

#ASKHERMORE:

REPRESENTATION ON THE 96TH OSCARS RED CARPET

In 2015, The Representation Project launched our #AskHerMore campaign to urge reporters to ask women in Hollywood about more than just their fashion decisions on the red carpet. This campaign was championed by feminist luminaries, including Shonda Rhimes, Reese Witherspoon, Gloria Steinem, and Lisa Ling. While the campaign achieved its goal and red carpet reporters now routinely ask women about more than which designer they're wearing, women are still asked about fashion twice as often as men (we analyzed representative coverage of multiple outlets, and ABC's coverage stood out in terms of focusing on women's careers instead of their red carpet fashion). Here's our breakdown of the 96th Oscars Red Carpet shows in terms of who gets interviewed and what questions they're asked:

WOMEN ARE WELL-REPRESENTED AS INTERVIEWEES



BIPOC AND LGBTQ+ WOMEN ARE WELL-REPRESENTED, BUT WOMEN WITH DISABILITIES, WOMEN AGES 50+, AND FAT* WOMEN ARE UNDERREPRESENTED

INTERSECTIONAL IDENTITY	INTERVIEWEES	POPULATION
BIPOC WOMEN	65%	40%
LGBTQ+ WOMEN	11.8%	7.1%
WOMEN WITH DISABILITIES	0%	26%
WOMEN AGES 50+	17.6%	34%
FAT WOMEN	0%	43%

MEN AND WOMEN EQUALLY LIKELY TO BE ASKED ABOUT THEIR CAREER



WOMEN ARE MORE THAN TWICE AS LIKELY TO BE ASKED ABOUT WHAT THEY ARE WEARING

