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**THE GEENA DAVIS INSTITUTE ON GENDER IN MEDIA RELEASES
NEW FINDINGS BASED ON GENDER STEREOTYPES
MALES OUTNUMBER FEMALES ALMOST 3 TO 1 IN FILMS, AND FEMALES THAT DO
MAKE IT, EVEN IN TELEVISION, ARE RARELY REALISTIC**

LOS ANGELES, February 1st, 2008 – The Geena Davis Institute on Gender in Media, whose research was helmed by Dr. Stacy Smith of USC’s Annenberg School for Communication, released a study showing that for every 2.71 males across G-, PG-, PG-13, and R-rated films only one female character exists. They also discovered that in G-rated films, those deemed acceptable for viewing by young children, animated females are more likely to be shown in a thin and sexy light than live action females.

After examining over 4,000 female characters across 400 G, PG, PG-13, and R-rated movies, GDIGM and Dr. Smith found that two types of females often frequent film: the traditional and the hypersexual.

Females were over five times as likely as males to be shown in alluring apparel (which was defined as tight or revealing clothing designed to accentuate and/or arouse interest in a character's body shape or size) and were roughly three times as likely as males (10.6% vs. 3.4%) to be shown with an ideal body.

Analysis of 13 G-rated movies revealed that appearance is often heavily focused upon but that aspirations and heroic actions of certain general audience female protagonists are depicted in a way that may be compelling to both genders.

Earlier findings revealed that G-rated television does a better job at including females in its fare than do G-rated films. Nevertheless, females in television aimed at children are almost four times as likely as males to be shown in sexy attire (20.7% vs. 5.4%) and nearly twice as likely as males to be shown with a diminutive waist line (25.6% vs. 14.4%). Animated females in TV for kids are more likely to be shown in sexually revealing attire than are live action females in TV for kids (24.5% vs. 17.4%). Also, females in animated TV stories for children are more likely to have small waists (36.9% vs. 6.9%) and have an unrealistic body shape (22.7% vs. 1.2%) than are females in live action TV stories for children. Though, females are not the only ones hypersexualized in TV content for children. Animated males are more likely than live action males to have a large chest (15.4% vs. 4.9%), small waist (18.4% vs. 4.3%), and an unrealistically muscularized physique (12.5% vs. .5%).

“I think it’s clear that a great deal of television and film content lacks gender balance. There are more males than females, but when girls and women are shown, they are much more likely to be depicted in a hypersexualized way,” according to Dr. Smith.

This research was announced at a four-day international conference on gender in media, which was held January 28 -31 2008 at the University of Southern California (USC) and hosted by the Geena Davis Institute on Gender in Media. Funding was provided by the Annenberg Foundation.

The conference increased awareness of gender imbalance in entertainment for kids and strategized toward more varied gender portrayal of both females and males in entertainment media aimed at children. Academy Award-winner Geena Davis, Sony Entertainment Co-Chair Amy Pascal, Philanthropist Wallis Annenberg, ABC Entertainment President Stephen McPherson, Brown Johnson of Nickelodeon, and Tom Lynch were keynote speakers at an exclusive luncheon and forum at the InterContinental Hotel in Century City for more than two hundred executives and producers of entertainment aimed at children. Actress Aisha Tyler served as panel moderator.

The successful conference also featured two days of international researcher workshops made possible by the Ford Foundation and the Annenberg School of Communication, with over 30 accomplished children's media researchers from around the globe and a panel.

At an Open Forum on January 31, panelists examined the link between media and American public health issues such as low self-esteem and body image, the effects of American media in other countries such as hypersexual American content in an African context, the business of marketing products to young people through the media in the United States and around the world, and how writers and producers can create complex female characters for the children’s market. Among the day’s participants were Geena Davis, the Institute’s founder, Heather Kenyon of the Cartoon Network, Doreen Spicer of the movie “Jump In,” Kaaren Lee Brown of DiC, David Kleeman of American Center for Children and Media, WGA’s Animation Caucus head Craig Miller, Cort Lane of Mattel, and critics Brian Lowry of the TV Guide Channel. Linda Simensky, Senior Director of Children's Programming for PBS, was the Open Forum’s keynote speaker.

Dr. Stacy L. Smith - Annenberg School for Communication
For more information please visit: www.thegeenadavisinstitute.org