

Lake Research Partners data shows that when someone calls out gender bias in the media, it helps level the playing field for political candidates.



## WHAT YOU CAN DO

Help us keep track of the media's coverage of this election cycle by tweeting @WomensFundRI using #shesaidhesaidRI or email us at [info@wfri.org](mailto:info@wfri.org)

## WHEN TO TWEET

**RULE OF REVERSIBILITY TEST.** Ask yourself - would the statement be made about a candidate of any gender? For example, if a reporter is talking about a woman candidate's family, is he talking about a male candidate's family? If not, time to tweet. **If a media outlet runs information about a woman's age, appearance, clothing, demeanor or personality traits – are they evaluating the male candidate in a similar way? If not, time to tweet.** The same is true in the reverse - is there something being reported about a male candidate but not his female opponent? Time to tweet.

**THE PARALLELISM TEST.** Ask yourself - would the question be asked to candidates of any gender? Does it play on stereotypes? For example, when a woman is asked how she will "balance it all" but a man is not asked, it fails the test of parallelism. Time to tweet.

**GENDER-NEUTRALITY TEST.** Ask yourself - is the language being used gender neutral? For example, are the words being used creating imagery designed to make a candidate appear controlling, manipulative, sexual, or weak? If so, it could undermine a candidate's credibility. **It is time to tweet if you see words like: girl, baby, sexy, bossy, high maintenance, motherly, matronly, bombshell, petite, temperamental, emotional, shrill, cold, or nagging.**

## LIKED TODAY'S EVENT? OTHER WAYS YOU CAN GET INVOLVED:

**SUPPORT OUR WORK.** Attend Women's Fund fundraiser on March 20th at Foolproof Brewery or make a contribution online: [www.wfri.org](http://www.wfri.org).

**SPREAD THE WORD AND JOIN OUR EVENTS:** Sign up for our email list to make sure you always know about our latest events and reports, including Unequal Pay Day in April and Gubernatorial Forum in May.

**BECOME A BLOGGER.** Contact us about writing a 300-500 word essay on gender bias and inequality for our website.

**READ** The Women's Media Center's *Media Guide to Gender Neutral Coverage of Women Candidates and Politicians*, including a glossary of other terms, go to [nameitchangeit.org](http://nameitchangeit.org)

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**WOMEN'S fund**  
RHODE ISLAND  
*engage, invest, act*

Our mission is to invest in women and girls in our community through research, advocacy and strategic partnerships designed to eliminate gender inequity through systemic change.

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