

Review of the implementation of the  
Beijing Platform for Action in the EU Member States.  
**Advancing gender equality in decision-making  
in media organisations**

**Portugal**



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# Introduction

EIGE's Report 'Advancing gender equality in decision-making in media organisations' reviews the implementation of the Beijing Platform for Action in the Member States and introduces the first indicators to measure the progress of gender equality in the area of women and the media. The report was prepared to support Irish Presidency of the Council of the EU (the first half of 2013). The report is available online at [www.eige.europa.eu](http://www.eige.europa.eu)

The report explores the extent to which women occupy decision-making positions across a sample of media organisations in the 27 Member States and Croatia. It also aims to identify the extent to which these media organisations have developed gender equality policies, the mechanisms that are in place to monitor such policies and the kinds of specific initiatives which exist to further support the career development of women within the sector. Studies of women's employment experiences suggest that organisations that have adopted positive action strategies such as mentoring, leadership programmes and the formalisation of monitoring mechanisms, including equality committees, are also more likely to recruit and promote women into senior level positions. In other words, there seems to be a positive link between policies developed within media organisations to promote gender equality, and the proportion of women in decision-making roles, providing a rationale for looking at both of these elements together. In addition, insights into what helps and what hinders women's career prospects are important issues to explore. The report draws on some of the testimonies provided by senior women media practitioners who were interviewed for the study.

The following document presents the collected data and is available for Portugal compared to EU-27 in average.

# 1. Research findings

## 1.1. Women in the media challenging the glass ceiling

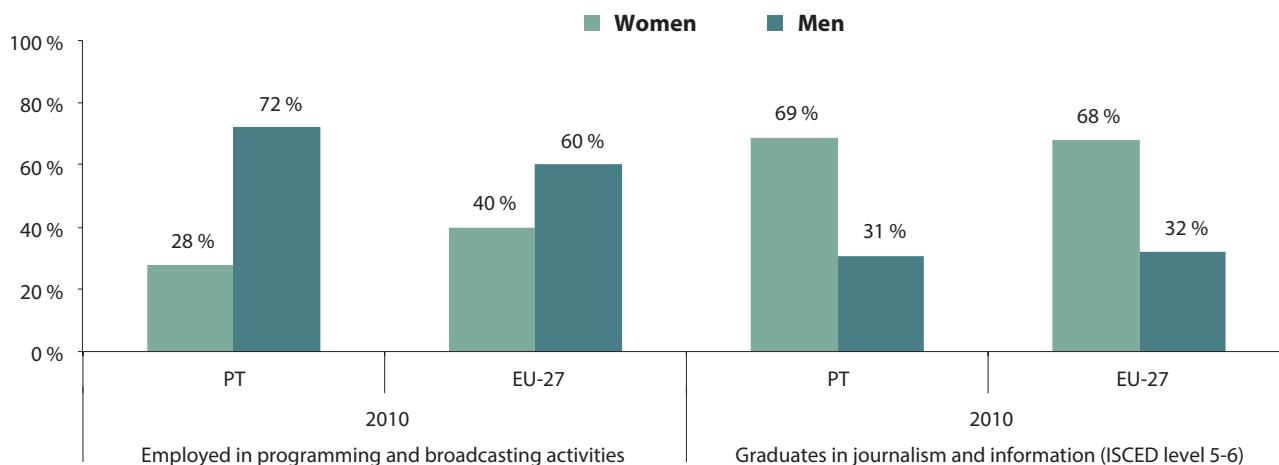
Proponents of gender equality have long understood that media access is important and can serve as a key resource to promote the advancement of women. It is believed that this can be achieved, in large measure by increasing the number of women professionals working in the sector.

Tracking women's progress in media professions came in small steps during the 1970s and 1980s, with the first effort to conduct a cross-national study on women's employment in media being undertaken with the study *An Unfinished Story: Gender Patterns in Media Employment* (Gallagher, 1995), in preparation for the Beijing+10 meeting. The findings of the 1995 study (!) showed women's greatest progress globally to be in Estonia and Lithuania, where, in both cases, women had reached 50 % of the media workforce. In Portugal, 34 % of employed persons in broadcasting were women.

At executive producer levels, where decisions about media content can be made, however, women's advancement was strong only in Estonia (48 %) and Romania (40 %), in Portugal, only 8 % of executive producers were women.

Looking at the recent employment trends at the EU level, one can see that, on average, women make up nearly half the workforce within media industry and account for more than half of tertiary level graduates for media-related careers. Despite of this positive trend among women's presence in the media sector, it continues to be male-dominated in most of the EU Member States and Croatia.

**Figure 1: Women and men employed in the media sector and graduates in journalism and information**



Source: Eurostat, LFS (lfsa\_egan22d), Eurostat, Education Statistics (educ\_grad5) (See Fig. 1.1 and Fig. 1.2, p. 16-17 in the main report).

NB: for PT, data about employment in programming and broadcasting activities for 2010 are not available, therefore data for 2009 was used.

Looking at the recent employment and educational attainment trends in Portugal, the trend is similar to EU average: more than half of tertiary level graduates for media-related careers are women and women make up less than half the workforce within media industry.

In spite of the increased number of women employed in the media sector, persistent patterns of inequality in the form of under-representation, glass ceiling barriers to advancement, and low pay (in relation to men) still remain firmly embedded within the media sector.



There are numerous consequences pertaining to the persistence of gender inequality in the media sector. Studies show that there have been some advances for women in decision-making roles but the question is whether women's presence makes a difference in terms of how companies are managed and/or how gender-related content is created and produced. A number of national studies have attempted to test this cause-effect notion. Similarly, Marques da Silva (2010) (2) found that the increasing proportion of women in the Portuguese media workforce had not 'had effects in promoting alternative ways of representing women in the media that would differ from prevalent female stereotypes'. Given the small-scale nature of these studies, it is not yet possible to conclude definitively that there is a positive relationship between the presence of women in the organisation, even in decision-making posts, and content.

## 2. Data Collection and Analysis

### 2.1. Methodology for data collection

The data collection was carried out by a team of selected senior researchers from each Member State and Croatia and coordinated by the three senior researchers and managers of the project. National researcher that ensured the data collection for Portugal is Claudia Alvares (Lusafona University).

In total, 96 media organisations were surveyed across the 27 Member States and 3 in Croatia. The survey sampled the public-service broadcasters, together with a range of large-scale private media organisations.

The private media organisations were chosen based on: the size of the organisation (in terms of workforce), popularity of service or product (e.g. audience ratings for TV and radio; circulation for newspapers) and importance (e.g. in terms of opinion-forming). Also, due to the necessity to limit the number of organisations from one country, a selection was done based on multiple criteria. For example, when a newspaper had a high circulation but a small workforce, or where several TV stations claimed to be the 'most popular' but where verifiable data on ratings was impossible to obtain.

The sample for any one country had to contain the public service broadcaster and up to three private organisations, depending on media density. In most countries, the private media selected comprised of at least one newspaper and at least one TV station. Radio stations were included in countries where radio was particularly popular, in high-media density countries, or where the public-service broadcaster split TV and radio into two separate operational structures.

**Table 1: Media organisations surveyed in Portugal**

| Organisation                        | Type      | Funding | Source of data  | Rationale for Inclusion (private)  |
|-------------------------------------|-----------|---------|---|------------------------------------|
| Correio da Manhã                    | Newspaper | Private | <a href="http://www.cofina.pt/cfn_en/about/management/">http://www.cofina.pt/cfn_en/about/management/</a> ; Cofina Human Resource Director Nuno Jerónimo  | Highest circulation                |
| Radio and Television Portugal (RTP) | TV+Radio  | Public  | <a href="http://www.rtp.pt/wportal/grupo/governodasociedade/conselhofiscal.php">http://www.rtp.pt/wportal/grupo/governodasociedade/conselhofiscal.php</a> ; <a href="http://www.rtp.pt/noticias/index.php-article=584605&amp;tm=6&amp;layout=121&amp;visual=49">http://www.rtp.pt/noticias/index.php-article=584605&amp;tm=6&amp;layout=121&amp;visual=49</a> ; <a href="http://www.rtp.pt/wportal/grupo/conselho_opinio/conselhoopiniao.php">http://www.rtp.pt/wportal/grupo/conselho_opinio/conselhoopiniao.php</a> <a href="http://www.rtp.pt/wportal/grupo/governodasociedade/estrutura_empresa.php">http://www.rtp.pt/wportal/grupo/governodasociedade/estrutura_empresa.php</a> |                                    |
| TVi                                 | TV        | Private | <a href="http://www.mcinternet.iol.pt/rc2011/templates/1/up.../LegalProv_Eng.pdf">www.mcinternet.iol.pt/rc2011/templates/1/up.../LegalProv_Eng.pdf</a> <a href="http://www.mediacapital.pt/p/475/conselho-de-administração/">http://www.mediacapital.pt/p/475/conselho-de-administração/</a> <a href="http://www.mediacapital.pt/p/502/a-gestão/">http://www.mediacapital.pt/p/502/a-gestão/</a> <a href="http://dicionario.sensagent.com/tvi/pt-pt/">http://dicionario.sensagent.com/tvi/pt-pt/</a> ;  | Largest audience for private TV    |
| Rádio Comercial                     | Radio     | Private | <a href="http://www.radiocomercial.iol.pt/extras/institucional.aspx">http://www.radiocomercial.iol.pt/extras/institucional.aspx</a> ;   | Largest audience for private radio |

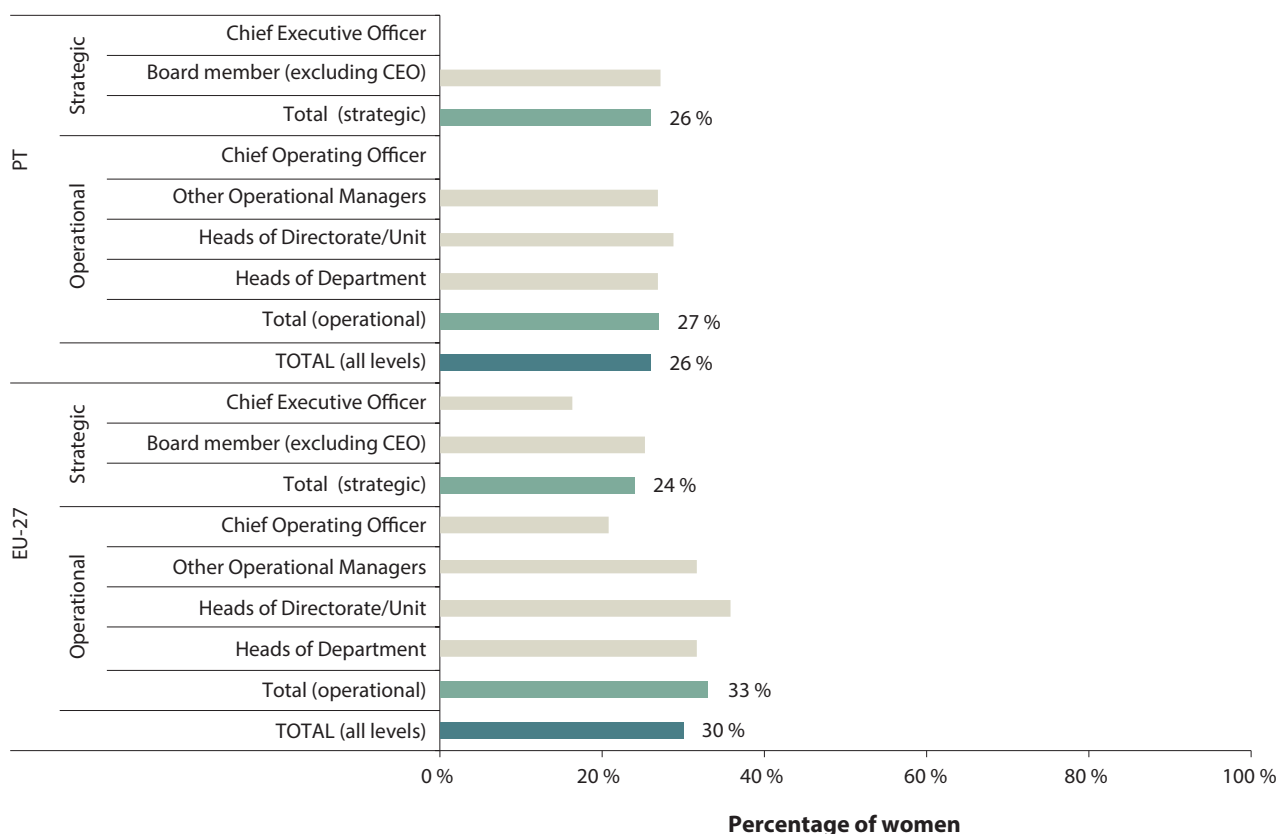
### 2.2. The gender equality of decision-making in media organisations

The influential nature of the media industry informing public opinion underlines the need to address the representation of women in high-profile, decision-making posts. Substantial progress has been made in the area, with women occupying the field in greater numbers, and often out-numbering men on journalism courses. However, the issue of representation of women at the top levels remains a key concern.

Collected data provide an overview of the degree to which women held decision-making positions in media organisations. The five different levels of management structure identified within the organisations were categorised as strategic level (Chief Executive Officer and members of the board) and operational level (Chief Operating Officer, other Operational Managers, Heads of Directorate/Unit and Heads of Department).

The data show that overall, in the selected media organisations from the Member States, across all management levels, women constitute around one-third (30 %) of senior staff placed in decision-making positions. However, when this composited figure is disaggregated into its component parts, it is clear that at the representation of women in decision-making posts increases as the level of the position decreases.

**Figure 2: Percentage of women in decision-making positions and on boards, 2012**



Source: Data were collected in July-September 2012 (See Fig. 2.1, p. 26 and Table 1, p. 91 in the main report).

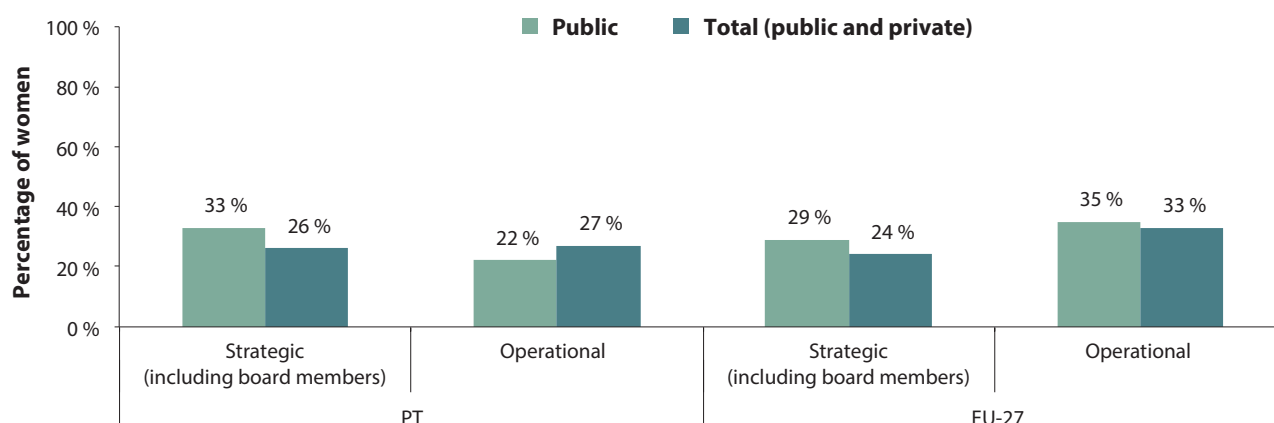
NB: The risk of double-counting individuals who could have had more than one role within the organisation was avoided by counting the person and not the position. Cognisance must be taken of the fact that the sample size was small and therefore the findings are indicative. For BE, no positions identified at level 5.

In Portugal, the trend is similar to EU-27 average: the representation of women in decision-making posts increases as the level of the position decreases.

Within the media sector, there are notable disparities between public and private media organisations relating to their commitment to gender equality. Public service companies, in general, can be expected to comply more fully with national codes and legislation in the area of promoting gender equality in decision-making positions than private organisations.

Data on EU-27 level show that women are much more likely to be recruited or promoted to senior positions in public media organisations than in the private sector.



**Figure 3: Percentage of women in decision-making positions and on boards by sector, 2012**

Source: Data were collected in July-September 2012 (See Fig. 2.2, p. 28 and Table 1, p. 91 in the main report).

NB: The risk of double-counting individuals who could have had more than one role within the organisation was avoided by counting the person and not the position. The mixed organisations (public and private) have been included under public. Cognisance must be taken of the fact that the sample size was small and therefore the findings are indicative.

In Portugal, similarly with EU-27 average, women are much more likely to be recruited or promoted to strategic positions in public media organisations.

## 2.3. Gender equality in the media regulatory bodies

For the purposes of comparison, the extent to which women participate on the boards of national media regulatory bodies in the EU Member States and Croatia was also considered and Table 2 below shows that of the 213 board member positions across the EU independent media regulators presented, 31 % are occupied by women.

**Table 2: Women and men on the boards of independent media regulatory authorities <sup>(2)</sup>**

| EU-27 and HR | Name of Independent Media Regulatory Authority      | Percentage of |     | Total positions |
|--------------|---|---------------|-----|-----------------|
|              |   | Women         | Men |                 |
| PT           | Entidade Reguladora para a Comunicação Social (ERC) | 40            | 60  | 5               |
| EU-27        | Total   | 31            | 69  | 213             |

Source: Data were collected in July-September 2012 (See Table 2.1, p. 36 in the main report).

## 2.4. Gender equality policies and measures in media organisations

In addition to exploring the positions that women have attained within the management hierarchies of the organisations surveyed, data was also collected on the extent to which those organisations have responded to gender equality outside of binding national legislation. This is done through the establishment of codes and policies, mechanisms for implementing and monitoring gender equality and practical measures that organisations have put in place to support women's career progression.



Portugal is one of seven Member States to have some types of policies for the promotion of gender equality, codes of conduct and monitoring mechanisms for the promotion of gender equality (a gender equality policy or code of conduct, equal opportunities or diversity policy, a committee responsible for equality policy issues, a Diversity Department, Diversity Officer) in selected media companies.

Various types of practical measures to promote gender equality (a policy on sexual harassment in the workplace, a Dignity at Work policy, a policy relating to maternity leave, a policy relating to paternity leave, a policy relating to parental leave, harassment advisers) exist in surveyed media companies in five Member States, while in nine Member States, included Portugal, some of practical above-mentioned measures are in place.

## 2.5. Gender and the media in national legislative contexts

The national legislation on gender equality existing in Member States and Croatia represents another nuance through which to analyse the gender balance of decision-making in media organisations. It also influences the ways in which media organisations respond to the gender equality agenda by establishing internal policies and codes. In several organisations, the internal policies addressing gender equality follow the requirements of the national legislation; therefore specific policies have not been adopted.

**Table 3: Examples of research, legislation and media-monitoring organisations in Portugal**

| National government: examples of research, legislation and media-monitoring organisations   |
|---|
| <p><b>a) Research conducted into any aspect of gender and media:</b> In Portugal, the Portuguese Ministry of Education and Science, through the Science and Technology Foundation (FCT), has funded a variety of research projects focusing on social relations of gender and equality policies between women and men in Portugal.<br/><a href="http://www.fct.pt/">http://www.fct.pt/</a></p>  |
| <p><b>b) Legislation on any aspect of gender and media:</b> In Portugal, within the context of the fourth National Plan for Equality, Gender, Citizenship and Non-Discrimination (2011-2013), there is provision for an award Women and Men in Media, sponsored by the Commission for Citizenship and Gender Equality (CIG), with the strategic objective of creating an environment that fosters equality by promoting non-stereotypical gender representation in the media and enabling the visibility and expression of women in the media.</p>  |
| <p><b>c) Formal media-monitoring organisations:</b> In Portugal, the Entidade Reguladora para a Comunicação Social (ERC) – Regulatory Authority for the Media – and OberCom, Media Observatory – are the formal media monitoring organisations, though neither appears to make any specific reference to gender.<br/><a href="http://www.erc.pt/">http://www.erc.pt/</a></p>  |
| <p><b>d) Formal media &amp; gender-monitoring organisations:</b> In Portugal, the national units for gender equality that operate under the aegis of the Portuguese Government are the Commission for Citizenship and Gender Equality (CIG) and the Commission for Equality in Work and Employment (CITE). However, rather than formal monitoring activities, they have promoted good practice regarding the promotion of gender parity.</p>  |
| NGOs, Civil Society, Professional Media Unions and Organisations: examples of monitoring organisations  |
| <p><b>a) Monitoring organisations which focus on the media:</b> no examples provided for PT</p>   |
| <p><b>b) Monitoring organisations which focus on gender and media:</b> UMAR, in Portugal, is the Union Women’s Alternative and Response – an association of women formed in 1976 as a non-governmental organisation. A relatively recent project is the Observatory of Gender Representations in the Media, intended to ‘draw the attention of both the population and the producers of media discourse to the constant creation of representations that show and reinforce gender asymmetries, with women generally being shown associated with restrictive social roles, still much too tied to the private sphere, solidifying the centuries-old dominating dichotomies between the public and the private’.<br/><a href="https://sites.google.com/site/observatoriogeneromedia/">https://sites.google.com/site/observatoriogeneromedia/</a></p> |

Source: Data were collected in July-September 2012

## 2.6. Journalists' professional associations and unions

Important actors in the promotion of gender equality are the various professional associations and unions connected with different aspects of media professional practices. A key association amongst those at the global level is the International Federation of Journalists (IFJ) and its various regional sub-organisations such as the European Federation of Journalists (EFJ). The IFJ/EFJ recently (November 2012) published a handbook on good practice in gender equality amongst European journalists' unions. It includes a number of strategies that could be taken up by a variety of organisations, not just unions or professional associations (4).

**Table 4: Examples of professional media unions in Portugal**

|  |
|--|
| <b>a) Professional media unions with a women's officer post:</b> no examples provided for PT                         |
| <b>b) Professional media unions with a women's council:</b> no examples provided for PT                              |
| <b>c) Organised groups of women media professionals (journalists, filmmakers, etc.):</b> no examples provided for PT |

Source: Data were collected in July-September 2012

## 2.7. Strengthening gender equality policies and practices

Although organisations have their own internal policies, and some EU Member States and Croatia have passed their own legislation, there have still been a number of high profile cases where employees have taken their employers to court on the grounds of sex discrimination. There have been several such cases within the media sector and these cases are often very visible in the media because of the high-profile nature of some of the accused organisations. Such cases act as a reminder of the consequences for organisations who ignore the legislation which exists to protect their workforce and especially those members of staff who are women.

**Table 5: Examples of research and high profile cases of media professionals taking their employer to a tribunal on the grounds of gender discrimination in Portugal**

|   |
|---|
| <b>a) Examples of research undertaken or commissioned into any aspect of gender and media:</b> no examples provided for PT  |
| <b>b) Examples of high profile cases of media professionals taking their employer to a tribunal on the grounds of gender discrimination:</b> In July 2012, a Portuguese journalist, Maria José Oliveira, from the quality newspaper, Público, made a complaint concerning the Portuguese Minister for Parliamentary Affairs, Miguel Relvas, on the grounds that he had pressurised her to refrain from pursuing further news on his alleged ties with former Secret Services Director, Jorge Silva Carvalho, accused of spying on behalf of a Media Company called 'Ongoing'. As a retaliatory measure against further inquiry into this matter, Minister Relvas allegedly threatened to expose details about Maria José Oliveira's private life. The Press Regulatory Authority launched an official enquiry that found no evidence that Miguel Relvas had obtained any private information or pressurised the journalist (the majority of the members appointed to the enquiry's commission were from Miguel Relvas PSD party). |

Source: Data were collected in July-September 2012.



# 3. Indicators to follow up the Beijing Platform for Action: Women and the Media

Proposed indicators are aimed at measuring objective J1 of the BPfA, which is to 'increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication'. The outcomes of the literature review, the collected data and the analysis of collected data served as the basis for the development of the indicators.

Three indicators have been developed and proposed. The first two indicators address decision-making directly, and the data present the numbers of women occupying high-level positions in media organisations, in both internal and external decision-making bodies. The third indicator is of a qualitative nature and it charts the existence of policies and measures in the media organisations promoting and supporting gender equality in decision-making. This indicator does not analyse or evaluate the policies and measures, it shows the number and range of the policies and measures identified within the media organisations.

## Indicator 1: The proportion of women and men in decision-making posts in media organisations in the EU

This indicator measures the extent to which women occupy positions associated with senior decision-making across a range of management and operational functions within media organisations, incorporating both strategic and executive decision-making, so as to include both policy-makers and media content makers.

The indicator encompasses four different decision-making levels, from the highest strategic roles to middle managers as follows:

**Level 1:** The highest decision-making level covering all strategic decisions related to the organisation. The titles that may be covered under this level are: Chief Executive Officer, Chairperson, President, Director or similar positions. The person holding this position is likely to chair the most senior strategic or policy-making board or committee/s of the organisation.

**Level 2:** The chief senior operational managerial position that operates at the top decision-making level and has budgetary control, overseeing programmes and editorial policy under her/his responsibility. The titles that may be covered under this level are: Director General, Executive Director, Editor-in-Chief or similar positions. The person holding this position is likely to chair the most senior operational decision-making committee/s.

**Level 3:** The senior operational management positions that operate as decision-makers and have oversight of specific programmes/media content and execution of budgets. The titles that may be covered under this level are: Heads of Departments, Acting Directors, Management team members or similar positions. These positions are likely to be members of the operational decision-making committee/s.

**Level 4 (⁶):** The managerial positions that entail responsibility for one of the main operational units of the organisation – for example, television, radio, sport, entertainment, news or significant areas of responsibility, e.g. digital services, finance, HR. The titles that may be covered under this level are: Heads of Divisions which are responsible for sub-areas: Head of News, Head of Sport, Head of Culture, Head of HR and Head of a Management Unit, etc.

Different position titles may be contained within the same decision-making level according to the responsibilities performed. Titles are provided only on an indicative basis as they are subject to considerable national variations.

Women occupy only 16 % of the highest level decision-making positions within selected media organisations (both public and private) in the EU. In general, the indicator demonstrates that women's participation in decision-making is higher at the lower levels of decision-making power, but still only reaches an average of 32 % at EU level.

**Table 6: The proportion of women and men at all decision-making levels (levels 1 - 4) in media organisations, 2012**

| Country | Type of media organisation | Number of companies | Level 1    |     |                     | Level 2    |     |                     | Level 3    |     |                     | Level 4    |     |                     | TOTAL      |     |                     |
|---------|----------------------------|---------------------|------------|-----|---------------------|------------|-----|---------------------|------------|-----|---------------------|------------|-----|---------------------|------------|-----|---------------------|
|         |                            |                     | Percentage |     | Number of positions | Percentage |     | Number of positions | Percentage |     | Number of positions | Percentage |     | Number of positions | Percentage |     | Number of positions |
|         |                            |                     | Women      | Men |                     | Women      | Men |                     | Women      | Men |                     | Women      | Men |                     | Women      | Men |                     |
| PT      | Public                     | 1                   | 0          | 100 | 1                   | na         | na  | 0                   | 27         | 73  | 15                  | 13         | 87  | 8                   | 21         | 79  | 24                  |
|         | Private                    | 3                   | 0          | 100 | 2                   | 0          | 100 | 3                   | 27         | 73  | 15                  | 30         | 70  | 56                  | 28         | 72  | 76                  |
|         | Total                      | 4                   | 0          | 100 | 3                   | 0          | 100 | 3                   | 27         | 73  | 30                  | 28         | 72  | 64                  | 26         | 74  | 100                 |
| EU-27   | Public                     | 42                  | 22         | 78  | 41                  | 26         | 74  | 27                  | 34         | 66  | 325                 | 36         | 64  | 864                 | 35         | 65  | 1257                |
|         | Private                    | 54                  | 12         | 88  | 51                  | 18         | 82  | 50                  | 30         | 70  | 403                 | 32         | 68  | 504                 | 29         | 71  | 1008                |
|         | Total                      | 96                  | 16         | 84  | 92                  | 21         | 79  | 77                  | 32         | 68  | 728                 | 34         | 66  | 1368                | 32         | 68  | 2265                |

Source: Data were collected in July-September 2012 (See Table 3.1 and 3.2, p. 50-51 in the main report)

NB: 'na' indicates 'not applicable'; the mixed organisations (public and private) have been included under public; due to the small number of private media organisations surveyed in each country generalisations should not be made on a country level, however, the data are still indicative on the EU level.

In Portugal, in the 4 media organisations analysed, from the 100 positions analysed, only 26 % were occupied by women. In the public media organisations analysed (1), women occupy even less high-level decision-making positions (21 %). Also, the indicator demonstrates clearly that women's participation in decision-making is higher at the lower levels of decision-making power: there are no women occupying the high-level decision-making positions at level 1 and level 2.

Having only 4 media organisations analysed for one country might not be representative for the entire landscape of existing media organisations. Still, one needs to consider that the public media organisation is the national broadcaster, the largest media organisation in the country. Also, among the 3 private media organisations, one is the newspaper with the highest circulation and two others are with the largest audience private TV and private radio. These aspects are relevant when considering the representation of the sample.

Taking into account these reservations, data show that women's participation in decision-making positions within selected media organisations in Portugal is lower compared with the EU-27 average. Also, women's participation is not higher in public media organisations and even lower on the highest level.

## Indicator 2: The proportion of women and men on the boards of media organisations in the EU

Boards are generally the strategic decision-taking bodies of the media organisations, and in some also responsible for the executive decision-making part of the organisation. The members of the boards form the most senior external oversight committee, either of the organisation or of its parent company, and are in most of the cases not paid employees of the media organisation. This indicator provides information on the proportion of women and men on the boards of media organisations and it includes both the chairpersons and the members of the boards.



The indicator shows the share of women in positions in the top strategic decision-making bodies of the media organisation.

The figure includes the members and the chairperson of the decision-making boards of the surveyed media companies. In general, the indicator demonstrates that women's participation in decision-making bodies in media organisations is higher in public media organisations than in private ones. On average, in the media organisations surveyed, the proportion of women in decision-making bodies is 25 %.

**Table 7: The proportion of women and men in the decision-making bodies of public and private media organisations, 2012 (including boards)**

| Country | Public and private      |               |     |                     | Public organisations    |               |     |                     | Private organisations   |               |     |                     |
|---------|-------------------------|---------------|-----|---------------------|-------------------------|---------------|-----|---------------------|-------------------------|---------------|-----|---------------------|
|         | Number of organisations | Percentage of |     | Number of positions | Number of organisations | Percentage of |     | Number of positions | Number of organisations | Percentage of |     | Number of positions |
|         |                         | Women         | Men |                     |                         | Women         | Men |                     |                         | Women         | Men |                     |
| PT      | 4                       | 27            | 73  | 59                  | 1                       | 34            | 66  | 35                  | 3                       | 17            | 83  | 24                  |
| EU-27   | 96                      | 25            | 75  | 924                 | 42                      | 29            | 71  | 495                 | 54                      | 21            | 79  | 429                 |

Source: Data were collected in July-September 2012 (See Table 3.5, p. 55 in the main report)

NB: 'na' indicates 'not applicable'; the mixed organisations (public and private) have been included under public; due to the small number of private media organisations surveyed in each country, generalisations should not be made on a country level, however, the data are still indicative on the EU level.

In Portugal, women occupy 27 % of the positions in decision-making bodies in selected media organisations. Women's participation in decision-making bodies in media organisations is higher in public media organisations.

### Indicator 3: Policies to promote gender equality in media organisations

This indicator tracks the extent to which media organisations address the issue of gender equality within their internal policies. It reviews the presence of codes of conduct, mechanisms for implementation and monitoring gender equality, and also practical measures adopted by organisations in order to support women's career development and to improve the gender balance.

It encompasses:

- **Policy measures** including policies on gender equality/codes of conduct; equality opportunities/diversity (to include gender); sexual harassment in the workplace; dignity in the workplace; maternity, paternity and parental leave;
- **Implementation and monitoring mechanisms;** committees on equality policy issues, harassment advisers; equality/diversity department or officers;
- **Practical measures** to foster women's advancement and the portrayal of women in the media including trainee positions specifically for women; leadership/management training for women; equality awareness training for staff.

The indicator shows that almost half (47 %) of the selected media organisations in the EU have at least one policy/code for gender equality. A quarter of media companies have at least one implementation and monitoring mechanism in place. Finally, 9 % of media companies have at least one practical measure in place.

**Table 8: Policies to promote gender equality in the media organisations**

| EU-27 and HR     | Name of the media organisation      | Type: Private/public            | Gender Equality Policy/code of conduct | Equality opportunities/Diversity Policy | Policy on sexual harassment in the workplace | Dignity at Work policy | Policy relating to Maternity Leave | Policy relating to Paternity Leave |
|------------------|-------------------------------------|---------------------------------|--|---|--|------------------------|------------------------------------|------------------------------------|
| PT               | Correio da Manhã                    | Private                         |  |   |  |                        |                                    |                                    |
| PT               | Radio and Television Portugal (RTP) | Public                          |  | √                                       |  |                        |                                    |                                    |
| PT               | TVi                                 | Private                         |  |   | √  |                        |                                    |                                    |
| PT               | Rádio Comercial                     | Private                         |  |   |  |                        |                                    |                                    |
| <b>Total: PT</b> | <b>4 media organisations</b>        | <b>Private: 3<br/>Public: 1</b> | <b>0 %</b>                             | <b>25 %</b>                             | <b>25 %</b>                                  | <b>0 %</b>             | <b>0 %</b>                         | <b>0 %</b>                         |
| EU-27            | 96 media organisations              | Private: 42<br>Public: 54       | 26 %                                   | 21 %                                    | 23 %   | 18 %                   | 17 %                               | 16 %                               |

Source: Data were collected in July-September 2012 (See Table 3.6, p. 56 and Table 10, p. 100 in the main report).

NB: Due to the small number of private media organisations surveyed in each country generalisations should not be made on a country level; however the data are still indicative on the EU level.

**Table 9: Measures to promote gender equality in media organisations**

| EU-27 and HR     | Name of the media organisation      | Type: Private/public            | Trainee positions specifically for women | Leadership/management training for women | Equality awareness training for staff |
|------------------|-------------------------------------|---------------------------------|--|--|---------------------------------------|
| PT               | Correio da Manhã                    | Private                         |  |  |                                       |
| PT               | Radio and Television Portugal (RTP) | Public                          |  |  |                                       |
| PT               | TVi                                 | Private                         |  |  |                                       |
| PT               | Rádio Comercial                     | Private                         |  |  |                                       |
| <b>Total: PT</b> | <b>4 media organisations</b>        | <b>Private: 3<br/>Public: 1</b> | <b>0 %</b>                               | <b>0 %</b>                               | <b>0 %</b>                            |
| EU-27            | 96 media organisations              | Private: 42<br>Public: 54       | 3 %                                      | 6 %                                      | 8 %                                   |

Source: Data were collected in July-September 2012 (See Table 11, p. 103 and Fig. 2.14, p. 40 in the main report).

NB: Due to the small number of private media organisations surveyed in each country generalisations should not be made on a country level; however the data are still indicative on the EU level.

**Table 10: Bodies (practical measures, mechanisms, codes) to promote gender equality in the media organisations**

| EU-27 and HR     | Name of the media organisation      | Type: Private/public            | Committee responsible for equality policy issues | Harassment advisers | Equalities/Diversity Department | Equalities/Diversity Officer |
|------------------|-------------------------------------|---------------------------------|--|---------------------|---------------------------------|------------------------------|
| PT               | Correio da Manhã                    | Private                         |  |                     |                                 |                              |
| PT               | Radio and Television Portugal (RTP) | Public                          |  |                     |                                 |                              |
| PT               | TVi                                 | Private                         |  |                     |                                 |                              |
| PT               | Rádio Comercial                     | Private                         |  |                     |                                 |                              |
| <b>Total: PT</b> | <b>4 media organisations</b>        | <b>Private: 3<br/>Public: 1</b> | <b>0 %</b>                                       | <b>0 %</b>          | <b>0 %</b>                      | <b>0 %</b>                   |
| EU-27            | 96 media organisations              | Private: 42<br>Public: 54       | 16 %   | 4 %                 | 9 %                             | 14 %                         |

Source: Data were collected in July-September 2012 (See Table 12, p. 106 and Table 3.6, p. 56 in the main report).

NB: Due to the small number of private media organisations surveyed in each country generalisations should not be made on a country level; however the data are still indicative on the EU level.

Portugal is one of the 18 Member States where at least one policy to promote gender equality (Gender Equality Policy/code of conduct, Equality opportunities/Diversity Policy, Policy on sexual harassment in the workplace, Dignity at Work policy, Policy relating to Maternity/Paternity Leave) exists in media organisations.

Practical measures to promote gender equality (Trainee positions specifically for women, Leadership/management training for women, Equality awareness training for staff) exist at least in one media organisations in six Member States but none of the media organisations in Portugal reported having them.

Various types of bodies to promote gender equality (Committee responsible for equality policy issues, Harassment advisers, Equalities/Diversity Department, Equalities/Diversity Officer) exist in surveyed media companies but none of the media organisations in Portugal reported having them.



# Conclusions

The report marks the first effort in the framework of the implementation of the Beijing Platform for Action (BPfA) to propose indicators – measuring the progress of gender equality in media organisations in the EU. It explores the extent to which women occupy decision-making positions across a range of major media organisations in the 27 Member States and Croatia and identifies the extent to which those same organisations have developed gender equality policies, the mechanisms that are put in place to monitor such policies and the kinds of specific initiatives taken to further support women's career development. The existing consensus at the EU level on the need to promote gender equality in the media could be strengthened by regular monitoring and use of the proposed indicators.

EIGE's report reveals that much of the media sector in the EU Member States and Croatia has, on average, women as nearly half the workforce and account for more than half of tertiary level graduates for media-related careers. Despite of this positive trend, the media continues to be male-dominated in most of the EU Member States and Croatia. Looking at the recent employment and educational attainment trends in Portugal, the trend is similar: more than half of level graduates for media-related careers are women and women make up less than half the workforce within media industry.

Three indicators have been proposed for measuring objective J.1 of the Beijing Platform for Action on increasing the participation and access of women to expression and decision-making in and through the media, as well as new technologies of communication. Two of these indicators analyse the representation of women in decision-making positions in media organisations and on the decision-making boards of media organisations. The third indicator assesses the existence of policies specifically developed in media organisations for the promotion of gender equality.

The first indicator shows that in Portugal, women occupy 26 % of the decision-making posts in the media organisations and this is lower compared with EU-27 average. In addition, the indicator demonstrates clearly that women's participation in decision-making is higher at the lower levels of decision-making power: there are no women occupying the high-level decision-making positions at level 1 and level 2.

The second indicator provides information on the proportion of women and men on the boards of media organisations. In Portugal, women occupy 27 % of the positions in decision-making bodies in selected media organisations. Women's participation in decision-making bodies in media organisations is higher in public media organisations.

And finally, the third indicator, about existence of policies shows that Portugal is one of the 18 Member States where at least one policy to promote gender equality exists in media organisations. Media organisations in Portugal did not report any existing practical measures to promote gender equality nor any implementation and monitoring mechanisms to promote gender equality.

## Recommendations:

- Organisational cultures and structures that prevent women's advancement in decision-making positions should be tackled by internal policies and practical measures in the media sector.
- National policy-makers should be more encouraging in fostering change from a passive commitment towards a more pro-active approach to gender equality in media organisations.
- Good practices should be shared as they are an important prerequisite for change.
- Professional media organisations and associations should act as role models by striving for gender equality in their own internal structures.



# Endnotes

- 1 Gallagher, M., *An unfinished story: Gender patterns in media employment*, UNESCO, Paris, 1995.
- 2 Marques da Silva S., *Women and femininity in male hegemonic occupational cultures*, 2010.
- 3 There may be other regulatory authorities that monitor media in the EU Member States and Croatia, but we do not have data on those bodies, so these data are indicative rather than comprehensive: some Member States have more than one regulator.
- 4 EFJ/IFJ, *A Handbook on Gender Equality Good Practices in European Journalists' Unions*, Brussels, I/EFJ, 2012.
- 5 In Chapter 2, the decision-making structures of the media companies were analysed at 5 levels. The analysis of the collected data along these levels showed big similarities between level 4 and 5. Based on this, Indicator 1 should be structured only at 4 levels of decision-making.



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