

Global Report on Status of Women in News Media

Liza Gross

lgross@iwmf.org



IWWMF
INTERNATIONAL WOMEN'S MEDIA FOUNDATION

Research Questions:

1. How many women are employed?
2. What occupational roles do they fill?
3. How are they paid?
4. Are they full-time or something else?
5. Have companies adopted pro-equality policies?

Research design:

- Nations in all regions (UN categories)
- Number of companies to reflect media density of each nation
- Limitation to traditional news (newspaper, TV, radio)
- Use of a single instrument to gather data
- Use of local researchers

Sample numbers: Nations & companies

Region & nations	News- papers	TV stations	Radio stations	N
Mideast & N Africa (5)	23	5	10	38
Sub-Saharan Africa (15)	55	18	44	117
Americas (13)	43	24	15	82
Asia & Oceania ((10)	43	24	15	82
Eastern Europe (8)	31	27	27	85
Nordic Europe (4)	22	6	4	32
Western Europe (4	20	12	15	47
TOTALS	253	123	146	522

NOTE: 170,000 persons employed at 522 companies in 59 nations.

AGGREGATED FINDINGS

Across the 7 regions, when data on 170,000 employees are aggregated:

- Men outnumber women almost 2:1 in the profession
- Men hold three-fourth of the top posts in management and governance

WHERE WOMEN ARE FOUND

Most women (90%) are found in 3 occupational categories:

- Senior-level professional
- Sales, finance & administration
- Junior-level professional

Few women found in:

- Governance
- Top-level management
- Senior-level management

PATTERNS IN JOB STATUS

1. Under-representation (*in 44% of nations*)
2. Glass ceiling: In every region *except* Nordic Europe (*34% of nations*)

Glass ceiling seen most often at:

- Senior management
 - Middle management
3. Relative parity (*22% of nations*)

Parity strongest in Eastern Europe region

Full time or something else

Terms of Employment	Total men	Total women	Difference by level of significance
FT regular	65,230	32,515	0.05
PT regular	2,154	2,843	0.26
FT contract	9,906	3,897	0.16
PT contract	1,050	2,789	0.09
Freelance	6,778	4,007	0.03
Other	7,210	4,889	0.01
TOTALS	92,328	50,940	0.12

(1) Level of significance = 0.05 or less

(2) Not all 170,000 employees are included in this table.

Variables harder to determine

- Salary levels
 - Incomplete data in most nations
- Adoption of pro-equality policies
 - National laws overrode company practices
 - Reliability of data from companies questionable, according to researchers

SELECTED REGIONAL ANALYSIS

Comparison of findings in:

- Eastern Europe
- Nordic Europe
- Americas

Eastern Europe

- Sample included:
 - 8 nations
 - 85 companies
 - 31 newspapers
 - 27 TV stations
 - 27 Radio stations
- Employees = 11,649
 - 6,057 men
 - 5,592 women

Major findings (overall)

OCCUPATIONAL STATUS HIGH:

- **Women at or above parity** with men in most management and professional levels
- Women a third (32.9%) in governance

JOB SECURITY HIGH

- Women hold **half (47%) FT regular** jobs
- Women hold **2/3 of PT regular** jobs

POLICY ADOPTION GOOD

- Nearly **three-fourths (71%) companies** adopted pro-equality policies

Nordic Europe

- Sample included:
 - 4 nations
 - 32 Companies
 - 22 Newspapers
 - 6 TV stations
 - 4 Radio stations
- Employees = 7,245
 - 4,098 Men
 - 3,147 Women

Major findings (overall)

OCCUPATIONAL STATUS FAIRLY HIGH:

- Women **near parity in senior professional, middle management**
- **More than a third (36%) in governance & top management (37%) are women**

JOB'S ARE SECURE:

- Women's FT regular employment similar to men's
- BUT, many more women work PT regular than men
- Both men and women work in alternative (seasonal) arrangements

POLICY ADOPTION PRE-EMPTED BY LAWS

- Nordic employee benefits may be best in world

Americas

- Sample included:
 - 13 nations
 - 121 companies
 - 59 newspapers
 - 31 TV stations
 - 31 Radio stations
- Employees = 41,260
 - 26,085 men
 - 15,175 women

Major findings (overall):

OCCUPATIONAL STATUS FAIRLY HIGH:

- Women are near parity in **junior & senior professional** and **senior management** levels
- Women are 30% in top management level

POLICY ADOPTION IS HIGH:

- Most (87%) companies have pro-equality policies

HOWEVER, JOB SECURITY LOW:

- Women hold **only 39% of FT regular jobs**
- Women hold **more than half (56%) of PT regular jobs**

Conclusions

1. Nations and regions vary widely in their findings
2. Explanations for variations include:
 - Political histories
 - Current laws
 - Culture and social customs
 - Strength (& length) of women's movements
3. Women show significant progress in the news reporting ranks in most nations

Conclusions (cont.)

- 5 Glass ceilings prevent women from advancing into decision making in a third of nations
- 6 Efforts such as the Global Report and the Gender Sensitive Indicators for Media are vital tools to foster sustainable newsroom equity.