

US: The representation of women in top news leadership lags behind US political structures and has hit a glass ceiling of under a third. Women of color are suffering extraordinary exclusion across all elements of news.

The good news:

- The US news media landscape enjoys the highest proportion of economics/business (60%) and health editors (71%) who are women among the six countries.
- Although still outnumbered by men's, the share of women's voices in news coverage in the US achieves the best ratio vs. men's out of the six countries. (For every woman's voice there are 1.7 men's voices in the news. This is a significantly better ratio than the global average of 1 to 3.3).
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For the US, the opportunity is \$2.7bn by 2027 and \$9.4bn by 2032.

The challenges that women face along the news value chain:

- In the US women are underrepresented as editors-in-chief (1 in 3), political editors (1 in 3) and foreign affairs editors (1 in 3), despite their representation in ministerial positions nearing parity. News lags behind society in terms of women's representation in top news leadership and in editorial leadership in the highest-profile beats.
- Compared to their proportion in the US working population (21%), women of color are severely underrepresented in editorial roles, especially as editors in politics (3%), foreign affairs (4%), health (6%) and economics/business (9%).
- Women of color are experiencing extraordinary levels of cultural exclusion and remain invisible within news organizations and the news industry, both as leaders and as news protagonists/contributors in coverage. In addition, women of color are 4 times less likely to be political editors than men of color.
- Global news coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent. The majority of the US population (65%) believe that women are portrayed stereotypically as sidekicks by the media.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

No.	Area	Part	Fig.	US	UK	South Africa	Kenya	Nigeria	India	India (Nat.)	India (Reg)	Av. of 6	Global	Source
News Leadership (Women)														
1	Proportion of editors-in-chief who are women (2022)	1	4	35%	37%	37%	19%	18%	10%	11%	8%	26%		AKAS Editors Analysis (2022)
2	Proportion of political editors who are women (2022)	1	6/8	31%	20%	46%	0%	16%	20%	34%	0%	25%		AKAS Editors Analysis (2022)
3	Proportion of economics/business editors who are women (2022)	1	6/13	60%	30%	50%	31%	26%	14%	23%	4%	34%		AKAS Editors Analysis (2022)
4	Proportion of health editors who are women (2022)	1	6/11	71%	59%	51%	67%	45%	43%	78%	8%	51%		AKAS Editors Analysis (2022)
5	Proportion of foreign editors who are women (2022)	1	15	31%	34%									AKAS Editors Analysis (2022)
News Leadership (Women of Color)														
6	Average proportion of surveyed editorial roles held by women of color (2022)	1	7	8%	1%	25%								AKAS Editors Analysis (2022)
7	Proportion of editors-in-chief who are women of color (2022)	1	7	13%	3%	20%								AKAS Editors Analysis (2022)
8	Proportion of political editors who are women of color (2022)	1	7/10	3%	0%	29%								AKAS Editors Analysis (2022)
9	Proportion of economics/business editors who are women of color (2022)	1	7/14	9%	4%	21%								AKAS Editors Analysis (2022)
10	Proportion of health editors who are women of color (2022)	1	7/12	6%	0%	31%								AKAS Editors Analysis (2022)
11	Proportion of foreign editors who are women of color (2022)	1	7/16	4%	0%									AKAS Editors Analysis (2022)
12	Proportion of working population who are people of color - 50% of working population of color (2022)	1	5	21%	8%	46%								US Census Bureau (2022), AKAS estimates (2022), Statistics South Africa (2022)
News Coverage														
13	Indicator of how many more times men are quoted than women (Masculine vs. feminine pronoun analysis, Jan-May 2022)	Intro	1	1.7	2.0	2.0	2.8	5.0	6.3				3.3	AKAS analysis of GDELT (2022)
14	Indicator of the proportion of online news coverage containing gender equality references (Jan-Jun 2022)	new	new										0.44%	AKAS analysis of GDELT (2022)
15	Proportion of online news coverage containing any of the 7 gender gap terms [pay, health, power, confidence, safety, authority & ageism gaps] (Jan 17 to Mar 22)	2	26										0.02%	AKAS analysis of GDELT (2022)
Societal Context														
16	Proportion of members in the lower or single house who are women (2022)	1	8	29%	35%	47%	21%	4%	15%					Inter-Parliamentary Union Open Data, ranking as of 1st July 2022
17	Proportion of ministerial positions held by women (2021)	1	8/28	46%	24%	48%	30%	10%	9%					Inter-Parliamentary Union Women in Politics 2021 report (2021)
18	Rank on Women, Peace and Security Index 2021 (out of 170)	2	31	21	9	66	90	130	148					PRIO Centre on Gender, Peace and Security and Georgetown Institute for Women, Peace and Security (2022)
19	"In general, men are better political leaders than women" (% of respondents who agree with this statement)	2	Based On 33	24%		53%	48%	70%	72%					UN Women, 2022
20	"In general, men are better business executives than women" (% of respondents who agree with this statement)	2	Based On 33	18%		44%	33%	54%	75%					UN Women, 2022
21	"In the media women are typically portrayed in traditional female roles (wife, mother, caregiver or supporting tasks)" (% of respondents who agree with this statement)	2	Based On 33	65%		74%	74%	81%	87%					UN Women, 2022