



# MEDIA, ENTERTAINMENT & DIVERSITY

1050 17th St., NW Suite 250 Washington, DC 20005 t: 202-293-4505 f: 202-293-4507 [ywtf@ncwo-online.org](mailto:ywtf@ncwo-online.org)

The media and entertainment industries influence the attitudes of all Americans -- a lack of diversity in the media impacts how stories are covered and influences the way we see society and ourselves. As YWTF's Issue Agenda states, we value "representations that are diverse in size, shape, age, race, occupation, sexual orientation, and class".

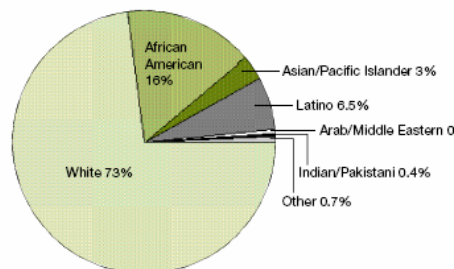
## WOMEN IN THE NEWS

- The United Nations Fourth World Conference on Women set forth an objective to promote a balanced and non-stereotyped portrayal of women in the media.
- Women were just 14% of the guests on the Sunday morning public affairs television programs in the U. S. from November 2004-July 2005. (*The White House Project*)
- Women in Congress received fewer total newspaper articles, fewer mentions in front-page, national, foreign, metro, business and sports articles, fewer issue-based articles and fewer mentions and quotes in newspaper articles than their male counterparts (*Anat Maytal, Media Report to Women, Summer 2005*)

## DIVERSITY DURING PRIME TIME

### Lack of Racial/Ethnic Diversity

Racial Diversity of Total Prime Time Characters



Source: Children NOW, Fall Colors: Prime Time Diversity Report, 2003-04 (<http://publications.childrennow.org/assets/pdf/cmp/fc03/fall-colors-03-v5.pdf>)

### Representation of Women during Prime Time

- Females accounted for 39% and males 61% of all characters. (Last season: 41% and 59%, respectively.)
- Viewers were much more likely to see female characters on programs airing on the newer networks such as UPN (52%) and WB (50%) than on FOX (39%), ABC (39%), NBC (39%), and CBS (37%).
- Overall, female characters were younger than males. Women 40 and older comprised 12% of all characters. In contrast, men 40 and older accounted for 27% of all characters.
- Females in prime-time are overwhelmingly white (77%). Fourteen percent are African American, 4% are Latina and 3% are Asian. (Professor Martha Lauzen, San Diego State University, 2005)

Source: Media Report to Women (<http://www.media-report-to-women.com/statistics.htm>)