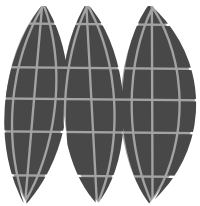


Global Report on the Status of Women in the News Media

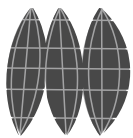


IWWMF

INTERNATIONAL WOMEN'S MEDIA FOUNDATION



Global Report on the Status of Women in the News Media



IWMF

INTERNATIONAL WOMEN'S MEDIA FOUNDATION

Washington, D.C., U.S.A.

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Principal Investigator

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Photos and individuals depicted in this report are generally representative of women's roles in news gathering internationally, and not connected to specific individuals, companies or nations in the report. Photo of Eleanor McClatchy provided by her great great niece Carolan K. Stiles.



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TABLE OF CONTENTS

ACKNOWLEDGMENTS	5
INTRODUCTION	7
By Liza Gross, IWMMF Executive Director	
EXECUTIVE SUMMARY	9
OVERVIEW	15
TRENDS ACROSS REGIONS	19
FINDINGS BY REGION AND NATION	43
1. MIDEAST AND NORTH AFRICA	45
Regional summary	
National reports: Egypt, Israel, Jordan, Lebanon, Morocco	
2. SUBSAHARAN AFRICA	75
Regional summary	
National reports: Cameroon, Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Nigeria, South Africa, Uganda, Zambia, Zimbabwe	
3. AMERICAS	143
Regional summary	
National reports: Argentina, Brazil, Canada, Chile, Costa Rica, Dominican Republic, Ecuador, Jamaica, Mexico, Puerto Rico, Peru, United States, Venezuela	
4. ASIA AND OCEANIA	211
Regional summary	
National reports: Australia, Bangladesh, China, Fiji, India, Japan, New Zealand, Pakistan, Philippines, South Korea	
5. EASTERN EUROPE	263
Regional summary	
National reports: Bulgaria, Estonia, Hungary, Lithuania, Poland, Romania, Russia, Ukraine	
6. NORDIC EUROPE	309
Regional summary	
National summary: Denmark, Finland, Norway, Sweden	
7. WESTERN EUROPE	337
Regional summary	
National reports: France, Germany, Spain, United Kingdom (including England, Northern Ireland, Scotland and Wales)	
APPENDICES	363

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The project's five-member international advisory committee -- including Ferial Haffajee, Lynn Povich, Margaret Gallagher, Carolan Stiles and Maria Elena Salinas -- helped guide the study's design and development of instruments. A core staff consisting of the IWMMF director of research and training Elisa Munoz, principal investigator Carolyn M. Byerly, project assistants Alana Barton and Jagruti Bhakta, statistical consultants Hongmei Shen and Hua Jiang, and graduate interns Desrene Vernon and Bella Ezumah performed the administrative tasks associated with conducting the study.

An extensive research team around the world included 17 regional coordinators who hired and supervised 150 researchers in 59 nations. Together, these women and men formed the expansive global research staff that collected data and proofed findings for the report. A complete list of project personnel is included in Appendix 1.

Hundreds of anonymous executive-level staff in news companies across the world willingly shared their time and organizational data with researchers. Without them and their companies' information on employees, policies and practices, there would be no report.

Those who contributed in the latter stages of the project include statistical advisor Kay McGraw, media scholars Kerry-Ann Hamilton and Karen Ross, publication and web designer Juan Thomassie and copy editor Jeff Kleinman.

The Global Report study has been endorsed by the American Society of Magazine Editors (ASME), the American Society of News Editors (ASNE), AmmanNet, the Asia-Pacific Broadcasting Union, the Association of Caribbean Media Workers (ACM), the Australian Press Council, the Center for Independent Journalism, the Estonian Public Broadcasting, the International Federation of Journalists (IFJ), the Institute of Journalism at Dortmund University, the McClatchy Company, the Pakistan Press Foundation (PPF), the Press Institute of India, the South Asian Policy Analysis Network (SAPANA), UNESCO Communication Development Division, the World Association for Christian Communication (WACC), and the World Editors Forum (WEF).

Women represent only a third (33.3%) of the full-time journalism workforce in the 522 companies surveyed.

INTRODUCTION

The IWMF Global Report on the Status of Women in the News Media

The International Women’s Media Foundation is proud to present its first international study of women in the news media. A free flow of information is an essential ingredient of open and democratic societies. The IWMF believes that there can be no full freedom of the press until women have an equal voice in the news-gathering and news dissemination processes.

There is abundant evidence of underrepresentation of women as subjects of coverage, but until now there were no reliable, comprehensive data on which to make a clear determination about where women currently fit into the news-making operation or in the decision-making or ownership structure of their companies.

The IWMF Global Report on the Status of Women in the News Media seeks to fill this gap by presenting for the first time sound data on gender positions in news organizations around the world. If news content is the final outcome of a series of steps involving the participation of a number of individuals, what then is the role of women in determining and shaping the news agenda? Who decides how many stories are by women and feature women as pivotal subjects in news operations? Are media companies currently organized to promote gender equity within their organizational structures or to accommodate women’s voices as well as men’s perspectives in coverage?



Eleanor McClatchy starts the presses at one of the company’s newspapers. She led the family business from 1936 to 1978.

The findings presented in this report, conducted over a two-year period, offer the most complete picture to date of women’s status globally in news media ownership, publishing, governance, reporting, editing, photojournalism, broadcast production and other media jobs. More than 150 researchers interviewed executives at more than 500 companies in 59 nations using a 12-page questionnaire.

The news organizations surveyed in face-to-face interviews included newspapers, radio and television stations with traditional delivery formats as well as online delivery. An attempt was made to include transnational news agencies, a significant employer of journalists worldwide, but the responses to the questionnaire were not

robust enough to extract valid conclusions. Magazines and Internet-only companies were not included, as their structures and staffing are typically different from those of the more traditional companies.

The IWMF Global Report includes detailed information on news operations with respect to men's and women's occupational standing, salaries, hiring and promotional policies, and numerous other workplace practices. It also provides information about recruitment, training, policies related to advancement, news assignments, and a range of other issues that affect gender status in news organizations. While not all nations could be included in the study, those selected represent every region of the world, and the media surveyed represent a range of small, medium and large companies. The research takes a sound social science approach whereby the IWMF is able to make observations and draw general conclusions from the data.

There were challenges along the way. A number of news organizations chose not to participate. Others refused to supply salary data or provided incomplete information. Indeed, compensation was a sticky point, which speaks to the sensitivity of the issue. To gain access to those numbers, the IWMF guaranteed participating companies confidentiality. The IWMF report provides salary comparisons only where enough data were available to draw valid analysis.

The IWMF Global Report on the Status of Women in the News Media is a groundbreaking benchmark from which to track and monitor the performance of media companies as it relates to opportunities for female professionals. The IWMF intends to break out regional and demographic data and to update the study every few years. This blueprint explains the status quo and will serve as a guide to measure the progress towards gender equity in the news industry worldwide.

Liza Gross

Executive Director
International Women's Media Foundation,
Washington, DC, December 3, 2010

EXECUTIVE SUMMARY

A groundbreaking Global Report on the Status Women in the News Media examining more than 500 companies in nearly 60 countries shows that men occupy the vast majority of the management jobs and news-gathering positions in most nations included in this study.

In this long-awaited extensive study, researchers found that 73% of the top management jobs are occupied by men compared to 27% occupied by women. Among the ranks of reporters, men hold nearly two-thirds of the jobs, compared to 36% held by women. However, among senior professionals, women are nearing parity with 41% of the news-gathering, editing and writing jobs.

The International Women's Media Foundation commissioned the study to closely examine gender equity in the news media around the world, and inform the development of a formal Plan of Action to improve the status of women. The global study looked at women in the workforce, pay differences, terms of employment and pro-equality policies in newsrooms.

Women have increased their ranks in the top management jobs, compared to a Margaret Gallagher study in 1995 that showed women occupying on average of only 12% of the top management positions in 239 nations. The new global study shows women in 26% of the governing and 27% of the top management jobs.

The two-year study covering 170,000 people in the news media found a higher representation of women in both governance and top management within both Eastern Europe (33% and 43%, respectively) and Nordic Europe (36% and 37%, respectively), compared to other regions. In the Asia and Oceania region, women are barely 13% of those in senior management, but in some individual nations women exceed men at that level, e.g., in South Africa women are 79.5% of those in senior management. In Lithuania women dominate the reporting ranks of junior and senior professional levels (78.5% and 70.6%, respectively), and their representation is nearing parity in the middle and top management ranks.

The global study identified glass ceilings for women in 20 of 59 nations studied. Most commonly these invisible barriers were found in middle and senior management levels. Slightly more than half of the companies surveyed have an established company-wide policy on gender equity. These ranged from 16% of companies surveyed in Eastern Europe to 69% in Western Europe and Sub-Saharan Africa.

SOME KEY REGIONAL FINDINGS

MIDDLE EAST AND NORTH AFRICA

Egypt, Israel, Jordan, Lebanon and Morocco

- Men outnumber women in the companies surveyed 2:1; women's representation drops substantially in the levels above middle management.
- Across the region, men earned three to five times as much as women in governance and top management.
- The marginalization of women is especially serious in Jordan, but it is relatively better in both Egypt and Israel, where women are well over half the journalism workforce in the companies surveyed.

SUB-SAHARAN AFRICA

Cameroon, Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Nigeria, South Africa, Uganda, Zambia and Zimbabwe

- Women's under-representation in the news media is especially pronounced in the Democratic Republic of Congo, Malawi and Zimbabwe where women total 15%, 27% and 27%, respectively.
- Men outnumber women 2:1 in the Kenyan companies surveyed, but women have been able to advance in both decision-making roles at the top and senior supervisory level roles.
- In South Africa, women journalists slightly exceed the number of men. In this country, the lack of a glass ceiling for women reflects progressive gender policies in the companies surveyed, a mirror of women's advancement in other areas of the society.
- In Namibia, women fill around a third of governance level jobs, occupy half of the top management positions and receive higher wages overall than men do.
- In Nigeria, women and men journalists are paid equally or, in some cases, women's salaries exceed men's wages.

AMERICAS

Argentina, Brazil, Canada, Chile, Costa Rica, Dominican Republic, Ecuador, Jamaica, Mexico, Puerto Rico, Peru, United States and Venezuela

- In the United States women are less than a fourth of those in top management and only a third of those in governance level roles.
- There is a pervasive pattern of women's under-representation across the region. Only in Puerto Rico did women journalists slightly outnumber men.
- Men outnumbered women in the media by 2:1 in Argentina, Chile, Costa Rica, Dominican Republic and Ecuador.
- The ratios of men to women were more moderate in Canada, the United States and Venezuela.
- Glass ceilings were especially noticeable in Canada, Dominican Republic, Jamaica, Puerto Rico and the United States, although these are manifested at different occupational levels.
- In Venezuela women are employed in the newsrooms surveyed in numbers approaching those of men and have gained access to nearly all occupational levels, except governance and technical professional jobs.
- Although women across the region may be fewer than men in the workforce overall, they have achieved relatively even access to jobs in their companies and, in spite of glass ceilings, they are advancing toward parity in the highest management roles.

ASIA AND OCEANIA

Australia, Bangladesh, China, Fiji, India, Japan, New Zealand, Pakistan, Philippines and South Korea

- Japanese news companies are overwhelmingly dominated by men, who outnumber women 6:1. Men also claim nearly all of the decision-making positions on governing boards and in top management. On the other hand, women (like men) working in the companies surveyed benefit from regular full-time employment.
- Men in the media outnumber women 4:1 across the Asia and Oceania region.
- While the general pattern is one of exclusion, in China, Fiji and New Zealand women are either at parity with men, or even exceed the numbers of men, in some occupational levels associated with reporting and decision-making.

- The companies surveyed in Bangladesh and China have adopted few policies to establish gender equality. By contrast, Fiji, Australia, India and Japan have made strong strides in adopting gender policies.

EASTERN EUROPE

Bulgaria, Estonia, Hungary, Lithuania, Poland, Romania, Russia and Ukraine

- The 85 companies surveyed in this region show strong tendencies toward gender egalitarianism. Men and women's salaries are comparable across occupational levels for the most part and women's job security is excellent.
- Bulgarian newsrooms surveyed stand apart from most others across this and other regions for women's exceptionally high occupational standing.
- Women at the 10 news companies surveyed in Estonia enjoy a high degree of equality.
- In Hungary despite under-representation, most women in the newsrooms surveyed are in secure jobs, with regular full-time terms of employment, yet they represent only 13.3% of governance positions.
- Women are in a particularly strong position in Russia, nearing parity in top management and holding around a third of governance positions.

NORDIC EUROPE

Denmark, Finland, Norway and Sweden

- The 32 companies participating in the study together demonstrate a relatively high degree of gender equality at all of the occupational level in Nordic Europe.
- About half of the companies surveyed have adopted gender equality and sexual harassment policies.
- Denmark and Norway have fewer women in the senior professional level (34% and 35%, respectively) than Finland and Sweden (51% and 49%, respectively).

WESTERN EUROPE

France, Germany, Spain and the United Kingdom (which comprises England, Scotland, Wales and Northern Ireland)

- Women are nearing numerical parity with men in the 47 newsrooms of the 4 Western European nations surveyed.
- Women's low representation in this region is particularly acute in top management and governance levels, where women number only around a fourth.
- While nearly all the companies surveyed in these nations comply with EU requirements for maternity leave and certain other protections, only two-thirds of the companies have a specific policy on gender equity, and fewer than half have a sexual harassment policy.
- Women in France's newsrooms are relatively close to men in terms of overall numbers, but their status varies considerably by occupational level.
- Men have somewhat greater job security than women in French news companies. Women hold more part-time and contract jobs than men.
- The number of women in German newsrooms approaches parity with men. However, they have difficulty moving beyond the level of senior professional.
- Women journalists at Spanish news companies appear to face a glass ceiling at the senior professional level.
- In the United Kingdom, women face a glass ceiling that seems fixed at the junior professional level.
- While women in the United Kingdom are compensated at rates relatively similar to those of men at the average low range, they are seriously under-compensated at most average high salary ranges.

OVERVIEW

Research activities associated with the Global Report on the Status of Women in the News Media study took place over a two-year period, between 2008 and 2010, including planning, development of the research design, hiring and training of staff, development of the research instrument, collection of data, processing of data, and writing of the report.

Administration of project

The project was administered from the IWWMF headquarters in Washington, D.C. The IWWMF staff conducted fundraising and provided full support for financial management and other administrative aspects of the project. A contract researcher (principal investigator) coordinated the various phases of the study, with assistance of a part-time assistant, 2 graduate student interns, a 5-member international advisory committee, and an extensive network of nearly 150 contract researchers around the world. Those contractors included regional coordinators, who were responsible for hiring and training local researchers to collect data in a given geographic region; and local researchers, who conducted interviews with news company executives or their designees in performing the data collection.

Research Team Overview

Nearly all who served as regional coordinators and local researchers in the Global Report study had worked professionally in journalism or other media fields. Some had extensive experience in research and/or journalism. At the time of their service to the study, 58% of the 19 regional coordinators were employed in full-time academic roles (teaching and/or researching), 26% were administrators in non-governmental organizations, 11% were working journalists, and the remaining 5% were engaged in other occupations.

Among the local researchers, approximately half (42%) were employed in academic roles, more than a fourth (29%) were in journalistic or other media roles, another fourth (26%) were post-graduate students, and the remainder (3%) were engaged in other occupations. In a number of cases, the regional coordinators also participated as researchers in collecting data.

Project staff members are listed in Appendix 1: Project Personnel.

Study design

The study represents baseline survey research that sought both quantitative and qualitative data. The unit of analysis in the study was the news company. The central problem for examination was news company behavior in relation to gender equality in staffing, salaries and policies.

Research Goals

The Global Report assessed five things:

1. The extent to which women have entered the journalism workforce
2. The occupational roles women fill within news companies
3. The rate at which women are paid
4. The terms by which women are employed
5. The extent to which news companies have adopted pro-equality policies for their newsrooms

METHODOLOGY AND SAMPLING PROCEDURES

Selection of nations.

The study included news companies in 59 nations that represent all regions of the world. The nations for inclusion were selected from a longer initial list of developed and developing nations. Final selection rested in part on the ability to identify qualified researchers to assist in data collection within a nation or region.

Selection of news companies.

The study elected to use purposive sampling, a non-probability sampling method that best assured an intended mix of print and electronic news companies per nation would be surveyed. Only traditional news companies were considered for inclusion, i.e., newspapers, television and radio stations. An effort was made to include international news agencies an additional category, but there was insufficient response to include these.

A sample range was developed for each nation based on the overall number of companies for a given nation (e.g., 14-17 companies for the UK). This sample range guided the local researchers in selecting the number and kind of media companies to be surveyed. The list of proposed media companies for each nation was approved by the Global Report's Principal Investigator prior to the beginning of data collection.

Local researchers in several nations experienced difficulties gaining agreement from some of the news companies identified for surveying. This resulted in adjustments to original proposed lists of companies. In a number of countries, these difficulties resulted in smaller than intended samples.

Instrumentation and procedures

Data were collected using a lengthy questionnaire that requested a breakdown of employees by occupational level, gender, salary and terms of employment. Additional questions sought information about hiring and promotional practices, gender-related policies, and other routines affecting news production. Together, 522 company representatives were interviewed for the study, with the IWMMF researchers surveying 443 media companies; 79 companies in Southern Africa that were surveyed by Gender Links (see below) were also included in the study.

Company representatives were given assurance of confidentiality for their companies' identities and data, as well as anonymity for themselves in any published findings.

The exception to anonymity occurs with the presentation of several exemplary news companies whose efforts to address gender equity in their organizations came to light during the data collection process. These companies were nominated by researchers in the nations where companies are located. The IWWMF contacted each company, sought the necessary legal clearance for publicly identifying them, and obtained additional background information for inclusion in the report.

Analysis of data

Data were entered into a spreadsheet by staff at the IWWMF, and then processed using Statistical Package for the Social Sciences (SPSS) and Excel by statistical consultants working on the study. Data processing produced frequencies and cross-tabulations among variables (e.g., occupational level by gender, annual salary by gender). A paired t-test (a standard test of statistical significance) was performed to determine whether a level of significance existed between men and women in different occupational levels, by salary, and in various terms of employment, across 7 regions. All findings are presented in this report with interpretations.

Gender Links partnership

The IWWMF acquired data for 9 nations in southern Africa from the Gender Links organization for inclusion in the Global Report study. Gender Links' data were derived from its related study, Glass Ceilings: Women and Men in Southern African Media. Gender Links is a non-governmental organization headquartered in Johannesburg, South Africa, that works to ensure gender equality. One emphasis is research on women's participation in news and other media. Gender Links conducted its Glass Ceilings study in a similar timeframe as the IWWMF's Global Report study. Staff on the two projects coordinated development of research instruments and certain other aspects of the projects.

Sources of background information

National reports include certain background information to provide context for understanding the findings from the study. Details about the societies and people (e.g., demographics, language, status of women, and media systems) were obtained from authoritative data bases, and, in some cases, from local researchers in the study. Rankings on press freedom were obtained from the 2009 report of the World Press Freedom Index, published by Reporters Without Borders, which evaluated 175 nations using multiple criteria.

Literacy rates, life expectancies, and rankings for women in national office and for pay equity were obtained from the 2009 Global Gender Gap Report, published by the World Economic Forum. This study considered statistical measures of women's status in education, literacy, health, longevity, income and other areas for 134 nations.

A fuller list of background sources used in the study is provided in Appendix 2: Bibliography.

Organization of the Study

The study is organized to allow readers to obtain both a full comparative view of the study's findings as well as focused views of findings by nation and geographic region. The report has several sections:

Executive Summary

Key findings from the study are included in this short section.

Introduction

Provides history and need for the study.

Trends across the Regions

This analysis compares the major findings by occupational level, salary, terms of employment and gender-related company policies across 7 regions. Analysis includes an interpretation of data based on statistical tests of significance, and discusses important national conditions or status of women's issues that should be considered with respect to the findings.

Findings by Region and Nation

Study findings are discussed (with accompanying graphic displays of statistics) for the 59 nations included in the study, as organized into seven geographic regions.

Appendices

Appendices provide a list of project personnel and bibliography of major sources used as references to develop individual national and regional reports, as well as composite statistical tables for occupational levels, salaries, terms of employment, employment patterns, and gender-related company policies.

TRENDS ACROSS REGIONS

This section considers findings holistically, across regions, both in terms of their statistical interpretations and in terms of their possible meanings with respect to questions the study sought to answer. Also considered is how findings in the Global Report compare to other research on women’s status in media industries and the broader global workforce. Greater detail on all the statistical findings can be found in the respective regional reports, each of which includes a regional summary and a detailed report of findings by nation. In addition, the appendices contain composite findings for all 7 regions for occupational status by gender, annual salaries by occupational level and gender, terms of employment by gender, and gender-related company policies.

News Media Participation

The report is based on questionnaire surveys administered by local researchers in 59 nations in interviews with 522 news company executives. Table C identifies the kind of media included in the study.

Table C. Kinds of news companies surveyed across 7 regions. (N) Number of companies participating in study.

Region & Number of Countries	Newspapers	Television Stations	Radio Stations	N
Mideast & N. Africa (5)	23	5	10	38
Sub-Saharan Africa (15)	55	18	44	117
Americas (13)	59	31	31	121
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

Among these, newspapers (48%) make up nearly half of the study’s sample. Television stations and radio stations were nearly equal in number (24% and 28%, respectively). An effort was made to include transnational news agencies that are also significant employers of women, but there was insufficient response. Individual national reports show the numbers of media for each nation in the study.

Table D. Percentage of news companies surveyed. (N) Number of companies participating in study.

Kind of News Company	N	% of Total
Newspapers	253	48
Television Stations	123	24
Radio Stations	146	28
Totals	522	100%

Languages Represented in the Study

The study sought to include news companies reaching diverse audiences. Researchers identified both large- and small-scale news companies, some using a nation's dominant language, others using local languages. As illustrated in Table E, more than 40 different languages are represented in the study. English is the most common (22%), with Spanish and French next at 17% and 7%, respectively. Portuguese (4%), Arabic (4%) and Russian (3%), and others were represented in smaller numbers.

Table E. Languages represented in the study.

Language	Frequency	% of Total
English	116	22
Spanish	88	17
French	37	7
Portuguese	23	4
Arabic	23	4
Russian	17	3
Chinese	11	2
Swedish	11	2
Bulgarian	10	2
Estonian	10	2
Lithuanian	10	2
German	10	2
Romanian	10	2
Polish	9	2
Japanese	8	2
Hungarian	8	2
Ukrainian	8	2
Norwegian	7	1
Danish	7	1
Finnish	7	1
Bangla	7	1
Korean	7	1
Other*	78	16
Totals	522	100%

*Includes languages < 1% of the total, e.g. Amharic, Hebrew, Hindi, Tamil, Marathi, Kannada, Saraiki, Urdu, Tagalog, Akan, Afrikaans, Changana, Dutch, Bemba, Malagasy, and others.

Related Research

The Global Report provides the first international baseline study of women's status in news companies using a systematic methodology and including nations from all regions of the world. In the absence of comparable studies against which to evaluate this study's findings, the discussion will look at research that raised similar questions about women's

status in media, or about the broader workforce in general, to develop a more robust interpretation of the findings.

Several comparative sources will be used in this discussion. The only earlier baseline study of women's status in media employment was conducted by Margaret Gallagher (1995). In *An Unfinished Story: Gender Patterns in Media Employment*¹, Gallagher examined 239 companies (both news and other forms of media) in 43 nations. Recent regional and national studies include Jackie Harrison et al.'s (2008) "Women and the News: Europe, Egypt, and the Middle East, and Africa"²; Ammu Joseph's (2005) *Making News: Women in Journalism* (2005)³; Smeeta Mishra et al.'s (2008) "Making News: India and Asia" (2008)⁴; Louise North's (2009) *The Gendered Newsroom*; and Pat Made and Colleen Lowe Morna's (2010) *Glass Ceilings*⁵.

A useful study of women's status in 134 nations is contained in the World Economic Forum's (2009) *Global Gender Gap Report*⁶. WEF's researchers used a range of data sources to construct indices of women's participation in the workforce, equity in wages, health and political participation, and education. Because 57 of the 59 nations in the IWMF's study were also included in WEF's *Gender Gap Report*, that report's indicators offer especially relevant comparative information to consider the current study's trends across regions.

The International Labor Organization, which follows employment and unemployment trends across nations, provides useful global data by sex and region in its *Global Employment Trends for Women* report for 2009⁷. As Table F shows, women's employment is much lower than men's across the world. The ILO found that of the 3 billion people employed around the world in 2008, 1.2 billion were women (40.4%). Of

1. Margaret Gallagher, *An Unfinished Story: Gender Patterns in Media Employment*. Paris: UNESCO 1995). Thirty of the 43 nations that Gallagher's study examined are also included in the *Global Report* study. These include: Sub-Saharan Africa: Malawi, Mozambique, Namibia, South Africa, Tanzania, Zambia, Zimbabwe; Americas: Canada, Chile, Ecuador, Mexico, Peru, Venezuela; Asia & Oceania: Australia, India, Japan; Eastern Europe: Bulgaria, Estonia, Hungary, Lithuania, Romania, Russia; Nordic Europe: Denmark, Finland, Norway, Sweden; Western Europe: France, Germany, Spain, United Kingdom.

2. Jackie Harrison, Karen Sanders, Christina Holtz-Bacha, Raquel Rodriguez Diaz, Serra Gorpe, Salma Ghanem, & Chioma Ugochukwu, "Women and the News: Europe, Egypt and the Middle East, and Africa." In Paula Poindexter, Sharon Meraz & Amy Schmitz Weiss (Eds.), *Women, Men and the News: Divided and Disconnected in the News Media Landscape* (pp., 175-211). New York and London: Routledge, 2008.

3. Ammu Joseph, *Making News: Women in Journalism*. New Delhi, 2005.

4. Smeeta Mishra, Xin Chen, Yi-Ning, Katherine Chen and Kyung-Hee Kim, "Women and the News: India and Asia." In Paula Poindexter, Sharon Meraz & Amy Schmitz Weiss (Eds.), *Women, Men and the News: Divided and Disconnected in the News Media Landscape* (pp., 212-238). New York and London: Routledge, 2008.

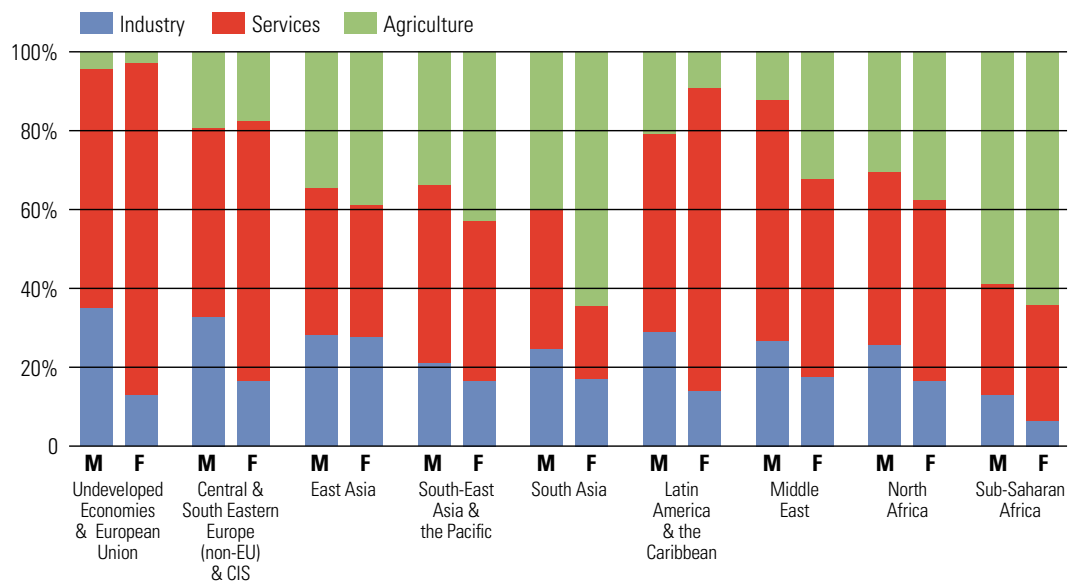
5. Pat Made and Colleen Lowe Morna (Eds.), *Glass Ceilings: Women and Men in Southern Africa Media*. Johannesburg, South Africa: Gender Links, 2010

6. Ricardo Hausmann, Laura D. Tyson, and Saadia Zahidi, *The Global Gender Gap Report*. Geneva, Switzerland: World Economic Forum, 2009. The researchers used labor statistics, as well as data from a range of other credible sources around the world to develop a reliable picture of the gender gap, both by nation and across nations.

7. *Global Employment Trends for Women* (report). Geneva, Switzerland, 2009.

these, only a small proportion of women were employed in industry (18.3% women, compared to 26.6% men) – the news (and other media) would fall into this category. While the percentages vary some from region to region, the ILO report notes that this gender disparity in industrial employment “is found in all regions, ranging from a low of 0.5 percentage points in East Asia to a high of 22.5 points in the Developed Economies and the European Union” (p. 10).

Table F. Distribution of employment by sector (sectoral employment as percentage of total employment) by sex and region, 2008 (preliminary estimates)



SOURCE: Global Employment Trends for Women. Geneva, Switzerland: International Labor Organization, March, 2009, p. 11.

Global Analysis of Study Findings

The IWFMF’s Global Report study sought to learn 1) to what extent women have entered the journalism workforce, 2) women’s status in the companies where they work, 3) the rate at which women are paid, 4) the terms by which women are employed, and 5) the extent to which news companies have adopted pro-equality policies. The first 4 questions require a comparison of women’s status and pay to men’s across regions. The last requires comparison of percentages of policy adoption across regions.

Occupational Status by Gender

Table G shows three sets of numbers: 1) total numbers of men and women at different occupational levels and percentages of totals for each level, 2) average number of men and women by occupational level, and 3) levels of statistical significance for these. The last of these (statistical significance) is explained in greater detail in endnotes for some findings presented in this section. Statistical significance reveals the degree to which a finding is a random occurrence or the result of a causative factor. In the study, causative factors could include gender bias, cultural practices, or something else specific to the nation in which it occurred. A finding with a probability level of .05 is significant. One with a probability

level less than that (e.g., .005, .0004) is highly significant. Significant and highly significant findings suggest areas for further investigation and/or some action to address them.

Appendix 3 contains averages and percentages of men and women by occupational level in more specific detail for all 7 regions.

The study found that approximately 170,000 people are employed in the journalistic workforce of the 522 companies surveyed in the study. These include 59,472 women and 109,763 men. When aggregated, data show that men represent nearly two-thirds (64.9%) of the total workforce across regions, compared to slightly more than one-third women (35.1%). The IWWMF's findings for women's participation in the news work force (35.1%) of the 59 nations studied are lower than ILO's (2009) for women in the broader industrial labor force (40.4%). Like ILO's Global Employment Trends for Women report, variation in the gender representation from region to region was also found in the IWWMF's study. Though explored in greater detail in regional reports, some examples are also provided in this discussion to illustrate statistical findings.

Table G. Occupational status across 7 regions, and levels of significance for findings.⁸

Occupational status	(1) Total Numbers and Percentages				(2) Averages		(3) levels of significance from paired sample t-test
	Total # Men	Total % Men	Total # Women	Total % Women	Avg. # Men	Avg. # Women	
Governance**	1,376	74.1%	481	25.9%	196.6	68.7	0.001**
Top-level Management**	1,317	72.7%	494	27.3%	188.1	70.6	0.004**
Senior Management*	3,542	61.3%	2,235	38.7%	506.0	319.3	0.05*
Middle Management	7,014	71.3%	2,817	28.7%	1,002.0	402.4	0.09
Senior Level Professional*	22,076	59.0%	15,331	41.0%	3,153.7	2,190.1	0.02*
Junior-level Professional	19,438	63.9%	10,968	36.1%	2,776.9	1,566.9	0.11
Production and Design*	13,315	65.6%	6,975	34.4%	1,902.1	996.4	0.02*
Technical Professional*	12,368	73.2%	4,530	26.8%	1,766.9	647.1	0.01*
Sales, Finance & Administration	20,772	64.4%	11,458	35.6%	2,967.5	1,636.9	0.13
Other	8,545	67.1%	4,183	32.9%	1,220.7	597.6	0.08
Total Numbers**	109,763	64.9%	59,472	35.1%	10,976.3	5,947.2	0.0004**

* = Significant difference in mean number of men and women in occupational level = $p \leq 0.05$

** = Highly significant difference in mean numbers of men and women in occupational levels = $p \leq 0.001$

In governance and top management:

Men hold the vast majority of the seats on governing boards and in top management across 7 regions, at 74.1% and 72.7%, respectively, compared to the average number of women (25.9% and 27.3%, respectively). Individuals found in these levels of news company hierarchies are typically responsible for setting company policy, making key

8. Levels of significance are derived from paired-sample t-tests by occupational levels and gender across 7 regions (N=7). Level of significance for total average numbers of men and women are across 10 occupational levels (N = 10). Levels of significance are for 1-tailed pair-sample t-tests, $\alpha=0.05$.

financial decisions and overseeing company operations. Statistical analysis shows a highly significant difference between the numbers of women and men in these top positions.

Likewise, there was a level of significance found for the numbers of men and women in top-level management, where women's representation is only slightly more than a fourth (27.3%) to men's nearly three-fourths (72.7%). The top management level includes publishers, chief executive officers, directors general, and chief financial officers of news companies.

The differences from region to region in governance and top management may be explained in several ways. Researchers in some nations of Nordic Europe and Asia and Oceania, for example, said that some news companies have a governing structure outside the company hierarchy. In these cases, data would be lacking for these positions. In the nations of many regions, researchers were unable to obtain such data from all companies they surveyed. Important to note in the findings from data available is the relatively higher representation of women in both governance and top management within both Eastern Europe (32.9% and 43.4%, respectively) and Nordic Europe (35.7% and 36.8%, respectively), compared to other regions.

This gendered pattern of stratification in media employment was earlier observed by Gallagher (1995), who found that women occupied on average only 12% of the top management positions in the 239 companies she examined. The IWMF's study shows some improvement in women's status at the top of the news industry today. When looking across regions, women were found to occupy 25.9% in governance, and 27.3% in top management roles. Still, this is only around a fourth of those in decision-making roles of news companies and, as noted, presents a finding of considerable statistical significance.

In senior and middle management:

Men hold nearly two-thirds (61.3%) of the senior management positions, to women's one-third (38.7%) in companies surveyed. Senior management includes presidents of news, directors of news, managing editors, bureau chiefs and similar titles. Though this finding was found to be statistically significant, it conceals some dramatic differences among regions and individual nations. For example, in the Asia and Oceania region, women are barely 13% of those in senior management, but in some individual nations women exceed men at that level, e.g., in South Africa women are 79.5% of those in senior management.

Men hold nearly three-fourths (71.3%) of the positions in middle management of companies surveyed, compared to women (28.7%). Middle management includes senior

Men hold the vast majority of the seats on governing boards and in top management across seven regions, at 74.1% and 72.7%.

editors, chiefs of correspondents, design directors, and more senior personnel in finance. The very large difference among regions – e.g. Nordic and Eastern Europe where men and women are nearly equal in percentages in middle management, a stark contrast to Asia and Oceania where women are very low (13%) – contributes to the non-significant result across regions (See Table F).

In news reporting ranks of senior and junior professional:

The majority of the journalism workforce across regions was found in the two occupational levels most closely associated with routine news gathering, writing and editing. The junior professional level was found to be male-dominated, with nearly two-thirds (63.9%) of the positions held by men, compared to women (36.1%). Junior professionals include writer, producer, sub-editor, correspondent and production assistant.

There was no statistical significance found when comparing the means for men and women in the junior professional level. This finding may seem implausible given that men represent nearly two-thirds (63.9%) of the workforce to women's lower (36.1%) representation across the regions. This is another instance of important differences among the regions becoming buried beneath the statistical outcomes. In the junior professional level, these differences are denoted by the near-parity of men and women at this rank in several regions, e.g., Americas and Western Europe, as compared to other regions, where there was great gender disparity. Such disparity was seen in the region of Asia and Oceania, for example, where the ratio of men to women at the junior professional level was found to be nearly 3:1.

The senior professional level shows a greater degree of gender balance, with men slightly more than half (59.0%) and women nearing parity (41.0%). Senior professionals include senior writers, anchors, producers. Statistical significance was found in the comparison of these means, produced by consistently sharp contrasts in this occupational status in all regions. For example, in Western Europe, there are nearly three times more men than women (3:1), as compared to Eastern Europe, where women outnumber men at the senior professional level.

In technical professional and production and design:

Men fill nearly three-fourths (73.2%) of the jobs in the technical professional level, with women just over a fourth (26.8%). This job category includes camera, sound and lighting personnel – jobs mainly associated with the production of broadcast news. Statistically, this finding is significant. The gender pattern denoted by this finding is clear: This group of jobs is generally held by men in all 7 regions except for Sub-Saharan Africa, where men and women are fairly close to parity. In that region, several nations (e.g., Namibia, Zimbabwe) have nearly equal numbers of women and men in this job category.

Men fill about two-thirds (65.6%) of the production and design jobs, with women only a third (34.4%). This category includes graphics designers, photographers, illustrators, wardrobe designers and others in the creative roles of news production. This is a

significant finding statistically. Men's dominance in this group of jobs is profound in most regions, e.g., Americas, Asia and Oceania, and Eastern Europe, but less so in the Sub-Saharan African and the Mideast and North African regions. This particular pattern of job disparity was also noted in Gallagher's (1995) research, with some jobs (e.g. makeup and wardrobe) being female dominated and others (e.g. studio crafts and design) being male dominated. In the current study, gender disparity in production and design will also appear in salary differentiation (as shown later).

In sales, finance and administration:

Men's nearly two-thirds (64.4%) dominance in sales, finance and administration compares to women's under-representation (35.6%). Many support roles not directly related to news reporting are included in this category, e.g., human resources, accounting, public relations and marketing. The gender assignment of these is bound up in cultural and national occupational traditions. Compare, for instance the 4:1 dominance of men in this category in Asia and Oceania, or the 2:1 dominance of men in the Americas, with women's dominance in other regions, e.g., 2:1 in Eastern Europe. No significant statistical difference between men's and women's representation was found in this occupational level.

Men hold nearly two-thirds (61.3%) of the senior management positions, to women's one-third (38.7%) in companies surveyed.

In "other" occupations:

The "other" category contains a range of job roles in news reporting and production that do not fit well into other occupational definitions. These may include freelance writers and consultants. Men comprise the majority (67.1%) of those in this category, compared to 32.9% women. However, the differences along gender lines differ region by region. Without a clear pattern, there was no statistical significance found in this job category.

Occupational Patterns by Gender

The study found three dominant patterns for women's employment in the journalism workforce of companies surveyed. The following analysis is performed at the regional level, where the patterns found include under-representation, glass ceiling and relative parity. Each of these is defined and discussed below in relation to findings.

Table H (opposite page) shows a summary of these occupational patterns by region, and Table I provides a closer look at the glass-ceiling pattern by occupational level. Appendix 6 (at end of the report) provides a full nation-by-nation comparison of employment patterns. Regional reports provide a closer look at employment patterns, both in individual nations as well as for each region as a whole.

Table H. Dominant occupational patterns by gender across 7 regions. (N = Number of nations.)

Region and Total No. of Nations	Under-represent	Glass Ceiling	Relative Parity	Totals by Nation
Mideast & N. Africa (5)	2	2	1	5
Sub-Saharan (15)	11	2	2	15
Americas (13)	6	5	2	13
Asia & Oceania (10)	5	3	2	10
Eastern Europe (8)	0	5	4	9
Nordic Europe (4)	2	0	2	4
Western Europe (4)	0	3	0	3
Total No. Nations (59)	26	20	13	59
Total %	44%	34%	22%	100%

Under-representation.

The most common pattern found was one of pervasive low numbers for women in the journalism workforce. Such a pattern of women's under-representation was found in nearly half – 26 of 59 – 44% of the nations included in the study. All regions except Eastern Europe contained nations where women's under-representation was the predominant gendered pattern in journalism employment. This is not to say that women have failed to advance both in number and occupational status in recent years, even in companies where they remain fewer in number than men. As will be discussed in the conclusion, this can be shown in several nations where there is an earlier baseline to measure against. It does mean, however, that women are still lacking adequate access to the journalism profession in many newsrooms surveyed for this study.

Glass ceiling:

The term glass ceiling has been used across nations of the world for several decades to refer to an invisible but nonetheless real barrier that women encounter in the workplace⁹. In other words, in the course of their careers, qualified women who possess skills and experience for advancement are blocked in their upward mobility by factors such as institutionalized prejudices. Such prejudices are usually expressed implicitly rather than explicitly in the day-to-day life of the organization, including processes for hiring and promotion.

The study identified a glass ceiling in 20 of the 59 nations (34%) studied. All but one of the regions – Nordic Europe – included nations with a glass-ceiling pattern. A glass ceiling was determined to exist where a particular occupational level denoted women's strongest representation, with higher ranks showing a sharp drop in percentage of representation. Glass ceilings were found to occur most commonly at the middle management and senior management levels. Glass ceilings even occurred in a number of nations where women

9. The term has been translated from English into numerous other languages, e.g., *plafond de verre* in French, and *techo de cristal* in Spanish, with research showing that the glass-ceiling phenomenon has been identified and measured in nations of Asia, Africa, Europe, North America, and elsewhere since the 1980s.

were fairly close to men in parity in terms of overall numbers. Such was the case in Germany (Western Europe), for example, where women hit the glass ceiling at the senior professional level; and in Canada (Americas) and South Africa (Sub-Saharan Africa), where women hit the glass ceiling at senior management.

It should be noted that the study does not assume that all women in journalism necessarily want to move into top management or governance roles, but rather that a pool of qualified women within the profession is likely to increase women’s potential to move into these decision-making positions.

Table I. Glass ceiling by occupational level and region.

Region and Total No. of Nations	Glass ceiling				Total by Nation
	At Sr. Mgt.	At Mid Mgt.	At Sr. Prof.	At Jr. Prof.	
Mideast & N. Africa (5)	1	1	0	0	2
Sub-Saharan (15)	1	0	1	0	2
Americas (13)	2	3	0	0	5
Asia & Oceania (10)	0	1	1	1	3
Eastern Europe (8)	2	1	1	1	5
Nordic Europe (4)	0	0	0	0	0
Western Europe (4)	0	1	2	0	3
Total No. Nations (59)	6	7	5	2	20

Relative parity:

In a number of nations, there was found to be a pattern of relative parity between men and women in terms of occupational status, particularly at the news reporting levels (e.g., junior and senior professional) and higher (e.g., middle and top management, governance). This pattern was noted in 13 of 59 nations (22%). All regions except Western Europe contained one or more nations with a pattern of relative parity in the news companies surveyed. Relative parity was denoted by women’s representation at above 40% in occupational categories most closely associated with news reporting, editorial, management and governance roles. Above 40% was interpreted as a level of progress nearing the 50% mark (i.e., parity).

Observations about Annual Salaries across Regions

Organizations conducting global-level gender research have typically found difficulty obtaining sufficient amounts of data to make informed statements about men’s and women’s pay differentials. In addition, the ILO (2009) noted that the task is complicated by the difficulty of determining levels of comparable work performed, by seniority in jobs, by occupational sector, and a number of other factors that vary from nation to nation.

The IWFM experienced difficulties gaining adequate amounts of data, with fewer than half of the 522 companies surveyed providing such information. Sparse data did not lend themselves to tests of significance. The findings for salaries across regions may only be

interpreted as tentative expressions of men's and women's compensation. (Appendix 4 at the end of this report shows the composite of low and average high annual salaries across 7 regions for both men and women, by occupational level.)

Problems collecting salary data:

As noted in many of the regional reports, companies surveyed were often reluctant to provide information about the salaries of their employees, even though they were assured anonymity and that any figures they provided would be aggregated by both nation and region in the published report. Companies' reluctance was pronounced in numerous nations, resulting in the complete absence of salary data in some nations (e.g., Israel, Zambia) and very limited salary data in several others (e.g., Australia, Cameroon, China, France, Germany, Norway).

Some company representatives told researchers in these instances that it was not customary for personal information like salaries to be made public in that nation, or that it was "culturally taboo" to discuss how companies pay their staff. However, such comments arose from nearly every region surveyed. Also noted was that employers were sometimes willing to share the salaries of men (and/or women) in some occupational categories but not others – the latter typically being in the higher-ranking roles of management and governance.

By contrast, researchers in the Americas, Eastern Europe, Nordic Europe, and Asia and Oceania regions were relatively more successful obtaining salary data. Thus, data from these regions are able to offer fuller pictures of how men and women are paid and offer the basis for discussion.

Observations in Eastern Europe:

In Eastern Europe, the dominant pattern across occupational levels is one of relative similarity in salaries along gender lines, with men and women earning comparable pay in both average low and average high ranges. As noted in the regional report for Eastern Europe, the longstanding practice of the former Soviet states and the Eastern bloc nations under communism was to educate women and move them into the workforce. Researchers for this region noted that while inequality in women's status manifests itself in other ways in these nations today, equal access to jobs and relatively similar salary structures by gender remain common.

This pattern of egalitarianism in this region has been noted by others through the years. Though she did not include salary analysis in her 43-nation report, Gallagher (1995) found that women's share of jobs was about half of those in workforces of the media companies

Men hold nearly three-fourths (71.3%) of the positions in middle management of companies surveyed, compared to women (28.7%).

of Estonia and Lithuania – a stark contrast to the other countries she surveyed. In the current study, most of the 10 Estonian companies surveyed have strong equality between men and women in occupational status, but provided no salary data for related analysis. The scant figures for men and women that were collected in Estonia show men earning more than women in some occupational levels, most notably management ranks.

By contrast, Lithuania stands out as an interesting case study. Women dominate in terms of numbers in the reporting ranks of junior and senior professional levels (78.5% and 70.6%, respectively), and their representation is nearing parity in the middle and top management ranks. In salaries, men and women at these 10 Lithuanian companies are nearly completely equal in amounts earned at every occupational level.

ILO (2009) found pay inequity to exist in the nations of the European Union, even though the EU has specific mandates for standardizing pay scales and other gender policies. Lithuania was one of the nations where pay inequity has narrowed, the ILO's Global Employment Trends for Women report said.

The ILO report said that the gender pay gap has widened in Russia and Ukraine in the last year (pp. 18-19). The IWMF found salaries in Ukrainian companies surveyed to favor men slightly in all but the governance level, where men's pay greatly exceeded women's. In Russia, however, salaries were found to be nearly equal for men and women in the Russian companies surveyed.

Observations in the Americas:

Salary patterns along gender lines were found to be more erratic in the Americas region, where nations are less homogenous in their political and economic histories than in Eastern Europe. Although women are nearly at parity with men across the region in the reporting ranks of junior and senior professionals (45.8% and 43.7%, respectively), as well as in junior and middle management (40.5% and 46.4%, respectively), salaries do not always follow suit. Women earn more than men in both low and high ranges of senior management across the region, while men earn more than women at the high range of the junior management level. Men earn more than women in the senior professional level.

Women earn more than men in production and design, at both low and high ranges, of companies surveyed in the Americas. This is noteworthy in that women hold less than

The senior professional level shows a greater degree of gender balance, with men slightly more than half (59%) and women nearing parity (41%). Senior professionals include senior writers, anchors, producers.

a fourth (23.9%) of the jobs in this level. A closer look reveals that at least a third of the nations in this region pay women more in production and design than they do men.

ILO noted salary trends by gender for several nations in the Americas, allowing a comparison to the IWWMF's findings. In the United States, the report said, pay inequity persists with women earning around 77% of what men earn, and the gap is closing very slowly (p. 17). In Brazil, Chile and Mexico, the report said, the hourly wage of women is slightly higher, around 80%, than that of men. The IWWMF found that in Brazil, men made substantially more than women in decision-making levels (i.e., management and governance) but salaries were more similar at several other levels. The IWWMF found that in Chile, men earn substantially more in the management levels. Salaries are more similar in some other occupational levels, and women earn more than men in production and design jobs.

The IWWMF found that in Argentina, women earned more than men at both average low and average high pay ranges in some occupational levels and were fairly close to parity in others. This pattern in pay by gender mirrors that of the ILO's (2009) report, which said women in Argentina receive pay (across all industrial sectors) at 92% of that of men (p. 18).

Observations in Nordic Europe:

Sources through the years have drawn attention to the level of gender egalitarianism in the Nordic nations. For example, the World Economic Forum (2009) report recently noted that while no nation in the world has yet achieved gender equality, three nations have approximated that standing – Iceland, Finland and Norway – by closing more than 80% of their gender gaps in the 4 years the group has been indexing women's status. More specific to media, Gallagher's (1995) earlier study found that women in the Nordic nations held 41% of the media jobs a decade and a half ago.

The IWWMF's study found women to be in similarly high standing across the 32 companies in 4 Nordic nations surveyed, with specific respect to the occupational levels closely associated with gathering, writing, producing and managing the news. Women were found to occupy 43.3% of the senior professional jobs, 42.6% of the middle management jobs, and 40.5% of the production and design jobs.

Comparing salaries by gender in the Nordic nations, showed more variation. The IWWMF found that men appear to be paid more than women at every occupational level, except in the junior professional and in the production and design levels, where women's salaries are similar or a bit higher in both the average low and average high ranges. One explanation provided by the study's researchers for the difference in salaries was seniority – women in the journalism profession in the region, they said, are usually younger than the men with less time in the profession. The greater seniority held by men in some companies brought commensurately higher pay. In fact, there was variation by nation, with women earning higher salaries than men in some cases, e.g., in Denmark in middle and senior

management, and also pay equity in others, e.g., at a number of occupational levels in Finland.

Observations in Asia and Oceania:

In Asia and Oceania, researchers collected salary data from a third to a half (depending on occupational level) of the 82 companies surveyed across 10 nations. Women's salaries were generally found to be lower than men's, particularly in the higher company ranks, e.g., governance, where men earn nearly five times the salary of women.

At other occupational levels, salaries across the region showed greater similarity. For example, in middle management, and in junior and senior professional levels, salaries were found to be similar for men and women at both average low and average high pay ranges.

There was considerable variation among nations of this region, in terms of salary data collected. Nearly all companies in Australia and Bangladesh provided salary data, for example, while few in Japan or China did.

The study found women representing 15% of the workforce in the Japanese companies surveyed, making the ratio of men to women 7:1. While still at a pronounced level of marginalization, women's presence is nearly double the 8% found by Gallagher (1995) in her survey of media companies a decade and a half ago. The near absence of salary data from Japanese companies in the current study prevents an examination of salaries by gender.

In India, women have pushed historically for a place in the news workforce. Gallagher (1995) found Indian women only 12% of the media workforce. This study found women's representation had doubled to 25% of the workforce across companies surveyed. Even with this progress, men still dominated by a 4:1 ratio. Women's salaries are generally lower than men's in the Indian news companies surveyed, particularly in governance, and in senior and top management. This would lend credence to Joseph's (2005) study of women in Indian journalism in which those she interviewed reported they believed they were paid less than their male colleagues for the same work. The current study found salaries to be more similar in some categories, e.g., middle management and junior professional levels.

In Bangladesh, men outnumbered women in companies surveyed by a ratio greater than 5:1. Men were found to receive substantially higher salaries than women at the management level, but they were fairly similar at both the average low and average high ranges of salaries in most of the other occupational levels. This finding, based on data

In the Asia and Oceania region, just over half (51%) of the 82 companies surveyed reported having an internal policy of gender equity.

from 11 news companies, would seem to contradict Bangladesh's low 118th-place rank in pay equity by the World Economic Forum (2009), as well as the ILO's (2009) elaborated discussion of pay inequality in Bangladesh. The latter report emphasized the "significant effect of gender-based occupational and industrial disparity" and the currently estimated 23.1% gender wage gap – an increase over previous years. The most severe disparities existed in jobs where women were less educated, the report said (p. 18). The IWWMF's findings of relatively better pay equity for the small number of women in Bangladesh's news companies surveyed may reflect the higher level of education required for participation in the news industry.

Terms of Employment by Gender

The study was concerned not only with where women are situated by occupational level in the journalistic workforce in the nations surveyed, but also their terms of employment. Table J shows aggregated numbers and percentages for men and women by terms of employment across 7 regions, together with the probability scores for the test of significance. For a complete set of composite findings on terms of employment by gender across 7 regions, see Appendix 5.

Regular full-time employment:

The study found that the majority of those representing the total journalistic workforce at companies surveyed – both women and men – hold regular, full-time employment. Still, men are the greater beneficiary. Men hold two-thirds of the regular full-time jobs (66.7%) and women hold 33.3%. Statistically, men are significantly more likely than women to hold regular full-time jobs in the 522 companies surveyed.

Regular, full-time employment is understood to be more predictable, more secure, typically better paid, and having additional benefits than those with other terms of employment.

Part-time employment:

By contrast, women (56.9%) were found to be more likely than men (43.1%) to hold part-time regular jobs, and both full- and part-time contract jobs, than men. The differences by gender among these categories of employment, however, were not found to be statistically significant due to wide variations within and among regions.

Freelance employment:

The freelance category (i.e., payment per item sold) was a different story. Men were found to be significantly more likely than women to hold freelance jobs, as well as to have "other" terms of employment. "Other" terms of employment might include consultancies, seasonal work, project employment, or some other arrangement. This category is the least predictable, least secure, and typically less profitable among the various terms of employment. Men were found to be above 70% in freelance work in all regions except Eastern Europe, Nordic Europe and Western Europe, where there are nearly equal numbers of female and male freelancers. (See Appendix 5 for a detailed comparison by region.)

Table J. Data and levels of statistical significance for terms of employment and gender across 7 regions.¹⁰

Terms of Employment	Total # Men	Total % Men	Total # Women	Total % Women	Avg. # Men	Avg. # Women	paired-sample t-test level of significance
Full-time, regular*	65,230	66.7%	32,515	33.3%	9,318.6	4,645.0	0.05*
Part-time, regular	2,154	43.1%	2,843	56.9%	307.7	406.1	0.26
Full-time, contract	9,906	71.8%	3,897	28.2%	1,415.1	556.7	0.16
Part-time, contract	1,050	27.4%	2,789	72.6%	150.0	398.4	0.09
Freelance*	6,778	62.8%	4,007	37.2%	968.3	572.4	0.03*
Other*	7,210	59.6%	4,889	40.4%	1,030.0	698.4	0.01*
Totals	92,328	64.4%	50,940	35.6%	15,388.0	1,501.6	0.12

* = Significant difference in mean number of men and women in occupational level = $p \leq 0.05$

Gender-related Company Policies

Variations in gender-related policies among the 59 nations and regions studied were too numerous to allow tests of significance to be performed on the findings. The following discussion makes observations about the adoption of company policies at the regional level. Appendix 7 provides a composite set of tables by region for gender-related company policies.

The study sought to learn the extent to which news companies provide the internal support mechanisms that enable women and men to find equal organizational support for gaining skills necessary for succeeding and advancing, and for managing their careers with childbearing and other family circumstances.

Policies on gender equity:

Slightly more than half of the companies surveyed have an established company-wide policy on gender equity. These ranged from 16% in Eastern Europe to 69% in both Sub-Saharan Africa and Western Europe. The reasons for this range of findings depend on circumstances within each region.

For example, in the Eastern European region, the low presence of gender-equality policies in the 85 news companies surveyed may have both historical and legal explanations. Under communism in the nations of Eastern Europe, women were granted access to education and encouraged to work outside the household. Women entered journalism in substantial numbers as the profession prospered in the 1990s (after their nations' emergence from communism). Most of the nations surveyed in this region have national-level laws regulating equality. Those belonging to the European Union – i.e., all but two comprising Eastern Europe in this study – are required to adopt measures on gender equality. The study found that women and men were nearly equal in number in the newsrooms surveyed across the Eastern European region.

10. Levels of significance are based on total average numbers of men and women across 10 occupational levels (N = 10) in 7 regions. Levels of significance are for 1-tailed pair-sample t-tests, $\alpha = 0.05$.

National and other laws against gender discrimination are also a factor in Nordic and Western European regions, where all of these nations are bound by European Union legislation on gender equality. There is nothing that precludes employers from adopting policies that reflect or supplement these national or EU laws in some way, but the degree to which news companies have done this varies. The study found more than half (57%) of the 32 companies surveyed in Nordic Europe and more than two-thirds (69%) of 47 companies surveyed in Western Europe had established a gender equality policy at the time of the study. In neither case does the level of women's participation in the journalism workforce seem to correspond to the presence of an internal gender-equity policy: Women are near parity with men in the Nordic European region (where 57% of companies have such a policy). While women are also near parity with men in terms of overall numbers in Western Europe, they experience a glass ceiling that limits their participation above the senior professional level.

In the Middle East and North Africa region, only around a fourth (27%) of the 38 companies surveyed had adopted a company policy on gender equity. There are no national laws in these nations that prohibit workplace discrimination. Together these (i.e., the lack of laws and company policies) may help to explain women's low representation in most of the newsrooms of this region. These findings may be considered within the larger context of women's efforts to achieve equality within that region, as noted, for example, in the ILO's (2990) *Global Employment Trends for Women*, which found the greatest gender disparities in employment to exist in the North Africa and Middle Eastern nations. The report noted that "empowering women is one of the most pressing challenges these regions have to face" (p. 12).

The low adoption rates for company policies on gender equity in other regions are also worth considering. In many instances, the presence of company policies seems to correspond to the presence of such laws. In the Americas, where just over a third (38%) of the 119 companies surveyed have a policy on gender equity, most of the nations do not appear to have a national-level law requiring gender equality in the workplace. Costa Rica does have a broad national law establishing gender equality that covers workplaces and other social institutions. Correspondingly, nearly three-fourths of that nation's news companies surveyed have a specific policy on gender equality (and also have a strong showing on other gender policies). Even so, men outnumber women nearly 2:1 in the 7 Costa Rican news companies surveyed, and though women are moderately represented in many of the occupational categories, they are not close to parity with men in any of them. In the case of this particular nation, it is possible that the recent passage of national legislation on gender equality has not yet had time to leave its mark on workplaces such as those surveyed for this study. By contrast, the nations of the Nordic European region, where equality laws have been in existence for two decades or more, also exhibit correspondingly greater progress both in overall representation of women in newsrooms as well as throughout the professional hierarchy.

The relationship of national laws to workplace policies on gender equality was unclear in many cases. For example, in the Asia and Oceania region, just over half (51%) of the 82 companies surveyed reported having an internal policy on gender equity, but this was not necessarily a predictor of how newsrooms operated. Bangladesh does not appear to have a national law on gender equity as the Philippines does. However, neither nation's news companies surveyed reported having a specific policy on equity. By contrast, both Australia and New Zealand have national gender-equity laws; correspondingly, all companies surveyed in both nations have such a policy.

Culture and tradition have been found to play a role in women's occupational status, as well as the ways that they experience the workplace. This has been emphasized by a number of researchers with respect to media. For example, Mishra et al. (2008) emphasize that education is traditionally highly valued in Chinese culture. That emphasis on education, together with the more modern legacy of communism, has contributed to large numbers of women entering the broader Chinese workforce. Still, Mishra et al. say, the deeper legacy of Confucianism, a tradition that emphasizes women's quiescence and obedience, is that men still rule media companies (p. 224). The current study found none of the Chinese companies (which are under state governance) to have a policy on sex equity. Those same newsrooms, as this study found, see men dominant at more than a 2:1 ratio. This is but one example of how longer histories and traditions surrounding gender relations enter into the complex explanations for this study's findings. Space precludes similar discussions of all regions and their nations here, though such observations are made as possible in most regional reports.

Women's media organizations advocated for the adoption of pro-equality news company policies in the Sub-Saharan region of Africa, where more than two-thirds (69%) of the 117 nations surveyed reported having a specific policy on sex equity. Since 2006, the South African group Gender Links has actively pushed for stand-alone gender policies in news companies in the southern Africa region (Made & Lowe, 2010).¹¹ The current study, which used data from 9 (of the 15) nations surveyed by Gender Links researchers for its own Glass Ceilings study, shows that nearly all of the companies in those nations have a gender-equity policy. Other nations in the region where similar women's media activism has occurred also show stronger evidence of news companies having a specific sex-equity policy, e.g., Kenya, where 4 of the 5 (80%) companies surveyed have one. Kenya,

In the Middle East and North Africa region, only around a fourth (27%) of the 38 companies surveyed had adopted a company policy on gender equity.

11. Pat Made and Colleen Lowe Morna (Eds.), *Ibid.*.

which has had a strong women's movement since the 1970s, hosted the third UN global conference on women in 1985.

Policies on sexual harassment:

More than half of the regions' newsrooms surveyed have policies on sexual harassment, with the range fairly tight, between 47% in Western Europe to 67% in both Sub-Saharan Africa and Oceania. Important to emphasize, however, is that many nations' newsrooms in the study reported having no policies on sexual harassment while other nations' newsrooms had a 100% showing.

Researchers heard a range of responses to the survey question about whether a company had such a policy, but two remarks were especially common. Some companies' representatives said that sexual harassment was not a problem in their company (or nation) and therefore such policies weren't needed. Others said that sexual harassment was an issue that "American (or western) feminists" had raised, and it wasn't relevant to their nation. Such comments arose in nearly all regions surveyed, in both developing and developed nations.

In fact, the problem of sexual harassment of women in newsrooms was well established across the world before the IWWMF conducted its study. Joseph's (2005) research with Indian women journalists documented widespread harassment that ranged from gossip and character assassination to touching and demands for sexual favors (p. 101-109). Mishra et al. (2008) noted that in India, even when companies adopt policies on sexual harassment, women may not be aware of it or how to use them. North (2009)¹² noted that Australian feminists in journalism and other professions advanced a national legal debate about sexual harassment beginning in the 1980s. Recognizing the prevalence of the problem, women's media and other organizations in most nations have long pushed for the adoption of sexual harassment policies in workplaces, even when there may be national legislation prohibiting them.

The South African advocacy group Gender Links, which has advanced sexual harassment guidelines as one of many progressive gender policies that media companies should adopt, measured adoption of such policies in its 2009 Glass Ceilings study (Made & Lowe, 2010)¹³ of women's status in newsrooms of 15 southern African nations. The Glass Ceilings study, which coincided with the IWWMF's own study, found only 28% of the media companies they surveyed had adopted sexual harassment policies.

12. Louise North, *The Gendered Newsroom: How Journalists Experience the Changing World of Media*. Hampton, New Jersey: Hampton Press, 2009.

13. Op Cit. Made and Lowe.

Policies related to maternity, paternity and child care:

The IWWMF study found that policies establishing maternity leave have been adopted by nearly all companies surveyed, across regions. However, there is considerable variation in paternity policies, which ranged from only 37% in the companies of the Sub-Saharan Africa region to 100% in the Nordic European region. Companies in all regions are subject to national laws on parental leave, which differ in specific standards for maternity and other benefits. In a number of nations, these laws also include paternity benefits, as well as provisions for child care and time for mothers to nurse their babies.

The most comprehensive laws governing parental leave and child welfare appear to be in the Nordic European region, where parental leave is generous for women and men, and where state-sponsored child care (in some cases until a child enters school) is available to all working parents. Such laws and services are important to understand in this particular region where only 12% of the 32 companies surveyed have child-care provisions for employees. Nordic region researchers emphasized that the availability of such free community services made it unlikely that most companies would offer similar ones. Similarly low percentages in other regions (e.g., 17% in Asia and Oceania, or 19% in Sub-Saharan Africa), where such public policies and services do not exist, would be interpreted differently in how the absence of these benefits affect women journalists.

Newsrooms ranged widely in whether they allow women to reclaim the same jobs after maternity leave. All companies (100%) surveyed in the Mideast and North Africa region and in Nordic Europe reported having such a policy, and nearly all (96%) of the companies in Western Europe reported having such a policy. In contrast, only a fourth (24%) of the companies in Sub-Saharan Africa, two-thirds of those in Eastern Europe (69%) and Americas (68%), and about half (55%) in Asia and Oceania give women the same jobs after maternity leave.

Policies on education and training for women:

The great majority of companies surveyed across regions said that they provide educational opportunities for women in relation to their profession. The lowest response rate to this question was found in Sub-Saharan Africa, where just over half (56%) of the companies surveyed said they have such opportunities. In most regions, more than 70% of companies said they made such provisions. Companies were not asked to specify the nature or frequency of such opportunities, or how women's participation led to advancement within their companies.

Summary observations about gender policies:

Understanding the nature and impact of gender-related policies in news companies requires interpreting them in relation to a number of factors. National laws, as well as gender roles and women's status in the larger environment, are two major ones, as was shown. Cultural norms, values and traditions are also factors, as the foregoing discussion has shown, as are the varied ways that the journalism profession has evolved and become structured within specific national contexts. Women's will and ability to act as manifested

in equality and rights movements has also been a powerful force within the journalism profession, particularly when organized around specific workplace goals, e.g., newsroom policies on gender equality and sexual harassment.

More extensive discussions of these contexts are provided in the individual regional reports. Appendix 7 contains a composite report of findings on gender-related policies for all 7 regions.

Conclusion

The study, which included 522 news companies in 59 nations, offers the first global baseline study of women's status in news companies. Throughout this chapter's discussion, this study's findings have been compared to those of other sources similarly concerned with women's status in media, or in the broader workforce, across nations. In the process, a number of findings stand out.

Some workplace patterns endure, others improve

A geographic "hierarchy" in which the Baltic states of Estonia and Lithuania were at the top, with women averaging 50% of the media workforce, was reported by Gallagher in 1995. These nations were followed by Central and Eastern Europe, where women were found to average 45%; the Nordic nations, where women averaged 41%, and Western Europe at the bottom, with women averaging only 35% of the media workforce. Similar geographic patterns in women's employment have been stable over time and also noted in recent research by the International Labor Organization (2009) and the World Economic Forum (2009).

The IWWMF's study similarly found that Eastern Europe and Nordic Europe news companies surveyed exhibited gender egalitarian patterns in their newsrooms:

In Eastern Europe (which included the Baltic states for this study), women are nearly equal to men in numbers and also hold moderate to strong representation in all occupational roles except one – the technical professional category.

In Nordic Europe, women are also nearing parity with men in newsrooms surveyed, in terms of overall numbers, but their participation is greater in some occupational roles than others. For example, women are moderately well-represented in governance and top management, and nearing parity with men in the news reporting roles, but they are noticeably under-represented in production and design.

In Western Europe, news companies surveyed have made progress in moving women into decision-making roles (over Gallagher's findings in 1995), but they exhibit other less egalitarian tendencies. For example, women hit a glass ceiling in news companies in 3 of the 4 Western Europe nations included in the study. Additionally, women were found to be over-represented in the support roles of sales, finance and administration in the companies surveyed.

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