

Advancing gender equality in decision-making in media organisations

**Review of the implementation of
the Beijing Platform for Action in the EU**

**EIGE Report
2013**

June, 2013



Council of the European Union Meeting

Employment, Social Policy, Health and Consumers Affairs

20-21 June 2013

Council Conclusions : Advancing Women's Roles as Decision-makers in the Media

Calls on the Member States to:

- ✓ Take active and specific measures to foster gender equality.
- ✓ Promote awareness raising campaigns and the exchange of good practices on combating gender stereotypes.
- ✓ Promote the exchange of good practices on positive action programmes on gender equality.
- ✓ Improve the collection and dissemination at both national and EU level of comparable, reliable, regularly updated statistical data on the participation of women and men in decision-making roles in the print and broadcast media.
- ✓ Monitor the presence of women in decision-making roles in the print and broadcast media by using the indicators.

EIGE Report: Advancing gender equality in decision-making in media organisations

- ✓ Introduce explicit policies and actions to encourage media sector to promote and support more women in decision-making positions.
- ✓ Make use of the proposed indicators for regular monitoring of the advancement of gender equality in media sector.
- ✓ Improve awareness of gender equality in the media by disseminating and sharing good practices identified in this area.
- ✓ Assure specific funding and support civil societies' initiatives on gender equality in the media.
- ✓ Cooperate with the media and civil society organisations on creating a platform and sharing good practices on women and the media.

Gender equality in media organisations in the EU

Women and the Media, Beijing Platform for Action

Objective J1: 'Increase the participation and access of women to expression and decision-making in and through media and new technologies of communication.'

Aim and objectives of the study

- ✓ Assess the implementation of this objective within EU Member States and Croatia
- ✓ Develop and propose indicators (3) to carry out the assessment

Focus on:

- the percentage of women in high level decision-making positions – including the boards – in media organisations within EU
- the existence of gender-equality policies, mechanisms for monitoring and initiatives to support women's career development within media organisation.

Gender equality in media organisations in the EU

Research Methodology

1. Number - criteria :

- type of funding (public/private);
- the public-funded media organisation = national broadcaster (national TV and radio);
- the private-funded media organisations selected by: reach, audience figures, circulation (newspaper) and influence., at least one newspaper and/or TV station.

Organisations/country: minim 2; maxim 5.

3. Instruments :

- Organisation questionnaire
- National context questionnaire
- Interview questionnaire

2. Organisations - criteria :

- WACC's media-density index,
- National media context : large-scale media organisations
- Choice of the national research team .

Total: 99 organisation from **28 countries**.

4. The data collection:

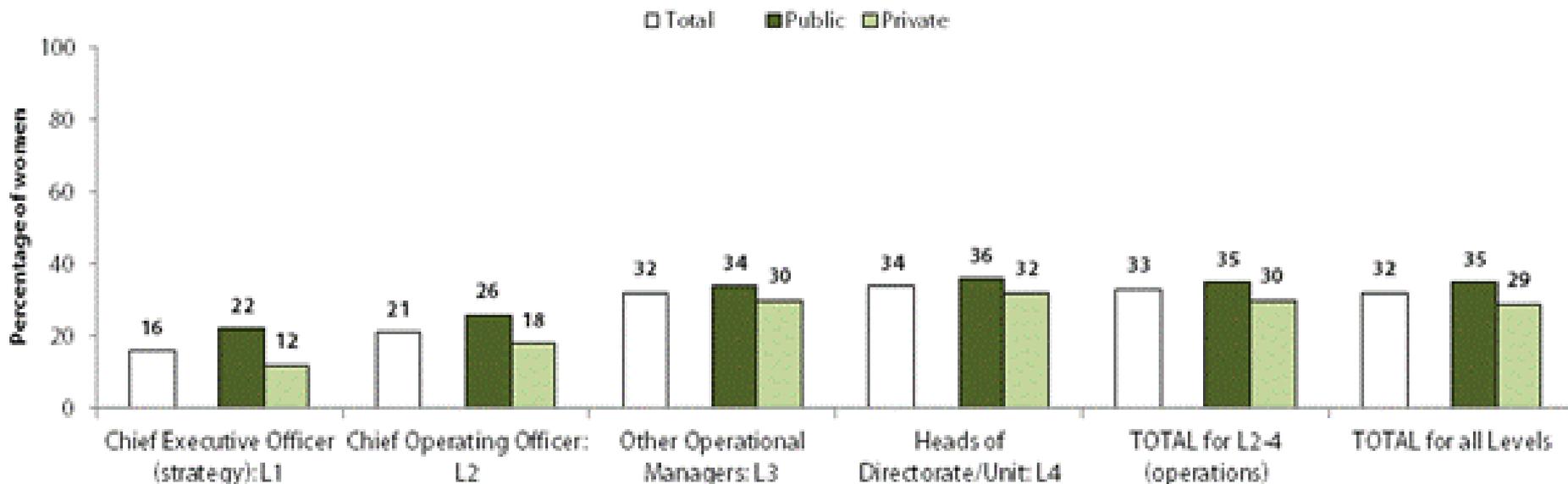
- Secondary data collection and analysis;
- Face-to-face interview with several women employed in media organisations;
- took place in July – October 2012;
- carried out by senior researchers from each Member State and Croatia
- coordinated by the senior researchers of the project

Gender equality in media organisations in the EU

Indicators

Indicator 1: 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 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.



Source: EIGE Report, 2013.

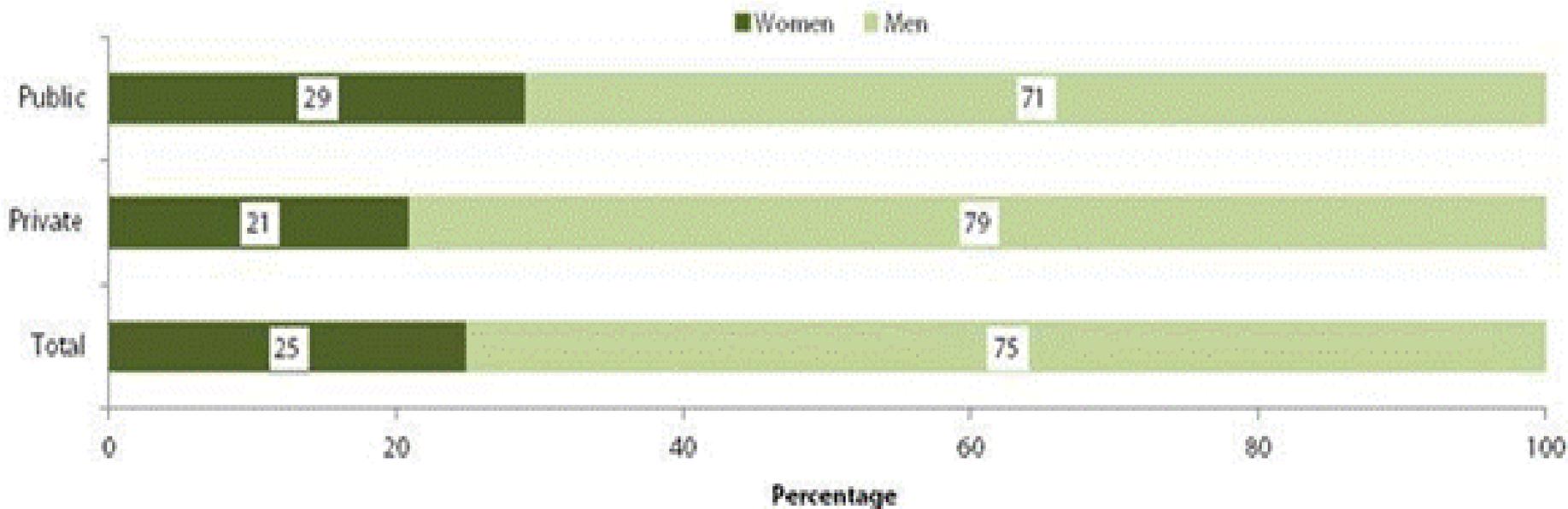


Gender equality in media organisations in the EU

Indicators

Indicator 2: Proportion of women and men in the boards of media organisations in the EU

This indicator provides information on the proportion of women and men on the boards of the media organisations. Boards are generally strategic decision-making bodies of the media organisations, and in some are also responsible for the executive decision-making of the organisation. The indicator includes both the chairpersons and the members of the boards.



Source: EIGE Report, 2013.

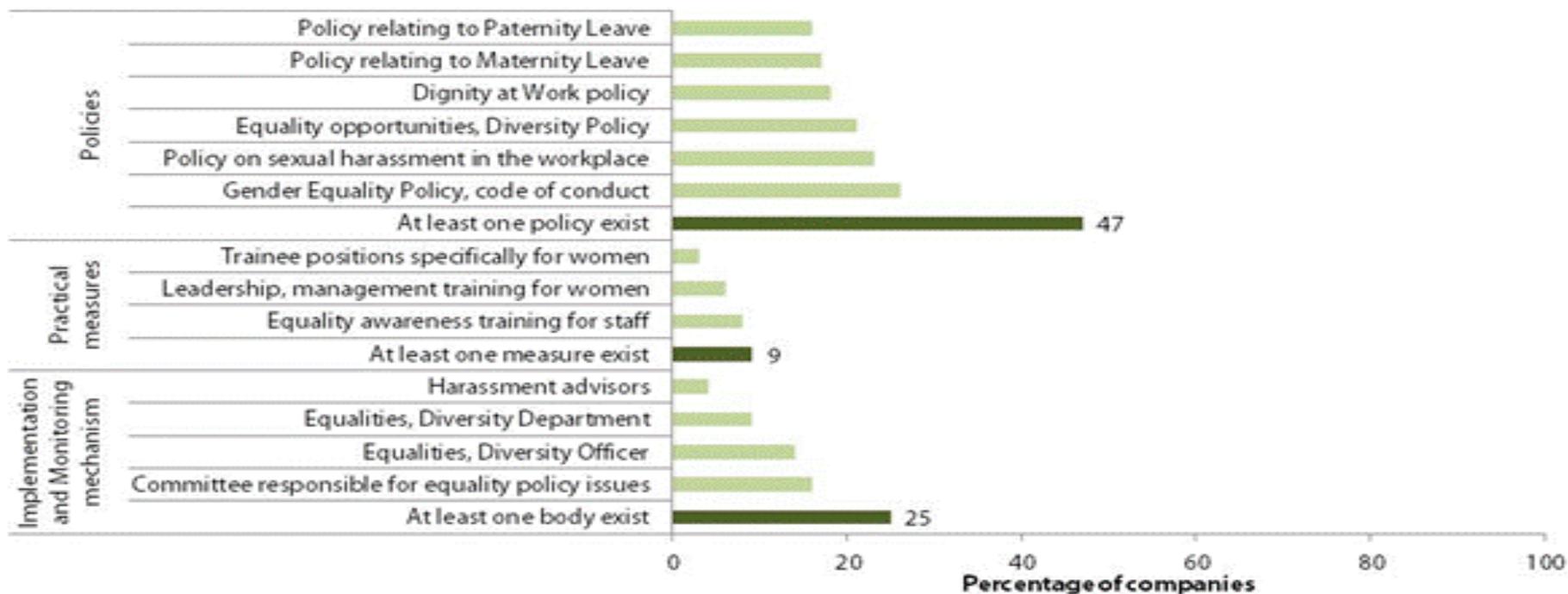


Gender equality in media organisations in the EU

Indicators

Indicator 3: Policies to promote gender equality in media organisations

The indicator tracks the presence of codes of conduct, mechanisms for implementation and monitoring gender equality, and practical measures adopted by organisations in order to support women's career development and to improve the gender balance in the workplace.



Source: EIGE Report, 2013.

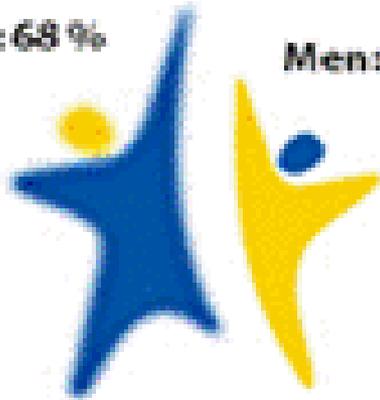


Gender equality in media organisations in the EU

Media-related area

Women: 68 %

Men: 32 %



Graduates

Men: 60 %

Women: 40 %



Employment

100 %

32 %



Women

68 %



Men

Total
(All levels)

16 %



Women

84 %



Men

Strategic
(Level 1)

33 %



Women

67 %



Men

Operational
(Levels 2-4)

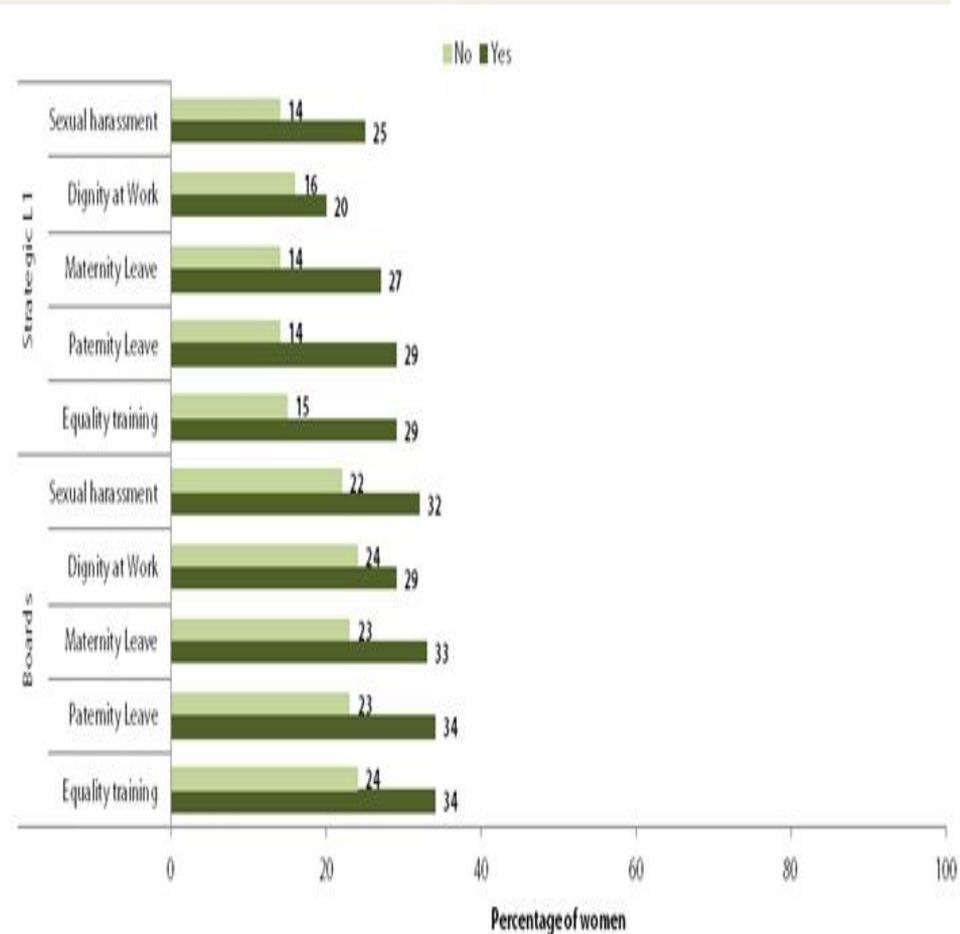


Gender equality in media organisations in the EU

Barriers to women advancement:

- Individual preferences => career choice paths
- Organisational structures and culture constrains
- Mixed picture in which individual choices had different outcomes than intended due to the stereotypes imbedded in the organisational culture
- Gendered segregation patterns in employment in the media sector
- Gender pay gap in the media sector
- Problem of retention = the 'leaky pipeline': plans to leave the sector.
- Low pay, poor job security, burn-out, family issues, sexism, discrimination, and the glass ceiling that limits professional prosperity.

Women in strategic decision-making positions and on boards of media organisations when different gender equality policies are in place or not, EU-27, 2012



Conclusions

- Persistent gender inequalities in the media sector can be challenged by advancing women in decision-making.
- Explicit EU and national policies to advance women in decision-making positions should be extended to the media sector.

Recommendations

- ✓ Introduce explicit policies and actions to encourage media sector to promote and support more women in decision-making positions.
- ✓ Make use of the proposed indicators for regular monitoring of the advancement of gender equality in media sector.
- ✓ Improve awareness of gender equality in the media by disseminating and sharing good practices identified in this area.
- ✓ Assure specific funding and support civil societies' initiatives on gender equality in the media.
- ✓ Cooperate with the media and civil society organisations on creating a platform and sharing good practices on women and the media.

Thank you for your attention!

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