

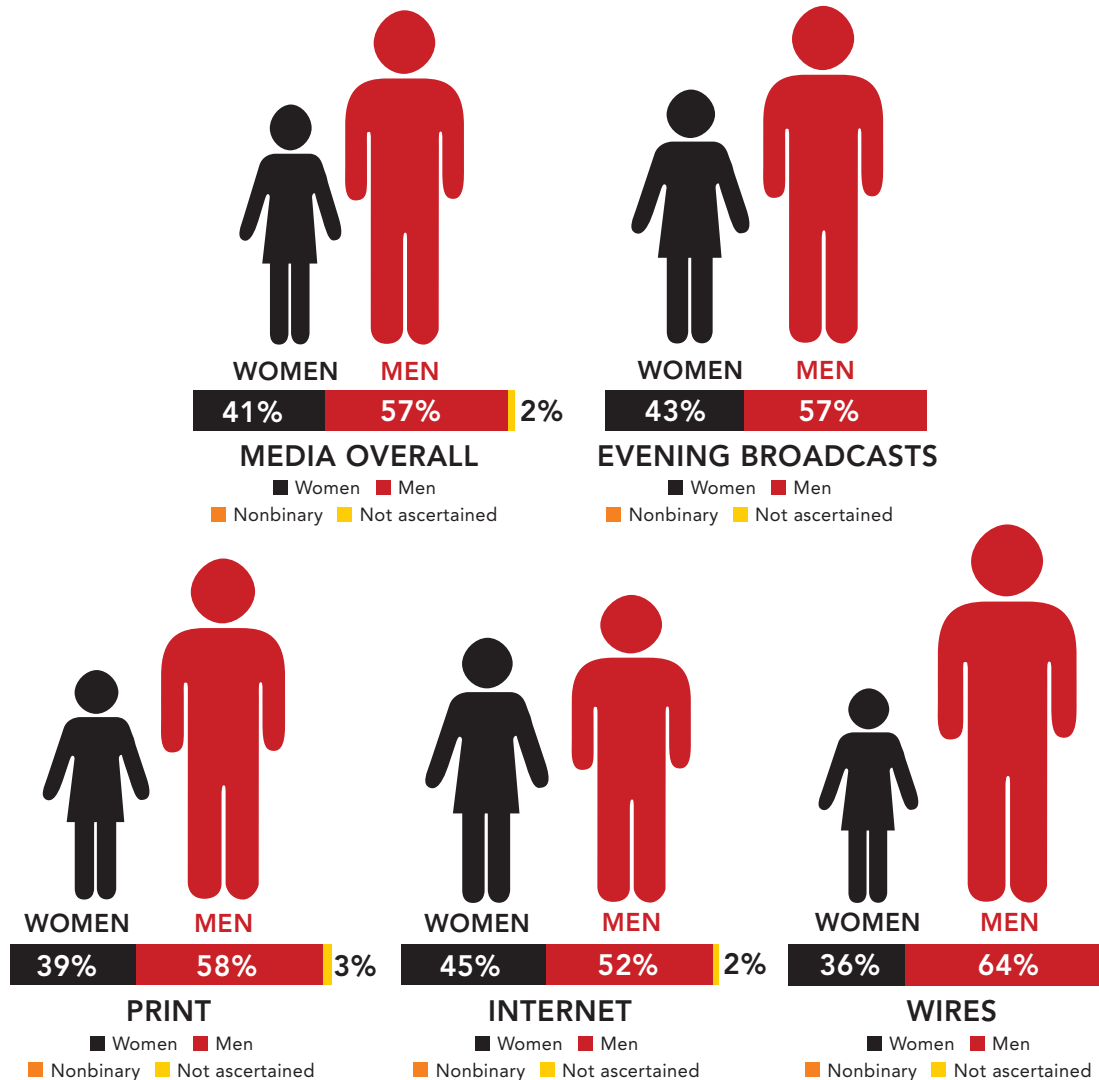


DIVIDED 2021

THE MEDIA GENDER GAP

Gender inequality in America's newsrooms continues across all media platforms. Online outlets are the most equitable, while wires are the least. Overall, men dominate, receiving 57% of byline and other credits in print, online, TV, and wire news. Women receive 41%. Two percent were not ascertained.

MEDIA LANDSCAPE



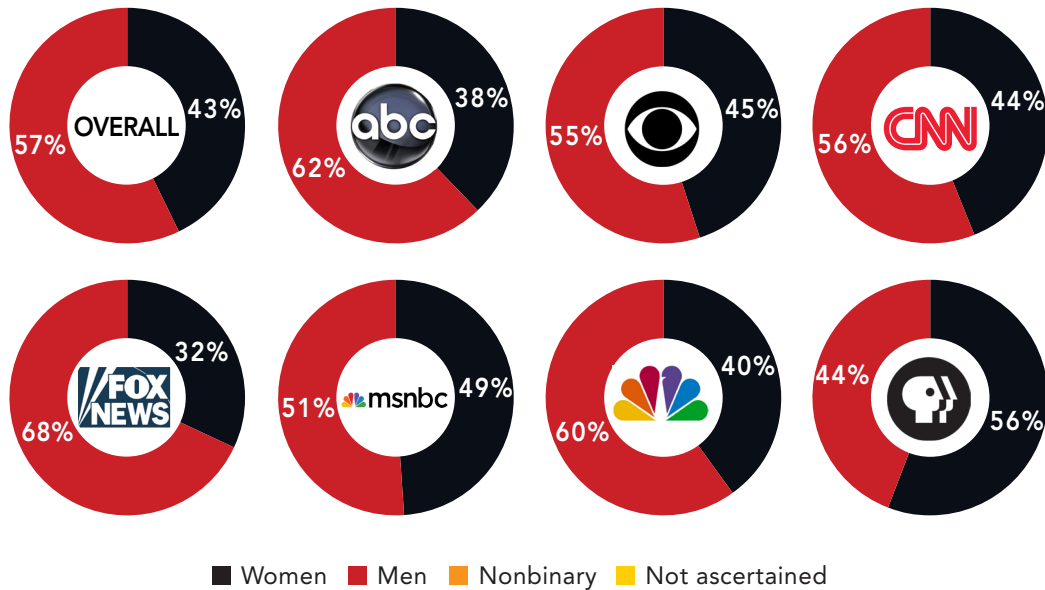
Percentages may not equal 100 because of rounding.
Data captured between January 1 and March 31, 2021

EVENING BROADCASTS

On average, men reported the majority of stories on prime-time TV weekday evening news broadcasts, although women reported a solid majority of the stories at "PBS NewsHour." MSNBC's "The ReidOut" came close to reaching parity. Fox News' "The Story with Martha MacCallam" had the lowest percentage of women as anchors/hosts, correspondents, and reporters.



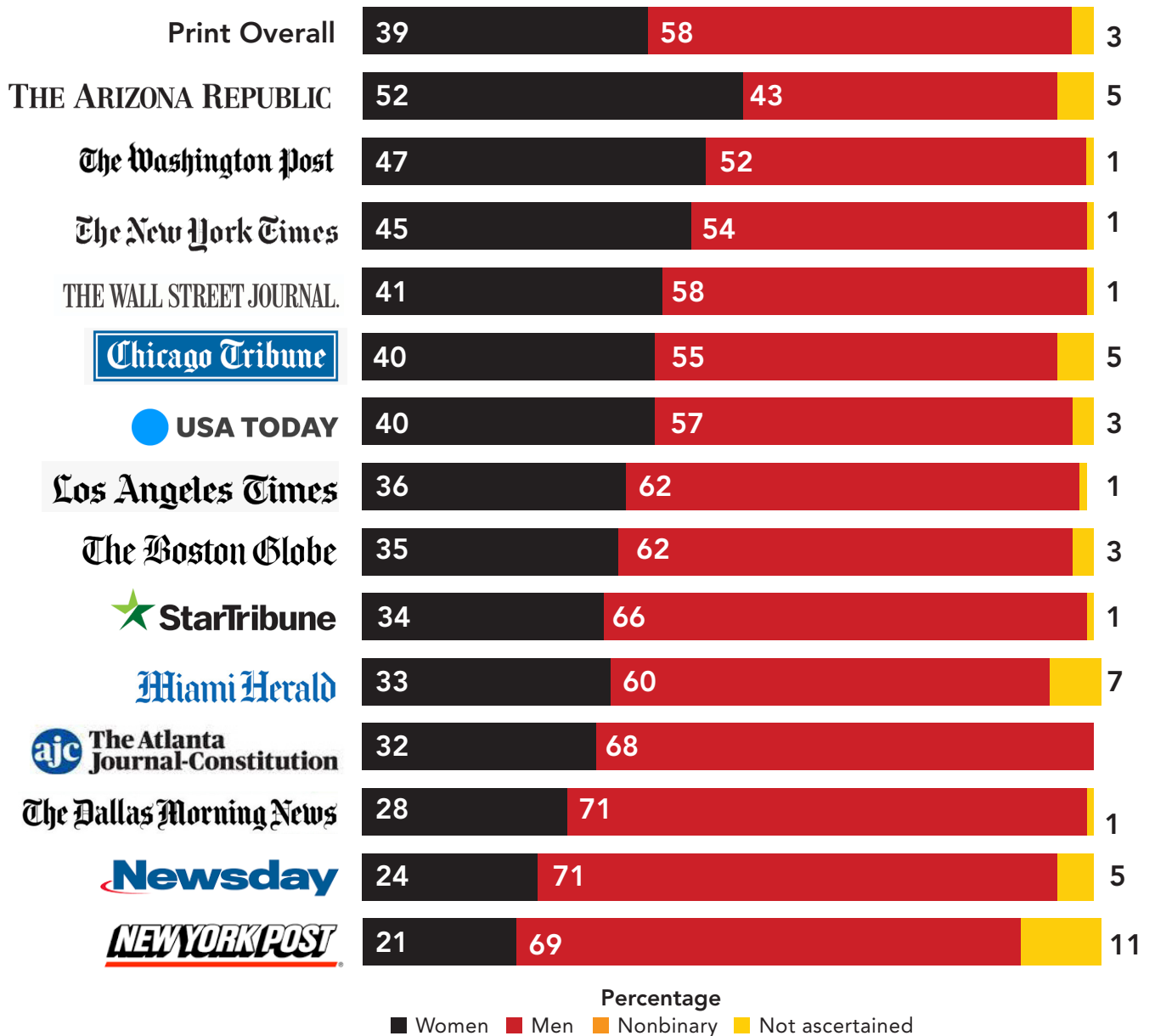
Evening Broadcasts Anchor and/or Hosts, Correspondents, and Reporters



PRINT NEWSPAPERS

In print, men had significantly more bylines than women. The Arizona Republic was the only print outlet that had a majority of stories reported by women. The narrowest gender gaps were at The Arizona Republic, The Washington Post, and The New York Times. The widest gender gaps were at The New York Post, Newsday (New York), and the Dallas Morning News.

PRINT REPORTERS

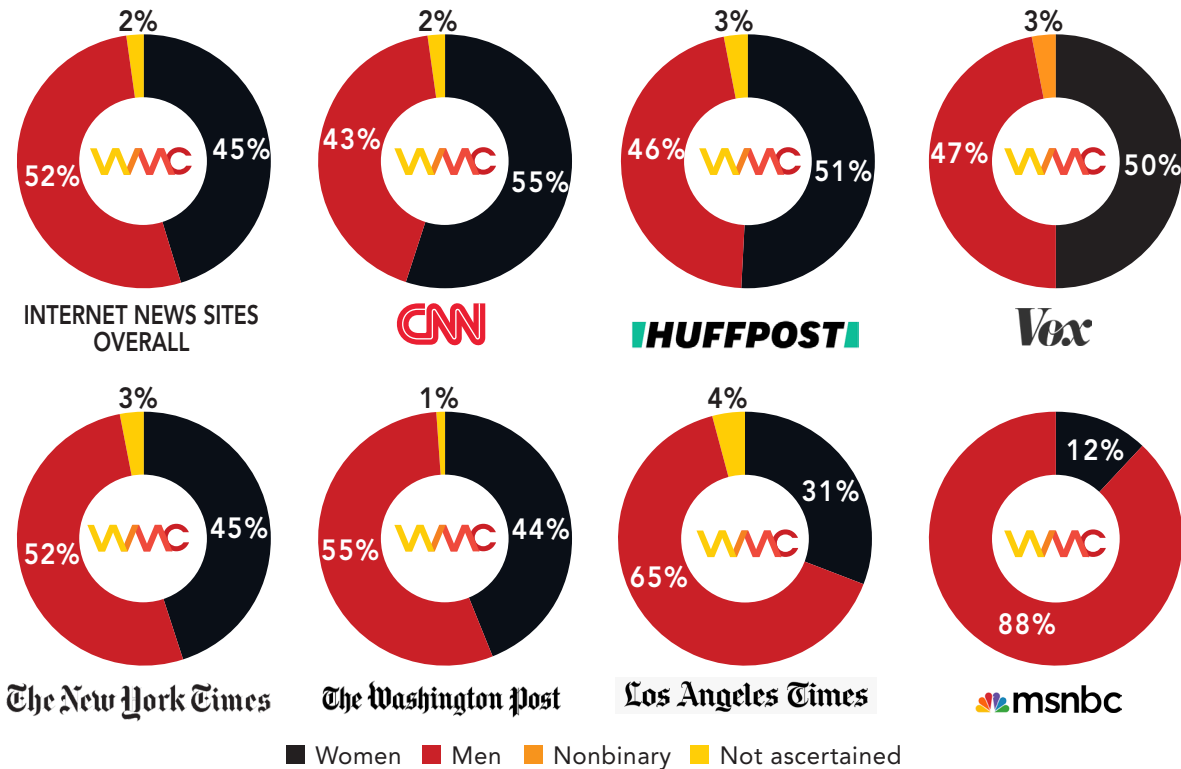


The New York Times and Los Angeles Times had multiple stories reported by nonbinary reporters, but these made up less than 1% of stories.

ONLINE

Overall, men had more bylines than women at online news sites, but some outlets reached parity. CNN.com, HuffPost, and Vox had more bylines by women than men, while the Los Angeles Times, MSNBC, The New York Times, and The Washington Post had more reporting by men. MSNBC and the Los Angeles Times are outliers, with men far outpacing women at both sites.

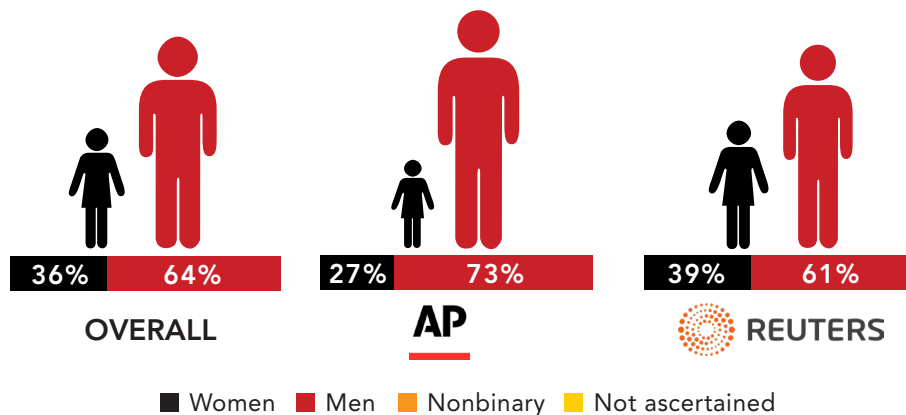
Internet News Reporters



WIRES

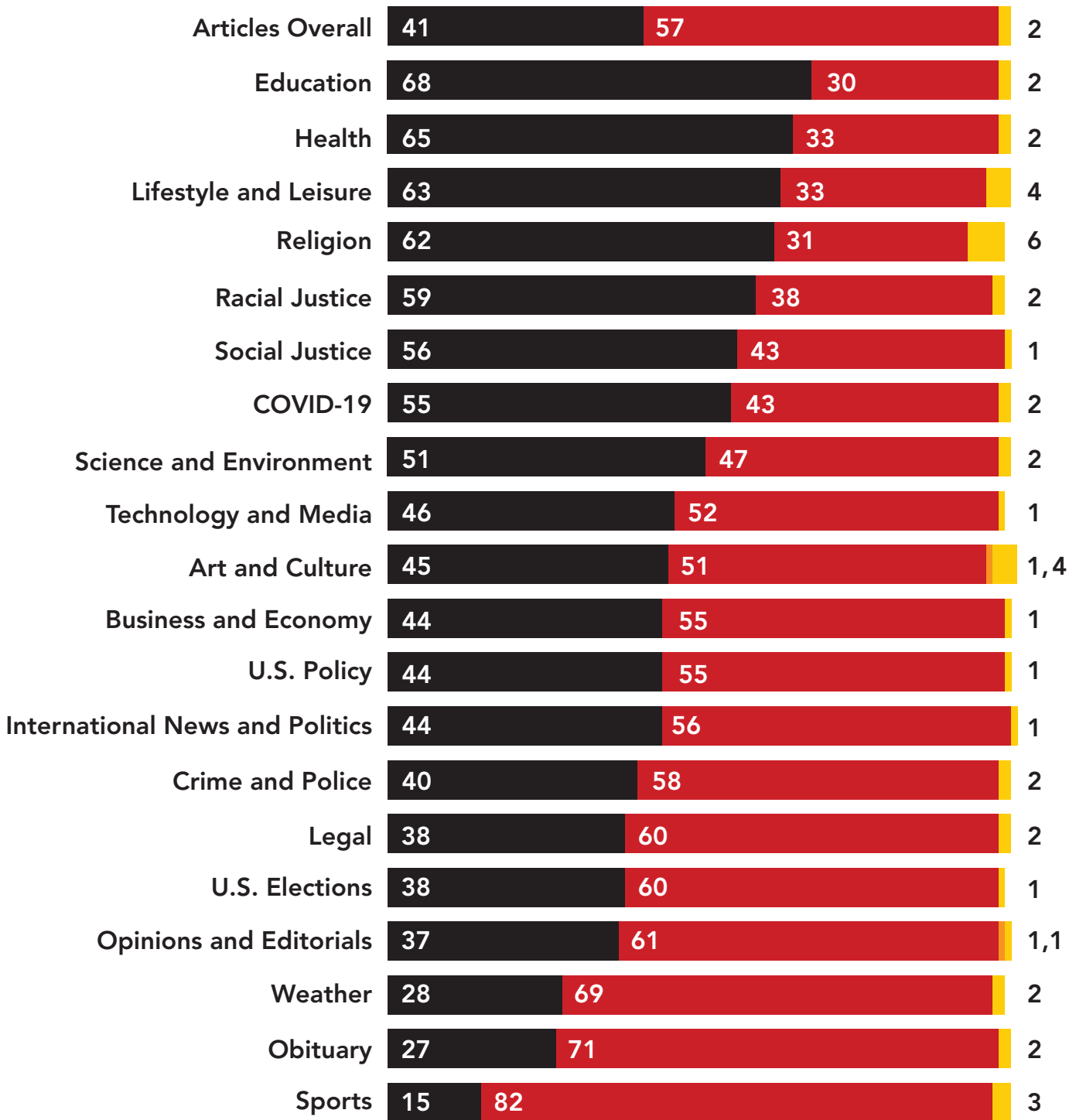
Men overwhelmingly wrote most of the stories reported by the AP and Reuters.

Wires Reporters



WHAT DO WOMEN REPORT ON? OVERALL

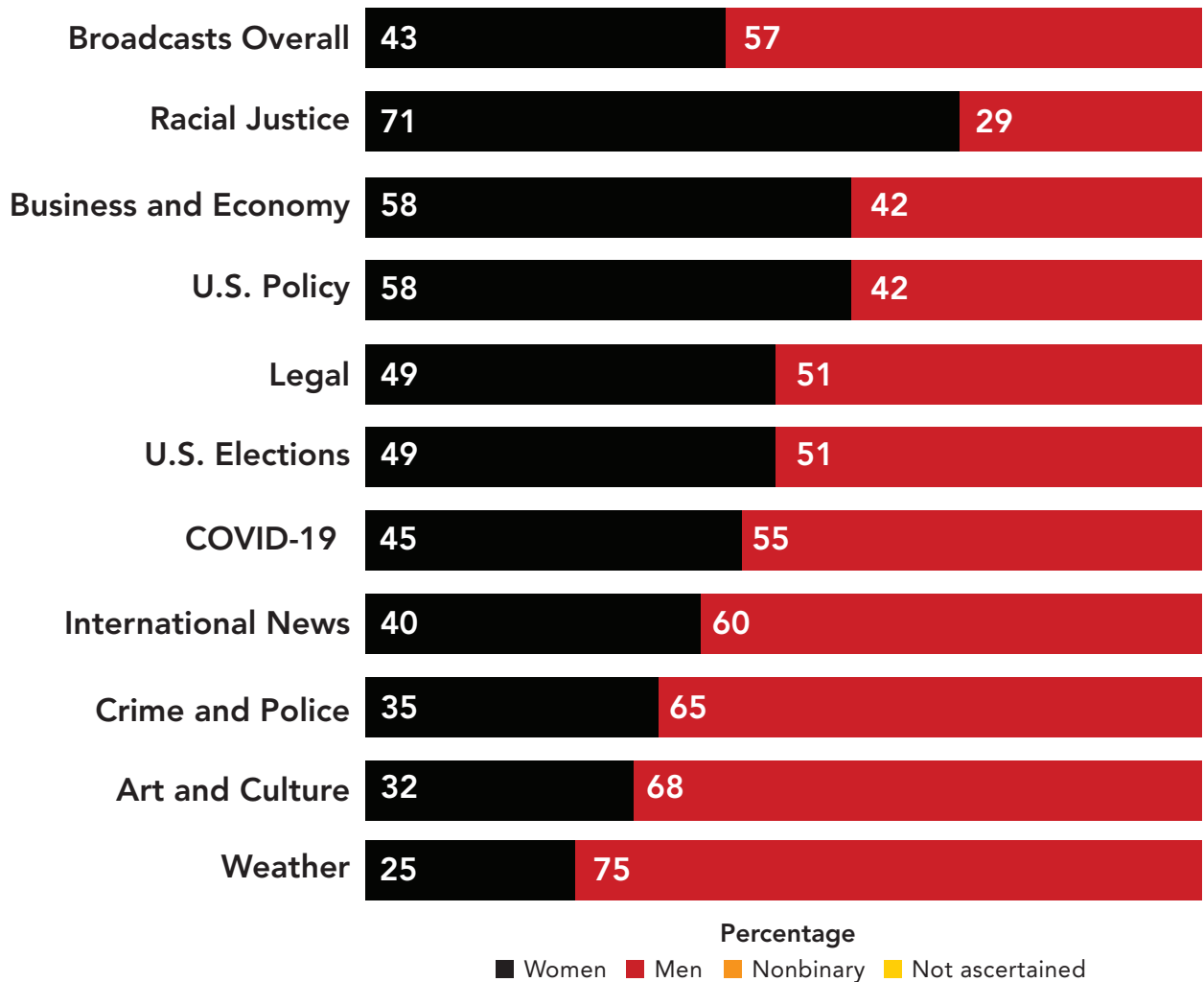
During an extraordinary year of news and news coverage — about COVID-19, race, politics, media, and other critical concerns — men dominated in election coverage and international politics while women reported more stories than men about education, health, lifestyle and leisure, religion, racial justice, social justice, COVID-19, and science and environment. Health stories did not include coverage of COVID-19. All COVID-19 stories were included in a separate category. An overwhelming majority of weather, obituary, and sports stories were reported by men.



Percentage
 ■ Women ■ Men ■ Nonbinary ■ Not ascertained

WHAT DO WOMEN REPORT ON? EVENING BROADCASTS

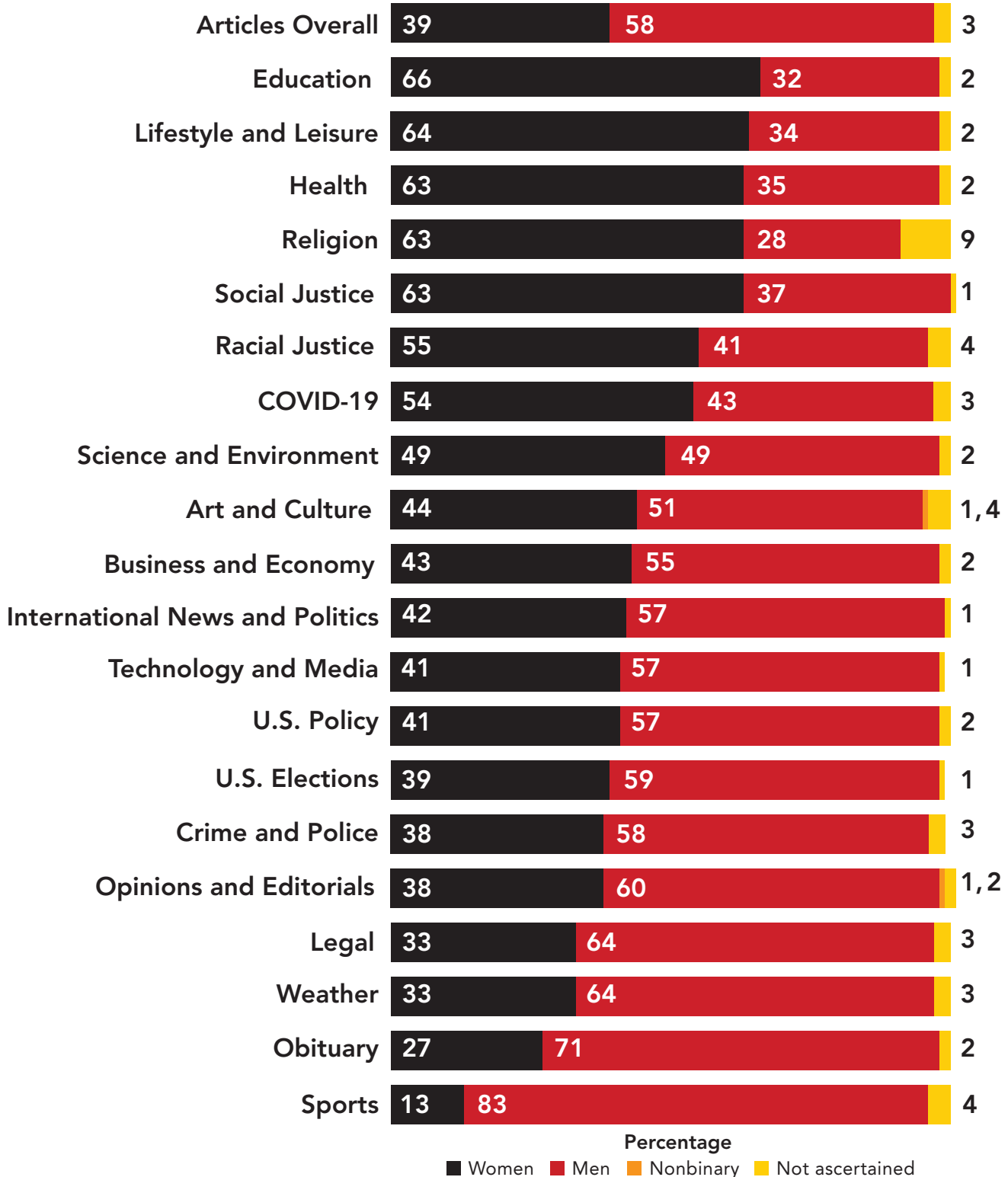
A majority of weather, arts and culture, crime and police, international news, and COVID-19 stories were reported by men on the prime-time weekday evening network and cable broadcasts. Women reported on the majority of racial justice, business and economy, and U.S. policy stories. Legal and U.S. elections stories were reported about equally.



The following topics had small sample sizes and are not represented in broadcast data: education, health, lifestyle and leisure, obituary, religion, science and environment, sports, technology and media, opinions and editorials, and social justice.

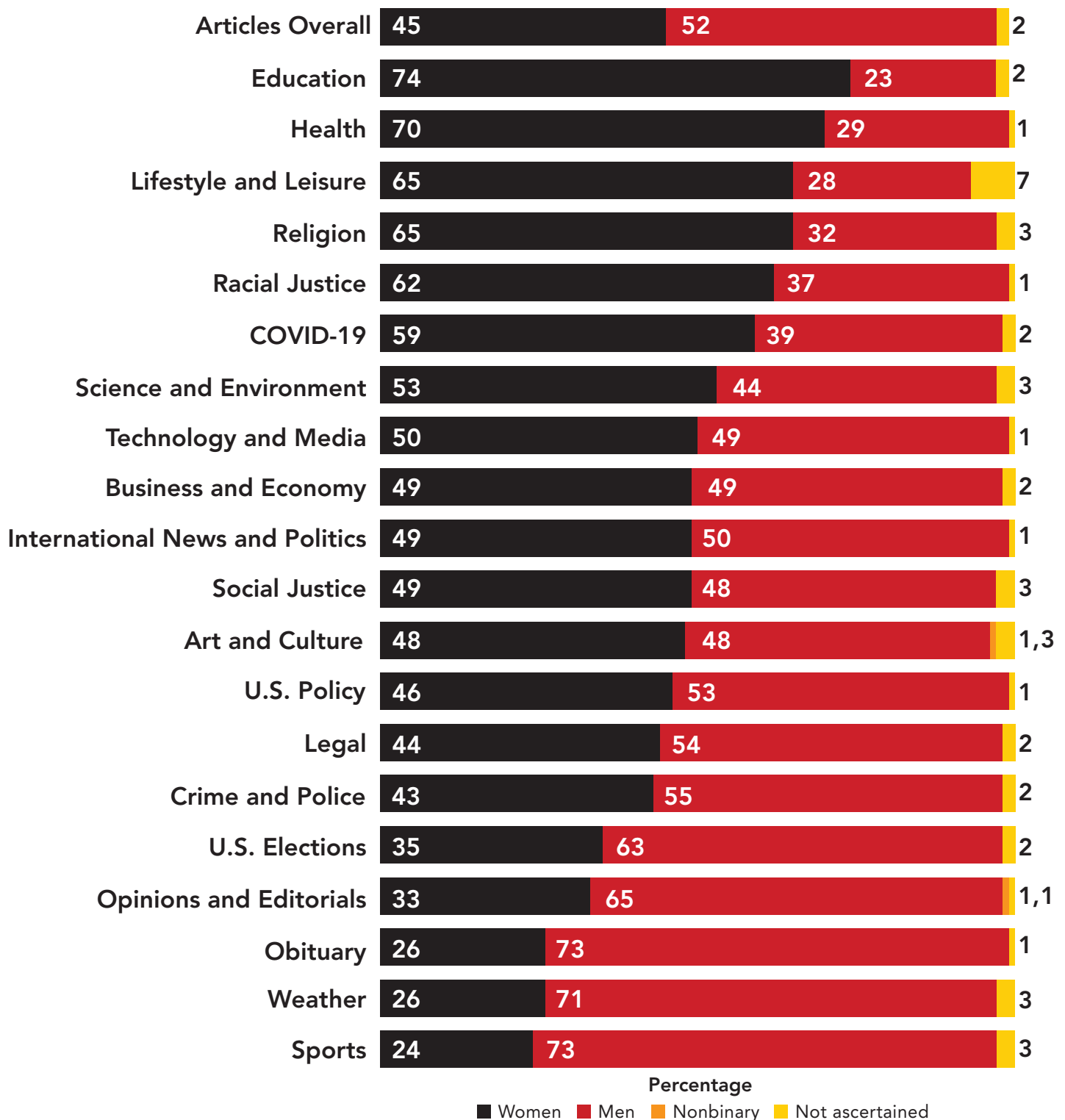
WHAT DO WOMEN REPORT ON? PRINT NEWSPAPERS

In print, men largely reported on sports, weather, crime and police, U.S. elections, U.S. policy, technology and media, international news and politics, business and economy, and arts and culture and wrote most obituaries, legal pieces and opinions and editorials. Women reported a majority of stories about education, lifestyle and leisure, health, religion, social justice, racial justice, and COVID-19. Science and environment stories were evenly divided between men and women. Science and environment stories were evenly divided between men and women.



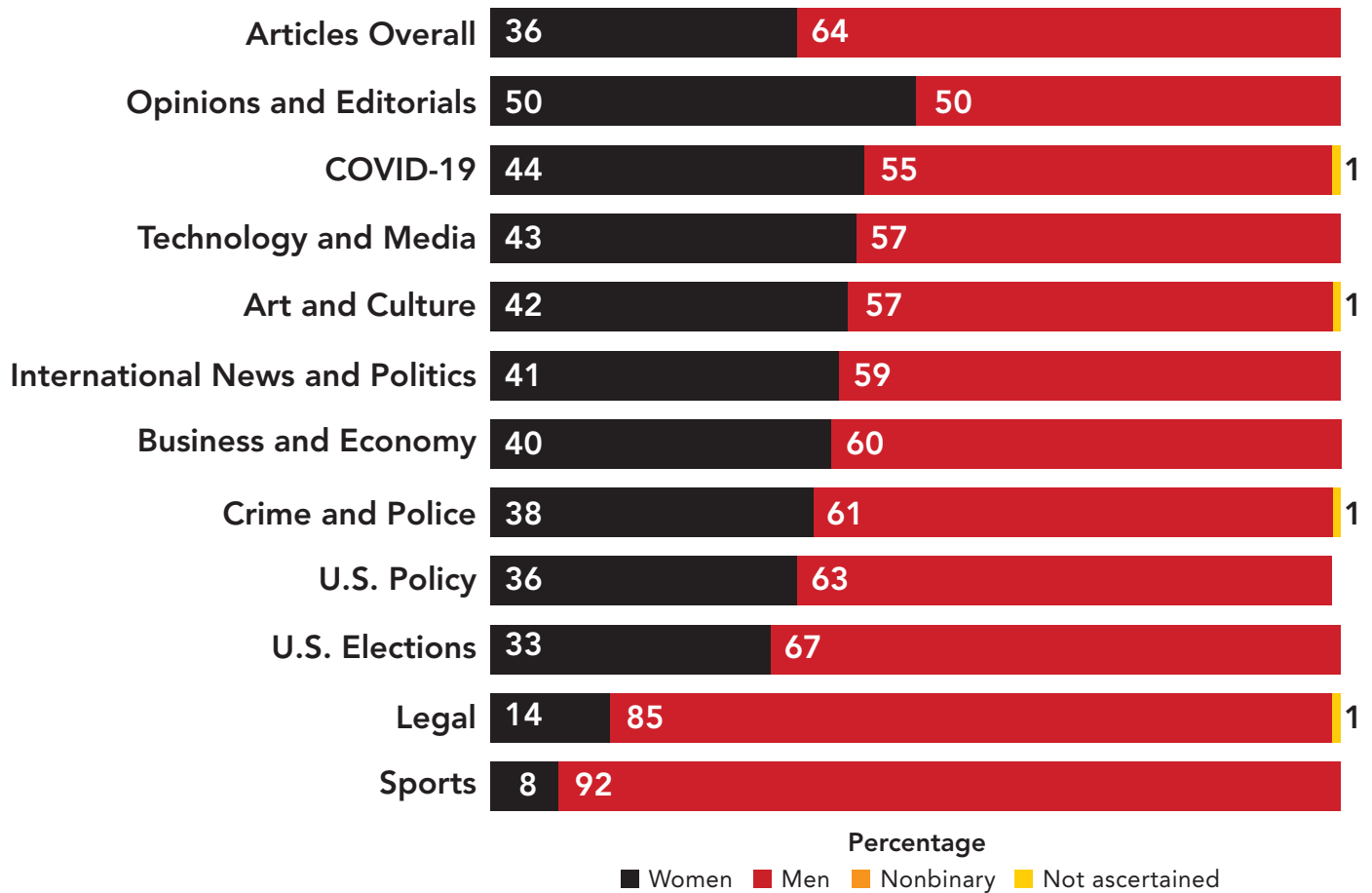
WHAT DO WOMEN REPORT ON? ONLINE NEWS SITES

Online, men dominated in sports, weather, obituary, U.S. elections, crime and police, legal, and U.S. policy stories and wrote the majority of opinions and editorials. Women reported on a majority of education, health, lifestyle and leisure, religion, racial justice, COVID-19, and science and environment stories. Women and men reported about equally on technology and media, business and economy, international news and politics, social justice, and arts and culture stories. Nonbinary online news reporters contributed to 1% of art and culture stories and opinions and editorials.



WHAT DO WOMEN REPORT ON? WIRES

Men overwhelmingly dominated across the board for the wire services with coverage of everything from sports, U.S. elections, U.S. policy, crime and police, business and economy to international news and politics, arts and culture, technology and media, and COVID-19. Women did not dominate in any coverage area.



The following topics had small sample sizes and are not represented in wire data: education, health, lifestyle and leisure, obituary, racial justice, religion, science and environment, social justice, and weather.

METHODOLOGY

The information in WMC’s “Divided 2021: The Media Gender Gap” is derived from an analysis of 80,668 pieces of content from January 1 to March 31, 2021. Selected media include the top 14 national newspapers by circulation, seven prime-time news broadcasts on major broadcast and cable networks, two news wires, and seven major internet news sites.

Newspapers: All articles over 500 words were collected from content aggregation or directly from the outlet’s website for 12 broadsheets and two tabloids: Chicago Tribune, The Dallas Morning News, Los Angeles Times, Miami Herald, New York Post, Newsday (NY), Star Tribune (MN), The Arizona Republic, The Atlanta Journal-Constitution, The Boston Globe, The New York Times, The Washington Post, USA Today, and The Wall Street Journal.

Wires: All articles from the Associated Press and Reuters with an identifiable byline were included. Due to the volume of content produced by wire services, every attempt was made to select articles only over 500 words.

Evening News Broadcasts: Transcripts were collected from weekday evening news broadcasts on ABC (“World News Tonight”), CBS (“Evening News”), NBC (“Nightly News”), PBS (“NewsHour”), CNN (“Erin Burnett OutFront”), MSNBC (“The ReidOut”), and Fox (“The Story with Martha MacCallam”). Anchor and/or hosts and reporters were identified as the byline journalists. Anchors and/or hosts were counted once per broadcast if they contributed to multiple stories.

Internet: Using content aggregation and manual collection directly from the outlet website, posts were collected from seven sites: CNN.com, Huffington Post, Los Angeles Times, MSNBC online, The New York Times online, The Washington Post online, and Vox. Only posts over 500 words were analyzed.

Topics: All content was given one subject tag. These tags were cross-referenced with the gender of the journalists.

For content that includes more than one identified journalist or reporter as the source of the content, bylines are weighted to split gender credit appropriately.

The Women’s Media Center commissioned Lake Research Partners to conduct the “Divided 2021: The Media Gender Gap” report. WMC thanks Lake Research Partners, Eliza Ennis, Diahann Hill and the WMC research team for their assistance in producing this report.

Percentages may not equal 100 because of rounding.

Updated July 2022

