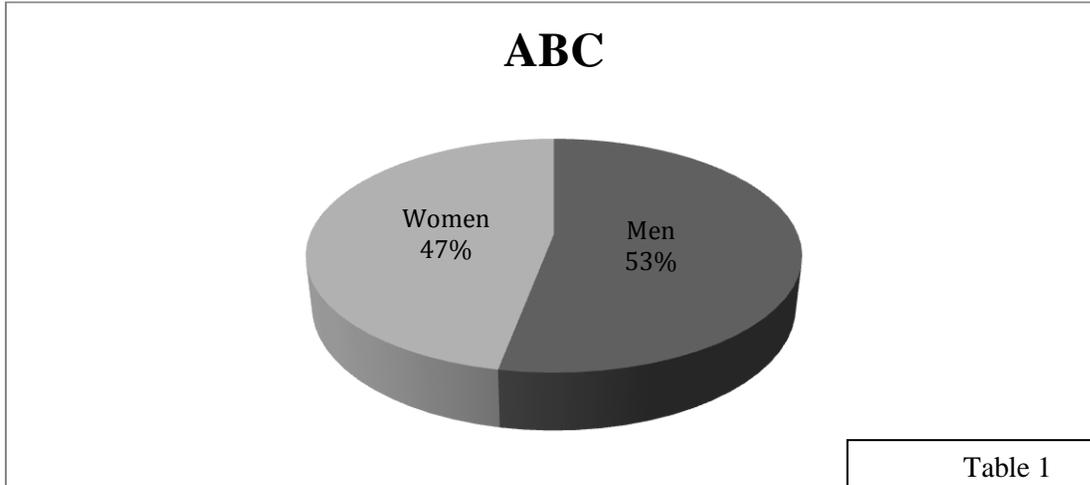
While the contributors may not have the "journalism" experience to be considered a reporter, I added these men and women into my research because they are still considered to be "storytellers." They continue to inform the public about current events in the same manner as reporters so they too play an important role in understanding and dissecting the equality/diversity issues in the news media.

Content Analysis

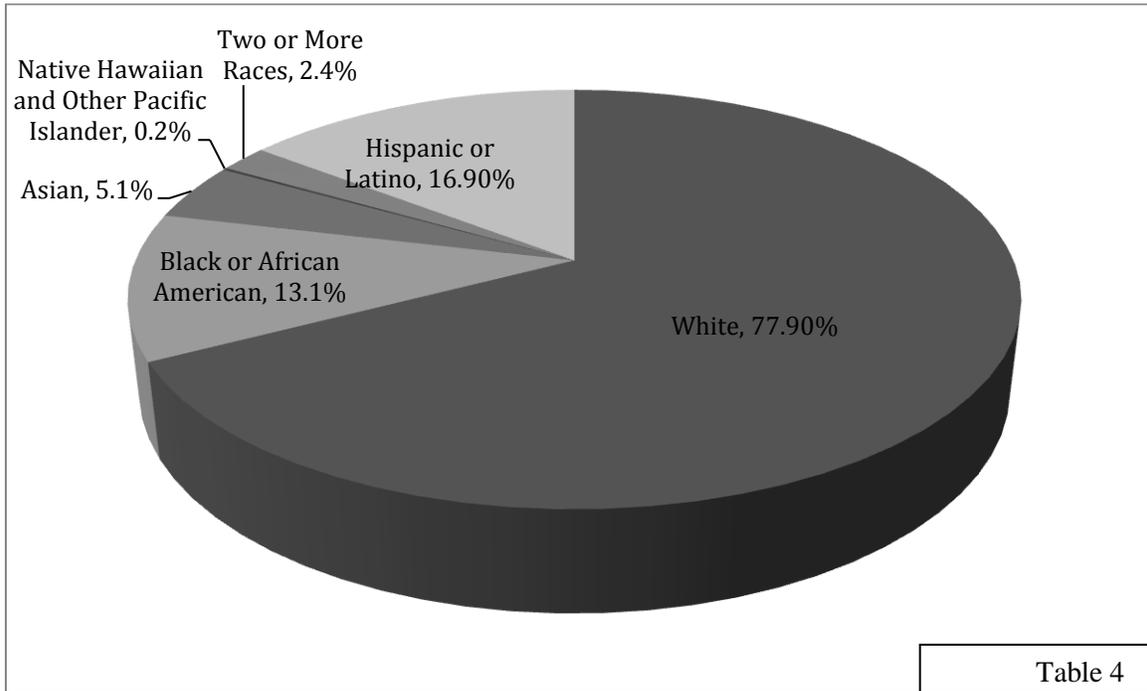
After taking note of the number of male/female reporters and contributors, I analyzed the specific stories the women reported. While previous studies have shown that women report "fluff" pieces or "soft" news, according to my research this was not the case for the first two weeks of ABC, CBS, and NBC evening newscasts. The female reporters covered hard news pieces with stories ranging from the importance of the flu epidemic, to world news.

Research Questions

- 1. How many male/ female reporters and contributors make up ABC, CBS, and NBC evening newscasts for the first two weeks of January 2013?***
- 2. What type of stories did the female reporters/contributors cover?***
- 3. What were the ethnicities of the news reporter/contributors?***

Findings for RQ1:

US Census Data as of 2012



Discussion of RQ1 Findings and Significance

ABC had a total of 26 Male Reporters/Contributors and 23 Female Reporters/Contributors. On a percentile margin, 53% of reporters for this station within the first two weeks of January were men, while the remaining 47% were women.

CBS had a total of 35 Male Reporters/Contributors and 22 Female Reporters/Contributors. On a percentile margin, 61% of reporters for this station within the first two weeks of January were men, while the remaining 39% were women.

NBC had a total of 26 Male Reporters/Contributors and 36 Female Reporters/Contributors. On a percentile margin, 42% of reporters for this station within the first two weeks of January were men, while the remaining 58% were women.

Given these results one can see that while ABC was not perfectly equal when it came to the male/female ratio they did come pretty close. Compared to CBS's low percentage of female reporters, and NBC's high percentage of female reporters, both stations are guilty of misrepresenting women. CBS under represented women with their low visibility, while NBC over represented them when compared to the US census data. The latest US census shows that women make up 51% of the population while men make up the remaining 49%. Given these figures, news stations should aim to get as close to this number as possible so that there is a fair representation of both sexes in news media.

Findings for RQ2:**ABC:**

Female Reporters/Contributors and the stories they covered

Bianna Golodryga	<ol style="list-style-type: none"> 1.Fiscal cliff impact on family, American retirement accounts 2.New Momentum in America's economy
Sharyn Alfonsi	<ol style="list-style-type: none"> 1.Hillary Clinton's health care 2. Animal Secrets: Never before seen images from the wild 3.Warning shot, images reveal impact of drinking
Akiko Fujita	<ol style="list-style-type: none"> 1.Reclusive North Korean Leader Speaks
Hannah Storm	<ol style="list-style-type: none"> 1.Experience with fire explosion at the grill
Amy Robach	<ol style="list-style-type: none"> 1.Tragedy at Sandy Hook 2.Students get ready for new school
Lisa Stark	<ol style="list-style-type: none"> 1.Hannah Storm's accident, new lesson on grill safety 2.Sleep Aids, FDA recommends lower doses for women
Martha Raddatz	<ol style="list-style-type: none"> 1.Deadly strike kills terrorist leader 2.Drug Alert: Navy video warns sailors of dangerous drugs (bath salts) 3.Cabinet Shuffle- President picks Hagel for Defense post 4. American held captive
Cecilia Vega	<ol style="list-style-type: none"> 1.Behind the picture; boys on a tree in the middle of a lake hang on for dear life
Paula Farris	<ol style="list-style-type: none"> 1.Real Money: Turn trash into treasure

Lindsey Davis	1. Flu Emergency, Hospitals flooded with patients 2. Flu Outbreak, frontlines of the fight
Jennifer Ashton	1. Flu Epidemic, how effective are home remedies?
Ginger Zee	1. Winter blast, heavy snow and high winds marching east

CBS:

Female Reporters/Contributors and the stories they covered

Nancy Cordes	<ol style="list-style-type: none"> 1. House Republicans on spending cuts deal at Capitol 2. Women in Congress
Margaret Brennan	<ol style="list-style-type: none"> 1. Hillary Clinton's progress on blood clot 2. Clinton out of hospital
Anna Werner	<ol style="list-style-type: none"> 1. Population increase in Houston, 400K Asians 2. Return to Columbine High School after massacre 14 years ago 3. Drought in Texas, bad news for farmers
Elaine Quijano	<ol style="list-style-type: none"> 1. Storms of protest over Hurricane Sandy 2. Published map of gun owners in NY Journal Tribune 3. Boeing 787 grounded for safety problems 4. Boardwalk, businesses continue after Sandy
Elizabeth Palmer	<ol style="list-style-type: none"> 1. Syrian casualties
Kelly Cobiella	<ol style="list-style-type: none"> 1. Kabul: Will Afghan's be ready to take control of security after the withdrawal of US troops? 2. Measuring progress in Afghanistan, risks of pulling out
Michelle Miller	<ol style="list-style-type: none"> 1. Drunk Pilot, Investigation, Arrest 2. Gun restrictions debate in Connecticut 3. Flu epidemic straining hospitals, makers of flu vaccine
Holly Williams	<ol style="list-style-type: none"> 1. Patriot missiles on border in Turkey in fear of Syrian attack
Clarissa Ward	<ol style="list-style-type: none"> 1. Syria's civil war on the boarder of Turkey

NBC:

Female Reporters/Contributors and the stories they covered

Kelly O'Donnell	<ol style="list-style-type: none"> 1. Bipartisan deal on fiscal cliff 2. Delays on emergency funding for Sandy victims 3. New Congress fighting, not fixing nation's problems: Most diverse in history 4. Sandy victim's frustration over delays of aid because of politics
Andrea Mitchell	<ol style="list-style-type: none"> 1. Clinton health 2. Clinton released from hospital 3. Clinton working from home 4. Hillary Clinton, one month after illness is seen in pictures not video
Diana Alvear	<ol style="list-style-type: none"> 1. Drunk driving accidents
Dr. Nancy Snyderman	<ol style="list-style-type: none"> 1. Unique after school program to shadow people in medical profession: (FACES) 2. Obesity, fructose 3. Menopause, new studies, post menopause issues
Anne Thompson	<ol style="list-style-type: none"> 1. Long Beach homes affected by Sandy in NY not getting help fast enough
Rehema Ellis	<ol style="list-style-type: none"> 1. Sandy Hook students back to school
Sue Herera	<ol style="list-style-type: none"> 1. Job numbers, new jobs created, revisions, Wall Street market

Discussion of RQ2 Findings and Significance

After logging all of the stories the female journalist/contributors reported, I was able to take note of how many hard/soft news stories were covered. I noticed many soft news pieces that consisted of feature profile stories on individuals or women's health. And while these individuals are interesting to learn about, these stories reinforce the perception that the majority of female news reporters report on soft news issues as opposed to hard news.

This being said, I was happily surprised to see such the relatively high number of female reporters who covered hard news, or breaking news stories. It is a step in the right direction of dismantling the previous status quo of light reporting, but we still have a long way to go before it is close to being equal. Nowadays, women reporting on hard news stories as opposed to soft news pieces are practically an anomaly. Until this balance of power shifts, female representation will continue to mislead the public about what they are capable of. And women are definitely capable of reporting on serious issues, and increasing their visibility and knowledge in the public.

Findings for RQ3**ABC:**

<p>26 Male Reporters/Contributors, 23 Female Reporters/Contributors</p> <p>53% of the reporters were men, 47% of the reporters were women</p> <p>Reporters and their Race (*In order of appearance)</p>	
1.	Jonathan Karl- Chief White House correspondent
2.	Bianna Golodryga- Moldovan
3.	Sharyn Alfonsi- Caucasian
4.	Akiko Fujita- Japanese
5.	Hannah Storm-Caucasian
6.	Matt Gutman-Caucasian
7.	Dr. Richard Besser- Chief Health and Medical Editor- Caucasian
8.	Amy Robach- Caucasian
9.	Lisa Stark- Caucasian
10.	Ron Claireborne- African American
11.	Martha Raddatz- Chief Global Affairs Correspondent- Caucasian
12.	Brian Ross- Chief Investigative Correspondent- Caucasian
13.	Cecilia Vega- Hispanic
14.	Clayton Sandell- Caucasian
15.	Paula Faris- Caucasian
16.	Josh Elliott- Caucasian
17.	Dan Harris- Caucasian

18.	David Muir- Caucasian
19.	Jim Avila- Senior National Correspondent- Hispanic
20.	David Kerley- Caucasian
21.	David Wright -Caucasian
22.	Neal Karlinsky- Caucasian
23.	Jennifer Ashton- Senior Medical Contributor- Caucasian
24.	Ginger Zee- meteorologist- Caucasian
25.	Bob Woodruff- Caucasian

CBS:

<p>35 Male Reporters/Contributors, 22 Female Reporters/Contributors</p> <p>61 % of the reporters were men, 39% of the reporters were women</p> <p>Reporters and their Race (*In order of appearance)</p>	
1.	Nancy Cordes- Congressional Correspondent - Caucasian
2.	Major Garret- Chief White House Correspondent-Caucasian
3.	Margaret Brennan- Caucasian
4.	Lee Cowan-Caucasian
5.	Seth Doane-Caucasian
6.	Anna Werner-Caucasian
7.	Michelle Miller-Caucasian
8.	Elaine Quijano-Hispanic
9.	Wyatt Andrews-Caucasian

10.	Elizabeth Palmer-Caucasian
11.	Jon Lapook- Caucasian
12.	Jim Axelrod- African American
13.	Ben Tracy- Caucasian
14.	Kelly Cobiella-Caucasian
15.	David Martin-Caucasian
16.	Anthony Mason-Caucasian
17.	Steve Hartman-Caucasian
18.	Barry Pettersen-Caucasian
19.	Holly Williams-Caucasian
20.	Dean Reynolds-Caucasian
21.	John Blackstone-Caucasian
22.	Bob Orr-Caucasian
23.	John Dickerson-Caucasian
24.	Clarrissa Ward-Caucasian
25.	Mark Straussman-Caucasian
26.	Chip Reid-Caucasian

NBC:

26 Male reporters/contributors, 36 Female Reporters/Contributors

42% of the reporters were men, 58% of the reporters were women

Reporters and their Race (*In order of appearance)

1.	Kelly O'Donnell-Caucasian
2.	Chuck Todd-Caucasian
3.	Andrea Mitchell-Caucasian
4.	Robert Bazell-Caucasian
5.	Pete Williams-Caucasian
6.	Diana Alvear-Hispanic
7.	Ron Mott-African American
8.	Dr. Nancy Snyderman- Chief medical editor-Caucasian
9.	Anne Thompson-Caucasian
10.	Tom Costello-Caucasian
11.	Kevin Tibbles-Caucasian
12.	Rehema Ellis-African American
13.	Tom Brokaw-Caucasian
14.	Sue Herera-Caucasian
15.	Keir Simmons-Caucasian
16.	Miguel Almaguer-Hispanic
17.	Mike Taibbi-American Arab
18.	Lisa Myers-Caucasian

Discussion of RQ3 and Significance

After compiling my research, and looking into the backgrounds of the reporters/contributors, my findings showed me that the majority of the reporters/contributors were Caucasian. During the first two weeks of January, viewers of ABC's nightly newscast saw five minority individuals out of 25 reporters/contributors. CBS had a staggeringly low number of two minority individuals out of 26 total reporters/contributors, and NBC had a total of five minority reporters/contributors, out of the 18 reporters seen overall.

Sadly, these numbers do not represent the multicultural environment we live in. Minority individuals were vastly under-represented in each of these newscasts, and this causes a major ethical dilemma when these networks claim to embrace diversity. By lacking diverse individuals, the stories told in these news stations are essentially being told through one point of view that of the privileged white upper class (both male and female).

This not only creates a chasm of disparity among the majorities and minorities, but it also creates a distrust and lack of viewership as minorities do not see issues they care about being reported. It is extremely important to have multi-cultural reporters who bring their own experiences into the media mix, because they can help bridge the gap and expose different populations to each other in order to help encourage mutual understanding and respect.

Chapter 4

DISCUSSION AND CONCLUSIONS

Earlier on I discussed how more multicultural reporting would be in the best interest of news stations economically. By increasing the diversity in their news contributors and reporters they will be able to reach a wider demographic, which will have a direct correlation in increasing their viewership, ratings, and profit.

However, from an ethical standpoint, some scholars take a step back from the financial gain media conglomerates could potentially get, and instead look at how diversity can change society for the better. By incorporating more minorities, the media is able to give voice to the voiceless. This voiceless population of minorities has been continuously and systematically stereotyped and deemed the “other.”

This exclusion from positive representation can have damaging effects on not only how society sees them, but it directly affects how they see themselves. Minorities are more likely to see themselves in a negative light, and agree with their oppressors, and less likely to see the contributions they make to society. Our white patriarchal society has deemed any other race the “other,” and consequently, as the “other” they are continually underrepresented and/or misrepresented.

In order to strip the “other” classification from minorities, and thus improve their visibility in the media (which will lead to proper and positive representation) news media companies need to incorporate more diversity for the greater good as opposed to merely looking at it from a capitalistic standpoint.

After reviewing my research, I was pleasantly surprised to see that women have made strides in the journalism field. While their representation is by no means equal to

that of their male counterparts, they are definitely better than they were ten years ago. However, the large media heads ABC, CBS, and NBC, still have a long way to go before they can reach the optimal diversification. From the data I collected in regards to the stories women were assigned, I was also pleasantly surprised to learn that there was less stereotypical coverage than I had anticipated.

When compared to the studies done in the past, this is a huge achievement for not only the women's movement, which incorporates second-wave feminism, but it is a good direction for the journalism industry as a whole. Inclusion of diversity, inclusion of minority leadership, and representation will move society forward not only fiscally, but ethically as well.

Journalists have a responsibility to not only represent their viewers, but they have the added pressure of representing society as a whole. They are taught that they have a moral obligation to report the news in a fair and balanced manner, but more emphasis needs to be placed on multicultural reporting as well. Sociologist Herbert Gans says, "Journalists select sources and perspectives from among those they know; instead they must choose from all those known to exist." This same concept can be used to describe the hiring process of journalists and contributors.

A fresh variety of faces will not only help spread awareness about different races but it will broaden society's view on what minorities have accomplished and can continue to accomplish. Some scholars argue that it is the role of the journalist not to boost or downplay accomplishments made by minority individuals, but to help us see one another and ourselves through each other's eyes. This mindset is morally and ethically sound because it stresses the fact that journalists are responsible for what society sees;

and society needs to see diversity in order for it to be as enlightened as possible. Public acknowledgement of difference will most likely never change; however one's reactions to the diverse representations can only get better with time and dedication from ethically sound journalists. Only then can groups learn to fully respect one another, as well as learn from each other.

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