



the news market

#BreakTheBias

International Women's Day 2022

Meet the women of  
TheNewsMarket

“If you could break one bias in the news or media sector, what would it be and why?”





London, UK



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"I think women are better represented in the media than most industries but you'll find the majority of these women in entry-level to mid-management positions. More needs to be done to accelerate women into C-suite positions which will result in gender bias being tackled from the top down."

**Keely Valentine** Managing Director



London, UK



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"I've always loved that the world of PR is filled with strong, creative women - many in top C-suite positions or running their own agencies.

The media landscape, however, has a lot of catching up to do. One of the darker sides of broadcast reporting is women being tossed aside based on looks or age."

**Cat Deans** Head of Media Relations



“The very visible gender gap in classrooms for majors such as Communications and Journalism doesn't reflect the reality in the industry. With the increasing use of different technologies in media, there are more opportunities for women with majors in STEM, for example, to become an integral part of this industry.”

Ahmedabad, India

**Bhoomi Patel** Global Programme Director



London, UK



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“Women tend to be underrepresented on the technical side of things at major media organisations.

It's still normal to say 'cameraman' or assume that the studio crew, including the director, will be mostly men. I know many talented women would love to be considered for these jobs.”

**Sara Hemrajani** Senior Editorial Producer



Milan, Italy



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"I would love to see equal pay in the industry as well as female TV presenters and news anchors to be hired for their skills - regardless of their looks - just as men are."

**Claudia Bucello** Production & Account Manager



London, UK

"It is important to strengthen women's voices within Business, Politics and Sports topics, but 'Breaking the Bias' also means getting more men quoted in topics such as Lifestyle, Arts, Entertainment and Healthcare."

**Heather Percival Business Analyst**



Munich, Germany



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“Women are more excluded from reporting from the front line of war.

But now, with phone videos and social media, more women than ever are contributing to the news and providing commentary and proof of what is happening, a trend which should continue into further reaches of the media.”

**Christina Kahlert** Head of Central Europe





Mumbai, India

"Include features on women's achievements through the year and not just on Women's Day."

**Tina Chopra Account Manager**



"I would like to see more women over 50 (my age!) in the sector - Moira Stuart and Miriam O'Reilly come to mind, but that's it.

It is disheartening that presenters are still discriminated against due to their age in 2022."

**Hellena Osman** Accounts Analyst

London, UK