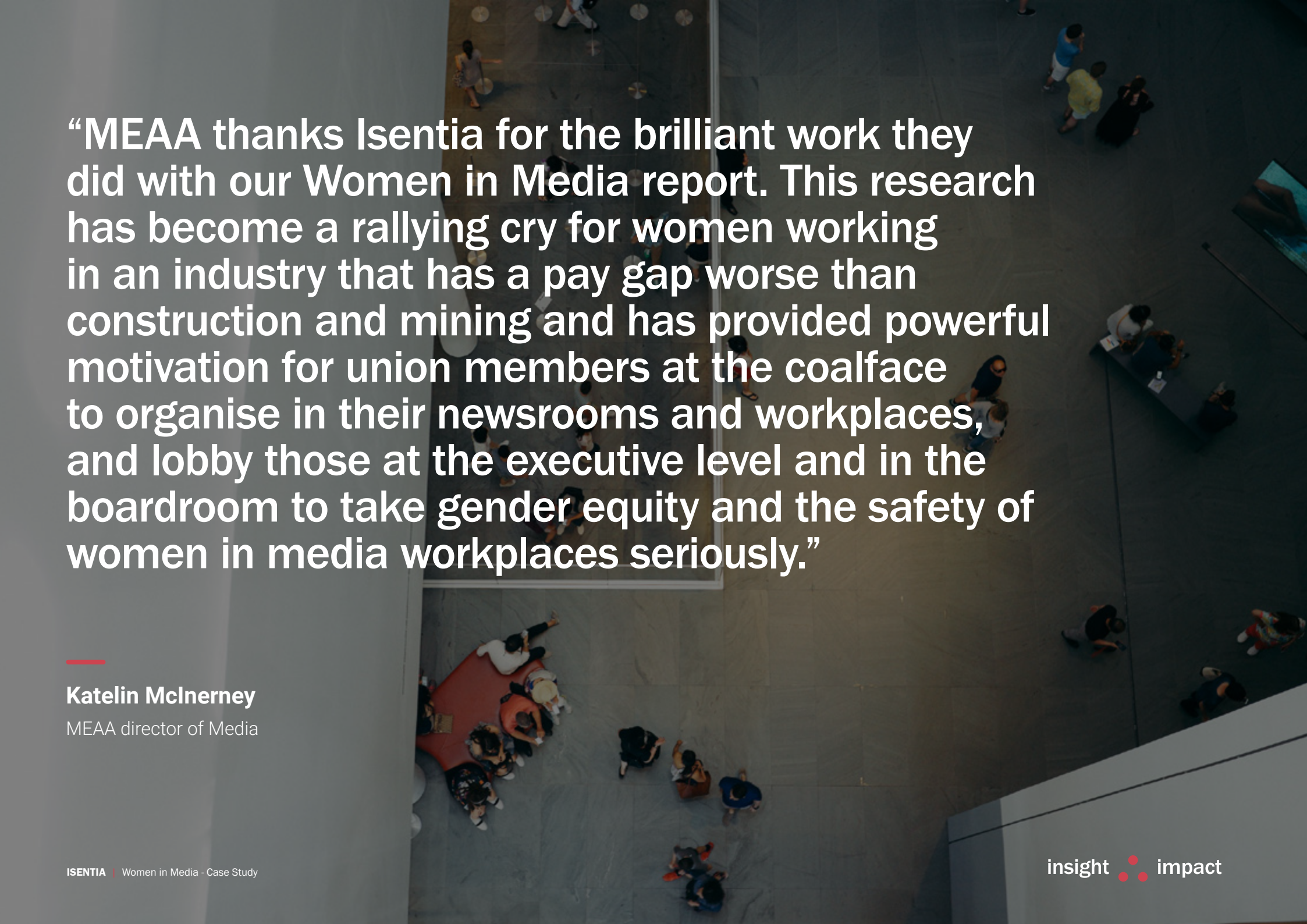


Isentia Case Study

# Women in Media

**WOMEN IN MEDIA**  
A MEAA Initiative



**“MEAA thanks Isentia for the brilliant work they did with our Women in Media report. This research has become a rallying cry for women working in an industry that has a pay gap worse than construction and mining and has provided powerful motivation for union members at the coalface to organise in their newsrooms and workplaces, and lobby those at the executive level and in the boardroom to take gender equity and the safety of women in media workplaces seriously.”**

---

**Katelin McInerney**

MEAA director of Media

# THE CHALLENGE

**Women in Media has used Isentia's research to prove that gender disparity exists in Australian media, and to lobby for change.**

**Women in Media (WiM) is a nationwide networking and mentoring initiative to support and nurture women working in all facets of the media – from journalism and media advising to public relations and corporate affairs.**

WiM is backed by the Media, Entertainment & Arts Alliance, and advocates for women working in the media. In 2016, WiM partnered with Isentia to conduct an analysis of media to determine the visibility of female journalists and the topics they cover, as well as how women are represented, to complement a survey of women working in the media. The project is used to support WiM's ongoing calls for "greater representation, profile and power for women in the industry".

---

"Isentia did a superb job with our Women in Media report. The research is quoted often in newspaper, radio and television interviews, and is used to argue our case for greater representation, profile and power for women in our industry."

**Tracey Spicer**

Women in Media Convenor

---

# THE APPROACH

Isentia conducted a large-scale analysis of over 9,000 Australian news reports and provided stark evidence of gender imbalance in the media. We found that:

- Despite almost equal proportions of men and women in the workforce, female journalists were named or acknowledged as journalists in less than one-third of media coverage;
- Under a quarter of all sources quoted in the news were female; and that
- About one-quarter of experts quoted were female.

We also found that the disproportion between female and male journalists, sources and experts was particularly accentuated in coverage of certain topics, notably sport and politics.

## Analysed data by Isentia

# 9000

Australian news reports



## On the basis of the Isentia research and in depth report, WiM are now:



Finding ways to make it possible for more women to be in positions of power in media organisations, and to make and influence decisions about what content is created.



Engaging existing male and female decision makers to discuss positive action, in order to foster a journalistic culture where female voices are more often considered for inclusion on air and in reporting.



Urging newsmakers to think about the kinds of contributions female spokespeople are asked to make. This means considering how women can be included in ways where they will have a chance to speak and be heard, and where their contribution will be valuable.

# Thank you

## About ISENTIA

Isentia (ASX:ISD) is APAC's leading Media Intelligence Insights business, empowering clients to make great decisions. Powered by cutting-edge technology and a team of world-class experts, our mission is to help businesses leap forward where only genuine insight can take them.

**To learn more about how we can partner with you visit [isentia.com](https://www.isentia.com)**