

PROFILE: WOMEN IN OKLAHOMA
TELEVISION NEWS

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Achieving goals means very little without those who make the rest of your life worthwhile.

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CHAPTER I

INTRODUCTION

General

Interest in careers in journalism and mass communications continues to attract record-breaking numbers of students. These students are primarily female and predominantly white (Peterson, 1987). Since television news started in the early 1950s, the number of women in television newsrooms has grown considerably. And as time goes on more and more women are seeking television news positions. While the number of females in the television news industry continues to grow, examining the backgrounds, education, and careers of these women can help to establish valuable information for young women entering the television news industry.

According to 1986 survey figures female students continue to dominate, with approximately 60 percent of the total enrollment and graduates (Peterson, 1987). A more recent study conducted by Jean Gaddy-Wilson for the Gannett Foundation (1989) indicates 66 percent, or two-thirds, of journalism students are female. The increase in enrollment is coupled with a rise in the number of jobs that women hold in broadcast news. Women in 1985 held nearly a third of the

jobs in broadcast news departments, with the number of newswomen increasing 57 percent since 1972 (Stone, 1986).

However, a five-year study of hiring trends shows that the nation's media pay a female employee 64 cents for every male employee's dollar, fail to promote women, segregate women into the least powerful support staff jobs, and deny women access to the most powerful jobs (Gannett, 1989).

The study shows gender as a major determining factor in an employee's salary. Male employees seem to garner a higher salary than female employees. On the average a woman in television news earns \$9,074 less than her male counterpart a year. The only place men and women begin at the same salary is at entry-level positions, but as the years of experience increase so does the pay gap for women. Women outnumber men at two places in the media: as beginning reporters, and as clerical staff.

The Problem

The history of women in television news demonstrates one issue clearly. Women have come a long way in the industry, but still face many barriers associated with gender and social attitudes. With the increase of women in the industry much can be learned by developing a profile of these women. The study investigates how women in Oklahoma newsrooms feel about career, family, social issues and whether or not they have encountered barriers trying to achieve their goals.

Significance of the Study

There are several reasons why such a study is needed. The study may help female broadcast journalism students develop a realistic outlook on their chosen field. By profiling women who work in Oklahoma, students can watch these women at work and learn about the amount of experience they have, the type of education, and their family life, as well as other demographic details. Students will also learn how these professional women feel about certain social issues. The study can provide broadcast journalism teachers with valuable information for their teaching of broadcast journalism students. And finally, other women in television news can compare their responses to the responses of other women in Oklahoma television news.

Many women in Oklahoma television news have told the author that such a study will have value and interest for students and professionals.

Purpose of the Study

The primary concern of this study was to develop a profile of women in Oklahoma television news. In order to gather the greatest amount of information, the questionnaire was divided into three kinds of questions.

The first set of questions asked newswomen to indicate their attitudes about issues facing them in their careers.

The second set of questions explored some of the demographic characteristics of the newswomen involved in the

study. Do age, job, or years of experience in the news profession make any difference in attitudes of these women? For example, do women reporters have different attitudes than women producers; do women who have less experience have more positive attitudes than those with more experience?

The third and final section asked newswomen to define "success." Business success can be defined in terms of opportunity, or by the relationship of the woman's present position to the larger organizational structure and to her anticipated future positions (Kanter, 1977). In this study many women thought a high salary is considered success, others thought doing a good news story each day is considered success.

Objective of the Study

A list of questions was developed to examine a profile of women in Oklahoma television news and the relationships among various elements of the study. For example, what is the relationship between attitudes and age, job, and years of experience?

Five questions were developed based on information generated from current thinking of women in television news as found in the related literature. The research will answer the following questions:

1. What are the characteristics of women in television news in Oklahoma?
2. How do these women define "success?"
3. What is the relationship between job and "attitude?"

4. What is the relationship between time in the business and "attitude?"
5. What is the relationship between age and "attitude?"

Definition of General Terms

Many terms are used in connection with the study. While the following terms may be familiar to professionals in television news it is necessary that readers understand these terms specific to the study.

Newsman - a female reporter, or producer, or photographer, or news director, or anchor, or assignment editor.

ADI - Area of Dominant Influence, a region composed of a certain number of television households; every county is assigned to one and only one ADI.

Technical Skills - skills that are associated with electronic news gathering such as editing videotape, operating the photographer's camera.

Small Market - a television news market classified as smaller than 100 ADI.

Mentor - a wise adviser, for research purposes an adviser associated with one's career.

Internship - on the job training for students at television news stations.

Scope and Limitations of the Study

A survey of women in the Oklahoma newsroom was distributed to the eight network television stations in Oklahoma. The following stations were surveyed: KOCO-TV, KWTU, and KFOR-TV in Oklahoma City; KTUL-TV, KJRH-TV, and KOTV in Tulsa; KTEN-TV in Ada; and KSWO-TV in Lawton.

Women from the following categories were asked to

participate in the survey: anchors, reporters, photographers, assignment editors, producers, executive producers and news directors. The names of these women were determined by placing a telephone call to each station and requesting a list to be sent to the researcher by mail. Questionnaires accompanied by a return envelope and cover letter explaining the survey and its importance were mailed to participants.

Personal observations of the researcher based on a year's internship in a television station and personal interviews with women at the same station were used to expand the findings of the study.

The study was limited to Oklahoma and only women were asked to respond to the questionnaire. The information represents the attitudes of women in the Oklahoma news market. The study was also limited because of time restraints and financial limitations of the author. The limitations of survey research such as limited flexibility, standardized questions, and the simple fact that surveys are sometimes hard to understand were also factors.

Organization of Study

This study was organized in five chapters and related appendixes. The second chapter is a review of literature related to the research and helps the reader become familiar with the attitudes of professionals in the television news industry.

The third chapter describes the methodology used to conduct the research.

The fourth chapter provides analysis of the information gathered during the survey.

The final chapter is a summary that includes the conclusions and recommendations made by the author.

The appendixes include material necessary to the research.

CHAPTER II

A REVIEW OF THE RELATED LITERATURE

History

Television news has grown in many areas since the early 1950s. Television news is a business. It has grown from the small two-man newsroom of its birth to multi-person departments. One of the biggest changes during the past forty years is the increasing number of women who play vital roles in television news.

There is a vast amount of literature written about women in television news. However, there are certain issues that echo in literature on the subject.

Most of the related studies look at such aspects as: (1) the growth of the number of women entering the television news profession; (2) job opportunities; (3) equitable pay and treatment for women and (4) barriers facing women who desire careers in television news.

The young women of the 1970s were a generation brought up to believe that it was unfeminine to work and be assertive, and men were brought up to believe that a man should take care of a woman (Savitch, 1982). Researchers found that the patterns of male dominance still lingered in the 1970s. However, television's portrayal of newswoman

Mary Richards in The Mary Tyler Moore Show, provided women with a role-model, an independent character, a woman with a sense of her own power. She prefigured the woman of the decade to come (Meehan, 1983).

After the increase in the numbers of women entering the television news profession in the 1970s, the early 1980s saw the numbers leveling off, and by the mid 1980s the number of women working in television news was decreasing (Ziegler, 1990). Young women journalists in the 1990s hope to have both career and family, but issues facing these women will make or break them.

Growth of Women in Television News

The mass media as a cultural force do not simply reflect, but subtly and indirectly help to shape social reality (Gallagher, 1981). In such shows as Taxi and The Mary Tyler Moore Show, characters Elaine Nardo and Mary Richards were depicted as lone females working with a group of men, giving rise to enhancing a picture of a career woman as unique in the world of men (Meehan, 1983). But the times are changing. For even if the media cannot be expected to initiate change, they can certainly be expected to reflect it (Gallagher, 1981).

Feminist critics regard the increased visibility of women, particularly on serious programming, as tokenism or 'window dressing' (Dyer, 1987). As Helen Baehr noted, "There is a difference in the world between encouraging more women

to become media professionals--'window-dressing the set'-- and organizing a real feminist challenge against media structures and professional practices which reproduce the subordinate role of women" (Baehr, 1981).

In the spring of 1976 when ABC hired Barbara Walters to co-anchor the evening news, she reportedly was paid one million dollars a year. It was also a year when female anchors and reporters were being hired in unprecedented numbers at the local level (Matusow, 1983). Many women and researchers felt that women were on their way in a profession that was predominantly male.

Even with these strides in the right direction there was still a lot of walking to be done. The fact that a few women can escape from societally enforced limitations makes little difference to the positioning of women as a group (Holland, 1987).

Young women in the 1980s were gaining employment opportunities in television news. Women in 1985 held nearly a third of the jobs in broadcast news departments, with the number of newswomen increasing 57 percent since 1972 (Stone, 1986).

According to a survey conducted in 1986, female students continue to dominate, with approximately 60 percent of the total enrollment and graduates in journalism (Peterson, 1987). Today, women are better educated and prepared to enter the television news profession. A study entitled Women, Men and Media shows the large number of

women in the entry-level jobs in reporting and advertising follows a 12-year trend of women outnumbering men in accredited journalism schools. Recently, females comprised 66 percent, or two-thirds, of journalism students (Gannett, 1990).

Women are no less competent than men, although they do tend to be more conforming and persuadable, hence amenable to risk taking (Harriman, 1985).

Job Opportunities

Psychologist Albert Bandura's early modeling research in 1963 strongly suggested that children imitate what they see on television, and subsequently research across a range of designs and methodologies generally confirm the linkage (Palmer, 1987). The realistic characters on prime-time programming of the seventies may have created perceptions of independence in young women, thus creating a more realistic view of an 1980s career woman, allowing young women to rise above cultural limitations.

According to recent studies, a woman who stays home has less status than one who has a career (Signorelli, 1985). Women seeking their independence are moving into the work force. Since 1959, women have accounted for 57 percent of the increase in the size of the labor force. Some information to support this is: (1) the expansion of the service sector; (2) declines in fertility rates; (3) increased availability of part-time jobs; (4) increased

higher-education; (5) abating job discrimination among women and (6) attitude changes in women's roles in society (Harriman, 1985).

Anchorwoman Jessica Savitch said her goal was to be a network correspondent by the time she was thirty, and at the pinnacle of her career, she thought she would be lucky to make \$30,000. She did not know that the industry was changing so fast that six-figure anchors would be at the top of the ladder (Savitch, 1982).

Women who were not making the amount of money that Savitch was, or who had not experienced that level of success substituted the social aspects of recognition for money as their motivation. Research on motivation and rewards in Women/Men/Management shows that individuals in low status jobs, with little power and little opportunity for promotion, tend to value extrinsic rewards and the social aspects of the job regardless of gender (Harriman, 1985).

Savitch, whose life ended in a car accident in 1983, has said that she's probably one of the few women in the industry to have had a female mentor (Savitch, 1982).

Friendly competition is apparent in most professions. Women also find themselves in competition with other women, for nurturing, for the attentions of men, and more recently for job opportunities (Harriman, 1985). But women are capable of, and often have, close, intimate, and enduring friendships with other women.

"I've found that in the years I've been in television, women are the most helpful to other women, and they're very supportive. They're the people that take the time to work with you on your work. If women stick together and reach higher ground in television, I think that we'll see a lot more advances for women."

Maria Shriver
NBC News

Literature seems to support the common belief that a mentor is a vital ingredient to success and that mentors are less available to women than to men (Harriman, 1985). It is also possible to have a number of mentors to fill a specific need for the mentee (Clawson, 1980).

A mentor can be a support person for an aspiring television news person. Mentoring and networking provide training opportunities that are perceived as being essential to managerial careers and largely unavailable to potential managers (Harriman, 1985).

"Afterwards I asked Joan Showalter what I could do for her because she had done so much for me. Pass it on was what she told me; dispel the myth that women are threatened by other women, that they won't help each other."

Jessica Savitch
NBC News

Equitable Pay and Treatment

Business success can be defined in terms of opportunity, or by the relationship of the woman's present position to the larger organizational structure and to her anticipated future positions (Kanter, 1977). According to Savitch, men control the news, on and off the camera (Savitch, 1982).

Female news readers and reporters have emerged as an essential element of news programs and women presenters often "front" news bulletins. News and current affairs are still, however, the preserve of men, on and off the screen (Baehr, 1987). Local news covers a wide range of topics and imagery and includes many items on social problems and everyday life. Some women still think women television journalists are treated like second-class citizens.

"I have seen enormous changes. I have not seen enough change. I can hardly wait."

Kay Mills
Professional Journalist

Women are outnumbered 3 to 1 in most newspaper, television and radio management positions. Overall, women are underrepresented in the industry (Gannett, 1990). Women are making slight gains in the number of stories they report on the weekday nightly news. Minority women report a pitifully small number of stories--less than 1 percent in the study (Gannett, 1990). According to Carole Simpson, ABC Senior News Correspondent, who said on a recent Donohue talk-show, "Not to have any female input on those decisions, not to have minority input on those decisions, is wrong. It's absolutely wrong" (Gannett, 1990).

Although women make up 52 percent of the population, one study says men determine what the news is. In 1989, about 130 of the nation's estimated 740 news directors at commercial TV stations were women (Stone, 1989). Women hold 6 percent of the top media jobs; 25 percent of the mid-

management jobs (Gannett, 1990).

Women outnumber men in only two places in the media: on the bottom rung of the ladder, as beginning reporters and on advertising sales staffs. Women are 3 percent of television presidents/vice presidents (Gannett, 1990).

According to Harriman, even though women comprise a large part of the work force, a high degree of occupational segregation still occurs, especially among women, and women still earn on the average only about 60 percent of what men earn (Harriman, 1985).

The pay gap seems to get bigger the higher up a women climbs the television news profession ladder. Only few network anchorwomen reach an equitable pay scale. For the most part, the less experience a woman has the less the average salary difference between men and women.

To sum things up, a five-year study conducted by Jean Gaddy Wilson of the University of Missouri and funded by the Gannett Foundation found the following: (1) female employees in the media receive 64 cents for every male employee's one dollar; (2) women in media positions are not promoted as often as men. Only 25 percent of those women climbing the ladder to higher jobs are promoted; (3) the media segregates women to the least powerful support staff jobs and (4) women have limited access to the most powerful jobs, especially in the major media centers on the East and West coasts (Gannett, 1990). There tend to be larger pay gaps between salaries in television because television

salaries, on the average, are higher than those in newspaper or radio.

A year's typical salary for women TV news directors is 25 percent less than that for men. Women averaged \$33,500 and men \$44,475 in 1989 (Stone, 1989). Younger, less experienced news directors can expect to earn less and very few TV newswomen advance to that level of management (Stone, 1989).

Women reporters say the biggest dissatisfaction with their careers is the pressure of time demands, both as it is related to personal lives and as it affected the ability to present the best possible story (Gelfman, 1976).

Barriers Facing Women in Television News

Jessica Savitch once said, "Being simultaneously a reporter, field producer, camerawoman, writer, and editor soon taught me what can and cannot realistically be expected on a story (Savitch, 1982)." In television news, reporters are not thought to have "paid their dues" unless they have spent long years in the field, trudging through the rain and snow, covering natural disasters, or enduring endless "stakeouts" in front of courthouses or embassies (Matusow, 1983).

Women are, of course, perceived as having good interpretational skills, but they are not seen as being powerful and influential (Harriman, 1985). Once a woman achieves a certain amount of power, gender is less of a

factor.

"You really have to have , I guess, three things: one is the ability to know what makes a story; two is to know how to write it up; three is [the ability] to go out and work with the film crew and put the story together; and four (and its intangible quality, it can't be taught) is to deliver it on the air."

Barbara Walters
ABC News

Gloria Rojas with WABC-TV suggests the most important qualities are timing and persistence (Gelfman, 1976).

Newswoman Jessica Savitch thought that learning to write, learning to interview were important skills to possess.

"Learning to care about what you write and whom you interview, and not just how the news is presented can be helpful (Savitch, 1982)."

Personal relationships can sometimes suffer from the stress that accompanies a job in television news.

"I went into the industry knowing it would be more time-consuming and stress-provoking than the average career. I knew I bit off a big chunk, but I didn't know just how big. The catchwords of my profession are commitment and sacrifice."

Jessica Savitch
NBC News

In terms of styles of reporting and allocating of items, the news is male. It is no wonder that women find the going tough within news production and that many female viewers feel alienated by the current form and content of news broadcasts (Hobson, 1980). After deciding to accept the challenge of a career in television news women encounter many obstacles. For the most part men still dominate the

broadcast profession (Hobson, 1980).

Barely a decade after being afforded a beginning in this field, women reporters were being asked what will happen when they grow old (Savitch, 1982).

Newswoman Linda Ellerbee's success came after years of hard work. She did not always fit the so-called glamour role of some newswomen. Ellerbee said, "Jessica Savitch was the logical extrapolation of all their meanest and smallest hopes for women in television. Looking good wasn't only all they required--it was all they wanted (Blair, 1988)."

In television entertainment older men are active in their careers and might even be romantically involved. Beck sums up the differences of old men and old women on television:

"Older men's handsome and weathered faces reveal that they have lived, loved, suffered, and learned; older women, on the other hand, have to hide their age lines, dye their hair and stay trim lest the world discover that they, too, have lived, loved, suffered, and learned (Signorelli, 1985)."

As Anna Coote and Beatrix Campbell (1982) put it, "Men can be short, fat, ageing, bald, have mishappen noses and crooked teeth, warts and specs and straggly beards--and still spend hours in front of television cameras."

Along with worries of growing old, today's newswomen hope to have both career and family. While some have found happiness with both, others have found that being successful at both concurrently is not easily achieved. Women currently in college report that they plan to combine career

and family, although they expect to put the family first throughout their careers. They expect to interrupt their careers either altogether or on a part-time basis while their children are preschool age (Greenglass and Devins, 1982). However, the number who expect to work all their lives appears to be on the increase (Betz, 1984).

According to Jessica Savitch, "An anchorwoman has two choices of men: those who date her because of her job, and those who date her in spite of it. It had not occurred to me that marriage requires the same effort as a career. And unlike a career, a marriage requires a joint effort (1982)."

Marrying a woman of status--a competitor--does not appeal to some men. The stories about the difficulties professional women encounter in finding mates have been blown out of proportion, they almost seem like scare stories to keep women in their place (Mills, 1990).

Mills added, "There is no question that if you want to get married, you may have a problem in a world in which commitment is difficult and youth is valued (1990)."

When career-minded women reach their goal of combining profession and family, the chances are that individuals will experience some stress and role conflict (Harriman, 1985). Women with high career aspirations experience more role conflict than those with lower ambition (Holahan and Gilbert, 1979). A woman with high career aspirations tends to act in a manner contrary to societal expectations, while the woman with a noncareer job is conforming to those expectations (Harriman, 1985).

The barriers to being a success can be overcome.

Newswoman Kay Mills (1990) took care in gathering information about her co-workers in A Place in the News. She says that woman after woman interviewed for the book said the biggest factor blocking the fulfillment of their success is the tendency of men to hire and to especially promote people just like themselves, white males from the same economic and cultural backgrounds (Mills, 1990).

"According to reporter Carol Richards, the bottom line is to keep pushing, pushing for more women producers and newscasters on TV and radio, more women political and government and economic reporters in the media, more women moved up to publisher because of journalistic ability, instead of the ability to outlive their husbands ...more concern by the companies we work for about the need for day care, flexible hours, and other workplace concessions. Remember all those women who did it all before. This time, the victories must not be forgotten (Gannett, 1989)."

CHAPTER III

METHODOLOGY

General

The initial concern of this study developed an instrument to survey a population of women in Oklahoma television newsrooms in order to establish a profile. The content of the survey focusing on women in television news was analyzed by using a complex chi square to determine if there is a relationship between the variables of age, job and years of experience and a newswoman's attitude.

The survey method was chosen because it is particularly useful in describing the characteristics of a large population and many questions can be asked about a given subject (Babbie, 1986). The profile contains such things as demographics, lifestyle information, attitudes, and career intentions.

The population includes anchors, reporters, photographers, assignment editors, producers, executive producers and news directors at the eight network television stations in Oklahoma. The following stations were included in the population: KOCO-TV, KWTU, KFOR-TV, KTUL-TV, KJRH-TV, KOTV, KTEN-TV, KSWO-TV.

The researcher also used personal observations while

interning at a television station and conducted personal interviews with nine co-workers at the same station to complement survey data.

A review of literature was developed to identify issues facing women in television news careers. By determining conditions and issues which were most frequently discussed, one could ascertain whether or not similar conditions and issues may exist for women in Oklahoma television newsrooms. Personal interviews were held with a woman who had recently received a journalism degree and degree candidates who hope to be entering the job market after graduation. Interviewees were asked for suggestions concerning helpful information for women who want careers in television news. While the actual number of interviewees was small and were not drawn from a systematic sample, they offered information pertinent to the study.

Research Questions

The research will answer the following questions:

1. What are the characteristics of women in television news in Oklahoma?
2. Do these women define "success" in different terms?
3. What is the relationship between job and "attitude?"
4. What is the relationship between time in the business and "attitude?"
5. What is the relationship between age and "attitude?"

NULL HYPOTHESES

The following null hypotheses were tested:

1. All of the characteristics of women in television news in Oklahoma are the same.
2. The definition of "success" is the same for all women in the Oklahoma television news market.
3. There is no relationship between job and "attitude."
4. There is no relationship between time in the business and "attitude."
5. There is no relationship between age and "attitude."

Operational Definitions

Characteristics - the specific traits representative of women in Oklahoma television newsrooms.

Success - defined in terms of opportunity, or by the relationship of the woman's present position to the larger organizational structure and to her anticipated future positions, or by the amount of salary, or by personal objectives such as family and respect.

Attitudes - the number of times respondents were in particular levels of agreement. The five levels are strongly agree, agree, undecided, disagree, and strongly disagree.

The Initial Study

After preliminary information was gathered, questions were developed in a five-page questionnaire. The first page of the initial questionnaire asked for basic demographic information about the respondent, beginning with her job title. From this information it could be determined what type of newswoman was completing the survey. Next, she was asked to list the number of years in a professional broadcast position, to determine the average range of

experience in Oklahoma newsrooms.

The third item on the questionnaire asked the respondent how long she had worked at her present station to determine the average range of time respondents work for current employers.

The fourth item asked the respondent at how many stations she had worked.

The fifth item asked her to name an ADI range for her station. This classification system is referred to as the Area of Dominant Influence (ADI).

The respondent was asked on the sixth item to describe her family and marital status in order to obtain the marital status of women in Oklahoma newsrooms.

The seventh item asked the basic demographic question of age to determine the average age of newswomen.

Next, the respondent was asked if she had a mentor who worked in television news or another area.

The next several questions were similar in design, but surveyed the type of education, degree major, where the degree was obtained, where the respondent grew up, the role of her college journalism department in helping her to get a job in television news, and her judgment on the quality of training of female students entering television news. These questions helped to determine averages about training, as well as an average about attitudes concerning how well female students are trained.

Items nine through 22 asked respondents to rate

stations with respect to salary and benefits, work conditions, management, and news content. The range begins with "1's" being excellent, "5's" being a poor rating, with "3's" on the scale the average rate.

Item 23 asked respondents about their salary range to determine the average salary of women in Oklahoma television news.

The last two items in this section concern respondents' career choices, to determine how satisfied women in Oklahoma television are with their present career or whether they wish to change careers.

In the next section are statements concerning careers, attitudes toward management, skills, career barriers and job satisfaction. Each of the 35 questions were rated on a five-point scale. Respondents were asked to circle their response. Likert scales are used to measure an attitude or feeling about a particular topic and to identify a person's subjective attitude somewhere on a sliding scale. The five-point scale moved from "Strongly Agree" (1) to "Undecided" (3) to "Strongly Disagree" (5).

The initial questionnaire was then reviewed by the author and the thesis advisor and changes were made to the instrument. Parts of the initial work were reorganized and reworded to make the completed questionnaire more appealing to the survey population. Filling out the questionnaire took approximately from five to ten minutes of the respondent's time. A sample of the initial questionnaire

can be found in Appendix A.

Developing the Final Instrument

The minor changes discussed in the previous section were taken into account and the final five-page questionnaire was revised to include these changes.

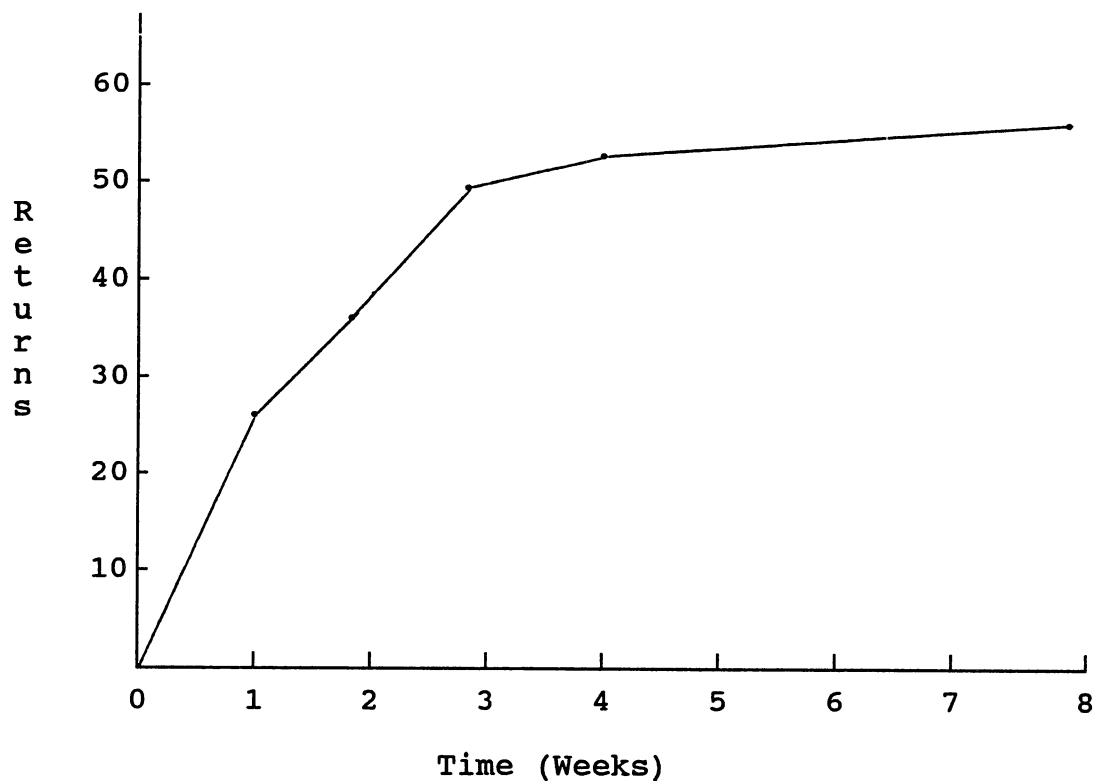
First, the section containing the Likert scale was moved to the beginning of the questionnaire, to allow respondents to express their attitudes before completing the demographic section. The author was hoping to receive a higher rate of return by asking these types of questions first. Second, several questions were reworded to make the statements less ambiguous to the respondent, and the demographic question concerning ADI rank was revised to specific cities in the Oklahoma market, since it contains only medium and small markets. Finally, item number 43 in the Likert section was moved to the last section and changed to an open-ended question concerning "success."

Personal phone calls were placed to each of the eight stations when research began. Contacts at each station were informed about the survey and its purpose; each contact was asked to send a complete list of the population from her station.

The questionnaire was then printed and mailed to 91 newswomen in the Oklahoma television news market. Since the number represents the entire population of anchors, reporters, photographers, assignment editors, producers,

executive producers and news directors in Oklahoma, no sampling procedures were necessary.

The questionnaires were mailed from Perry, Oklahoma, on April 5, 1991. The overall response from the population was 54 returned questionnaires or slightly over 59 percent. See figure below.



Response Curve of Return

To insure a timely response, respondents were given a deadline of April, 19, 1991. Each of the eight stations received a letter thanking the women of their respective newsrooms for completing the survey and asking those still

interested in completing it to do so and mail it as soon as possible. Three additional surveys were received after the letter was mailed on May 2, 1991. Completed surveys were accepted until the end of May 31, 1991. Yu and Cooper (1983) studied the completion rates reported in 93 social science journal articles from 1965 to 1981. Mail surveys had an average completion rate of 47 percent. Due to financial and time limitations the author accepted a 12 percent larger return as sufficient to answer the research questions. An overall response rate of 59 percent was accepted for this particular study and therefore a second mailing was not attempted.

After the questionnaires had been returned the demographic information of the respondent as well as the responses to other items were recorded by hand to sheets listing totals of each item. These totals were then processed with the Systat program at Oklahoma State University. The Systat program is a statistical calculations program. A frequency count was made for each item on the questionnaire and rank ordering of the attitudes of respondents was made. In addition, all means of all items were calculated. Since the study involved a population rather than a sample, the major statistical procedure for the study involved finding the means for the responses to the questionnaire. Definitions of success were counted and then ranked. The three relationship questions were analyzed using a Complex Chi Square. The frequency of

levels of agreement were used to complete the statistical test and to determine whether or not there is a real difference in attitudes of these women.

Rationale for Categories

For purposes of analysis all 35 questions on the questionnaire were placed into four general categories: Outlooks on Career and Education, Career Opportunities and Goals, Equitable Work and Treatment, Disadvantages of the Career. The items in the questionnaire were randomly placed. Some items may appear to fall into more than one category but for analysis they were placed in only one category. In cases where items tended to be hard to place, the best category was selected for secondary reasons. A description of each category and the items which comprise each follows.

Outlooks on Career and Education

Attitudes about the education and skills a person should possess in order to get a job in television news, as well as attitudes about the respondent's career.

1. Completing a college education is necessary to obtain an entry-level job in television news.
2. A job candidate should possess both writing and technical skills to become a good reporter.
5. Someone who wishes to be successful needs a mentor in television news.
6. Internships are valuable for aspiring television news people.
21. My station does a good solid newscast that I am proud of.
23. The quality of broadcast journalism at my station would improve if we had more experienced

- reporters.
- 24. The quality of broadcast journalism at my station is determined by the news director.
 - 28. The broadcast journalism at my station is the best in our ADI.
 - 33. I love my work and intend to stay in the news in the news profession.
 - 35. I would encourage young people to enter the television news profession.

Career Opportunities and Goals

Attitudes about the respondent's career opportunities and her goals pertaining to a career in television news.

- 3. A reporter should start at a small market and work her way up.
- 4. Reporters, photographers, assignment editors, producers and anchors receive a greater amount of respect from co-workers if they have put in time at a smaller market.
- 20. Professional broadcasters do a better job when they work in the region in which they were educated.
- 22. My career goal is to work in network news.
- 31. The amount of help in career development provided by my station is adequate.
- 32. I am looking for another job outside the television news profession.

Equitable Work and Treatment

Attitudes about whether women and men are treated equally pertaining to their jobs in television news, about questions concerning management and the overall treatment of women in television news careers.

- 7. Females in television news are paid less than their male counterparts for the same positions.
- 9. Maternity leave should be made available to all female employees at your station.
- 10. Paternity leave should be made available to all male employees at your station.
- 12. Men at your station are given more freedom than are women to report or produce the type of news they wish.

- 14. Women have achieved enough equality in television news.
- 18. Women have to work harder to achieve the same recognition as men in television news.
- 19. Women in upper management in television news are given the same amount of respect as men in the same position.
- 27. I am satisfied with the amount of work expected of me by my station.
- 35. I would encourage young people to enter the television news profession.

Disadvantages of the Career

Attitudes concerning the disadvantages of choosing to have a career in television news. Disadvantages could be the high amount of stress, the battle to have both a career and a family, and competition.

- 8. A successful career woman in television news can have both career and family.
- 11. The stress of working in television news is greater than the reward of working in television news business.
- 13. The older you get, the less chance you have of maintaining your job.
- 16. Men are intimidated by a successful career woman.
- 17. Women are more competitive with other women, than with men.
- 25. The amount of praise I receive at my station from management is adequate.
- 26. The criticism of my work by news consultants retained by my station is adequate.
- 29. I worry a lot about being fired from my newsroom job.
- 30. My job produces too much stress.

The last section of the final instrument is a open-ended question concerning "success." It was hoped that by allowing respondents to respond openly, the author would receive additional clarification of each respondent's attitude on this subject. Respondents wrote as much, or as little, as they wished. Some respondents chose not to

answer the question. (Final Survey Instrument, Appendix B.)

Additional Information

Personal observations at a television news station were conducted for one year beginning in May 1990. The researcher worked in an internship capacity during that time. Personal interviews were conducted with nine people from the newsroom at the same station. It was assumed that the answers that were given were completely personal opinion, but nevertheless, valuable to the reader as additional information. All interviewees were asked the following questions:

1. Do you feel that female students are prepared to enter the television news business?
2. Do you feel you have the opportunity to reach the goals you set for yourself in your career?
3. Do you receive equitable pay and treatment for equitable work?
4. What are the disadvantages of your job?

Each person was asked these questions and could answer however she wished. Answers were tape recorded and transcribed to be used only as a means to assist the reader not to answer the research questions. A complete verbatim transcript is included in Appendix C.

Coding and Statistical Analysis

The coding for the statistical analysis was completed by the author. Each returned questionnaire was recorded by hand for tabulating purposes. The nominal data was counted in order to complete the complex chi square analysis. The

chi square was used to evaluate the relationships. A 95% confidence level was used to determine whether or not the relationship was significant.

CHAPTER IV

THE RESULTS OF THE STUDY

General

A questionnaire was used to provide a profile of the women in Oklahoma television newsrooms. The population includes anchors, reporters, photographers, assignment editors, producers, news directors, and other personnel at the eight network television stations in Oklahoma.

Respondents

Fifty-four completed questionnaires were returned from a total population of 91 for an overall return rate of 59 percent. Of this number 15 responses were from reporters, or 28 percent of the returned questionnaires. Eleven responses were from personnel in the "other" category: either combinations of anchor/producer, anchor/reporter, or executive producers. Their responses comprised 20 percent of the returned questionnaires. Ten responses from producers and ten responses from anchors, or 18.5 percent from each group were included in the returned questionnaires. Four photographers returned questionnaires, or seven percent of the returns. Two responses were from the categories of assignment editors and news directors,

respectively, with four percent of the returned questionnaires. Of the two news directors in the survey population both returned the questionnaire. See Table I.

TABLE I
QUESTIONNAIRE RETURN BY RESPONDENTS
IN THE POPULATION

Population	Number of Responses	Percentage
News Reporters	15	28.0 %
Other Personnel	11	20.0 %
News Producers	10	18.5 %
News Anchors	10	18.5 %
News Photographers	7	7.0 %
Assignment Editors	2	4.0 %
News Directors	<u>2</u>	<u>4.0 %</u>
Totals	54	100.0 %

The largest response came from news reporters and the smallest response came from news directors. Again, there were only two news directors in the population.

The next response table deals with the number of years' experience in broadcast news among the respondents. There were two (4 percent) who had from one month to less than one year of experience; 14 (25.5 percent) who had one to

three years of experience; 14 (25.5 percent) who had four to six years of experience; seven (13 percent) who had seven to nine years of experience; 15 (28 percent) who had ten to 15 years of experience; and two (4 percent) who had 16 to 24 years of experience. No respondents had 25 or more years of experience in the television news business. See TABLE II.

TABLE II
RESPONSES ACCORDING TO YEARS OF EXPERIENCE

Years of Experience	Number of Responses	Percentage
1 Month to less than 1 Year	2	4.0 %
1-3 Years	14	25.5 %
4-6 Years	14	25.5 %
7-9 Years	7	13.0 %
10-15 Years	15	28.0 %
16-24 Years	2	4.0 %
25 + Years	<u>0</u>	<u>0.0 %</u>
Totals	54	100.0 %

The next response table concerns the number of years each respondent has been employed at the station where she currently works. There were nine (17 percent) who had worked at the station less than one year; 26 (48 percent)

who had worked at the station one to three years; 11 (20 percent) who had worked at the station four to six years; seven (13 percent) who had worked at the station seven to nine years; and one (2 percent) who had worked at the station over ten years. The largest number of respondents had worked at the same station between one to three years. See TABLE III.

TABLE III
RESPONSES ACCORDING TO TIME
AT THE STATION WHERE
CURRENTLY EMPLOYED

Years at Station	Number of Responses	Percentage
Less than 1 Year	9	17.0 %
1-3 Years	26	48.0 %
4-6 Years	11	20.0 %
7-9 Years	7	13.0 %
10 + Years	<u>1</u>	<u>2.0</u> %
Totals	54	100.0 %

The next response table shows the number of stations the respondent had worked at during her career. There were 16 (29.5 percent) who have been at only one television news station; 15 (28 percent) who have been at two television news stations; 15 (28 percent) who have been at three

television news stations; four (7 percent) who have been at four television news stations during their careers; one (2 percent) who had been at five television news stations; and three (5.5 percent) who have been at six or more stations during their careers. See TABLE IV.

TABLE IV
NUMBER OF STATIONS A RESPONDENT
HAS WORKED FOR DURING CAREER

Number of Stations	Number of Responses	Percentage
One Station	16	29.5 %
Two Stations	15	28.0 %
Three Stations	15	28.0 %
Four Stations	4	7.0 %
Five Stations	1	2.0 %
Six + Stations	<u>3</u>	<u>5.5</u> %
Totals	54	100.0 %

The next response table identifies the broadcast market in which each respondent works. There were 20 (37 percent) from the Oklahoma City television news market; stations in this area include KWTW, KOCO-TV, and KFOR-TV. There were 28 (52 percent) from the Tulsa television news market; stations in this area include KTUL-TV, KOTV, and KJRH-TV. There were

four (7 percent) from the Lawton television news station KSWO-TV. There were two (4 percent) from Ada/Ardmore television news station KTEN-TV. The largest number of responses came from the Tulsa market. See TABLE V.

TABLE V
RESPONDENTS TELEVISION NEWS MARKET

News Market	Number of Responses	Percentage
Oklahoma City	20	37.0 %
Tulsa	28	52.0 %
Lawton	4	7.0 %
Ada/Ardmore	<u>2</u>	<u>4.0</u> %
Totals	54	100.0 %

The next response table shows the marital status of each respondent. There were 25 (46 percent) who are single; 23 (42.5 percent) who are married; four (7 percent) who are divorced; two (4 percent) who are engaged. None of the respondents who are divorced has remarried. See TABLE VI.

TABLE VI
MARITAL STATUS OF RESPONDENTS

Marital Status	Number of Responses	Percentage
Single	25	46.0 %
Married	23	43.0 %
Divorced	4	7.0 %
Engaged	<u>2</u>	<u>4.0</u> %
Totals	54	100.0 %

The next response tells us whether or not the respondent was a mother. There were 43 (80 percent) who had no children; seven (13 percent) who had one child; two (4 percent) who had two children; and two (4 percent) who had three or more children. See TABLE VII.

TABLE VII
NUMBER OF CHILDREN IN THE HOME

Number of Children	Number of Responses	Percentage
No Children	43	79.0 %
1 Child	7	13.0 %
2 Children	2	4.0 %
3 or more Children	<u>2</u>	<u>4.0</u> %
Totals	54	100.0 %

The next response table shows the respondents' age. Fifteen (28 percent) respondents were between the age of 18 and 25; 22 (41 percent) respondents were between the age of 26 and 30; seven (13 percent) respondents were between the age of 31 and 35; six (11 percent) respondents were between the age of 36 and 40; three (5.5 percent) respondents were between the age of 41 and 45; one (2 percent) of the respondents was between the age of 46 and 50 years old. None of the respondents was 51 years of age or older. See TABLE VIII.

TABLE VIII
AGE OF RESPONDENTS

Age of Respondent	Number of Responses	Percentage
18-25 Years Old	15	28.0 %
26-30 Years Old	22	40.5 %
31-35 Years Old	7	13.0 %
36-40 Years Old	6	11.0 %
41-45 Years Old	3	5.5 %
46-50 Years Old	1	2.0 %
51 + Years Old	<u>0</u>	<u>0.0 %</u>
Totals	54	100.0 %

The next response table shows whether or not the respondent had a mentor in her career. There were eight (15 percent) who had a teacher as a mentor; two (4 percent) had a family member as a mentor; 14 (26 percent) had a television journalist as a mentor; six (11 percent) had someone other than those mentioned above; 24 (44 percent) had no mentors in their careers. See TABLE IX.

TABLE IX
WHETHER OR NOT RESPONDENTS HAD MENTORS

Mentor Subject	Number of Responses	Percentage
Teacher	8	15.0 %
Family Member	2	4.0 %
Television Journalist	14	26.0 %
Other Mentor	6	11.0 %
No Mentor	<u>24</u>	<u>44.0</u> %
Totals	54	100.0 %

The next response table concerns the type of education each respondent received. There were three (5.5 percent) who attended junior colleges; seven (13 percent) who attended four-year colleges; 30 (55.5 percent) who attended state universities; 13 (24 percent) who attended private colleges. One respondent did not have a college education. A total of 42 (78 percent) respondents completed degrees in at least one area. See TABLE X.

TABLE X
RESPONDENT'S EDUCATION

Education	Number of Responses	Percentage
Junior College	3	5.5 %
4-Year College	7	13.0 %
State University	30	55.5 %
Private College	13	24.0 %
Other	0	00.0 %
No Response	<u>1</u>	<u>2.0</u> %
Totals	54	100.0 %

The next response shows a yes or no answer concerning internships. Thirty-four (63 percent) had completed internships; 20 (37 percent) had not completed internships. See TABLE XI.

TABLE XI
INTERNSHIPS

Internships	Number of Responses	Percentage
Yes	34	63.0 %
No	<u>20</u>	<u>37.0</u> %
Totals	54	100.0 %

The next response table shows the areas in which respondents received their degrees. There were 17 (31 percent) with degrees in Journalism; 17 (31 percent) with degrees in Radio and Television; two (4 percent) with degrees in Communications; and 17 (31 percent) with degrees ranging from Music, English and Speech. One person did not respond to this question. See TABLE XII.

TABLE XII
RESPONDENT'S DEGREE AREA

Degree Area	Number of Responses	Percentage
Journalism	17	31.0 %
Radio and Television	17	31.0 %
Communications	2	4.0 %
Other	17	31.0 %
No Response	<u>1</u>	<u>2.0</u> %
Totals	54	100.0 %

The next response table shows if respondents received a degree at an Oklahoma institution of higher education. Of 54 responses to this question, 25 (46 percent) said yes; 29 (54 percent) said no. See TABLE XIII.

TABLE XIII
RESPONDENTS DID OR DID NOT GET
DEGREE IN OKLAHOMA

Oklahoma Degree	Number of Responses	Percentage
Yes	25	46.0 %
No	<u>29</u>	<u>54.0</u> %
Totals	54	100.0 %

The next question asks each respondent whether her school helped get her a first job in television news. There were 12 (22 percent) who said their degree granting department did help them get the first job; 28 (52 percent) said no; 14 (26 percent) said the question did not apply to them. See TABLE XIV.

TABLE XIV
DID SCHOOL HELP GET
THE FIRST JOB?

FIRST JOB	Number of Responses	Percentage
Yes	12	22.0 %
No	28	52.0 %
Does Not Apply	<u>14</u>	<u>26.0</u> %
Totals	54	100.0 %

The next response table describes how well respondents feel female students are trained for careers in television news. There were five (9 percent) who felt students were extremely well trained; six (11 percent) who felt students were trained above average; 21 (39 percent) who felt students were trained adequately for jobs in news; 13 (24 percent) who felt students were trained below job expectations; nine (17 percent) who felt students were trained poorly. See TABLE XV.

TABLE XV
TRAINING

Female Students trained	Number of Responses	Percentage
Extremely Well	5	9.0 %
Above Average	6	11.0 %
Adequately	21	39.0 %
Below Expectations	13	24.0 %
Poorly	<u>9</u>	<u>17.0</u> %
Totals	54	100.0 %

The next response table concerns the educational status of the respondents. There were eight (15 percent) with unfinished bachelor's degrees; 40 (74 percent) with a bachelor's degree; two (4 percent) with a bachelor's degree

plus some graduate school work; two (4 percent) with a master's degree plus some grad work; two with other degrees. No respondent had completed a master's degree unless she had also worked on a doctorate; no respondent had a law degree. See TABLE XVI.

TABLE XVI
EDUCATIONAL STATUS

Educational Status	Number of Responses	Percentage
Unfinished bachelor's	8	15.0 %
Bachelor's	40	74.0 %
Bachelor's/Grad work	2	4.0 %
Master's	0	0.0 %
Law	0	0.0 %
Master's/Grad work	2	4.0 %
Doctoral	0	0.0 %
Other	<u>2</u>	<u>4.0 %</u>
Totals	54	100.0 %

The next response table indicates that women in Oklahoma newsrooms plan to stay in their present positions anywhere from less than one year to more than ten years. The responses were 13 (24 percent) less than one year; 19 (35 percent) one to three years; eight (15 percent) three to

five years; seven (13 percent) five to ten years; and two (4 percent) over ten years. See TABLE XVII.

TABLE XVII
HOW LONG RESPONDENTS PLAN TO
STAY IN PRESENT JOB

Number of Years	Number of Responses	Percentage
Less than 1 Year	13	24.0 %
1-3 Years	19	35.0 %
3-5 Years	8	15.0 %
5-10 Years	7	13.0 %
Over 10 Years	2	4.0 %
No Response	<u>5</u>	<u>9.0</u> %
Totals	54	100.0 %

The next four response tables express each respondent's attitude about her job. Most respondents rated overall salary and benefits at their stations average. Most respondents rated workplace conditions as good or average. Most respondents rated management's attitude toward broadcasters at their stations good or average. Most of the respondents rated the content of the news program at their station as average or good. See TABLE XVIII.

TABLE XVIII
HOW RESPONDENTS RATED MANAGEMENT

Attitudes about	Number of Respondents				
	Excellent	Good	Average	Fair	Poor
	1	2	3	4	5
Salary & Benefits	1	15	19	9	9
Workplace Conditions	1	19	17	10	6
Management's Attitude	2	19	17	9	6
News Content Rating	<u>9</u>	<u>26</u>	<u>10</u>	<u>4</u>	<u>4</u>
Totals	13	51	63	32	25

The next response table gives the approximate salary of each respondent in the tax year 1990. There were two (4 percent) who made less than \$10,000 in 1990; 15 (28 percent) who made \$10,001 to \$20,000 in 1990; 21 (39 percent) who made \$20,001 to \$30,000 in 1990; six (11 percent) who made \$30,001 to \$40,000 in 1990; two (4 percent) who made \$40,001 to \$50,000 in 1990; one (2 percent) who made \$50,001 to \$60,000 in 1990; one (2 percent) who made \$60,001 to \$70,000; and three (5 percent) who made more than \$70,000 in 1990. Both of the women who exceeded the highest salary range are anchors. Three respondents declined to respond to this question. See TABLE XIX.

TABLE XIX
RESPONDENTS' SALARIES IN 1990

Salary Ranges	Number of Responses N = 54	Percentage
Less than \$10,000	2	4.0 %
\$10,001-\$20,000	15	28.0 %
\$20,001-\$30,000	21	39.0 %
\$30,001-\$40,000	6	11.0 %
\$40,001-\$50,000	2	4.0 %
\$50,001-\$60,000	1	2.0 %
\$60,001-\$70,000	1	2.0 %
\$70,000 +	3	5.0 %
No Response	<u>3</u>	<u>5.0</u> %
Totals	54	100.0 %

The next response table shows what respondents would change their careers to if given the opportunity. Why they would change, whether it would be to make a better salary, more suitable work hours, or greater rewards was not discussed. However, several questions looked at the length of time each woman wants to stay in her present position and others were concerned with the her attitudes about television news jobs. There were 21 (39 percent) who responded they would like to be in a public relations; six (11 percent) who responded they would like to have a career

in media consultancy; three (5.5 percent) who would like to go into print journalism; six (11 percent) who think teaching would be an ideal career; three (5.5 percent) who would like to go into some kind of management position; and 13 (24 percent) respondents listed other on the questionnaire. Sales and advertising did not receive any response. See TABLE XX.

TABLE XX
RESPONDENTS' CAREER CHANGE CHOICES

Career Choices	Number of Responses	Percentage
Public Relations	21	39.0 %
Media Consultant	6	21.0 %
Print Journalism	3	5.5 %
Teaching	6	11.0 %
Management	3	5.5 %
Other Careers	13	24.0 %
Sales and Advertising	0	0.0 %
No Response	<u>2</u>	<u>4.0</u> %
Totals	54	100.0 %

Next, respondents identify their career goals in television news. There were six (11 percent) who want to be reporters; two (4 percent) who want to be producers; 11 (20

percent) who want to be news anchors; one (2 percent) who wants to be an assignment editor; 12 (22 percent) who would like to be news directors; and 12 (22 percent) who would responded to other choices, such as Gardening Editor and Executive Producer. No woman responded to the news photographer choice. Ten respondents did not answer this question. See TABLE XXI.

TABLE XXI
CAREER GOALS IN TELEVISION NEWS

Career Goals	Number of Responses	Percentage
News Reporter	6	11.0 %
News Producer	2	4.0 %
News Anchor	11	20.0 %
Assignment Editor	1	2.0 %
News Photographer	0	0.0 %
News Director	12	22.0 %
Other Goals	12	22.0 %
No Response	<u>10</u>	<u>19.0</u> %
Totals	54	100.0 %

Success

A final open-ended question concerns each respondents'

respondents' definition of success. Answers were coded by descriptive words used in each respondents' answer. A frequency count was completed to establish what respondents mentioned the most when asked to define success. After completing the frequency count, key words were ranked in order from highest frequency to lowest frequency. See TABLE XXII.

TABLE XXII
FREQUENCY TABLE OF SUCCESS
DEFINITION AND RANKING

Success Definition	Rank of Frequency	Number of Response
Good Job	1	27
Good Product	2	21
Enjoyment or Satisfaction	3	18
Peer Respect	4	13
Money	4	13
Satisfying the Community	5	12
Balanced Lifestyle	5	12
Movement to Larger Market	6	4
Setting & Achieving Goals	7	2
Good Health and Religion	8	<u>1</u>
Total		54

Attitudes

The next section consists of 35 questions concerning various issues and conditions a woman in television news may encounter during her career. The means for all subjective attitude questions were calculated and located on the Likert scale to give each question an average from the population. The means were arrived at by taking the sum for all responses for each item and dividing this by the number of respondents. The means are placed in four general categories.

Outlooks on Career and Education

The first category looks at the respondent's outlook on career and education. On the average respondents are in agreement (mean = 2.019) that completing a college education is necessary to obtain an entry-level job in television news. Respondents more than agree, but less than strongly agree (mean = 1.463) that a job candidate should possess both writing and technical skills to become a good reporter. Respondents were for the most part are undecided (mean = 2.889) about their attitudes toward success in television news being linked to having a mentor, but strongly agree (mean = 1.222) that internships are valuable for aspiring television news people. Respondents agree (mean = 2.231) that their stations do a good solid newscast that they are proud of. Respondents agree (mean = 2.222) on the average that the quality of broadcast journalism at their station

would improve if they had more experienced reporters; however, they slightly agree but are closer to being undecided (mean = 2.759) that the news director determines the quality of news at the station. Most respondents agree (mean = 2.222) that the newscast at their stations are the best in the ADI, that they love their work and intend to stay in the news profession (mean = 2.222), and are somewhat more than undecided, but less than agree (mean = 2.648) about encouraging young people to enter the television news profession.

Career Opportunities and Goals

The second category looks at the respondents' outlook on opportunities during their careers and goals. On the average respondents agree (mean = 1.944) that reporters should start at a small market and work their way up to larger market jobs; and subsequently agree (mean = 2.0) that co-workers have more respect for newswomen if they have put in some time at a smaller market. From the findings respondents are somewhere in the middle between undecided and disagreement (mean = 3.481) about whether professional broadcasters do a better job when they work in the region where they were educated. Again, on the average respondents are between undecided and disagreement (mean = 3.463) about whether or not it is their goal to work in network news. Respondents tend to disagree (mean = 3.604) that they get enough help with career development from people at their

station. And even though they do not get enough help with career development they disagree (mean = 3.630) that they were entertaining the idea of looking for a job outside the television news profession.

Equitable Work and Treatment

The third category looks at the respondents' attitudes about whether women receive equitable assignments at work and the same treatment by management as men. Respondents agree (mean = 2.481) to strongly agree that men are paid more than their female counterparts in equitable positions. On the average respondents strongly agree (mean = 1.407) that women should be given maternity leave and on the same token, agree (mean = 1.807) that men should be given the same priority.

Respondents disagree (mean = 3.648) that men at their respective stations are given more freedom than are women to report or produce the type of news they wish; and still disagree (mean = 3.963) that women have achieved enough equality in the television news field and agree (mean = 2.370) that women have to work harder to receive the same amount of recognition in television news. The same response on the average holds true (mean = 3.648) when the question turns to look at whether or not women in management are given the same amount of respect as men in management positions. Respondents think male managers are given more respect.

On the average respondents agree (mean = 2.481) that they are satisfied with the amount of work expected of them by their stations but are undecided (mean = 3.241) about whether they would encourage young people to enter the television news profession.

Disadvantages of Career

The final category provides means for attitude questions that have something to do with whether there are disadvantages to being in the broadcast news industry. Disadvantages could be stress, competition, low pay or even balancing family and career.

Respondents are in the middle between agreement and undecided (mean = 2.5) about whether or not a successful career woman can have both career and family and more than likely a majority of these respondents hope that they can achieve both. Respondents are clearly undecided (mean = 3.370) about whether stress on the job is greater than the reward of working in television news. On the average respondents are still on the fence (mean = 3.148) about losing their jobs as they get older. Also respondents are undecided (mean = 2.722) about whether or not men are intimidated by successful career women, and by the same token are undecided (mean = 2.778) about who women are more competitive with--men or women. Respondents are also undecided (mean = 2.759) on the question if they receive enough praise at their respective stations from management

and are slightly less undecided but closer to disagreement (mean = 3.143) that they receive enough help from news consultants that visit their stations.

For the most part respondents disagree (mean = 3.796) with the statement concerning being worried about losing their newsroom jobs and are undecided (mean = 2.778) about whether their jobs in general produce too much stress.

Relationship Analysis

Chi square analysis was used to determine if there was a relationship between a woman's job and her attitudes, between the time a woman has been in a television news career and her attitudes, and between a woman's age and attitudes.

The first relationship is between the type of job a woman has in television news and attitudes.

TABLE XXIII
OBSERVED FREQUENCIES OF RELATIONSHIP
BETWEEN JOB AND ATTITUDE

<u>Job Variables</u>	<u>Attitudes</u>				<u>Totals</u>	
	Str.	Ag.	Agr.	Undec.	Dis.	Str. Dis.
Reporter	103	161	80	132	47	523
Producer	74	97	52	93	34	350
Anchor	67	106	41	99	37	350
Assign. Ed.	16	18	5	24	7	70
Photographer	26	23	11	33	12	105
News Director	9	19	18	19	5	70
Other	<u>104</u>	<u>103</u>	<u>52</u>	<u>94</u>	<u>9</u>	<u>385</u>
Totals	399	527	259	494	174	1853

Complex Chi Square Statistic = 25.49

Table Chi Square ($p < .05$, $df = 24$) = 36.4

Null Hypothesis accepted.

There was no real difference found between the type of job and the respondent's level of agreement about questions concerning her attitudes. The critical value at degree of freedom 24 and the 95% level of confidence is 36.4, higher than the calculated Chi square value of 25.49. The differences among women with different jobs are not significant and the null hypothesis is accepted.

The next relationship is between the amount of time a woman has spent in her career and attitude.

TABLE XXIV
OBSERVED FREQUENCIES OF RELATIONSHIP BETWEEN
TIME ON THE JOB AND ATTITUDE

<u>Time on Job</u>	<u>Attitudes</u>					<u>Totals</u>
	Str. Ag.	Agr.	Undec.	Dis.	Str. Dis	
1 mnth to 1 yr	12	23	10	19	6	70
1-3 yrs	86	155	75	141	32	489
4-6 yrs	124	124	71	118	53	490
7-9 yrs	54	65	31	64	31	245
10-15 yrs	105	146	70	148	48	517
16-24 yrs	24	18	6	14	8	70
25+ yrs	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Totals	405	531	263	504	168	1881

Complex Chi Square Statistic = 68.09

Table Chi Square (p < .05, df = 20) = 31.4

18-25 years old - Simple Chi Square Stat. = 13.58

26-30 years old - Simple Chi Square Stat. = 103.35

31-35 years old - Simple Chi Square Stat. = 45.98

36-40 years old - Simple Chi Square Stat. = 23.54

41-45 years old - Simple Chi Square Stat. = 77.59

46-50 years old - Simple Chi Square Stat. = 15.42

Table Simple Chi Square (p < .05, df = 4) = 9.5

Null Hypothesis rejected.

The difference found between the time on the job and attitudes is a real difference. The critical value at degree of freedom of 20 and the 95% level of confidence is 31.4, smaller than the calculated Chi square value 68.09. The difference between the women who have worked in the television news industry for different amounts of time is

significant and the null hypothesis is rejected. The author is 95% sure the difference is a real one.

However, completing further analysis from simple Chi square, it was found at the 95 percent confidence level that the levels of agreement were different for different age groups. The next relationship is between the respondents' ages and attitudes.

TABLE XXV
OBSERVED FREQUENCIES OF RELATIONSHIP BETWEEN
RESPONDENTS' AGE AND ATTITUDE

Age	Attitudes					Totals
	Str. Ag.	Ag.	Undec.	Dis.	Str. Dis.	
18-25	125	147	69	142	42	525
26-30	155	222	114	203	72	766
31-35	49	70	33	61	32	245
36-40	47	58	26	58	21	210
41-45	25	31	15	28	6	105
46-50	4	11	6	12	2	35
51+	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Totals	405	539	263	504	175	1886

Complex Chi Square Statistic = 13.97

Table Chi Square ($p < .05$, $df = 20$) = 31.4

Null Hypothesis accepted.

There was no real difference found between respondents' age and attitudes. The critical value at degree of freedom

of 20 and the 95% level of confidence is 31.4, larger than the calculated Chi square value of 13.97. The difference between a newswoman's age and attitudes is not significant and the null hypothesis is accepted.

Additional Analysis

To show further analysis of the differences according to age, years on the job, and job the following three tables were set up to show the answers to a particular question. Each table will show how the questions was answered according to the specific variable being studied. The question states: A job candidate should possess both writing and technical skills to become a good reporter. The values are set to a predetermined likert scale ranging from 1 to 5, "1" being strongly agree and "5" being strongly disagree.

TABLE XXVI
EXTENT OF AGREEMENT WITH STATEMENT BY JOB

Job Variable	Mean for Variable
Reporter	1.6
Producer	1.5
Anchor	1.3
Assignment Editor	1.5
Photographer	1.3
News Director	1.5
Other	1.5
Overall Mean for Question = 1.5	

TABLE XXVII
EXTENT OF AGREEMENT WITH STATEMENT BY YEARS

Years Variable	Mean for Variable
1 month to less than 1 year	1.0
1 year to 3 years	1.9
4 years to 6 years	1.1
7 years to 9 years	1.3
10 years to 15 years	1.7
16 years to 24 years	1.0
25 years or more	0.0
Overall Mean for Question = 1.5	

TABLE XXVIII
EXTENT OF AGREEMENT WITH STATEMENT BY AGE

Age Variable	Mean for Variable
18 - 25 years old	1.6
26 - 30 years old	1.5
31 - 35 years old	1.3
36 - 40 years old	1.3
41 - 45 years old	1.3
46 - 50 years old	1.0
51 - 55 years old	0.0
56 years old or older	0.0

Overall Mean for Question = 1.5

What the preceding three tables are able to determine difference in the answers of each age group's, each job group and each group listed by years. In the first table the means differ by no more than 0.3. Reporters tend to agree less than any other job category. Anchors and photographers are the highest level of agreement for the statement. In the second table the degree of difference is somewhat higher. Both the first year's category and the category for 16 - 24 years strongly agree that a good reporter needs both technical and writing skills. Women who have been in the broadcast profession from 1 to 3 years agree with the statement, but do not strongly agree. The

third table shows that the older a newswoman in Oklahoma is the more she agrees with statement. It is clear from viewing the table that young women tend to agree less with the statement than older women.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

General

The Need for this Study

This study developed a profile of women in Oklahoma television news and revealed a number of interesting findings. It is hoped that this profile will give aspiring newswomen an in depth background of women in the Oklahoma television newsroom. More specifically, this study looked at characteristics of these women, how they define "success," and their attitudes about issues such as, careers and education, opportunities and goals, work conditions and treatment by management, and the disadvantages of working in the television news business.

Summary of the Study

A Look at the Participants

The entire Oklahoma population of female anchors, reporters, photographers, assignment editors, producers, executive producers and news directors were mailed a 5-page questionnaire. Participants were from the following network

affiliated television stations in Oklahoma: KOCO-TV, KWTW, KFOR-TV, KTUL-TV, KJRH-TV, KOTV, KTEN-TV, KSWO-TV.

Of the respondents, 28 percent were reporters, 18.5 percent were producers, 18.5 percent were anchors, seven percent were photographers, four percent were assignment editors, four percent were news directors, and the remaining 20 percent held dual roles in the newsroom such as, reporting and anchoring or producing and management

Respondents ranged from 18 years of age to 50. Of the 54 respondents, 37 percent were from the Oklahoma City market, 52 percent from Tulsa, seven percent from Lawton, and four percent from Ada/Ardmore.

Forty-six percent of newswomen who responded are single, 43 percent are married, seven percent are divorced and four percent are engaged to be married.

A total of 98 percent have received some type of undergraduate education, ranging from journalism to music. Forty-six of the respondents have college degrees.

The Survey Instrument

The survey instrument was a questionnaire consisting of 60 questions that asked participants to rate 35 questions concerning their attitudes and 24 questions that sought to determine the characteristics of the participants. The final question was an open-ended response question asking the participants to define "success."

The Objectives

The main objective of this study was to develop a profile of women in Oklahoma television news. The study sought to answer the following questions:

1. What are the characteristics of women in television news in Oklahoma?
2. How do these women define "success?"
3. Is there a relationship between job and attitude?
4. Is there a relationship between time in the business and attitude?
5. Is there a relationship between age and attitude?

Discussion of the Findings

Characteristics

Education is important to the women in Oklahoma television news. Among the most noteworthy findings of this study is the fact that the majority of the respondents attended 4-year colleges or state universities and majored in journalism, broadcasting, or radio and television. This finding is good news for women, who make up two-thirds of all journalism students. Many women are going back to school to continue learning or complete degrees; some have master's degrees or are pursuing doctorates.

The fact that 34 respondents completed internships while in school could explain why the respondents strongly agree that internships are valuable. The largest number of women, however, have not had a mentor while developing a career in television news. This is surprising because it would seem since there are more newswomen today than ever

before, young women would have many mentors available. However, the large number of females enrolling in journalism schools makes it likely that the next few years will see more students participating in internships and receiving a mentor's guidance. Internships and a mentor's guidance go hand in hand and will help any aspiring television newswoman.

A large number of respondents agree students are adequately prepared to enter the job market. Sixty-three percent of the respondents completed internships. This would suggest that a large number of women in the newsrooms think hands-on experience at a commercial television station prepares the student for the real world of television news. Getting practical experience to enhance the theoretical approach taken in most colleges only makes the aspiring newswoman more valuable to her potential employer.

When asked, a majority of women said that their alma mater did not help them get their first job, while a few said the question did not apply. Information about current openings in television news travels frequently by word of mouth. The industry itself seems to be a very small network of people. Being an intern allows one to meet people in the industry and use those people as references when searching for a job (Sullivan, 1991).

Women working in smaller areas, such as Ada and Lawton, and women with three years or less experience are paid between \$10,000 to \$20,000 a year; however, and many who

have worked in the business more than three years have exceeded the low pay range. The largest group of respondents are paid between \$20,000 to \$30,000 a year. Three respondents make over \$70,000 a year; one adding \$90 plus to her answer. Anchors are the highest paid group. The research is unable to specifically determine why after six years of experience the number of respondents drops and then picks up with similar numbers after ten years. The numbers clearly show a large number of graduates but fewer women staying in the profession because of the financial aspects of the job or, perhaps the amount of stress that goes with the career. The author attributes the fall off to job stress or that many of these women are now advancing to larger television markets after working in Oklahoma.

The majority of women have been at their stations between one and three years and enjoy their work in the broadcast television profession. The length of time many of the respondents had hoped to stay in their current positions has been exceeded. Many of these women hope to be leaving those positions within the next year.

Benefits and salary are concerns of the career as well, but on the average women think they receive average-to-good compensation. It seems like women in Oklahoma are happy with their work for the most part. Workplace conditions and management's attitudes toward their staff seem to be good overall. Some respondents however, were clearly negative about management.

The majority of these responses came from women between the ages of 22 and 30, the majority of whom are single or married women with no children. The largest percentage of respondents were 26-30 or 41 percent. Forty-six percent of respondents were single and the second largest group or 43 percent were married. Forty-three percent of these women do not have children. It could be that these women feel they earn enough money to support themselves adequately while single, but feel they do not earn enough to support a family. Many respondents feel a family is important, and when they decide to start a family larger salaries and extended benefits may become more important..

The trend for these women seems to be training in a small market and moving into the larger markets, such as Oklahoma City and Tulsa. However, many think of the Oklahoma television market also as a training market and have ambition to move to larger ADIs. Many women are in their second or third jobs having started in a smaller market. Forty-eight out of 54 respondents worked in the medium markets of Tulsa or Oklahoma City. Only six respondents worked in the smaller markets of Lawton or Ada/Ardmore. Some women have worked at six or more television stations during their careers. The majority of respondents had worked at only one station during their career. The researcher suspects that many of these women may have completed internships at the station they are presently working for, and some may have started at those

stations directly out of school. These findings once again support the theory that Oklahoma is perceived to be a training market to some. Some women hope to rise through the ranks and reach goals of being a network correspondent.

Only two women returned surveys stating they were photographers. On the average, photographers' jobs are most frequently staffed with males. At a panel discussion in 1989, CBS news executive Barbara Cohen said, "There are many more women in newsrooms today than when I started out. The numbers are overwhelming and they are here to stay. I guess the only places that are all-male bastions are camera crews. We're all going to have to take steroids before that will change." This statement seems to hold true for Oklahoma as well. Photographers just getting started will normally make less money than reporters, producers, and anchors.

These women think the stations they work for have a good newscast. But they still feel the need to move on to other stations. The television news industry is known for being a career for people who don't mind picking up and moving to different locations. Most people go where the job is. The normal longevity for a news director is around two years (Sullivan, 1991).

Like others, many of these women will end up changing their careers. The largest number of respondents think they would like to be in public relations; others chose second careers in teaching, media consultancy, private business and management. The lowest response rate was from women who

wish to go into management. Only three respondents think they would like to go into this area. The trend of more and more women moving into management found in other surveys is not supported by these findings.

Success

The majority think doing a good job is the biggest factor defining "success." One reporter said, "Success is digging up a good story, presenting all the possible angles, using video creatively, "people-izing the story and making the audience care. Having colleagues comment on a job well done." A Tulsa anchor insists, "Doing the best I can everyday, every show and using my position to enhance our community is my responsibility and make me a success if I accomplish it."

The second highest level of agree shows women think enjoying what they do and being satisfied with their life and careers comes in second. An anchor from Tulsa added, "Being successful means enjoying my job and doing it well and combining my career with a husband and family."

Reaching the community with a good product is next in the "success" ranking, other things like peer respect and money rank high also. A few respondents seem to feel moving to a larger market television station and achieving their goals is a mark of a successful woman in television news. Most of the women who responded to the survey hope to stay in the television news industry and make it their career.

Although, many hope to change from their current jobs to others at the station or other stations.

One producer said, "I love putting together a show and being creative. I enjoy knowing that a show went off well, then I've accomplished what I'm here for.

Some of the findings support national findings concerning the attitudes of women in Oklahoma television newsrooms. Women surveyed seemed to agree about developing relationships. Some are still undecided about the issue of combining both family and a career. The findings show most of the women think about eventually having a family. Many of the younger reporters and producers are currently single. One respondent adds, "Days at the station can be very long and the responsibility of having to go home and take care of family members does not seem too appealing." Women have mixed feelings about a woman's success intimidating a man, but remain exactly in the middle on the issue of raising a family and having a successful career at the same time.

Attitudes

The women surveyed had a wide range of attitudes about the issues they face. The research looked at three suspected relationships. The findings were surprising. The findings suggest that there are differences in respondents attitudes concerning issues about outlooks on career and education, equitable work and treatment, opportunities and goals, and disadvantages of the career.

The first relationship test tried to determine whether or not a respondent's job made a difference in the way she answered the questions that determined her attitude.

Although there were differences in the levels of agreement for each job category, the difference was not great enough to suggest that a different job means women will have different attitudes. Reporters and a combination of reporter and anchor or reporter and producer tended to have a higher level of agreement than any of the other groups.

The second test tried to determine whether or not there is a relationship between the age of the respondent and her attitude. Again, there were differences in the levels of agreement for each age group, but the difference in the way each group responded to the attitude questions can not be attributed to the difference in the respondents' age. Younger respondents seemed to respond by marking strongly agree more often than any other age group.

The third relationship tried to determine whether or not the time a respondent had spent in her television journalism career made a difference in the way she responded to the attitude questions. It was not surprising that the longer the time respondents spent in the television news industry the more often they tended to strongly disagree when answering the attitude questions.

Using the Findings

The findings can be put to good use by merely reading

and becoming familiar with the profile the study developed. Knowing where these women come from, their backgrounds, education, and careers can help to establish valuable information for young women entering the television news industry. Educators will be able to develop a clear understanding of women who work in television news in the Oklahoma television news market. Passing the information along to students during class lectures may develop a more realistic outlook on the television news profession. Time and time again news professionals have told this researcher that television news is not the glamorous career it appears to be. Many interns have unrealistic expectations for careers in television. Learning about the attitudes and reading the profile may make career goals more realistic.

Further Research

A more extensive study comparing male and female attitudes would be interesting and valuable. How do men in Oklahoma television newsrooms compare to women? Most national research looks at the gender issue quite often. Do men define "success" differently than women? Are they less resistant to moving from one job to another? This study could be used as a pilot for a larger study. An entire regional population of the United States would give students and educators a profile that includes many of the surrounding states. Many people entering the television news field from Oklahoma look for jobs in Texas, Missouri,

Kansas, and Arkansas.

Conclusions

The findings in this study were not altogether surprising. But for women who hope to have careers in television news, regardless of the market they choose to work in, the information will give them an overview of what other women have gone through to have careers in the television news industry.

Each woman who responded to the survey became a television newswoman for her own reasons, but the similarities concerning the different issues discussed in the study bring the population together. The women in Oklahoma television news face many of the same barriers, have similar advantages and disadvantages in their jobs, and are concerned about their futures in the television news industry.

It is supported that young women entering the television news industry must be educated, both theoretically and practically, work their way up through the ranks to achieve their goals, will have to work very hard to combine a successful career with a family, the pay is much smaller than many entry level positions, and must realize that the glamour of being in television news is not always so glamorous.

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APPENDIXES

APPENDIX A

INITIAL SURVEY INSTRUMENT

April 1, 1991

Dear Broadcaster:

May I please have your cooperation in a research study for my master's thesis. The research investigation is focused on women in Oklahoma television newsrooms. As a student, I am concerned with the issues facing women in my chosen career field.

I am asking female news professionals throughout Oklahoma to serve in the study. Please take a few minutes to complete the enclosed questionnaire. Your response will be confidential and your identity will remain anonymous. A stamped, self-addressed envelope is enclosed for your convenience.

In order to keep my study on schedule, I need your response within 14 days. It takes about 10 minutes to complete and your information may help students to become better prepared for the realities of the Oklahoma television news market.

Please feel free to answer any question with further remarks and supply any other information you feel is pertinent to the study. You may contact me for results of this study by enclosing your name and mailing address.

Thank you for your assistance with project.

Sincerely,

Sonya D. Potter

SCHOOL OF JOURNALISM AND BROADCASTING
 College of Arts and Sciences
 Oklahoma State University
 Stillwater, OK 74078-0195

PLEASE RETURN BY APRIL 15, 1991

Kindly answer the following questionnaire and return it in the enclosed postage paid envelope on or before the date indicated above.

SECTION I. Directions: Personal information is needed about you. Circle the number that best answers the question.

1. What is your present job title?

- | | |
|----------------------|----------------------|
| 1. News reporter | 5. News photographer |
| 2. News producer | 6. News director |
| 3. News anchor | 7. Other _____ |
| 4. Assignment editor | |

2. How long have you worked in a professional broadcast position?

- | | |
|------------------------------------|------------------------------|
| 1. One month to less than one year | 5. Ten to fifteen years |
| 2. One to three years | 6. Sixteen to twenty-four |
| 3. Four to six years | 7. Twenty-five years or more |
| 4. Seven to nine year | |

3. How long have you worked for the station where you are presently employed?

- | | |
|-----------------------|------------------------|
| 1. Less than one year | 4. Seven to nine years |
| 2. One to three years | 5. Over ten years |
| 3. Four to six years | |

4. In how many different broadcast TV stations have you worked professionally?

- | | |
|----------|----------------|
| 1. One | 4. Four |
| 2. Two | 5. Five |
| 3. Three | 6. Six or more |

5. In what broadcast market do you work?

- | | |
|------------------|----------------|
| 1. Oklahoma City | 3. Lawton |
| 2. Tulsa | 4. Ada/Ardmore |

6. Are you

- | | |
|-------------|----------------------------|
| 1. Single | 4. Divorced, but remarried |
| 2. Married | 5. Engaged |
| 3. Divorced | 6. Other, specify |

7. Do you have children, and if so, how many?

- | | | | |
|---------|------|------|--------------|
| 1. None | 2. 1 | 3. 2 | 4. 3 or more |
|---------|------|------|--------------|

8. What is your present age?

- | | | | |
|----------|----------|----------|----------------|
| 1. 18-25 | 3. 31-35 | 5. 41-45 | 7. 51-55 |
| 2. 26-30 | 4. 36-40 | 6. 46-50 | 8. 56 or older |

9. Who was your mentor?

- | | |
|--------------|-------------------------|
| 1. a teacher | 4. Other, specify _____ |
|--------------|-------------------------|

2. a family member
 3. a television journalist
10. What kind of college did you attend as an undergraduate?
1. Junior college
 2. 4-year college
 3. State university
 4. Private college
 5. Other, specify _____
11. Did you complete an internship at a television news station?
1. Yes
 2. No
12. What is your bachelor's degree area?
1. Journalism
 2. Radio and television
 3. Communications
 4. Other, specify _____
13. Did you graduate from college in Oklahoma?
1. Yes
 2. No
14. Where were you raised as a child?
1. West Coast
 2. East Coast
 3. Midwest
 4. Southeast
 5. Southwest
 6. North Central
 7. Northeast
 8. South Central
 9. Northwest
 10. Other, specify _____
15. If you majored in some aspect of journalism, did your department faculty help you get your first job?
1. Yes
 2. No
 3. Does not apply
16. How well do you feel that students have been prepared to enter the television news field?
1. Extremely well
 2. Above average
 3. Adequately
 4. Below expectations
 5. Poorly
17. What is your educational status?
1. Unfinished bachelor's degree
 2. Bachelor's degree
 3. Bachelor's degree & grad work
 4. Master's degree
 5. Law degree
 6. Master's degree & grad work
 7. Doctoral degree
 8. Other, specify _____
18. How long do you plan to stay at the station where you work now?
1. Less than one year
 4. Five to ten years
19. How would you rate the overall salary and benefits at your station?
1. Excellent
 2. Good
 3. Average
 4. Fair
 5. Poor
20. How would you rate the overall workplace conditions at your station?
1. Excellent
 2. Good
 3. Average
 4. Fair
 5. Poor
21. How would you rate the attitude of management toward the broadcasters at your station?

1. Excellent 2. Good 3. Average 4. Fair 5. Poor
22. How would you rate the local news programs on your station?
1. Excellent 2. Good 3. Average 4. Fair 5. Poor
23. Please indicate your approximate salary in tax year 1990.
1. Less than \$10,000 5. \$40,001 to \$50,000
 2. \$10,001 to \$20,000 6. \$50,001 to \$60,000
 3. \$20,001 to \$30,000 7. \$60,001 to \$70,000
 4. \$30,001 to \$40,000 8. \$70,000 and over
24. If you were to change careers, what would your career choice be?
1. Public relations 5. Print journalism
 2. Sales 6. Teaching
 3. Advertising 7. Management
 4. Media Consultancy 8. Other, specify _____
25. If you wish to continue a career in television news, what would be the position you hope to aspire to?
1. News reporter 5. News photographer
 2. News producer 6. News director
 3. News anchor 7. Other, specify _____
 4. Assignment editor

SECTION II. Directions: Information is needed about your attitudes toward issues in the broadcast industry. Select the number that best describes your feelings about the statement.

Strongly Agree Agree Undecided Disagree Strongly Disagree
 1 2 3 4 5

- ___26. Completing a college education is necessary to obtain an entry-level job in television news.
- ___27. A job candidate should possess both writing and technical skills to become a good reporter.
- ___28. A reporter should start at a small market and work her way up.
- ___29. Reporters, photographers, assignment editors, producers and anchors receive a greater amount of respect from co-workers if they have put in time at a smaller market.
- ___30. Someone who wishes to be successful needs a mentor in television news.
- ___31. Internships are valuable for aspiring television news people.
- ___32. Females in television news are paid less than their male counterparts for equitable positions.
- ___33. A successful career woman in television news can have both career and family.
- ___34. Maternity leave should be made available to all female employees at your station.
- ___35. The stress of working in television news is greater than the reward of working in the television news business.

- ___36. Men at your station are given more freedom to report or produce the type of news they wish.
- ___37. The older you get, the less chance you have of maintaining your job.
- ___38. Women have achieved enough equality in television news.
- ___39. The gender of reporters makes no difference in the types of stories they are asked to cover.
- ___40. Men are intimidated by a successful career woman.
- ___41. Women are more competitive with other women, than with men.
- ___42. Women have to work harder to achieve the same recognition as men in television news.
- ___43. Women in upper management in television news are given the same amount of respect as men in the same positions.
- ___44. Success is measured by how much money you make.
- ___45. Professional broadcasters do a better job when they work in the region in which they were educated.
- ___46. My station does a good solid newscast that I am proud of.
- ___47. My career goal is to work in network news.
- ___48. The quality of broadcast journalism at my station would improve if we had more experienced reporters.
- ___49. The quality of broadcast journalism at my station is determined by the news director.
- ___50. The amount of praise I receive at my station from management is adequate.
- ___51. The criticism of my work by news consultants retained by my station is adequate.
- ___52. I am satisfied with the amount of work expected of me by my station.
- ___53. The broadcast journalism at my station is the best in our ADI.
- ___54. I worry a lot about being fired from my newsroom job.
- ___55. My job produces too much stress.
- ___56. The amount of help in career development provided by my station is adequate.
- ___57. I am looking for another job outside the television news profession.
- ___58. I love my work and intend to stay in the news profession.
- ___59. I believe that men and women have equal opportunities in the television news profession.
- ___60. I would encourage young people to enter the television news profession.

Thank you for your help. Your response is very important. Please return the questionnaire in the postage paid envelope provided for your convenience. Your responses are strictly confidential.

APPENDIX B

FINAL SURVEY INSTRUMENT

SCHOOL OF JOURNALISM AND BROADCASTING
 College of Arts and Sciences
 Oklahoma State University
 Stillwater, OK 74078-0195

PLEASE RETURN BY APRIL 19, 1991

Kindly answer the following questionnaire and return it in the enclosed postage paid envelope on or before the date indicated above.

SECTION I. Directions: Information is needed about your attitudes toward issues in the broadcast industry. Select the number that best describes your feelings about the statement.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Undecided</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
1	2	3	4	5

- ___ 1. Completing a college education is necessary to obtain an entry-level job in television news.
- ___ 2. A job candidate should possess both writing and technical skills to become a good reporter.
- ___ 3. A reporter should start at a small market and work her way up.
- ___ 4. Reporters, photographers, assignment editors, producers and anchors receive a greater amount of respect from co-workers if they have put in time at a smaller market.
- ___ 5. Someone who wishes to be successful needs a mentor in television news.
- ___ 6. Internships are valuable for aspiring television news people.
- ___ 7. Females in television news are paid less than their male counterparts for equitable positions.
- ___ 8. A successful career woman in television news can have both career and family.
- ___ 9. Maternity leave should be made available to all female employees at your station.
- ___ 10. Paternity leave should be made available to all male employees at your station.
- ___ 11. The stress of working in television news is greater than the reward of working in the television news business.
- ___ 12. Men at your station are given more freedom to report or produce the type of news they wish.
- ___ 13. The older you get, the less chance you have of maintaining your job.
- ___ 14. Women have achieved enough equality in television news.
- ___ 15. The gender of reporters makes no difference in the types of stories they are asked to cover.
- ___ 16. Men are intimidated by a successful career woman.
- ___ 17. Women are more competitive with other women, than with men.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Undecided</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
1	2	3	4	5

- ___18. Women have to work harder to achieve the same recognition as men in television news.
- ___19. Women in upper management in television news are given the same amount of respect as men in the same positions.
- ___20. Professional broadcasters do a better job when they work in the region in which they were educated.
- ___21. My station does a good solid newscast that I am proud of.
- ___22. My career goal is to work in network news.
- ___23. The quality of broadcast journalism at my station would improve if we had more experienced reporters.
- ___24. The quality of broadcast journalism at my station is determined by the news director.
- ___25. The amount of praise I receive at my station from management is adequate.
- ___26. The criticism of my work by news consultants retained by my station is adequate.
- ___27. I am satisfied with the amount of work expected of me by my station.
- ___28. The broadcast journalism at my station is the best in our ADI.
- ___29. I worry a lot about being fired from my newsroom job.
- ___30. My job produces too much stress.
- ___31. The amount of help in career development provided by my station is adequate.
- ___32. I am looking for another job outside the television news profession.
- ___33. I love my work and intend to stay in the news profession.
- ___34. I believe that men and women have equal opportunities in the television news profession.
- ___35. I would encourage young people to enter the television news profession.

SECTION II. Directions: Personal information is needed about you. Circle the number that best answers the question.

36. What is your present job title?

- | | |
|----------------------|----------------------|
| 1. News reporter | 5. News photographer |
| 2. News producer | 6. News director |
| 3. News anchor | 7. Other _____ |
| 4. Assignment editor | |

37. How long have you worked in a professional broadcast position?
1. One month to less than one year
 2. One to three years
 3. Four to six years
 4. Seven to nine year
 5. Ten to fifteen years
 6. Sixteen to twenty-four
 7. Twenty-five years or more
38. How long have you worked for the station where you are presently employed?
1. Less than one year
 2. One to three years
 3. Four to six years
 4. Seven to nine years
 5. Over ten years
39. In how many different broadcast TV stations have you worked professionally?
1. One
 2. Two
 3. Three
 4. Four
 5. Five
 6. Six or more
40. In what broadcast market do you work?
1. Oklahoma City
 2. Tulsa
 3. Lawton
 4. Ada/Ardmore
41. Are you
1. Single
 2. Married
 3. Divorced
 4. Divorced, but remarried
 5. Engaged
42. Do you have children, and if so, how many?
1. None
 2. 1
 3. 2
 4. 3 or more
43. What is your present age?
1. 18-25
 2. 26-30
 3. 31-35
 4. 36-40
 5. 41-45
 6. 46-50
 7. 51-55
 8. 56 or older
44. Who was your mentor?
1. a teacher
 2. a family member
 3. a television journalist
 4. Other, specify _____
 5. no mentor
45. What kind of college did you attend as an undergraduate?
1. Junior college
 2. 4-year college
 3. State university
 4. Private college
 5. Other, specify _____
46. Did you complete an internship at a television news station?
1. Yes
 2. No
47. What is your bachelor's degree area?
1. Journalism
 2. Radio and television
 3. Communications
 4. Other, specify _____
48. Did you graduate from college in Oklahoma?
1. Yes
 2. No

49. If you majored in some aspect of journalism, did your department faculty help you get your first job?
1. Yes 2. No 3. Does not apply
50. How well do you feel that female students have been prepared to enter the television news field?
1. Extremely well 4. Below expectations
2. Above average 5. Poorly
3. Adequately
51. What is your educational status?
1. Unfinished bachelor's degree 5. Law degree
2. Bachelor's degree 6. Master's degree & grad work
3. Bachelor's degree & grad work 7. Doctoral degree
4. Master's degree 8. Other, specify _____
52. How long do you plan to stay at the station where you work now?
1. Less than one year 4. Five to ten years
2. One to three years 5. Over ten years
3. Three to five years
53. How would you rate the overall salary and benefits at your station?
1. Excellent 2. Good 3. Average 4. Fair 5. Poor
54. How would you rate the overall workplace conditions at your station?
1. Excellent 2. Good 3. Average 4. Fair 5. Poor
55. How would you rate the attitude of management toward the broadcasters at your station?
1. Excellent 2. Good 3. Average 4. Fair 5. Poor
56. How would you rate the local news programs on your station?
1. Excellent 2. Good 3. Average 4. Fair 5. Poor
57. Please indicate your approximate salary in tax year 1990.
1. Less than \$10,000 5. \$40,001 to \$50,000
2. \$10,001 to \$20,000 6. \$50,001 to \$60,000
3. \$20,001 to \$30,000 7. \$60,001 to \$70,000
4. \$30,001 to \$40,000 8. \$70,000 and over
58. If you were to change careers, what would your career choice be?
1. Public relations 5. Print journalism
2. Sales 6. Teaching
3. Advertising 7. Management
4. Media Consultancy 8. Other, specify _____
59. If you wish to continue a career in television news, what would be the position you hope to aspire to?
1. News reporter 5. News photographer
2. News producer 6. News director
3. News anchor 7. Other, specify _____
4. Assignment editor

SECTION III. Directions: Please write your response to the following question.

60. What is "success" for you?

Thank you for your help. Your response is very important. Please return the questionnaire in the postage paid envelope provided for your convenience. Your responses are strictly confidential.

APPENDIX C

ADDITIONAL COMMENTS FROM NEWSWOMEN

Outlooks on Career and Education

"Schools don't train anyone for my job," one photographer said, "They don't have the facilities or the equipment to do it, with technology and formats changeing. You really can't give them good hands-on experience, you can tell someone how to do it, but they have to do it themselves."

"The career generally dictates what I can or cannot do," a reporter said, "but generally it's the opportunities at the station that determine if you continue to learn or if you get promoted or you don't. It's kind of the job your in that determine whether you will move up or not."

One reporter had this to say about education and internships at her station. "A lot of the kids that I see come through here during internships, they want to be on TV. They think that is what it's all about, forget about the information, they forget there is a reason that we are out there informing people. They are wanting to be on TV. Many schools have really veared off the writing and content, substance behind the news. And on more to, your hair needs to look a certain way, your make-up, your clothes. That's going to be a real problem."

"I feel that I don't get enough feedback and a formal system of growth and development. You've got to be here to learn something. But you are put out there as your own ship in the dark. There is no steering or captain. I could be a much more effective photographer and deliver a much better product if they told me what they wanted from me. But they don't. We spend thousands of dollars on consultants to come in and tell the anchors how to comb their hair. But in a visual medium we pay next to no attention to what our pictures look like, and to me that is bad. It limits me."

Career Opportunities and Goals

This is what one reporter had to say about opportunity in the newsroom, "I think there are plenty of opportunities for women in broadcasting, but they certainly don't come without hard work and determination, and even then it can be tough. But while I think hard work is rewarded, I would also be the first to agree that opportunities and goals can still be impacted by good old boy discrimination in this business."

"There is not the longevity in this business anymore, people at their first or second job aren't getting paid enough, not getting trained enough, it either eats them or

they eat the business. But there is not the longevity anymore, the Edward R. Murrows, they've all got classy names and glamour looks."

"It will be harder having a child at home and seeking my goal of working in a larger market," a photographer remarked, "but, it can be done, it just has to be thought out."

One reporter talked about a trend she noticed, " There seems to be a trend now to pay experience. Because local stations just don't have the budgets to say we are going to hire you at x amount of dollars, anymore they will pay you for your experience."

Equitable Work and Treatment

A producer had this to say about equitable work and treatment, "I feel like this is a job of to each his own, I don't feel like women are discriminated against, the best person gets the job."

The word from women photographer's is that you always have to prove themselves. One said, "All photographers have to prove themselves, but women are different. Because from the minute you walk in the door, being a woman they don't think you can handle the job, especially sports."

A reporter said, "One thing that upsets me is that after all these years, of women being in the broadcast business, is that things haven't changed. Kind of like, women will get hired if we can't find a good man. To me, women are better interviewers than men, but you'll notice that women are not chosen to be top level interviewers and correspondents. Of course we have your teams like Gibson and Lunden, we have the women that are in the business, but not at the local level. No the hiring opportunities are not the same."

"Being single is an advantage in my job," a photograher remarked, "Companies look at that, in terms of moving someone, it is much cheaper to move a single person than it is to move a family. They'll be more mobile and willing to accept non-traditional work schedules, they aren't going to be encumbered by a lot of family considerations when it comes to doing a job."

Here is an example a reporter shared, "A woman has been here ten years and making \$45,000, her male anchor leaves, they bring the new guy in to replace him and you can bet he is making \$70,000. There's no fairness in that."

Disadvantages of Career

One producer who completed the survey said, "On a personal level I don't like being stuck in the newsroom all day, I'd rather be out meeting people."

"If you are the so-called greener reporter, you'll get paid less. You get what you pay for. But on the otherhand, money doesn't always mean your good. The pendulum can swing both ways."

A photographer added one of the downfalls was not being able to spend enough time with her little boy. She said, "One bad thing is my son has to spend alot of time at the sitter's house and I don't get to spend enough time with him." Another one added her insight, "My job is not traditionally a woman's job and even in the business today it is not seen as a job a woman can do. There are biases and discrimination."

"I think the first reaction of people that aren't in this business is," a reporter said, "Well, what hours do you work? And I said I'm on call 24-hours a day. But what is funny is the people in the business say, the hours are bad, I get low pay, I get no respect, they think I don't know what I'm doing and yet to the outside people don't see it that way. They think the money must be great, great hours, the job is glamorous. But it comes down to you have to put up with the schedule. Nobody starting out will get a cadillac schedule. You love it or you don't. And if you don't get out."

VITA

Sonya D. Potter

Candidate for the Degree of
Master of Science

Thesis: PROFILE: WOMEN IN OKLAHOMA TELEVISION NEWS

Major Field: Mass Communications

Biographical:

Personal Data: Born in Wichita, Kansas, February 4, 1963, the daughter of Ms. Linda Johnson and Mr. William H. Potter.

Education: Graduated from Perry High School, Perry, Oklahoma, in May 1981; received Bachelor of Liberal Arts in Oral Communication and Public Relations from Central State University in July, 1985; completed requirements for the Master of Science degree at Oklahoma State University in December, 1991.

Professional Experience: Graduate Assistant for Television Production, Oklahoma State University, Stillwater, Oklahoma, December, 1990, to May 1991; News Editor for Good Morning Oklahoma, KTUL Television, Tulsa, Oklahoma, June, 1991, to December, 1991.