

## **New research by WIJ shows shocking lack of media diversity**

*Strictly Embargoed till 5pm Wednesday 16th September*

Newspapers, radio and television prime-time news programmes in the UK exhibit a striking lack of diversity when it comes to both journalists and the experts they feature, while Black and BAME guests are frequently called onto news programmes to discuss topics related to race, a new report published today by Women In Journalism reveals.

The report is based on a first-of-its-kind dataset comprising a week-long tally of the gender and ethnicity of reporters, presenters, expert guests and anyone quoted on the front page of the major newspapers and some prime time news programmes on radio and television. It is a snapshot not an exhaustive study but the picture it paints is shocking.

For a week in mid-July, WiJ's researchers read the front page of every major newspaper, watched all prime-time showings of several popular TV news channels, and listened to around 100 hours of prime-time radio news coverage in an effort to better understand the level of diversity in today's media landscape. They also collected information on the topics covered by Black, Asian and Minority Ethnic (BAME) expert guests featured across all three mediums. To determine the nuance of the BAME experience we have additionally monitored Black as a discrete category.

The result is to reveal a snapshot of diversity in the prime-time British news landscape, exposing the extent to which it fails to reflect the population that it reports on.

Key findings from our week-long snapshot include:

- Not a single black reporter was featured on the front page of any of the newspapers
- Out of the 174 front-page bylines counted, just one in four went to women
- Out of the 111 people quoted on the front pages, just 16% were women. That's one in six.
- Out of the 111 people quoted on the front pages, just one was a black woman. That was Jen Reid, [quoted](#) in The Guardian after a statue of her was erected in the place of that of slave trader Edward Colston in Bristol.
- Seven of the 11 major newspapers checked did not feature a single BAME reporter on the front page
- While prime-time TV presenters tend to be relatively diverse, (around 30%) only 12% of reporters are from a Black or BAME background and the experts that they call on are far more likely to be men than women. Out of 877 expert guests featured on prime-time TV news shows during the week, just 30% were women.
- Newsnight failed to include a single non-white expert guest.
- Out of a combined total 816 expert guests appearances over the course of all 133 prime-time radio newscasts, 68% were men.

- When BAME expert guests were asked to appear on prime-time radio and TV news, it was often to support coverage related to race. Out of all BAME expert guests' appearances on TV, more than half were in the context of coverage either directly related to race, such as for topics involving colonialism and Black Lives Matter, or during coverage of Black and BAME communities.
- Every single prime-time presenter on LBC was white and all 27 slots were filled by men apart from Shelagh Fogarty on at 1-4pm and Rachel Johnson on at 6-7pm on Friday July 17th. Out of the 119 times a reporter was featured on LBC's prime-time programmes, just 23% were women, and every single one was white.
- Out of a total of 723 prime-time radio reporter appearances across the radio news monitored, just 4 were by black women.

The full report is available [here](#).

*"I knew the media was white, but after counting the number of non-white presenters, reporters and experts over the week I am really shocked by the lack of diversity,"* said Amal Warsame, 22, lead researcher of the study.

*"The media becomes a distorting lens not a reflective mirror when the media teams who cover stories do not reflect the diverse make-up of our society. It is time for decisive change"* said Eleanor Mills, Chair of Women in Journalism.

Contact: For all media enquiries call: [Kate McMillan on 07736070066](tel:07736070066) or email [wijuk@aol.com](mailto:wijuk@aol.com)

**Note to editors:**

[Women in Journalism](#) is a not for profit organisation that seeks to inform public debate by researching major issues relating to diversity in the press. It was founded by Eve Pollard 25 years ago.

WiJ's current chair is Eleanor Mills, ex Editorial Director, The Sunday Times. Deputy Chair is Alison Phillips, editor of the Daily Mirror.

Committee includes Lesley Thomas, Weekend Editor, The Times; Sonya Thomas, Freelance Journalist; Yasmin Alibhai-Brown, award-winning columnist and broadcaster; Laura Collins, editor Yorkshire Evening Post; Jane Martinson, Guardian columnist and journalism professor at City University (former WiJ chair); Sue Matthias, senior projects editor at the Financial Times (former WiJ chair).

The week covered in the study ran from Monday 13th to Sunday 19th of July, when major stories included the erection of a Black Lives Matter statue in Bristol to replace that of slaver Edward Colston, the government's decision to block Huawei from the UK's 5G network, the move to make face masks compulsory in shops and the announcement of the ruling to allow Shamima Begum to return to the UK.

The programmes covered were prime-time news programmes at breakfast, lunch and drivetime as well as 10pm bulletins. For radio and TV programmes, we identified the ethnicity and gender of each presenter, reporter and expert guest. For newspapers, we identified the ethnicity and gender of the reporters who wrote front page stories as well as that of every person quoted on the front page. Additional information on the stories covered by those expert guests and reporters identified as BAME was also collected.

Gender and ethnicity was identified by online research from sources including Wikipedia and social media. When there was any doubt about someone's ethnicity or gender based on online sources, the team reached out to the relevant person to ask for clarification.

**Note:** Presenters, reporters and Experts who covered either weather or sports were not included in this research. It is also worth highlighting that politicians were considered to be experts in this study.

For the Record these are the shows we have looked at:

**Radio:**

Radio 4 - World at One - Mon-Fri: 1:00pm-1:45pm

Radio 4 - Any Questions - Friday 8:00pm

Radio 4 - The World Tonight - Mon-Fri: 10:00pm -10:45pm

BBC Radio 1 - Breakfast - Mon-Sunday: 7:00am-11:00am

BBC Radio 1 - Lunch - Mon-Sun: 12:00-1:15pm

BBC Radio 1 - Evening -Mon-Fri 3pm-7pm

Times Radio - Breakfast - Mon-Sun 6:00am-10:00am

Times Radio - Lunch - Mon-Sun 12:00pm-1:15pm

Times Radio - DriveTime - Mon-Sun: 4pm-7pm

Times Radio - Evening - Mon-Sun: 10pm-11:15pm

BBC 5 Live - Breakfast - Mon-Fri: 6:00am-10:00am, Sat: 6:00-8:00am, Sun: 7:00-10:00am

BBC 5 Live - Lunch - Mon-Sun 12:00pm-1:15pm

BBC 5 Live - DriveTime - Mon: 16:00pm-19:00pm, Tues: 16:00pm-19:00pm, Wed: 16:00pm-17:30pm, Thurs: 16:00pm-17:30pm, Fri: 17:00pm-19:00pm

BBC 5 Live - Evening - Mon-Thurs: 10:30pm-11:30pm, Fri: 10:00pm-11:00pm, Sat: 8:00pm-9:00pm, Sun: 10:30pm-11:30pm

LBC - Breakfast - Mon-Sun:7am-10am

LBC - Lunch- Mon-Sun: 12:00pm-1:15pm

LBC - DriveTime - Mon-Thurs: 4pm-7pm

Fri: 4:00pm-6:00pm - Sat-Sun: 3:00pm-6:00pm

LBC - 10pm - Mon-Sun 10pm-11:00pm

BBC Radio 2 - Breakfast

Mon-Fri: 6:30am-9:30am, Sun: 6:00-9:00

BBC Radio 2 - Lunch - Mon-Fri: 12:00pm-14:00pm

BBC Radio 2 - Drive - Wed-Fri: 5:00pm-8:00pm

Radio 4 Saturday Morning - 7:00am-9:00am

Radio 4 Saturday Lunch - 12:00-12:05pm, 13:00-13:10pm

Radio 4 - PM Programme - 5:00pm - 5:30pm, 18:00pm-18:15pm  
Radio 4 - Saturday Evening - 10:00pm-10:15pm  
Radio 4 - Sunday Morning - 8:00am-8:10am, 9:00-10:00am  
Radio 4 - Sunday Lunch - 1:00pm-1:30pm: The World this Weekend  
Radio 4 - Sunday Evening News 18:00-18:15pm

**Note: Note:** For the purpose of this research we deemed lunchtime shows as 12-1pm, excluding Radio 4 World at One. If we had used hours 1-2pm, LBC would have had one female presenter, Shelagh Fogarty. Times Radio would have had one female presenter, Mariella Frostrup. Radio 5 Live would have had one female presenter, Laura Whitmore on July 13th and then one male presenter, Nihal Arthanayake from July 14th to July 16th and then two male presenters Elis and John on July 17th.

**TV:**

Channel 4 News, BBC Breakfast, BBC Lunchtime News, BBC 6pm News, BBC 10pm News  
BBC Andrew Marr Show, News Night  
ITV Good Morning Britain, Lorraine, ITV Lunchtime News, ITV Evening 6pm News, ITV  
10pm News  
Sky Early Rundown 6am News, SKY 8am News, Sky Lunchtime News, Sky News 6pm, Sky  
News 10pm Channel 5 Evening News

**Papers:**

**Note:** The Weekend papers have been absorbed into the figures for the papers overall. I.e. The Observer came under the Guardian and the Sunday Times under the Times.

The Daily Mail and Mail on Sunday. The Daily Express and Sunday Express, The Guardian and Observer, The Financial Times The Daily Telegraph and Sunday Telegraph, The Sun and Sun on Sunday, The Daily Star, The Times and Sunday Times, The Daily Mirror and Sunday Mirror The Metro The I