Opportunities in the Broadcast News Media: a Case Study in Gender Equity

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OPPORTUNITIES IN THE BROADCAST NEWS MEDIA:  
A Case Study in Gender Equity

BY

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Thesis Advisor

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Submitted in partial fulfillment of the requirements for the Master of Arts in Corporate and Public Communications
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Abstract

When one thinks of gender equity, some people would tend to get a picture of women crusading for rights, burning their bras and men in effigy, and complaining about the unfairness of life. However, this paper deals with the silent crusade towards women's right in the broadcast news industry. It revolves around a case study done in a small Midwestern town that shows how 'liberal' ideas can be forwarded in a 'conservative' environment, especially in regards to the promotion and equity of women in the broadcast news industry.
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Opportunities in the Broadcast News Media: A Case Study in Gender Equity

Life is dramatically unfair to women. If such a statement could be made with accuracy as the second millennium was drawing to a close, certainly it has been applicable throughout the five millennia for which we have some written evidence of how people lived. (McElvaine, 2001, p.1)

For centuries women have been viewed as the subordinate sex to men, bound to be discriminated against and held down against their wills because of the differences between men and women. This legacy is brought on by such myths as Pandora’s Box and the religious tale of the Garden of Eden with Adam and Eve. These beliefs have allowed men over time to dominate women (McElvaine, 2001). The few occasions where women have been believed to be more than a subordinate are remembered as either the anomalies of time or as fairy tales referring to such women as the powerful women warlords of the Amazon (McElvaine, 2001). Has the societal place of women changed? Is gender equity on the rise?

Most men and women would probably contend that the position of women in society has changed. The World Bank (2001) states that the world is a better place than it was at the start of the 20th century. While illiteracy, hunger, illness, and violence continue to plague too many of the world’s people, there have been many advances—the spread of education and literacy, progress in science and medicine to eliminate or control disease, a freer exchange of information worldwide that makes oppression more costly for the oppressors.

(p. 35)
Women have benefited from this more open societal structure that allows them to become more active in many ways. The World Bank (2001) notes that another advance has been the greater voice of women in their private and public lives. In the 20th century women earned the rights to vote and to hold elected positions in most countries—even if only in principle. They won legislation for special protection as workers when such laws were thought to be beneficial. They have increased access to health services and education. They have organized effectively both locally and internationally to frame women's rights as human rights and have raised gender issues in development policymaking. International women's conferences—such as those in Mexico City (1975), Nairobi (1985), and Beijing (1995)—are themselves a measure of women's empowerment. (p. 35)

Of course, the changes were not immediate and most have happened only recently in many countries of the world, even in those countries that consider themselves advanced. On the whole though, most societies in the world have changed to allow women pivotal and important roles. However, does this mean gender equity is on the rise?

The answer would appear to be no. It would seem that over time the human race has degraded. Books of eras long since past tell the tales of women where they were revered and worshipped and where it was commonplace to fight to the death over the honor of a woman. As McElvaine (2001) notes "The status of women in medieval Europe was certainly not high, but it improved a bit as the era proceeded," (p. 205) it improved in part because of a renewed belief in the importance of compassion and caring for other human beings, man or woman. This code of conduct is known as chivalry and the consequences of the rise of chivalry are usually referred to as a 'softening' of
The ways of the men of the medieval upper classes... It was said that they would make a man more gentle; they would make him a 'gentle-man'... The development of chivalry was an indication of some changes in attitudes toward women and feminine values (McElvaine, 2001, p. 206-207).

Those days of chivalry and reverence seem to have been replaced by more subordination and domination of the female sex in the intervening years. Women have gone from being admired to fighting uphill struggles against adversaries who once respected them. Even the World Bank (2001) argued that "gender discrimination remains pervasive in many dimensions of life—worldwide" (p.1).

So even though women have been fighting to reclaim their once revered positions, for most women in the world, the answer is yes, that equity is again on the rise. There is a sense of fair play being established that allows women the chance to do the things that were once exclusively in the purview of men. Yet, women are far from being equal to men in many ways. Even in those countries that consider themselves the most advanced by most standards still have women getting paid less than men and being kept out of most high-ranking jobs in companies. Fortunately for women in most industrialized countries, there is a growing notion that women are just as capable as men and should not be treated negatively for being a woman. Yet, how does society make sure that gender equity stays on the rise? How does one promote it?

The media is one of the best outlets for promoting ideas. "As anthropologists Topper and Eiselen suggested in 1976, while the mass media has been used to reinforce existing cultural values, it can as well be used as an agent of social change" (Hollinshead, n.d., p. 3). The media has changed to be a constant form of communication. It has
evolved from just print to being both visual and aural. People can now hear or watch the
news at any time of any day. ‘In June 2001 there were 12,932 licensed commercial radio
stations operating in the USA’ (Europa World Yearbook, 2003, p. 445). While radio
statistics were kept up through 2001, the latest television statistics were 1999: ‘In
December 1998 there were an estimated 98m. households owning one or more television
receivers. In 1998 there were an estimated 67.0m households receiving commercial cable
TV. There were 10,700 cable systems in operation in January 1999’ (Europa World
Yearbook, p. 4452). With so many outlets and so many customers, “the media is
everywhere, and it wields an amazing power to influence” (Hollinshead, p. 1). If this is
ture, then “the role of the media in gender equity and gender bias is paramount”
(Hollinshead, p. 1).

Definitions

To be able to promote gender equity, one must understand the definitions of both
terms. As Creedon (1993) notes “understanding gender is at once very simple and very
complex. The deeper one probes into scientific, political, economic, or other cultural
assumptions about gender the more complex and more diverse the ranges of opinion
prove to be.” (pp. 4–5). Before one can understand the concept of gender as developed in
this paper, one must understand the concept and definition of culture. Benhabib (2002)
states that “culture has become a ubiquitous synonym for identity, an identity marker and
differentiator. Of course, culture has always been the mark of social distinction” (p. 1).
This social distinction is what marks the controversy over gender and gender equity.

Therefore, one must define gender. Creedon (1993) recollects that
during the ‘Enlightenment’ period thinking was organized into dualisms—
As noted above, society made assumptions about attributes that were either masculine or feminine. Lengermann and Wallace (1985) agree that “All societies have two mutually exclusive categories—‘male’ and ‘female’—into one or other of which all members are placed from birth to death. The placement of each individual is done by means of a series of cues, most of which are social constructs” (p. 21). They are not alone in their assessment of gender as a social construct. The World Bank (2001) supports the notion that gender refers to socially constructed roles and socially learned behaviors and expectations associated with males and females. Women and men are different biologically. Women can give birth and breast-feed children; men cannot. In much of the adult world men are physically larger than adult women. And women and men experience a number of different biologically based health risks that require different medical responses. All cultures interpret and elaborate these innate biological differences into social expectations about what behaviors and activities are appropriate for males and females and what rights, resources, and power they possess. (p. 34)

While it might sound fair to have different standards for people that are different in certain ways, the differences based on gender in society are anything but fair. As Lengermann and Wallace (1985) contend
Our traditional gender system is founded on an assumption of inequality. It assumes that females are lesser human beings than males, less able to achieve, to make their way independently in the world, to think deeply, to lead effectively and so on. This belief in woman’s innate inferiority justifies and makes acceptable the general subordination of women to men. In effect, it justifies the practice of both protecting women (as a weaker, dependent “species”) and of expecting them to serve male needs for mothering, domestic service, sexual gratification, and so on. The assumptions of female inferiority and necessary female subordination are what people mean by the term sexism. Sexism is directly analogous to racism, in which we make the same assumptions about another race (p. 118).

Noting that gender is usually defined as social constructions of biological differences, this paper will define gender as being either male or female according to the societal construct. Most people will tend to identify themselves one way or the other, so this makes differentiation between the genders easier. Since most people will align themselves as either male or female, the limitations to this paper not addressing those who do not align with either gender is minimal.

Now, equity must be defined. Most people see equality and equity as interchangeable and to some extent they are. However, this paper seeks to define them differently. Kendrigan (1991) notes “Equality is very elusive. In our very unequal world, it is difficult to imagine what such equality would look like” (p. 2). On the contrary, this paper concurs that equality is elusive, but it is not hard to imagine. Equality would be simply having the same number of men and women in given jobs.
example, if there were one hundred CEOs that were male in the United States, there should be one hundred women CEOs in the United States. It is this exact sameness that makes equality elusive. Therefore, this paper wants to dissociate equality from equity, defining equity as having the same opportunities for both men and women. For example, men and women can both apply for the same job and have an equal shot at getting the job. However, equality would dictate that the same number of men and women would have to apply and that one from each gender would have to be hired for that job to keep things the same. Equity merely states that men and women have to have the same opportunities to succeed, but that the outcomes do not have to be the exact same. As Costello, Stone, and Dooley (1996) state "[e]nsuring that women have choices is surely at the very heart of the push for women's...equity" (p.29). As a result, this paper will define gender equity as men and women having the same opportunities to succeed regardless of their gender.

This chapter has introduced the concepts of gender and equity. It has also set the stage for how gender equity can be promoted and how often times there is still discrimination based on gender. Chapter 2 will deal with the history of the women’s movement, as alluded to in the opening paragraphs of this chapter, the history of the broadcast media (specifically radio and television news), and will conclude with the intersection of the women’s movement in the broadcast media. Chapter 3 will discuss the methods for the survey that was distributed on the news media, as well as outline the tenets of the case study to be discussed. Chapter 4 will review the results of the survey and take an in-depth look at practitioners in the field of the news media through informative interviews. Also, this chapter will interview people about the gender
equitable potential for the town in this case study and how to expand gender equity to other areas. Chapter 5 will conclude with a discussion of the improvements of gender equity and hopefully how to build on them.
As stated in the last chapter, this chapter will review the literature of women's work over time, the rise of the broadcast media, and the intersection of the women's movement with the media. This chapter will examine these different themes across time, especially in regards to the question: Has gender equity been on the rise?

Lorber and Farrell (1991) claim that every known society has women's work and men's work, but for different reasons. In subsistence-level economies, a division of labor expands food production (Marwell 1975). Where there are several ways of getting food—"foraging for nuts, berries, edible roots; killing small animals; tracking and driving large animals into pits"—tasks can be allocated to different groups, so more food can be obtained. In subsistence societies, all ways of getting food are important to survival; therefore, women's work is valued as highly as men's work. (p. 135)

Has this changed as many societies have progressed beyond this subsistence level economy? Lorber and Farrell (1991) state that once plants and animals were domesticated and people lived in settled communities, women did the cultivating and harvesting and tended small animals; men cleared the fields and tended large animals, such as cattle and sheep, that had to roam to eat. In these societies, because women's work produces most of the group's food, women have a high status (Blumberg 1978). (p. 135)

Therefore, women seemed to have gained a higher status because they were more productive in securing a definite source of food. However, as society continued to
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progress, women began to lose their high status as the major providers. Instead, Lorber and Farrell (1991) show that

By the time human communities moved into less fertile territory, they had iron-tipped plows and used large animals for farming as well as for food... Some of the men owned land and herds; other men worked for them. The wives of the owners, although they worked hard tending gardens, taking care of fowl and pigs, cooking, and supervising servants, were now economic dependents, valued more for their capacity to breed sons and heirs than their production of food (Coontz and Henderson 1986). (pp. 35-36)

Over time, women became more dependent and subservient, especially with the advent of the Industrial Revolution. Lengermann and Wallace (1985) contend that “From one vantage point, the Industrial Revolution created our current gender system” (p. 122), one based on inequity in the genders. The inequity was prompted when “whole families went to work in factories because the farmland they had rented was enclosed for sheep grazing or cotton growing. In other communities, contractors brought raw materials and machinery into farm cottages to be processed into yarn and cloth by women workers... Gradually, all manufacturing took place in factories, and the work was segregated by gender” (Lorber and Farrell, 1991, p. 136).

It is possible that society would have stayed in this inequitable situation had it not been for several occurrences. First and foremost, slavery was abolished in the middle 19th century and the Fifteenth Amendment gave African American males the right to vote. This ignited a spark in women to move for their own rights to suffrage. As Greenberg and Page (1996) note
Stung by the exclusion of women from the Fifteenth Amendment's extension of the right to vote to African-Americans—the amendment said only that no state could exclude people on the grounds of "race, color, or previous condition of servitude"—politically active women turned their attention to winning the vote for women. Once the Supreme Court had decided, in *Minor v. Happersett* (1874), that women's suffrage was not a right inherent in the national citizenship guarantees of the Fourteenth Amendment, women abandoned legal challenges based on their inferior political position and turned to more direct forms of political agitation: petitions, marches, and protests. After many years of struggle, the efforts of the women's suffrage movement bore fruit in the Nineteenth Amendment, ratified in 1920: 'The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex.' (p. 581)

This second occurrence of the suffrage movement for women helped to increase their consciousness of their situation. A final occurrence that helped women become more independent and expressive in their desire for equity was World War II. Herz and Wootton (1996) show that

In the early 1940s severe labor shortages resulting from the wartime mobilization of men and the production requirements of the war began to create a greater demand for women in the labor market. As a result, 5.2 million more women were in the labor force in 1944 than in 1940...After the war the proportion of women in the labor force dropped...but still remained above its prewar level. (p.46)
It was this chance to work in jobs that were traditionally the domain of men that helped women realize that they were being discriminated against, forced to take jobs that were not challenging and paid less because of the societal belief that women could not do a man’s job. Even though many women left the workforce after the war when the men returned to reclaim the jobs they had left, the idea that women could do the same work as men would help flame the fires of the women’s movement over the next few decades.

Herz and Wootton (1996) state that:

In the 1950s steady labor force gains among women continued. In the 1960s and 1970s the influx of women, particularly married women, into the labor force accelerated for a number of reasons. The feminist movement was growing in strength and influence, providing encouragement for women to seek a larger role in the workforce—whether for increased autonomy, personal satisfaction, or other reasons... In addition, women were attaining higher levels of education, and education tends to increase workforce activity. Finally, the economy was expanding, providing jobs for most who sought them. (p. 46)

It was this expansion and the fact that more women were getting opportunities that prompted the women’s movement to work towards attaining the Equal Rights Amendment (ERA). Lengermann, Wallace, and Branley (1985) recall that:

The ERA was first proposed as a movement project in the twenties, after passage of the Nineteenth Amendment gave women the vote... In March 1972, after years of intense political maneuvering, the movement won a major victory. Congress approved the amendment and sent it to the states for ratification (Rawalt, 1983). (p. 171)
The women's movement seemed to be paying off dividends for women. More women were becoming educated and employed. Plus, Congress had approved the ERA for ratification by the states. As Lengermann and Wallace (1985) state:

The Equal Rights Amendment (ERA) simply reads: 'Equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex.' It seemed to most people at the time noncontroversial enough...even the opponents of the ERA expected it would obtain ratification. (p. 242)

However, the ERA was defeated in 1982. As Lengermann and Wallace (1985) depict:

The ERA...went down in defeat. 'Defeat of the ERA' means that the proposal, which would have made discrimination on the grounds of sex illegal, failed to obtain the 38-state ratification necessary to effect a constitutional amendment. In 1982, despite repeated extensions of the ratification period by Congress, the clock ran out on the ERA. It was three states short of ratification. (p. 249)

This defeat would be just one of many over the next several years in most political arenas. After all, "a constitutional amendment against sex discrimination is not only symbolically important; it is of enormous practical value. Without it, gender equality has to be fought for on an issue-by-issue basis" (Lengermann, Wallace, and Brantley, 1985, 172).

While the ERA was slowly losing support, "during the early 1980s, despite back-to-back recessions and structural changes in the economy, women's labor force activity continued to increase, although at a slower pace" (Hertz and Wootton, 1996, pp. 46-47). Many expected that the opposite would happen as President Ronald Reagan was elected...
in 1980 and was against many policies that would help increase gender equity in the United States. However, why was this expected? As Whitaker (1999) notes:

The Republican Party took the lead in adding the Equal Rights Amendment to its party platform in 1940, followed by the Democrats in 1944. Today, the RNC has a minimum of one-third female representation. In 1960, Republican women gained a significant advance when the Convention adopted a rule providing for 50/50 representation of women delegates with men on all Convention committees (p. 109).

Yet, those that expected problems with gender equity with Reagan as President were not disappointed. Lorber and Farrell (1991) show that "the Reagan administration sought to undermine equal opportunity programs and affirmative-action regulations, and the campaign partly succeeded. Efforts to dilute or eliminate Equal Employment Opportunity (EEO) programs are advanced by claims that sex inequality has disappeared (or that men now experience 'reverse discrimination')" (p. 150). It was especially this call to arms that men were now being put in a subordinate position that prompted Reagan to work against gender equity.

Over time gender equity has risen and fallen. Herz and Wootton (1996) show that "during 1990-91 the rise in women's labor market participation essentially stopped" (p. 47). However, this does not mean that women are still not able to be educated and enter the workforce, it has just become harder, especially with no safeguard like the ERA to keep women from being stereotyped into certain jobs. Lorber and Farrell (1991) recognize that
"women's work is no longer shaped by the need for them to take care of..."
small children...but rather by their usefulness as cheap labor. Women’s jobs are structured so that the workers have less autonomy, less chance to move up the organizational hierarchy, and less pay. The jobs are made less desirable so there will be greater turnover and no pressure for raises and seniority benefits (Cohn 1985). (137)

Sadly, it seems to have worked. Men still make more than women and hold the better jobs in society. Will it ever change? Will women ever have the same opportunities as men to have an equitable lifestyle? Not if something doesn’t change.

The News Media

Everyone knows what a radio and a television is. Most people probably have one or more of each. People also know that the radio and television are instant ways to get access to news both locally and internationally. As the women’s movement developed over time, so too did the news media and the mediums through which they inform. As Lengermann and Wallace (1985) show

Our great-grandparents witnessed the rise of the popular press, the transformation of newspapers from news and opinion with limited distribution to a medium able to reach huge regional populations. By the 1960s, our country had witnessed the revolution in radio communication, the rise of the film industry, and the development of television. People in the 1980s have access to streamlined versions of all these media... It means that the average individual today has vastly expanded access to information and opinions, and that... people mobilize either individually or collectively to bring about change... In the mobilization that
has shaped this movement, the mass media have played a crucial role. (pp. 128-129)

Prior to World War I, most news was spread by word of mouth or through newspapers. However, innovations after the war helped to spur a communication revolution in the United States. It started with the radio. Greenberg and Page (1997) declare that

Radio significantly changed the face of the mass media. Commercial radio stations with broad audiences were established during the 1920s and were soon organized into networks that shared news and other programs... In the depths of the Great Depression of the 1930s, millions of Americans could hear the reassuring voice of President Franklin Roosevelt giving 'fireside chats.' Later, millions could hear the latest news about the battles with Japan and Nazi Germany during World War II. (p. 179)

It was after World War II that another communication innovation was commercially launched called the television. As Greenberg and Page (1997) note

The television revolution transformed American media yet again. Television was invented just before World War II; it was developed commercially in the late 1940s and invaded American households on a large scale in the 1950s... Soon, and then hundreds of television stations were established across the country... The networks also produced and distributed national news programs, which in 1963 were expanded from 15 minutes to 30 minutes of early evening time, and which became the major source of national news for most Americans. Since then, polls have regularly shown that most people name television as their most important
source of news, and most say they trust television a great deal. (p. 180) Not much has changed over time in regards to television except the outstanding percentage of people that own them. "Now practically all American families (98 percent of them) have at least one television set. Most have more than one" (Greenberg and Page, 1997, p. 180). Cable services, which expand the possibilities of networks to watch and programming to watch, have emerged as well. "These often include CNN (Cable News Network), broadcasting news 24 hours a day, and C-SPAN, the ultimate fare for political junkies, serving up, for the truly dedicated, live coverage of Congress and other political institutions. Most Americans can, in their own living rooms, see and hear the president of the United States and catch glimpses of events in Eastern Europe, China, and South Africa, and other places of interest around the world, if they are so inclined" (Greenberg and Page, 1997, pp. 180-181). With the advent of television, it would seem that radio would be less prominent and would fade, much like the telegraph did when the telephone became widespread. However, "Radio, once thought dead, has been born, especially for commuters, joggers, and people who work at home. Besides music, AM and FM stations offer frequent news bulletins and lengthy call-in talk shows, on which all manner of political opinions...are voiced" (Greenberg and Page, 1997, p. 181). How are these opinions voiced in regard to gender equity? Is something being done by the news media or the women's movement to make sure that gender equity stays a prominent issue not only in the news media but in the country as well? The final section of this chapter deals with the intersection of the women's movement and the news media as described above.
The Intersection of Gender and the Broadcast News

As aforementioned, the news has become a twenty-four hour phenomenon that anyone with a television or radio can access. "American television programs—news and entertainment—are beamed (or cabled) into homes on every continent, and Western wire services such as AP or UPI dominate the world news" (Steeves, 1993, p. 32). With this growing audience and growing job market, it is likely that women will be included in that growth. However, at what level?

As Cramer (1993) shows

Women in radio in the 1920s described their field as an excellent one—one where there was less sex discrimination than in other fields, and one in which the opportunities for moving into positions of greater creativity and responsibility were good (Marzolf, 1977). Bertha Brainard, assistant broadcasting manager of New York City’s WJZ in 1928, seemed to support this assessment when she said, 'The pioneering state of radio gives men and women equal opportunities and equal pay for equal work' (Marzolf, 1977, p. 124) (p. 154).

Even though women were seeing their chances as being equivalent to hold jobs in radio, "opportunities for women in early radio were a logical extension of their roles in the home" (Cramer, p. 154). Women were on-air personalities that gave women listeners household tips on cleaning, cooking, etc. without being the substantive news reporting that was the domain of men. Women stayed in this role until the broadcasting industry employed its first woman news commentator, Kathryn Craven, in 1936, despite the belief by many in radio that a woman's voice was neither low nor authoritative enough to be giving the news (Hosley & Yamada,
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1987, p. 22) Craven's 5-minute program, 'News Through a Woman's Eyes,' aired on CBS until 1938, when the program was dropped (Cramer, p. 155).

It was not until after World War II started that women began to have a more influential role in radio. Cramer (1993) recognized that "World War II increased the opportunities for women in all areas of radio because there was a wartime shortage of men. Radio station management was forced to open its doors to women as news reporters, announcers, and radio managers" (p. 155). Yet, this forced opening up of the system still did not give women the same opportunities in the industry as they did men. During the 1940s, women also entered the announcing ranks in larger numbers. Although more women were employed in radio because of a shortage of men, men continued to receive top billing. Much of the women's programming was aired on weekends, and reports by female war correspondents were usually last in the network news-cast or were relegated to the weekend when the male correspondents had time off (Cramer, p. 155).

After World War II, predictions were made that radio had reached its peak in growth and popularity during the World War II years, that with the advent of television and the ensuing competition between it and radio, women would have fewer radio career opportunities. After all, announcing positions were still almost nonexistent (Cramer, 1993, p.155).

This belief held through the 1950s until the 1960s even though women were still in the radio field, even if they were not on the air. The 1960s were a time of societal change, but a bias against women in radio
Responses to a survey conducted in 1977 of broadcast news directors offered the same old reasons for that bias: Men sounded more authoritative; women would let personal problems affect their job performance; and women could not handle assignments (Marzolf, 1977, p. 149). (Cramer, p. 157)

This coincides with data provided by Smith, Fredin, and Nardone (1989) that "in the United States during the 1950s and 1960s, most television reporters and other journalists were men" (p. 227).

However, this did not keep women from applying and entering the media job market. "The 1970s signaled a turning point for women in radio. A 1971 survey of American Women in Radio and Television (AWRT) members found women were moving into larger radio markets, receiving better salaries, and attaining more responsible and audible positions" (Cramer, 1993, p. 157). Smith, Fredin, and Nardone (1989) contend that two unrelated events helped increase the proportion of women in these positions during the 1970s. One was pressure from the Federal Communications Commission (FCC) that began in 1971, when the commission added women to its list of minorities on its equal opportunity employment guidelines... the other event was the rapid growth of newsroom staffs during the 1970s, after owners realized TV news could make the same kinds of profits as entertainment programs while continuing to meet the public service goals mandated by the FCC. (p. 227)

Even though the status of women in the media industry was seen as improved,
the stereotype that having too many women on the air diminished the credibility of a radio news operation was alive and well in the 1980s. So too was the stereotype that women's voices are not low enough and thus not authoritative enough (Halper, 1987). (Cramer, p. 164)

Yet, Cramer (1993) notes that in 1992, these stereotypes have all but disappeared. WALK News Director Murphy is surrounded by four women anchors and just one male anchor. She says, 'Talent and availability are what get you a job now. There's not so much a male-female quota...women aren't minority commodities anymore' (personal communication, August 26, 1992). WLWB's Smith says 'there are just too many women in radio for women's voices to be an issue anymore' (personal communication, November 30, 1992). KUAC-FM-TV Producer/Host McInnis echoes that view. In a telephone interview the 45-year-old McInnis said, 'There are no problems anymore with women's voices being too high. There are standards for both men and women' (personal communication, November 17, 1992). (pp. 164-165)

However, while the industry has evolved positively overall in terms of employment of women in some areas, the industry bias towards using men as broadcasters and credible sources has not. Sanders (1993) finds that "in the network survey, men reported 86% of the broadcast news stories, and were sources 79% of the time. The number of women correspondents reporting the news overall dropped from 16% to 14%" (p. 167).

Politics can be seen as one of the many reasons that women began to decline in
the media industry. "It was during Lyndon Johnson's presidency that most of the progress for women in the networks took place. In the 1970s, anxious to keep their licenses, local stations reached out to hire women." (Sanders, 1993, p. 168). However, efforts to bring women into the fold slowed as Democratic administrations in Washington gave way to Republican rule. 'Quotas' and 'affirmative action' became dirty words; deregulation under conservative FCC rules made it possible to remove scrutiny of fair employment practices. Later requirements to monitor public service and news programming were nearly totally eliminated. Instead of being custodians of the public airwaves and serving the public interest, broadcasters were free to program as they chose, and provide their version of the public interest—'what the public is interested in.' And so after the great leap forward of the 1970s, and the marching in step of the 1980s, what we have in the 1990s is a gradual move backward. (Sanders, pp. 168-169)

And while guidelines were being implemented and then changed for other guidelines and policies, it should be noted that no one seemed to think that changing the attitudes of the public to favor gender equity was worthy of consideration. And the attitudes of the public are infinitely more important since they are the consumers of the product. Therefore, "changes in attitudes and awareness of the problem, in the long run, will accomplish more than guidelines. However, guidelines and/or self-regulation are useful; first in bringing attention to the problem, and then in providing an avenue to explore solutions" (Task Force on Sex-Role Stereotyping in the Broadcast Media, 1982, p. 72).

The first hurdle will be getting over "the stereotype that having too many women on the air diminished the credibility of a radio news operation...and...the stereotype that
women's voices are not low enough and thus not authoritative enough (Halper, 1987)." (Cramer, 1993, p. 164). Tannen (1994) states that

Part of the reason images of women in positions of authority are marked by their gender is that they very notion of authority is associated with maleness. This can result simply from appearance. Anyone who is taller, more hefty built, with a lower-pitched, more sonorous voice, begins with culturally recognizable markers of authority, whereas anyone who is shorter, slighter, with a higher-pitched voice begins with a disadvantage in this respect. (p. 167)

The second hurdle for women to overcome will be representation. Whitaker (1999) notes that "women are basically underrepresented in the top management positions within the mass media organizations; consequently, women have had less control in determining media content" (p. 85). This has allowed men to control not only what women hear, but how women are portrayed. This has to change. After all, Whitaker (1999) contends that

The very nature of the news-making process dictates that reporters, journalists, editors, and/or publishers, by necessity, must make news decisions. Judgments as to what is news and what is not; decisions of how to 'play' a story as far as importance; judgments regarding placement of news; the amount of coverage to be given a particular issue, event or personality; and other internal decisions within the media organization will always be determined by institutional norms of what is and ought to be 'news' (p. 95).

Dyer (1993) concurs

Women own and manage relatively few mass media institutions and generally
lack the economic resources to establish their own. Even where women fill many lower ranking positions in which they create the messages that are printed or broadcast, the media remain male institutions with male definitions of what is news and what is entertaining. Women also fill few newsmaking roles in society, making it difficult to get their messages into the media from outside. Both these factors cause the activities and interests of women to be ignored or segregated out of the mainstream of the news and entertainment and women to be represented in the media as men see them (Tuchman, 1978; "Women Writing More," 1988).

Lacking substantive equality with men in the law, media, and society, women have less access to media to tell the truths of their experiences in effective and meaningful ways. (p. 320)

A final hurdle for women in the news industry is representation based on ability. In discussion of a study done by Fung in 1988, Smith, Fredin, and Nardone (1989) contend that “The Fung study also suggests that networks hire male anchors on the basis of journalistic experience, but that female anchors are selected by male executives on the basis of cosmetic appeal” (p. 228). McClelland (1993) agrees by stating that “Others found less favorable visibility of women in the news. Fung (1988) found women anchors paired with and overshadowed by older men... Visually, television newswomen bear additional burdens including both youthfulness and aging. Lacking newswomen in the early 1970s, networks and major stations have tended to select attractive-and-talented young women for rapid promotion, ready or not (Fung, 1988, p. 21)” (p. 224-225). This representation based on sex appeal is too rampant and women need to find ways to overcome it if they want to succeed in the industry. McClelland (1993) continues
Male network anchors tend to be older and grayer than their female colleagues. Foote and Sanders say women haven’t been in these jobs long enough to be truly tested by time and wrinkles. They agree with Fung that Barbara Walters, over 60 and still doing prime-time TV in 1993, was rare indeed. She’s truly an exception, because for raters of TV magazine show talent generally, ‘physical attractiveness was the only characteristic judged more important for females’ (Serra and Kallan, 1983, p.537). (p. 225)

If women do not have that power or authority, then they are easily going to stay second-class workers in the news media. However, some women have made great strides: “In January 1977 Ann Berk became the first woman station manager for a network-owned station with her promotion at NBC’s flagship station, WNBC-TV New York. In June 1977 Jo Moring became the director of news for NBC Radio” (Eddings, 1980, p. 4). Even though some women succeed, there is more to be done. Eddings (1980) states

Despite this, Anita Miller, presiding over the California Commission on the status of Women, charged the broadcast industry with tokenism: ‘We’ve got to have more than Barbara Walters... We do not feel that when a single woman is promoted to co-anchor person of a news program that it qualifies as an overall effort to really address the problem.’ (p. 4)

Even Barbara Walters agreed when she said that

I don’t see the day we’ll have a woman anchor alone. If Harry Reasoner were to leave, there would be no question about me doing it alone. They would bring in a man. At NBC they made the decision to take off Jim Hart, but they made Tom
Brokaw co-host. But [after I left] they made Tom Brokaw the host and put the woman [Jane Pauley] in a subsidiary position. They will not accept a woman as head of the program. I can’t imagine two females doing the news, as Chancellor and Brinkley. Of course they allow a woman alone on Sundays, but that’s throwaway time. (Eddings, 1980, p. 4)

As can be seen, women have come a long way in attaining gender equity in the broadcast news. However, there is still much more that can be done to make it even more equitable for women. Smith, Fredin, and Nardone (1989) recall that “Local television news shops in the United States employed approximately 18,700 journalists... female general managers of television stations were almost nonexistent. The pattern was similar in national news organizations” (p. 228). Smith, Fredin, and Nardone (1989) continue that “At the time of our survey, only 10% of news directors were women, certainly a low proportion” (p. 244). Tannen (1994) states that “all this means is that women in positions of authority face a special challenge” (p. 202). Have some women overcome the stereotypes and been able to succeed in spite of their gender? And if so, can their accomplishments be transferred to other women?

Chapter 3 will focus on the methods used to develop the answers to these questions. The next chapter will discuss the nature of the surveys and their distribution. Also, the next chapter will focus on the town which is the subject of this case study and outline why this town was chosen to serve as the example. The results from both the surveys and the interviews from the aforementioned town will be discussed in Chapter 4.
CHAPTER 3

Methods

As depicted above, women have made strides over time in trying to attain equity with men. The most successful venue for such strides has come in the broadcast industry, especially news broadcasting. Even then it seems that women still seem to be held down and not given the chances or respect that men are given. From the evidence shown above, this success seems to be relegated to the larger metropolitan regions that tend to have more liberal viewpoints regarding women's rights. However, this paper will contend that it is not these urban liberal venues leading the way in the charge for gender equity. Instead, this paper hypothesizes that small, rural, conservative towns are the medium of change, especially in the broadcast news industry. First, this paper wanted the perceptions of people about the news media in regards to gender equity. However, "gender" tends to be a word that puts people on the defensive. Therefore, the challenge was to craft a survey that allowed peoples’ news preferences to be tested without them knowing what they were being tested on. The survey was administered to get basic perceptions of people who watch both local and national news. This section will explain the layout and nature of the survey. Finally, this chapter will conclude with a depiction of the small town which will be the basis for the interviews and case study section of this paper.

First, this paper will discuss the design of a survey administered to people about the news media. All participants thought that they were being surveyed on what news they watched and how much news they watched. The survey was administered in two ways. The first way is that it was handed out on the Seton Hall University campus in
South Orange, New Jersey, to students and professors. They were asked merely to fill out a survey for a student thesis and were not told what to expect. The survey was also launched online. This allowed people to take this survey at random. It also allowed individuals to be emailed the link to fill out the survey. There was a place to introduce the topic of the survey called *Examining the News Media*:


All of these above aspects have one element in common: They can be heard about almost any time of day anywhere in the world. The news has become a twenty-four hour phenomenon and most people accept it as a powerful ally. This survey intends to see how the news actually affects the daily lives of citizens. Please take a minute to fill it out. Thank you for taking the time to fill out this survey. Your help is appreciated.

The survey will show the discrepancies in the news industry at both a national and local level, especially in regards to gender equity. However, the survey is set up in such a way that the participants are not supposed to be able to decipher that intention. The survey is divided into several questions about the types of news being received, the frequency which most people get news information as well as demographic questions. All of the multiple choice questions are designed to mislead the reader.

This paper will also utilize a case study of a small town in northeastern Missouri. Kirksville, Missouri, is no different than many small rural towns. It is very isolated, separated from the nearest larger city by two hours in every direction. It is politically conservative overall with some of the more 'traditional' Republican values, especially regarding ideas like affirmative action and quotas. In the 2004 elections, Adair County,
of which Kirksville is the county seat, voted overwhelmingly Republican in all of the elections, but three. The Secretary of State, the Attorney General, and an incumbent in one of the state representative seats were the only elected Democrats.

Kirksville has two universities, Kirksville College of Osteopathic Medicine (KCOM) and Truman State University, a state liberal arts institution, that bring in roughly ten thousand students a year, most of which are Missouri residents, and not very diverse. Only about 5% of Truman's students are international students.

Adair County is a predominantly white area with less than 5% of the people being nonwhite. Most of the businesses are farming and retail sales. Adair County is not considered as having a metropolitan area. Kirksville has a population of 94.4% white.

Doctor Barbara Dixon (2004), President of Truman State University, shared that:

I think the size of communities, the size of Mt. Pleasant was about the same size as the size of Kirksville. And I am not so sure that the economic factor doesn't have some play in that too. This is more isolated. Economically, it is a bit more depressed than either of the other two places I was at. Now Western New York also is somewhat economically depressed. But it is nearer a city. It is more of a
that tapestry... probably the thing I have noticed more than anything else is the conservatives. That is one of the biggest changes for me is the conservative beliefs. They affect your communication styles. (personal communication, June 15, 2004)

Also, Kirksville has one television station that serves a tri-state region of southern Iowa, western Illinois, and northeast Missouri and three radio stations that serve the same region. Therefore, this paper will look at the distribution of women in the broadcast media in Kirksville to determine if this community has a high level of gender equity in the news media. Interviews will be used from practitioners in the field of the broadcast news and other authority positions to examine if Kirksville excels as a gender equitable area.
CHAPTER 4

Findings

This chapter will discuss the findings that were found from the survey distributed both on campus and online. This chapter will also take excerpts from three of the interviews done in Kirksville; two were women from the broadcast news industry and one from the President of Truman State University.

As can be seen in Chapter 3, most of the survey questions are geared to make the reader think they are being surveyed about how often they watch the news and where they get their news. In reality, the only questions that were pertinent to this thesis were the ones that dealt with naming a local or national news broadcaster. As noted in the last chapter, the survey was meant to be misleading as to its objective. Instead of testing where people get their news and often they get it, this survey was designed to see who gives them their news. It was expected that most people would give answers that were men.

Indeed, this was the case. Out of the thirty-nine surveys that were received, less than ten women were mentioned as the providers of news for our respondents. Eight of the surveys mentioned specific women like Diane Sawyer or Diane Reem. Two out of those eight mentioned a man and a woman together as news providers such as Matt Lauer and Katie Couric. (It is interesting to note that sometimes Katie Couric was mentioned alone without Matt Lauer, but this only happened twice out of the thirty-nine surveys). A couple other surveys alluded to the fact that it was a woman who provided the news, but

1 The results from all three surveys can be viewed in Appendix A.
the respondents could not recall her name. The surveys show that most people consider men as their news providers, even if that man is part of an anchor team with a woman, with the exception of Katie Couric noted above. Granted, some national stations have only one anchor and that anchor tends to be a man. Examples would be Dan Rather, Peter Jennings, and Tom Brokaw; three of the more popular answers. However, on local and national stations where there were two anchors, it was usually the man that got mentioned as the news provider. Sometimes the station was mentioned because the respondents could not recall the names of the anchors. In those cases, they would state that “I can’t remember his name (emphasis added),” implying that men were the main source for their news consumption.

Unfortunately, this survey had some drawbacks to it. First and foremost was that there were not enough surveys received. Out of all the surveys sent out, only thirty-nine were returned when it was desired that a minimum of one hundred would be received. Second, some people did not answer all of the questions as they could not remember the names of the news anchors they watched or listened to the most. This would show that the disparity in the numbers would increase even more if the trend in the first thirty-nine surveys is consistent.

If one were to look at the surveys alone, it would seem that women are not well represented in the broadcast news media at any level—locally or nationally. Or if they are, most people do not recognize them as the providers of any news, especially when they are teamed with a man. Having predicted that this might be the case, this paper added a case study to its methods of research. As noted prior, a small town in a rural conservative section of the country was chosen to examine. As can be seen in Chapter 3,
this town is very conservative and idealistic, which would not normally be seen as the
medium for change, even in a profession as 'liberal' as the broadcast news media. Below
are excerpts from transcripts of interviews that were done with some of the most
'powerful' women in the town.

The first interview was of Alvina Britz, former general manager of both the
television station and all three radio stations in Kirksville. She was asked questions about
her life, her work, and her opinion on authoritative communication styles in the news
industry:

I started in broadcasting in '47, 1947 in Eau Claire, Wisconsin. We put a radio
station in there, and radio then was a lot different than it is now. We had no
FM; it was an AM station. And the response to community needs was really the
most one of the most important areas of any broadcasting station. I remember we
did things there that we just don't do anymore. Because we knew people, we
knew the audience that was listening to us and they participated in our
programming to the extent that they wanted too. If they felt there was a need
somewhere, they were there asking us. And from there, I went to the man who
owned the radio station I worked for... also owned a radio station in La Crosse,
Wisconsin. And so he transferred me there. And then he decided to go into
television. And there was a frequency allocated to Kirksville, Missouri, Channel
3. So he sold his two radio stations and he put his money into television. He
started KTVO in 1955. November 1955, and it was Kirksville/Ottumwa because
Ottumwa was part of a major market for this area. It is a very small market.

Television stations are ranked by market. You know large markets: New York,
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Chicago. A medium market would be like Kansas City or St. Louis. We are a small market, the Kirksville/Ottumwa channel. We went on the air, and then he decided to build a 2000 foot tower because we needed more coverage over along the Mississippi River. That is where the audience growth was. So then we decided we had better move to Kirksville if we were going to put up a 2000 foot tower. And they made me general manager in 1968. I was very fortunate. He sold KTVO after ten years to Post Corporation out of Appleton, Wisconsin, which owned a newspaper in Appleton. But they also owned other television stations in Michigan and Rochester, NY and Wisconsin and Iowa stations and Ottumwa/Kirksville. And then the Post Corporation decided to build a 2000 foot tower. We bought the land, and put up the tower. It was an exciting experience. I mean 2000 feet up in the air. I mean God. Over east of here. And it was up and running, and then Post sold all of their properties to Gillette. I retired in '84. December '84, and when Gillette took over, I had 30 years of it. I was over 65, and I was ready to retire. I retired. Well, then, Vera Burke who owned KIRX, whose husband had died four years prior to that time, she asked if I would work for her as station manager. So I did in January of '85. October 1 of 1985, my former boss and I bought the station... And then he said ‘But you have to be station manager,’ so I continued as station manager in radio. We had the radio station in Ottumwa, Iowa and KTVO. And then we bought KTUF ten years later. I think it was ten years later, in '95. But we wanted to move all three stations into this building. So we added another studio. And it worked out so well because we put our AM station in the new part and we had three different forms. KIRX was a
news talk station, KTUF, a country station and KRXL, a classic rock station. And it really did work out well. Those three properties, they supported each other because we can do it together. Even though they were separate entities, they were all owned by the same company. (personal communication, August 11, 2004)

After hearing about her career in radio started, she was asked about how she selected employees and what she looked for in an employee. She responded that management has to depend on employees for everything. We can’t do anything by ourselves. We like to have people we can depend on and trust. It works out very well to have all three stations in one building. It is what they want to do. And if they want to do it, maybe they are the right person for that job. Let me tell you about Helen Adams. When I first came here, she was a receptionist. She had a marvelous voice. She had a marvelous way of responding to people who were calling in. We needed a female voice on KIRX at that time. And I said, ‘Helen, have you ever thought of going on the air?’ ‘No, I couldn’t do that,’ she said. I told her she sounded pretty good and to think about it and to let me know tomorrow morning if she wanted to audition for it. She came in that night at five o’clock. She was like, ‘I am scared to death, but I want to try it.’ And that is the way she got into radio. She was given the opportunity, and she took it. She wanted to, but she just didn’t think she could do it until someone asked her to.

One of the responsibilities of management is to offer opportunities to young people. I was given an award by President Magruder about two or three years ago, and he wanted me to make a few comments afterwards, and I said, ‘Anything that I have done has been the result of opportunities given me.’ I was
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asked to be general manager three times, and I always suggested someone else.

And finally, one day, the President of the Post Corporation said, ‘Alvina, we have
tried everyone you have suggested, and we think it is your turn now.’ And I
thought to myself, the people that I worked for, the men that I worked for, didn’t
care whether you were a man or woman. There wasn’t any prejudice about
women in management at that time. Well, there was at that time, but not with me... There are opportunities all around us. And at that time, I said part of our
responsibility is to offer opportunities to people and let them know there is a
future that they can have even though they think they can’t do it... If that
opportunity comes along, try it (personal communication, August 11, 2004)

Fortunately for her employees, she understood that opportunities need to be
offered to people. Also, it worked well that she understood that sometimes there are
more important things than making money:

we moved to Kirksville from Ottumwa in ’76. We put that new building up. We
knew there were some employees that would not be able to move because their
spouses were working for John Deere in Ottumwa, and they just could not move.
We had seventeen families that moved with us to Kirksville, and not one of them
ever said they were sorry. It was probably one of the greatest joys I had in
management because we depended on them. And we also understood some could
not... Management has to determine if it is possible to make that move. And
what kind of problems are they going to be found with. I mean with kids in
school and different things like their spouses finding a job down here. I mean you
have to take that into consideration, but hope that things work for the best.
This paper has been trying to determine whether or not Kirksville is gender equitable in its broadcast news industry. Therefore, Alvina was asked about the hiring practices in regards to gender.

The department manager determines whether they need a female host or not. The FCC expects broadcasters to show regard for whether you are male or female.

The FCC requires an annual report indicating how many males and females you have. Not only in management, but the regular employees as well. If we show a decrease in female employees, we should make some explanation for why.

It is good to show an increase; they don't expect us to tell why. There weren't any women in national news. Now there are several. If you wanted to be general manager, there weren't any female general managers in the country. I guess there was one in South Dakota, but she owned the stations. I only thought discrimination once. And I think that shows something about how we have grown not only in the male population, but also in the female population. Maybe we understand a little bit better how to get along with people. Show respect not only to yourself but to all those you work with. But those are the things in the years;

this has changed. I was trying to think when we first put that radio station tower into the air, I don't think we had any women, but other than that... That was where I started in the broadcasting business was traffic. Other than that, I don't even think we had any in sales. And women make very good employees. But I left that up to the department managers. Duncan decides who we want on the air. He would interview them, and they would talk to me too. Not so much anymore, but
management works, so that if I don't think someone should be hired, I tell the
department manager. A department manager understands about management.
That is why they got the job. So if you ever wanted to go into broadcasting,
experience is good. Take every opportunity you can to do something different in
broadcasting that helps you understand what you want to do. (personal
communication, August 11, 2004)

After seeing about gender equity within the organization structure that she was a
part of, Alvina was asked about the conservative nature of Kirksville opposed to larger
areas like Eau Claire. She responded that

Well, the difference is the years that have gone by. I learned something too. The
people around me learned something too. Eau Claire when I was there was about
30,000 people. About the same size as Ottumwa. Now it is 60,000 where
Ottumwa has not grown. Whenever those opportunities are, someone is going to
give you a chance to do something. And when the opportunity is in a small town
area such as this, it is different. This is a very professional town with the two
universities. You can be born here and become a doctor here and you can't say
that about many towns this size. It is different here. And the fact we can
compare us when we have the signal we have. Most people out there, way out
there can get many other signals too. So they are comparing us with other
markets. Kansas City for instance. But those are the things that make you better.
I think the fact every town is different because of the people that are in it.
Missouri is a little different from Wisconsin. They are a little different. It isn't a
negative. It is a positive, really because you learn from everyone you work with.
I had a great opportunity to work with a lot of people in the community who think that because they know you. In a small town, everybody knows everybody else. I had people talking to me, and I had no idea who these people are. That is the advantage of being in a small town. Unlike St. Louis, no one ever knew who I was. Depending on whether you want to be known to people and know you have a friend out there. It is really a personal thing. Some of the things I see as advantages in a small town might be seen as a disadvantage by others. The individual has to make their own decision. I have a good idea of what they might do, but at the same time, understanding that maybe what they want to do is not available in this particular area. In this area, there are some things that are not available. For whatever reason, it doesn’t make any difference. (personal communication, August 11, 2004)

In conclusion, Alvina was asked to remember if she could recall any discrimination she faced as a woman or some of the hurdles she encountered because she was a woman.

I was on the board of the Iowa Broadcaster's Association. And at this board meeting, I was going to be President. When we moved to Kirksville, the radio station was still in Ottumwa. And at the board meeting I said, ‘You know I don’t live in Iowa anymore although I am still associated with KOIT and KTVO is in Iowa too. If you want me to resign, I certainly will.’ And this one man, always there to open the door, every inch a gentleman said, ‘No, we want you to stay on so we are known as the first broadcasters association with a female president.’

They weren't worried about my qualifications. They didn't care if I stayed on
except as the first woman President. That, to me, was discrimination. I didn't like that at all. I didn't say anything about it. The rest of the board just looked at him. And not one of them ever said that is the reason we want you to stay on.

There are things you can accept. There is a member from each of the networks on this board. And when they followed me into my first meeting, and they were surprised to find I was a general manager of a television station. They asked where, and I said Kirksville, Missouri. And they knew where that was because of KCOM. They wanted to know how I got to be station manager. They wanted to know if my husband owned it, but I was never married. ‘Did your father leave it to you?’ They had a hard time understanding I had earned it. I wouldn’t have wanted to work for them. But I have been very, very fortunate in working for men who just wanted a good employee. When I first came to Kirksville, a reporter from the newspaper interviewed me, and one of the questions she asked me was ‘Was one of the goals you had in mind was to be a general manager?’ And I said, ‘No, my goal was to do the best job that I could.’ I got this long stare. She couldn’t ever imagine someone having a goal like that. You can be a success by just doing a good job. She didn’t understand that. (personal communication, August 11, 2004)

The next person to be interviewed was Marlene Speas, the News Director for the three Kirksville radio stations. She too was asked about her life, career, and communication styles in the broadcast news industry.

I knew I wanted to get a degree, a broadcast related degree right out of high school. As it turned out, it was a multi-purpose degree in public relations that
encompassed some radio and television and some print, although not very much. And instructors urged everyone to get some real world experience. You know, either work in radio, television or newspapers, some sort of media experience. And so while I was finishing up my degree, the man who ran the radio station in Warrensburg, which was my hometown where I was going to college, was building a new radio station in a different town, and I was, as part of my internship, I was working for the public information office at Whiteman Air Force base... and I would give the radio station the community calendar for Whiteman Air Force Base once a week. And as I was recording it one day, the DJ said, "My boss wanted me to ask you if you would be interested in a job." Well, why not? I was out of college, everyone needs a job. I went to work for his radio station as a news director, and I had no idea what I was doing. There was really no direction. It was brand new. Everyone there was brand new at what they were doing basically. Obviously, the on air people had some experience. It was really hard. I was trying to do news there, and no one had really lived there before. And so there was really no feeling for the community. Nobody really knew much about it. As I was working there, there were problems at that radio station, serious financial problems as it turns out. I was told they would have to get rid of the news director position. But my overall boss who ran the station in Warrensburg said he would give me a job in Warrensburg. And in the meantime, I was the traffic director at KOKO in Warrensburg for awhile. But in the meantime, a friend from college who was working in Ottumwa with KTVO television contacted me and said they had a reporter position open. And so I applied for,
interviewed for, and got that job. So I worked in Ottumwa. And then their ten o'clock anchor apparently moved away from town in the middle of the night, so they didn't have an anchor. Tom left, and they called me in Ottumwa, and asked if I wanted that job, and I said sure. So they moved me to Kirksville where I started anchoring the ten o'clock... I started anchoring in '78. In one year, I had three jobs in two states. Something like that, it was pretty stupid. But, I am much more stable since then. I didn't really intend on staying in Kirksville by any means, but I got married, and he liked Kirksville, and we thought it would be a good place to stay. And then once you get a child who gets into school, really likes the school, then I guess you are staying. So, as I worked at KTVO, I eventually worked 6 and the 10 o'clock news. And then they added co-anchors which we never had before. And then I don't know how many news directors I worked under. And I guess the real frustrating thing about working in a small market is you feel like you are constantly training people. And at one point, it was more than that. It was like babysitting some people. I really liked the job. And of course, you anchor the ten o'clock news you have to be there until 10:30, 11, 11:30. And with a child entering school, I didn't really want to do that. I wanted to be home in the evenings. And I was approached about working in radio, which was a morning drive shift, which is obviously opposite of the hours I was working. But the hours were actually going to work out much better for me and my lifestyle at the time. (personal communication, August 11, 2004)

Marlene was hesitant to describe herself as being a powerful woman in the news community even though as news director she had direct control over what was aired
when and how much attention was paid to it by the radio stations. She also downplayed how important her role is in a community that is predominantly conservative as shown above. After hearing how it was portrayed by the author, someone who was born and raised in the community, she commented that

I would guess as far as those things are concerned, it is as just as much luck as anything. Frankly, really I do well; there was a woman general manager at the TV station when I was hired. And in 1978, other than Barbara Walters, who I don’t think was anchoring network news by herself then, I don’t know of very many stations that had a women solo anchoring the news. (personal communication, August 11, 2004)

When confronted with the viewpoint that it is indeed rare for her to have been a solo anchorwoman on the news and to be a news director in such a conservative region of a conservative state, Marlene responded that “Maybe that just proves it is more open minded than you would think” (personal communication, August 11, 2004).

Marlene was then asked about her hiring practices, especially in regards to such things as equal opportunity mandated by FCC regulations. She stated that

I have whoever I think is the best person. Obviously we recruit as best we can. And for FCC requirements for EEOC, you really only have to recruit for full time positions... and if it was an immediate situation, that can be waived so you can hire the first person through the door practically that you need. But I have noticed here, it just kind of goes in you know. You know, for so long, it was all women. It wasn’t a bias on my part. It was just that they were the only people willing to work for minimum wage, doing that job, I guess. I don’t really know. There
were other people who were men and who were willing to work that my boss vetoed because he didn't like the way they sounded on the air, and this is radio.

(personal communication, August 11, 2004)

When asked about the demographics of the three radio stations and their split on men and women in different departments, Marlene stated that "you try and hire someone for minimum wage, you just have to find someone who has a decent voice and has their wits about them and for $5.15 an hour, probably just those two qualities are hard to find".

(personal communication, August 11, 2004)

The next segment of the interview focused on how she had hired one of her longest lasting reporters, a young lady named Teressa Payton. Marlene commented that she had hired Teressa over a man who applied because Teressa had a journalism degree. When asked what she would have done if both candidates had been on the same level of education and expertise, she responded that it would have been their on-air presence. She was then asked to compare this situation to those at the television station to see how the two arenas differed.

Well, part of the issue with television is, for a long time, how hard it is to get male reporters. So even white guys who want to be reporters had a lot...Since there were fewer of them, it was easier for them to get a better job than females because there were way more females trying to get into the business than men reporters because reporters don't get paid squat. You work your butt off and more and more shops are going to a one man band which means you carry all your own stuff and shoot your own stuff and edit your own stuff and write it. And lots of guys don't want to work that hard when they can get much better paying jobs.
right out of college. So, really, right now, even a white guy who wants to be a reporter, if he is any good at all, is going to get a good job. Okay, not a good job, but better than a woman would. That has been the situation; I remember when I was trying to hire people years ago at KTVO which I did temporarily as a news director there several times. But, we would get, I am not kidding you, 100 tapes for one opening. For one $15,000 a year opening because people wanted to break into TV and to do that, they had to start at a really small market. {personal communication, August 11, 2004)

Marlene was next asked about her experiences working under different managers and differing managerial types. Her answers varied across the spectrum as can be seen below:

I have an example of a woman manager for you. A woman where I worked was promoted to general manager out of the blue. She had been in sales. She wasn’t even the sales manager. Just out of the blue, she was hired as general manager after we had gone through some messy problems with the former general manager and the former sales manager. We all thought, ‘She is one of us. This is going to be great.’ And it could have been great. Everybody wanted to work with her and help her and make the station as best we could. But instead of that, she came down with an iron glove. I think in her mind she thought, ‘If I don’t come down on them right off the bat, they are going to walk all over me.’ So instead of having people work with her to make things better, we were just all running in fear all the time. It was terrible. It was terrible… I have seen everything. I have seen everything from a guy totally hands off as far as a news director, sitting
behind his desk and literally counting the jelly beans in his jar. I have seen that. I have seen a news director who was there almost 24/7 and didn't think people... I mean, he pushed people way beyond anything reasonable. I have seen that too. That doesn't work. The jelly bean guy didn't work and I have seen news directors who literally get in there hands on, know how the newsroom operates, and are right there if their reporters need help. And that is the kind of news director I would like to be. That is what I like to think I am... But at the same token, I don't think it is healthy for the news director to be there all the time. The one example I have is he just drove people crazy. And he bailed out, he just bailed out (personal communication, August 11, 2004)

When asked how she tried to keep from being any of the aforementioned negative aspects of a news director, she replied that it makes a little difference being a news director when you are trying to work with people, literally work with people on the air. Because everyone has to have their own style in that regard. There is always the possibility that people will walk all over you, but if they respect you, they won't. And you don't earn respect by scaring them to death. I just never saw the point of that. I never understood it. I would rather people worked with me. And I would rather have people with me who have ideas. I don't have all the ideas. I don't have all the answers. And I don't want people to be so terrified to walk in the door they don't tell me if something could be done better. (personal communication, August 11, 2004)

She was also asked about the women in the field that were news directors or above and her experiences with them. She commented that
I know that at RTNDA (Radio and TV News Directors Association meeting), one of the main speakers was a woman. I think she was from somewhere down south, Louisiana maybe. And she was a television news director. I thought it was kinda funny because she made the comment of people approaching her anchors about covering certain stories and she goes, 'Everybody knows they don't have any input on the news.' I was thinking some of the news directors I have had wouldn't have had any news on the air if I, I was associate news director, if I and the anchor hadn't put it out there. So obviously, newsrooms work different everywhere. She didn't think her anchors had any input. So she can think that maybe they didn't. Maybe they were Barbie and Ken. Probably were. It was a much bigger market. I have never had that luxury. In television, I don't think there are very many news directors. I think there would be far more in radio.

(personal communication, August 11, 2004)

When asked to think of some radio news directors, Marlene noted that she could not think of any, which seemed to surprise her. It also seemed to help her believe that her position was not the norm. Finally, she was asked about how she responded overall to her position of authority, especially in a town such as Kirksville. She stated that I think a lot of it has to do with just how a person is grounded. Just your general outlook on how people should be treated. I don't think it is a conscious effort. It just is. I think a lot of it, management styles have so much to do with just one personality. Like a boss who blows their top all the time. I don't have the personality to be a boss who blows their top all the time. But, I think that has lots to do with it. (personal communication, August 11, 2004)
The third and final interview was of Dr. Barbara Dixon, President of Truman State University. She was asked about her experiences as well, but also how she felt about the capability for gender equity in Kirksville as a whole. First, she agreed with Alvina and Marlene that it comes down to the opportunities that are given to people and whether or not they take the chances: "I think I took advantage opportunities that were there. I was never mentored... I think I pretty much sought out opportunities" (personal communication, June 15, 2004). However, she disagreed with Marlene and Alvina about how well some women are doing in Kirksville, especially those not in the media industry.

One of the challenges is of course, it isn't, we are not yet at the point where women don't have to be better than the men to get the positions. I am really convinced of that. Only 21 percent of college presidents are women.... As a young faculty member, I was patted on the head and told not to worry my pretty little head about that. The challenge has been about being willing to challenge the status quo. I was used to being put in my place instead of being listened to. In my department, there were seven voice teachers and there was the token soprano and the six men. And when two of the men retired, I happened to be on the council that was deciding whether we should hire a baritone or a bass. I was off the opinion we needed a contralto. Of course, no one had even thought about hiring another woman. So those have been some of the challenges. To continually push and make people pay attention they were consciously or unconsciously keeping women out of positions. The other was challenging the status quo can be something that can hold you back because you tend to annoy a lot of people or it can if you do it the right manner in a good manner, it is one of
those things that will give you strength... Some of the challenges I face here are
breaking down a patriarchal system of decision making. It is really a challenge. I
don't think it is patriarchal by intention. I think it is there because no one has
done anything to change it... But they have had male Presidents and male
division heads, and we still only have 36% female faculty. Now, the surprising
thing to me is that the women have not come screaming. I would have... I have
committed myself publicly to make sure that when we have opportunities in the
future that we pull more women into the administration and the faculty. We have
60% percent of our student body is women. We should have more females on the
faculty. Women tend to be more in staff type positions, so it is an issue. It is a
challenge because it has not been something any previous administrator has been
willing to tackle. Everybody has had their own agendas, and that is fine. And
one of mine is bringing more social justice to campus, raising the consciousness
level. (personal communication, June 15, 2004)

Overall, it has been seen that in the broadcast news industry, Kirksville is a very
gender equitable town. And with the exception of the university as depicted by Dixon,
Kirksville has a high level of gender equity. In fact, most of the area’s strongest positions
are dominated by females... some for several years. The newly elected mayor and the
newly appointed president of the local liberal arts university are both highly qualified and
capable females. The newspaper editor just retired... a woman of over a decade of
experience. Even though she was replaced a male counterpart, she helped to disseminate
the news for several years. The television station and the radio stations are no different in
their commitment to gender equity.
Overall, the broadcast media has been female dominated for over twenty years, well before it became commonplace or acceptable. The three radio stations and the television station may be managed by men, but all were owned by one woman, who has helped to change the face and voice of the news. There is always at least one anchor on the primetime news that is female and who covers more than the household hints areas of the news. Plus, there are women meteorologists and some women sports anchors. Also, there are men who do segments for the household hints that were once domains of women. Add these women to the numerous field reporters who are women, and Kirksville is one of the pioneers in gender equity television broadcasting. Does the same hold true for radio?

Indeed, it does. The news director of the local triumvirate of radio stations is a woman who has been respected in the community for over twenty years. Starting out in television and reporting the news as an anchorwoman, she chose to make the move to directing all the news on the local radio stations so that she could have better hours and spend more time at home without stopping her career. Tannen (1994) notes that women who do not stay home are seen as a 'careerist.' “It is used, of course, to describe a woman who is so focused on her career that she neglects her family or shirks the responsibility of having a family at all” (p. 169). On the contrary, this news director has been able to advance her career while making more time than before for her family. Marlene even admitted that she had been approached several times at the television station to become the news director:

The first time, I was pregnant, and I didn’t accept. The second time, it was like a year later, and I had a newborn at home, so I didn’t take it. And I was very happy
with my job. I didn’t really want the headache of keeping track of ten new reporters who didn’t know what they were doing. (personal communication, August 11, 2004)

This focus on her family first, even at the expense of her career has helped to keep her respected in such a conservative community and has allowed her to continue to disseminate news how she sees fit and to advance. Do men see this as positive? This paper would contend that yes, they do. Many men apply to work with her in the news department and are willing to broadcast the news in the style she prefers... a conversational tone that allows the news to be similar to conversations among friends. She understands how men and women communicate and she lets each gender communicate their own way in how they work, but they must conform to her standards on air. She believes that respect is the medium of exchange and that even when you disagree with someone, you should handle yourself with respect and respect the other person, which will make you a better communicator and a better worker. Marlene noted that:

Especially in broadcasting, the job itself is an evolving situation. I think people are either going to grow and get better on the air and their writing is going to improve by doing it...by just getting out there and doing it. And unfortunately, there are so many things that you can’t teach somebody off the bat. You just have to learn by doing. And hopefully, they will be getting better as they do it more. Or they are not going to grow at all, and in that case, they probably aren’t even trying, and that is the time to cut them loose in my opinion...if they are not making an effort. (personal communication, August 11, 2004)
As has been seen above, he has helped to juggle the differences in gender communications and helped to narrow the gender communication gap, which is "a giant step toward opening lines of communication" (Tannen, 1990, p. 298).

While the lines of communication may be opening, this chapter has shown that this does not necessarily correlate with an increase in gender equity, especially in the broadcast news media. Even though Kirksville was shown to be very advanced in its concentration of gender equity, the survey results above show that this is not a widespread phenomenon. This is even more evident when it is realized that only one-third of the respondents were male (13 out of 39), meaning that even women do not tend to recognize the disparities evident in the broadcast news media. What does this mean for the future of gender equity in the broadcast media? What does it mean for women in general?
Erasing Eve

Tertullian ignored the religion's belief that Mary brought salvation into the world and focused instead upon the claim that Eve had brought sin into it.

Tertullian saw women as agents of the devil. He said that a woman must 'affect meanness of appearance' in her style of dress, 'in order that by every garb of penitence she might the more fully expiate that which she derives from Eve,—the ignomy, I mean, of the first sin, and the odium of human perdition.' His condemnation of women dripped with unabashed hatred. (McElvaine, 2001, p. 196-197)

McElvaine goes on to say that Tertullian’s misogyny is one that has never been outdone, which hopefully means that no one holds such a great hatred toward women today. Yet, Tertullian’s message still persuades many people. Some men and women still believe that women are to blame for the loss of paradise and the expulsion from the Garden of Eden. This would show that some women are content with their subservient position in life, willing to lose claim to any sort of power or control over their own lives because it was decreed at the dawn of humankind that it was to be so.

McElvaine (2001) purports that despite the enormous gains women have made in the past few decades, one suspects that many men—and women—look at the long unbroken history of male dominance and privately harbor the suspicion (or firmly hold the conviction) that women are biologically inferior. (p. 1)
However, others are not so easily convinced.

As Kendrigan (1991) states, "Differences permeate society. Gender differences affect all aspects of life (p.1). Yet, this does not have to mean that women have to be subjugated to the wills of men. Granted, men and women are different, but that does not mean that they have to be treated differently with one gender revered over another. However, as Reskin (1991) relates "Like other dominant groups, men make the rules that preserve their privileges" (155). Therefore since men have been in power and continue to remain in powerful positions over women, it is almost a guarantee that women will keep being oppressed until something changes. Of course, until something changes, McElvaine (2001) realizes that "It's a man's world" (p.210).

Fortunately, there have been changes in the belief that the world is man's alone. In fact, "women in Western societies today are closer to gender equality than women have been in any major society since recorded history began some five thousand years ago" (McElvaine, 2001, p. 342). While there are still some societies that continue to oppress women more severely, Lengermann and Wallace (1985) contend that

Contemporary American males vary in the degree of their commitment to gender equality. The majority are reluctantly making room for women in the workplace, involuntarily bowing to laws that now prohibit them from discrimination on account of sex... Other men in our society, a tiny but growing minority, no longer subscribe to conventional gender arrangements. They have redefined both men's and women's places, and are voluntarily beginning to act out their belief in gender equality... at work. These men are accepting women in the workplace as equals and even as subordinates. (p. 213-214)
As was shown in this paper, women have gained the most ground in the broadcast news media. As Henry (1993) notes, "Women's participation in American journalism is as old as the field itself" (p. 341). Therefore, one would hope that women have indeed been acquiring equity with men, if not surpassing them as men moved on to other ventures. Cline (1989) concurs by stating that a woman's place is no longer in the home, but in the communication department. It is obvious from our applicants for jobs, from our graduating classes, and at our professional meetings that communication jobs are turning into women's professions. (p. 263)

Yet, even though women are becoming more prevalent and saturating the communication field and news departments across the country, most continue to be managed by men. Recognizing that this disparity has to end, Smith, Fredin, and Nardone (1989) contend "Until women acquire equity with men at the highest levels of management, it seems likely that these attitudes will continue to affect the working lives of women in... news" (p. 244).

This study has proven that women have been discriminated against since most of modern history has been recorded. Men have placed themselves in a managerial role, dominating the lives of women. Over time, this practice has evolved and eroded, but never quite diminished to a state of true gender equity. Men have continued to make rules and break them at their whimsy, while never allowing women that same freedom. Even in such 'liberal-minded' venues as broadcasting, women have continued to be oppressed by their male managers and colleagues, exemplifying to all women that change is slow to come, if it ever does.
While the above may not seem very comforting to women, it should be noted that there are examples of success that can be translated elsewhere. Women like those in Kirksville should be emulated for their accomplishments and the hope they give to others, men and women alike. They are proof that gender equity can be achieved and that there is no ephemeral force keeping men on a pedestal while berating women. While the system may not be perfect, it is something worth aspiring too and improving upon.

Of course, the only way to imitate it and perfect it is by more people becoming aware that such accomplishments are possible. As the survey results in Chapter 4 show, most women do not recognize women as a legitimate source of news. Without this recognition, women will not realize that if a woman can do it in broadcasting, then maybe she could succeed in another venue and so on. Women have to work together and in conjunction with men if they expect to tear down the barriers that have kept them out of the power plays for so long. In conjunction, more men are going to have realize not only that discrimination is wrong, but that they have a role to play in rectifying the past by helping women gain a solid future. Granted, some men will oppose these ideas forever. However, there are those who support gender equity whose support needs to be garnered.

After all, man had the help of women when society moved from a nomadic civilization to an agrarian society and into the modern world. It would stand to reason that women might need help to succeed in and change the face of the man's world.

This symbiotic relationship in a professional manner can reap more than just career benefits for men and women. Men might also realize that there are other aspects of life that oppress women, such as being seen as the only person to domestic work. Men
might realize that they are just as capable as woman and that they should be helping do activities such as dishes, cleaning, laundry, etc. Men might also realize that women are capable of intelligent thought and that they should not be relegated to the lower ranks of business or social ladders. Women might come to realize that criticism is similar to salt in open wounds for men. After all, why would men want to help women once an injustice has been recognized if the women continue to criticize the steps they take to try and rectify it? By working together and trying to make sure that both women and men benefit, men and women are recognizing that life is not a solo adventure and that they will need help along the way.

Of course, there are those people in the world that will say anything and then do absolutely nothing about it. These types of people will always hold some sort of power and will always be concentrating on how to keep it for themselves and deny it to others. This is true for both men and women. Some people hate competition and will do anything to defeat their so-called 'opponents.' In regards to those people who would keep others down, this paper will echo the sentiments of Alvina Britz in regards to being trustworthy and open to those you work with: "I didn't say anything I didn't mean" (personal communication, August 11, 2004). That is why the above is so important.

Men and women must work together in order to succeed; in order to ensure that no one group is cut off from society and its successes; and in order to ensure that tomorrow is brighter than today for all people. If we can do that, then anything is possible.
Works Cited


APPENDIX A:

Survey Results
Figure 1

1. How often would you say that you watch or listen to the news?
   A. Never    B. Very little    C. Several times a month
   D. Several times a week    E. Daily

2. What time of day do you usually watch/listen to the news?
   A. Morning    D. Several different times
   B. Afternoon   E. All day
   C. Night

3. How many hours a day do you usually watch/listen to the news?
   A. Less than 1    C. 2-3    E. More than 4
   B. 1-2    D. 3-4

4. Name one local news personality that you watch/listen too.
   4B. Is this a radio or television personality?
      i. Radio
      ii. Television

5. Would you say that you watch/listen to more local or more national news?
   A. Local    B. National

6. Name one national news personality that you watch/listen too.
   6B. Is this a radio or television personality?
      i. Radio
      ii. Television

7. Where do you live?
   A. Rural area    B. Urban area    C. Suburban area

8. Are you male or female?
   A. Male    B. Female

9. How old are you?
   A. Under 18    C. 26-40    E. Over 60
   B. 18-25    D. 41-60
### How often would you say that you watch or listen to the news?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
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<td>0%</td>
</tr>
<tr>
<td>Very little</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Several times a month</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>4</td>
<td>22%</td>
</tr>
<tr>
<td>Daily</td>
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### What time of day do you usually watch or listen to the news?

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<tr>
<td>Night</td>
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</tr>
<tr>
<td>Several different times</td>
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### How many hours a day do you usually watch or listen to the news?

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</tr>
<tr>
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### Is this a radio or television news personality?

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<th>Response Ratio</th>
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<tr>
<td>Television</td>
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<td>64%</td>
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### Would you say that you watch/listen to more local news or more national news?

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<th>Response Ratio</th>
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<tr>
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<tr>
<td>National</td>
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<tr>
<td>National</td>
<td>15</td>
<td>83%</td>
</tr>
</tbody>
</table>
7. Name one national news personality that you watch or listen too.

Is this a radio or television news personality?

<table>
<thead>
<tr>
<th>Option</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>5</td>
<td>29%</td>
</tr>
<tr>
<td>Television</td>
<td>13</td>
<td>72%</td>
</tr>
</tbody>
</table>

Gender Equity 67

8. Are you male or female?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>9</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>50%</td>
</tr>
</tbody>
</table>

9. Do you live in an urban, rural, or suburban area?

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban area</td>
<td>9</td>
<td>50%</td>
</tr>
<tr>
<td>Rural area</td>
<td>8</td>
<td>44%</td>
</tr>
<tr>
<td>Suburban area</td>
<td>2</td>
<td>11%</td>
</tr>
</tbody>
</table>
4. Name one local news personality that you watch or listen to.

- I don't know his name, but she's hot.
  2 Steve Edwards
  3 Kojo Nnamdi
  4 Walt Lindatta
  5 Lisa Luther
  6 Lee VanAernemde
  7 Tom Skilling, meteorologist for WGN Channel 9
  8 no one specific
  9 Fredric Marlin
  10 no local people
  11 wzzm13 news
  12 Mitch Krallab
  13 I don't watch local news.
  14 I don't. They're all morons.
  15 None locally, many nationally

5. Name one national news personality that you watch or listen to.

- I LOVE PETER JENNINGS!!
  2 npr
  3 Peter Jennings, ABC News!
  4 Diane Sawyer
  5 Jim Lehrer
  6 Dan Rather
  7 None
Number of Responses | Response Rate
--- | ---
Very Often | 0 | 0%
Several times a month | 0 | 0%
Several times a week | 0 | 0%
Daily | 8 | 100%

How many hours a day do you usually watch or listen to the news?

<table>
<thead>
<tr>
<th>Number of Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one</td>
<td>2</td>
</tr>
<tr>
<td>1-2</td>
<td>5</td>
</tr>
<tr>
<td>2-3</td>
<td>0</td>
</tr>
<tr>
<td>3-4</td>
<td>0</td>
</tr>
<tr>
<td>More than 4</td>
<td>2</td>
</tr>
</tbody>
</table>

Is this a radio or television news personality?

<table>
<thead>
<tr>
<th>Number of Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>2</td>
</tr>
<tr>
<td>Television</td>
<td>5</td>
</tr>
</tbody>
</table>

Would you say that you watch/listen to more local news or more national news?

<table>
<thead>
<tr>
<th>Number of Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>3</td>
</tr>
<tr>
<td>National</td>
<td>4</td>
</tr>
</tbody>
</table>

Name one local news personality that you watch or listen to.

<table>
<thead>
<tr>
<th>Number of Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name one local news personality that you watch or listen to.</td>
<td>7</td>
</tr>
</tbody>
</table>

Name one national news personality that you watch or listen to.

<table>
<thead>
<tr>
<th>Number of Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name one national news personality that you watch or listen to.</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Response Ratio</td>
</tr>
<tr>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Urban area</td>
<td>0%</td>
</tr>
<tr>
<td>Rural area</td>
<td>25%</td>
</tr>
<tr>
<td>Suburban area</td>
<td>75%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>88%</td>
<td></td>
</tr>
</tbody>
</table>

How old are you?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>18-25</td>
<td>3</td>
<td>38%</td>
</tr>
<tr>
<td>26-40</td>
<td>3</td>
<td>38%</td>
</tr>
<tr>
<td>41-60</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>Over 60</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Name one local news personality that you watch or listen too.</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>KEVIN COONEY</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>(no local personalities, only national news)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Marcus Medford</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Steve Zwick</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Dave Ekstrom</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>John Bachman</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Patrick Dix</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Name one national news personality that you watch or listen too.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DAN RATHER</td>
</tr>
<tr>
<td>2</td>
<td>Wolf Blitzer</td>
</tr>
<tr>
<td>3</td>
<td>Dan Rather</td>
</tr>
<tr>
<td>4</td>
<td>Matt and Katie on NBC</td>
</tr>
<tr>
<td>5</td>
<td>Bill O'Reilly</td>
</tr>
<tr>
<td>6</td>
<td>Katie Couric</td>
</tr>
<tr>
<td>7</td>
<td>Tom Brokaw</td>
</tr>
</tbody>
</table>
4. How often would you say that you watch or listen to the news?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Daily</td>
<td>5</td>
<td>38%</td>
</tr>
<tr>
<td>Several different times</td>
<td>6</td>
<td>62%</td>
</tr>
</tbody>
</table>

5. What time of day do you usually watch or listen to the news?

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>5</td>
<td>31%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>8</td>
<td>50%</td>
</tr>
<tr>
<td>Night</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>All day</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

6. How many hours a day do you usually watch or listen to the news?

<table>
<thead>
<tr>
<th>Hours</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1</td>
<td>6</td>
<td>50%</td>
</tr>
<tr>
<td>1-2</td>
<td>5</td>
<td>42%</td>
</tr>
<tr>
<td>2-3</td>
<td>1</td>
<td>8%</td>
</tr>
<tr>
<td>3-4</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>More than 4</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

7. Name one local news personality that you watch or listen too.

<table>
<thead>
<tr>
<th>Name</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>5</td>
<td>31%</td>
</tr>
<tr>
<td>Television</td>
<td>8</td>
<td>69%</td>
</tr>
</tbody>
</table>

8. Would you say that you watch/listen to more local news or more national news?

<table>
<thead>
<tr>
<th>News Type</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>4</td>
<td>31%</td>
</tr>
<tr>
<td>National</td>
<td>9</td>
<td>69%</td>
</tr>
</tbody>
</table>

9. Name one national news personality that you watch or listen too.
<table>
<thead>
<tr>
<th>Where do you live?</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural area</td>
<td>8</td>
<td>62%</td>
</tr>
<tr>
<td>Urban area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suburban area</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Are you male or female?</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3</td>
<td>23%</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>69%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How old are you?</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>18-29</td>
<td>3</td>
<td>23%</td>
</tr>
<tr>
<td>26-40</td>
<td>6</td>
<td>46%</td>
</tr>
<tr>
<td>41-60</td>
<td>4</td>
<td>32%</td>
</tr>
<tr>
<td>Over 60</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Ernie (CANT MAKE OUT LAST NAME WABC</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Morning Edition NPR</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Peter Jenkins</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>1010 WINS</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>David Sedaris NPR</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Channel 4 at 6 and 11 PM</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>NPR</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Jim Ryan</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Fox</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Channel 2</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Station 7 from 6-7 PM</td>
<td></td>
</tr>
</tbody>
</table>

Renee Montagne and Steve Inskeep

Pete Jennings
Cokie Roberts

Katie Couric

CNN

Tom Brokaw

Dan Rathers

Fox News/CNN

Bill O'Reilly

Station 7 from 6-7 PM