## Boxed In: Employment of Behind-the-Scenes and On-Screen Women in 2013-14 Prime-time Television

by Martha M. Lauzen, Ph.D.

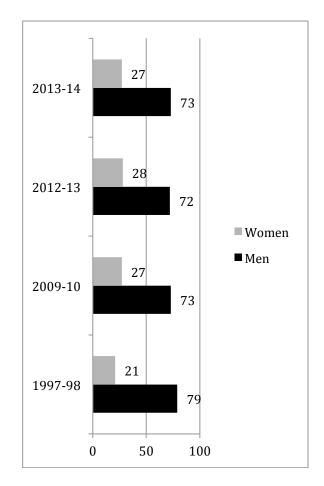
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For the last 17 years, **Boxed In** has tracked women's representation and employment in prime-time television. The findings in this year's report are divided into two major sections. The first section provides the behind-thescenes and on-screen findings for the broadcast networks, offering historical comparisons for 2013-14 with figures dating from 1997-98. The second section provides the behind-the-scenes and on-screen findings for the total sample of programs appearing on the broadcast networks, cable (A&E, AMC, FX, History, TNT, USA, HBO, Showtime), and Netflix. *The study examines one randomly* selected episode of every series. Random selection is a frequently used and widely accepted method of sampling programs from the universe of television programming.

## Findings for Broadcast Networks

•In 2013-14, women comprised 27% of all individuals working as creators, directors, writers, producers, executive producers, editors, and directors of photography. This represents a decrease of 1 percentage point from 2012-13 and an increase of 6 percentage points since 1997-98 (see Figure 1).

Figure 1. Historical Comparison of Women Working Behind the Scenes on Broadcast Network Programs



□Overall, women fared best as producers (43%), followed by writers (25%), executive producers (23%), creators (20%), editors (17%), directors (13%), and directors of photography (2%) (see Figure 2).

•44% of programs employed 4 or fewer women in the roles considered. Only 1% of programs employed 4 or fewer men.

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☐Women comprised 20% of creators. This represents a decrease of 4 percentage points from 2012-13 but an increase of 2 percentage points from 1997-98.

□Women accounted for 23% of executive producers. This represents a decrease of 4 percentage points from 2012-13 and an increase of 4 percentage points since 1997-98.

☐Women comprised 43% of producers. This represents an increase of 5 percentage points from 2012-13, and represents an increase of 14 percentage points since 1997-98.

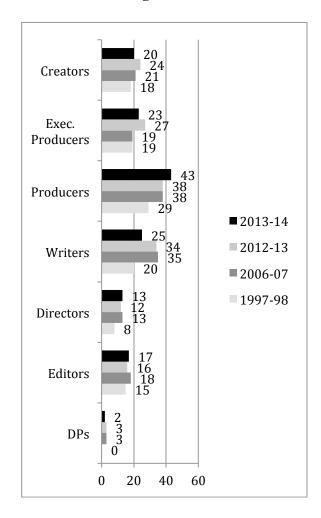
☐Women accounted for 25% of writers. This represents a decrease of 9 percentage points from 2012-13 and an increase of 5 percentage points since 1997-98.

☐Women comprised 13% of directors. This represents an increase of 1 percentage point from 2012-13, and an increase of 5 percentage points since 1997-98.

☐Women accounted for 17% of editors. This represents an increase of 1 percentage point from 2012-13, and an increase of 2 percentage points since 1997-98.

☐Women comprised 2% of directors of photography. This represents a decrease of 1 percentage point from 2012-13 and an increase of 2 percentage points since 1997-98.

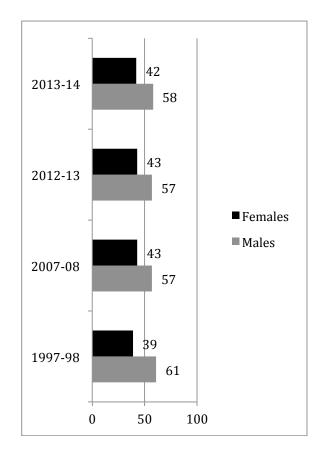
Figure 2.
Historical Comparison of Percentages of
Behind-the-Scenes Employment of
Women by Role on Broadcast Network
Programs



- •42% of all speaking characters and 42% of major characters were female in 2013-14. This represents a decrease of 1 percentage point from 2012-13, but an increase of 3 percentage points from 1997-98 (see Figure 3).
- •Programs airing on ABC featured the highest percentage of female characters (44%), followed by CBS (42%), Fox (41%), CW (40%), and NBC (39%).

- •Situation comedies were more likely to feature female characters than programs in other genres. Females comprised 46% of characters on situation comedies, 44% of characters on reality programs, and 39% of characters on dramas
- •Female characters continue to be portrayed as younger than their male counterparts. The majority of female characters were in their 20s and 30s (59%), whereas the majority of male characters were in their 30s and 40s (58%).
- •Female characters experience a precipitous decline from their 30s to their 40s. 32% of female characters were in their 30s but only 17% were in their 40s. Male characters also experience a decline but it is not as dramatic (from 33% to 25%).
- •Few female or male characters age past 60. Only 3% of female and 4% of male characters were in their 60s or above.
- •74% of female characters were white, 14% were African-American, 5% were Latina, 6% were Asian, and 1% were of some other race or ethnicity.
- •Viewers were less likely to know the occupational status of female characters than male characters. 35% of female characters but only 21% of male characters had an unknown occupational status.
- •Viewers were less likely to know the marital status of male characters than female characters. 49% of male characters but only 36% of female characters had an unknown marital status.

Figure 3.
Historical Comparison of Percentages of
Female Characters on Broadcast
Network Programs



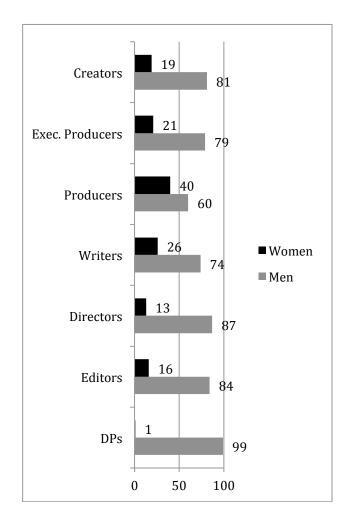
- •When a program had at least one woman writer, females accounted for 46% of all characters. When a program had no women writers, females comprised 39% of all characters.
- •When a program had at least one woman creator, females comprised 47% of all characters. When a program had no women creators, females accounted for 39% of all characters.

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## Findings for Broadcast Networks, Cable & Neflix Programs

- •Women comprised 25% of individuals in key behind-the-scenes roles on programs airing on the broadcast networks and cable channels, and available through Netflix in 2013-2014. This represents a decline of 1 percentage point from 2012-13.
- •Women fared best as producers (40%), followed by writers (26%), executive producers (21%), creators (19%), editors (16%), directors (13%), and directors of photography (1%) (see Figure 4).
- •Women comprised 19% of creators. This represents a decline of 4 percentage points from 2012-13.
- •Women accounted for 21% of executive producers, a decline of 3 percentage points from 2012-13.
- •Women comprised 40% of producers. This represents an increase of 2 percentage points from 2012-13.
- •Women accounted for 26% of writers, a decline of 4 percentage points from 2012-13.
- •Women comprised 13% of directors. This represents an increase of 2 percentage points from 2012-13.
- •Women accounted for 16% of editors. This represents no change from 2012-13.
- •Women comprised 1% of directors of photography. This represents a decrease of 1 percentage point from 2012-13.

Figure 4.
Percentages of Women and Men
Working Behind the Scenes on
Broadcast, Cable and Netflix Programs
in 2013-14



- •Females accounted for 40% of all speaking characters and 40% of major characters.
- •77% of female characters were white, 13% were African American, 4% were Latina, 4% were Asian, and 2% were of some other race or ethnicity.

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- •The majority of female characters (59%) were in their 20s and 30s. The majority of male characters (59%) were in their 30s and 40s. The percentage of female characters drops dramatically from their 30s to their 40s. 33% of female characters were in their 30s but only 18% of female characters were in their 40s. While male characters also experienced a decline in numbers, it was not as severe (from 32% to 27%).
- •Male characters were much more likely than female characters to be seen working. 58% of male characters and 43% of female characters were seen at work and working.

- •Character goals differed by gender. Female characters were more likely than male characters to have the goal of helping others (15% vs. 9%), whereas male characters were more likely than female characters to have work-related goals (52% vs. 35%).
- •Female characters were more likely than male characters to play personal life-related roles (such as wife, mother, girlfriend) (43% vs. 24%). Male characters were more likely than female characters to play work-related roles (66% vs. 41%).

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