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Are Female Television News Anchors Still Judged by Their Appearance: A Study of Gender Bias in Relation to Female Television News Anchors And Their Perception of Age and Appearance Discrimination

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**Are Female Television News Anchors Still Judged by
Their Appearance**

A Study of Gender Bias in Relation to
Female Television News Anchors
And Their Perception of Age and Appearance
Discrimination

By
Dottie M. Barnes

THESIS

Submitted in partial fulfillment of the requirements
For the Master of Science degree in Communication
In the Graduate Studies Program at
Grand Valley State University
Allendale, Michigan

August 1, 2005

**SCHOOL OF COMMUNICATIONS
GRAND VALLEY STATE UNIVERSITY
ALLENDALE, MICHIGAN**

WE HEREBY APPROVE THE THESIS SUBMITTED BY

Dottie M. Barnes

ENTITLED Are Female Television News Anchors Still Judged by their Appearance?
A Study of Gender Bias in Relation to Female Television News Anchors and their
Perception of Age and Appearance Discrimination

AS PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE IN COMMUNICATION

Abstract

Are Female Television News Reporters Still Judged by Their Appearance

Many female television news anchors and reporters believe the emphasis placed on physical appearance in the 1980s and 1990s exists in the same magnitude today. As of 1998, women comprised more than one-third of the television news workforce in the United States and half of all television news reporters and anchors. According to testimonials from female news anchors, women continue to feel pressured to look young and attractive. Studies show female anchors believe they have overcome some of the gender bias encountered in the 1980s and early 1990s. A 2005 survey of female television news anchors in the western Michigan area conducted by the researcher showed most respondents agreed or strongly agreed that too much emphasis is placed on their appearance.

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CHAPTER I

Introduction

Situation Analysis

Over time, women television news reporters and anchors have expressed concern over the emphasis placed on their physical appearance and how this has affected their broadcasting careers. Women cite age, weight, even hair color as issues that often get more attention than their journalistic integrity (Lavin & Cash, 2001).

The first flood of women into the television news business came in the early 1970s. It was long-feared that the public would not accept women, but audience research conducted in the '70s convinced station owners that viewers wanted to see women behind the news desk and reporting in the field (Allen, 2003). More and more women were hired to work in television stations across the country, as research proved they could tap a new and larger audience. As focus groups were born, consultants developed and tested specific women for experience and trust — called a “Q score.” As male and female anchor teams were tested, it was consistently found that women had a high “Q score.” But, this voting concept, which at first proved beneficial to women, would lead to problems as female anchors began to be compared to one another.

A scholarly study of audience perceptions affirmed that women not only had to meet all of the newscaster standards that applied to men, but feminine standards — from hairstyle and wardrobe to youthful appearance and physical appeal — also had to be met (Stone, 2000). Consultants were aware that as more women were seen and as viewers had to rate them, value would be placed on the feminine traits they could demonstrate, such as appearance, cosmetics and delivery (Allen, 2003).

Problem Statement

Twenty-five years ago, women made up only 13 percent of the television news workforce (Engstrom & Ferri, 2000). Now, the majority of entry-level TV news applicants are women, and because of solid growth in the '90s, by 2001, about two of every five workers in a newsroom were women (Huff, 2003). When sportscasters, weathercasters and photographers are excluded, women make up at least half of the work force.

Women in general face barriers to their careers not experienced by men (Lafky, 1995; Melamed, 1996). Research shows women are held to certain beauty standards, and physical appearance plays a large part in how a woman's worth is assessed (Engstrom & Ferri, 2000). This can be especially true for women in television news who, while trying to gain credibility, have to cope with societal expectations of appearance and beauty.

Ferri and Keller (1986) studied the career perceptions of female anchors and found that career barriers centered on gender-related issues. Their findings showed that among the most significant of these experienced by female anchors were: the overemphasis placed on physical appearance, overcoming gender stereotypes, and differential treatment in the hiring process. Ferri and Keller conclude that female anchors believe different standards exist for men and women, with women feeling they are judged more by their appearance while their male counterparts are judged more for their work skills.

Significance of the Problem

Accounts of women from the 1970s who confronted gender bias after joining network newsrooms are prominent. These include Pauline Frederick, Jean Enersen, Barbara Walters and Jessica Savitch (Allen, 2003).

Research and focus groups conducted as early as 1976 indicate that while opportunities were growing for TV newswomen, they were far from equal. Viewers were interested in journalistic qualifications, but also reacted to voice tones, hair colors, physical features and deference to men (Allen, 2003).

Some women claim part of the problem of too much emphasis on appearance comes from management — positions mostly held by men. While there are more women news directors than ever, the number only equals about 25.9 percent — one woman for every three men (Anonymous, 2002). Author Donna Harper says top positions in both the broadcasting and journalism industries are still held by men, “... the decisions that are made that affect women are still made by a very small group of men who have influence and power” (Anonymous, 2002, para. 8).

Christine Craft factor

The whole country would take notice of the way some female broadcasters felt in the 1980s in a case that now, some 24 years later, is considered a turning point for women. Christine Craft became a household name after she sued the television company she worked for, claiming she was fired for looking too old and unattractive. Craft impacted journalism by fighting against unfair treatment of women in the business, but as it would turn out, the courts would not agree on her highly publicized case.

Craft was hired by Metromedia, Inc. and given a two-year contract. After eight months on the air, she was demoted from news anchor to news reporter because her boss, in what has become an infamous remark, said she was “too old, too unattractive and not deferential enough to men” (Schoonmaker, 1987, p. 22). Craft was 38 at the time.

She left Metromedia and sued for breach of contract. A jury ruled in her favor awarding Craft \$500,000, but a judge threw out the verdict. A second trial ended in Craft's favor, but Metromedia won on appeal. The fight ended when the Supreme Court refused to hear the case.

Lawsuits against television stations are not uncommon. But often times, cases dealing with age and sex discrimination are settled out of court since the plaintiffs do not want to risk their careers by being seen as troublemakers and the stations do not want negative publicity.

In 1995, *Good Housekeeping* devoted an entire issue to network anchors such as Katie Couric, Diane Sawyer and Jane Pauley and how they are constantly scrutinized about the appearance of their hair and changing styles (Schwarzbaum, 1995).

Just this year, The Weather Channel made headline news after a former female anchor accused network officials of getting rid of her for a younger weather anchor. Marny Stanier Midkiff, 42, filed a lawsuit in January 2005 claiming she was let go in 2003 because Weather Channel officials wanted sexy young anchors (Venezia, 2005).

Midkiff claims she heard her boss describe female staffers at The Weather Channel as "matronly," "dowdy" and "nun-like" and that female on-air talent should wear more revealing clothes like "V-neck" shirts (Venezia, 2005, para. 3).

The lawsuit claims The Weather Channel began hiring new younger weathercasters beginning in 2003, when Midkiff, who was 41 at the time and anchored for the network for 16 years, was let go (Venezia, 2005). Midkiff's lawyer named new hires Alexandra Steele and Nicole Mitchell as examples of the new look the network officials were after, which includes wearing low-cut blouses.

In her lawsuit, Midkiff used video excerpts from a Weather Channel staff meeting in August 2003. In the meeting, Terry Connelly, the network programming chief, cited market research suggesting that female viewers find the network's female meteorologists to be "matronly," "dowdy," "bland" and "nun-like" (Flint, 2005, para. 5). Connelly is heard on the videotape telling women who appear on-camera, "you are in the television business, and you should understand ... you will be picked apart far more than a male ... women pick apart women. They kind of just accept men the way they are" (para. 5). Connelly also pointed out an outfit worn by a female newscaster on Fox News and said the newscaster was in her 30s but her clothes made her look as though she was in her 40s. "Do you want to look old" (para. 6)?

Carol Kaplan, a former anchorwoman at a Gannett-owned television station in Buffalo, New York, said, "Age discrimination has become the last bastion of acceptable discrimination in this country, particularly in the broadcasting industry" (Flint, 2005, para. 12). Kaplan contends she was demoted in a case of age discrimination. She left the station in 2002 and filed a suit against Gannett. Kaplan left at age 41 and was replaced by a 25-year-old anchor. She believes broadcasters have accepted legal battles as a cost of replacing older talent with younger faces. "Age discrimination is swept under the rug with a wink and a nod" (Flint, 2005, para. 13).

Pioneer African American journalist Angela Black filed a wrongful termination suit in 2002 against CBS and her former news director claiming racism, ageism and sexism (Ballard, 2002). Black, a prominent local news personality since 1980, alleges the news director systematically tried to rid the station of employees over 40 and excluded African Americans from significant on-air positions. Court documents revealed that CBS's on-air

talent over the age of 40 declined 88 percent during the time of Black's employment and during the time of her news director's leadership.

In 2002, former KIRO-TV anchorwoman Susan Hutchison sued the station for "abandoning her for a younger woman" (Sitt, 2003). Hutchison, 49, claims the station discriminated against her based on race and age when it hired a 33-year-old Asian American to replace her on the 5 p.m. news. Hutchison was hired by KIRO-TV as an anchorwoman in 1981. For years, she was considered a veteran talent who held the top anchorwoman spot, doing well against the female anchors at three rival stations. But in September of 2002, she went on paid leave from the station after she said she was shuffled from more prominent evening newscasts to the noon show. She has not worked in television news since.

In 1999, Janet Peckinpaugh was awarded \$8.3 million in a sex-discrimination suit against a Connecticut station. The landmark judgment made Peckinpaugh into something of a national celebrity, winning praise from the likes of Dan Rather and Diane Sawyer, who called her a "hero" (Sitt, 2003).

Peckinpaugh was replaced by a younger woman and demoted to a position that paid less than one-fifth of her former \$250,000 salary as anchor of WFSB's main newscast (Feminist Daily News Wire, 1999). She claimed the demotion ruined her chances of career advancement or similar employment elsewhere.

Peckinpaugh alleged that former co-anchor Al Terzi inappropriately groped her and pressured WFSB to fire or demote her after she complained (Feminist Daily News Wire, 1999). Peckinpaugh testified that she, like other middle-aged women in television, was fired because she no longer looked like a 20-year-old. Peckinpaugh's counsel noted that

male newscasters were not subject to the same expectations of a youthful appearance, using Terzi, who happens to be a 56-year-old man with gray hair, as an example (Feminist Daily News Wire, 1999).

WNBC anchorwoman Sue Simmons said she never expected to grow old as a TV anchorwoman. A friend told her, when she was starting out in the mid '70s, that a newswoman's career was over by the age of 40 (Sitt, 2003). "As a woman, you were lucky enough to get a job," she told the Daily News in recalling when being young and pretty were essential qualities for a woman to be on the air. "Back then, the thing was as soon as you stop being a fantasy in an executive's mind, it is over" (Huff, 2003, para. 3).

Kaity Tong of WABC-TV and WPIX-TV said, "I think there is no question that men who get older on the job have an easier time. Men look wiser and more authoritative when they get gray. But women have to cover the gray up" (Huff, 2003, para. 4).

The attention paid to the physical attributes of female television reporters has heightened concerns about the fuzzy boundaries between journalism and being a "personality" (Braxton, 2004).

Research conducted by Cook, Gomery and Lichty (1992) found stereotypes about women get reinforced through television news and influence existing stereotypes even more. The study found that television executives are convinced on-air personalities help build viewer loyalty. Therefore, they seek out attractive news anchors and reporters. The research noted physical appearance of a television news anchor has to fulfill certain standards in order for that person to get hired.

In an interview with *Newsday*, well-known television anchor Linda Ellerbee said there still seems to be a shorter shelf life for women in front of the camera, at both the local

and the national level, "... the business that told women not to expect a promotion until they are old enough to have the same experience as the guys, later told them that they could not keep their jobs because they were too 'experienced' — code for 'too old'" (Anonymous, 2002, para. 21).

Even women that have risen to the top of their careers reveal the enormous pressure put on them over their appearance. Lesley Stahl, 60, one of the first women to cover national affairs for CBS was named Dan Rather's successor on *48 Hours*. She is a former White House correspondent and reporter for *60 Minutes*. In her memoir, she wrote about the pressure on her and her female colleagues to look good. "Truth is, I spent as much time as I could spare on my appearance," said Stahl. "I got my hair done twice a week, and I bought and used enough makeup to open my own boutique" (Anonymous, 2002, para. 21).

After six years as New York's first woman anchor, Rose Ann Scamardella resigned from WABC in 1984. According to a survey conducted by Allen (2003), she said while she enjoyed celebrity status, it was not worth it, pointing out that being a TV newswoman was like being "a duck in a shooting gallery."

In the same study, Linda Yu, who anchored in San Francisco and Chicago, said she felt the constant pressure to look and dress the "right way," and comply with "what they told you to do to be beautiful" (Allen, 2003, p. 9).

The testimonials are almost countless. In 2001, Albuquerque news anchor Cindy Hernandez of KOB-TV was suspended for two days when she cut her shoulder-length hair without clearing it with her boss first (Anonymous, 2002). And former CNN star Greta Van Susteren caused a stir when she had cosmetic face surgery prior to her debut

on the Fox network. And then there is CNN's Paula Zahn whose latest news program was promoted with the sound effect of pants being unzipped.

According to research conducted by Engstrom and Ferri, (1986) female anchors have to contend, on a daily basis, with satisfying both viewers' and management's expectations of how a woman anchor should look. They found that young and attractive are still the ideals. They conclude that this not only reflects the show-business side of television news, but also mirrors society's overall attitude toward women in general — they are valued more for their looks than their abilities.

Purpose of the Study/Research Questions

It is evident that over the past 30 years women have been able to break into the news reporting business and in some cases dominate the airwaves. Research indicates many women working in front of the camera in the 1970s, '80s and '90s have experienced some form of discrimination based on appearance. Women have made gains in this once male-dominated profession. They are sought after for reporting and anchoring positions, and older women, such as Barbara Walters and Diane Sawyer, enjoy thriving careers. Women who could be considered overweight are top reporters on network news stations. But the question remains, in this age of celebrity, whether physical appearance is still considered a career barrier. For the purposes of this study, appearance is defined as including age, weight, hairstyle and color, and overall appearance.

The purpose of this study is to answer the following research questions:

Q1: Do female television news anchors perceive they are still subject to age and appearance discrimination?

Q2: Have female television news anchors perceived changes in attitudes toward their age and appearance?

Organization of the Thesis

Chapter I presents an overview and history of female television news anchors and reporters and, through documented research, the career barriers they have faced regarding their appearance. Chapter II presents a review of the literature written and studies conducted about the career barriers faced by female television news anchors and reporters, including appearance and age discrimination. Chapter III details the methods used to conduct the survey that was used to answer the research questions. Chapter IV presents the findings and results of the survey. Chapter V presents the conclusions and offers recommendations for future studies.

CHAPTER II

Literature Review

Summaries of Other Studies

Age and hair color

A survey conducted in the early 1990s indicates strong concern by female news reporters about pressure to look young and attractive. Professor Emeritus Vernon Stone of the Missouri School of Journalism published the findings of a mail survey that drew responses from 1,781 television news personnel that included men and women from U.S. commercial television stations.

One of the questions in the survey focused on blonde hair. One anchorwoman responded by saying she was one of the first women in television news, but years later was told by an agent that stations want only one blonde in a newsroom (Stone, 2000). Another anchorwoman stated that while she is not blonde or African American, that is what she sees most of the time sitting next to a white male anchor. Still another said, "I am a blue-eyed blonde. Unfortunately, my type is a dime a dozen which makes it hard to stand out. I also have to fight a 'dizzy blonde' image, which does not fit me at all" (Stone, 2000, p. 10).

The survey also included a question about age. Responses were received from both men and women. According to Stone (2000), one man stated that men are allowed to age, but women are thrown to the wolves at age 34. A 35-year-old female reporter said age hurts women more than men, and added that she was passed over for an anchoring slot by a younger, blonde woman.

According to Stone (2000), women cited gender discrimination at the same rate that men cited reverse gender discrimination, and women said their gender opened as many doors as it closed.

Beauty and goodness

Lavin and Cash (2001) noted in their research that children, teenagers and adults correlate what is beautiful with what is good, and concluded that it is much more convenient for television stations to employ good-looking newscasters. The study showed positive physical appearance alone can enhance the credibility and thus also the quality of the news.

According to Lavin and Cash (2001), physical appearance is a very significant factor in social interaction and the most obvious criterion in the first impression of a person. Without even talking to a person and without knowing the person at all, physical appearance provides a direction for categorizing a person.

Female television newscasters can face unequal treatment, may be judged much harder in the assessment of physical appearance, and receive much more pressure, due to their body image than men (Lavin & Cash, 2001).

Top career challenges

University of Nevada media professors Erika Engstrom and Anthony J. Ferri (Anonymous, 1999; Engstrom and Ferri, 1998) conducted a nationwide survey of 128 female news anchors between the ages of 30 and 39. The 1998 study was compared to a similar 1986 study the researchers conducted on women anchors. The study found that among potential career obstacles, overemphasis on physical appearance ranked as the top career challenge. According to the 1998 study, women now comprise more than one-third

of the television news workforce in the United States and half of all television news reporters and anchors. Engstrom and Ferri report that in the past 25 years, the number of women in television news has increased 23 percent; in 1972 women made up less than 13 percent of the television news workforce.

The anchors in the Engstrom and Ferri study received questionnaires with a series of statements regarding work conditions and obstacles. Many women commented that their male counterparts receive little criticism about their on-air appearance, while they receive viewer complaints about their hair, makeup and clothing (Anonymous, 1999). Engstrom concluded that survey results reflected the show-business side of television news and mirrors society's attitude toward women in general.

The researchers contend that a newsroom is a "kind of culture, one in which its members hold certain roles, behaviors and values" (Engstrom & Ferri, 1998, para. 5). They propose that the role of women then not only encompasses the industry's expectations for news anchors, but also gender roles — society's expectations for females.

Society historically has expected women to marry, have children and stay at home. While women's choices and options have significantly changed, these traditional expectations still exist for women who choose to work outside the home. Another traditional gender role expectation for women calls for them to take an interest in their appearance, with beauty and youth still pushed as the exemplar of successful womanhood (para. 6).

Career barriers

In the 1998 study on career barriers conducted by Engstrom and Ferri, questionnaires were sent to newsrooms in television stations across the country with a 53 percent return rate or 128 out of 241 completed and returned.

Most respondents agreed or strongly agreed that there is too much emphasis placed on physical appearance. Many pointed out that male anchors are allowed more leeway in terms of looks. One wrote, “Men can grow old, have facial hair and be bald, where women must be young, pretty and perky” (Engstrom & Ferri, 1998, para. 28). Another focused on how appearance could detract from an anchor’s credibility, “A bad hair day negates what I’m saying on the news. I get more comments on my clothing and makeup than on stories” (Engstrom & Ferri, 1998, para. 28).

Women in television news face other career obstacles including overemphasis on personal appearance and gender-based decision making, or what is known as the “buddy system” when it comes to story assignment, hiring and promotion (Engstrom & Ferri, 1998, para. 10). The researchers concluded women often found themselves doing “soft news” or feature stories. One respondent stated that a typical assignment during presidential campaigns was to report on the activities of the candidates’ wives.

Engstrom and Ferri (1998) found some respondents wrote that comments and criticisms on their appearance came from both sides of the camera. Complaints came from viewers, management and co-workers. One anchor commented, “It seems everyone from management to viewers focuses on how I look and what I am wearing than on what I am saying” (para. 29). Another anchor said a woman’s appearance receives more attention than that of men, but it is “to be expected in society today” (para. 29). Few

respondents disagreed or strongly disagreed about an overemphasis on appearance with one adding, “The men at my station are scrutinized just as heavily for their hair/wardrobe” (para. 30).

In 1984, Ferri and Keller studied career factors in a nationwide survey of 68 female television anchors. According to female news anchors in the survey sample, career barriers existed stemming from unequal standards applied to men and women (Engstrom & Ferri, 1998). Among the career obstacles listed by the researchers were:

an overemphasis on a woman’s physical appearance, hiring practices based on an applicant’s sex, overcoming stereotypical attitudes about women’s role in society, proving their competence and worth as broadcasters, conflicts between work and family and difficulties in gaining access to networking opportunities (para. 11).

Engstrom and Ferri (1998) concluded that in the more than 10 years since the Ferri and Keller (1984) study, two patterns were detected. First, physical appearance continues to serve as a highly important aspect for female anchors and second, women anchors are highly concerned about being able to manage both a television career and family. The researchers conclude that in those years, no change was found regarding the importance placed on the physical appearance of female anchors. Three themes are cited: (1) how comments made about female anchors by both managers and viewers center on appearance rather than competence, (2) the disparity in the importance placed on male and female anchors’ appearance and (3) the constant criticism of female anchors’ wardrobe, hair, weight and age.

Engstrom and Ferri (1998) conclude:

Given that those who appear on television news obviously must contend with cosmetic concerns, it seems women bear the burden of 'looking good' more so than men do. This illustrates a general societal attitude that women are valued for their looks rather than skills. Female anchors must deal with a general societal expectation that they maintain an attractive appearance and show interest in how they look and what they wear. Women anchors, in a sense, are part of media content and still subject to the similar appearance standards required of other women who appear on television (para. 48).

Engstrom and Ferri (1998) also conclude that physical appearance has transformed into a career challenge for women as opposed to a career barrier. They contend female anchors recognize appearance as a challenge they must deal with rather than a barrier to career advancement.

Mary Gray, a professor of mathematics and statistics at American University has conducted research on statistics of sex discrimination and harassment. Gray tells her female students not to reveal their age or marital status on a job application (Grand Rapids Press, 2005). Gray contends the opinion still exists that women of a certain age might not be up to the job. "There is a perception people have that old women are less competent than old men" (Grand Rapids Press, 2005, p. A-18).

Katherine Henderson, president of Point Park University in Pittsburgh, believes women in highly visible jobs worry about revealing their age because society still equates competency and success with appearance (Grand Rapids Press, 2005). Henderson said, in the corporate sector, women may be sensitive about age as a barrier to job advancement

because they still occupy few of the top jobs at U.S. companies. A 2002 survey by New York-based Catalyst, an organization that researches and advises women in business, found 15.7 percent of corporate officers positions at Fortune 500 companies were held by women, up from 12.5 percent in 2000 and 8.7 percent in 1995 (Grand Rapids Press, 2005, p. A-18.).

Scud stud

In May 2003, a feature article appeared in the *American Journalism Review* about the impact of the unusual coverage of the Persian Gulf War and the focus on the physical appearance of both male and female reporters. The coverage of this war was unlike any other because of cable television, satellite technology and continuing coverage.

The American Journalism Review (Anonymous, 2003) article stated that many stars were born during the war, meaning after the smoke cleared, viewers may have forgotten the names of the Middle Eastern cities seen on television, but remembered the reporters. The article used NBC's Arthur Kent as an example because he was dubbed the original "scud stud." More mature reporters like CNN's Wolf Blitzer and Peter Arnett were also branded with the title. Women such as CNN's Christiane Amanpour and Fox's Jennifer Eccleston were placed on so-called "studwatch." Political scientist Larry Sabato told the *Miami Herald*, "It is a national parlor game" (Anonymous, 2003, para. 3).

A 1988 survey by the Gannett Center for Media Studies suggested that discrimination was vastly evident on network news shows. The survey showed most female anchors are in their late 20s and early 30s, much younger and less experienced than their male colleagues (Anonymous, 1988). Anchors such as Tom Brokaw, Dan Rather and Ted Koppel attained their positions after age 27 and after serving years as correspondents and

reporters. The Gannett survey concluded that women are being placed in anchor positions after only 10 years of television news experience. The survey indicates that only 10 percent of news stories are reported by women and only one woman has ever been hired to be a permanent anchor on a nightly news show — Connie Chung. The Gannett survey suggests while it can be argued that women have not been in the industry long enough to stand the test of time, “many contend network executives almost always hire attractive younger women before considering more experienced female correspondents who are near or over the age of 40” (Anonymous, 1988, p. 7).

False representation

The emphasis on appearance for female anchors may be blamed in part to a misrepresentation of weight and appearance on television programs in general. Experts contend one woman in 20,000 has the body type of the size-two actresses seen on most television programs. A 2002 Michigan State University study reported that one in four women is overweight and only 5 percent are underweight; but on television, 10 percent of women are overweight and 33 percent are underweight (Fitzgerald, 2002).

Vickie Rutledge, professor of telecommunications at Bowling Green State University, said television is the biggest storyteller in American culture. “Girls get the message that their bodies should be tall and thin, and that appearance should be the focus of their lives” (Fitzgerald, 2002, para. 3).

Testimonials

Surveys have been conducted in the past few years, asking female television news anchors and reporters to recount instances in which they felt their physical appearance affected their day to day job performances.

Cindy Hernandez, a news anchor at WOB-TV in Albuquerque, said she was banished from her job for two nights because she had her shoulder-length hair cut short (Purnick, 2001).

Judy Muller, a network correspondent for ABC recalls when she shifted from radio to television, a consultant reviewed her tapes and said she needed one thing: a scarf to soften her angular face (Purnick, 2001).

A former television news anchor sued a Cox Broadcasting subsidiary, accusing her former employer of discrimination based on gender, age and race after she was replaced by a younger woman (Associated Press, 2003). Sue Hutchison, who is 49 and Caucasian, said the station replaced her with a 33-year old Asian American.

Anchor Beverly Williams of KYW-TV, a CBS affiliate, settled a lawsuit against the station and its corporate owners after accusations of age, sex and race discrimination (Klein, 2000).

Anna Martinez remembers her first job right out of college. She was hired as a weekday reporter and weekend news anchor at a Texas television station. The five-foot-six, 135-pound young woman was told by her news director that she needed to lose weight (Martinez, 1995). Martinez said she could understand if she was grossly overweight, or if her appearance was distracting for viewers, but she did not believe it was. Martinez said, "I have seen this issue resurface in other television newsrooms over the years. I have seen little evidence of my male colleagues' weight or general appearance taking priority over their journalistic abilities" (Martinez, 1995, para. 12). Martinez worked at several different television stations as she worked her way up the ladder of success, but along the way documented additional times when her appearance

became an issue. At one station, her weight was not an issue but her eyelashes were. According to Martinez, a consultant told her she needed to wear false eyelashes to make her eyes look bigger. At several other stations, her hair became a point of contention. Martinez, who is Hispanic, said her waist-length hair is a part of the image she wants to present to the world. After several years in the broadcasting business, she has been told by a number of different news directors to either cut or change the style of her hair, while her writing and reporting skills have not been scrutinized.

In 2001, former television reporter and executive producer Barbara Marshall filed a lawsuit against KHON-TV, alleging age, sex and race discrimination. Marshall contends vice president and general manager William Spellman and news director Jim McCoy made statements that the television station needed younger people to appeal to a younger demographic (Fujimori, 2001). Marshall alleges McCoy made “statements about getting rid of the ‘two aging a-holes’” and that “he had to terminate the older employee to get younger people on the set” (Fujimori, 2001, para. 1). Marshall also claims that McCoy made discriminatory comments to her and other employees “about her ability to perform and enthusiasm about work, given her age” (para. 2).

Employment Discrimination

It has long been speculated, and now some studies prove, that good looks pays off in the workplace no matter what the job is.

Studies indicate that from the time of birth, people begin making judgments about how others look (Laabs, 1995). Research shows babies are more attracted to the faces of those who are considered more attractive. Infants actually look at a “pretty” face longer and turn away from a “not-so-pretty” face sooner (Laabs, 1995, para. 6).

A study by David G. Blanchflower and James D. Sargent, professors of economics at Dartmouth College, shows traits such as height and weight can affect a worker's social status and earning potential. Their research showed that 16-year-old girls who were in the heaviest 10 percent of the population earned 7.4 percent less than their peers who were not as heavy (Laabs, 1995). The heaviest teens, those in the top 1 percent, earned 12 percent less. Women who were still overweight at age 23 earned 6.4 percent less than their peers who had never been overweight. The same study showed height was a critical factor for a boy's earning potential. For each 4-inch increase in height, a boy's earnings rose 2 percent. Height did not statistically affect girls' wages, nor did weight affect boys' earnings (Laabs, 1995, para. 9).

A 1993 study in the *New England Journal of Medicine* showed the heaviest 3 percent of women were 20 percent less likely to be married and had household incomes averaging \$6,700 lower than those who weighed less (Laab, 1995). Problems such as asthma, diabetes, deformities and impaired vision did not have the kind of impact that weight had.

A 1996 study by two economists claims discrimination against unattractive people is a problem in many companies (Harper, 1993). The study, by Daniel Hamermesh of the University of Texas at Austin and Jeff Biddle of Michigan State University, rated respondents on a five-point scale of physical appearance, from strikingly handsome or beautiful to homely. The findings were based on data from three surveys, two in the U.S. and one in Canada, with a total of 7,094 respondents (Harper, 1993).

The study found that people who are perceived as good looking earn about 10 percent more than those considered homely. Attractive people, according to their research, tend

to earn about 5 percent more than people with average looks. Those that are less attractive tend to earn about 5 percent less than average-looking people. The study found differences between men and women, showing that men who are less attractive tend to make 9 percent less while less attractive women make 5 percent less.

The study by Biddle and Hamermesh also showed that appearance played a role in occupations other than modeling or acting. Their research found that looks count for increased wages where appearance generally plays no role, such as bricklaying, factory work and telemarketing (Harper, 1993). The researchers cite Naomi Wolf, author of *The Beauty Myth*, who argues that women face greater discrimination than men when it comes to looks. “Women are often told, ‘Oh, you look too pretty to be taken seriously,’ or, ‘You do not look pretty enough to be taken seriously’” (Harper, 1993, para. 6).

A second study by Biddle and Hamermesh in 1996 followed the careers of 2,000 graduates of a “highly selective” law school (Cohen, 1996, para. 1). The researchers measured attractiveness on a scale of one to five, based on a panel’s rating of head-and-shoulder photos. After five years in the workplace, those ranked in the top third on attractiveness were earning 9 percent more on average than those in the bottom third. After 15 years, the gap widened to 13 percent.

Some studies show that weight discrimination is much more prevalent in the hiring process than bias against race or gender. Research conducted by Mark Roehling, an assistant professor of management at Western Michigan University, shows prejudice against overweight women is the most severe (Asher, 2000). One national survey shows that Caucasian women who are just slightly overweight earn 6 percent less than thinner women, while white men who are a little heavy earn 7 percent more than slimmer men.

Roehling said many bosses are prejudiced against minorities, but overweight people are blamed for their condition. “You cannot help it if you are born African American but there is a belief that overweight people are at fault. It seems to be the acceptable bias” (Asher, 2000, para. 2).

Attractiveness continues to play a part in the hiring practices of some companies. In 2004, Shawna O’Dell, a former vice president of Human Resources at a Citizens Bank in Oklahoma, told *HR Magazine*, “If you were not young and blond and cute, you were not a [bank] teller. Our managers did have some biases about the ideal candidate’s looks, without taking into account their skills in handling money” (Barrier, 2004, para. 2).

Attorney Patrick Hicks of a Las Vegas employment law firm told *HR Magazine*, “everything else being equal, certain businesses — retail is the best example — would prefer people who are physically attractive” (Barrier, 2004, para. 6).

A librarian at Harvard University claims she was denied promotion several times because of her appearance. In a lawsuit, 40-year-old Desiree Goodwin said she was rejected for 16 jobs at Harvard since 1999 because she is black and perceived as a “pretty girl” whose clothing was “too sexy” (Black librarian alleges, 2005, para. 1). Goodwin, who holds two master’s degrees, said her supervisor told her she would never be promoted at the university’s main library because she “was seen merely as a pretty girl who wore sexy outfits, low cut blouses, and tight pants (para. 4).

A national survey by the Employment Law Alliance polled 1,000 people about their views on appearance-based discrimination. The study showed 39 percent believe employers should have the right to deny employment to someone based on appearance, including weight, clothing, piercing, body art or hairstyle (Appearance-based, March 25,

2005). The poll also showed 33 percent said in their own workplace, workers who are physically attractive are more likely to be hired and promoted. Another 33 percent said workers who are unattractive, overweight or generally look or dress unconventionally should be given special government legal protection such as that given to people with disabilities. Of the 39 percent who said employers should have the right to deny employment based on looks, men outnumbered women 46 percent to 32 percent and whites outnumbered non-whites 41 percent to 24 percent.

The Employment Law Alliance Study showed 16 percent of the 1,000 polled said they had been the victim of appearance-based discrimination. Thirty-eight percent said the discrimination was based on their overall appearance; 31 percent it was their weight; and 14 percent said it was reaction to their hairstyle. A third who said they had been discriminated against said it was for some other reason (Appearance-based, March 25, 2005).

CHAPTER III

Methodology

Study Design Overview

A survey was used designed to provide data to aid in answering the following research questions:

Q1: Do female television news anchors perceive they are still subject to age and appearance discrimination?

Q2: Have female television news anchors perceived changes in attitudes toward their age and appearance?

In March 2005, a survey was sent to 22 female television news anchors in the western Michigan area including the cities of Grand Rapids, Kalamazoo and Cadillac. The survey (Appendix B) was comprised of a series of questions related to the research topic. Fifteen questions were included; three asked about personal characteristics, the remaining 12 focused on professional characteristics. Participants were selected after the researcher used an online database of network affiliates in the target market areas to acquire a list of the names of the female anchors. Every female anchor listed received the survey by mail at her place of employment.

Target Population and Sample Selection

The target population for the survey is all female news anchors on television in the United States. The available population that was surveyed is a group of female television news anchors in western Michigan, defined as Grand Rapids, Kalamazoo and Cadillac. News is defined as also including weather so female meteorologists also received surveys.

Stations in the sample selection were from network affiliates including ABC, NBC, Fox and CBS. The ABC, NBC, and Fox stations are located in the Grand Rapids area. Grand Rapids ranks 38th in market size and has 732,600 households with television sets (Nielsen Media Research, 2004). One of the CBS stations is located in Kalamazoo, which is also ranked 38th in market size. A second CBS station in Cadillac ranks 112th in market size and has 249,450 households with television sets.

According to the 2000 census, the city of Grand Rapids has a population of approximately 197,800 people; 51.1 percent women and 48.9 percent men. The median age of a resident is 30.4 years old and the median income is \$37,224. The demographics of the population in Grand Rapids are: 62.5 percent white, 20.4 percent black, 13.1 percent Hispanic, 1.5 percent American Indian, and 8 percent Vietnamese. Of the residents in Grand Rapids, 15.7 percent are Dutch, 13.8 percent are German, 8.6 percent are Irish, 7.8 percent are Polish and 6.9 percent are English.

The ABC affiliate, WZZM, has been on the air for 43 years, has 65 employees and broadcasts five newscasts a day each weekday. The station also has weekend newscasts. The NBC affiliate, WOOD, has been on the air since 1949 and broadcasts six newscasts each day during the week and also airs weekend newscasts. The Fox affiliate, WXMI, debuted in Grand Rapids in 1998 and broadcasts one hour-long newscast each night of the week and on weekends.

The CBS affiliate in Kalamazoo, WWMT, has been on the air since 1950 and broadcasts six newscasts a day during the week and also has weekend newscasts. The CBS affiliate in Cadillac, WWTV/WWUPTV, has been on the air for 51 years and airs five hours of news each weekday plus weekend newscasts.

At the time of the survey, the female anchors at the five target stations were mostly white. Fifteen of the 17 survey respondents were white; one was Hispanic and one was Asian.

Instrumentation/Validity and Reliability

The survey was used to gather qualitative data. Female television news anchors were sent a survey which contained a series of questions relating to the research questions. Survey questions were carefully formulated utilizing a Likert Scale to attain desired results. To increase the number of responses, the survey did not ask for the name of the participant and a self-addressed stamped envelop was provided to return completed surveys. The survey was patterned after one used by two associate professors, Anthony Ferri and Erika Engstrom of the Hank Greenspun School of Communications at the University of Nevada, Las Vegas. Engstrom and Ferri have conducted research and published several articles on perceived career barriers, including appearance, for men and women on television.

Before the initial mailing of the survey to female news anchors, a sample survey was reviewed by Dr. Michael Pritchard, advisor to Grand Valley's master's program. The survey was also reviewed by the Grand Valley State University Human Research Review Committee and then revised by the researcher.

There were nine questions on the survey that asked about appearance. Topics included age, weight, hairstyle and color, and overall appearance. A comment section was also available for each question. It was explained in a cover letter (Appendix A) that the survey would be used for research purposes. No money or incentive was offered or given to participants.

In the cover letter, survey participants were told that survey results would be used for research to complete a master's thesis. The cover letter assured survey participants that their names and any identifying information about the television stations they work for would be kept confidential and that participation was strictly voluntary. The letter indicated that the comment section on the survey was optional. Participants were informed that data from the survey would be kept in a locked cabinet on the Allendale Campus of Grand Valley State University for at least two years.

Data Collection and Analysis

The surveys were mailed in March 2005. Seventeen of 22 mailed surveys were returned. Most responded within three weeks using the stamped return envelope provided. Data from surveys were organized and calculations were made by the researcher. Percentages of responses for each question were determined and tables were constructed to display the data.

CHAPTER IV

Findings of the Study

Survey Results

Twenty-two surveys were mailed by the researcher to female television news anchors; 17 were completed and returned. Fifteen respondents indicated they were Caucasian, one respondent indicated she was Hispanic and one respondent indicated she was Asian. All 17 indicated they had earned a bachelor's degree.

Eight of the 17 respondents (47%) indicated they were between ages 30-34; most (64.7%) indicated they were between ages 25-34. See Table 1.

Table 1. What is your age?

25-29	30-34	35-39	40-44	45-49	50-54
3	8	1	3	1	1

Most respondents (76.5%) agreed or strongly agreed that over the course of their career, comments have been made by management about their appearance. See Table 2. Only two of the 17 respondents (11.8%) indicated they had not heard comments from management about their appearance. Two of the 17 respondents (11.8%) were undecided.

Table 2. Comments by management about appearance

Comment	Number	Percent
Strongly Agree	5	29.4
Agree	8	47.1
Undecided	2	11.8
Disagree	2	11.8
Strongly Disagree	0	0

Most of the respondents (88.2%) agreed or strongly agreed that over the course of their career, comments have been made by television viewers about their appearance. See Table 3. One of the 17 respondents (5.9%) indicated that they had not heard comments from viewers about their appearance. One of the 17 respondents (6%) was undecided. Among comments made, a respondent said she received comments from viewers about her hairstyle and clothing. Another said female anchors are constantly told by viewers how they should look.

Table 3. Comments by viewers about appearance.

Comment	Number	Percent
Strongly Agree	6	35.3
Agree	9	52.9
Undecided	1	5.9
Disagree	1	5.9
Strongly Disagree	0	0

Nearly a quarter strongly agreed and none strongly disagreed over whether different standards are used on the basis of gender in the formal process of employment application, screening and selection of television news anchors. See Table 4. Most respondents (52.9%) strongly agreed or agreed that there are different standards for women when it comes to employment application, screening and selection. Six of the 17 respondents (35.3%) disagreed that there are different standards and two of the 17 (11.8%) were undecided. One respondent commented that if a woman is unattractive on a resume tape, she probably will not be called for an interview, while a man is judged only on his talent.

Table 4. Different standards for employment application, screening and selection

Comment	Number	Percent
Strongly Agree	4	23.5
Agree	5	29.4
Undecided	2	11.8
Disagree	6	35.3
Strongly Disagree	0	0

The majority of respondents (58.8%) agreed or strongly agreed that too much emphasis is placed on their physical appearance compared to their male counterparts. See Table 5. Five of the 17 respondents (29.4%) disagreed that too much emphasis is placed on their physical appearance compared to their male counterparts. Only two of the 17 (11.8%) were undecided.

One respondent commented that men are able to remain in the anchor chair longer than women because it is acceptable for men to look old, but it is not acceptable for women. Another participant indicated that having blonde hair was helpful. According to one respondent, men do not have to worry as much about hair, clothes and especially weight. Another respondent said society puts more emphasis on a woman's appearance so the trend in broadcasting is understandable, though not fair.

Table 5. More emphasis on female appearance than male appearance

Comment	Number	Percent
Strongly Agree	3	17.6
Agree	7	41.2
Undecided	2	11.8
Disagree	5	29.4
Strongly Disagree	0	0

The respondents were evenly split on the question that asked about a differential evaluation of performance ratings on the basis of gender. See Table 6. While 29.4 percent were undecided, 35.3 percent strongly agreed or agreed that a differential evaluation of performance ratings exists on the basis of gender and 35.3 percent disagreed or strongly disagreed.

Table 6. Differential evaluation based on gender

Comment	Number	Percent
Strongly Agree	1	5.9
Agree	5	29.4
Undecided	5	29.4
Disagree	5	29.4
Strongly Disagree	1	5.9

Most respondents (82.4%) agreed or strongly agreed that age is a career barrier for women, more so than men. See Table 7. One of the 17 respondents (5.9%) strongly disagreed that age is a career barrier more so than men, and one of 17 (5.9%) disagreed. One of the 17 respondents (5.9%) was undecided. Among the comments made, one respondent said women cannot anchor as long as men; that men can anchor into their 70s and that is not the case for women. Another respondent indicated that the news director she works for often makes comments about her age.

Table 7. Age is a career barrier for women more so than men

Comment	Number	Percent
Strongly Agree	7	41.2
Agree	7	41.2
Undecided	1	5.9
Disagree	1	5.9
Strongly Disagree	1	5.9

Most respondents (82.4%) agreed or strongly agreed that weight is a career barrier for women more so than men. See Table 8. Three of the 17 respondents (17.7%) disagreed or strongly disagreed that weight is a career barrier for women more so than men. One respondent commented that really overweight women or men are rarely seen in television news. Another commented that a former co-worker was told by management to lose 20 pounds and was fired when she did not lose the weight.

Table 8. Weight is a career barrier for women more than men

Comment	Number	Percent
Strongly Agree	7	41.2
Agree	7	41.2
Undecided	0	0
Disagree	2	11.8
Strongly Disagree	1	5.9

Most respondents (58.8%) agreed or strongly agreed that they have been asked by management to change something about their appearance. See Table 9. Four of 17 respondents (23.5%) disagreed or strongly disagreed that they have been asked by management to change something about their appearance. One respondent indicated she was required to consult management before changing her hairstyle or hair color. Another said it was suggested by management that she cut her hair and stop wearing “hip” jewelry. One commented that management wanted her to have bigger hair.

Table 9. Management requests change in appearance

Comment	Number	Percent
Strongly Agree	3	17.6
Agree	7	41.2
Undecided	3	17.6
Disagree	3	17.6
Strongly Disagree	1	5.9

Most respondents (70.6%) disagreed or strongly disagreed that less emphasis is being placed on the appearance of female newscasters now compared to 10 years ago. See Table 10. Four of the 17 respondents (23.5%) agreed that less emphasis is placed on appearance now compared to 10 years ago. One of the 17 was undecided.

Among the comments made, one respondent said a manager was overheard saying the station needed to hire a “looker” for an open on-air position. This respondent indicated that at her place of employment, a number of women have been hired in recent years with little experience, but are considered very attractive. Another respondent also said women have been hired at the station she works with little reporting experience, but were thought to be very attractive. One participant said it is erroneous to assume that females are held to a higher appearance standard than men. This same respondent said it is an outdated assumption and stated that the industry is vastly changed. Another respondent commented that beauty will always count, while another said models are hired instead of newscasters. According to one respondent, female anchors look and dress more like models than newscasters.

Table 10. Less emphasis on appearance now than 10 years ago.

Comment	Number	Percent
Strongly Agree	0	0
Agree	4	23.5
Undecided	1	5.9
Disagree	8	47.1
Strongly Disagree	4	23.5

CHAPTER V

Conclusions and Recommendations

Conclusions and Implications of the Findings

The survey was designed to help answer two research questions. Q1: Do female television news anchors perceive they are still subject to age and appearance discrimination? The survey results indicated that most female anchors in the western Michigan area perceive they are still subject to age and appearance discrimination. Most female anchors (58.8%) said more emphasis is placed on their appearance than male anchors. A majority of female anchors (82.4%) indicated that age continues to be a career barrier for female anchors and 82.4 percent said that weight also continues to be a career barrier. A majority of the respondents (88.2%) said they receive comments from viewers about their appearance.

Q2: Have female television news anchors seen changes in attitudes toward their age and appearance? It is significant to point out that the vast majority (70.6%) strongly disagreed or disagreed that less emphasis is placed on their appearance now compared to 10 years ago. Most of those surveyed (58.8%) said management had requested they change something about their appearance. A majority of female anchors (52.9%) indicated that different standards exist for employment application, screening and selection. Among comments made, respondents indicated that female anchors are hired for their attractiveness more than their abilities.

It is also significant to point out that respondents were evenly split on the question concerning whether or not different standards are used in evaluating male and female anchors.

Compared with women surveyed by Engstrom and Ferri in 1988 and 1998, this research shows some female anchors continue to face the challenge of the perceived importance of their physical beauty compared to their journalistic skills and experience.

Suggestions for Action

Results of the study can be shared with female television news anchors as well as news directors and general managers in the western Michigan area for review. News directors and managers can be educated with the results of the survey in order to potentially work toward necessary changes in the workplace. Female television anchors can use the survey data to learn the perceptions and experiences of others. The survey should be compared to similar research completed 10, 20 and 30 years ago to gauge how the industry has changed or if perceptions have changed when it comes to female television anchors and their appearance. The survey data can be shared in classes for broadcasting majors at area universities for discussion and debate.

Limitations of the Study

The sample size of the survey was limited to western Michigan. The survey examined perceived career barriers and challenges of female television news anchors at the local station level which at best could only measure the responses of 22 anchors. These are perceived barriers and challenges; perceptions are not always accurate. The population from which the sample was selected limits the scope of the findings. Considering the market size of Grand Rapids, some of the survey participants may not have achieved adequate professional experience to give a valid perception.

Recommendations for Further Study

The survey sample size can be expanded to include female television news anchors across the state of Michigan and Midwest for increased external validity. The survey did not address the issue of race. A future research topic could focus on the relationship between gender and race and its effect on an anchor's perception of their career and on the television news industry as a whole. Subsequent studies could include input from employers, including news directors and general managers, television viewers and male television anchors. Another research topic could center on an emerging career barrier for women in television — the demands of a family.

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APPENDIX A

Survey Cover Letter Sent to Participants in the Study

260 Lake Michigan Hall
Grand Valley State University
1 Campus Dr.
Allendale, MI 49401

May, 2005

Dear News Professional:

I am writing to ask for your input as part of a wide-range of information I am gathering on television news anchors. Please take a moment to fill out the enclosed survey. Your position in the broadcasting profession makes your perceptions very valuable to me. The information compiled from the survey will be included in a thesis for a Master of Communication degree through Grand Valley State University.

A copy of the survey has been sent to 22 female anchors at television stations in Grand Rapids, Kalamazoo and Cadillac. The survey has been designed to take only a few minutes to complete, and your identity will remain confidential, unless you indicate otherwise. Your name should not be included on the survey to assure confidentiality. The surveys will not be numbered or coded. Descriptive statistics will be used to analyze the data. If you choose to use the comment section for any question, any identifiers of your television station will be removed and results will be listed in the following format: (According to one female anchor in the western Michigan area ...). No subject identifiers will be used in any published reports or other presentations of the research results.

The data will be reviewed by me and Dr. Michael Pritchard, graduate advisor for Grand Valley State University. You are not obligated to participate in this survey. This letter and your returned, completed survey will serve as informed consent and will be used in data results and possibly for future publication.

There are no specific benefits available to you for your participation and no benefits to the general welfare are likely to result. Completed surveys will be stored in a locked cabinet on GVSU's Allendale Campus and will be kept for at least two years.

Please use the postage-paid envelope to return your completed survey. I am hoping to have the surveys returned within the next three weeks. Thank you for your time and contributions to this important research. If you have any questions or concerns, please call me at the numbers listed below. For questions regarding rights of research subjects you may contact: Dr. Paul J. Reitemeier, Chair of the Human Research Review Committee, 301C DeVos Hall, Grand Rapids, MI 49504, (616) 331-2281.

Respectfully,

Dottie Barnes
Grand Valley State University
W: 616-331-2221
H: 616-677-2925

APPENDIX B

Survey

DIRECTIONS: Please try to answer every question in the survey. The comment section is optional. Unless otherwise indicated, please use an "X" for your responses.

Results from this survey will only be reported in statistical summary form. Your identity is confidential; do not include your name on this survey.

Thank you for your cooperation and assistance in this important research.

.....

Personal Characteristics

1. What is your age?

a. ___ under 25	d. ___ 35-39	g. ___ 50-54
b. ___ 25-29	e. ___ 40-44	h. ___ 55-59
c. ___ 30-34	f. ___ 45-49	i. ___ 60 or older

2. With what ethnic group would you identify yourself? (optional)

a. ___ Caucasian	d. ___ American Indian
b. ___ Black	e. ___ Asian
c. ___ Hispanic	f. ___ Other, specify _____

Professional Characteristics

1. What is the highest level of education you have completed?

a. ___ Grade school	d. ___ B.A./B.S.	g. ___ Other, Specify _____
b. ___ High school	e. ___ M.A./M.S.	_____
c. ___ Associate degree	f. ___ Ph.D.	

2. What is the title of your current position?

a. ___ Newscaster	d. ___ Anchor/Reporter
b. ___ Newsanchor	e. ___ Other, Specify _____
c. ___ Co-anchor	

3. What newscast (s) do you work? Mark all that apply.

a. ___ Morning (5 a.m. ___) (6 a.m. ___) (7 a.m. ___) (Other _____)
b. ___ Noon/Midday
c. ___ Evening (5 p.m. ___) (5:30 p.m. ___) (6 p.m. ___)
d. ___ Late (10 p.m. ___) (10:30 p.m. ___) (11 p.m. ___)
e. ___ Weekend (a.m. ___) (6 p.m. ___) (11 p.m. ___)

4. Over the course of my career, comments have been made by management about my appearance.

- a. ___ Strongly agree
- b. ___ Agree
- c. ___ Undecided
- d. ___ Disagree
- e. ___ Strongly disagree

Comments _____

5. Over the course of my career, comments have been made by viewers about my appearance.

- a. ___ Strongly agree
- b. ___ Agree
- c. ___ Undecided
- d. ___ Disagree
- e. ___ Strongly disagree

Comments _____

6. Different standards are used on the basis of gender in the formal process of employment application, screening and selection.

- a. ___ Strongly agree
- b. ___ Agree
- c. ___ Undecided
- d. ___ Disagree
- e. ___ Strongly disagree

Comments _____

7. There is too much emphasis on my physical appearance as compared to my male counterparts.

- a. ___ Strongly Agree
- b. ___ Agree
- c. ___ Undecided
- d. ___ Disagree
- e. ___ Strongly disagree

Comments _____

8. There is differential evaluation of performance ratings on the basis of gender.

- a. Strongly Agree
- b. Agree
- c. Undecided
- d. Disagree
- e. Strongly disagree

Comments _____

9. Age is a career challenge or barrier for women more so than men.

- a. Strongly Agree
- b. Agree
- c. Undecided
- d. Disagree
- e. Strongly Disagree

Comments _____

10. Weight is a career challenge or barrier for women more so than men.

- a. Strongly Agree
- b. Agree
- c. Undecided
- d. Disagree
- e. Strongly Disagree

Comments _____

11. Over the course of my career, I have been asked by management to change something about my appearance.

- a. Strongly Agree
- b. Agree
- c. Undecided
- d. Disagree
- e. Strongly Disagree

Comments _____

12. There is less emphasis placed on the appearance of female newscasters now than 10 years ago.

- a. ___ Strongly Agree
- b. ___ Agree
- c. ___ Undecided
- d. ___ Disagree
- e. ___ Strongly disagree

Comments _____
