

Some 20 years later, Jenkins' face was appearing in living rooms throughout the country. She spent most of her career as a correspondent and Emmy Award–winning anchor for various TV networks. She has since gone on to be an advocate for making women visible and powerful in the media.

As a television anchor, Jenkins blazed two new trails—the first by being female, the second by being black. When she started, women and minorities were “window dressing” and all the power positions belonged to white men. “It’s startling to realize that most of the power positions still belong to white men,” she says. “Only 3 percent of media’s clout positions are held by women. Women and girls in this country have been conditioned to take less when it comes to the media and expect to have to fight to be included.”

Sexism in the media “does not need to continue,” Jenkins adds. “Women and girls need to raise their voices and complain—and make themselves heard. Being engaged in media at a young age is hugely beneficial,” Jenkins says. Girls “can tell their stories...They need to know that their stories are valued.”

News anchor or newscaster

A person who gathers or presents news stories, for either TV or radio.

Media Job Listing

1938

The first color television broadcast takes place, but color TV sets won't be available for another 10 years or so. And they weren't very affordable until the 1960s. Today's high-def, flat-screen TVs aren't cheap either. But they weigh a lot less.

1950

TV networks start airing children's programs on Saturday morning. And thank goodness! Can you imagine a world without Saturday morning cartoons?

