Global Report on Status of Women in News Media

Liza Gross
lgross@iwmf.org
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

<table>
<thead>
<tr>
<th>Region &amp; nations</th>
<th>Newspapers</th>
<th>TV stations</th>
<th>Radio stations</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mideast &amp; N Africa (5)</td>
<td>23</td>
<td>5</td>
<td>10</td>
<td>38</td>
</tr>
<tr>
<td>Sub-Saharan Africa (15)</td>
<td>55</td>
<td>18</td>
<td>44</td>
<td>117</td>
</tr>
<tr>
<td>Americas (13)</td>
<td>43</td>
<td>24</td>
<td>15</td>
<td>82</td>
</tr>
<tr>
<td>Asia &amp; Oceana ((10)</td>
<td>43</td>
<td>24</td>
<td>15</td>
<td>82</td>
</tr>
<tr>
<td>Eastern Europe (8)</td>
<td>31</td>
<td>27</td>
<td>27</td>
<td>85</td>
</tr>
<tr>
<td>Nordic Europe (4)</td>
<td>22</td>
<td>6</td>
<td>4</td>
<td>32</td>
</tr>
<tr>
<td>Western Europe (4)</td>
<td>20</td>
<td>12</td>
<td>15</td>
<td>47</td>
</tr>
<tr>
<td>TOTALS</td>
<td>253</td>
<td>123</td>
<td>146</td>
<td>522</td>
</tr>
</tbody>
</table>

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

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

(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

JOBS 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.