

## Policy Context

The media plays a vital role in shaping the opinions, attitudes and prejudices of a given society. Women are producers and consumers, as well as part of media content. Media content is not always 'gender-sensitive', can portray degrading images of women and can perpetuate gender roles, stereotypes and norms. The rise of digital technology and new forms of communication has further complicated the relationship between women's roles in the media and the way in which producers, consumers and content relate to them. Traditional forms of media are being consumed differently, including new means to act on public feedback.

### Conclusions of the Council of the European Union (June 2013)

- Mark a significant development in this area.
- Call for further voluntary initiatives by media organisations to advance gender equality.
- Suggests the implementation of e.g. recruitment practices based on 'clear, transparent neutrally formulated' criteria, 'employee-friendly organisational culture', policies that allow for a better work-life balance and gender-sensitive management.

### Audio-visual Media Services Directive (2010/13/EU)

- Banned incitement to hatred on the grounds of race, sex, religion and nationality.
- Called on Member States to ensure appropriate means so that audiovisual media services by media providers under their jurisdiction do not contain any of the above.

### EU initiatives challenging discrimination and gender stereotypes in the media

- The report of FEMM Committee (European Parliament) on eliminating gender stereotypes in the EU.
- The opinion of the Advisory Committee on Equal Opportunities for Women and Men (European Commission) on breaking gender stereotypes in the media.

- The EU Audiovisual Sectoral Social Dialogue Committee's (European Economic and Social Committee) framework of actions on gender equality and 'toolkit' on good practices concerning actions for gender equality in audiovisual media bodies.

## The strategic objectives of the BPfA and the EU indicators

- J.1.** Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.
- J.2.** Promote a balanced and non-stereotyped portrayal of women in the media.

During the Irish presidency of the Council of the EU in 2013, indicators assessing the share of women and men in decision-making posts and boards were endorsed, as well as an indicator evaluating policies promoting gender equality in media organisations. In the summer of 2012, comparable EU-wide data were collected, on women's representation in decision-making within public and private media organisations. The study, did not address the much more complex area of the potential impact of women's participation in positions of editorial control on gender-sensitive media content

The database, Women and men in the EU - facts and figures, developed by the European Institute for Gender Equality provides the latest data and information on these indicators, available at:

<http://eige.europa.eu/content/women-and-men-in-the-eu-facts-and-figures>



## Findings from EU-wide data

### Women are under-represented in the management of media organisations

Over the course of two decades, women's employment in the media sector has increased, reaching nearly half (44 %) of the employment force within the media sector by 2011. At EU level, women represented the largest group (68 %) of graduates in journalism and information courses in 2011.

At the same time, women in media organisations occupy positions which exert limited influence on the content and strategy of organisations. EU-wide, few women (32 %) occupy top positions in media organisations. The 'glass ceiling' effect reflects the decreasing share of women in line with the level of seniority of the position: women accounted for 21 % of EU Chief Operating Officers and 16 % of Chief Executive Officers. The pool of jobs at this level is relatively small but the absence of women is a cause for concern, given that these roles are typically those with the most influence on media strategy and content.

Representation of women in private and public media organisations differs: whilst overall in 2012 women made up 35 % of the management positions of public media bodies, the figure was 29 % for private media organisations.

### Women are under-represented on the boards of media organisations in the EU

Women's representation on the boards of EU media organisations stood at 26 % in 2012, slightly below the figure for representation in the top management posi-

tions (33 %). On average, 29 % of the members of public media boards were women, compared to 22 % on the boards of private media organisations.

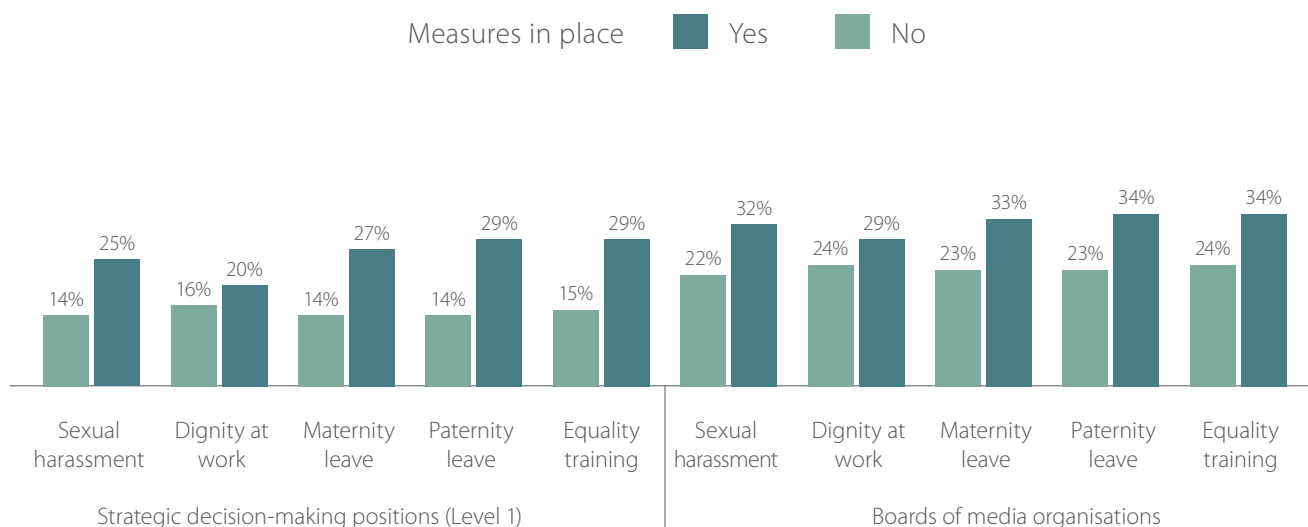
### Widespread horizontal and vertical gender segregation within media organisations

According to the study, done by the International Women's Media Foundation in 2011, the under-representation of women journalists in certain fields is significant, for example in governance, production and design, and technical positions. At the same time, this under-representation is in contrast to women's over-representation in other media fields. Another example of gender segregation in the media is the generally higher prestige accorded to media where men dominate, such as newspaper broadsheets, compared to magazines, where women are more strongly represented.

### Policies and measures can strengthen gender equality within media organisations

The reasons for women's concentration in lower positions of authority in organisations are complex — not only for the media but also for political, economic and other spheres. In 2012, only a small minority of researched media organisations (36 %) had policies on gender equality and equal opportunities, or practical measures to advance gender equality such as establishing equality policies and monitoring mechanism. A quarter had a gender equality policy or code of conduct, and a fifth had adopted equal opportunities and diversity policy. Few media organisations reported having the mechanisms in place to implement and monitor commitments on gender equality.

PERCENTAGES OF WOMEN IN DECISION-MAKING POSITIONS IF DIFFERENT GENDER EQUALITY POLICIES ARE IN PLACE, 2012



Source: EIGE, Advancing gender equality in decision-making in media organisations, 2013.



Media organisations in the EU are slightly less likely to have adopted practical measures to advance gender equality (33 %) than to have adopted general gender equality codes of conduct and monitoring mechanisms (36 %). The proportions reporting, where more 'practical steps' had been taken, were (in descending order): sexual harassment policy — 23 %; dignity at work policy — 18 %; maternity leave policy — 17 %; paternity leave policy — 16 %; equality awareness training for staff — 8 %; leadership training for women — 6 %; harassment advisors — 4 %; and trainee positions for women. The measures appear to be strongly linked with a greater share of women in strategic decision-making positions (level 1) and on media boards.

The existence of any of these measures in media organisations might be beneficial to advancing women in decision-making positions. Those media organisations that implemented gender-equality policies or measures in practice were more likely to have a higher proportion of women in strategic decision-making positions.

### **NGOs and social partners, in cooperation with governments, work towards advancing women to top positions in the media**

Social partner and civil society organisations, especially women's organisations, have been active in supporting women's progress in employment including in the media. Many media trade unions have officers or councils on equality issues or women's issues in particular. There are also unions specifically for women media professionals, such as the Romanian Women Journalists' Association and the UK's Women in Film and Television. In addition, there is a range of other civil society organisations working around women and the media. The European Women's Lobby monitors policies on women and the media, engages in training for journalists and plays a role in collecting European-wide data on gender stereotypes, sexism and violence in the media.

## **Findings from EIGE's work on good practices**

### **Gender Equality Plan, ORF (Österreichischer Rundfunk, Austrian Broadcasting Corporation), Austria**

In 2011 Austria's national broadcaster, ORF, investigated the position of women in its organisation and found a widespread gender imbalance. While women make up 42 % of its workforce, they are concentrated in programme-making rather than in technical positions. In higher management they are extremely thin on the ground, with only 11 % of regional studio directors and 22 % of central heads of department. There are no women at all on the executive board. Conversely, they make up two thirds of part-time employees.

To address this, in 2012 the ORF introduced a six-year gender equality plan. It aims to promote gender equality and women's careers, to abolish existing discriminations, to enable reconciliation of family and work for women and men, to achieve a share of 45 % of women in those areas where women are under-represented, and to increase women's share in technical professions. The plan's implementation is monitored every year and discussed by the Gender Equality Commission, Central Works Council and all employees. Initial results are encouraging, with an increase in the number of women in higher-paid posts from 26.2 % to 27.7 % between 2011 and 2012.

### **KVINFO Expert Database, Denmark**

In 1997 KVINFO, the Danish Centre for Information on Gender, Equality and Diversity, launched its online Expert Database to improve women's visibility in the media and their access to high-level positions in media organisations. The database now lists nearly 1 200 women from all areas of society, including scientists and researchers, business women and managers, politicians, journalists and figures from the world of art and culture. Though women are very visible in the Danish media and fill prestigious roles such as news anchors, war reporters and CEOs of media channels, there is little public debate on the topic. Although Danish women are among the best educated in the world, 72 % of experts featuring in the media in 2010 were men.

The database provides journalists, employers, conference organisers with a user-friendly tool to search for female experts with specific qualifications and skills in a wide range of fields (science, business, politics, culture, art). It thus makes women experts visible to journalists, and increases the weight and voice of women in the media.



## ADVANCEMENTS AND OBSTACLES IN AREA J: WOMEN AND THE MEDIA

### ADVANCEMENTS

- Women in the EU are well represented in media-related educational degrees..
- Women progressed in entering media professions.
- Some (mainly public) media organisations have developed gender equality mechanisms supporting women's media employment.
- Women have had greater success in reaching the top of media organisations in Eastern European and Nordic EU Member States.
- Voluntary regulatory practices are being introduced in some Member States.

### OBSTACLES

- Women are under-represented in top positions with the greatest influence on editorial content.
- Gender equality policies/monitoring mechanisms were not in place in all EU media bodies in 2012.
- The 'glass ceiling' in the media industry might contribute to a gender pay gap and vertical segregation.
- Measuring how women and men are represented in media content is currently not possible.
- Insufficient information on the position of women in some media sectors (e.g. digital media, advertising, filmmaking and publishing).

## The way forward for the EU

- Target the persistent 'glass ceiling' in the media industry to enhance women's participation in top decision-making positions and as board members.
- Complement voluntary measures adopted by media organisations with policy measures supporting transformation of the media sector and its content.
- Address the gender pay gap and vertical segregation by implementing specific actions.
- Acknowledge the serious consequences of gender stereotypes produced by media content.
- Assess how men and women are represented in the media.
- Challenge stereotypes in media content, while protecting freedom of speech.

## European Institute for Gender Equality (EIGE)

The European Institute for Gender Equality (EIGE) is the EU knowledge centre on gender equality. EIGE supports policy-makers and all relevant institutions in their efforts to make equality between women and men a reality for all Europeans and beyond by providing them with specific expertise and comparable and reliable data on gender equality in Europe.

More information: <http://eige.europa.eu>

The Resource and Documentation Centre (RDC) of the European Institute for Gender Equality is an innovative and practical tool developed to assist in locating key resources on gender equality, to facilitate the exchange of knowledge among those with an interest in gender equality policies and practices and to offer an online space for discussion and debate.

More information: <http://eige.europa.eu/content/rdc>



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