

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

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.

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

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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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