



Women in Media Gender Scorecard

How women are portrayed in media, featured in the news,
and included as experts in their fields.



February 2023



BECOME A MEMBER



Women in Media has more than 6,000 members working in all facets of the industry, with committees in every state and territory.

We help women excel, learn, contribute, and connect.

We are growing and encourage you to join us.

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Foreword

The *Women in Media Gender Scorecard* explores the visibility of women as authors, participants, and subjects of news in Australian media. Our objective is to better understand how women are portrayed, what kind of news features women, and how often they are included as experts in their fields. The *Women in Media Gender Scorecard* is an index that tracks women's share of sources, experts and bylines in the Australian media.

We are grateful to research partner Isentia for their commitment to this project and support for Women in Media. This research picks up on data collected in 2016 by Isentia and Women in Media and underpins the organisation's mission to help media women excel, learn, contribute, and connect. It aims to draw attention to crucial issues of importance to women working in our sector, which includes journalism, communications, public relations, publishing and digital media. The research includes analysis of print, broadcast and online news.

Women in Media (WiM) is a not-for-profit industry body developed by and for women in media across Australia. WiM's research agenda underpins our mission to help address gender inequity in the media landscape, empowering women to secure jobs, progress in their careers and thrive at work. WiM has 6000 members nationwide with branches in each state and territory.



Women in Media is a not-for-profit organisation developed by and for women in media across Australia. WiM strives to be part of the solution to addressing gender inequity in the media landscape, empowering women to secure jobs, progress in their careers and thrive at work.

WiM has 6000 members nationwide with branches in each state and territory.

Key Findings



1. Women remain severely under-represented in the media landscape, particularly as quoted sources or experts in media reporting.

Representation on visual and audio media is a vital step toward gender parity. Based on 2022 data, men account for 70% of quoted sources, with a similarly high figure included as experts (66%). Males dominate as byline authors in most prolific sections of media: sport (82% males and 18% women), politics (59% male and 41% women) and finance (63% male and 37% women).

2. In some sectors, women appear in the media more than 40% less than their share of employment would suggest.

Even when adjusting for share of employment (using ABS data), females remain highly under-represented as sources and experts in media coverage. Several industries, such as retail and sport, recorded a 40% under-representation of female experts given their high share of female employment. The retail sector is most notable in this regard, with only 13% of experts being female despite the sector having a 54% share of female employees – a gap of 41%.

3. The Media Gender Scorecard* will remain behind parity in 2034, based on current trajectory.

Based on its current trajectory, the *Women in Media Gender Scorecard* will remain behind parity for more than a decade (2034). Without proactive steps, significant hurdles remain to achieve equal representation of women as authors, sources and experts in Australian media. This projected timeline only underlines the positive impact media organisations and industries with lagging female gender representation can have in the journey towards parity. Action in key sectors including retail, sport, health, social issues and education can drive future progress.

4. More than 50% of non-sport bylines over the reference period were women.

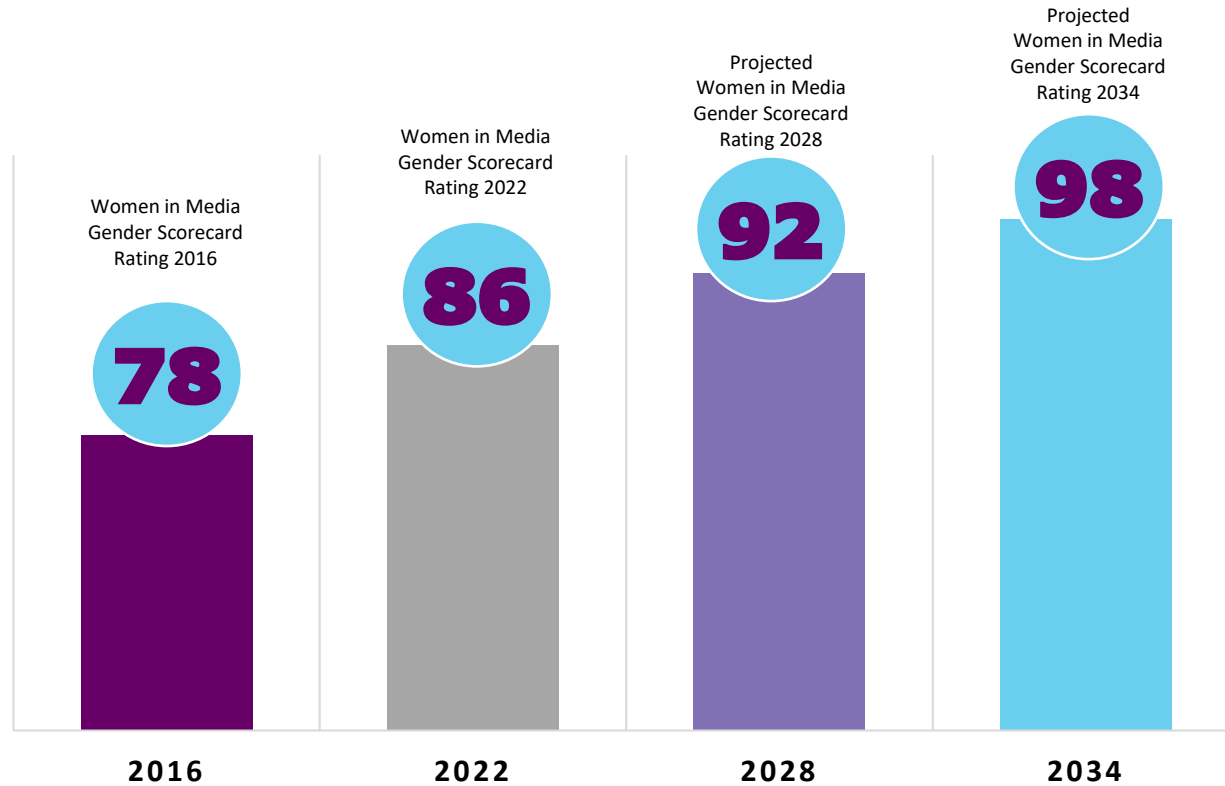
Efforts to achieve gender parity among media organisations has demonstrated positive results, with an over 10% upswing in byline share towards women since 2016. However, sport has an outsized effect in the media, accounting for almost one-quarter of all bylined stories. With only 18% of sport stories written by women it brings female bylines down to 43% overall. If sports coverage was to be removed from the data, women's bylines for the reference period would exceed parity at 51%.

* The Media Gender Scorecard is an index that tracks women's share of sources, experts and bylines in the Australian media.



Women in Media Gender Scorecard

TRAJECTORY TO GENDER PARITY



The Women in Media Gender Scorecard identifies core areas of change in media analytics so that we can monitor change over time and whether it is positive or negative towards achieving parity for women in Australian media.



- WOMEN 'SOURCES' IN MEDIA STORIES
- FEMALE 'BYLINES'
- WOMEN 'EXPERTS' IN MEDIA STORIES

WOMEN IN MEDIA GENDER SCORECARD

Summary



Men continue to dominate the Australian media, from the newsroom to the boardroom with limited female share of voice and perspectives in media coverage.

There is still significant ground to cover before gender parity is reached, despite a notable improvement since 2016. The share of women journalists and sources used in media reporting has increased from the previous Isentia analysis, conducted in in 2016. 43% of journalists (measured by listed bylines) were women in 2022, an increase of over 10% from six years ago.

There is an even greater gender disparity in the presence of sources and experts in media reporting than among bylines. Gender parity in news reporting is a vital factor in determining a fair representation of women in the media landscape. However, women made up only 30% of individuals quoted in the news, increasing from 23% in 2016. Women are more likely to be positioned as an expert than as a general source, accounting for 34% of identified experts in 2022, again, well below parity.

Even when adjusting for share of employment, females remain highly under-represented as sources and experts in media coverage. The use of female sources in reporting would be expected to be close to their share of sector employment. However several sectors, such as retail and sport, recorded a 40% under-representation of female sources given their share of employment.



Call to Action



The *Women in Media Gender Scorecard* monitors the visibility of women as authors, participants, and subjects of news in Australian media.

Our objective is to better understand how women are portrayed, what kind of news features women, and how often they are included as experts in their fields.

Women in Media wants to ensure that women are seen and heard in media, and are called on for their leadership and as experts, commenting on issues and sharing their opinions, contributions and reactions as a fair representation of Australian society.

The *Women in Media Gender Scorecard* highlights that much work remains to provide gender equity and share of voice for women in, and through, representation in Australian media.

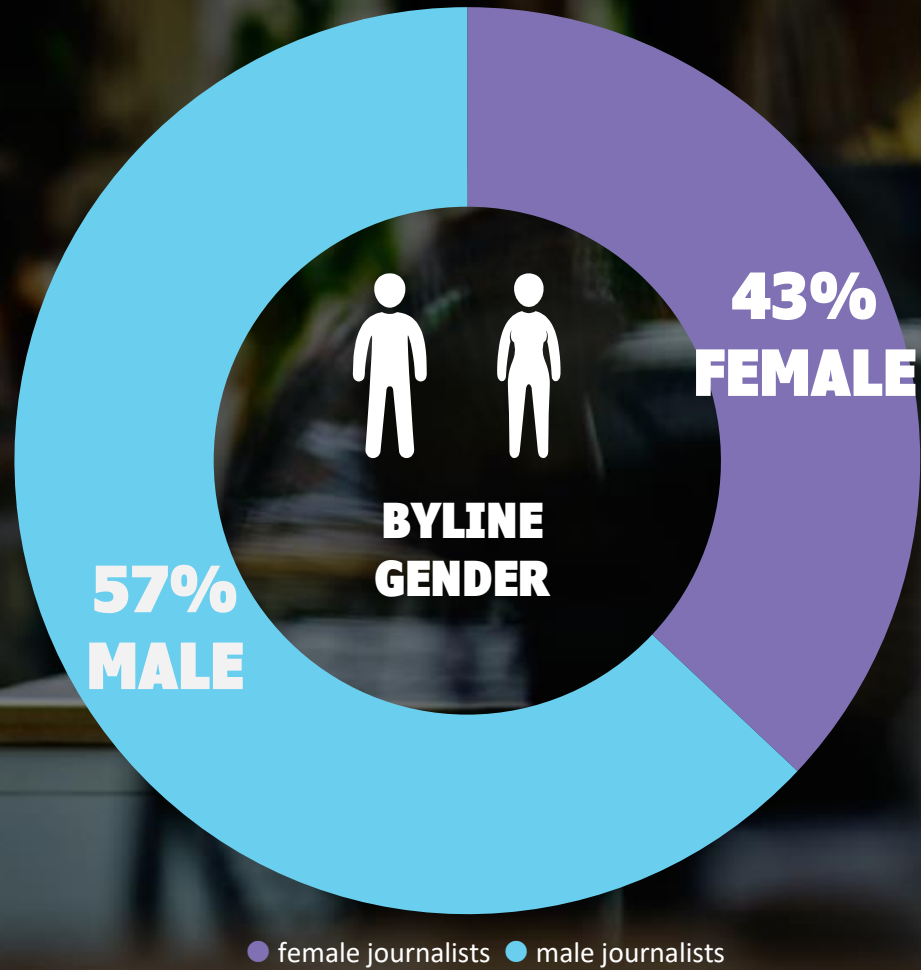
Women in Media concludes industry, organisations and the media can make quicker advances to achieving gender parity in four specific areas.

- ✦ **Industry and organisations to develop female sources and experts** as media representatives. Industry and organisations to review and assess their level of female representation, invest in training and development for spokeswomen, and commit to monitor change. Greatest impact could begin in retail, sport, and finance - fields with the smallest proportion of females as sources.
- ✦ **Media to commit to increase female bylines** equal to gender percentages of the population (50/50).
- ✦ **Media to address gender imbalance in most prolific areas of media coverage:** sport, finance, health, and politics.
- ✦ **Media to focus on gender balance in news and reporting** through inclusion and diversity in content development by ensuring workplaces support and provide visibility for women and pathways to leadership positions.

Women in Media strives to be part of the solution to addressing gender inequity in the media landscape, empowering women to secure jobs, progress in their careers and thrive at work.

Women Remain Under-represented.

Women represent half of the Australian population and 48% of employed labour force but only 43% share of voice in media



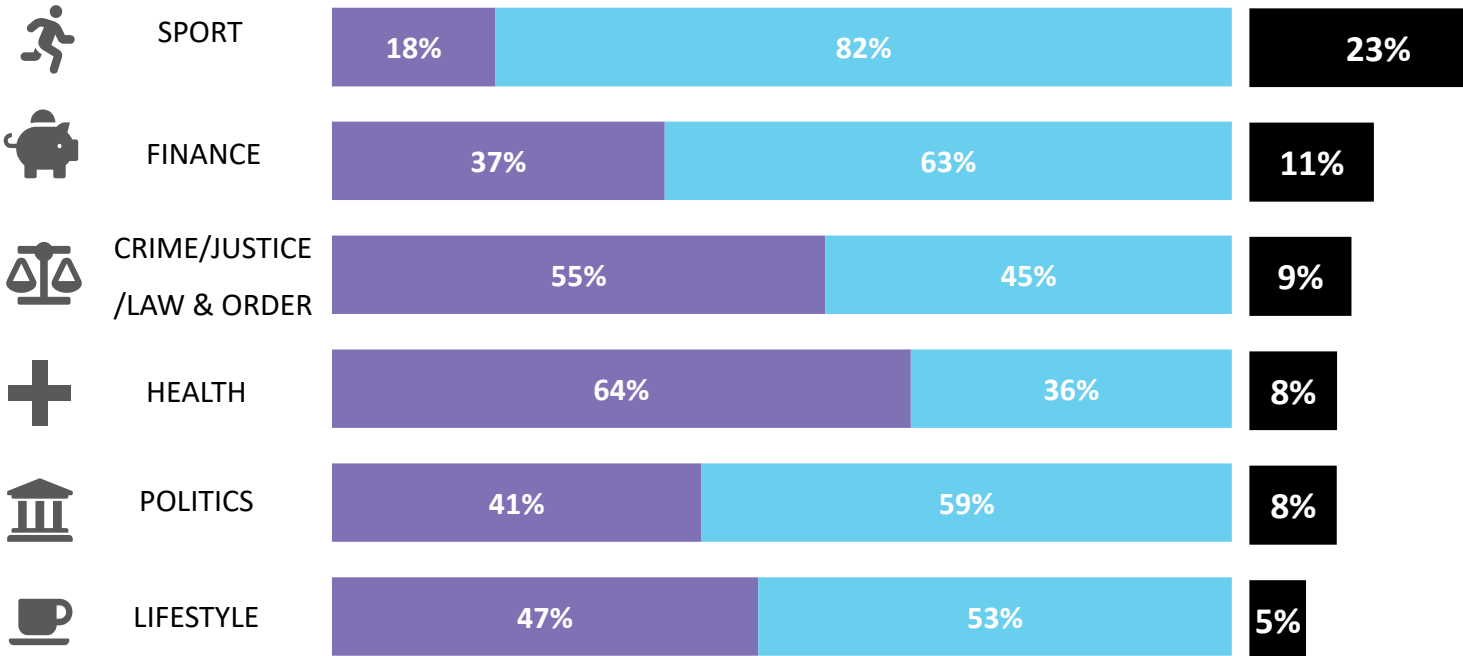
Proportion of bylined women journalists has grown over the past five years but still less than female share of population

43% female byline, up from 31% in 2016.



Media Coverage Remains Gendered.

Males dominate in most prolific areas of media: sport, finance, and politics



● female journalists ● male journalists ● proportion of total industry coverage

Sport

Nearly one-quarter (23%) of all media coverage is categorised as Sport, making it the highest proportion of coverage while at the same time representing the lowest proportion of byline women journalists at 18% (8% rise from 2016.)

Politics Finance

Female journalists covering Politics has risen from 26% in 2016 to 41% in 2022, a 15% rise. Women reporting on Finance increased by 7% from 30% in 2016 to 37% in 2022.

Journalist gender breakdown by all industries.

Byline gender share, ranked by volume of coverage

Vol Rank	Topic	% Male Reporters	% Female Reporters	Vol Rank	Topic	% Male Reporters	% Female Reporters
1	SPORT	82%	18%	17	TRAVEL	37%	63%
2	FINANCE/BUSINESSS/BANKING	63%	37%	18	EDUCATION	33%	67%
3	CRIME/JUSTICE/LAW & ORDER	45%	55%	19	TRANSPORT & INFRASTRUCTURE	48%	52%
4	POLITICS	59%	41%	20	INDUSTRIAL RELATIONS	63%	37%
5	HEALTH	36%	64%	21	TECHNOLOGY	55%	45%
6	ARTS/CULTURE	53%	47%	22	EMPLOYMENT	30%	70%
7	INTERNATIONAL AFFAIRS	59%	41%	23	HOUSING	64%	36%
8	LIFESTYLE	29%	71%	24	SCIENCE	50%	50%
9	ENVIRONMENT	51%	49%	25	DEFENCE	50%	50%
10	CELEBRITY NEWS/GOSSIP	37%	63%	26	COMMUNICATIONS & TECHNOLOGY	43%	57%
11	ENERGY & RESOURCES	74%	26%	27	RETAIL	43%	57%
12	COMMUNITY NEWS	36%	64%	28	HOSPITALITY	42%	58%
13	SOCIAL ISSUES	42%	58%	29	BUILDING/CONSTRUCTION	26%	74%
14	AGRICULTURE	43%	57%	30	MOTORING	78%	22%
15	EMERGENCIES	43%	57%	31	IMMIGRATION	45%	55%
16	INDIGENOUS ISSUES	49%	51%	32	CONSUMER AFFAIRS	41%	59%



Sport and Energy & Resources

were represented by the lowest proportion of women journalists



Lifestyle and Education

were represented by the highest proportion of women journalists

Significant Disparity in Gender of Program Hosts.

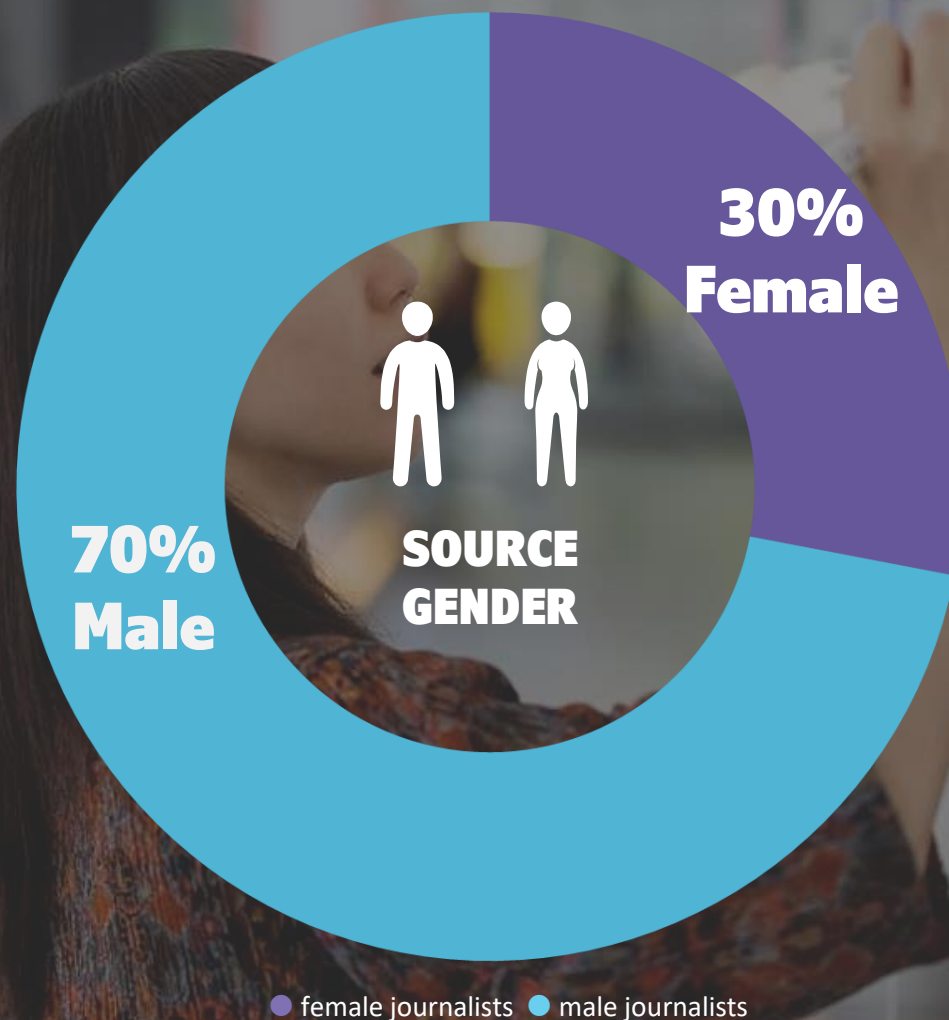
Program	% Male	% Female
THE PROJECT	47%	53%
Q&A	55%	45%
AM AND FM BREAKFAST	64%	36%
AM AND FM DRIVE	75%	25%

- *The Project* was the one program where female hosts were more prominent than male hosts, with women making up 53%.
- The disparity between male and female hosts was most prominent on radio *Drive* programs, with only 25% of these having female hosts. This was slightly better on Breakfast programs, which had 36% female hosts, but which was still highly skewed towards male hosts.
- Q&A had a slightly higher proportion of male panelists at the time of the research, at 55% compared to 45% of females.

Women Represent Just 30% of Sources Quoted in News, While Men Make Up 70%.

Female sources are quoted much less frequently than men

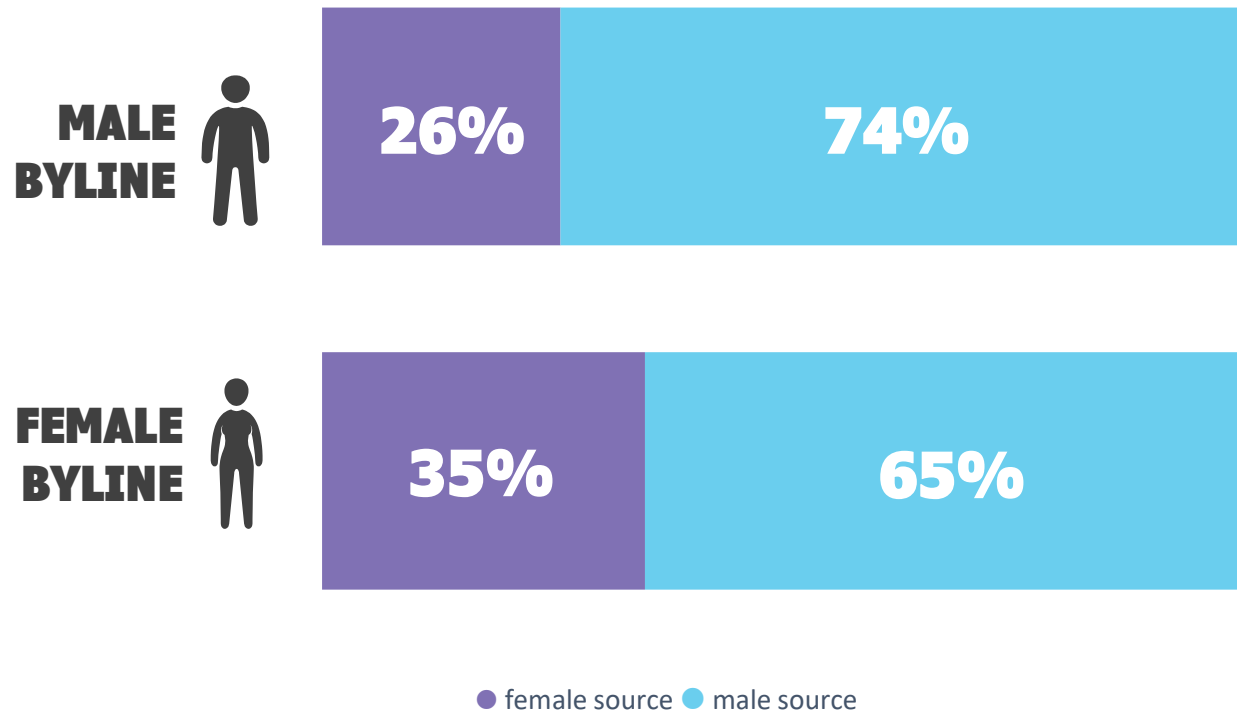
Women sources made up 30% of all sources quoted in the news, up from 23% in 2016. Male sources made up 70%, down from 77%.





Reporters & Sources.

Gender of sources in reporting, gender by gender of byline



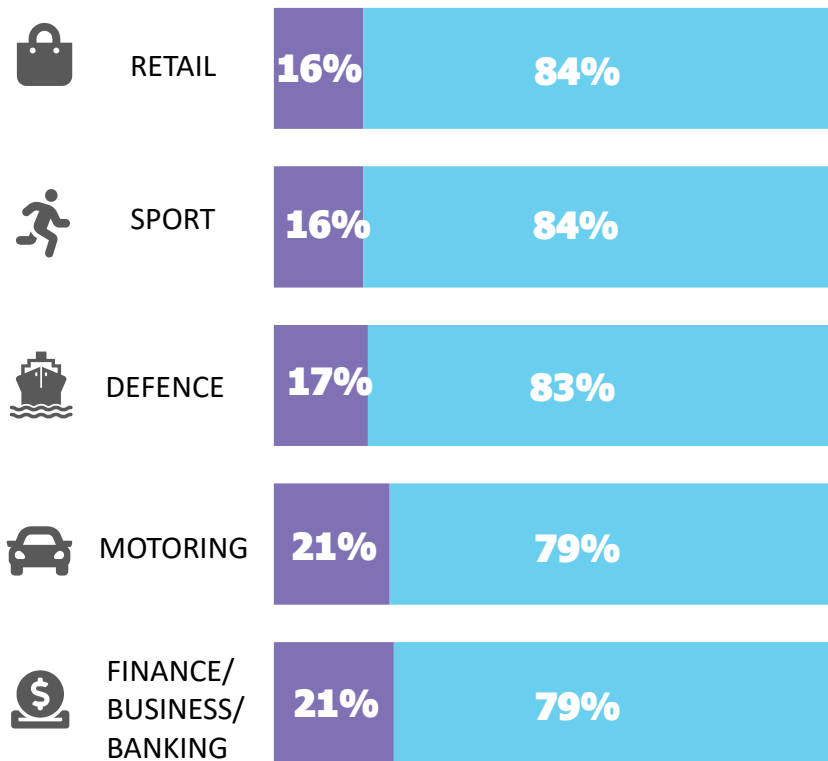
Female reporters were more likely to quote female sources than male reporters

The difference between the proportions of male and female reporters that quoted female sources remained at similar levels to those in 2016.

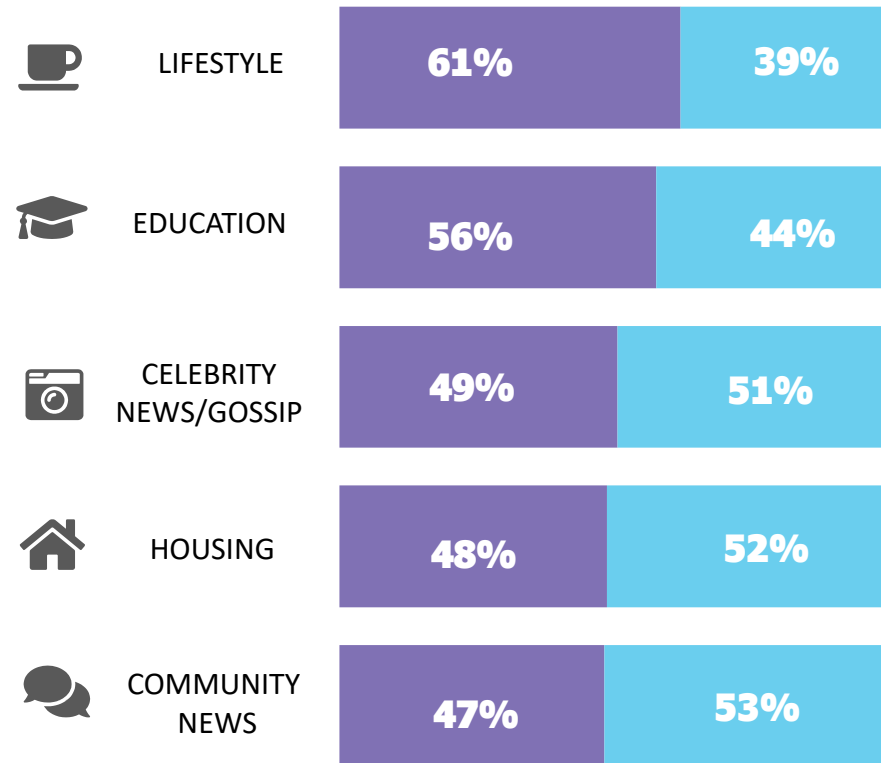
Leaders or Laggards Of Female Sources.

Source gender split by topic

Fewer Sources are Female



More Sources are Female



● female source ● male source

The share of women sources (individuals quoted in media reporting) varies according to the topic of discussion. The overall share of women sources, 30%, can be used as a benchmark to identify topics that are leaders or laggards.

Only two of the 35 identified topic groups (6%) recorded a greater share of women sources than men.

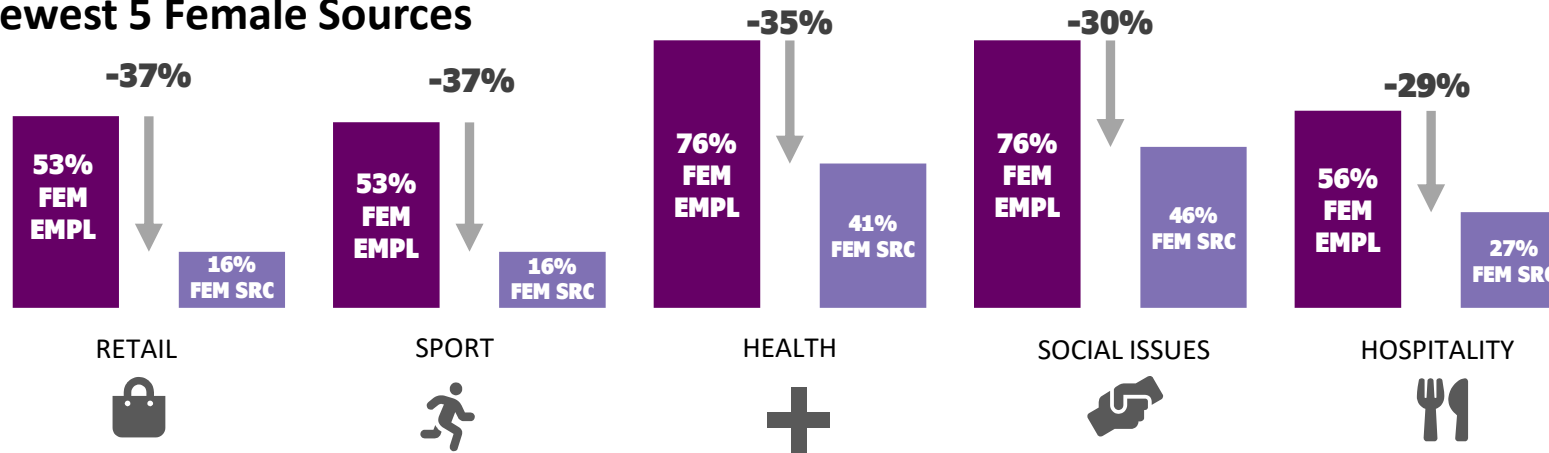
The disparity in gender of source by topic is severe in several sectors.

Retail, sport and defence stand out in this regard, with women featuring less than 20% of the time in these topic groups.

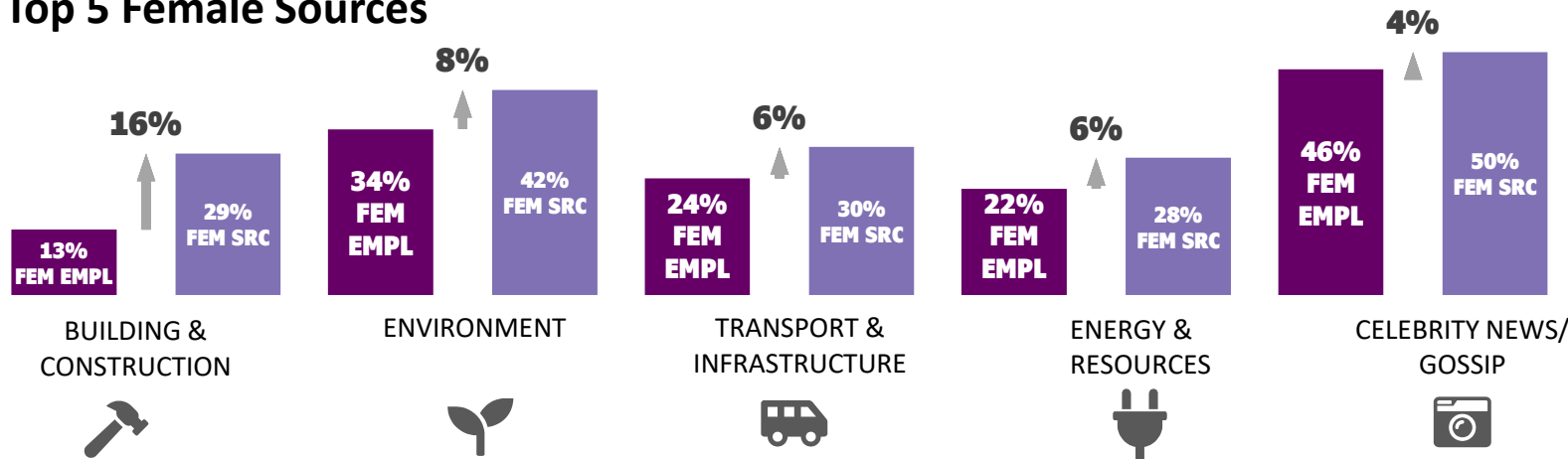
Men Dominate As Sources, Even In Industries Where Women Lead Employment.

Source gender split vs industry employment

Fewest 5 Female Sources



Top 5 Female Sources



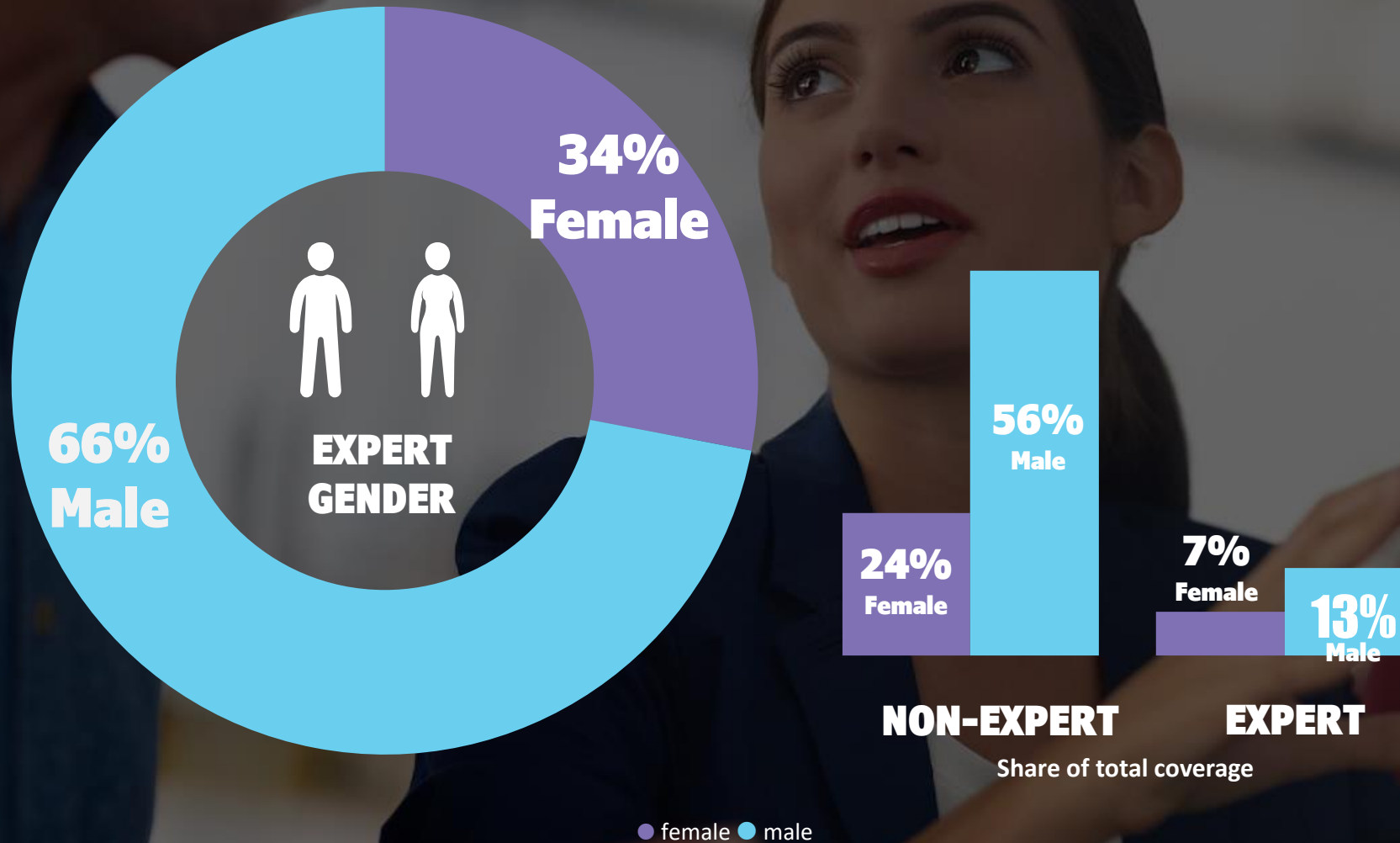
● female source (FEM SRC) ● female employment (FEM EMPL) ● difference

The share of female employment represents the *expected* use of female sources. Although other factors such as media training and seniority also influence sources used in media coverage, share of sources by gender is expected to roughly equal employment share.

The highest underrepresentation of female sources tended to be associated with topics / sectors with a high female employment share, for example, retail, sport and health.

This suggests that women-dominated industries are not being presented as such in the media. The sectors that demonstrate the largest gap between women employment share and media representation have an opportunity to have an outsized effect on achieving gender parity in the media landscape.

Twice As Many Men As Women Feature As Experts.

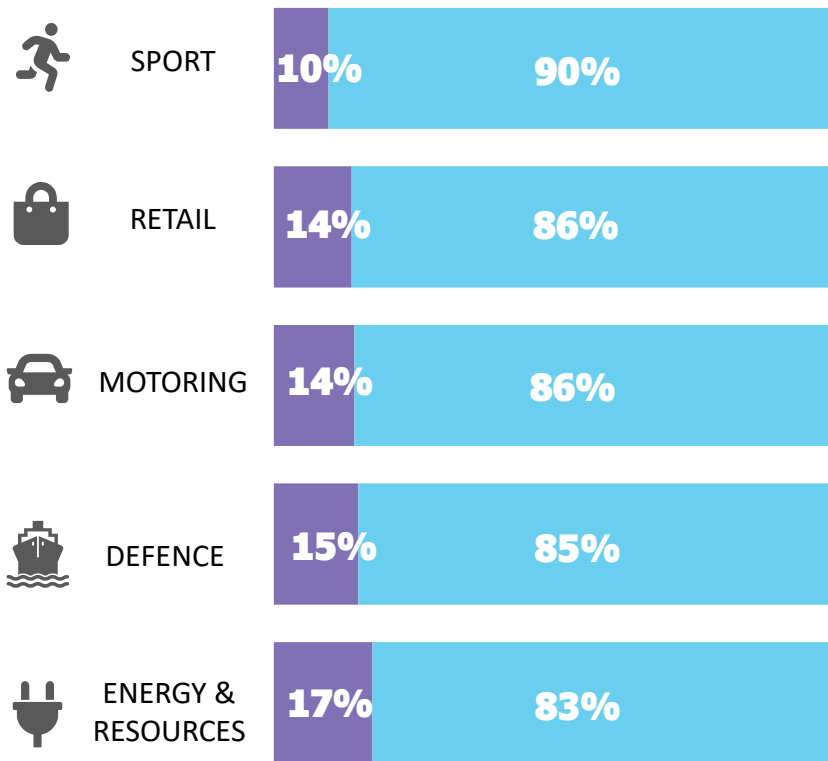


A slightly higher proportion of female experts were quoted in media coverage compared to general sources, which is consistent with the previous analysis, although the overall proportions are higher.

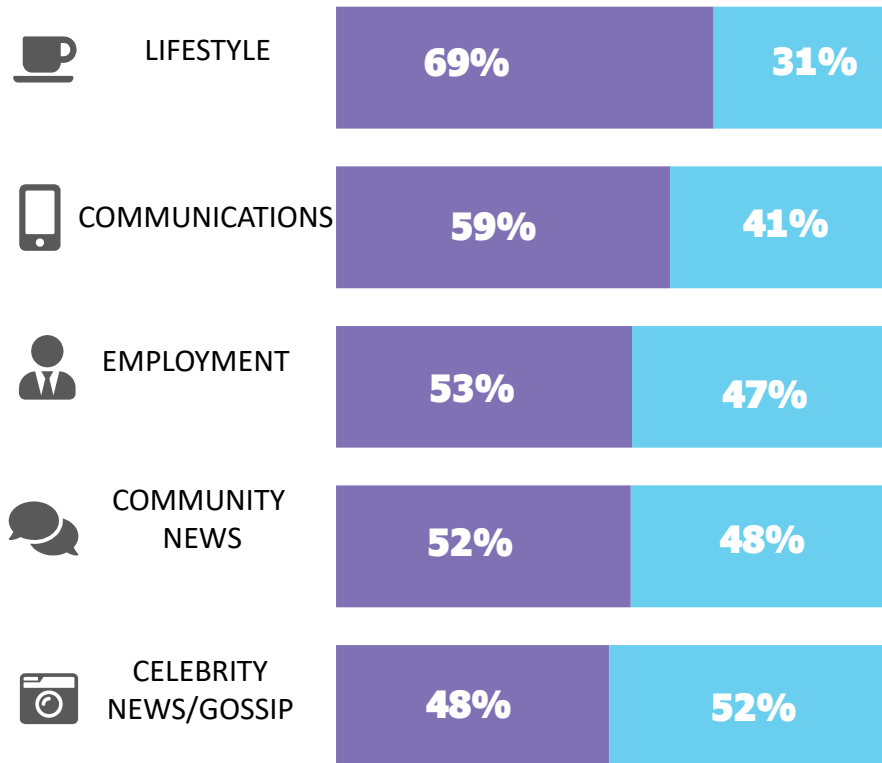
Leaders or Laggards Of Female Experts.

Expert gender split by topic

Fewer Experts are Female



More Experts are Female



● female expert ● male expert

Women are far less likely than their male counterparts to be positioned as experts in media reporting. However, this gap is almost totally explained by the broader underrepresentation of females in media coverage.

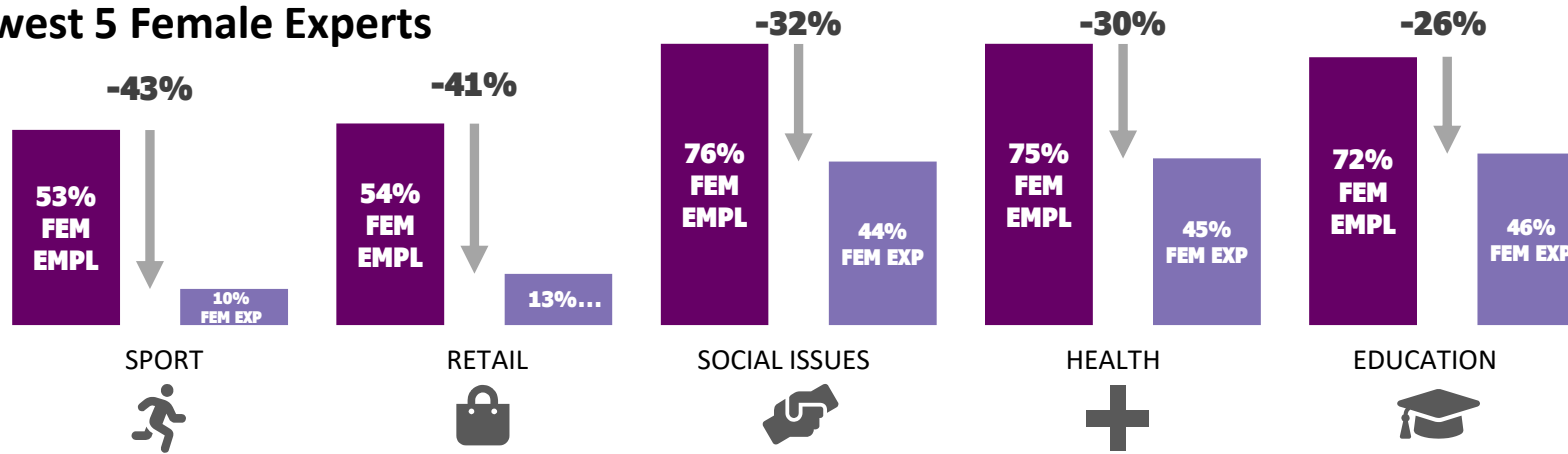
Furthermore, women are more likely to feature as an expert than as a source (34% to 30%, respectively).

Many of the same sectors appear in the lowest five and top five when comparing use of sources against experts, by topic. However, some sectors recorded significant shifts. For example, education and energy & resources reported a much lower presence of experts relative to sources. In contrast, women are more likely to be framed as experts in the building & construction and communications sectors.

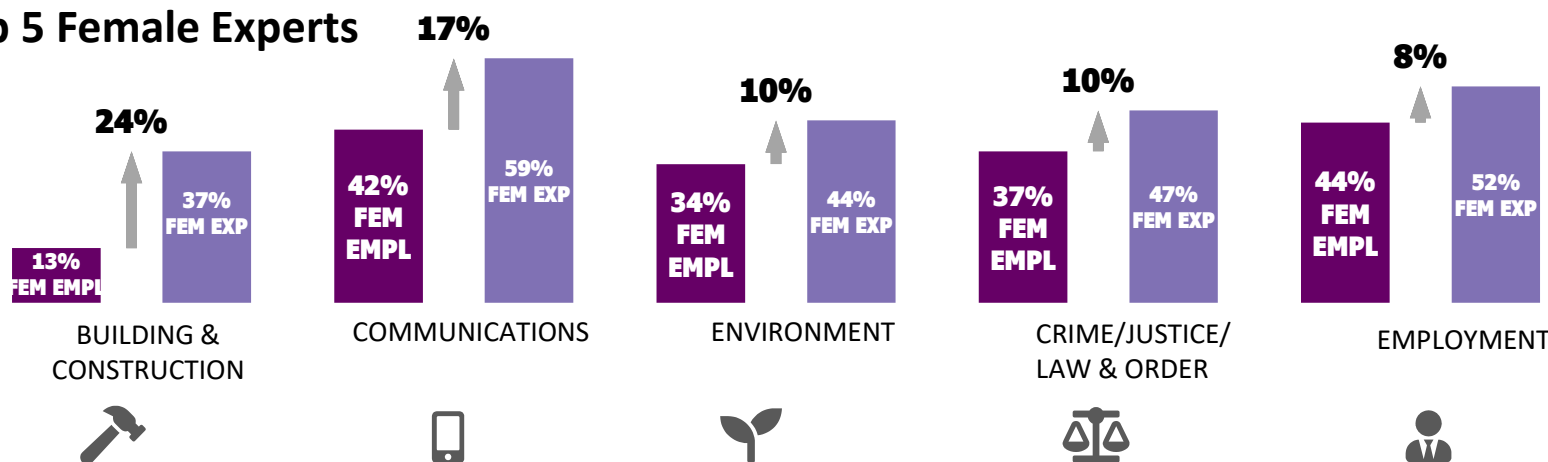
Men Also Dominate As Experts, Even In Industries Where Women Lead Employment.

Expert gender split vs industry employment

Fewest 5 Female Experts



Top 5 Female Experts



● female expert (FEM EXP) ● female employment (FEM EMPL) ● difference

As with sources, females are notably under-represented when comparing share of experts in media reporting with share of sector employment. The pattern of media underrepresentation in women-dominated industries extends from sources to share of experts quoted.

Conversly, sectors with a high proportion of male employees often reported an overrepresentation of women sources. The presence of female sources in such sectors hints towards an effort, either by media or corporations, to achieve gender parity. However, this is more than offset by the significant underrepresentation of women in many sectors.

Outsized Effect of Sport on Australian Media.

Measure	Overall	Excluding Sport
Byline Female	43%	51%
Source Female	30%	34%
Expert Female	35%	36%

Topic	Share of Coverage
SPORT	23%
CRIME/JUSTICE/LAW & ORDER	9%
HEALTH	8%
POLITICS	8%
FINANCE/ECONOMICS/BANKING	7%
ARTS/CULTURE	5%
INTERNATIONAL AFFAIRS	5%
ALL OTHER TOPICS	36%

Removing sport, women’s bylines for the reference period would exceed parity at 51%.

Almost a quarter of analysed media coverage over the reference period was sport. Male dominance as authors of sports coverage has an outsized effect, hindering women’s overall representation in media.

The share of female bylines shifted much more to the positive than sources or experts from 2016 to 2022. This disparity stems from the nature of sports reporting. Limited usage of sources in sports media, and an even lighter presence of experts, means further proactive action is required to move share of sources and experts toward parity.

With only 18% of sport stories written by women it brings female bylines down to 43% overall. If sports coverage was to be removed from the data, women’s bylines for the reference period would exceed parity at 51%.

Methodology & Appendices



This research was conducted by the Insights team at Isentia, and each assessment was based on manual human verification and coding, rather than automation.

The analysis is based on three levels of assessment. At the most basic level, our researchers identified the gender of all journalists, reporters and hosts of the content and programs analysed.

The second level of analysis involved categorising each report analysed into the topic that best represented the content discussed.

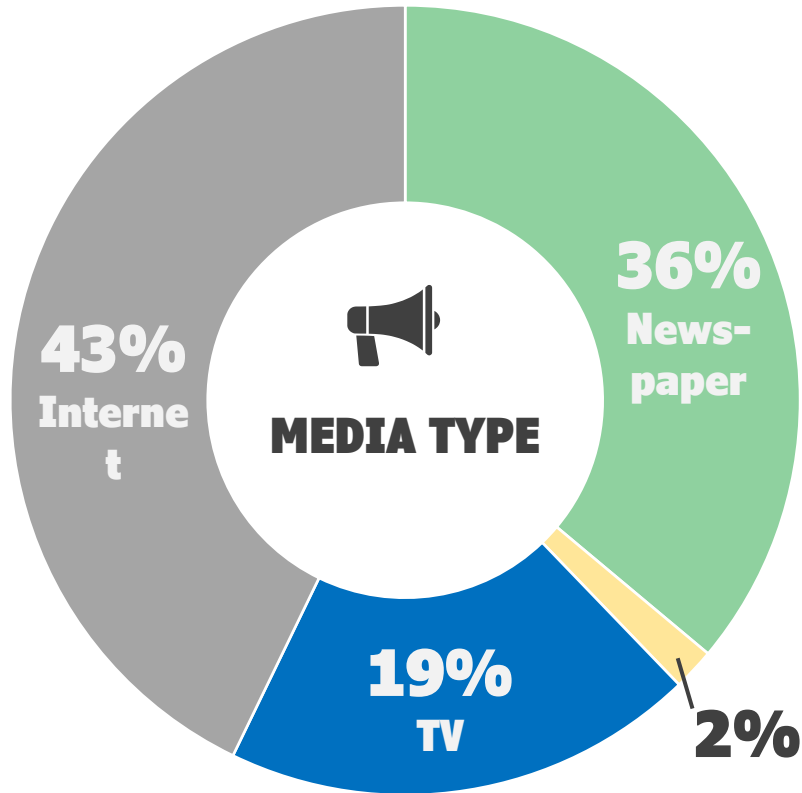
The third level of analysis required researchers to identify all spokespeople quoted or paraphrased in a report and their gender, and then to make a further assessment as to whether the report framed these sources as 'expert' (i.e. as someone who has been approached by the news outlet to comment on something that they have no immediate personal involvement in).

Isentia researchers identified the gender of all journalists, reporters and hosts of the content and programs analysed and then identified all spokespeople quoted or paraphrased and their gender to assess whether the report framed these sources as 'expert'.

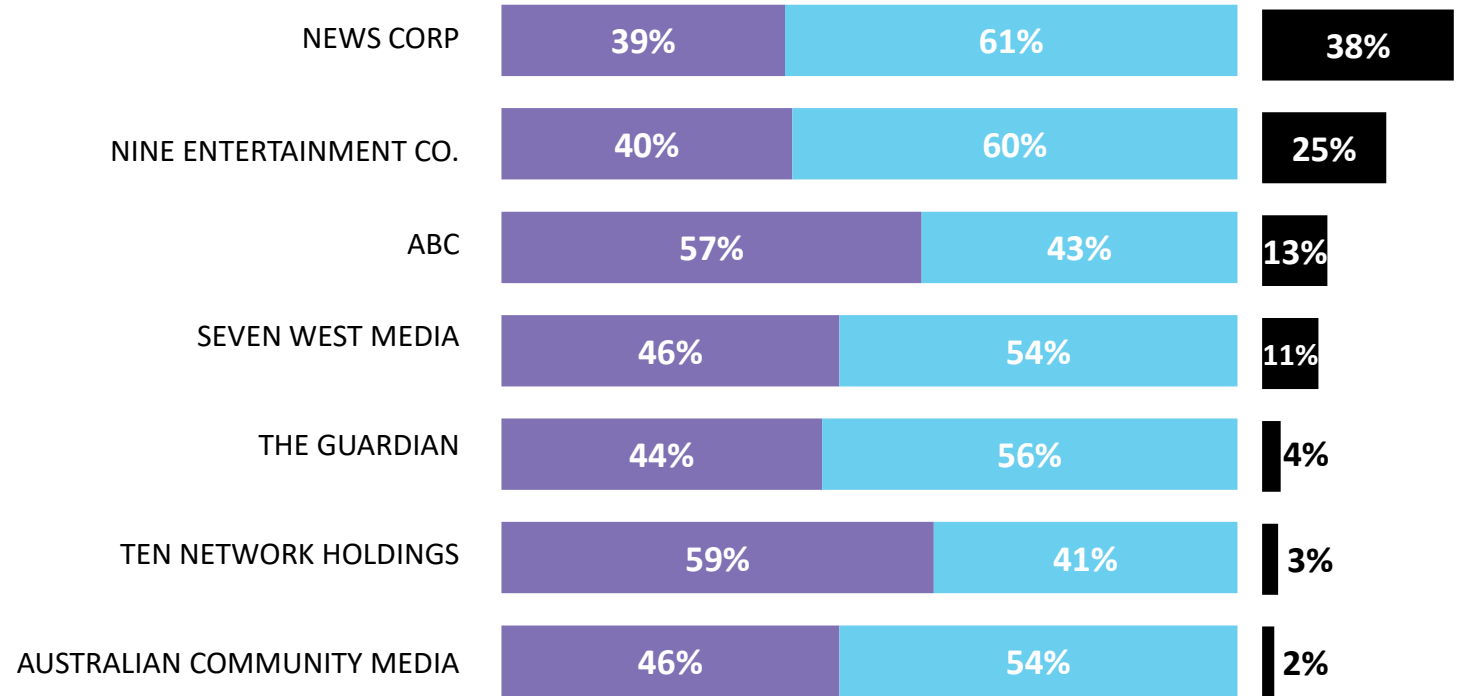


Appendix 1: Media type and organisation

Analysed media coverage by type and leading ownership groups*



● newspaper ● television ● radio ● internet



● female journalists ● male journalists ● proportion of total industry coverage

*The leading ownership groups accounted for 96% of analysed media coverage over the reference period. The remaining 4% is various, mostly independent, media outlets.

Appendix 2: Source gender split by topic

Topic	% Male Sources	% Female Sources
RETAIL	84.1%	15.9%
SPORT	84.1%	15.9%
DEFENCE	83.3%	16.7%
MOTORING	79.4%	20.6%
FINANCE/BUSINESS/BANKING	78.7%	21.3%
AGRICULTURE	75.9%	24.1%
EMERGENCIES	74.7%	25.3%
REAL ESTATE	74.1%	25.9%
INTERNATIONAL AFFAIRS	73.1%	26.9%
HOSPITALITY	72.9%	27.1%
POLITICS	72.7%	27.3%
ENERGY & RESOURCES	72.1%	27.9%
BUILDING/CONSTRUCTION	71.2%	28.8%
TRANSPORT & INFRASTRUCTURE	69.9%	30.1%
TRAVEL	67.3%	32.7%
PHARMACEUTICALS	66.7%	33.3%
TECHNOLOGY	65.8%	34.2%
COMMUNICATIONS	65.5%	34.5%

Topic	% Male Sources	% Female Sources
CRIME/JUSTICE/LAW & ORDER	64.8%	35.2%
SCIENCE	61.7%	38.3%
TERRORISM	61.1%	38.9%
INDIGENOUS ISSUES	59.5%	40.5%
HEALTH	59.1%	40.9%
ENVIRONMENT	58.3%	41.7%
INDUSTRIAL RELATIONS	57.9%	42.1%
ARTS/CULTURE	57.0%	43.0%
IMMIGRATION	54.7%	45.3%
SOCIAL ISSUES	54.4%	45.6%
EMPLOYMENT	53.9%	46.1%
COMMUNITY NEWS	52.9%	47.1%
CONSUMER AFFAIRS	52.6%	47.4%
HOUSING	52.5%	47.5%
CELEBRITY NEWS/GOSSIP	50.6%	49.4%
EDUCATION	43.7%	56.3%
LIFESTYLE	39.4%	60.6%

Appendix 3: Source gender split vs industry employment

Topic	Female Source %	Female Employment %	Difference
RETAIL	15.9%	54.3%	-38.4%
SPORT	15.9%	52.6%	-36.7%
HEALTH	40.9%	75.8%	-34.9%
SOCIAL ISSUES	45.6%	75.8%	-30.2%
HOSPITALITY	27.1%	55.9%	-28.8%
FINANCE/BUSINESS/BANKING	21.3%	48.3%	-27.0%
REAL ESTATE	25.9%	52.4%	-26.5%
INTERNATIONAL AFFAIRS	26.9%	48.0%	-21.1%
POLITICS	27.3%	48.0%	-20.7%
EDUCATION	56.3%	72.2%	-15.9%
TRAVEL	32.7%	45.4%	-12.7%
DEFENCE	16.7%	27.0%	-10.3%
TECHNOLOGY	34.2%	43.8%	-9.6%
COMMUNICATIONS	34.5%	42.1%	-7.6%
AGRICULTURE	24.1%	31.3%	-7.2%

Topic	Female Source %	Female Employment %	Difference
INDUSTRIAL RELATIONS	42.1%	48.0%	-5.9%
SCIENCE	38.3%	43.8%	-5.5%
HOUSING	47.5%	52.4%	-4.9%
ARTS/CULTURE	43.0%	47.7%	-4.7%
EMERGENCIES	25.3%	29.8%	-4.5%
CRIME/JUSTICE/LAW & ORDER	35.2%	36.8%	-1.6%
MOTORING	20.6%	20.1%	0.5%
COMMUNITY NEWS	47.1%	45.9%	1.2%
EMPLOYMENT	46.1%	43.8%	2.3%
CELEBRITY NEWS/GOSSIP	49.4%	45.9%	3.5%
ENERGY & RESOURCES	27.9%	21.6%	6.3%
TRANSPORT & INFRASTRUCTURE	30.1%	23.7%	6.4%
ENVIRONMENT	41.7%	33.7%	8.0%
BUILDING/CONSTRUCTION	28.8%	13.3%	15.5%

Appendix 4: Expert gender split by topic

Topic	% Female Expert	% Male Expert
SPORT	9.7%	90.3%
RETAIL	13.8%	86.2%
MOTORING	14.3%	85.7%
DEFENCE	15.0%	85.0%
ENERGY & RESOURCES	17.5%	82.5%
TRANSPORT & INFRASTRUCTURE	22.0%	78.0%
EMERGENCIES	23.6%	76.4%
INTERNATIONAL AFFAIRS	23.7%	76.3%
FINANCE/ECONOMICS	25.6%	74.4%
AGRICULTURE	28.7%	71.3%
REAL ESTATE	28.7%	71.3%
TRAVEL	31.8%	68.2%
POLITICS	34.8%	65.2%
BUILDING/CONSTRUCTION	36.8%	63.2%
TECHNOLOGY	40.0%	60.0%
HOUSING	40.2%	59.8%

Topic	% Female Expert	% Male Expert
INDUSTRIAL RELATIONS	41.3%	58.7%
ARTS/CULTURE	43.8%	56.3%
SOCIAL ISSUES	44.1%	55.9%
ENVIRONMENT	44.3%	55.7%
HOSPITALITY	44.4%	55.6%
HEALTH	44.9%	55.1%
SCIENCE	45.5%	54.5%
EDUCATION	46.2%	53.8%
CRIME/JUSTICE/LAW & ORDER	46.7%	53.3%
CELEBRITY NEWS/GOSSIP	48.4%	51.6%
INDIGENOUS ISSUES	50.0%	50.0%
COMMUNITY NEWS	52.4%	47.6%
EMPLOYMENT	52.6%	47.4%
COMMUNICATIONS	59.4%	40.6%
LIFESTYLE	69.2%	30.8%

Appendix 5: Expert gender split vs industry employment

Topic	Female Source %	Female Employment %	Difference
SPORT	9.7%	52.6%	-42.9%
RETAIL	13.8%	54.3%	-40.5%
SOCIAL ISSUES	44.1%	75.8%	-31.7%
HEALTH	44.9%	75.8%	-30.9%
EDUCATION	46.2%	72.2%	-26.0%
FINANCE/BUSINESS/BANKING	23.3%	48.3%	-25.0%
INTERNATIONAL AFFAIRS	23.7%	48.0%	-24.3%
REAL ESTATE	28.7%	52.4%	-23.7%
TRAVEL	31.8%	45.4%	-13.6%
POLITICS	34.8%	48.0%	-13.2%
HOUSING	40.2%	52.4%	-12.2%
DEFENCE	15.0%	27.0%	-12.0%
HOSPITALITY	44.4%	55.9%	-11.5%
INDUSTRIAL RELATIONS	41.3%	48.0%	-6.7%
EMERGENCIES	23.6%	29.8%	-6.2%

Topic	Female Source %	Female Employment %	Difference
MOTORING	14.3%	20.1%	-5.8%
ENERGY & RESOURCES	17.5%	21.6%	-4.1%
ARTS/CULTURE	43.8%	47.7%	-3.9%
TECHNOLOGY	40.0%	43.8%	-3.8%
AGRICULTURE	28.7%	31.3%	-2.6%
TRANSPORT & INFRASTRUCTURE	22.0%	23.7%	-1.7%
SCIENCE	45.5%	43.8%	1.7%
CELEBRITY NEWS/GOSSIP	48.4%	45.9%	2.5%
COMMUNITY NEWS	52.4%	45.9%	6.5%
EMPLOYMENT	52.6%	43.8%	8.8%
CRIME/JUSTICE/LAW & ORDER	46.7%	36.8%	9.9%
ENVIRONMENT	44.3%	33.7%	10.6%
COMMUNICATIONS	59.4%	42.1%	17.3%
BUILDING/CONSTRUCTION	36.8%	13.3%	23.5%

Appendix 6: Change from share of women source to share of women expert

TOPIC	FEMALE SOURCE %	EXPERT %	DIFFERENCE
RETAIL	15.9%	13.8%	-2.1%
SPORT	15.9%	9.7%	-6.2%
HEALTH	40.9%	44.9%	4.0%
SOCIAL ISSUES	45.6%	44.1%	-1.5%
HOSPITALITY	27.1%	44.4%	17.3%
FINANCE/BUSINESS/BANKING	21.3%	23.3%	2.0%
REAL ESTATE	25.9%	28.7%	2.8%
INTERNATIONAL AFFAIRS	26.9%	23.7%	-3.2%
POLITICS	27.3%	34.8%	7.5%
EDUCATION	56.3%	46.2%	-10.1%
TRAVEL	32.7%	31.8%	-0.9%
DEFENCE	16.7%	15.0%	-1.7%
TECHNOLOGY	34.2%	40.0%	5.8%
COMMUNICATIONS & TECHNOLOGY	34.5%	59.4%	24.9%
AGRICULTURE	24.1%	28.7%	4.6%

TOPIC	FEMALE SOURCE %	EXPERT %	DIFFERENCE
INDUSTRIAL RELATIONS	42.1%	41.3%	-0.8%
SCIENCE	38.3%	45.5%	7.2%
HOUSING	47.5%	40.2%	-7.3%
ARTS/CULTURE	43.0%	43.8%	0.8%
EMERGENCIES	25.3%	23.6%	-1.7%
CRIME/JUSTICE/LAW & ORDER	35.2%	46.7%	11.5%
MOTORING	20.6%	14.3%	-6.3%
COMMUNITY NEWS	47.1%	52.4%	5.3%
EMPLOYMENT	46.1%	52.6%	6.5%
CELEBRITY NEWS/GOSSIP	49.4%	48.4%	-1.0%
ENERGY & RESOURCES	27.9%	17.5%	-10.4%
TRANSPORT & INFRASTRUCTURE	30.1%	22.0%	-8.1%
ENVIRONMENT	41.7%	44.3%	2.6%
BUILDING/CONSTRUCTION	28.8%	36.8%	8.0%

Research Overview



The *Women in Media Gender Scorecard* identifies core areas in media analytics (bylines, sources, experts) to monitor change over time and positive or negative shifts towards achieving parity for women in Australian media.

Isentia analysis included 18,346 reports from Australian press, radio and TV news coverage over a 14-day period, from 18-31 July 2022. Press coverage was drawn from major metropolitan and national publications, while broadcast reporting was drawn from the major evening news bulletin on free-to-air television stations, AM on Radio National, and the 6pm News on 702 ABC Sydney.

The *Women in Media Gender Scorecard* defines male-female parity as '100' with any number under 100 showing an under-representation of women in the media. Share of female bylines as well as use of sources and experts in media reporting are considered in this data.

Analysis of **18,346** reports from Australian press, radio and TV news coverage.