Do We Need a Bechdel Test for News?

How Inclusiveness and Credibility Can Expand Coverage

ONA Keynote
Denver 2016
Bechdel Test – Popular Movies Sample

- The Social Network
- Harry Potter and the Deathly Hallows: Part II
- Avatar
- The original Star Wars trilogy
- The entire Lord of the Rings trilogy
- Run Lola Run

Source: “10 Famous Films that Surprisingly Fail the Bechdel Test”, by Asher Cantrel, Film School Rejects
US Population

- **Minority**
  - 1970: 17%
  - 2014: 38%
  - 2060e: 57%

- **Non Hispanic White**
  - 1970: 83%
  - 2014: 62%
  - 2060e: 43%

*Source: US Census Bureau*
Recent Journalism Gender Statistics

**Bylines/Producer Credits**

- Men: 64%
- Women: 36%

*Source: Women’s Media Center – The Status of Women In US MEDIA 2015*

**Total News Staffing**

- Men: 59%
- Women: 41%

*Source: IMWF - Global Report on the Status of Women in the News Media (2014) - United States results*
Recent Journalism Race/Ethnicity Statistics

‘Print’ Dailies Staff

- **White**: 83%
- **People of Color**: 17%

Digital Only Staff

- **White**: 77%
- **People of Color**: 23%

Lisa Stone

Entrepreneur, Digital Strategist
(BlogHer.com, Law.com)
Diverse audiences outperform in social media

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>77%</td>
<td>31%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td>Men</td>
<td>66%</td>
<td>24%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>African-American</td>
<td>67%</td>
<td>47%</td>
<td>23%</td>
<td>28%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>75%</td>
<td>38%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>White</td>
<td>70%</td>
<td>21%</td>
<td>32%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: PewInternet.org
Diverse teams outperform financially

In financial performance, how likely are companies in the top quartile for diversity to beat the bottom quartile?

15% more likely to outperform

35% more likely to outperform financially

Source: www.mckinsey.com
Diverse audiences outspend

• Women control and/or influence 70-80+% of household spending, a market estimated at $5 - $12.5 trillion globally

• Asian-Americans report purchasing 69% more fresh seafood and 72% more fresh vegetables

• Latinos are driving 3.5 times more beauty and personal care purchases than non-Hispanics

• African-Americans with HH incomes > $100,000 are 44% more likely than Whites to use social media to voice support for brands, companies

• LGBTQ buying power estimated at $917 billion in 2015 and growing

Sources: Nielsen.com, Catalyst.org, Forbes.com, Bloomberg.com
Across Women's Lives

sheknows media
#Womenslives Incubator: First 120 days

1. We invited 713 influencers who care about quality journalism to join a private Facebook group. 240 said yes.

2. PRI editors posted one headline a day for influencers to share if they wanted to. They did…

3. 100 million social media headlines shared by influencers using the #womenslives hashtag*

4. 18 million unique people reached by #womenslives Tweets* alone

Source: *TweetReach
#Womenslives Incubator: Coverage

- In this Manila 'baby factory,' why women put up with crowding four to a bed.
  

- Kenyan battles her mental health problems
  
  http://www.pri.org/stories/2015-03-03/fighting-funk-how-one-kenyan-battles-her-mental-health-problems-helping-others

- Mozambique’s life saving surgeons who aren’t doctors at all...
  

- In Bangladesh, an app that lets women speak without fear
  
  http://www.pri.org/stories/2015-04-06/bangladesh-app-lets-women-speak-without-fear

Source: PRI.org
Not only am I now able to voice my opinion on issues that touch my heart, I am also able to reach women who believe they are walking alone.

-Trease, Transparency
I AM A WOMAN, AND I DO HAVE A LIFE, AND I DO HAVE A HEART FOR WOMEN AROUND THE WORLD WHO ARE MARGINALIZED AND DON'T HAVE A VOICE.

-HANNAH, EAT DRINK SAVE MONEY
One: Have you defined the opportunity or problem to solve together with a community?

- Determine your question
- What ROI do you seek?
- Write a mission statement for working with the community

Source: @LisaStone
Two: Form an advisory board – and use it

→ Invite and incent a diverse, senior and innovative advisory board to improve the discussion, maximize the opportunity, and expand and share the concept – online, via social, and in person.

Source: @LisaStone
Three: Ask—*don’t* tell—the community to participate

→ Develop an invitation
→ Advocate(s)
→ Share ownership with the community

Source: @LisaStone
Four: Invest in community development

- Be mobile and social
- Be LIVE
- K = Engage in the conversation
- Make every minute accountable to your mission

Source: @LisaStone
Five: Don’t journalists lead by listening?
Vanessa K. De Luca

*Editor in Chief,*

*Essence Magazine*
Key Insights

- African American women consume more media overall when compared to Non-Hispanic White women (50 hrs per week vs. 43 hrs)
- The younger generation (18-34 years) consume more digital media, particularly online and social media, including Facebook and YouTube
- AA women believe media should do more to portray black women in more positive ways as well as a need to set a better example for the younger generations and generations to come
- Negative imagery dominates the lead media channels of TV and social media and consequently with the younger generations are most exposed to the negativity which is viewed there
- Amongst the various magazines that are available to AA women, Essence is both the most read and the most trusted
- Furthermore magazines such as Essence prove a source of positivity and inspiration for beauty
  - Essence readers are also significantly more likely to source inspiration for beauty from magazines ads than the general sample
Attitudes of African American women toward media highlight an opportunity to more fairly portray black people and provide more suitable magazine content.

- They feel that there is a lack of content related to people of their race and background.

### Statements about Media

<table>
<thead>
<tr>
<th>Statement</th>
<th>African American Women</th>
<th>Non-Hispanic White Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>The media should be doing more to portray diverse ethnic groups in positive ways</td>
<td>4% (Disagree) 82% (Agree)</td>
<td>15% (Disagree) 40% (Agree)</td>
</tr>
<tr>
<td>It is very important to me that media represent different ethnic and racial perspectives</td>
<td>3% (Disagree) 82% (Agree)</td>
<td>14% (Disagree) 51% (Agree)</td>
</tr>
<tr>
<td>African American culture is very visible today across different media</td>
<td>16% (Disagree) 59% (Agree)</td>
<td>16% (Disagree) 66% (Agree)</td>
</tr>
<tr>
<td>I wish magazines had more content for someone of my ethnicity or racial background.</td>
<td>24% (Disagree) 57% (Agree)</td>
<td>13% (Disagree) 8% (Agree)</td>
</tr>
<tr>
<td>Black media is more important than it used to be</td>
<td>10% (Disagree) 55% (Agree)</td>
<td>40% (Disagree) 40% (Agree)</td>
</tr>
<tr>
<td>I find it difficult to find magazines which interest me</td>
<td>7% (Disagree) 36% (Agree)</td>
<td>20% (Disagree) 39% (Agree)</td>
</tr>
<tr>
<td>The news does a good job of covering issues that interest people of different races and ethnic groups</td>
<td>42% (Disagree) 33% (Agree)</td>
<td>39% (Disagree) 40% (Agree)</td>
</tr>
<tr>
<td>Black people are portrayed fairly in the media</td>
<td>* 42% (Disagree) 17% (Agree)</td>
<td>29% (Disagree) 38% (Agree)</td>
</tr>
</tbody>
</table>

Q2b. How much do you agree or disagree with the following statements about Media and culture?
Magazines are sources for positivity and imagery of African American achievement and beauty.

In music videos, the most seen typologies are "Modern Jezebels", "Black Barbies" & "Gold Diggers" (43%, 39% & 38% respectively).

In print magazines, the most seen typologies are "Inspiring Stars", "Young Phenoms" & "Real Beauties" (36%, 33% & 32% respectively).

Q8a. Thinking about where you might see these women portrayed, in what types of media do you tend to see these types of women?
Media is the vehicle for establishing life expectations. Women want to see more positive representations to establish future standards and break the negative trends.

“I would like to see a lot more of real beauties, matriarchs, community heroines, etc. because women like this are needed more for the younger generation to inspire and provide examples so that the constant cycle of baby mama, gold diggers, modern jezebels can be broken. We need less of the others because they are poor examples and only lead to negative things which we need less of. Women should not sell their bodies for money or prestige just to "get ahead" or to "make something" of themselves in the wrong way. Women can do and be more when it is done the right way.”

“I would like to see more inspirational African American women so they can influence the coming generations. I also think by putting out negative media on African American's the gold diggers and ratchets will become embarrassed and change their ways.”
Jose Antonio Vargas

Founder and Editor,
#EmergingUs.com and Founder and
CEO, DefineAmerican.com
Alisa Miller

President & CEO, PRI
PRI’s Ambitious Inclusiveness:

PRI’s staff, leadership, national board and our storytelling and journalism better reflect the diversity of United States.
PRI Bylines

Gender

- Men: 48%
- Women: 52%

Race/Ethnicity

- White: 73%
- People of Color: 27%

Source: PRI Inclusiveness Report 2016
PRI Sources

Gender
- Men: 62%
- Women: 38%

Race/Ethnicity
- White: 65%
- People of Color: 35%

Source: PRI Inclusiveness Report 2016
The Full Story Test

1. Are our **content priorities committing us to be more inclusive** and tell the stories that aren’t being told?

2. Are we **tracking the diversity** of staff, leadership and board? How do we measure up?

3. Do we regularly **measure the diversity of bylines and sources**? Do we have goals?

*Source: Alisa Miller, PRI*
Thank you!