

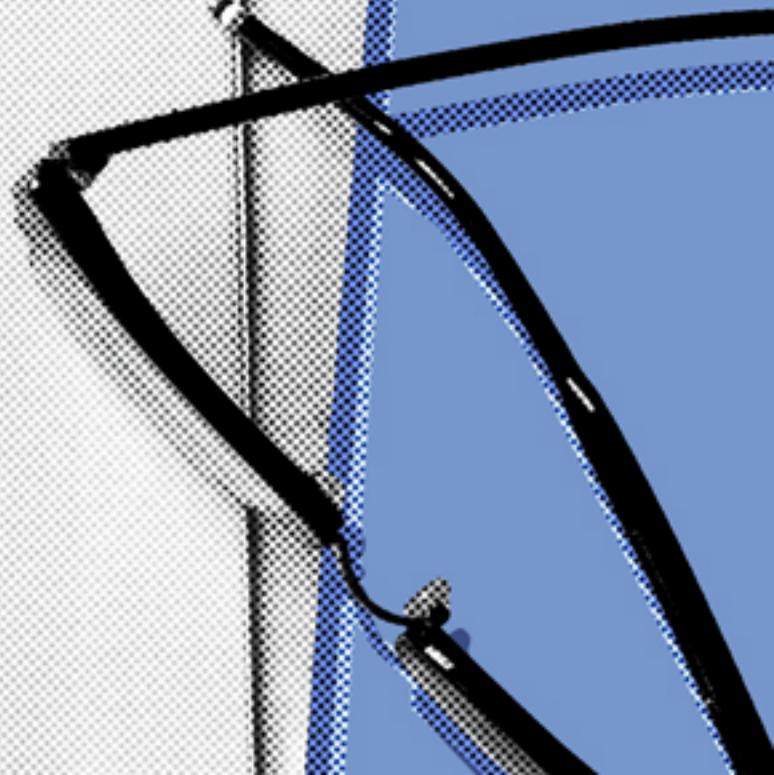
# Women BREAKING THE NEWS



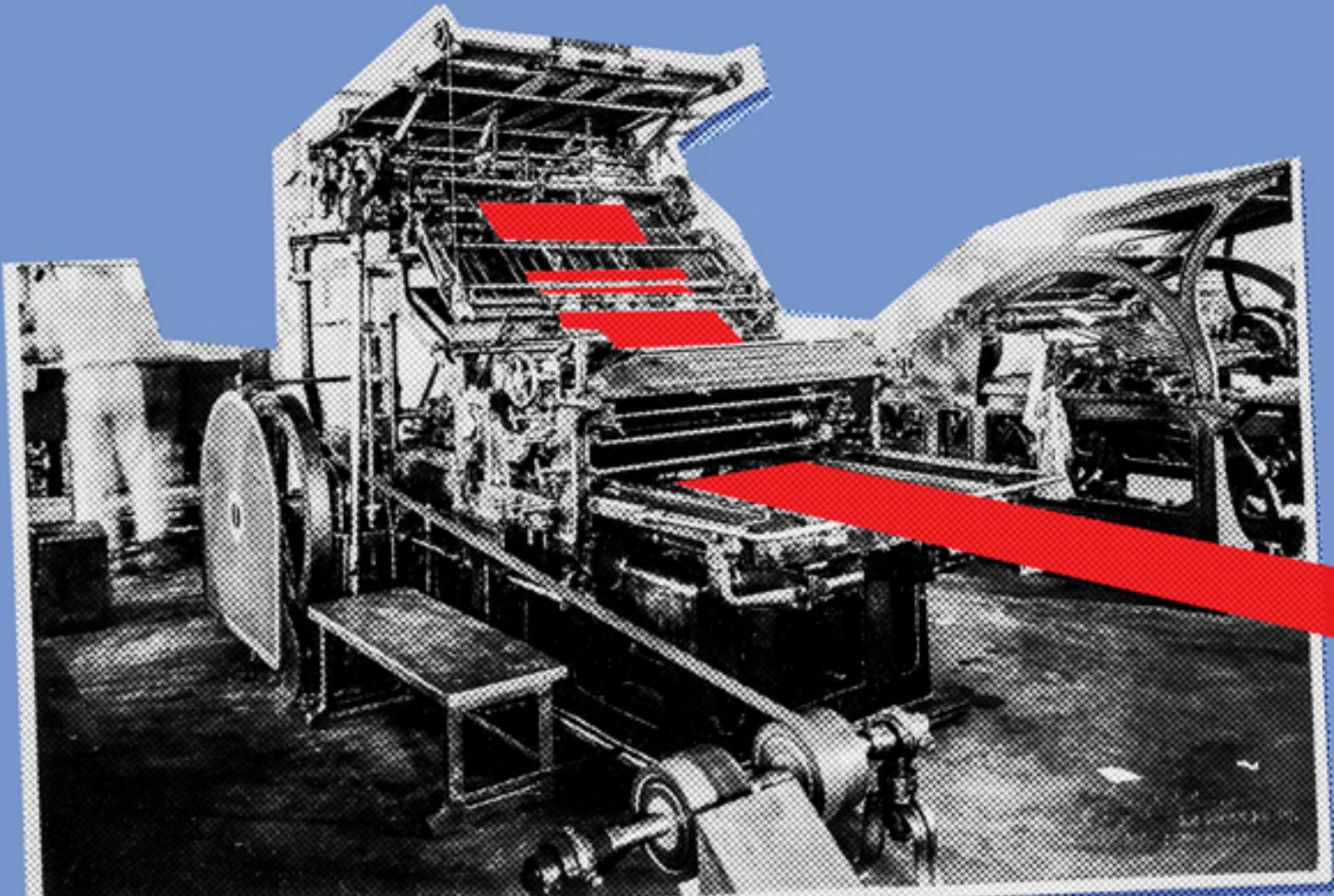
DATA

—  
A global  
overview  
of women  
in media

In the last decades of the XXth  
and the beginning of the XXI  
century, a **considerable increase**  
in the **number of women** in  
journalism can be observed.

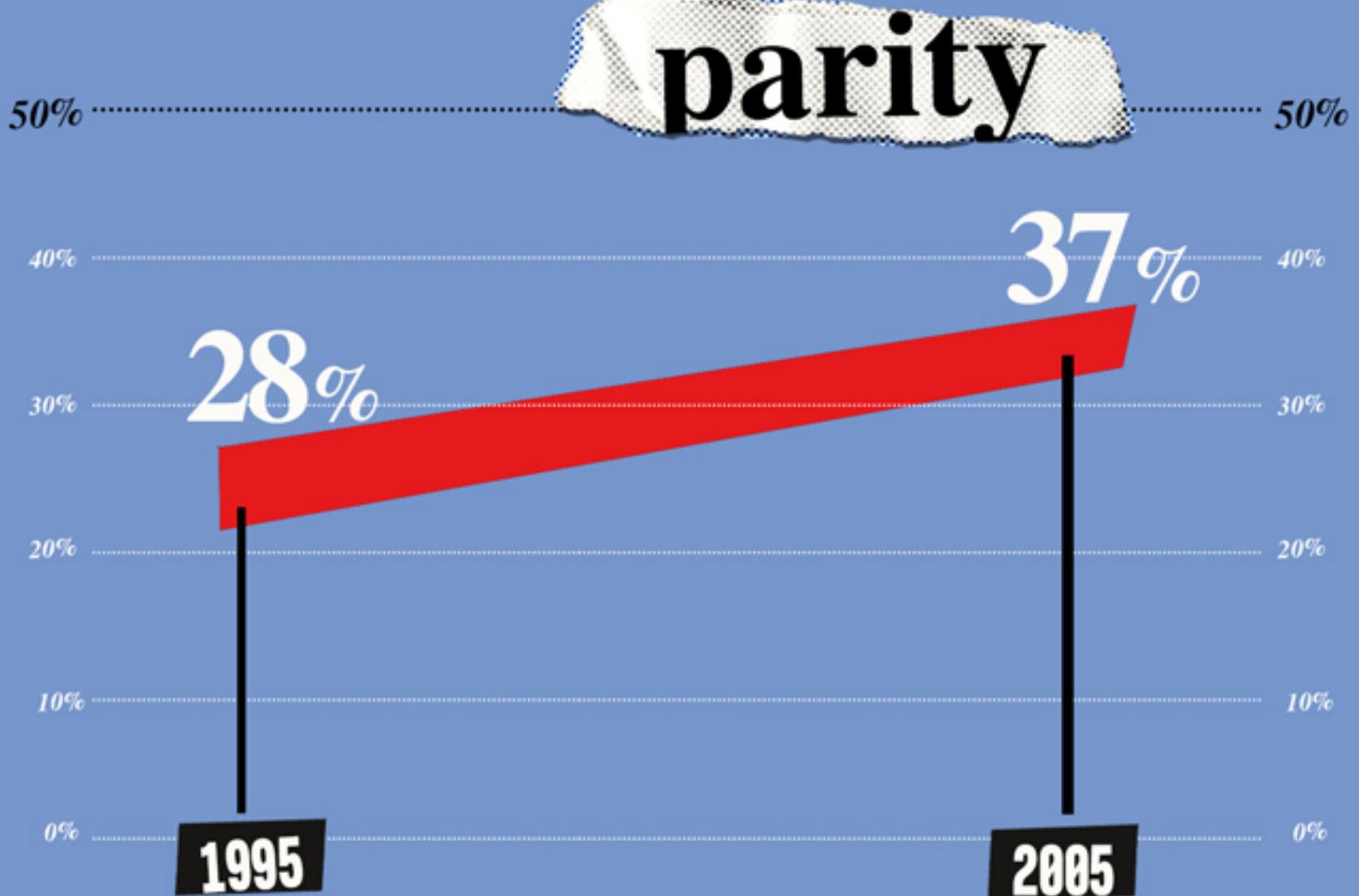


*% of women journa  
in media* (world, 1995-  
)



*% of women journalists  
in media* (world, 1995-2005)

Source:  
GMMP, 2015

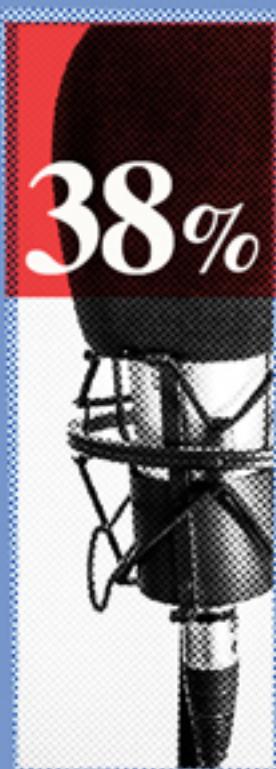


*% of women journalists  
by types of media* (USA, 2017)

Source : WMC, 2017



**PRINT**



**WIRES**



**EVENING  
BROADCASTS**



**INTERNET**

**38%**

**38%**

**25%**

**46%**

The question is less

Are

**THERE**

women  
in the news ?



— but more

# WHERE

are  
the women  
in the news ?





If we look at topics  
cover by women  
journalists for instance...

**POLITICS**

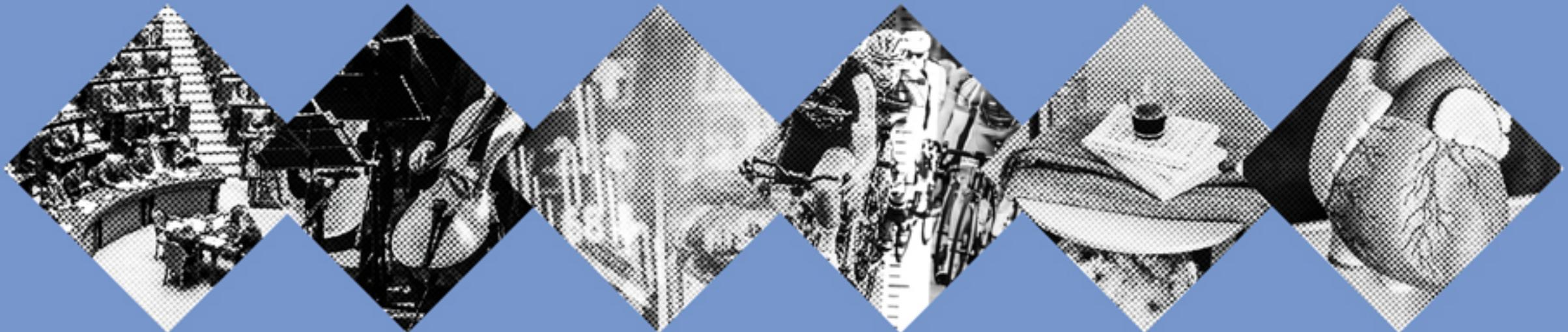
**CULTURE**

**ECONOMICS**

**SPORT**

**LIFE STYLE**

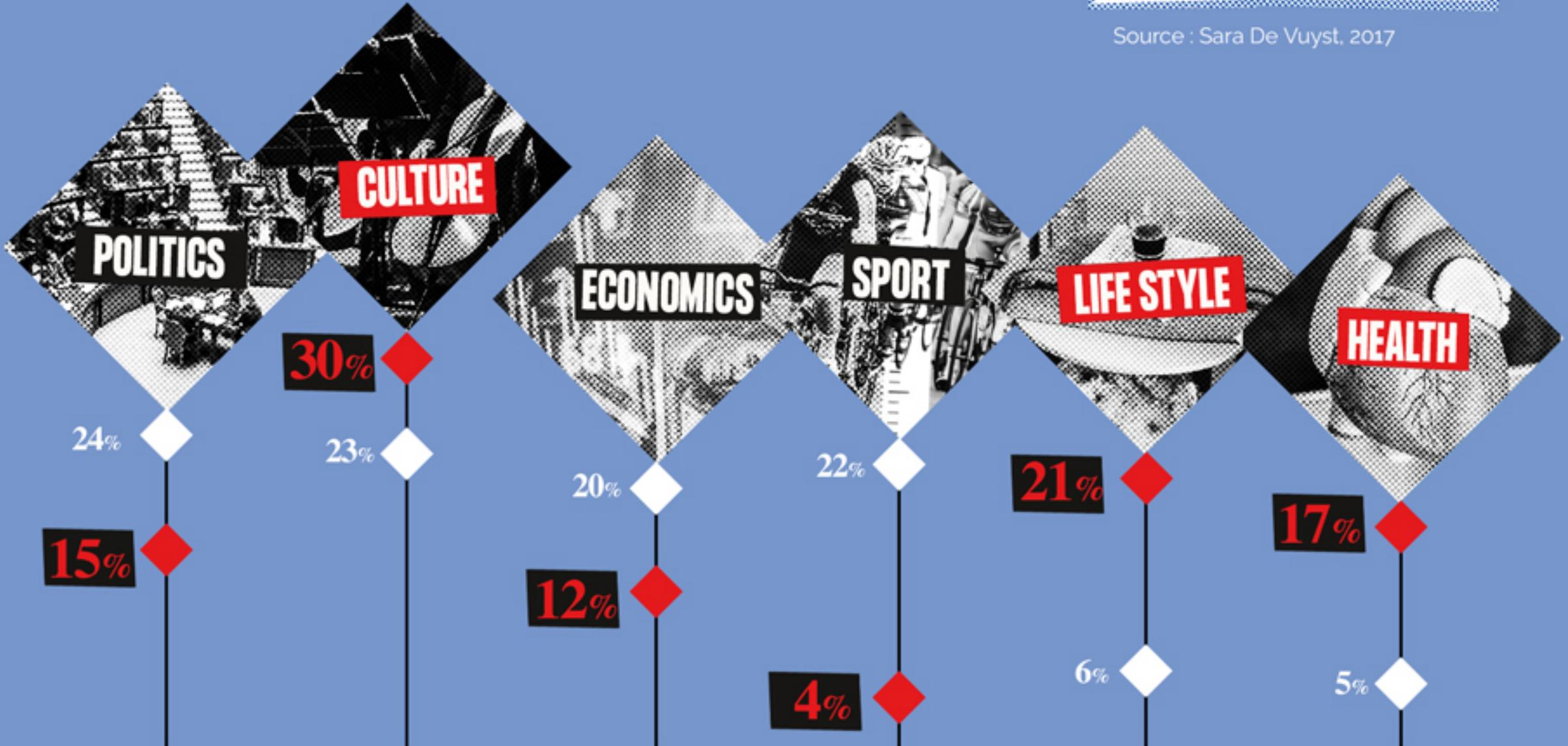
**HEALTH**



◆ = women  
◆ = men

Topics covered by men  
/women in % (Belgium, 2017)

Source : Sara De Vuyst, 2017



we can see that female journalists  
are pushed to cover more **soft news topics**,  
associated with the private sphere



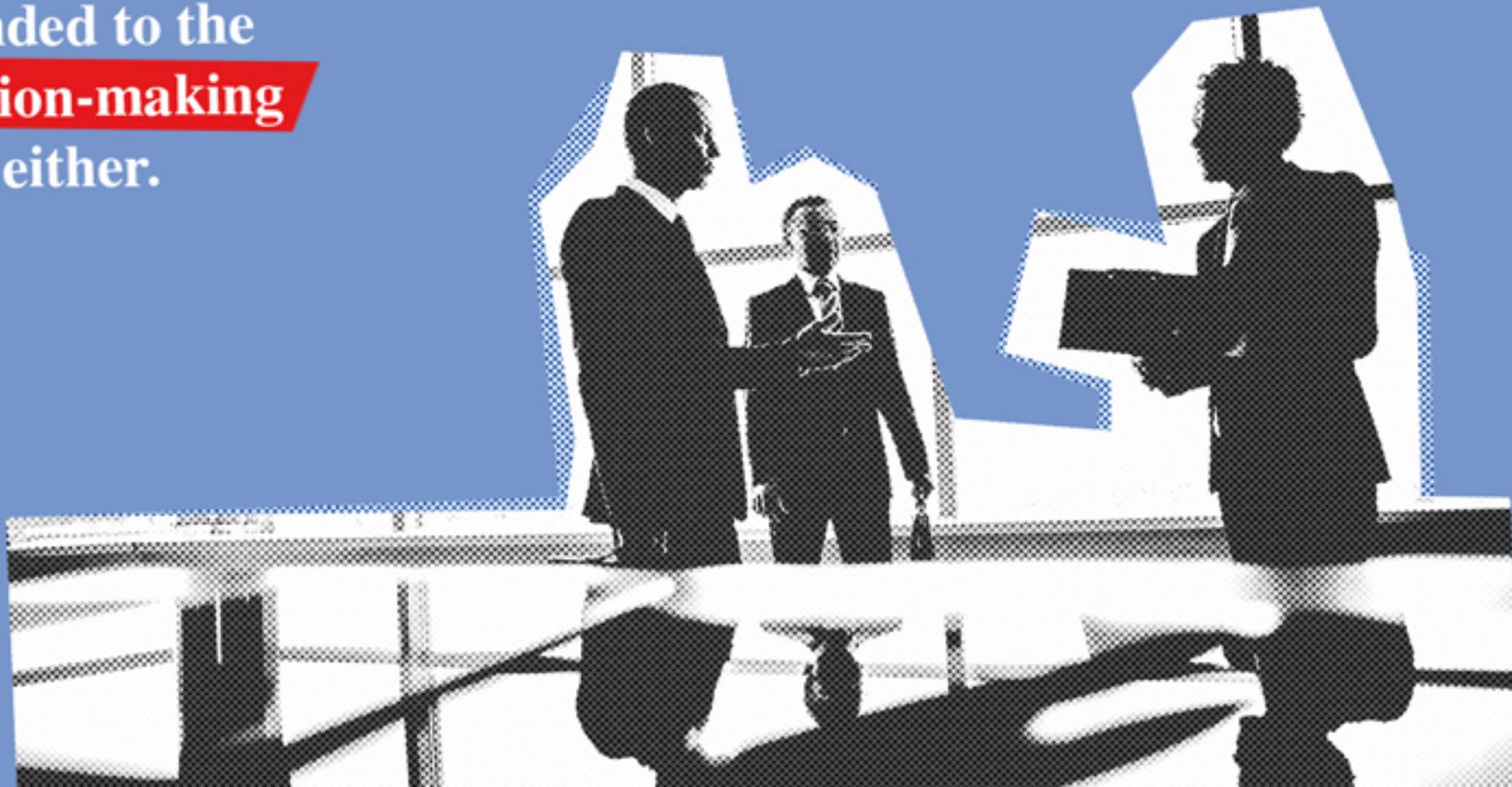
we can see that female journalists  
are pushed to cover more **soft news topics**,  
associated with the private sphere

— and less prestige



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The increase in the number of women journalists has not extended to the **decision-making** level either.

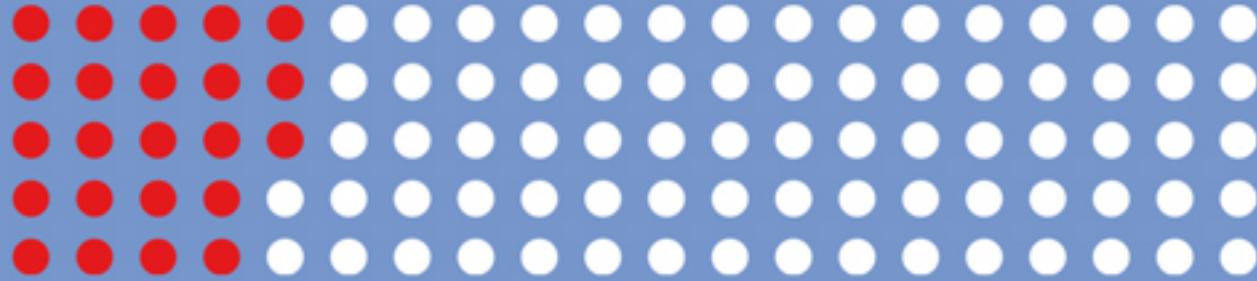


● = women

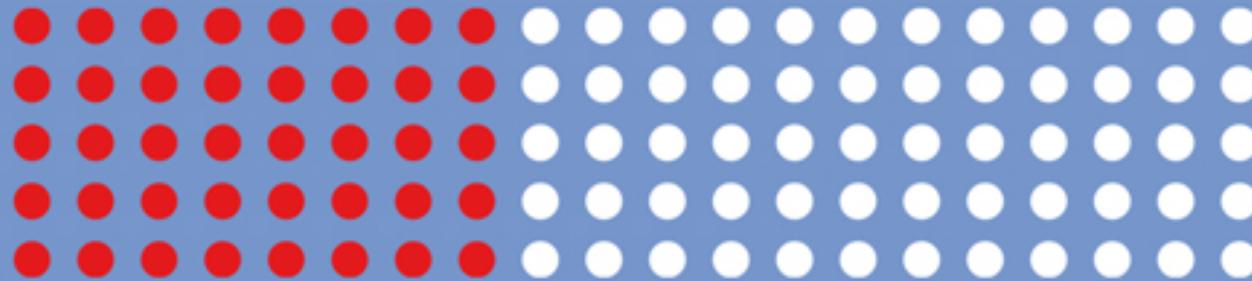
○ = men



23%



40%



% of women journalists  
/top editors (world, 2020)

Source : Reuters Institute, 2020

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And when we look at women  
in **CEO positions** among the top 100  
international media corporations ...

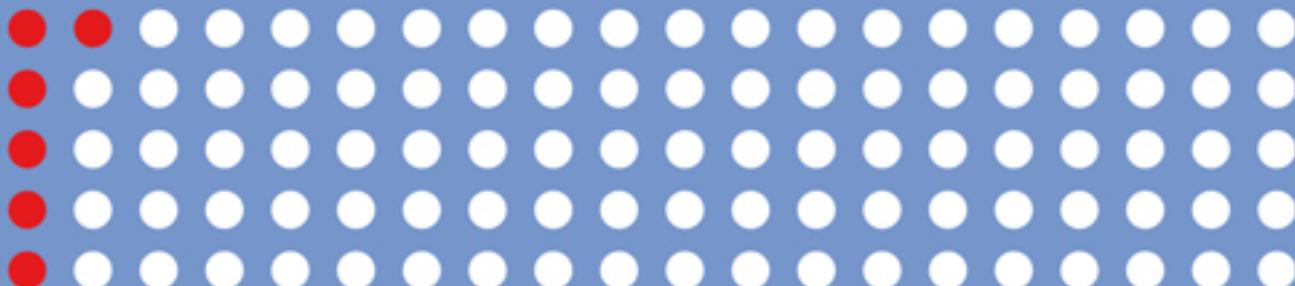


● = women  
○ = men

**Women CEOs in top 100  
international media corporations**

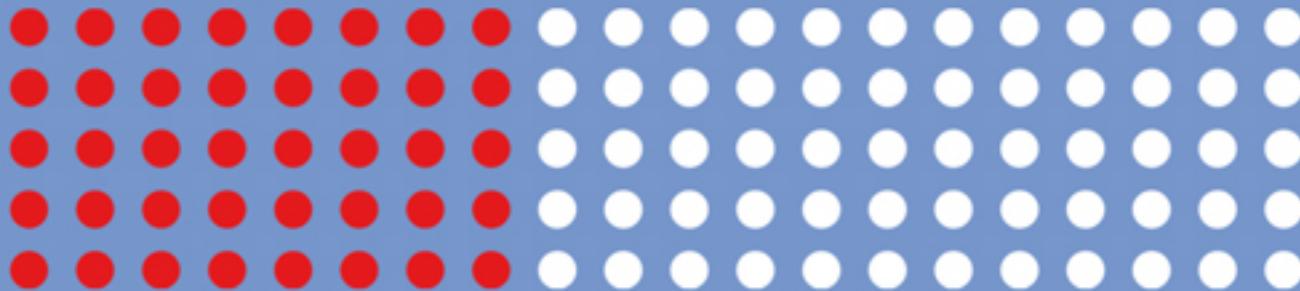
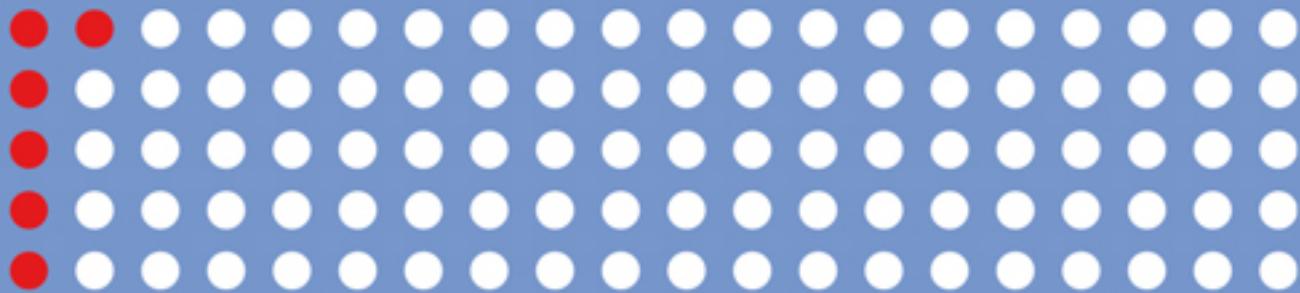
Source : Nordicoms, 2017

— we only find **6** of them



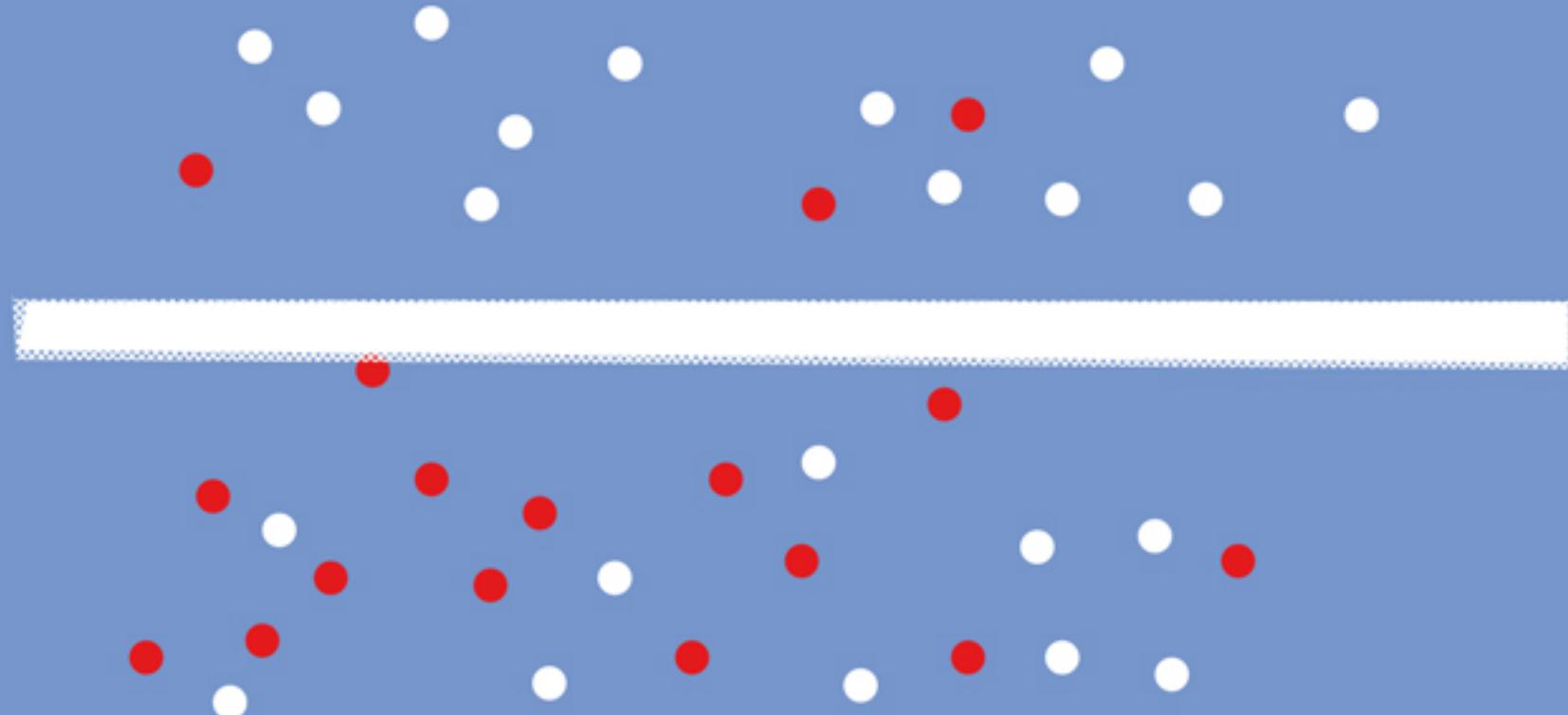
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The higher a position is,  
the lower you find women occupying it



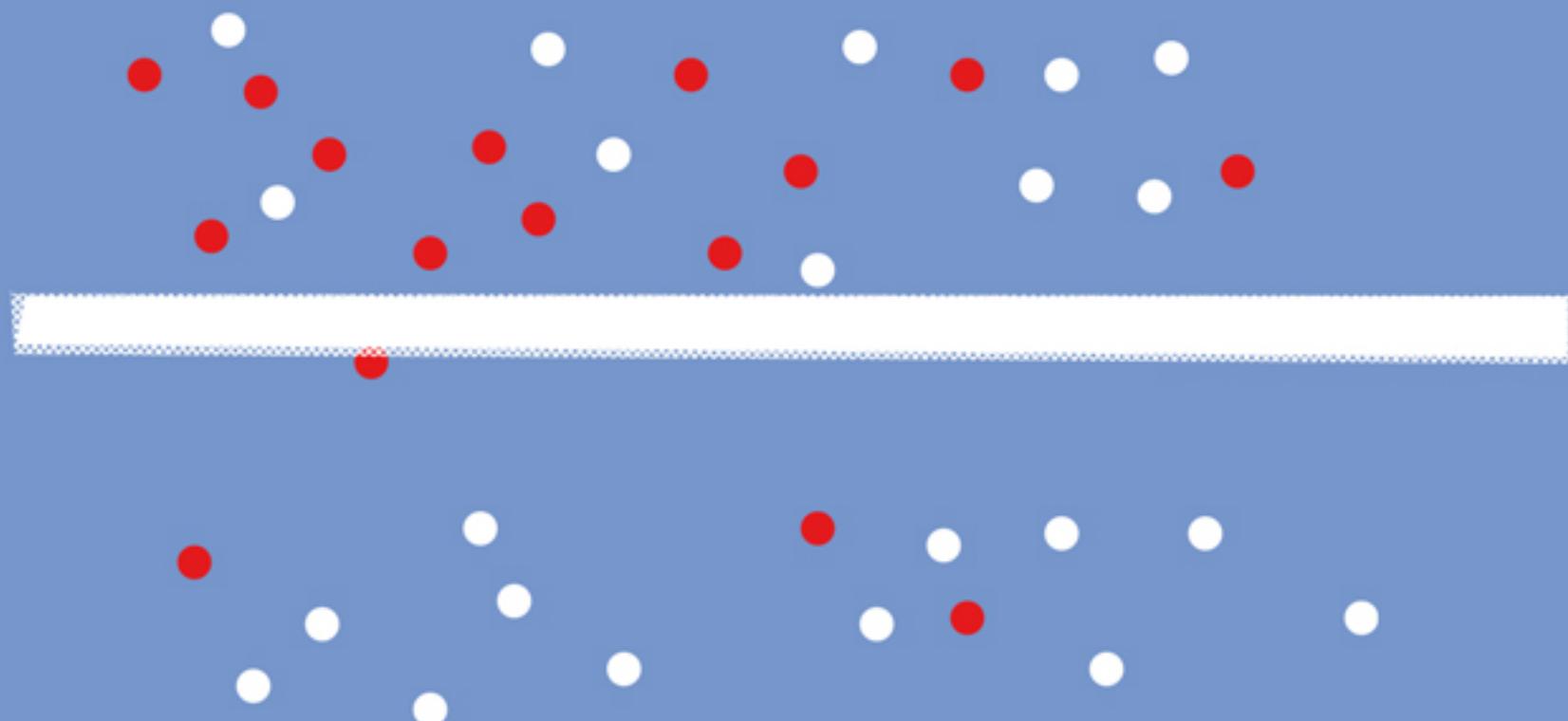
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A widespread phenomenon known  
as “the glass ceiling”



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A widespread phenomenon known  
as “**the glass ceiling**”,  
impacting women journalists’ careers



— as well as their **salary**



On an average, women experience  
a **pay disparity** of 23%.



On an average, women experience  
a **pay disparity** of 23%.



Source : UN, 2020

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**Even when occupying  
the same position,  
women still pay  
the tribute of  
this gender pay gap**

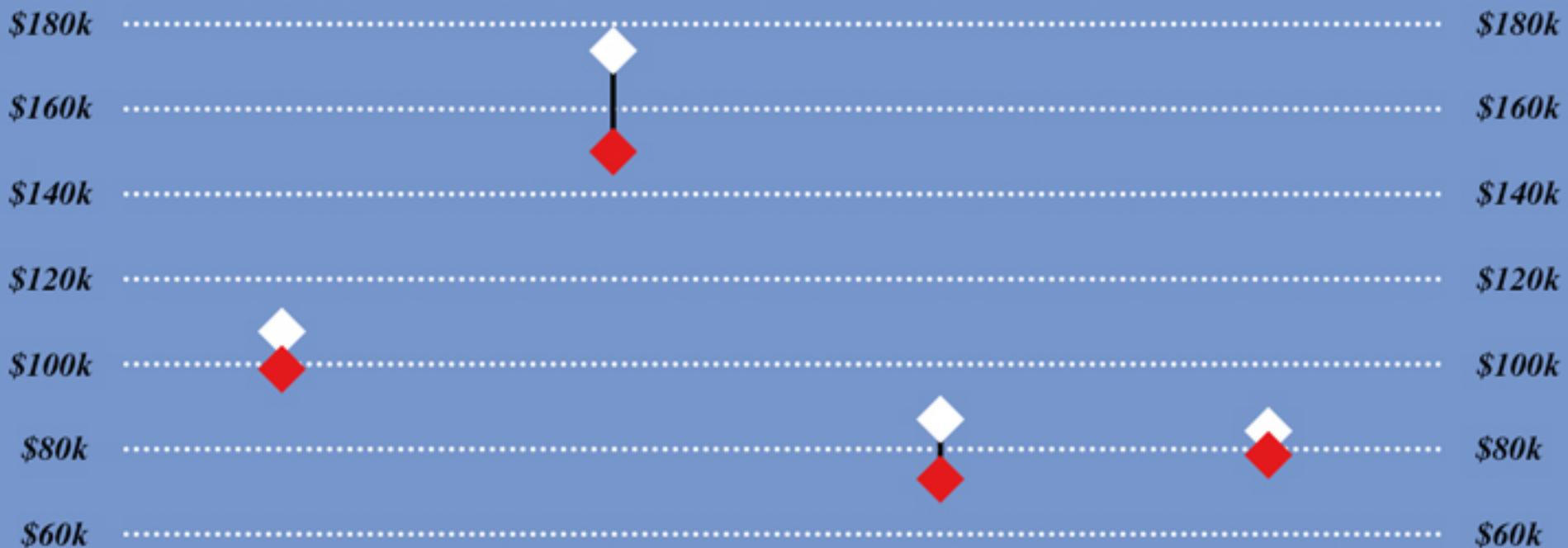


◆ = women

◆ = men

*Average annual pay by gender  
and job title* (for The Washington Post, 2016)

Source : Voices, 2019



**REPORTER**

**COLUMNIST**

**DESIGNER**

**MULTIPLATFORM**