



Quote This Woman+

No voice left behind

Media Tipsheet

1. Access the searchable Quote This Woman+ database at <https://database.quotethiswoman.org.za/register/media/step-1-join> and get your QW+ media alert (roughly every 2 weeks).
2. Email media queries to kath@quotethiswoman.org.za ccing agape@quotethiswoman.org.za: please include who you are, who you're working for, and your deadline. Alternatively, WhatsApp or phone through a media query to +2784 6888 980 again, include who you are, who you're working for, and your deadline. Or – DM us on Twitter - [@quotethiswoman](https://twitter.com/quotethiswoman)

3. Create your own gender tracker:

<i>Date</i>	<i>Article/Topic</i>	<i>Men contacted</i>	<i>Men interviewed</i>	<i>Women contacted</i>	<i>Women interviewed</i>

4. If you want, you can take this further:

<i>Date</i>	<i>Article/Topic</i>	<i>Black Men contacted</i>	<i>Black Men used</i>	<i>Black Women contacted</i>	<i>Black Women used</i>	<i>White Men contacted</i>	<i>White Men used</i>	<i>White Women contacted</i>	<i>White Women used</i>	<i>LGBTQ+ contacted</i>	<i>LGBTQ+ used</i>

<i>Date</i>	<i>Article/Topic</i>	<i>Men contacted</i>	<i>Men interviewed</i>	<i>Women contacted</i>	<i>Women interviewed</i>	<i>Men in final iteration</i>	<i>Women in final iteration</i>	<i>Men in pics</i>	<i>Women in pics</i>	<i>Bias in pics</i>	<i>Bias in headlines/pull-out quotes</i>

5. Trying to understand what your audience wants of you and how to be accountable? This offers one perspective: https://www.washingtonpost.com/lifestyle/media/media-values-trust-study-api/2021/04/13/caa25edc-9bab-11eb-8005-bffc3a39f6d3_story.html
6. Great reminders of how unconscious bias can creep into reporting on women politicians every journalist should read before elections: <https://themedialonline.co.za/2017/01/five-ways-the-media-hurts-female-politicians-and-how-journalists-everywhere-can-do-better/> and <https://www.bbc.com/worklife/article/20210108-why-do-we-still-distrust-women-leaders> and



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<https://www.kantarpublic.com/inspiration/thought-leadership/the-journey-to-gender-equality-in-kenya-and-nigeria>

7. Understanding online trolling from a woman's perspective:
<https://www.devex.com/news/opinion-system-failure-online-misogyny-and-democracy-99481>
8. How African journalists report on Africa, and the importance of framing in a story:
<https://www.dw.com/en/how-african-journalists-report-on-africa/a-56786321>
9. Looking for better women experts? Share your experiences related to working with QW+ experts – it helps us when we put together training; helps us advocate for funding. Email kathy@quotethiswoman.org.za
10. Gender-balanced journalism guidelines:
<https://genderinmyanmarnews.org/en/gender-balanced-journalism-guidelines>
11. About media reporting rape and sexual violence better:
<https://www.theguardian.com/global-development-professionals-network/2016/aug/19/how-should-the-media-report-and-sexual-violence>
12. Gender Equality in Journalism – getting the balance right:
<https://unesdoc.unesco.org/ark:/48223/pf0000180707>
The use of stereotypes reflects a mental block not only in terms of what society may expect from women, but also—more seriously—in terms of what women may expect from themselves.
13. About reporters trying to close the gender gap:
<https://www.theatlantic.com/science/archive/2018/02/i-spent-two-years-trying-to-fix-the-gender-imbalance-in-my-stories/552404/>

Across all 23 of them, 24 percent of the quoted sources were women. And of those stories, 35 percent featured no female voices at all. That surprised me. I knew it wasn't going to be 50 percent, but I didn't think it would be that low, either. I knew that I care about equality, so I deluded myself into thinking that I wasn't part of the problem. I assumed that my passive concern would be enough. Passive concern never is....

I also tracked the number of people whom I asked for an interview, to check if I was actually contacting men and women in equal numbers and simply receiving a skewed set of replies. That wasn't the case: In early 2016, women accounted for just 30 percent of people whom I contacted. As the year went on, I found that I would need to contact around 1.3 men to get one male quote, and around 1.6 women to get one female one. There are probably several reasons for this. First, women who work in fields where they are in the minority may already be overburdened with work and demands on their time. Second, I suspect women may be more likely than men to decline an interview on the assumption that they aren't the right fit—something I have anecdotally experienced but haven't rigorously quantified.

<https://www.theatlantic.com/technology/archive/2016/02/gender-diversity-journalism/463023/>



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Both in newsrooms and in news articles, men are leaders—they make more money, get more bylines, spend more time on-camera, and are quoted far more often than women—by a ratio of about 3:1. I notice male biases in journalism all the time. Which means I know that readers ... do, too.

<https://www.theguardian.com/world/2016/may/25/enduring-whiteness-of-american-journalism>

The importance of diversity in the media – as in other sectors of society – is not about scoring points in some imaginary scale of civic virtue. It has nothing to do with the granting of favours – or even concessions – by a white majority. It is akin to restoring vision to a creature with impaired sight, making it whole and allowing it to function at the full limits of its perceptive and analytical capacity. The majority cannot understand this – cannot realise that it is partly blind – because its own provincialism has persisted uninterrupted for so long.