



# GDI Toolkit

## Closing the Gap: Advancing Women's Representation in Unscripted TV Production

Discover actionable strategies with the Geena Davis Institute's toolkit to enhance women's representation behind the scenes in unscripted television. Whether you're a content creator, producer, or industry leader, this toolkit offers data-driven insights and practical steps to close the gender gap in decision-making roles. Learn how to create inclusive teams, foster mentorship, and prioritize equity in pay and opportunities, ensuring your productions reflect diverse voices and perspectives.

## Highlights from the report

- ◆ Across all countries and years, men outnumber women in reality television production: Men make up 58.4% of executive producers, supervising producers, and show creators, while women make up 41.5%.
- ◆ Across all four countries, the percentage of executive producers who are women has increased nearly 10 percentage points from 36.6% in 2021 to 46.0% in 2023.
- ◆ Despite the gender imbalance among executive producers, we find near-perfect gender parity among supervising producers (50.9% men and 49.1% women) across all countries and all years.
- ◆ Across all countries and years, 3 in 4 reality TV creators are men (73.7% compared with 25.7% women). This gender difference among creators is most pronounced in the U.S. (80.6% men compared with 16.1% women).

## Recommendations

- ◆ **Create mentorship programs.** There is a much wider gender gap at the executive-producer level than at the supervising-producer level. Provide learning and networking opportunities for mid-level producers so they can obtain the skills and connections they need to advance in their careers. Crucially, do not put the onus on only women to mentor other women — successful men should mentor and invest in women to cultivate new talent, as well.
- ◆ **Prioritize equity in salaries and opportunities.** Ensure there are no pay or opportunity disparities among existing staff (or correct any that do exist), and establish practices to prevent them in the future.
- ◆ **Foster a culture of communication.** Provide opportunities for lower-level staff to share their ideas and see them come to fruition. Similarly, provide options (such as anonymous check-ins) where they can report problems or obstacles in a way that does not threaten their potential success. Businesses can also launch company-wide initiatives to encourage the submission of new ideas from anyone — whether those ideas come from creatives, lawyers, accountants, or IT. This will foster a diverse culture of creation.
- ◆ **Offer paid leave.** Often, parenting and household responsibilities fall disproportionately to women. Provide the flexibility and stability that caregivers need so that they do not fall behind in their careers when caring for their families.



Read more about the underrepresentation of women behind the scenes in unscripted TV.