



***The Glass Ceiling and beyond***  
***Realities, challenges and strategies for South African media***  
*July 2006*

**Project Team:**

*SANEF Diversity Sub-Committee:*

Judy Sandison  
Mary Papayya  
Lizette Rabe  
Lizma van Zyl  
Patricia Handley  
Pippa Green  
Zelda Jongbloed

**SANEF National Office:**

Joan Roberts, Director  
Precious Enele, Administrator

***Additional members identified at AGM to implement findings:***

*Chris Whitfield*  
*Gavin Stewart*  
*Mathatha Tsedu*  
*Rhys Johnstone*  
*Thabo Lesbilo*

**Note:**

The report on this study, *The Glass Ceiling and beyond*, is presented in the following order to ensure easier reading:

The **results** of this study, the conclusion and recommendations, are presented first as a “shortcut” to what has been found.

A **summary** of the survey’s questions and their answers follows.

This is followed by the **full report**, as well as its **Addenda**.

**Thank you**

- To Judy Sandison for ensuring that the “Glass Ceiling” gets off the ground and for co-ordinating the drawing-up of the questionnaire
- To the members of the Diversity Sub-committee for their input
- To Joan Roberts and Precious Enele of SANEF’s national office for sending out the questionnaire, as well as the targeted following-up and the painstaking collating of all the responses
- To all those members who invested their precious time to complete the questionnaire
- To Joan Roberts for her immense contribution in time and input, as well as editing and proofreading of the final document

Lizette Rabe  
July 2006  
on behalf of the Diversity Sub-committee

**The Glass Ceiling and beyond**  
*Realities, challenges and strategies for South African media*

**CONTENTS**

<b>1. Conclusion and Recommendations</b>	<b>4</b>
Conclusion	4
Obstacles	6
Recommendations	9
Way forward	9
<b>2. Summary of Full Report</b>	<b>11</b>
<b>3. Full Report</b>	<b>17</b>
Project	17
Background	17
Aim	18
Methodology	18
Literature Review	21
Time Frame	21
Output	21
Responses	22
Question 1	22
Question 2	22
Question 3	22
Question 4	22
Question 5	30
Question 6	31
Question 7	35
Question 8	37
Question 9	38
Question 10	39
Question 11	41
Question 12	45
Question 13	47
Question 14	49
Question 15	50
Question 16	51
Question 17	55
Interpretation	59
Sources	60
<b>Addenda</b>	
Addendum A - Cover letter and Questionnaire	61
Addendum B - Completed responses	65
Addendum C - Incomplete responses	105

## 1.

### Conclusion and Recommendations

#### The Glass Ceiling and beyond

*Realities, challenges and strategies for South African media*

*July 2006*

What are the realities facing women journalists, specifically senior women journalists, in South African newsrooms? What do they identify as obstacles, and which strategies can be implemented to redress the situation?

This was the gist of the questions asked in this project, named the Glass Ceiling by the SANEF Diversity Committee.

What were the answers to these questions?

#### **Conclusion:**

As was to expected, a confirmation of what was recorded in other such surveys, both nationally and internationally, were found: in a male dominated society, women still are on the receiving end of discrimination.

In terms of this survey, the following as background:

The questionnaire was sent to all (at the time) 149 SANEF members, with a personalised covering letter from SANEF. It was followed-up over a two month period from mid March to mid May 2006 to non-respondents.

In total 40 respondents completed the questionnaire. Another 10 had comments/replied in some way. If the 40 respondents who completed the questionnaire were considered, 27% of the population completed the survey. This can be regarded as a representative sample of the total population.

Of the 40, 25 were female, 14 male, and one responded with “good question” – in other words, of the sample, altogether 62,5% were female, 35% male, and 2.5% not sure. Roughly calculated, two-thirds of the respondents were female and one-third male. No indication of age was asked, although a question dealing with years’ experience was asked, showing that of the 40 respondents, 45% had more than 20 years’ experience, another 45% had between 10 and 20 years’ experience, and 10% had less than 10 years’ experience.

It is interesting that SANEF’s total membership, at the time of the survey, can be split into 35% female and 64% male. In other words, one-third female and two-thirds male. The fact that the respondents’ gender reflects the opposite, may indicate the priority with which the issue and the questionnaire is treated by male SANEF members, and by implication male senior news executives.

The fact that this research is only executed three years after the decision was made to do such a study, corroborates this suspicion.

The circumstances under which the research had to be done – no funding<sup>1</sup>, no resources, left to the all-women Diversity Committee to steer as if it is a “women’s issue” – is indeed a confirmation of the attitudes, realities and obstacles women in South African media face.

Indeed, one respondent had this to say as a message to SANEF itself:

*“SANEF really has to pull finger instead of providing lip service”.*

The qualitative questions were, as was to be expected, the most revealing (or, maybe, confirming):

One can safely concur from the data that discriminatory practices, structural inequalities, cultural factors, prejudices, patriarchy and sexism are still alive and well in our South African newsrooms. These are clearly prohibiting South Africa’s women journalists from realising their potential.

The intrinsic “maleness” of the newsroom and journalism practice, as result of a male hegemonic society, is a major cause for women not to be found in senior positions (which also affects the representation of women in the various contents of the various media).

It is clear that, although South African society is supported by a Constitution that entrenches equal rights, this only exists on paper. Racism is hounded by the media themselves, yet they not only allow sexism within their ranks, but even perpetuate it through certain actions (and, also, non-actions).

In general, it seems there is improvement regarding acceptance of woman managers, although many prejudices still prevail. One might concur that there is a will on the part of (still overwhelmingly) male management, but that no way has been found (yet).

From the data it can be concluded that it seems women journalists are more gender sensitive dealing with day to day news events. Therefore, one can conclude that a critical mass of women in these positions will lead to a change in how women – and thus society – are represented in the media. However, it has also been established in various studies that women often perpetuate the existing male constructs of the newsroom environment. One respondent: *“Because women journalists usually join male-dominated newsrooms, over time they unwittingly embrace the perceptions of their male colleagues over what makes news and they begin to report news from this perspective”*

From the responses it also seems that men still need to “work” on their gender awareness/sensitivity as the majority of respondents answered the question in the negative. It also seemed as if men’s relation to women staffers and their advancement is not an important issue among senior male news journalists. This impacts on how women journalists are treated, and how news content is assessed and represented.

---

<sup>1</sup> At the 2005/6 AGM provision was made for a budget amount, but no fundraising could be done for this specific project.

It is telling that the term “old boys’ club” was mentioned no less than nine times by respondents (not counting similar phrases such as “old boys’ network”).

Women journalists left their senior positions due to reasons ranging from retrenchment, to harassment, to pressure, a sense of isolation, no support base, undermining, not being taken seriously and no space for flexibility. To get them back into these positions, a change in newsroom environment, applied AA policies (not a document on paper), gender awareness, “even playing fields”, a supportive environment and flexible hours would be reasons why they would return to senior positions.

### **Obstacles (or: “Don’t only have golf days”):**

#### *Sexism:*

Non-sexism, is, as non-racism, a constitutional right. Yet, women still experience that they are regarded as lesser citizens in almost every aspect of their work. One respondent:

*“I do think senior men think they are gender sensitive when in fact they are not. And the fact that they do not know that they do not know, is even worse than to argue/debate with those who are outright discriminating”.*

Another respondent: *“I do hear phrases like ‘is he man enough?’ when discussing a youngster’ ambitions. I have read an evaluation of a cadet (not this year) that read ‘x is surprisingly reticent for such an attractive young woman...’ – written, of course, by a man”.* And another respondent: *“[T]here’s a sense that many men do often still feel they are superior to women. No amount of workshops is going to change this ingrained sense of entitlement. As women I think we need to get on with things while being aware of the realities”.*

#### *Racism:*

Responses included that “preferences and privileges enjoyed by white men” still prevail, but also, that the “white old boys’ club” seems to be replaced by a “black old boys’ club”.

#### *Prejudice and discrimination:*

Male prejudice, experienced from all levels, both in age and in race, was another obstacle for female respondents who completed this questionnaire. One respondent referred to media companies as *“testosterone-dominated organisations”*. Another respondent said employers tend to appoint *“in their own image”* and do not realise the characteristics that women bring into the equation as important or valid. One response: *“Prejudice is still a factor, especially the higher you go – overt and covert”.*

However, it was also said that female on female prejudice is experienced, which is a result of this organisational culture.

One respondent: *“They are simply not seen as equals by the vast majority of men, who still hold the reins of power in all news organisations. Examples: Women are patronised and their opinions do not appear to be taken as seriously as those of men. This can be subtle, like jokes made at their expense when they give their opinions, or teasing. It seems friendly and even affectionate, but it is actually demeaning”.*

#### *Newsroom culture:*

The “macho” newsroom culture/newsroom discourse also prohibits women to contribute with regard to their potential. The “distinct maleness” and a “culture of maledom”, of

newsrooms, are perceived as major obstacles. One respondent: *“Old boys’ clubs where assignments, policies etc are discussed at golf clubs, in bars etc, virtually forcing women to adopt a male-defined social life to be ‘one of the boys’ – or be left out. (Linked to which, look at the distressing amount of alcohol abuse among young women reporters – go to any media function to see it.)”*. Another said: *“Existing networking structures – a male network still exists to a large degree; general sense of isolation – that you have to play a ‘male game’”*.

Two other responses:

*“Women managers are accused of being emotional and incompetent if they are not perceived as tough and vindictive and bitchy if they are.) They are also vulnerable to rumour and innuendo about their sexual activity or history to a degree that men simply are not. In general, it is clear that men prefer being managed by other men and I think most men would agree with that. They often unconsciously subvert women managers without even being aware of it”*.

*“Men still feel able to rip off the feminine gender, but newsrooms are irreverent at the best of times. At [title], as a woman in a management I felt supported by my peers but found that some of the black men in the office would not listen to me – only to another man (of any race)”*.

*Knowledge of equity laws:*

The findings in terms of the knowledge of equity laws, policies pertaining to these, and how they are applied, were shocking. It is recommended that workshops on these issues are conducted within newsrooms.

*Employment conditions:*

The “intrinsic nature of the job” – which at its best can be described as human unfriendly – was identified as another obstacle. Employment conditions therefore also need attention, such as flexi hours/flexi work.

*Institutionalised discrimination:*

It seems this is still a reality, both in terms of pay and promotion practices. One respondent had this to say: *“Testosterone-dominated organisations do not take women seriously at higher levels. Interesting that these are the levels where skills are not the only requirement, but also the ability to fit in and perpetuate that establishment. In newspapers, women are rarely accepted at the upper levels of the organisation”*.

*Family responsibilities:*

Social constructs according to which women have to adhere to certain gender roles, such as family responsibilities, are still a major prohibitive factor for women to fulfil their career goals. This of course is a societal issue, but one in which media companies can play a role by providing e.g. child care facilities (which, as has been pointed out numerous times, is of course not a service for female employees only).

Not only is there a lack of infrastructure support such as crèches, but women find they are “treated with distrust” when having to tend to children – when they, as was also responded, work “twice as hard” as men to prove themselves. Another response: *“I also found that ‘maternity leave’ meant taking time off ‘to a mental institution’ because upon my return all my decisions were questioned twice as much as before”*.

*Lack of professional bodies:*

The lack of a professional body such as a journalism union was also mentioned. It was argued that such a body would e.g. fight for facilities.

*Current definition of news and news practices:*

The hegemonic male constructs of newsrooms should be challenged, leading to new definitions of news and news production, one in which a new type of news producer can play a full role. A need to re-invent, redefine, renew and re-imagine news is indeed a necessity for our (post-colonial) post-apartheid society. One respondent: *“Broader, deeper, constant debate as to what constitutes news, and what sort of social reality affects/underpins news events, news production and the social responsibility of news purveyors – as monitors/watchdogs/reporters”*.

*Non-existence of workshops, leadership seminars, career plans, mentors:*

Human Resources departments need to be pro-active in identifying transformation processes. Workshops are needed to address inherent sexism, and to build capacity in terms of gender awareness and gender correct ways of reporting, for example. (This will also be an opportunity to “liberate” themselves.) It should not be experienced as “them versus us” – as one respondent said: *“I don’t want them (men) to feel alienated and marginalised because the struggle is for equality and empowerment, - not for reverse discrimination”*.

Workshops for women in which they can be empowered to believe in themselves and free themselves from the social construct that “men do it better” are also recommended. Career planning and opportunities to expose women to all kinds of experiences to prepare them for leadership is also a huge need. Women as role-models to mentor younger women are also needed. One respondent: *“Women are not empowered and mentored to believe in themselves, that they can fill a senior position, because women also buy into the perception that they cannot ‘compete’ with men, cannot be ‘as good as men’, etc, when they in fact can do things better than men”*.

There are companies specialising in change management<sup>2</sup>. Existing programmes could be adapted for the specific purposes of newsrooms. This is something that should be investigated by the recommended task team to take this issue further.

Two more reactions:

*“Consciousness-raising for everyone. Courses in sexism, racism, elitism, cronyism should be devised or bought if they exist, so that people can learn how to avoid them because these attitudes are often unconscious.”*

*“Women also need to be trained in how to manage sometimes hostile men. I know from experience that it is not easy. Women need to be trained to accept their own worth and learn how to act in a senior position and how to handle authority.”*

*Lack of political will:*

Respondents referred to the fact that there seemingly is no will to redress the inequalities. One indicated that “fines for non-adherence to equity laws” is not enough. Another respondent: *“Thirty years ago my fate and that of others was decided by a clique of men in power, often while they networked in the pub! Nothing has changed. Cliques of white males still look after one another’s interests and appoint one another at the expense of women and people of colour”*. Another said: *“A majority of senior men think ‘political correctness’ (as they call it) is a joke – and this is much truer of white*

---

<sup>2</sup> The Sanef National Office can assist in providing the contact detail of a recommended organisation.



*men than black men who have, in most cases, at least an understanding of why certain clauses of the bill of rights exist. (That doesn't necessarily reflect how they behave in one-on-one interactions with female individuals, but at least they talk the Talk!) I regularly see relatively junior women staffers asked (half-jokingly, maybe..?) to get tea; referred to as 'girls' and if not exactly sexually harassed, then certainly expected to participate in banter that many might find undermining. Some senior editors still automatically try to date attractive younger female colleagues, but that's thankfully getting rarer". Another respondent: "There needs to be a willingness and openness to give women the same opportunities. While there might be no guarantees that all women – black or white – might succeed in leadership positions, there is nothing that says they won't".*

### **Recommendations:**

Strategies to advance women in newsrooms, according to the survey, are the following:

- General conscientising,
- Building allies (also among women),
- Business plans supporting gender policies,
- A willingness by companies to foster change (including support programmes/management for change by HR departments),
- Training and development programmes (again, programmes and change management by HR departments)
- The outlining of career paths,
- Better strategies than just fining non-deliverers in terms of equity laws,
- Facilities (like a crèche),
- Flexi-work, flexi-hours and a supportive and enabling environment
- Employment conditions
- Intrinsic institutional reform

An audit to get statistics of how many women are on which levels, was also requested. One respondent also said that the issue of sexual harassment is another issue that requires research.

The fact that women's empowerment meant that they have more disposable income, and that more women in the newsroom, also on senior levels, as well as higher "women content" would actually be to the benefit of the bottom-line, was also identified. As one respondent said: *"This is not about activism alone: it makes good sense to be relevant to women readers as they are becoming a global majority of increasing economic oomph"*.

Sadly, the commercial imperative, if nothing else, should provide the impetus for male decision makers in the media world to implement change. (As one respondent said: *"it's about the money, honey."*)

### **Way forward within SANEF:**

No more lip service but action is needed.

A SANEF commitment to be an agent of change is called for, both at a Forum level and at member-organisational level. This should be followed by a Media Action Plan on Gender

that would address and redress the imbalances, such as that of SAEF/Gender Links on HIV/Aids and Gender

A team, tasked by SANEF through its AGM, and representative of all media affiliated to SANEF through its editors, should work on strategies to be implemented within a realistic time frame.

As one respondent summed it up:  
*“Just do it”*.

“For evil to succeed, it takes far too many good people to keep quiet and stand by”  
Percy Qoboza, late editor of *City Press*

The original quote  
“All that is necessary for evil to succeed is that good men do nothing”  
by Edmund Burke was adapted by Qoboza

## 2. Summary of Full Report

### **The Glass Ceiling and beyond**

*Realities, challenges and strategies for South African media*

*July 2006*

This project, named the Glass Ceiling by the SANEF Diversity Committee, sought to establish the realities and challenges women journalists, specifically senior women journalists, in South Africa face, and also to identify strategies for change. It has been conducted through the SANEF Council/Diversity Committee, and the survey itself was executed during March and April 2006.

SANEF committed itself to facilitate processes aimed at en-gendering the South African media at its AGM in Durban in June 2003 (AGM 2003).

It is accepted that a much better understanding of the policies, attitudes and practices in newsrooms in relation to gender, diversity and disadvantaged groups in our society is needed – both towards news staff and towards our audiences – if we are to do a better job of reporting society more holistically. This is also a crucial issue for media houses in terms of industry requirements/the labour law, equity targets and transformation.

This study is a follow-up of this identified need. It is, because of a lack of resources, aimed at the issue of gender only, as none of the other important issues could be incorporated at this stage.

The aim of this project thus was to establish, through this so-called “snapshot survey”, various qualitative experiences of women journalists in South African newsrooms. The questionnaire aimed to tap into the experiences, and to obtain a snapshot view, of the perceptions of SANEF members<sup>3</sup> on the central question as to why there are so few senior women, especially women editors, after twelve years of a “new” South Africa, and what should be done to redress this imbalance.

However, there was no funding available for this very important project. After delays and cost concerns in getting the research off the ground<sup>4</sup>, the committee decided it is imperative to fast track this study and focus it specifically on two key aspects, namely to attempt to

- identify realities holding back the advancement of women in newsrooms and
- recommend strategies that would facilitate an enabling environment.

---

<sup>3</sup> To be a member of Sanef, the nominee needs to be in a senior editorial position. See the Sanef Constitution on [www.sanef.org.za](http://www.sanef.org.za)

<sup>4</sup> This of course could be one important area of criticism against Sanef: to have this important survey done without any budget whatsoever. Criticism that this is an indication of how important (or rather: unimportant) this matter is for Sanef, has already been voiced.

The attitudes, perceptions and experiences of both women and men were questioned, in order to attempt to establish recommendations that would facilitate the advancement of women journalists in newsrooms.

The study was done according to socio-scientific qualitative research methodology using a questionnaire as instrument to gather information.

Shortcomings in this survey is that there was no budget available and that the questionnaire had to be done by members of the Diversity Committee of whom no individual was in a position to take ownership of the project due to already over-extended diaries. At the 2005/6 AGM provision was made for a budget amount, but no fundraising could be done for the project.

The real value of such a survey lies in the anecdotal evidence, which can be used for various follow-up studies. Therefore it is recommended that the data collected could be – and should be – used for more analysis to provide for many more layers of understanding.

This survey is called a “snapshot survey” as it tried to capture the feelings and experiences of both women and men editors at a given time.

It was decided that the SANEF membership will be used as the population for the survey. A handful of individuals who were not members, were asked by certain members to respond.

The SANEF administration was instrumental in sending the survey out and collating the findings. The population that it was aimed at was the total SANEF membership, 149, as of the period in March 2006 when it was sent out.

40 respondents completed the questionnaire. Another 10 had comments/replied in some way. If the 40 respondents who completed the questionnaire is considered, 27% of the population completed the survey. This can be regarded as a representative sample of the total population.

For the purposes of the survey, this summary, as well as the full report and raw data was “sanitised” in the sense that all references that could identify people, titles and institutions were removed.

The full report and three addenda are available on [www.SANEF.org.za/Diversity](http://www.SANEF.org.za/Diversity).

### **Findings:**

#### ***Question 1:***

*Your current position in a newsroom: (e.g. reporter, sub-editor, assignment editor, editor)*

**Six editors, a variety of senior news journalists on various senior executive news levels (29 in total) and 5 educators/trainers completed the questionnaire.**

#### ***Question 2:***

*Are you male or female?*

Of the 40 respondents, 25 were female, 14 male, and one responded with “good question” (altogether 62,5% were female, 35% male, and 2.5% not sure). This amounts to two thirds female respondents and one third male. No indication of age was asked, although the next question deals with years’ experience. SANEF’s total membership, at the time of the survey, can be split into 35% female and 65% male (roughly, one third female and two thirds male). The fact that the respondents’ gender reflects the opposite, may indicate the priority with which the issue and the questionnaire is treated by male SANEF members, and by implication, male senior news executives.

**Question 3:**

*Approximate total years’ experience in news:*

Of the 40 respondents, 45% had more than 20 years’ experience, another 45% had between 10 and 20 years’ experience, and 10% had less than 10 years’ experience.

**Question 4:**

*Why do you think are there so few women editors at a senior level across all media in SA?*

One respondent (respondent 2) refrained from answering the question, one was “unsure” (respondent 14), but nevertheless answered the question (stating that “patriarchal business models and a lack of staff turnover” might be a reason, and that “[m]any of the ‘old male editors’ appear to be biding their time until retirement”).

The reasons offered by the respondents can be structured according to the following broader concepts (not in order of importance):

- “discriminatory practices”
- “patriarchy”
- “sexism”
- “prejudice”
- “marginilisation”
- “structural inequalities”
- “historical fact”
- “cultural factors”
- “social injustices”
- “lack of support”
- “lack of career planning for women journalists by media managers”
- “family commitments”

**Question 5:**

*How many women editors are there in your newsroom in relation to men (e.g. 1 out of 5)*

Of the 40 respondents, two declined to answer, and five indicated the question is not applicable to their environments; one indicated just “one” – it is not clear whether it is one woman or one man.

In hindsight, this question should have been phrased/presented more clearly. One response, e.g., reads: “We number only 8 in the newsroom and so there is only one editor, me!”

This question needed to have boxes to fill out, instead of having written answers, as some respondents did not follow the guideline given – *1 out of 5 for example* – resulting in a variety of differently phrased answers.

**The answers given are too varied to draw any real inference.**

***Question 6:***

*What are the obstacles in the way of women becoming senior editors? Please give examples.*

**From “none” (given by a male respondent) to the already established broad concepts as in Question 4, namely a male hegemonic society, stereotypical perceptions, family responsibilities (culture), even that women might be prone to “emotional instability” and not competent, were identified as obstacles for the advancement of women.**

***Question 7:***

*What is the gender policy in your current newsroom?*

One respondent did not answer the question; four respondents answered that the question is not applicable; three respondents answered that they do not know the policy; five answered that such a policy is non-existent, of whom one wrote “We do not have a formal written policy but we do try to give preference to previously disadvantaged”. One answered “Very female-oriented. Only two men out of eight” and another: “I aim it to be approx 50-50 in staff and management”.

**According to South African labour laws, all companies need to have certain equity programmes in place. Yet, from this question, it is clear that certain senior staffers – SANEF members – are not aware of their own policies.**

***Question 8:***

*Are there affirmative action policies in newsrooms concerning gender?*

Three did not answer; one respondent did not think her/his institution needed one; three did not know (one added “presumably”); five answered no; two were not aware of such a policy, for four it was not applicable and four answered “yes” to the question.

**As per previous question, South African labour laws specifically include women as part of the previously disadvantaged groups. Therefore one would expect that certain senior staffers – once again, SANEF members – would be informed of AA policies in their news rooms. From these responses one can conclude that it is not the case.**

**Question 9:**

*If so, how are they monitored for progress against targets?*

11 gave no answer; six said it was not applicable; two did not know and one was not sure.

**One can infer from some of the answers that the application of these policies are not of importance to some senior journalists, as 11 respondents (27,5% of the sample) did not answer the question. Together with those who answered that it is not applicable, who did not know or was not sure, these respondents amount to 20 of the 40, in other words 50%. However, the other 50% gave answers ranging from that it is done at a regional level, that it is done constantly, to that it is done at the editor's level, but "not down the line".**

**Question 10:**

*What attitudes towards women in management are prevalent in newsrooms – positive and negative? Give examples.*

Nine answered "positive"; five answered that it was "negative"; three did not answer; one said she did not know and two said it was not applicable.

**In general, it seems there is improvement regarding acceptance of woman managers, although many prejudices still prevail. One might infer that there is a will, but not yet a way.**

**Question 11:**

*What 'gender sensitivity' regarding the news exists among those women who are in senior positions in the industry? Examples?*

Six respondents did not answer, one was not sure and four answered "not applicable".

**It is clear that women journalists are more gender sensitive dealing with day to day news events. Therefore, one can conclude that a critical mass of women in senior positions will lead to a change in how women – society – are represented in the media. However, it has also been established in various studies that women often perpetuate the existing male constructs of the newsroom environment (as has also been indicated by some of the above respondents).**

**Question 12:**

*What 'gender sensitivity' regarding the news exists among senior men in the newsrooms?*

One respondent did not know; six respondents did not answer, one had "absolutely no idea" and for three it was not applicable; one of them adding: "But I do think senior men think they are gender sensitive when in fact they are not. And the fact that they do not know that they do not know, is even worse than to argue/debate with those who are outright discriminating"

From the responses it seems that men still need to “work” on their gender awareness/sensitivity as the majority of respondents answered the question in the negative.

**Question 13:**

*And, how does this relate to their positions on women staffers and advancement? Examples?*

Altogether 12 respondents did not answer, one was not sure, one had “absolutely no idea”, for four it was not applicable and one did not understand the question.

From the number of non-responses, either questionnaire fatigue started to set in, or it is case of non-importance in terms of the topic (30% of the respondents did not answer). Men’s relation to women staffers and their advancement therefore, one has to conclude, is not an important issue among senior news journalists. This, however, is a serious matter, as it impacts both on how women journalists are treated, and how news content is assessed and represented.

**Question 14:**

*If you were a senior woman editor and have left, why did you leave?*

Altogether 13 respondents did not answer; and 16 indicated that the question was not applicable.

As 14 of the respondents were male, one can infer that the reason why 13 refrained from answering the question is because the question did not apply to them, and rightly so. For those who did reply, it seemed that from retrenchment, to harassment, to pressure, a “sense of isolation”, no support base, undermining, not being taken seriously and no space for flexibility, were reasons why they have left their senior positions. The majority of these realities are indicators for future strategies to address the situation.

**Question 15:**

*What would bring you back to a senior position?*

Altogether 13 respondents did not answer this question, and another 14 indicated that it was not applicable, one adding “but a vicarious answer is: 50 pct of what is out there!!!”

Again, 13 respondents did not answer, which confirms the notion that they might be the majority of the 14 male respondents to whom this question would not be applicable. A change in newsroom environment, applied AA policies, gender awareness, “even playing fields”, a supportive environment and flexible hours would be reasons why women would return to senior positions.

**Question 16:**

*What strategies do you recommend for the advancement of women in newsrooms?*

Altogether seven respondents did not answer this question.



General conscientising, building allies (also among women), business plans supporting gender policies, a willingness by companies to foster changes, training and development programmes, the outlining of career paths, better strategies than just fining non-deliverers in terms of equity laws, facilities (like a crèche), flexible working hours, a supportive and enabling environment, are some of the necessary strategies for the advancement and retention of women in newsrooms.

***Question 17:***

*Any other comments?*

Altogether 18 respondents did not have any additional comments. Still, almost 50% had more to say.

### 3. Full Report

#### **The Glass Ceiling and beyond**

*Realities, challenges and strategies for South African media*

*July 2006*

##### **1. Project:**

This project, named the Glass Ceiling by the SANEF Diversity Committee, sought to establish the realities and challenges women journalists, specifically senior women journalists, in South Africa face, and also to identify strategies for change. It has been conducted through the SANEF Council/Diversity Committee, and the survey was executed during March and April 2006.

##### **2. Background:**

SANEF committed itself to facilitate processes aimed at en-gendering the South African media at its AGM in Durban in June 2003 (AGM 2003).

This was triggered by research presented to the members at the AGM revealing that only 17% of views, images, and stories in the media in 12 Southern African countries reflected the voices/opinions of women, showing that an important section of news was in fact missing from the representation of issues and stories in society (Lowe Morna, 2003). This study also showed that women were severely under-represented as news producers. Research was also presented on the issue of diversity, where representation of the disabled, disadvantaged groups such as people living with AIDS, and others were under-represented or missing in media stories (Bird, 2003). A presentation with the focus on en-gendering journalism curricula (Rabe, 2003) was also discussed.

It was concluded that a much better understanding of the policies, attitudes and practices in newsrooms in relation to gender, diversity and disadvantaged groups in our society is needed – both towards news staff and towards our audiences – if we are to do a better job of reporting society more holistically. This is also a crucial issue for media houses in terms of industry requirements/the labour law, equity targets and transformation.

This study is a follow-up of this identified need. It is, because of a lack of resources, aimed at the issue of gender only, as none of the other important issues could be incorporated at this stage.

The study ultimately would aim to assist news management – in other words editors – to deal with the transformational challenges of media in South Africa today in terms of gender (and diversity).

From women journalists, supported by existing literature (e.g. Goga, 2000; Lowe Morna, 2001; 2003; 2004; Rabe, 2002; 2003; 2004) it is clear that there is a deep underlying lack of understanding of gender issues by (male) managers and editors in our news institutions. In a country where the media is quick to highlight racism, they participate in perpetuating the stereotyping of women and, in some instances, actively marginalising and ridiculing gender

activists (as was the case with Colleen Lowe Morna in a Sunday paper, and Lizette Rabe in a tabloid). In such an atmosphere, it is argued, women journalists will not be able to contribute and participate, as they should, nor will they be promoted as they should.

### **3. Aim:**

The aim of this project thus was to establish various qualitative experiences of women journalists in South African newsrooms. The questionnaire aimed to tap into the experiences, and to obtain a snapshot view of the perceptions of SANEF members<sup>5</sup> on the central question as to why there are so few senior women, especially women editors, after twelve years of a “new” South Africa, and what should be done to redress this imbalance.

However, there was no funding available for this very important project. At the 2005/6 AGM provision was made for a budget amount, but no fundraising could be done for the project.

After delays and cost concerns in getting the research off the ground without any funding<sup>6</sup>, the committee decided it is imperative to fast track this study and focus it specifically on two key aspects, namely to attempt to

- 3.1. identify realities holding back the advancement of women in newsrooms and
- 3.2. recommend strategies that would facilitate an enabling environment.

The attitudes, perceptions and experiences of both women and men were questioned.

### **4. Methodology**

The study was done according to socio-scientific qualitative research methodology using a questionnaire as instrument to gather information.

In terms of a theoretical point of departure, it is accepted that, although we live under a Constitution that entrenches equality, this (still) does not exist within our society, and therefore also not in our newsrooms.

Human rights, as encapsulated in the Bill of Rights in our Constitution, and feminism, as a broad term for the advancement of women in a male hegemonic society (as it also manifests itself within newsrooms), are thus two interchangeable concepts.

It was decided to gather information through a questionnaire, and, because of cost factors, the survey was conducted via e-mail as the most cost-effective method. Surveys and questionnaires are (Berger, 1998:35)

---

<sup>5</sup> To be a member of SANEF, the nominee needs to be in a senior editorial position. See the SANEF Constitution on [www.sanef.org.za](http://www.sanef.org.za)

<sup>6</sup> This of course could be one important area of criticism against Sanef: to have this important survey done without any budget whatsoever. Criticism that this is an indication of how important (or rather: unimportant) this matter is for Sanef, has already been voiced.

two of the most common ways of finding out what people think and do: their beliefs, their opinions, actions they've taken, actions they are contemplating, and so on.

It is an example of “descriptive research” (Berger, 1998:35). Mouton (2001:152) also writes that the results of such a survey would be

predominantly descriptive (as in attitudinal surveys and opinion polls) and causal (or so-called ‘analytical’ surveys).

According to Mouton the strengths of such a survey are that one can generalise if an “appropriate sampling design has been implemented”, that a “high measurement of reliability is achieved thanks to the questionnaire construction” as well as a “high construct validity if proper controls have been implemented” (2001:153).

The instrument to obtain information was a structured questionnaire, and it was sent electronically to potential respondents, namely the full SANEF membership as in March 2006.

Limitations or shortcomings of such surveys could be the lack of depth, but also insider perspective that can lead to criticisms of “surface level” analyses (Mouton, 2001:153). Errors can occur through, amongst others, sampling errors, questionnaire errors, high refusal rates, high non-responses and respondent effects.

Shortcomings in this survey is that there was no budget available and that the questionnaire had to be done by members of the Diversity Committee of whom no individual was in a position to take ownership of the project due to already over-extended diaries.

A further shortcoming is that a pilot questionnaire was not tested to ensure responses according to a uniform model (Question 5 was problematic), but this should not invalidate the qualitative findings that highlight real issues.

The real value of such a survey lies in the anecdotal evidence, which can be used for various follow-up studies. Sometimes unwarranted inferences can be drawn from information obtained in survey research (Berger, 1998:39), but for this reason the questionnaire as well as the full responses are attached.

If the data were to be used for content analysis, many interesting inferences could be drawn from the responses on a variety of levels. An analysis of which responses come from a female or a male source, would, for instance, provide interesting findings. Therefore it is recommended that the data collected could be – and should be – used for more analysis to provide for many more layers of understanding.

This survey is called a “snapshot survey” as it tried to capture the feelings and experiences of both women and men editors at a given time.

The survey was executed as follows:

It was decided that the SANEF membership will be targeted as respondents. A handful of individuals who were not members, were asked by certain members to respond.

The questions were drawn up by the Diversity Sub-committee via e-mail and teleconference. The questionnaire was signed off by the Diversity Sub-committee after which Judy Sandison sent it off via the SANEF national office to members. Lizette Rabe agreed to take responsibility for the analysis and writing-up of the final report and to do the presentation at the SANEF AGM in July 2006.

The SANEF national office was instrumental in sending the survey out and collating the findings. The population that it was aimed at, as indicated earlier, was the total SANEF membership as of the period in March 2006 when it was sent out.

The questionnaire was sent to all (at the time) 149 SANEF members, with a personalised covering letter from SANEF. It was followed-up with non-respondents, three more times, fortnightly, over a two- month period from mid March to mid May 2006.

40 respondents completed the questionnaire. Another 10 had comments/replied in some way. If the 40 respondents who completed the questionnaire is considered, 27% of the population completed the survey. This can be regarded as a representative sample of the total population. This is a high response rate thanks to the system of targeted reminders and personalised e-mails sent out by the SANEF director Joan Roberts and SANEF administrator Precious Enele.

In order not to identify the respondents, as some clearly indicated that they would not want to be identified, the responses were given numbers as they were received. Therefore references will be made to, e.g., Respondent 10 or Respondent 19, if necessary. For the purposes of readability, the responses were edited. Names, titles etc were removed where persons/institutions were identified.

The committee would like to thank those members who took the time to complete the questionnaire.

The full questionnaire and the cover letter, are attached as Addendum A.

The full, collated responses are attached as Addendum B. For the sake of anonymity, all references to individuals and titles/institutions were eliminated.

The full set of responses of the 10 members who replied/commented, but did not complete the questionnaire, is attached as Addendum C.

## **5. Literature review**

No literature review other than the references to the studies of Goga, Lowe Morna and Rabe is included.

## **6. Time frame:**

The project was called for in July 2003, conceptualised from July to November 2005, and executed during the first six months of 2006; the findings to be presented at the 2006 SANEF AGM in July.

## 7. Outputs

The survey will lead to

- A report on the realities women in journalism face, according to those journalists who completed the questionnaire
- Identification of challenges women journalists face
- Recommendations for the way forward.

The outcomes and discussions arising, it is hoped, will improve the capacity of news management to deal with the transformational challenges in terms of gender in South African media.

This full report can be downloaded from [www.SANEF.org.za/Diversity](http://www.SANEF.org.za/Diversity)

## 8. Responses:

The responses to the 17 questions will now be dealt with:

### **Question 1:**

*Your current position in a newsroom: (e.g. reporter, sub-editor, assignment editor, editor)*

The 40 respondents gave their positions/titles as follows:

Africa editor:	1
Assignment editor:	2
Assistant editor:	2
Bureau chief:	1
Co-ordinator: supplement:	1
Deputy editor:	3
Deputy news editor:	1
Editor & publisher:	1
Editor at large:	1
Editor:	6
Editorial consultant:	1
Educator:	4
Executive editor:	1
Executive producer:	1
Former news reporter:	1
Forward planning editor:	1
Freelance journalist and media trainer:	1
Group editor in chief:	1
Managing editor:	2
News editor:	2
Online editor:	1
Publisher: online:	1
Senior assistant editor:	1
Senior reporter:	1
Senior sub-editor:	1
Trainer:	1

***Finding:***

Six editors, a variety of senior news journalists on various senior executive news levels and five educators/trainers completed the questionnaire.

***Question 2:***

*Are you male or female?*

Of the 40 respondents, 25 were female, 14 male, and one responded with “good question”.

***Finding:***

Of the sample of 40, altogether 62,5% were female, 35% male, and 2.5% not sure (roughly, two-thirds female and one-third male). No indication of age was asked, although the next question deals with years’ experience. SANEF’s total membership, at the time of the survey, can be split into 35% female and 64% male (roughly, one-third female and two-thirds male). The fact that the respondents’ gender reflects the opposite, may indicate the priority with which the issue and the questionnaire is treated by male SANEF members, and by implication male senior news executives.

***Question 3:***

*Approximate total years’ experience in news:*

50 years and more:	1
40 years and more:	1
30 years and more:	8
20 years and more:	8
10 years and more:	18
Less than 10 years:	4

***Finding:***

Of the 40 respondents, 45% had more than 20 years’ experience, another 45% had between 10 and 20 years’ experience, and 10% had less than 10 years’ experience.

***Question 4:***

*Why do you think are there so few women editors at a senior level across all media in SA?*

One respondent (respondent 2) refrained from answering the question, one was “unsure” (respondent 14), but nevertheless answered the question (stating that “patriarchal business models and a lack of staff turnover” might be a reason, and that “[m]any of the ‘old male editors’ appear to be biding their time until retirement”).

The finding below is supported by these responses – some of them long, but then even more insightful:

- “Historically fewer women than men regarded journalism as a career”
- “Decades ago far fewer women were interested in senior positions and older white male managers were blinkered so did not see them as prospects worth training”

- “Marriage shortened the careers of many women”
- “South Africa is a male-dominated society”
- “Although (fashion) magazines have female editors, newspapers are still the domain of male editors”
- “Men are reluctant to relinquish their positions and to not give women opportunities for fear they will be usurped”
- “Past discriminatory policies”
- “Due in part to historical legacies and in part to continuing social conditions (including employment environment) that make it difficult for women to balance family life with executive positions, coupled with the persistent prejudicial notion that men are better in leadership positions than women”
- “The job of a daily or weekly newspaper editor might be enviable – the life is not and the family life is certainly not. Women who have the choice often seem to choose jobs which provide a service and which offer personal satisfaction, rather than those who entail the exercise of power and authority. Those who don’t have a choice get the really lousy jobs. And (maybe) the really lucky ones don’t go to work at all. Having said all that, there are undoubtedly prejudices against women in male-dominated organisations”
- “There is no support for women at junior level to support their rise to the top. Even women at the top do not support women, even when they give lip service to women’s empowerment on the pages of their own newspapers. Black men especially, do not empower women (of all colours)”
- “Built-in structural inequalities such as pay and promotion differentials and, more so, cultural factors which include the prevailing mindset in the media, sexism, and women’s perceptions of themselves and the situation”
- “They remain ‘invisible’ – culture of maledom, not merit”
- “I think that the world of journalism and newsrooms, especially the management and finances thereof, are still a very patriarchally-orientated world where men are traditionally seen as the ‘rulers’ and women still seen as competitors for males. I also believe that the world of editors incorporate the perception that a person in such a position should be a very assertive, responsible and almost forceful character – attributes which all women possess, but which go against the grain of what women should be in the eyes of society (nurturing, caring, soft, gentle, bla bla bla)”
- “Because the environment is very male dominated and it is difficult for women to break through into senior positions. I think another contributing factor is that women often have to make the choice between taking on more responsibility and juggling responsibilities of motherhood. Because the working environment is often hostile, they are not able to manage both, so opt to take a back seat”
- “South African newsrooms have reflected the situation within South Africa’s male dominated society”
- “I’m actually not sure of the stats on this and so it’s difficult to comment. Ultimately, though there evidently is a problem, and I think it is because of patriarchal business models and a lack of staff turnover. Many of the ‘old male editors’ appear to be biding their time until retirement”
- “There is a myriad answers to such a broad question. But... primarily, when all the political correctness and posturing is stripped away, it’s simply because media owners



have no real, driving ‘business model’ need to ensure potential women editors are developed and mentored to build enough real, underlying experience so that they have at least a chance of success should they overcome other obstacles and actually be appointed. Look at how much effort and investment has been put in by owners into having skilled black/African male editors of standing and substance running their media titles. Yes, there have been few failed appointments (not always the incumbent’s fault!) but the course was stayed and results are there to be seen. Not only that, but there is a continually growing band of probably even more skilled and seasoned future black male editors. Has this been done with prospective women editors? Let alone African women? Mostly, it appears not: maybe the obstacles are seen as too big to tackle now. The field has also been rather soured by some truly bad (again, not necessarily the incumbent’s fault) appointments in the past. These appointments were surely well-intended, but with hindsight definitely wishful and rushed through without a firm, realistic commitment to support and carry-through”

- “The women concerned were either marooned editorially, fell dramatically short of hugely unrealistic expectations, or saw the writing on the wall within the first few months and fled to much more lucrative, better appreciated positions elsewhere. The industry has lost some powerful talent already, and it seems a permanent loss. A second factor I think is important is that of perceptions that there is a ‘male’ resistance in newsrooms, mostly covertly but even overtly, to ‘making way’ for women journalists to work their careers upwards meaningfully and NOT just be the features, women’s, and entertainment pages editor. Barely a few years ago still, I had a number of black African male staffers who were absolutely open and unrecalcitrant about their resistance to taking any direction from women superiors; least of all a black African woman and, especially so, one who may be younger than them. Yes, this and other prejudiced/culturally/traditionally based resistance among white males too, is still ‘out there’ to varying degrees, but I’m sure it’s really on its way out. In contrast, I’m seeing and hearing more and more positive words and understanding of not just the need, but the desirability and benefits, of having more women editors. And it’s not just the stereotypical anecdotes about the ‘girls’ being more reliable, competent, efficient, innovative, resilient and honest with their expenses than the ‘boys!’ As an editor, comparing the ‘material’ to hand ten, even five, years ago to what’s on offer now, I’m tremendously encouraged and positive about the growing band of ambitious, well-educated, determined, smart, confident, young, women black/African journalists knocking on our doors. Many of these definitely have what it takes. They are determined to build the skills and experience base and, regardless of whether it’s seen as a good thing or a bad thing, have started to reject and break free from (male? matriarchal?) cultural and societal expectations of what good, docile, obedient young black women should be doing. More and more of them will be making their mark in a few years’ time”
- “It’s a question of economics. White males in the media thrived under apartheid, suppressing everyone else, particularly black women, as they tied up the top spots and the gravy for themselves. In post-apartheid SA some black males not willing to rock the boat have been allowed into the white male club, and together they now conspire to keep the front row at the trough for themselves. Black men don't care more about women simply because they are black. Just like a white woman doesn't necessarily favour a black woman over a white male”

- “Sexism and discrimination against women in the work place are alive and well. Women are perceived to make poorer leaders and generally do not get the respect they deserve from males in the newsroom”
- “There is no personally structured career path worked out for any woman reporter to get there (it’s usually trial and error gaining experience such as political and business reporting more by accident than design). A woman must still work twice as hard to get anywhere, and even then she has to make a noise to point out her achievements and be considered for promotions... often senior appointments are just done in-house and not advertised properly. On the other hand, some senior jobs are so fraught with internal politics that take one’s focus away from the job itself that this puts some women off”
- “There are many reasons for this unacceptable state of affairs. Briefly, these are: the lack of policies to empower women journalists within media companies; the dominance of men in leadership positions, including of media firms (these men don’t prioritise the empowerment of women but of men, the attitudes of these bosses is also not helpful to women journalists who aspire for higher editorial office); the lack of management skills among women (also caused by the skewed policies of media companies); lack of formal journalism education among women journalists (especially true in the past, might have changed now) to prepare them for promotion to senior editorial position; plus society’s wrong belief – nurtured by tradition and practice – that journalism is a profession for mostly men”
- “I think there are few women in the industry because women are marginalised and are not seen as strong and firm enough to take decisions which I think is a stereotype”
- “Print is traditionally very sexist. In broadcasting there is a higher percentage of female editorial staff”
- “As a result of past biases, I believe these are being addressed and time will create more balance”
- “Possible reasons include: (a) fewer numbers of women journalists stay the course than those that begin the race; (b) most of those that do, often follow ‘soft beats’ that do not adequately prepare them for general management tasks/so most never focus outside of those beats; (c) invariably, the orientation is that journalism and media work generally is about glamour. Sweat, tears and pain, rewarded with poor pay, are the realities though”
- “One of the main reasons is that once a woman becomes a mother there is very little done to accommodate her. In other words, there is no accommodation of a woman who needs a flexible working day – not a shorter day, just a more flexible one. In fact working a flexible day and being measured on your output often means you work harder and longer. I think there should be a more creative approach to managing people – putting them on performance contracts and measuring them on the quality and quantity of work they produce would be the first step. In other words we need to move away from the bums on seats approach – there are so many examples of journalists who are in the office for the conventional eight hour day but produce very little from one week to the next. I know there has been abuse of the whole flexible day thing in the past, but measured and managed properly, this can really work and newsrooms would retain experienced journalists”

- “One of the determining factors in promotions is experience. Whether this should be fundamental criterion or not is moot. Considering experience, women would be at a disadvantage because of the ratio of male to female at entry level say 10 or 20 years ago. This is a very subjective generalisation because the conditions vary from newsroom to newsroom. Unavailability of competent leaders; prejudice against women stemming from a patriarchal mindset is another and so the list goes on”
- “In some cases, women are not considered as suitable candidates for editorship positions as they are considered by management to have a range of responsibilities, including personal, that might impinge on their editorship duties”
- “I think women, in some cases, are not considered because they are perceived as lacking the tenacity and other qualities associated with this position”
- “A lack of political will; a view that ‘editor’ equals male; push factors in a tough industry. By the latter I mean that journalism is 24/7 work and workplaces do not take account of the impact on family responsibility. I don’t know, for example, if I could do this work if I had children. There is a lot of external work: interviews, functions, travels, etc that are intrinsic. But the biggest factor is political will. Until my own appointment, my image of ‘editor’ was always male; it was never a position I aspired to because I never saw it within my purview. Awful, isn’t it, but it’s the truth. That said, I think that when we look at women editors, we often only think print and discount the role of our sisters at magazines, radio and television, which is a very belittling thing to do as those spheres are arguably more influential. I am thinking here of [several names are mentioned]. I think we also need to do an audit because there may be more women in leadership roles than we think and the strategy and tactics we have to use is different. If the debate is about getting more women into general leadership roles then our campaign will be slightly different to ensuring that women must move from number two to number one; or if acting roles must be made permanent”
- “Traditionally, apart from magazines catering specifically for women, there appears to have been a certain mindset regarding women in editorship positions. Also, after 1994, there was a significant effort to address the racial imbalances with emphasis on the advancement of men in the workplace. It is only now that owners appear to realise that there are very few women in these positions”
- “Cannot comment on all media, but in magazine journalism at [company] there are many more senior women than men”
- “Newsrooms reflect the status quo of society – the Zuma rape trial alone highlighted, through reactions to what was being carried, the complexity of power relationships between men and women. It highlighted the dominant perception of what women are and their place in society. Look at the captains of industry: How many people of colour, never mind women, are there? Why does Cosatu, made up of a majority of female members, need quotas for women among their leadership? Yet it is interesting how many entrepreneurial companies ARE led by women. What is the difference? They do not have to deal with corporate culture”
- “Male hegemony of the media; institutional discrimination”
- “I don't think there are ‘few’ – look at the magazine sector and you’ll see many. The problem is that women are less likely to attain that position within news journalism. There are fewer women to choose from at the right level of seniority – this reflects a

history of sexism in recruitment and directing female journalists into ‘women’s’ areas, which is now definitely changing, albeit slowly. But I can also see many instances in which newsrooms will ‘take a chance’ on promoting a younger male journalist who is not at an appropriately senior level, where they won’t do the same with a woman. This may reflect the need to meet equity targets, or a strongly gender-defined understanding of the characteristics needed to be an effective editor. (You know the saying: he’s dynamic and forceful; she’s a bitch.) But to explore this needs a different type of study: not anecdotal answers, as questions like these will produce, but rather a study based on interaction studies in newsrooms & discourse analysis”

- “It’s a reflection of the general trend in management – and maybe women do not want to be editors”
- “I suspect this question is inaccurate. What is meant by ‘all’ media; does it include provincial and community newspapers, magazines? I believe the ‘all’ in this question applies to mainstream print and broadcast. If all media were taken into account, there may very well be a majority of women editors and women in senior positions, taking into account the large number of women’s magazines and women occupancy in positions on those publications. If only mainstream is being discussed, the answer probably is: because many women have difficulty working in a short deadline environment such as a daily. They are more comfortable working on a magazine where the deadlines are less demanding and can even be flexible. That is taking into account married women with family responsibilities. I should also imagine that because women tend to go to the magazines or magazine type jobs on newspapers (such as [name] at [publication]) the newsroom tends to fill with males. I cannot imagine any editor having ‘a thing’ about women as against men in the newsroom. I appointed the first woman [beat] in SA and the first woman [beat] and also employed women in other capacities and my experience was that they were professional, competent, quick and diligent”
- “I actually think there is a fairly good sprinkling of women in journalism, especially at junior level, but I think the ranks thin out considerably when it comes to senior editorial management. Ironically, I think there are less women in the senior ranks than there were a couple of years ago. Partly because the women who came up in the 70s and 80s and had senior positions have either retired, or left journalism to pursue more lucrative pastures. I think they are not hanging in there as men are doing. Partly because discrimination still exists against women (and gay men for that matter) and partly because journalism is a very demanding profession and when combined with motherhood, something has got to give. I think women tend to leave at a certain stage to take up other jobs which are more nine to five. Oddly enough, I’m not sure whether it has something to do with the nature of the profession, but most women journalists I know, who are mothers, are single mothers. So the difficulties are clear”
- “Because in the minds of most South African men – there are of course exceptions – women simply are not equal, intellectually or in any other way, to men. Ours is a very paternalistic society and that has changed very little in 30 years. Also because women generally seem less interested in having power or authority over others than men are”
- “Unless companies create positions for senior women, there are very few editor positions in the country and turnover is very slow. However, given that, a general lack of succession planning, lack of ongoing skills development at senior level, a

- sense of isolation at executive level and high turnover in middle management are – in my view – the key factors in low levels of women at executive level”
- “Image of women by male executives (and women themselves) as strong in support roles; lack of opportunity during a very male-dominated era[area?]; shift now to black empowerment; lingering concerns about women’s ability and commitment; shortage of strong women staying in newspapers (many move on to other media)”
  - “I think there may be more than there used to be, which is good. But with the push towards BEE there are very few black women at senior levels and white women may be getting sidelined for black males. I think in the past very few black women saw journalism as a possible career choice. But I think that's changing – in the cadet and internship programmes I have been involved with the majority of the young journo’s are women. We’ve just got to hope they stay in the profession. Pay is, of course an issue. Media doesn’t always pay people enough and PR companies can all too easily poach young, efficient and well groomed women who want to be financially independent”
  - “The media management rung remains a very unfriendly environment for women editors, particularly black women. While the contract stipulates senior editorial executive/editor, the actual job floor or workplace (news room) has not been fully enabled to accommodate women editors. Apart from the sexism that prevails in such higher decision making positions from male colleagues, there are also deep-seated prejudiced attitudes that I encountered from both male and especially female colleagues and subordinates. As a black editor I had to not only prove myself to my male superiors but also my white staffers. I also think that the job of editor is difficult and not conducive to women wanting to raise a family and achieve balance in her personal life. I felt that if I had a ‘wife’ then maybe things would have been a lot more easier – having to be a partner, mother to my children and the children at work, dogsbody for people’s frustrations, professional, and career woman led to executive burn-out. As a woman editor with children I was often treated with distrust if I had to take time off to tend to my kids. I also found that ‘maternity leave’ meant taking time off ‘to a mental institution’ because upon my return all my decisions were questioned twice as much as before. This attitude was prevalent from both men and women colleagues with no children”

***Finding:***

The reasons offered by the respondents can be structured according to the following broader concepts (not in order of importance):

- “discriminatory practices”
- “patriarchy”
- “sexism”
- “prejudice”
- “marginalisation”
- “structural inequalities”
- “historical fact”
- “cultural factors”
- “social injustices”
- “lack of support”

- “lack of career planning for women journalists by media managers”
- “family commitments”

**Question 5:**

*How many women editors are there in your newsroom in relation to men (e.g. 1 out of 5)*

Of the 40 respondents, two declined to answer, and five indicated the question is not applicable to their environments; one indicated just “one” – it is not clear whether it is one woman or one man.

In hindsight, this question should have been phrased/presented more clearly. One response, e.g., reads: “We number only 8 in the newsroom and so there is only one editor, me!”

This question needed to have boxes to fill out, instead of having written answers, as some respondents did not follow the guideline given – *1 out of 5 for example* – resulting in a variety of different phrased answers. Nevertheless, where numbers in responses could be calculated, the answers are given as numbers; otherwise the full response is added:

- 3 out of 6
- 10 out of 24
- 2 out of 4
- 5 out of 14
- 3 out of 9 (with three most important positions occupied by men)
- 6 out of 11
- 2 out of 6
- 3 out of 7
- 1 out of 12
- 4 out of 10
- 2 out of 4
- About 5 out of 13
- 1 out of 7
- 6 out of 8
- 6 out of 6
- 5 out of 8
- 9 out of 10
- 3 out of 8 (the women are more junior)
- 4 out of four are women
- 1 out of 10
- 1 out of 3

Responses were:

- “We number only 8 in the newsroom and so there is only one editor, me!”
- “[D]ifficult to respond accurately in terms of our editorial structure. We’ve had senior dept heads, assistant news editors, acting news editors, bureau chiefs in the past; mostly with excellent results. Most of these have been poached away or lured to other professions offering more lifestyle satisfaction than a 24-hour hard-news environment. Out of a total editorial complement of 36, we have currently one

- woman bureau chief, an acting assistant news editor, and a former assistant news editor who has kept her ranking but chose to move back into field reporting on top assignments. We have one former assistant news editor who resigned but returned after a couple of years and is now specially accommodated on an office-hours Mon-Fri only position to fit her child-care arrangements. It's not a compassionate arrangement; she produces the goods as a senior staffer when we need it during those hours and the arrangement is mutually satisfying"
- "All women"
  - "1 editor in my section( myself) but I am 1 of only a handful of women editors in my organisation"
  - At the [title], my deputy, [name], was a woman, and there were three other substantive editors in charge of sections of the newspaper. I subsequently promoted [name] to being the first women editor-in-chief of any newspaper in [country] when I left the [group] in [year]. When I joined [group], I employed [name] as editor of the [title], the first woman head of [group]'s best-selling newspaper. There were at least three other women journalists who were sectional editors at the [group] at the time in a staff of about 20 journalists"
  - "On [title] they are all male, unfortunately, but the staff size is small at only 9, so I wouldn't take this as reflective. On [title] a large proportion of senior, management roles in editorial newsroom are female."
  - "Mine is a different situation because I moved to the magazine world where there obviously are far more women and the gender issues covered in the questions below are not really relevant"
  - "There are no women editors on the newspaper I work for. We have a female chief sub and there's me who functions as an editor but does not have a formal title. That's it"
  - "Split here is 50/50 with female news editor and male chief sub; two male assistant editors and a woman executive and acting editor"
  - "It's about 1 out of 2 = half"

***Finding:***

**The answers given are too varied to draw any real inference from.**

***Question 6:***

*What are the obstacles in the way of women becoming senior editors? Please give examples.*

Three respondents did not answer the question.

The following responses support the conclusion below:

- "None at [title]"
- "Few obstacles at regional level. Situation in [city] might be slanted more in favour of men, but difficult to assess from [city]. The main obstacle to a woman getting a senior post could be that a man has been in the position she hopes to occupy for a long time. Her only way of getting a promotion would be if he resigns, retires and is redeployed"

- “Black and white men who are resistant to change. Check [name]’s hiring practices since he became editor – he’s taken on lots of people without advertising a single position, and I’m not sure I know about each one, so I can’t quantify”
- “Women still having first responsibility for raising children in a couple. Many single mothers, which means they can’t work late hours, network at functions etc.”
- “Discrimination, decision-making about jobs still in male hands”
- “Babies, less driven to excel competitively, less ruthlessness, top bosses still inherently male inclined”
- “Prejudice, employment conditions”
- “None of which I am aware. At least two turned down promotions for reasons of ‘stress’ (details available in confidence), which has never, in my experience, happened with a man offered a promotion, but two is not a sample from which generalisations can be drawn”
- “Differences in pay and promotion practices, a prevailing mindset and sexism, working conditions such as working hours, and women’s own perceptions”
- “Static newsroom cultures”
- “Male editors. Male publishers”
- “Stereotypical negative perceptions of competence and emotional stability”
- “Little awareness of alternative perceptions, means to unlock them”
- “In my environment, women have to work twice as hard as men to get a promotion, and have to compete with men. Many women are single-parents and have to take care of a full life at home with children, while the majority of men do not have those obligations”
- “The aggressive and often hostile environment of newsrooms. This means that women have to be particularly aggressive if they want to break through. Many aren’t inclined, or don’t have the capacity, to be aggressive. The hostile environment includes being ignored, being undermined, being belittled, and assumptions about competence (i.e. an assumption that women are less competent). This works across colour – black men are as unsympathetic to black women as white men are to white women. Have also found that black men are particularly hostile to white women who they feel should move out of the way”
- “At present I don’t think there are many obstacles because newsrooms are wanting to be gender and politically correct, the problem is that women, like blacks, are promoted to senior positions but there is a level of tokenism here because the power still lies with the men who get to go to the senior management meetings, keep information to themselves etc”
- “I have not really encountered many barriers, personally, but am in a new-school industry and company which recognises that women need to be developed and boosted. I am very fortunate. Having said that, my observations are that women are often still side-lined and disregarded as being ‘mothers and wives’ and are not entrusted with these top positions”
- “[I]t’s a reality that the factors identified in other industries as preventing women’s career growth beyond middle management do count, especially where a husband-wife couple are both professionals. We have one classical example in our newsroom where a senior woman journalist’s husband also works in the media. Both have



demanding roles professionally and domestically with child-care etc, but whenever there's an un-anticipated crisis, it's the woman journalist who has to break away from work to sort things out. The pressure on the husband NOT to be seen giving way at work to domestic demands and crises is just too much. Maybe, if the pressure on him was not that great, and he felt entitled to and comfortable about putting even urgent work to one side to take frontline care of that child's split lip at school, things would even out a little"

- "Prejudice is still a factor, especially the higher you go – overt and covert. On the other hand, there have been a handful of male mentors in my career who have gone out of their way to facilitate my progress from time to time, and my first promotion to editor was heralded by huge support for me from the mostly black male newsroom!"
- "In general obstacles are men's thinking power against their fellow colleagues' wrong perceptions about women as leaders. E.g. if you're a strong woman with good decision making men perceive you to be rude"
- "We have several senior posts in [institution] that have been earmarked for black females – however, because black females are in such demand, they would not accept salaries that are on offer"
- "I am not sure, however I can cite an example given by my wife who is also a journalist who says that pregnancy and bringing up a child unfairly affects women's careers. This may be a factor?"
- "In my case the editorial structure provides for one Assignment editor. Whenever I am on leave or unavailable for duty I appoint a woman member, even though she is a relative[ly] junior member. I've also experimented with rotating stewardship but there had been a reluctance on the part of two others to assume editorial responsibilities"
- "In our organisation, there are no obstacles"
- "I believe that advancing women in the newsroom has largely been an afterthought. Women were restricted to women's interest sections and it was rare that women became news editors or political editors. This would certainly have been the case pre-1994. It is interesting to find that there are only two women newspaper editors in the country. To me, it indicates, a lack of willingness to appoint women into these positions. I also believe that women partly impose the glass ceiling on themselves by not pushing the boundaries. Men learn very quickly about the value of networking and being vocal about their ambitions. Most women tend to be wall flowers of their careers; they expect people will just notice their dedication and hard work. In a corporate environment this does not happen automatically"
- "None in my experience"
- "Testosterone-dominated organisations do not take women seriously at higher levels. Interesting that these are the levels where skills are not the only requirement, but also the ability to fit in and perpetuate that establishment. In newspapers, women are rarely accepted at the upper levels of the organisation. It is unusual to see women going above assistant editor, with the ceiling normally around news editor/chief-sub level (Paterson Grade D3)
- "Not being part of the 'boys' club'; not getting nominated for development opportunities (boys stick together); women are still trapped in the social construct of

also being the ‘housewife’, in other words the one responsible for household chores; in terms of parenting, having still to be the primary caregiver in a family – in other words: to have a career, be the traditional housewife and care for the children; lastly: women are not empowered and mentored to believe in themselves, that they can fill a senior position, because women also buy into the perception that they cannot ‘compete’ with men, cannot be ‘as good as men’, etc, when they in fact can do things better than men”

- “Employers with no understanding of the varieties of experience, communication and management styles that can make an effective editor (they appoint in their own image). Employers who do not provide workplace childcare etc, facilities for staffers at more junior levels than editor, so hampering women from getting a sufficiently wide range of earlier experience (and, linked to this, no effective journalists’ unions anymore that could fight for such facilities)”
- “Old boys’ clubs where assignments, policies etc are discussed at golf clubs, in bars etc, virtually forcing women to adopt a male-defined social life to be ‘one of the boys’ – or be left out. (Linked to which, look at the distressing amount of alcohol abuse among young women reporters – go to any media function to see it.)
- “A ‘macho’ newsroom discourse to which many women are culturally outsiders & which they find alien & sometimes undermining, especially on the ‘tough’ beats such as crime. This doesn't keep women out completely, and we can all name individuals who’ve scored significant success, but it probably means fewer women succeed in the high-profile areas of the paper where reporters score promotion brownie points”
- “In my opinion and experience in [province] the ‘heavy’ beats that usually paves the way towards becoming an editor, namely politics, go historically to men. No women political reporters at [group] – there are a few at Parliament however”
- “As far as I am aware there should be no obstacles to the promotion of women who are in the newsroom. The main obstacles are mentioned above, combining motherhood with a very demanding career which is no respecter of personal or family needs. Also there is distinct old boys’ network still operating which is to some degree keeping women out, but also women are not being aggressive enough in pursuing senior positions. Another possibility is that women, especially white women, is being passed over in favour of black men”
- “They are partly circumstantial – most women have to take at least some time out of their careers if they have children and cannot always catch up – but also, as mentioned above, they are simply not seen as equals by the vast majority of men, who still hold the reins of power in all news organisations. Examples: Women are patronised and their opinions do not appear to be taken as seriously as those of men. This can be subtle, like jokes made at their expense when they give their opinions, or teasing. It seems friendly and even affectionate, but it is actually demeaning. Women are not promoted in any numbers, largely again because of the underlying attitude that they are not equal and that men are more deserving ‘because they have families to support’. Many women have huge financial commitments like ageing parents to support or children or relatives to educate but I have never heard this mentioned like the traditional view of men as breadwinners”
- “Existing networking structures – a male network still exists to a large degree; general sense of isolation – that you have to play a ‘male game’ to get ahead at senior level; women tend to be the foot soldiers in the newsroom – they seldom take the

- ‘glamour’ beats of politics etc and so are not on the fast track for senior executive positions”
- “Concerns about women’s ability and commitment, shortage of women seen to fit the profile, no role-model in our company means while women can achieve, the ultimate prize (editorship) has not been given”
  - “I’m a bit too new here to know if there are obstacles. I haven’t come across any, but from my perspective – even if I wanted to one day be editor, I probably couldn’t because I’m white”
  - “Racism: In the main white male subordinates generally took up the position that as a black woman editor I lacked decision-making and is a ‘window dressing’ position, while female white subordinates, mainly those a few years younger than myself felt threatened, used me as a punching bag during PMT or often ignored my suggestions and preferred to gossip with the men about their perception of my worth. In fact women colleagues – those whom I perceived to be ‘emotionally immature’ as a result of personal relationship problems, sexual identity crises and who were victims of sexual or physical abuse in their relationships, were the most hurtful and would stop at nothing from publicly humiliating my decision-making through constant questioning and reporting of my actions to the male superior. Support from mature/liberal protagonists: On the other hand, women subordinates who were career-orientated and able to make decisions on a mature level, were more accommodating, supportive and accepting of my role as a woman editor. I received widespread support from black journalists – men and women – and often felt I had to protect them from their ‘white’ colleagues who were dead set against transformation”

***Finding:***

From “none” (given by a male respondent) to the already established broad concepts as in Question 4, namely a male hegemonic society, stereotypical perceptions, family responsibilities (culture), even that women might be prone to “emotional instability” and not competent, were identified as obstacles for the advancement of women.

***Question 7:***

*What is the gender policy in your current newsroom?*

One respondent did not answer the question; four respondents answered that the question is not applicable; three respondents answered that they do not know the policy; five answered that such a policy is non-existent, of whom one wrote “We do not have a formal written policy but we do try to give preference to previously disadvantaged”. One answered “Very female-oriented. Only two men out of eight” and another: “I aim it to be approx 50-50 in staff and management”.

The conclusion below is supported by the following responses:

- “Men and women are treated as equal. We are actually experiencing a shortage of male reporters and sub editors”
- “That women must be given a chance for promotion or advancing their careers. This ties in with the general gender policy of the [group]. (This is readily available)”

- “Equality. But I think there are more women than men in our current configuration but it changes monthly”
- “Equal opportunities employer”
- “The organisation maintains that they have a gender and equity policy, but the picture in reality differs from these intentions. I recently wrote a letter to the personnel news medium on the representation of women v men in photographs used in the [institutions]’s marketing and communication strategy. This, by itself, tells a very negative picture. When women are actually photographed, it mostly portrays ‘pretty girls’ such as Rag Queens, Champagne Girls at Intervarsities and pretty spectators at games where the players are male”
- “There is much more of a focus on equity policy than gender policy. There are equity targets for black women”
- “We don’t have a formalised one. It’s a very small newsroom and nobody’s afraid to have their say on gender and any other issue, and to influence decisions on these matters. It’s probably naïve on my part, but as long as the editor and people in charge are aware of the needs and requirements, and are intent also on driving them through in practice, pragmatically and sensibly, it’s probably better than having a dusty piece of paper on the notice board. Also, the issue of “equal work, equal pay” has not been an issue for years now”
- “There were no specific policies on women empowerment in all the news groups that I worked in”
- “Gender policy in my newsroom is to give women equal status as men”
- “We are AA – so we promote affirmative action appointments – black appointments and female appointments”
- “Affirmative action in respect of pdi’s including women”
- “Non-discriminatory”
- “Our newsroom does not have a gender policy. Most of the people working in our newsroom are women, this happened by default rather than design”
- “My gender policy is aligned to the employment equity laws, but I am striving for 50:50 women in general staff and at leadership level. Equality means 50:50. I think we work in a gender empowering newsroom”
- “There is no official gender policy, but I am very cognisant of the fact that there needs to be racial and gender equality and inclusivity”
- “We have been trying to redress the balance male/female by appointing more males – generally the best potential appointee wins, gender irrelevant”
- “I’ve trained in three [institutions] over the past three months. None has an explicit gender policy written down anywhere, but if the question is asked, of course, everyone is in favour of equity & diversity!”
- “If there is a clear gender policy in this newsroom I’m not aware of it”
- “I don’t think there is a specific gender policy, but women are among the previously disadvantaged groups that are supposed to be given preference in terms of the affirmative action policies of the company and of the country”
- “The goal is to counteract the years and years of preference and privilege enjoyed by white men – but some white men now seem to see the attempt to advantage others as discriminatory and, out of sympathy for the ‘victims’, very often their friends,

appoint them whenever they can, even by bending the rules. This might be very kind and helpful and be motivated by the best intentions in the world, but it is not going to address gender or racial inequities”

- “Staff selected on merit, but do try for balance to reflect the society we serve”
- “I don’t know yet – but it’s very mixed – lots of women at all levels”
- “Not sure. But in my previous positions I had instituted [incomplete sentence]”

***Finding:***

**According to South African labour laws, all companies need to have certain equity programmes in place. Yet, from this question, it is clear that certain senior staffers – SANEF members – are not aware of their own policies.**

***Question 8:***

*Are there affirmative action policies in newsrooms concerning gender?*

On this question, the following was recorded:

Three did not answer; one respondent did not think her/his institution needed one; three did not know (one added “presumably”); five answered no; two were not aware of such a policy, for four it was not applicable and four answered “yes” to the question.

Responses read:

- “The same as previous question. Yes there is”
- “Not especially. If ever there had been two equal candidates we would have favoured the female, until we reached 50-50. The gender balance was solving itself (perhaps because the door was open); finding or developing senior black staff was the more demanding problem”
- “There are targets, as mentioned above. The presence of women as deputy and as a projects editor I think makes a difference to the promotion (and protection) of women”
- “This has not been a problem and therefore has not been a policy”
- “Nothing formal”
- “I’m led to believe there are”
- “To some extent. We have employment equity targets as set by the Department of Labour”
- “Affirmative policies – as above”
- “We are subject to company targets”
- “I have not encountered any, but I believe the [title] has one. Most codes of conduct deal with harassment, but that’s a negative provision, not a positive one”
- “One distressing thing I do see, paradoxically, is some titles (particularly within one major media house I know) getting their equity targets on track by actually recruiting white women on e.g. learnerships and still having shocking recruitment and support policies for junior candidates of colour”
- “I am not that well acquainted with newsroom policy or what happens in large newsrooms; my newsroom does not employ staff”

- “There is a policy, although as a foot soldier it is hard to get facts and figures. Certain affirmative action quotas were set by companies in terms of government policy. I believe the advancement of women as a previously disadvantaged group was included in the quotas in the company I work for”
- “No, concerning race”
- “Presumably, but again not altogether sure at [title]. At [title] – yes there were specific hiring policies”
- “I assume so. Previous workplaces policies included affirmative action criteria”

***Finding:***

**As per previous question, South African labour laws specifically include women as part of the previously disadvantaged groups. Therefore one would expect that certain senior staffers – once again, SANEF members – would be informed of AA policies in their news rooms. From these responses one can conclude that it is not the case.**

***Question 9:***

*If so, how are they monitored for progress against targets?*

This question was answered as follows:

11 gave no answer; six said it was not applicable; two did not know and one was not sure. Responses read as follows:

- “This is done at regional office level as well as at Johannesburg HQ”
- “They should be submitting annual equity and training reports to the department of labour”
- “Constantly”
- “We counted every so often. Reached a major target on Women’s Day 2004 when the women on the staff produced the entire editorial content of the [title], including sport and finance. Then they all had the holiday on Women’s Day and the men worked. (An achievement which [title] declined to report.)”
- “It is being done, but people seldom leave their positions at a [institution]. The change, therefore is very slow. All competition for promotion is done against the same budgetary allowances”
- “The editor yes, but not down the line”
- “Answer: simple, percentage/numbers male: female ratio comparisons at the various levels from one quarter to the next. It’s realistic also to expect setbacks after a period of improving ratios”
- “On stats only... I believe”
- “There are targets set by our management, but I am not aware of them (I should be)”
- “It is the management performance task of the editor”
- “So far appointments have not been made on strict performance measurement – at least that is what I suspect”
- “We’re small, so it’s easy for me to tell whether or not we are progressing”

- “We have, together with our Human Resources Department, evaluated the number of women in management positions as opposed to the ideal number that we should have”
- “When we fill vacant or new posts this is taken into consideration. Obviously, it is not always possible to find the quality of staff – even while making allowances for potential – to fill the positions”
- “We count on our fingers – the staff is not huge!”
- “Shrinking newsrooms: When positions are vacated they are frozen and then taken away”
- “For the few that are filled, we take into account our readership and a balance within the newsroom to cover all aspects of our diverse readership. But have very few applicants who have the requisite skills and experience”
- “By HR”
- “I don't know. I do not think they are being monitored because the quotas are being thwarted by the very people who are supposed to implement them. For example, senior positions that became vacant are not advertised, so women or people of colour within or outside the organisation do not get the opportunity to apply for them even if they are capable and experienced in doing the work. The positions are given to white men who are not full-time staff members on long-term freelance contracts, for instance, sometimes for years. If jobs are advertised, I do not think the female applicant easily gets preference. This is purely subjective but the statistics tend to back it up”
- “At [title] they were constantly monitored with the editor taking direct accountability for the numbers”

***Finding:***

**One can infer from some of the answers that the application of these policies are not of importance to some senior journalists, as 11 respondents (27,5% of the sample) did not answer the question. Together with those who answered that it is not applicable, who did not know or was not sure, these respondents amount to 20 of the 40, in other words 50%. However, the other 50% gave answers ranging from that it is done at a regional level, that it is done constantly, to that it is done at the editor's level, but “not down the line”.**

***Question 10:***

*What attitudes towards women in management are prevalent in newsrooms – positive and negative? Give examples.*

Nine respondents gave a clear “positive”; five answered that it was “negative”; three did not answer; one said she did not know and twos said it was not applicable.

The responses:

- “Attitudes tend to be positive in all instances where female staff do their work well. It is actually not a gender thing”
- “Largely positive, I think”

- “Positive/Women are generally regarded in the [city] news room as star performers. They also do the best human interest stories. Politics and sport are less popular beats among women reporters, but this could vary from region to region”
- “I don’t know what attitudes are prevalent in newsrooms. In our newsroom, people are hired and expected to do their jobs. Our company has not met its own equity targets for more than two years, and most new positions are filled by white men. We struggle, however, to find skilled, black people, especially with management experience. I’ve sat in interviews with people I’ve suggested we poach from other publications, and they ask for salaries that we simply can’t afford. Recently we tried to poach someone from the [title], who said she wouldn’t come to work for us for less than R46 000 a month. I can’t believe the [title] pays such high salaries, but this person wouldn’t budge”
- “The attitude isn’t negative. Because most junior staff are women they seem to have no problem with women managers”
- “Men sometimes find it difficult or very difficult to take direction from women, ask the Night News Editor who has to process all the incoming copy and get the reporters to do the job they are required to do”
- “Negatives: Men seemingly and largely do not like being ‘bossed’ by women. Men seemingly are highly competitive in this respect. Seemingly some women feel the same way about female bosses. Positives: Diligent. Reliable. Multi-skilled”
- “I believe from personal experience that women are more subjected to patronising messages. Their opinions are not always considered as worthy and serious. They have to work so much harder to prove their worth compared to men”
- “Difficult to answer as I am the woman in management. Under my editorship a number of women were hired and promoted. I think my presence ensures that sexism is kept off the floor, prejudices are tackled and issues are raised among the senior management – a patronising attitude. Among the rank and file journalists – there is a positive attitude”
- “I still think that in many cases, staff members themselves give a female editor a harder time because of stereotypes and power balances. I think as women, we are also more sensitive and self-critical and this, in itself, may cause issues for us”
- “Overall, increasingly positive on a day-to-day level in the few instances we have women in these positions”
- “That there are still so few women in management a dozen years into our liberation must speak of an attitude that males feel they have to suppress women to continue to earn the most money and get the best freebies”
- “Positive, all the bulletin editors in the newsroom are female”
- “In theory its accepted they should be there but practically there is very little assistance or facilitation”
- “Our newsroom is non-sexist”
- “I am not sure people discriminate in their attitudes towards women. Attitudes towards women and men from women and men are the same. I personally do not behave differently”
- “If only everyone could focus on the task at hand! (Just kidding!) In our newsroom, there are no definable perceptions specific to women. Outside of that, I have no



recollection of any outstanding issue that male media managers have against women. Of course, it could be that I keep my own circles very tight”

- “I would expect liberal”
- “In our newsroom, the attitude is positive, in fact it is a non-issue”
- “The [title] has always had strong women journalists working here so women in management are fairly standard and institutionalised. Sometimes the men feel oppressed because we do think like male beefcake posters and fill the newspaper with campaigns against rape, etc. I don’t want them to feel alienated and marginalised because the struggle is for equality and empowerment, not for reverse discrimination”
- “Positive. We have a fairly young newsroom and I believe this paves the way for a far more positive environment. It tends to be older members of staff who are more comfortable dealing with male editors. This is also relevant to race”
- “Neutral – people work here, not men, not women. Different takes are respected and considered valuable with regard to content selection though. The lone male on the senior editorial staff is a valued source of input”
- “Fascinating for me is that I often see a woman manager hiring men. The women in authority have the respect of those below them. The only time this is challenged is when young reporters, mostly male but also female, come in and do not realise automatically the authority carried by women, if they are not in their departments. For example the chief sub-editor is almost seen as ‘a mere woman, challenging their story’. I do not get the same reaction when I do the same, even if they don’t know who I am. There seems to be a surge of gender insensitivity with the younger journalists which is of some concern”
- “One attitude certainly is that women should not question existing practices etc. If they do, they are marginalised and even demonised as ‘feminists’...”
- “Same as everywhere else. Dynamic women are often resented for doing what their male counterparts do – or for doing things very differently. But I think this is changing with many more junior women in newsrooms now; I have not encountered any of the young women I have trained recently criticising their managers in gendered terms – they’re more interested in who is fair, who is helpful, etc. And, frankly, most younger men I train seem to be losing many of those old assumptions and prejudices too”
- “Management is management, regardless of sex”
- “I’m not aware of any active negative attitudes towards women. In reality there is only four women journalists against nine men”
- “Having been a manager for at least 15 years, I believe the attitudes are mostly negative. Women are tolerated and even appreciated in lower positions but most men – of course there are exceptions – still do not like reporting to or taking instructions from women. In my experience being nice or friendly makes you appear too soft as a manager in the eyes of some men, mentoring someone can be misconstrued as romantic interest, being tough brings accusations of bitchiness or vindictiveness. (Women managers are accused of being emotional and incompetent if they are not perceived as tough and vindictive and bitchy if they are.) They are also vulnerable to rumour and innuendo about their sexual activity or history to a degree that men simply are not. In general, it is clear that men prefer being managed by

- other men and I think most men would agree with that. They often unconsciously subvert women managers without even being aware of it”
- “Generally, among reporters and subs attitudes are positive – based on individuals, not gender”
  - “Men still feel able to rip off the feminine gender, but newsrooms are irreverant at the best of times. At [title], as a woman in a management I felt supported by my peers but found that some of the black men in the office would not listen to me – only to another man (of any race)”
  - “My personal experience/past shows negative: Woman managers often sidelined from key decision-making. Given the title but not the actual position or autonomy that male counterparts have. In a largely black environment where I am at present – the environment is more friendly and I feel more comfortable as I am allowed autonomy in my decision-making. Black journalists also respect my role”

***Finding:***

**In general, it seems there is improvement regarding acceptance of woman managers, although many prejudices still prevail. One might infer that there is a will, but not yet a way – a change of mindset is developing, but nothing is happening where this new thinking should be applied.**

***Question 11:***

*What ‘gender sensitivity’ regarding the news exists among those women who are in senior positions in the industry? Examples?*

Six respondents did not answer, one was not sure and four answered “not applicable”.

Other responses:

- “The normal ones where the handling of news events and/or photos tend to be insensitive towards women”
- “They query any story which appears insensitive to women. Language which appears sexist is also looked at carefully before being read by bulletin readers. Stories about women-related issues also feature strongly on daily diaries”
- “I have absolutely no idea. I saw [name] write in [personal pronoun] paper that this should happen, but I haven't seen an increase in the [title]’s use of female sources or female contributors to their opinion pages”
- “Women are definitely more sensitive to exploitative use of pictures of women, nudity etc. Also issues such as rape, child abuse etc. gets more attention from women a great deal, I would think...”
- “I am afraid to say that from my perspective (as a reader of media products) women in senior editorial positions sometimes perpetuate gender stereotypes in their products, by an emphasis on beauty, lifestyle and glamour in women's magazines for instance – pandering to a market who has ‘internalised their oppression’ to borrow someone else’s phrase. But things are changing slowly, it seems, through women also breaking through to other areas of reporting (e.g. crime and business)”
- “Some tough cookies there. But I’m not entirely clear on what the question wants”

- “The situation has changed so markedly in the course of my career it is almost unrecognisable from what it was. At the [title] in 1965, when I joined, there was one woman in the newsroom, one woman in parliament and two or three in features. No subs. No photographers. None in business”
- “The gender sensitivity I have encountered in newsrooms usually resides in particular reporters with an interest in gender or women’s issues, and who are not in senior editorial or management positions”
- “Women seem subsumed by a broader culture of news and newsworthiness. Perhaps gender-related stories are seen as soft stories, and are only ‘spot news’ stories when rape, violence, murder etc. occur, but are not followed up with any regularity because such issues seem to lapse into editorialising/features/magazine/ quasi-academic material. Also, stories on the broad social roles of women (if they can be adequately delineated/differentiated) – and issues such as infant/mother mortality etc., general welfare of mothers and children, drug/alcohol/spousal abuse/HIV/AIDS and other social issues surrounding women e.g. children’s schooling, diet, sports, general health – are not often seen to be spot, or, politically relevant news”
- “Seen just as a background ‘fact of life’”
- “News relating to women often commercialised/advertorialised (special features/magazines) – dating, marriage, image (fashion, dieting, cosmetics), relationships, spouses etc. Or seen to belong to the social sciences/academia. Feeds into stereotyping”
- “Cannot answer for the industry, but certainly here the recent debates around coverage of the Zuma trial have been informed by strong ‘gender sensitivity’ sensibility”
- “At the [title] the women in senior positions have strong feminist backgrounds so they do speak out if they are unhappy or want aspects of the news changed. (I can’t think of examples and will explain later re this in the question on general comments)”
- “Very little. I have been trying to source a course on this for team members to no avail. Any ideas would be welcomed!”
- “I’m hesitant to talk about the ‘industry’ generally; not being sufficiently informed about life in other newsrooms. In our newsroom, senior female journalists don’t hesitate to speak up if they feel a diary entry on a relevant topic is being lightly treated or ignored by their male colleagues. There’s also a clear understanding all round that issues should, in fact must, be debated and decided on hard, news-merited priorities based on available resources, and not ideology, activism or personal preferences. Having said that, we do make mistakes. Probably will continue to. Hopefully we will learn a bit each time”
- “I don’t know how one is supposed to answer this question. Who has knowledge of how gender-sensitive, news-wise, are women in senior positions in the industry? I can speak only of my neck of the woods, and the answer is simply but sad: not much. As a male I’ve often found myself having to fight with female colleagues and seniors hell-bent on securing only their own fat salaries, and who don’t take the trouble to make themselves aware or conscious of the gender struggle. Examples range from fights against some senior women over simple things like terminology such as spokesperson instead of spokesman or spokeswoman, to broader issues like the need

to empower women in everything we do and report. It's my senior female colleagues who don't seem to want to understand that central to development is the empowerment of women. And this in a developmental state such as SA 2006. One must wonder how they can understand the SA situation, let alone report on it or lead a reporting team"

- "With feminist editors its really good, but other women almost non-existent at times"
- "Because women journalists usually join male-dominated newsrooms, over time they unwittingly embrace the perceptions of their male colleagues over what makes news and they begin to report news from this perspective"
- "We have specific publications dedicated primarily to women led by women, and everyone seems to love them. Our policies are founded on and require utmost respect for people across the board"
- "Gender sensitivity? Nah, can't say I am aware of any"
- "There appears to be a health prejudice towards women"
- "In our newsroom, we have taken a policy to profile a successful woman in every issue, we also give priority to articles about women leaders, e.g. in the April issue we have an article about 'women are Africa's political hope' – Liberia is not the only success story, women's power on the continent is growing another story we carried in the same issue: Latin America: women's hour – besides Chile's new President, Michelle Bachelet, there is a women power wave in Latin America"
- "Work by GenderLinks will show that there is a tangible link between consciousness-building and better coverage. The recent Global Media Monitoring Project, which measures gender in news, shows SA is a world leader when it comes to substantive coverage of gender issues, using female sources and telling women's stories alongside men's. We have a long, long way to go, but with an active gender in media movement, we have the tools to improve and to shine. Besides, this is not about activism alone: it makes good sense to be relevant to women readers are becoming a global majority of increasing economic oomph"
- "There is certainly an awareness that 'things' have changed in the sense that there are more women editors or managers on this paper than men. It was interesting that, when I started as editor at the [title] [time], one of the older male journalists addressed me as Mrs [surname]. I don't think that he called the previous editor – a man – by his surname. I believed it was a case of not knowing how to relate to me"
- "I don't think we are gender sensitive regarding news. If it affects a human being in a new, different, noteworthy etc way, it's news"
- "Ironically women managers often don't hire women"
- "I don't think it's possible to generalise on this. I know 'men in drag' who will pooh-pooh any talk of sensitivity and non-sexist ethical approaches. And I also know female editors who'll move mountains to get a decent gender perspective into stories. These days, the question 'will it sell?' overdetermines any other consideration, for both men and women"
- "Women journalists, both senior and junior, tend to be very gender aware"
- "A great deal, I think. Women editors, reporters, chief sub-editors and copy tasters, all of whom can influence what goes into the newspaper, are sensitive to the way women are projected in the news. They do sometimes get co-operation from men in

- charge of them but still sometimes do not. For example, women will encourage sensitivity in the use of reports on rape and highlight issues like domestic violence in their news selection. There are of course some men who do this too”
- “Believe women do try harder to reflect women’s views but often only achieve this on ‘softer’ stories. Trend has moved away from stories that reflect women’s successes (e.g. first woman, first black). What concerns me is the idea (largely put out by male editors) that women’s interest can be equated to leisure and domestic features”
  - “At [title] there was lots of sensitivity down to a huge style guide and research on the topic”
  - “As a women writer I focus on gender issues and make certain that the gender balance is maintained in my reporting. I also make certain that human interest stories and stories that are often neglected in the mainstream news diary such as HIV/AIDS, violence against women and children and for example the ‘pressure group’ and ‘woman activist voices’ during the rape trial involving the former deputy president were placed high on the agenda. As editor I did the following: transformed my newsroom to be balanced from a race, gender and cultural perspective; instituted a gender reporting policy both in the newsroom and in editorial reportage; made sure that gender stories were mainstreamed – included in the daily diary; personally served and allowed my journalists to be part of the various discussions and debates around gender and related aspects including HIV Aids, poverty and democracy reporting”

***Finding:***

**It is clear that women journalists are more gender sensitive dealing with day to day news events. Therefore, one can conclude that a critical mass of women in senior positions will lead to a change in how women – and society – are represented in the media. However, it has also been established in various studies that women often perpetuate the existing male constructs of the newsroom environment (as is also indicated by some of the above respondents).**

***Question 12:***

*What ‘gender sensitivity’ regarding the news exists among senior men in the newsrooms?*

One respondent did not know; six respondents did not answer, one had “absolutely no idea” and for three it was not applicable; one of them adding: “But I do think senior men think they are gender sensitive when in fact they are not. And the fact that they do not know that they do not know, is even worse than to argue/debate with those who are outright discriminating”

Other responses:

- “The above [presumably referring to women in the previous question] acts as a check and balance in the handling of news by male staffers”
- “Same as above. The men in the [city] newsroom deal circumspectly with such issues. However, I cannot speak for other regions”
- “Men might not be as sensitive to the issues mentioned above”
- “A great deal, I would think...”

- “Some tough cookies there too. But times have changed, as above, and will continue changing”
- “Am not sure that there was any in the newsrooms that I worked in during the 1980s; the situation was improved in newsrooms in the 2000s”
- “Seemingly very little”
- “I do not believe that the majority of South African men have an inkling of feminism and gender issues. In the minds of the most of Afrikaans-speaking men, specifically, women are a nuisance to be tolerated in a man’s world”
- “Very little, judging by the recent coverage of the Zuma trial”
- “The men in senior positions at the [title] have been involved in the newspaper for a long time and intellectually are aware of the issues re gender sensitivity and are able to look at the bigger picture”
- “As the men are outnumbered, the women generally have majority say, but stereotypes still need to be dealt with. One male staffer suggested we were siding with the complainant in the Zuma rape trial because we had covered a story re. rape survivors being set back because of the depiction and coverage”
- “It varies from very little to none”
- “Again, some individuals are very aware, others it never crosses their mind. They have single focus minds”
- “Very little, if any, hence the fact that most women journalists’ contributions are not appreciated and women journalists are not promoted to senior editorial positions”
- “Probably very low”
- “Our policies are founded on and require the utmost respect for people across the board”
- “Little”
- “With regard to [department], our Editorial Director is very supportive of development and progress of women staffers, in terms of articles, he encourages coverage of women and developments around them”
- “Gender-consciousness should be sex blind”
- “There is certainly an awareness that the old order – where white men are in charge – has changed significantly. I think that on some level there is resentment and a fear that men, particularly white men, will become obsolete species in newsrooms”
- “There are occasions where articles, such as one criticising the Zuma trial coverage from a [city] academic, which was canned from the rest of the group's publications, but carried well by our publication. Our female readership is more than 40%, and we try to keep balance, but empowered reporters also carry weight and provide guidance”
- “A majority of senior men think ‘political correctness’ (as they call it) is a joke – and this is much truer of white men than black men who have, in most cases, at least an understanding of why certain clauses of the bill of rights exist. (That doesn’t necessarily reflect how they behave in one-on-one interactions with female individuals, but at least they talk the Talk!) I regularly see relatively junior women staffers asked (half-jokingly, maybe..?) to get tea; referred to as ‘girls’ and if not exactly sexually harassed, then certainly expected to participate in banter that many

- might find undermining. Some senior editors still automatically try to date attractive younger female colleagues, but that's thankfully getting rarer”
- “They appear politically correct and treat women stories with the expected sensitivity”
  - “On the whole I think male journalists tend to be gender insensitive – like any other men. They would probably disagree but in truth they are not more much more ‘liberated’ than the male population as a whole”
  - “Many men are sensitive to gender issues and do treat women with respect and insist on sensitivity in reporting on issues of particular concern to women, but they are definitely in the minority. A lot of the negative attitudes of the majority are completely unconscious and they are horrified and defensive if you tell them they are being sexist. For example: in a situation where there is a man and a woman on exactly the same level in terms of grading and seniority, the man will often assume a mantle of authority, act as though he is in charge even if he is not, will instruct the women and even rebuke them. The women very often allow this because they have been conditioned to humour men and pander to their egos. Women shoot themselves in the foot in this way and actually acquiesce to this inequality that on paper should not exist”
  - “Little! From what I've seen – at times very little”
  - “At present I am given a lot more support than I have ever encountered. All my bosses are black male. For the first time in my career my superiors say ‘thank you’ and ‘well done’. In the past white and Indian male bosses felt threatened by my position and often displayed a similar attitude to assertive women, whereas women who accepted without question decisions were readily accepted. I found that gender stereotyping and societal influences contributed significantly to the way male bosses treated their women colleagues. Those from largely conservative backgrounds treated woman more subserviently than those who were in relationships that encouraged equality”

***Finding:***

**From the responses it seems that men still need to “work” on their gender awareness/sensitivity as the majority of respondents answered the question in the negative.**

***Question 13:***

*And, how does this relate to their positions on women staffers and advancement? Examples?*

Altogether 12 respondents did not answer, one was not sure, one had “absolutely no idea”, for four it was not applicable and one did not understand the question.

Other responses were as follows:

- “This situation is considered healthy and necessary by the chief editorial staff. That is why we have a highly regarded and efficient female assistant editor”
- “I am certainly not aware of negativity in this regard. Some feelings might, however, remain well-hidden or discussed without me being aware of it”

- “I don't think male managers have a bias towards sending only male reporters on ‘difficult’ assignments like crime or reporting in other African countries because women have done so well in these fields. We’ve at least achieved that much”
- “Don’t know – would need to be researched”
- “I remember being treated as a girl, subjected to the kinds of salacious remarks and attitudes that were evident and admissible in the newspaper, and often being assigned to softer and less serious news – in addition to doing one’s routine hard news work, that is”
- “Promotion and pay of women lagged behind that of men”
- “The situation was better in the newsroom by the 2000s”
- “Locks women out and creates perception of news content as the usual: ‘Only bad (spot) news is good news!’”
- “Little analysis of social, economic issues as relates to women in society, and impact on society in general – e.g. economic productivity/skills inputs etc”
- “Seen to belong to features/magazine/editorial categories”
- “I don’t think this consciously features in their thinking. We have other problems in terms of struggling to attract staff because of the levels of salaries we pay and competing with government and the bigger newspapers so at the end of the day who can do the job gets the position”
- “Oh, some women are being advanced, white women, at the expense of black men or women, but only because of employment equity requirements. In other words, instead of advancing capable black men and women who would present a threat to the white male hold on power and positions, white women get the nod because thus far most have not been partial to pulling women and blacks up behind them, but instead help to kick them down once they get up”
- “For both the same stereotypical attitude is carried out towards story content and women staffers”
- “In terms of our policies and practices, everyone is accorded opportunity for advancement on equal terms provided such is consistent with specifically affirmative action as well levels of diversity needed in our newsrooms”
- “There have been no barriers”
- “No problems”
- “Quite frankly, there has been little movement, and no women applied for the one position that was open, and the other one was filled by a woman”
- “The status quo is allowed to carry on, because these men think they are gender educated, when in fact they have not given gender – and everything it stands for – one serious thought”
- “I have little experience of this – freelancers aren’t often on promotion boards! But I do hear phrases like ‘is he man enough?’ when discussing a youngster’s ambitions. I have read an evaluation of a cadet (not this year) that read ‘x is surprisingly reticent for such an attractive young woman...’ (– written, of course, by a man)”
- “I honestly don’t think the men I work with are trying to keep down women at all. They just don’t think much about it until someone brings it to their attention. Its more a passive neglect than anything”



- “Those who do respect women would be happy to see them advance and in conversation or discussion, make this very clear. But because they are in the minority, their views do not prevail. The examples are statistical: the low numbers of women in senior positions speak for themselves. Many women are every bit as capable, as educated and as experienced, but men still have more faith and trust in other men professionally. Thirty years ago my fate and that of others was decided by a clique of men in power, often while they networked in the pub! Nothing has changed. Cliques of white males still look after one another’s interests and appoint one another at the expense of women and people of colour. This is of course a generalisation but that’s what it sometimes feels like when you are not part of the ‘power clique’ or the ‘boys’ club’”
- “In the past in particular, I believe male editors held women back. I once had a senior male member of staff tell me I did not need an increase as my husband had a good job (never mind that his wife worked too) and that (as my husband, at that time, was in the same company) we would score a double bonus! I think things have changed now but a particular group has lost out”
- “Look – there’s a sense that many men do often still feel they are superior to women. No amount of workshops is going to change this ingrained sense of entitlement. As women I think we need to get on with things while being aware of the realities”
- “Gender insensitive male leaders are more likely to stifle women’s advancements and use ‘dirty tricks and the boy’s club’ mentality to keep women out, where as those male leaders who acknowledge a women’s contribution are more likely to encourage women to advance in the media industry”

***Finding:***

**From the number of non-responses, either questionnaire fatigue started to set in, or it is case of non-importance in terms of the topic (30% of the respondents did not answer). Men’s relation to women staffers and their advancement therefore, one have to conclude, is not an important issue among senior news journalists. This, however, is a serious matter, as it impacts both on how women journalists are treated, and how news content is assessed and represented.**

***Question 14:***

*If you were a senior women editor and have left, why did you leave?*

Altogether 13 respondents did not answer; and 16 indicated that the question was not applicable.

Other responses were:

- “I was retrenched”
- “I am currently subjected to immense emotional harassment as punishment for the fact that I am voicing my opinion, and that I do not run with the pack, but prefer to work on my own. I am actually considering finding another position somewhere else, but I also know that the same situation will prevail in other contexts”
- “I quit as editor because I couldn’t take the pressure. I felt very isolated in my position – as a progressive white woman I did not have a natural support base

- among the white men and as a white women I didn't have a support base among the black men. I was frequently undermined by some black managers”
- “I'm still here... not sure why sometimes!! As there are still some of the same old battles to fight every now and again! I have acted in top positions for a few months at a time... successfully but the stress and strain and sense of ‘aloneness’ was tremendous... as a result I didn't apply for the full-time posts”
  - “I moved from newspaper to magazines because they offered me the flexibility”
  - “We had a managing editor leave from a sister publication, and her reasons were understandable: management did not take her seriously, and did not want to make her an editor, even though she had been doing the job. That is the only real example I know of”
  - “I left a newspaper after a couple of years because, at the beginning of the eighties, women were not allowed into the parliamentary team, and I wanted to do politics (there was also a political reason – I was too ‘liberal’ for my newspaper, but the fact that I was a woman was also a reason). I moved on to magazines because there you were given more opportunities. In fact, today women could be in the majority in terms of editors on magazines; the real challenge is to transform the so-called ‘hard news’ world (‘hard news’ obviously also something of a gendered notion as opposed to ‘soft news’ – one is masculine, a man's world; in the other women are allowed”
  - “I left a senior position (chief sub-editor and then production editor) and moved as a freelance to another city and then joined the newspaper I am currently with five years ago in a much more junior position as no senior post was available and I was somewhat burnt out”
  - “Rather than increase my capacity to focus on editorial, the editorship brought with it a greater focus on the business component of the job. That, and the increasing pressures on editorial, made me review whether I was doing ‘good work’ or work that had lasting value. A secondary factor was the low number of women at executive level with whom I could engage and form a support network”
  - “For all the above reasons”

***Finding:***

**As 14 of the respondents were male, one can infer that the reason why 13 refrained from answering the question is because the question did not apply to them, and rightly so. For those who did reply, it seemed that from retrenchment, to harassment, to pressure, a “sense of isolation”, no support base, undermining, not being taken seriously and no space for flexibility, were reasons why they had left their senior positions. The majority of these realities are indicators for future strategies to address the situation.**

***Question 15:***

*What would bring you back to a senior position?*

Altogether 13 respondents did not answer this question, and another 14 indicated that it was not applicable, one adding “but a vicarious answer is: 50 pct of what is out there!!!”

Other responses were:

- “I am back in a senior position”
- “A professional, educated and mature newsroom environment which includes quality news as a goal, informed human resource policies, and gender awareness among senior and junior editorial staff”
- “Respect for my knowledge, experience and skills. I have a PhD, but am not treated equally to men who have PhD’s for example. My mistakes and trespasses are discussed openly in a very derogatory manner, while the men can seldom do anything wrong. We are working against the background of two very different games and rules. I have to do more to be included than men”
- “A supportive environment”
- “Strong consistent support from the very top”
- “Flexibility. Being measured on what I produce”
- “I doubt she would return unless they offered her an editorship, and even then I doubt it”
- “Don’t know if I’m interested to prove to men that I can do the job as good, and better as they. Why should we continually have to prove ourselves (and men sit back and watch while we do the work)? Women work much harder than men, and are responsible for running a house and a family. Can go on on this one, but rather not”
- “Nothing to do with gender. A decent arts & culture publication to work on – SA doesn’t have one”
- “I am not sure if I would be willing to go back into a high-pressure position with all the attendant stresses, some of which are mentioned above. I am less than 10 years off retirement age and don’t feel it will be good for me personally. I am quite prepared to support younger people in the positions I used to hold”
- “Greater focus on news and news strategies; deeper pockets for editorial excellence; more women in senior positions with whom I could partner and/or share experiences”
- “My current position allows for a more enabling environment. I am respected and my ideas and contributions are welcomed. There is no jealousy, racist attitudes or egos to deal with”

***Finding:***

**Again, 13 respondents did not answer, which confirms the notion that they might be the majority of the 14 male respondents to whom this question would not be applicable. A change in newsroom environment, applied AA policies, gender awareness, “even playing fields”, a supportive environment and flexible hours would be reasons why women would return to senior positions.**

***Question 16:***

*What strategies do you recommend for the advancement of women in newsrooms?*

Altogether seven respondents did not answer this question.

Other responses:

- “Someone who is capable, experienced and willing to face challenges should be able to move up the ladder of promotion, no matter whether a woman or man. However, a person seeking promotion must be willing to move to another newsroom if that is the way of getting a promotion. Vacancies for promotion occur far less at a regional newsroom level than at [institution] where there are more posts. So this should be taken into account in outlining a career path”
- “Find a way to make men less insecure, and a better way than Department of Labour fines for people who don’t meet their equity targets. Maybe we should ‘name and shame’ those who don’t make their targets”
- “Having a crèche at the workplace”
- “Flexible working conditions, change of mindsets, using the media itself to also help change attitudes in broader society”
- “Competence, perseverance. A friendly and accommodating atmosphere probably helps”
- “Education of staff at all levels and of any gender”
- “Broader, deeper, constant debate as to what constitutes news, and what sort of social reality affects/underpins news events, news production and the social responsibility of news purveyors – as monitors/watchdogs/reporters”
- “Newsroom policies that level the playing field – promotion on merit (with gender-balancing/awareness built in as necessary)”
- “To be assertive even though it costs you in terms of acceptance and polarity; to always act against the background of the Labour Laws and Constitution, and to address the shortcomings loud and clear”
- “Creating an environment in which women can develop and thrive. This means working closely with women in supporting them and assisting them in developing their skills base. It also involves working with men so that they begin to understand their prejudices and how this manifests itself in their management of women”
- “Firstly, we need to help get media owners persuaded that not only do they have a responsibility to get more engaged, but that they do in fact have a bottom-line/financial/editorial quality interest in having more women editors in top posts. Then, the ‘we’ that is so hard to pin down, need to identify, develop, train and mentor our future women editors from within our own newsrooms; i.e. to avoid the easier, short-cut route of injecting and imposing ‘outside’ appointments which then first have to prove themselves to the news and boardrooms, and therefore carry a greater risk of failure”
- “By all means, accelerate, focus and fast-track development and skills growth, but watch for ‘speed wobbles’. We really need to ‘grow’ our women editors with a long-term view, not just for short-term window dressing. After 10 years plus as (a male) editor I’m still learning new things about ‘it’ virtually every day – with much forehead-slapping and mutterings of ‘Gee, that was obvious; why didn’t I listen to/see that first time round?’ As long as it was not a total catastrophe, I’ve generally been allowed some space (from above and below) to learn better and rue burnt-fingers – women editors should be allowed that same space”
- “We have a very rich history of struggle and sacrifice in SA we need to learn from. We know that apartheid was defeated only because blacks and workers were first conscientised before forming a host of alliances to defeat racist exploitation. Blacks

- and workers couldn't do it on their own. We had to rope in our allies. So too with the advancement of women in newsrooms. Women need to be conscientised about their gender struggle and need to seek allies. Just like defeating apartheid wasn't about blacks killing whites like flies, so too the gender battle in our newsrooms is not about men v women. We have a common enemy in the monopoly ownership of the means to the media. We cannot begin to advance women if we don't realise that like with apartheid and post-apartheid SA, it's all about the money, honey"
- "A business and public interest case needs to be made, strongly connecting the need for more women editors to newsroom successes and practical strategies put in place to fast track and plan the careers of bright young women...with an established mentor – who can be male or female – to help them along the way..."
  - "Deliberately (affirmative action, if you want) promoting women to head up media companies (e.g. as CEOs) so as to influence the appointment of who becomes an editor; formulation of policies that specifically seek to advance the careers of women journalists by media companies; training in 'gender sensitivity' of all employees, especially male workers, by media firms; the deliberate skilling and training of a specific number of women journalists in a company in a year in both professional journalism and media management; the entrenchment by media organisations of policies that require that all news be reported with an eye for gender balance and sensitivity"
  - "No sexism in any form should be tolerated. Women should be actively promoted until there is gender equity. Women journalists should be given ample opportunity to develop constructive and rewarding career paths"
  - "Think AA policies help. Childcare facilities on premises"
  - "Re-orientate aspirant scribes towards the correct values: Journalism is not about glamour, fame and fortune. It is a highly demanding service profession to communities with little material reward; prepare to make serious sacrifices and take pain in your stride. When inside, do the work and cover all beats. Once in, stay the course longer – experience and maturity often count in your favour. However, good journalists rarely make good media managers (and the reverse is not necessarily true either), be clear about your choices from the start"
  - "Editorial management need to make a conscious and deliberate effort to level the playing field for all people in equal terms. This refers specifically to management and mentoring practices rather than policy issues implementation or adherence"
  - "Performance appraisal on the basis of merit"
  - "Training"
  - "Just do it. Be colour blind in recognising and empowering talented journalists. Ensure that half of interns and leadership candidates are female. Run a newsroom that is collectivist and non-alienating. Drop the old methods of career progression. Ensure that more sources and talking heads are female so that the media becomes a true mirror of society. Recognise that old boys' networks are passé. Don't only have golf days"
  - "There needs to be the same diligence and commitment that we saw post-1994 when black male editors were appointed. Many of them were relatively inexperienced in terms of management, but they had potential. There needs to be a willingness and openness to give women the same opportunities. While there might be no guarantees

- that all women – black or white – might succeed in leadership positions, there is nothing that says they won't”
- “The industry needs to be more willing to let women in. That, and the few women in management positions have to stop fighting against each other and start being more assertive and secure in their positions. There also need to be greater efforts at mentoring and training talented young women”
  - “Our problem is the advancement of men, so I don't have strategies for the advancement of women”
  - “The problems exist in the upper echelons – the boys' club and who they will or will not let in. This obviously relates to corporate culture, as well as a wider perception of women. Moving women into positions is part of the answer, but the white-anting that occurs would render their existence difficult and make it hard for them to be change agents. On the other hand, there are some tough women in journalism”
  - “Identification of those who show potential, putting them on programmes to develop them for those positions, mentoring them; but not making clones of existing male editors out of them. Women should do it in a new way”
  - “Giving younger women reporters more chances to diversify their experience”
  - “‘Taking a chance’ on some non-conventional female management candidates, as is done more often (because of racial equity requirements) with non-conventional male candidates”
  - “Encourage women to get news desk experience and to get involved in decision making”
  - “Trust them with hard stuff and DO NOT window dress or give token assignments”
  - “Encourage more women to join the newsroom and move out of magazines, etc.”
  - “I think women should be encouraged to aggressively apply for senior positions and to be more ambitious. But I don't think women who are not deserving should be promoted merely because they are women. I think that would be doing a disservice to women in general”
  - “Consciousness-raising for everyone. Courses in sexism, racism, elitism, cronyism should be devised or bought if they exist, so that people can learn how to avoid them because these attitudes are often unconscious”
  - “Journalists are not trained in any of these very important aspects of management and in fact hardly ever get any kind of management training at all. Only one of the 10 newspapers I have worked for arranged for management training. Managers need to learn the principle that a man and/or a friend is not necessarily the best person for a particular job. They need to be conscientised to accept women in positions of authority – and that includes taking instructions from them. Until this happens, the more things change, the more they will remain the same. Women also need to be trained in how to manage sometimes hostile men. I know from experience that it is not easy. Women need to be trained to accept their own worth and learn how to act in a senior position and how to handle authority”
  - “Career planning and executive development training. I believe that there needs to be a critical mass of women in such positions if we want women not only to assume those positions but remain in them”
  - “Have to have women in senior positions as role-models, have to train and advance women ... though not at the expense of good men”

- “Hire them carefully, bring them in young, train them up, give them a career path so that they stay in journalism, give them a decent salary, look after them, allow them to tend to issues in their lives like kids and parents, performance manage them like you care and you'll keep them”
- “Involvement of the CEO in a gender policy so that it is binding”
- “Encourage more women to succeed in the media industry so that woman editors are not alone. Women themselves must be aware that they can also do more harm than good when they do not support their women leaders/managers. Women editors must be more accepting of the fact that they do not have to ‘behave like men’ in order to make a difference. Regular discussion forums between male and female editors to raise gender specific concerns in a non-threatening manner. Workshops that encourage women across the media spectrum to understand their strengths and overcome their challenges”

***Finding:***

**General conscientising, building allies (also among women), business plans supporting gender policies, a willingness by companies to foster changes, training and development programmes, the outlining of career paths, better strategies than just fining non-deliverers in terms of equity laws, facilities (like a crèche), flexible working hours, a supportive and enabling environment, are some of the necessary strategies for the advancement of women in newsrooms.**

***Question 17:***

*Any other comments?*

Altogether 18 respondents did not have any additional comments. Still, more than 50% had more to say:

- “The situation for the advancement of women is definitely improving in the [institution] but room for improvement will always be there. Note the issue of sexual harassment is another one that requires some sort of study. It is certainly not for me to make an informed statement in this regard, but I am sure that the problem could be more widespread than believed”
- “Some of these questions are very obscure. We also can't all be expected to know what policies and issues exist in other newsrooms”
- “Flexitime and flexiwork (work from home) proved to be a major benefit for women who had younger children, not all of them in ordinary marriages. It enabled them to carry on working and it enabled the [title] to keep and develop their skills through several changes in technology. If they had left and come back they would have lost income, skills and (which may be most important) self-confidence. A good example was a child with learning difficulties whose mother worked from six am to lunchtime – father took the child to school, mother picked her up for extra classes. Some of these adaptations work better in a smaller organisation – but there are still jealousies and resentments from those who have to work regular hours. The editor's secretary ran the show anyway, and she was always a woman”

- “Other issues such as the need for racial transformation impact on the situation of women”
- “Men suck?”
- “Please forgive the glib manner in which I have answered this questionnaire, but the fact that I as a black person and a women was left with carrying out this task, I think sums up the subliminal lack of gender and race sensitivity in our newsroom. Let me explain. This questionnaire was sent to our editor who is a man. He passed it on to one of our white woman assistant editors. I was on leave and when I came back I found it on my desk with a note from the woman saying: ‘[name] wants a woman manager to fill this in, so I'm passing the buck to you’. I am not sure why the editor did not bother to give the questionnaire directly to me to answer. In his defence I was on leave at the time. But, clearly there is a pecking order here. I know that staff find filling questionnaires irritating and time-consuming, so pass it on to the lowest in the order. This to me sums up the positions regarding race and gender in our newsrooms, you may have the title but the power does not reside with you”
- “I believe that there are still boys’ clubs in the media world, despite what I have said about my personal situation. Discrimination is real and it is not easy to be taken seriously as a young woman especially, even at a SANEF level. Young and female does not equate to naïve and stupid!”
- “SANEF really has to pull finger instead of providing lip service”
- “In my view gender issues are less prevalent in the broadcasting industry particularly radio in South Africa. Therefore I, being a managing editor: news at a commercial radio station find it difficult to answer the above questions based on my own experience. My counterparts in the industry are predominantly women and my editors have almost always been female”
- “To give you an idea, [title] and [title] have women editors, [title] has a female editor, [title] has a female editor and [title] has a female editor. I am however not saying there is no problem, but I do believe that discrimination against women is more prevalent in the print industry”
- “I recommend that women should be taken more seriously than they are now, be given equal treatment or be given positions that were known to be male dominated, i.e. technical crew manager if a woman qualifies and remove the stereotypes by all means. Women should be trained for senior positions and not be sidelined in favour of men when it comes to development”
- “In my personal capacity I strongly support the advancement of women in the newsroom”
- “I hope my comments will be treated as confidential”
- “That’s all for now”
- “Diversity is healthy for a broader approach to information gathering and news production. But appointments and promotions should not be conditional upon gender prejudice. We should adopt a more secular and professional approach – bereft of any prejudice, be it gender, racial, religious etc – in making strategic appointments”
- “This looks like a rushed survey. I think we should have got professionals to do it to make it really powerful”



- “Being only one of two women editors in [medium] is, at times, disheartening because it is lonely. Also, the expectations are greater than with men”
- “Sometimes it feels as if a new boys’ club has been established; this time comprising black male editors”
- “How carefully has the position taken in this study – woman by far the minority – been researched? Is this view a true reflection of the editorial position in all media overall?”
- “Because the hegemonic male constructs of newsrooms are not challenged yet (let alone challenged enough), it is still a long and an uphill battle for women journalists to break all those different glass ceilings. News production, and news producers should be redefined. Once we have those definitions, we will be in a position to realise the potential of women journalists”
- “Not really – this is not my area of expertise”
- “My view is that this survey requires as a start point a census of the male/female content of print, electronic and community media (comprehensive and including magazines) before asking questions about conduct and attitudes in the newsroom. I know of excellent women journalists in magazines and the question should be put to them why they do not want to go into the main stream?”
- “While I think that discrimination against women still exists. I also think women have to take some responsibility for their lack of progress. I also think that, without belabouring the point, that media companies have no policy in place regarding working mothers. No assistance is offered. There are no crèche facilities, for instance. It’s almost impossible to cope unless you have a husband or some reliable support system. As journalists, we work on public holidays, at night, and over weekends. And what do you do if you have children? Most women journalists I know have to bring their children to work if there is no family around. Journalists’ kids see more of the office than they should. It’s not fair on them. Which is why so many senior women eventually leave the profession”
- “I believe the appointment of women to senior positions on South African newspapers is decreasing instead of increasing. It is my distinct impression that there were more women editors and chief sub-editors and news editors in the 80s and 90s than there are now. I don’t have specific statistics but if I look around me and speak to people on other publications, that is what I perceive”
- “All of the above is completely subjective and it can of course be argued that the motivation for any or all of the examples was not sexist. People patronise other people for many reasons – they think they are not intelligent, they think they are inferior because they went to an inferior school or are from an inferior social background, for example, not just because they are of a different sex or race. People deny other people opportunities for many reasons as well – they don’t like their faces, they don’t like their personalities, they are threatened by them, they think they are stupid or incompetent, whatever. The problem with sexism, and racism for that matter, is that it is very hard to pinpoint or prove. An action that can be seen as sexist or racist can in fact be motivated by many other things. My examples might actually illustrate something completely different. Sexism might only be one explanation. However, there is sexism in SA newspapers, even if the examples I have given can be argued against. The figures speak for themselves”

***Finding:***

The fact that so many respondents still wanted to add more information to shed light on the realities and obstacles facing women in South African media, such as the above, is significant. Even the responses on this single question, if analysed to the last word, tells a tale of how women are still not recognised as equals as news workers in our newsrooms, nor are they given the same opportunities as their male colleagues, nor are their specific needs as women addressed.

**9. Interpretation:**

See Chapter 1. Findings and Recommendations

**10. Sources:**

- AGM 2003. 2003. South African National Editors' Forum AGM report.  
[www.SANEF.co.za](http://www.SANEF.co.za).
- Berger. A.A. 1998. *Media Research Techniques*. Second Ed. Thousand Oaks, Calif: Sage Publications.
- Bird, W. 2003. Media Monitoring Project.
- Goga, F. 2000. *Towards Affirmative Action: Issues of race and gender in Media Organisations*. Durban: Unesco & Cultural and Media Studies, University of Natal.
- Lowie Morna, C. 2001. *Whose news? Whose views? Southern Africa Gender in Media Handbook*. Johannesburg. Gender Links.
- Lowie Morna, C. 2003. *Gender and Media Baseline Study. Women and men make the news*. Johannesburg: Gender Links.
- Lowie Morna, C. 2004. *Ringling up the changes*. Johannesburg: Gender Links.
- Mouton. J. 2001. *How to succeed in your master's and doctoral studies*. Pretoria: van Schaik.
- Rabe, L. 2002. *Eve-olution*, *Ecquid Novi*, vol 23 (1)
- Rabe, L. 2003. *Gendersetting – the case for gender sensitive journalism (re)training – Rhodes Journalism Review*, 2003
- Rabe, L. 2004. *Media education and training: towards “en-gendered” newsrooms*. *Ecquid Novi* (25 (1)).

## ADDENDUM A

**From:** SANEF Director, Joan Roberts [mailto:director@SANEF.org.za]  
**Sent:** Tuesday, March 14, 2006 11:13 AM  
**To:**  
**Subject:** Questionnaire for  
**Importance:** High

Dear ...

SANEF committed itself to facilitate processes aimed at en-gendering the South African media at its AGM in Durban in June 2003.

The Diversity subcommittee has decided to fast-track the glass ceiling/women in newsrooms study proposal by narrowing its focus in the following way:

Distributing this SNAPSHOT attitudinal and perception questionnaire (see attachment) targeting a cross section of male and female editors and journalists as well as women editors who have left the profession, in two key areas:

- 1.1 identifying the main obstacles and difficulties holding back women editors
- 1.2 providing examples and proposals of best practices to create a more enabling environment in newsrooms for women journalists to progress, especially Black women.

We need your help in getting this questionnaire completed! By yourself and others in your organization or who have left your organisation. It is a quest for an understanding of attitudes, customs, perceptions and experiences, as well as drawing on the experiences of men and women as to what practical actions would facilitate the advancement of women journalists in newsrooms, and is not a scientific research study.

Please assist us by completing the e-questionnaire and passing it on to others in the newsroom.

You can reply in any of the following ways:

- Handwritten replies can be dropped off at the SANEF office at 210A Nedbank Gardens, 33 Bath Avenue, Rosebank, (anonymously)
- faxed to 011-442-3784
- emailed back to the SANEF office ([director@SANEF.org.za](mailto:director@SANEF.org.za)),
- posted to the SANEF Office, P O Box 47184, Parklands, 2121

The deadline is 30 April 2006.

Members of the Diversity Sub-committee will collate the information into a coherent overview, with key findings and recommendations that should be of practical use to South African newsrooms.

This route will save money and get some results faster than the initial wide ranging research proposal.

We will use limited funds to publish a booklet of the findings with best practice recommendations, which the committee would like to present to the SANEF AGM in July.

Joe Thloloe  
SANEF Chairperson  
[Thloloe@mweb.co.za](mailto:Thloloe@mweb.co.za)  
083-791-1792

**The status of women in South African newsrooms -- identification of obstacles and good practice strategies for advancement:**

**A SNAPSHOT SURVEY**

Background:

SANEF committed itself to facilitate processes aimed at en-gendering the South African media at its AGM in Durban in June 2003.

This was triggered by research presented to the members at the AGM revealing that only 17% of views, images, and stories in the media in 12 Southern African countries reflected the voices/opinions of women, showing that an important section of news was in fact missing from our representation of issues and stories in society.

It is clear that we need a much better understanding of the policies, attitudes and practices in newsrooms in relation to gender – both towards news staff and towards our women audiences, if newsrooms are to do a better job of reporting society more holistically.

Survey aim:

The aim of this study is to get a SNAPSHOT view of perceptions as to why there are so few women, and especially Black women editors in the media today; and what can be done to redress this imbalance.

It is therefore a quest for an understanding of attitudes, customs, perceptions and experiences, as well as drawing on your experiences as either a male or female reporter or editor as to what practical actions would facilitate the advancement of women journalists in newsrooms and NOT a scientific research study!

The outcomes will be aimed at improving the ability of news management to deal with the transformational challenges of media in South Africa today in terms of gender, and a report will be compiled and presented to SANEF Council.

**PLEASE ANSWER THE FOLLOWING QUESTIONS:**

- Your current position in a newsroom: (e.g. reporter, sub-editor, assignment editor, editor)
- Are you male or female?
- Approximate total years' experience in news:

**Some key Questions:**

- Why do you think are there so few women editors at a senior level across all media in SA?
- How many women editors are there in your newsroom in relation to men (e.g. 1 out of 5 for example)
- What are the obstacles in the way of women becoming senior editors? Please give examples.
- What is the gender policy in your current newsroom?
- Are there affirmative action policies in newsrooms concerning gender?
- If so, how are they monitored for progress against targets?
- What attitudes towards women in management are prevalent in newsrooms –positive and negative? Give examples.
- What ‘gender sensitivity’ regarding the news exists among those women who are in senior positions in the industry? Examples?
- What ‘gender sensitivity’ regarding the news exists among senior men in the newsrooms?
- And, how does this relate to their positions on women staffers and advancement? Examples?
- If you were a senior women editor and have left, why did you leave?
- What would bring you back to a senior position?
- What strategies do you recommend for the advancement of women in newsrooms?
- Any other comments???

Your replies will be collated and common themes and findings drawn up; with a special section on recommendations, which will be channelled back to newsrooms.

*Please email your response to the SANEF office [director@SANEF.org.za](mailto:director@SANEF.org.za)*

*Or post it to: SANEF Director, P O Box 47184, Parklands, 2121*

*Or drop it off at: 210A Nedbank Gardens, 33 Bath Ave, Rosebank, 2196 (tel 011-442-3785)*

*Or fax it to: 011-442-3784*

Thank you for your time!!!!

Judy Sandison  
SANEF Council member  
Diversity Committee member  
082 571 3334  
[sandisoj@sabc.co.za](mailto:sandisoj@sabc.co.za)



**ADDENDUM B****SUMMARY**

Responses received to Glass Ceiling Questionnaire

Distributed 4 times – each time personalized - to SANEF's full member base

14 Mar – 30 Apr 2006

40 “completed/partially completed” questionnaires were received by 09h00 on 2 May 2006.

11 respondents made general comments. These are listed as (i)-(ix). (viii) should be read closely.

Summary updated 1 June 2006

**PLEASE ANSWER THE FOLLOWING QUESTIONS:**

- **Your current position in a newsroom: (e.g. reporter, sub-editor, assignment editor, editor)**

1	Editor
2	NEWS EDITOR
3	Assignment Editor
4	Deputy editor
5	Africa Editor
6	Group Editor-in-Chief
7	Educator
8	Editorial Consultant.
9	Former news reporter – not currently in a newsroom
10	Online Editor
11	I am an educator at the[.]. I have been promoted to Senior Lecturer two years ago, against lots of resistance, criticism and pressure from peers and supervisors.
12	Deputy Editor
13	assistant editor in charge of the political desk
14	Editor
15	I'm an editor
16	[...] deputy news-editor, night
17	MANAGING EDITOR NEWS
18	Editor
19	Current position in a newsroom: Formerly Group Editor-in-Chief of [...], publishers of the [...] and [...]; former [...] of the [...]; former head of news and current affairs at [...] and former [...]. Now [...] at [...].
20	-My present position: Forward Planning Editor
21	Executive Producer
22	PUBLISHER OF ONLINE OPERATION
23	SENIOR ASSISTANT EDITOR
24	Assistant Editor
25	Assignment Editor TV News
26	NEWS EDITOR
27	Editor

28	Editor
29	Deputy editor
30	Managing editor
31	Educator
32	FREELANCE JOURNALIST & MEDIA TRAINER
33	Snr Reporter
34	Editor & Publisher
35	I co-ordinate [...] magazine
36	Senior sub-editor
37	MEDIA TRAINER
38	executive editor
39	Editor at Large
40	Bureau Chief – [...] (on contract deciding whether or not I want to go back permanently). Previous positions: Bureau Chief (print) News editor/Executive Producer and Editor

- **Are you male or female?**

1	Male
2	MALE
3	male
4	female
5	Female
6	Male
7	Male
8	Good question
9	F
10	Male
11	Female.
12	Female
13	female
14	Female
15	(male)
16	male
17	FEMALE
18	female
19	I am male.
20	I am female
21	Male
22	MALE
23	MALE
24	Female
25	Male
26	FEMALE
27	Female
28	Female

29	Female
30	Male
31	Female
32	F
33	Female
34	Male
35	I'm female
36	Female
37	FEMALE
38	female
39	Female
40	Female

- **Approximate total years' experience in news:**

1	32
2	NINE
3	25 years
4	22 years
5	15 yrs
6	33 years
7	6 years as journalist, 4 years as educator
8	42
9	8+
10	18
11	I have been a permanent lecturer for the past [...] years in Media Studies and Journalism, and before that I have a collective experience of 6 years in the news media.
12	25
13	years of experience - about 14
14	10 years
15	27 years' experience, 25 of them in a hard-news, wire service environment, 14 as editor.
16	30
17	8 YEARS
18	31
19	33 years of news gathering/editing experience.
20	19 years experience
21	sixteen
22	10 YEARS
23	17 YEARS
24	13
25	30 years
26	EIGHT YEARS
27	15 years
28	12 years
29	30 years
30	19 years

31	27 years
32	AS A FULLTIME JOURNO SINCE 1985; AS A FREELANCE CONTRIBUTOR SINCE ABOUT 1975; IN SOUTHERN AFRICA, SINCE 1983.
33	10
34	50 +
35	15 years as a journalist
36	30 years
37	20 years
38	25
39	10 years
40	18 years

### Some key Questions:

- **Why do you think are there so few women editors at a senior level across all media in SA?**

1	Historically fewer women than men thought of journalism as a lifetime pursuit. That could be changing. Marriage and other reasons have shortened many careers of women who had the mettle to become editor.
2	(No answer)
3	Could it be that South Africa is still very much a male-dominated society? It appears so, especially in the field of newspaper reporting. Magazines have had women editors for year, even though these have been mainly fashion magazines/ The situation at the [...] is improving with currently 2 regional editors. Women reporters/news readers and presenters are doing well and fare prominently in the [...].
4	Because men are reluctant to relinquish their positions and do not give women opportunities for fear that they will be usurped. There is no support for women at junior level to support their rise to the top. Even women at the top do not support women, even when they give lip service to womens' empowerment on the pages of their own newspapers. Black men especially, do not empower women (of all colours).
5	Because of past discriminatory policies.
6	Decades ago far fewer women were interested in senior positions and older white male managers were blinkered so did not see them as prospects worth training
7	Due in part to historical legacies and in part to continuing social conditions (including employment environment) that make it difficult for women to balance family life with executive positions, coupled with the persistent prejudicial notion that men are better in leadership positions than women
8	So far as I am aware, most consumer and industrial magazine editors are women, which might just give them a majority overall. According to Johncom research dept there were in 2004 in SA: <ul style="list-style-type: none"> <li>• 67 television stations</li> <li>• 117 radio stations</li> <li>• 550 consumer magazines</li> <li>• 640 business to business magazines, and</li> <li>• 330 community newspapers.</li> </ul>

	The job of a daily or weekly newspaper editor might be enviable -- the life is not and the family life is certainly not. Women who have the choice often seem to choose jobs which provide a service and which offer personal satisfaction, rather than those which entail the exercise of power and authority. Those who don't have a choice get the really lousy jobs. And (maybe) the really lucky ones don't go to work at all. Having said all that, there are undoubtedly prejudices against women in male-dominated organisations.
9	Built-in structural inequalities such as pay and promotion differentials and, more so, cultural factors which include the prevailing mindset in the media, sexism, and women's perceptions of themselves and the situation.
10	They remain "invisible" -- culture of maledom, not merit
11	I think that the world of journalism and newsrooms, especially the management and finances thereof, are still a very patriarchally-orientated world where men are traditionally seen as the "rulers" and women still seen as competitors for males. I also believe that the world of editors incorporate the perception that a person in such a position should be a very assertive, responsible and almost forceful character – attributes which all women possess, but which go against the grain of what women should be in the eyes of society (nurturing, caring, soft, gentle, bla bla bla)
12	Because the environment is very male dominated and it is difficult for women to breakthrough into senior positions. I think another contributing factor is that women often have to make the choice between taking on more responsibility and juggling responsibilities of motherhood. Because the working environment is often hostile, they are not able to manage both so opt to take a back seat.
13	South African newsrooms have reflected the situation within South Africa's male dominated society
14	I'm actually not sure of the stats on this and so it's difficult to comment. Ultimately though there evidently is a problem, and I think it is because of patriarchal business models and a lack of staff turnover. Many of the 'old male editors' appear to be biding their time until retirement.
15	Answer: There is a myriad answers to such a broad question. But... Primarily, when all the political correctness and posturing is stripped away, it's simply because media owners have no real, driving "business model" need to ensure potential women editors are developed and mentored to build enough real, underlying experience so that they have at least a chance of success should they overcome other obstacles and actually be appointed. Look at how much effort and investment has been put in by owners into having skilled black/African male editors of standing and substance running their media titles. Yes, there have been few failed appointments (not always the incumbent's fault!) but the course was stayed and results are there to be seen. Not only that, but there is a continually growing band of probably even more skilled and seasoned future black male editors. Has this been done -- with prospective women editors? Let alone African women? Mostly, it appears not: maybe the obstacles are seen as too big to tackle now. The field has also been rather soured by some truly bad (again, not necessarily the incumbent's fault) appointments in the past. These appointments were surely well-intended, but with hindsight definitely wishful and rushed through without a firm, realistic commitment to support and carry-through. The women concerned were either marooned editorially, fell dramatically short of hugely unrealistic expectations, or saw the writing on the wall within the first few

	<p>months and fled to much more lucrative, better appreciated positions elsewhere. The industry has lost some powerful talent already, and it seems a permanent loss. A second factor I think is important is that of perceptions that there is a "male" resistance in newsrooms, mostly covertly but even overtly, to "making way" for women journalists to work their careers upwards meaningfully and NOT just be the features, womens', and entertainment pages editor. Barely a few years ago still, I had a number of black African male staffers who were absolutely open and unrecalcitrant about their resistance to taking any direction from women superiors; least of all a black African woman and, especially so, one who may be younger than them. Yes, this and other prejudiced/culturally/traditionally based resistance among white males too, is still "out there" to varying degrees, but I'm sure it's really on its way out. In contrast, I'm seeing and hearing more and more positive words and understanding of not just the need, but the desirability and benefits, of having more women editors. And it's not just the stereotypical anecdotes about the "girls" being more reliable, competent, efficient, innovative, resilient and honest with their expenses than the "boys!"</p> <p>As an editor, comparing the "material" to hand ten, even five, years ago to what's on offer now, I'm tremendously encouraged and positive about the growing band of ambitious, well-educated, determined, smart, confident, young, women black/African journalists knocking on our doors. Many of these definitely have what it takes. They are determined to build the skills and experience base and, regardless of whether it's seen as a good thing or a bad thing, have started to reject and break free from (male? Matriarchal?) cultural and societal expectations of what good, docile, obedient young black women should be doing.</p> <p>More and more of them will be making their mark in a few years' time.</p>
16	<p>It's a question of economics. White males in the media thrived under apartheid, suppressing everyone else, particularly black women, as they tied up the top spots and the gravy for themselves. In post-apartheid SA some black males not willing to rock the boat have been allowed into the white male club, and together they now conspire to keep the front row at the trough for themselves. Black men don't care more about women simply because they are black. Just like a white woman doesn't necessarily favour a black woman over a white male.</p>
17	<p><b>SEXISM AND DISCRIMINATION AGAINST WOMEN IN THE WORK PLACE ARE ALIVE AND WELL. WOMEN ARE PERCEIVED TO MAKE POORER LEADERS AND GENERALLY DO NOT GET THE RESPECT THEY DESERVE FROM MALES IN THE NEWSROOM.</b></p>
18	<p>There is no personally structured career path worked out for any women reporter to get there (its usually trial and error gaining experience such as political and business reporting more by accident than design) 2. a woman must still work twice as hard to get anywhere, and even then she has to make a noise to point out her achievements and be considered for promotions..... often senior appointments are just done in house and not advertised properly. On the other hand, some senior jobs are so fraught with internal politics that take one's focus away from the job itself that this puts some women off.</p>
19	<p>There are many reasons for this unacceptable state of affairs. Briefly, these are: the lack of policies to empower women journalists within media companies; the dominance of men in leadership positions, including of media firms (these men don't prioritise the empowerment of women but of men, the attitudes of these bosses is also not helpful</p>

	to women journalists who aspire for higher editorial office); the lack of management skills among women (also caused by the skewed policies of media companies); lack of formal journalism education among women journalists (especially true in the past, might have changed now) to prepare them for promotion to senior editorial position; plus society's wrong belief – nurtured by tradition and practice – that journalism is a profession for mostly men.
20	I think there are few women in the industry because women are marginalised and are not seen as strong and firm enough to take decisions which I think it's a stereotype
21	Print is traditionally very sexist. In broadcasting there is a higher percentage of female editorial staff.
22	AS A RESULT OF PAST BIASES, I BELIEVE THESE ARE BEING ADDRESSED AND TIME WILL CREATE MORE BALANCE.
23	POSSIBLE REASONS INCLUDE: (A) FEWER NUMBERS OF WOMEN JOURNALISTS STAY THE COURSE THAN THOSE THAT BEGIN THE RACE (B) MOST OF THOSE THAT DO OFTEN FOLLOW "SOFT BEATS" THAT DO NOT ADEQUATELY PREPARE THEM FOR GENERAL MANAGEMENT TASKS/SO MOST NEVER FOCUS OUTSIDE OF THOSE BEATS (C) INVARIABLY, THE ORIENTATION IS THAT JOURNALISM AND MEDIA WORK GENERALLY IS ABOUT GLAMOUR. SWEAT, TEARS AND PAIN, REWARDED WITH POOR PAY, ARE THE REALITIES THOUGH.
24	One of the main reasons is that once a woman becomes a mother there is very little done to accommodate her. In other words, there is no accommodation of a woman who needs flexible working day - not a shorter day, just a more flexible one. In fact working a flexible day and being measured on your output often means you work harder and longer. I think there should be a more creative approach to managing people - putting them on performance contracts and measuring them on the quality and quantity of work they produce would be the first step. In other words we need to move away from the bums on seats approach - there are so many examples of journalists who are in the office for the conventional eight hour day but produce very little from one week to the next. I know there has been abuse of the whole flexible day thing in the past but measured and managed properly this can really work and newsrooms would retain experienced journalists.
25	One of the determining factors in promotions is experience. Whether this should be fundamental criterion or not is moot. Considering experience, women would be at a disadvantage because of the ratio of male to female at entry level say 10 or 20 years ago. This is a very subjective generalisation because the conditions vary from newsroom to newsroom. Unavailability of competent leaders; prejudice against women stemming from a patriarchal mindset is another and so the list goes on.
26	In some cases, women are not considered as suitable candidates for editorship positions as they are considered by management to have a range of responsibilities, including personal, that might impinge on their editorship duties I think women, in some cases are not considered because they are perceived as lacking the tenacity and other qualities associated with this position
27	A lack of political will; a view that "editor" equals male; push factors in a tough industry. By the latter I mean that it journalism is 24/7 work and workplaces do not take account of the impact on family responsibility. I don't know, for example, if I could do this work if I had children. There is a lot of external work: interviews,

	<p>functions, travels, etc that are intrinsic. But the biggest factor is political will. Until my own appointment, my image of “editor” was always male; it was never a position I aspired to because I never saw it within my purview. Awful, isn’t it, but it’s the truth.</p> <p>That said, I think that when we look at women editors, we often only think print and discount the role of our sisters at magazines, radio and television which is a very belittling thing to do as those spheres are arguably more influential. I am thinking here of [...].</p> <p>I think we also need to do an audit because there may be more women in leadership roles than we think and the strategy and tactics we have to use is different. If the debate is about getting more women into general leadership roles then our campaign will be slightly different to ensuring that women must move from number two to number one; or if acting roles must be made permanent.</p>
28	Traditionally, apart from magazines catering specifically for women, there appears to have been a certain mindset regarding women in editorship positions. Also, after 1994, there was a significant effort to address the racial imbalances with emphasis on the advancement of men in the workplace. It is only now that owners appear to realise that there are very few women in these positions.
29	Cannot comment on all media, but in magazine journalism at [...] there are many more senior women than men
30	<p>Newsrooms reflect the status quo of society - the Zuma rape trial alone highlighted, through reactions to what was being carried, the complexity of power relationships between men and women. It highlighted the dominant perception of what women are and their place in society.</p> <p>Look at the captains of industry: How many people of colour, never mind women, are there? Why does Cosatu, made up of a majority of female members, need quotas for women among their leadership?</p> <p>Yet it is interesting how many entrepreneurial companies ARE led by women. What is the difference? They do not have to deal with corporate culture.</p>
31	Male hegemony of the media Institutional discrimination
32	<p>I DON'T THINK THERE ARE 'FEW' -- LOOK AT THE MAGAZINE SECTOR &amp; YOU'LL SEE MANY. THE PROBLEM IS THAT WOMEN ARE LESS LIKELY TO ATTAIN THAT POSITION WITHIN NEWS JOURNALISM.</p> <p>THERE ARE FEWER WOMEN TO CHOOSE FROM AT THE RIGHT LEVEL OF SENIORITY -- THIS REFLECTS A HISTORY OF SEXISM IN RECRUITMENT &amp; DIRECTING FEMALE JOURNALISTS INTO 'WOMEN'S' AREAS , WHICH IS NOW DEFINITELY CHANGING, ALBEIT SLOWLY.</p> <p>BUT I CAN ALSO SEE MANY INSTANCES IN WHICH NEWSROOMS WILL 'TAKE A CHANCE' ON PROMOTING A YOUNGER MALE JOURNALIST WHO IS NOT AT AN APPROPRIATELY SENIOR LEVEL, WHERE THEY WON'T DO THE SAME WITH A WOMAN. THIS MAY REFLECT THE NEED TO MEET EQUITY TARGETS, OR A STRONGLY GENDER-DEFINED UNDERSTANDING OF THE CHARACTERISTICS NEEDED TO BE AN EFFECTIVE EDITOR. (YOU KNOW THE SAYING: HE'S DYNAMIC AND FORCEFUL; SHE'S A BITCH). BUT TO EXPLORE THIS NEEDS A DIFFERENT TYPE OF STUDY: NOT ANECDOTAL ANSWERS, AS</p>



	QUESTIONS LIKE THESE WILL PRODUCE, BUT RATHER A STUDY BASED ON INTERACTION STUDIES IN NEWSROOMS & DISCOURSE ANALYSIS.
33	Its a reflection of the general trend in management - and maybe women do not want to be editors
34	I suspect this question is inaccurate. What is meant by ``all" media; does it include provincial and community newspapers, magazines? I believe the ``all" in this question applies to mainstream print and broadcast. If all media were taken into account, there may very well be a majority of women editors and women in senior positions, taking into account the large number of women's magazines and women occupancy in positions on those publications. If only mainstream is being discussed, the answer probably is: Because many women have difficulty working in a short deadline environment such as a daily.They are more comfortable working on a magazine where the deadlines are less demanding and can even be flexible. That is taking into account married women with family responsibilities. I should also imagine that because women tend to go to the magazines or magazine type jobs on newspapers (such as [...] at the [...]) the newsroom tends to fill with males. I cannot imagine any editor having ``a thing" about women as against men in the newsroom. I appointed the first woman political correspondent in SA and the first woman crime reporter and also employed women in other capacities and my experience was that they were professional,competent, quick and diligent.
35	I actually think there is a fairly good sprinkling of women in journalism, especially at junior level, but I think the ranks thin out considerably when it comes to senior editorial management. Ironically I think there are less women in the senior ranks than there were a couple of years ago. Partly because the women who came up in the 70s and 80s and had senior positions have either retired, or left journalism to pursue more lucrative pastures. I think they are not hanging in there as men are doing. Partly because discrimination still exists against women (and gay men for that matter) and partly because journalism is a very demanding profession and when combined with motherhood, something has got to give. I think women tend to leave at a certain stage to take up other jobs which are more nine to five. Oddly enough, I'm not sure whether it has something to do with the nature of the profession, but most women journalists I know, who are mothers, are single mothers. So the difficulties are clear.
36	Because in the minds of most South African men - there are of course exceptions - women simply are not equal, intellectually or in any other way, to men. Ours is a very paternalistic society and that has changed very little in 30 years. Also because women generally seem less interested in having power or authority over others than men are.
37	Unless companies create positions for senior women, there are very few editor positions in the country and turnover is very slow. However, given that, a general lack of succession planning, lack of ongoing skills development at senior level, a sense of isolation at executive level and high turnover in middle management are – in my view – the key factors in low levels of women at executive level.
38	image of women by male executives (and women themselves) as strong in support roles, lack of opportunity during a very male-dominated era, shift now to black empowerment, lingering concerns about women's ability and commitment, shortage of strong women staying in newspapers (many move on to other media)
39	I think there may be more than there used to be which is good. But with the push

	<p>towards BEE there are very few black women at senior levels and white women may be getting sidelined for black males. I think in the past very few black women saw journalism as a possible career choice. But I think that's changing - in the cadet and internship programs I have been involved with the majority of the young journos are women. We've just got to hope they stay in the profession. Pay is, of course an issue. Media doesn't always pay people enough and PR companies can all too easily poach young, efficient and well groomed women who want to be financially independent.</p>
40	<p>For me the media management rung remains a very unfriendly environment for women Editors, particularly black women. While the contract stipulates senior Editorial Executive/Editor the actual job floor or workplace (news room) has not been fully enabled to accommodate women editors. Apart from the sexism that prevails in such higher decision making positions from male colleagues, there are also deep-seeded prejudiced attitudes that I encountered from both male and especially female colleagues and subordinates. As a black editor I had to not only prove myself to my male superiors but also my white staffers.</p> <p>I also think that the job of editor is difficult and not conducive to women wanting to raise a family and achieve balance in her personal life. I felt that if I had a "wife" then maybe things would have been a lot more easier - having to be a partner, mother to my children and the children at work, dogsbody for people's frustrations, professional &amp; career woman - led to executive burn-out.</p> <p>As a woman Editor with children I was often treated with distrust if I had to take time off to tend to my kids. I also found that "maternity leave" meant taking time off "to a mental institution" because upon my return all my decisions were questioned twice as much as before. This attitude was prevalent from both men and women colleagues with no children.</p>

- **How many women editors are there in your newsroom in relation to men (e.g. 1 out of 5 for example)**

1	3 out of 6
2	WOMENTO14MEN
3	2 women/ 2 men in the [...] news room.
4	five women and nine men
5	3 out of 9, with three most important positions occupied by men
6	(No answer)
7	Not applicable (I don't work in a newsroom)
8	Was 6 – 4 male-female when I was there, has become 6 – 5.
9	(No answer)
10	1
11	Not applicable in my specific situation. I did, however, presented two workshops at the Volksblad recently on narrative journalism. Each workshop comprised approx 25 people, and I was actually astounded on how few men there were amongst a complete majority of men. Nonetheless, the Editor, Asst Editors and News Editor are all men. I made some remarks about that, but nobody thought it was whitty!
12	2 out of six
13	There are three women assistant editors two full-time and one part-time and three male assistant editors plus the editor who is male

14	We number only 8 in the newsroom and so there is only one editor, me!
15	Answer: difficult to respond accurately in terms of our editorial structure. We've had senior dept heads, assistant news editors, acting news editors, bureau chiefs in the past; mostly with excellent results. Most of these have been poached away or lured to other professions offering more lifestyle satisfaction than a 24-hour hard-newswire environment. Out of a total editorial complement of 36, we have currently one woman bureau chief, an acting assistant news editor, and a former assistant news editor who has kept her ranking but chose to move back into field reporting on top assignments. We have one former assistant news editor who resigned but returned after a couple of years and is now specially accommodated on an office-hours mon-fri only position to fit her child-care arrangements. It's not a compassionate arrangement; she produces the goods as a senior staffer when we need it during those hours and the arrangement is mutually satisfying
16	1 out of 12
17	ALL WOMEN
18	1 editor in my section( myself) but I am 1 of only a handful of women editors in my orgnsaisation.
19	At the [...], my deputy, [...], was a woman, and there were three other substantive editors in charge of sections of the newspaper. I subsequently promoted [...] to being the first women editor-in-chief of any newspaper in [...] when I left the [...] in [...]. When I joined [...] I employed [...] as editor of the [...], the first woman head of [...]’s best-selling newspaper. There were at least three other women journalists who were sectional editors at the [...] at the time in a staff of about 20 journalists.
20	There are four women Editors in my company against six men
21	[...]: Executive producers One out of two Senior Producers: Two out of four
22	ON [...] THEY ARE ALL MALE UNFORTUNATELY, BUT THE STAFF SIZE IS SMALL AT ONLY 9 SO I WOULDNT TAKE THIS AS REFLECTIVE. ON [...] NEWSPAPER A LARGE PROPORTION OF SENIOR, MANAGEMENT ROLES IN EDITORIAL NEWSROOM ARE FEMALE.
23	ABOUT FIVE OUT OF 13
24	Mine is a different situation because I moved to the magazine world where there obviously far more women and the gender issues covered in the questions below are not really relevant.
25	One in Seven.
26	[...] is a small publication, besides me, our team is comprised of: an editorial director, male, who is not involved with the day-to-day running of the publication, project manager, female chief sub/layout, female, two layout/subs, females advertising rep, male feelance writers, 5 females and 2 males
27	My managing editor and deputy managing editor are female; the chief sub is female; so is the sports editor and the training editor.
28	5 women, 3 men

29	On magazine editorial staff: 9 women, one man
30	3:5The woman are more junior Women: chief sub editor, [...] co-ordinator, [...] co-ordinator. Men: Editor, deputy editor, managing editor, news editor, sports editor
31	N/A
32	ON THE PAPERS I FREELANCE FOR, MY DIRECT EDITOR (WHO IS A DEPUTY ED) IS FEMALE. OUT OF THE LAST 3 NEWSROOMS I TRAINED IN (ONE WAS A MAGAZINE) 1 EDITOR OUT OF 3 WAS FEMALE
33	4 to 0 - 2 women are "co-ordinators"
34	N/A
35	There are no women editors on the newspaper I work for, We have a female chief sub and there's me who functions as an editor but does not have a formal title. That's it
36	1 out of 10
37	n/a
38	split here is 50/50 with female news editor and male chief sub; two male assistant editors and a woman executive and acting editor.
39	It's about 1 out of 2 = half
40	1 out of three

- **What are the obstacles in the way of women becoming senior editors?  
Please give examples.**

1	None at [...]
2	(NO answer)
3	Few obstacles at regional level. Situation in [...] might be slanted more in favour of men, but difficult to assess from [...]. The main obstacle to a woman getting a senior posts could be that a man has been in the position she hopes to occupy for a long time. Her only way of getting a Promotion would be if he resigns, retires and is redeployed.
4	Black and white men who are resistant to change. Check [...] hiring practises since he became editor - he's taken on lots of people without advertising a single position, and I'm not sure I know about each one, so I can't quantify.
5	Women still having first responsibility for raising children in a couple. Many single mothers, which means they can't work late hours, network at functions etc. Discrimination, decision-making about jobs still in male hands
6	Babies, less driven to excel competitively, less ruthlessness, top bosses still inherently male inclined
7	Prejudice, employment conditions
8	None of which I am aware. At least two turned down promotions for reasons of "stress" (details available in confidence), which has never, in my experience, happened with a man offered a promotion, but two is not a sample from which generalisations can be drawn.
9	Differences in pay and promotion practices, a prevailing mindset and sexism, working conditions such as working hours, and women's own perceptions.
10	Static newsroom cultures Male editors Male publishers Stereotypical negative perceptions of competence and emotional stability Little awareness of alternative perceptions, means to unlock them

11	In my environment, women have to work twice as hard as men to get a promotion, and have to compete with men. Many women are single-parents and have to take care of a full life at home with children, while the majority of men do not have those obligations
12	The aggressive and often hostile environment of newsrooms. This means that women have to be particularly aggressive if they want to break through. Many aren't inclined, or don't have the capacity, to be aggressive. The hostile environment includes being ignored, being undermined, being belittled, and assumptions about competence (i.e. an assumption that women are less competent). This works across colour – black men are as unsympathetic to black women as white men are to white women. Have also found that black men are particularly hostile to white women who they feel should move out of the way.
13	At present I don't think there are many obstacles because newsrooms are wanting to be gender and politically correct, the problem is that women like blacks are promoted to senior positions but there is a level of tokenism here because the power still lies with the men who get to go to the senior management meetings, keep information to themselves etc.
14	I have not really encountered many barriers, personally, but am in a new-school industry and company which recognises that women need to be developed and boosted. I am very fortunate. Having said that, my observations are that women are often still side-lined and disregarded as being 'mothers and wives' and are not entrusted with these top positions.
15	Answer: mostly dealt with above; but it's a reality that the factors identified in other industries as preventing womens' career growth beyond middle management do count, especially where a husband-wife couple are both professionals. We have one classical example in our newsroom where a senior woman journalist's husband also works in the media. Both have demanding roles professionally and domestically with child-care etc. but whenever there's an un-anticipated crisis, it's the woman journalist who has to break away from work to sort things out. The pressure on the husband NOT to be seen giving way at work to domestic demands and crises is just too much. Maybe, if the pressure on him was not that great, and he felt entitled to and comfortable about putting even urgent work to one side to take frontline care of that child's split lip at school, things would even out a little.
16	(No answer)
17	(No answer)
18	Prejudice is still a factor, especially the higher you go -- overt and covert.. on the other hand there have been a handful of male mentors in my career who have gone out of their way to facilitate my progress from time to time, and my first promotion to editor was heralded by huge support for me from the mostly Black male newsroom!
19	Plse see answer to Question 4.
20	In general obstacles are men's thinking power against their fellow colleagues wrong perceptions about women as leaders. Eg If you're a strong woman with good decision making men perceive you to be rude.
21	We have several senior posts in [...] news that have been earmarked for Black Females – however, because Black females are in such demand, they would not accept salaries that are on offer.
22	i AM NOT SURE, HOWEVER I CAN CITE AN EXAMPLE GIVEN BY MY WIFE WHO IS ALSO A JOURNALIS WHO SAYS THAT PREGNANCY AND

	BRINGING UP A CHILD UNFAIRLY AFFECTS WOMEN'S CAREERS. THIS MAY BE A FACTOR?
23	SEE ANSWER TO QK1 ABOVE
24	As above.
25	In my case the editorial structure provides for one Assignment editor. Whenever, I am on leave or unavailable for duty I appoint a woman member, even though she is a relative junior member. I've also experimented with rotating stewardship but there had been a reluctance on the part of two others to assume editorial responsibilities.
26	In our organisation, there are no obstacles
27	Answered above
28	I believe that advancing women in the newsroom has largely been an afterthought. Women were restricted to women's interest sections and it was rare that women became news editors or political editors. This would certainly have been the case pre-1994. It is interesting to find that there are only two women newspaper editors in the country. To me, it indicates, a lack of willingness to appoint women into these positions. I also believe that women partly impose the glass ceiling on themselves by not pushing the boundaries. Men learn very quickly about the value of networking and being vocal about their ambitions. Most women tend to be wall flowers of their careers; they expect people will just notice their dedication and hard work. In a corporate environment this does not happen automatically.
29	None in my experience
30	Testosterone-dominated organisations do not take women seriously at higher levels. Interesting that these are the levels where skills are not the only requirement, but also the ability to fit in and perpetuate that establishment. In newspapers, women are rarely accepted at the upper levels of the organisation. It is unusual to see women going above assistant editor, with the ceiling normally around news editor/chief-sub level (Paterson Grade D3)
31	Not being part of the "boys' club"; not getting nominated for development opportunities (Boys stick together); women are still trapped in the social construct of also being the "housewife", in other words the one responsible for household chores; in terms of parenting, having still to be the primary caregiver in a family; - in other words: to have a career, be the traditional housewife and care for the children; lastly: women who are not empowered and mentored to believe in themselves that they can fill a senior position, because women also buy into the perception that they cannot "compete" with men, cannot be "as good as men", etc, when they in fact can do things better than men...
32	EMPLOYERS WITH NO UNDERSTANDING OF THE VARIETIES OF EXPERIENCE, COMMUNICATION & [...] THAT CAN MAKE AN EFFECTIVE EDITOR (THEY APPOINT IN THEIR OWN IMAGE) EMPLOYERS WHO DO NOT PROVIDE WORKPLACE CHILDCARE ETC FACILITIES FOR STAFFERS AT MORE JUNIOR LEVELS THAN EDITOR, SO HAMPERING WOMEN FROM GETTING A SUFFICIENTLY WIDE RANGE OF EARLIER EXPERIENCE (AND, LINKED TO THIS, NO EFFECTIVE JOURNALISTS' UNIONS ANYMORE THAT COULD FIGHT FOR SUCH FACILITIES) OLD BOYS CLUBS WHERE ASSIGNMENTS, POLICIES ETC ARE DISCUSSED AT GOLF CLUBS, IN BARS ETC, VIRTUALLY FORCING

	<p>WOMEN TO ADOPT A MALE-DEFINED SOCIAL LIFE TO BE 'ONE OF THE BOYS' -- OR BE LEFT OUT. (LINKED TO WHICH, LOOK AT THE DISTRESSING AMOUNT OF ALCOHOL ABUSE AMONG YOUNG WOMEN REPORTERS -- GO TO ANY MEDIA FUNCTION TO SEE IT)</p> <p>A 'MACHO' NEWSROOM DISCOURSE TO WHICH MANY WOMEN ARE CULTURALLY OUTSIDERS &amp; WHICH THEY FIND ALIEN &amp; SOMETIMES UNDERMINING, ESPECIALLY ON THE 'TOUGH' BEATS SUCH AS CRIME. THIS DOESN'T KEEP WOMEN OUT COMPLETELY, AND WE CAN ALL NAME INDIVIDUALS WHO'VE SCORED SIGNIFICANT SUCCESS, BUT IT PROBABLY MEANS FEWER WOMEN SUCCEED IN THE HIGH-PROFILE AREAS OF THE PAPER WHERE REPORTERS SCORE PROMOTION BROWNIE POINTS.</p>
33	<p>In my opinion and experience in [...] the "heavy" beats that usually paves the way towards becoming an editor namely politics go historically to men. No women political reporters at [...] - there are a few at Parliament however</p>
34	<p>I think the answer emerges from the answer to 1. As far as I am aware there should be no obstacles to the promotion of women who are in the newsroom.</p>
35	<p>The main obstacles are mentioned above, combining motherhood with a very demanding career which is no respecter of a personal or family needs. Also there is distinct old-boys network still operating which is to some degree keeping women out, but also women are not being aggressive enough in pursuing senior positions. Another possibility is that women, especially white women, are are being passed over in favour of black men.</p>
36	<p>They are partly circumstantial - most women have to take at least some time out of their careers if they have children and cannot always catch up - but also, as mentioned above, they are simply not seen as equals by the vast majority of men, who still hold the reins of power in all news organisations. Examples: Women are patronised and their opinions do not appear to be taken as seriously as those of men. This can be subtle, like jokes made at their expense when they give their opinions, or teasing. It seems friendly and even affectionate, but it is actually demeaning. Women are not promoted in any numbers, largely again because of the underlying attitude that they are not equal and that men are more deserving "because they have families to support". Many women have huge financial commitments like ageing parents to support or children or relatives to educate but I have never heard this mentioned like the traditional view of men as breadwinners.</p>
37	<p>Existing networking structures – a male network still exists to a large degree;          General sense of isolation – that you have to play a “male game” to get ahead at senior level;          Women tend to be the foot soldiers in the newsroom – they seldom take the “glamour” beats of politics etc and so are not on the fast track for senior executive positions.</p>
38	<p>concerns about women’s ability and commitment, shortage of women seen to fit the profile, no role model in our company means while women can achieve, the ultimate prize (editorship) has not been given.</p>
39	<p>I'm a bit too new here to know if there are obstacles. I haven't come across any, but from my perspective - even if I wanted to one day be editor I probably couldn't because I'm white.</p>

40	<ul style="list-style-type: none"> <li>• Racism: In the main white male subordinates generally took up the position that as a black woman editor I lacked decision-making and is a "window dressing" position, while female white subordinates mainly those a few years younger than myself "felt threatened, used me a punching bag during PMT' or often ignored my suggestions and preferred to gossip with the men about their perception of my worth". In fact women colleagues - those whom I perceived to be "emotionally immature" as a result personal relationship problems, sexual identity crises and who were victims of sexual or physical abuse in their relationships, were the most hurtful and would stop at nothing from publicly humiliating my decision-making through constant questioning and reporting of my actions to the male superior.</li> <li>• Support from mature/liberal protagonists: On the other-hand women subordinates who were career orientated and able to make decisions on a mature level were more accommodating, supportive and accepting of my role as a woman Editor.</li> </ul> <p>I received widespread support from black journalists - men and women - and often felt I had to protect them from their "white colleagues' who were dead set against transformation.</p>
----	---

- **What is the gender policy in your current newsroom?**

1	Men and women are treated as equal. We are actually experiencing a shortage of male reporters and sub editors.
2	DON'TKNOW
3	That women must be given a chance for promotion or advancing their careers. This ties in with the general gender policy of the [...]. (This is readily available).
4	Non-existent
5	There is no policy to favour women in key positions.
6	Equality. But I think there are more women than men in our current configuration but it changes monthly.
7	Not applicable (I don't work in a newsroom)
8	Don't know. When I was there we were aiming to reach 50-50 staff by sometime in 2005. Soon after I left, the new female editor and managing editor probably tipped the scale to 50-50 (which admittedly includes three clerical staff and three research and syndication staff, two of whom have gone on to be journalists).
9	(No answer)
10	Equal opportunities employer
11	The organisation maintains that they have a gender and equity policy, but the picture in reality differs from these intentions. I recently wrote a letter to the personnel news medium on the representation of women vs men in photographs used in the University's marketing and communication strategy. This, by itself, tells a very negative picture. When women are actually photographed, it mostly portrays "pretty girls" such as Rag Queens, Champagne Girls at Intervarsities and pretty spectators at games where the players are male.
12	There is much more of a focus on equity policy than gender policy. There are equity targets for black women.
13	There is no policy as far as I am aware



14	Very female-oriented. Only two men out of eight.
15	Answer: we don't have a formalised one. It's a very small newsroom and nobody's afraid to have their say on gender and any other issue, and to influence decisions on these matters. It's probably naïve on my part, but as long as the editor and people in charge are aware of the needs and requirements, and are intent also on driving them through in practice, pragmatically and sensibly, it's probably better than having a dusty piece of paper on the notice board. Also, the issue of "equal work, equal pay" has not been an issue for years now.
16	There isn't one
17	THERE ARE NONE
18	I aim it to be approx 50-50 in staff and management-
19	There were no specific policies on women empowerment in all the news groups that I worked in.
20	Gender policy in my newsroom is to give women equal status as men.
21	We do not have a formal written policy but we do try to give preference to previously disadvantaged
22	WE ARE AA -- SO WE PROMOTE AFFIRMATIVE ACTION APPOINTMENTS -- BLACK APPOINTMENTS AND FEMALE APPOINTMENTS
23	AFFIRMATIVE ACTION IN RESPECT OF PDP'S INCLUDING WOMEN
24	NA
25	Non discriminatory
26	Our newsroom does not have a gender policy. Most of the people working in our newsroom are women, this happened by default rather than design
27	My gender policy is aligned to the employment equity laws, but I am striving for 50:50 women in general staff and at leadership level. Equality means 50:50. I think we work in a gender empowering newsroom.
28	There is no official gender policy, but I am very cognisant of the fact that there needs to be racial and gender equality and inclusivity
29	We have been trying to redress the balance male/female by appointing more males -- generally the best potential appointee wins, gender irrelevant
30	The company has a
31	N/A
32	I'VE TRAINED IN 3 OVER THE PAST 3 MONTHS. NONE HAS AN EXPLICIT GENDER POLICY WRITTEN DOWN ANYWHERE, BUT IF THE QUESTION IS ASKED, OF COURSE, EVERYONE IS IN FAVOUR OF EQUITY & DIVERSITY!
33	No idea
34	N/A
35	If there is a clear gender policy in this newsroom I'm not aware of it.
36	I don't think there is a specific gender policy, but women are among the previously disadvantaged groups that are supposed to be given preference in terms of the affirmative action policies of the company and of the country. The goal is to counteract the years and years of preference and privilege enjoyed by white men - but some white men now seem to see the attempt to advantage others as discriminatory and, out of sympathy for the "victims", very often their friends, appoint them whenever they can, even by bending the rules. This might be very kind and helpful and be motivated by the best intentions in the world, but it is not going to

	address gender or racial inequities.
37	n/a
38	staff selected on merit but do try for balance to reflect the society we serve.
39	I don't know yet - but it's very mixed - lots of women at all levels.
40	Not sure. But in my previous positions I had instituted.
41	

• **Are there affirmative action policies in newsrooms concerning gender?**

1	Regarding the above [...] does not need one.
2	DON'TKNOW
3	The same as previous question. Yes there is.
4	I don't know. Our company has one, I don't know about every company in SA
5	Not that I am aware of.
6	Yes. Have been for over a decade
7	Not applicable (I don't work in a newsroom)
8	Not especially. If ever there had been two equal candidates we would have favoured the female, until we reached 50-50. The gender balance was solving itself (perhaps because the door was open); finding or developing senior black staff was the more demanding problem.
9	(No answer)
10	Do not know
11	Yes.
12	There are targets, as mentioned above. The presence of woman as deputy and as a projects editor I think makes a difference to the promotion (and protection) of women.
13	No
14	This has not been a problem and therefore has not been a policy.
15	Answer: similar to the question above
16	No
17	NO
18	Yes.. in line with the EE act...but the plans are not shared or worked on with editors by HR
19	None
20	(No answer)
21	Nothing formal
22	YES
23	SEE ANSWER TO QK PRECEEDING
24	NA
25	I'm led to believe there are.
26	Not in our newsroom
27	(No answer)
28	To some extent. We have employment equity targets as set by the Department of Labour.
29	Affirmative policies -- as above
30	We are subject to company targets
31	N/A: but I'm sure all the newsrooms must comply with the legislation according to

	which they must have aa plans in place.
32	I HAVE NOT ENCOUNTERED ANY, BUT I BELIEVE THE [...] HAS ONE. MOST CODES OF CONDUCT DEAL WITH HARASSMENT, BUT THAT'S A NEGATIVE PROVISION, NOT A POSITIVE ONE. ONE DISTRESSING THING I DO SEE, PARADOXICALLY, IS SOME TITLES (PARTICULARLY WITHIN ONE MAJOR MEDIA HOUSE I KNOW) GETTING THEIR EQUITY TARGETS ON TRACK BY ACTUALLY RECRUITING WHITE WOMEN ON EG LEARNERSHIPS AND STILL HAVING SHOCKING RECRUITMENT AND SUPPORT POLICIES FOR JUNIOR CANDIDATES OF COLOUR.
33	presumably
34	I am not that well acquainted with newsroom policy or what happens in large newsrooms; my newsroom does not employ staff.
35	Not that I'm aware of
36	There is a policy, although as a foot soldier it is hard to get facts and figures. Certain affirmative action quotas were set by companies in terms of government policy. I believe the advancement of women as a previously disadvantaged group was included in the quotas in the company I work for.
37	n/a
38	no, concerning race.
39	Presumably, but again not altogether sure at Business Day At Business Report - yes there were specific hiring policies
40	I assume so. Previous workplaces policies included affirmative action criteria
41	

- **If so, how are they monitored for progress against targets?**

1	(No answer)
2	(No answer)
3	This is done at regional office level as well as at [...] HQ.
4	They should be submitting annual equity and training reports to the department of labour.
5	(No answer)
6	Constantly.
7	Not applicable (I don't work in a newsroom)
8	We counted every so often. Reached a major target on Women's Day 2004 when the women on the staff produced the entire editorial content of the [...], including sport and finance. Then they all had the holiday on Women's Day and the men worked. (An achievement which Media magazine declined to report.)
9	(No answer)
10	Do not know
11	It is being done, but people seldom leave their positions at a [...]. The change, therefore is very slow. All competition for promotion is done against the same budgetary allowances.
12	The editor yes, but not down the line.
13	(No answer)
14	N/A

15	Answer: simple, percentage/numbers male:female ratio comparisons at the various levels from one quarter to the next. It's realistic also to expect setbacks after a period of improving ratios.
16	(No answer)
17	(No answer)
18	On stats only... I believe
19	Not monitored (see 8).
20	(No answer)
21	N/a
22	THERE ARE TARGETS SET BY OUR MANAGEMENT, BUT I AM NOT AWARE OF THEM (I SHOULD BE)
23	IT IS THE MANAGEMENT PERFORMANCE TASK OF THE EDITOR
24	(No answer)
25	So far appointments have not been made on strict performance measurement - at least that is what I suspect.
26	(No answer)
27	We're small, so it's easy for me to tell whether or not we are progressing
28	We have, together with our Human Resources Department, evaluated the number of women in management positions as opposed to the ideal number that we should have. When we fill vacant or new posts this is taken into consideration. Obviously, it is not always possible to find the quality of staff – even while making allowances for potential – to fill the positions
29	We count on our fingers -- the staff is not huge!
30	Shrinking newsrooms: When positions are vacated they are frozen and then taken away. For the few that are filled, we take into account our readership and a balance within the newsroom to cover all aspects of our diverse readership. But have very few applicants who have the requisite skills and experience.
31	N/A; but once again, there must be monitoring in place.
32	DON'T KNOW -- SEE ABOVE
33	by HR
34	See above
35	n/a
36	I don't know. I do not think they are being monitored because the quotas are being thwarted by the very people who are supposed to implement them. For example, senior positions that became vacant are not advertised, so women or people of colour within or outside the organisation do not get the opportunity to apply for them even if they are capable and experienced in doing the work. The positions are given to white men who are not full-time staff members on long-term freelance contracts, for instance, sometimes for years. If jobs are advertised, I do not think the female applicant easily gets preference. This is purely subjective but the statistics tend to back it up.
37	n/a
38	(No answer)
39	At [...] they were constantly monitored with the editor taking direct accountability for the numbers
40	not sure

- **What attitudes towards women in management are prevalent in newsrooms – positive and negative? Give examples.**

1	Attitudes tend to be positive in all instances where female staff do their work well. It is actually not a gender thing.
2	LARGELY POSITIVE, I THINK
3	Positive/ Women are generally regarded in the Bfn news room as star performers. They also do the best human interest stories. Politics and sport are less popular beats among women reporters, but this could vary from region to region.
4	I don't know what attitudes are prevalent in newsrooms. In our newsroom, people are hired and expected to do their jobs. Our company has not met its own equity targets for more than two years, and most new positions are filled by white men. We struggle, however, to find skilled, black people, especially with management experience. I've sat in interviews with people I've suggested we poach from other publications, and they ask for salaries that we simply can't afford. Recently we tried to poach someone from the [...], who said she wouldn't come to work for us for less than R46 000 a month. I can't believe the [...] pays such high salaries, but this person wouldn't budge.
5	The attitude isn't negative. Because most junior staff are women they seem to have no problem with women managers.
6	don't know
7	Not applicable (I don't work in a newsroom)
8	Men sometimes find it difficult or very difficult to take direction from women, ask the Night News Editor who has to process all the incoming copy and get the reporters to do the job they are required to do.
9	(No answer)
10	Negatives... Men seemingly and largely do not like being "bossed" by women. Men seemingly are highly competitive in this respect. Seemingly some women feel the same way about female bosses. Positives... Diligent Reliable Multi-skilled
11	I believe from personal experience that women are more subjected to patronizing messages. Their opinions are not always considered as worthy and serious. They have to work so much harder to prove their worth compared to men.
12	Difficult to answer as I am the woman in management. Under my editorship a number of women were hired and promoted. I think my presence ensures that sexism is kept off the floor, prejudices are tackled and issues are raised.
13	among the senior management - a patronising attitude. Among the rank and file journalists - there is a positive attitude.
14	I still think that in many cases, staff members themselves give a female editor a harder time because of stereotypes and power balances. I think as women, we are also more sensitive and self-critical and this, in itself, may cause issues for us.
15	Answer: mostly given above in other answers. Overall, increasingly positive on a day-to-day level in the few instances we have women in these positions.
16	That there are still so few women in management a dozen years into our liberation

	must speak of an attitude that males feel they have to suppress women to continue to earn the most money and get the best freebies.
17	POSITIVE, ALL THE BULLETIN EDITORS IN THE NEWSROOM ARE FEMLE.
18	In theory its accepted they should be there but practically there is very little assistance or facilitation.
19	See answer to Question 4.
20	(No answer)
21	Our newsroom is non sexist
22	I AM NOT SURE PEOPLE DISCRIMINATE IN THEIR ATTITUDES TOWARDS WOMEN. ATTITUDES TOWARDS WOMEN AND MEN FROM WOMEN AND MEN ARE THE SAME. I PERSONALLY DO NOT BEHAVE DIFFERENTLY.
23	IN ONLY EVERYONE COULD FOCUS ON THE TASK AT HAND! (Just kidding!) In our newsroom, there are no definable perceptions specific to women. Outside of that, I have no recollection of any outstanding issue that male media managers have against women. Of course, it could be that I keep my own circles very tight.
24	NA
25	I would expect liberal.
26	n our newsroom, the attitude is positive, in fact it is a non-issue
27	The [...] has always had strong women journalists working here so women in management are fairly standard and institutionalized. Sometimes the men feel oppressed because we do thinks like male beefcake posters and fill the newspaper with campaigns against rape, etc. I don't want them to feel alienated and marginalized because the struggle is for equality and empowerment, not for reverse discrimination
28	Positive. We have a fairly young newsroom and I believe this paves the way for a far more positive environment. It tends to be older members of staff who are more comfortable dealing with male editors. This is also relevant to race.
29	Neutral -- people work here, not men, not women Different takes are respected and considered valuable with regard to content selection though. The lone male on the senior editorial staff is a valued source of input
30	Fascinating for me is that I often see a woman manager hiring men. The women in authority have the respect of those below them. The only time this is challenged is when young reporters, mostly male but also female, come in and do not realise automatically the authority carried by women, if they are not in their departments. For example the chief sub-editor is almost seen as "a mere woman, challenging their story". I do not get the same reaction when I do the same, even if they don't know who I am. There seems to be a surge of gender insensitivity with the younger journalists which is of some concern.
31	One attitude certainly is that women should not question existing practices etc. If they do, they are marginalised and even demonised as "feminists"...
32	SAME AS EVERYWHERE ELSE. DYNAMIC WOMEN ARE OFTEN RESENTED FOR DOING WHAT THEIR MALE COUNTERPARTS DO -- OR FOR DOING THINGS VERY DIFFERENTLY. BUT I THINK THIS IS CHANGING WITH MANY MORE JUNIOR WOMEN IN NEWSROOMS NOW; I HAVE NOT ENCOUNTERED ANY OF THE YOUNG

	WOMEN I HAVE TRAINED RECENTLY CRITICISING THEIR MANAGERS IN GENDERED TERMS -- THEY'RE MORE INTERESTED IN WHO IS FAIR, WHO IS HELPFUL, ETC. AND, FRANKLY, MOST YOUNGER MEN I TRAIN SEEM TO BE LOSING MANY OF THOSE OLD ASSUMPTIONS & PREJUDICES TOO.
33	management is management regardless of sex
34	See above
35	I'm not aware of any active negative attitudes towards women. In reality there [are] only four women journalists against nine men.
36	Having been a manager for at least 15 years, I believe the attitudes are mostly negative. Women are tolerated and even appreciated in lower positions but most men - of course there are exceptions - still do not like reporting to or taking instructions from women. In my experience being nice or friendly makes you appear too soft as a manager in the eyes of some men, mentoring someone can be misconstrued as romantic interest, being tough brings accusations of bitchiness or vindictiveness. (Women managers are accused of being emotional and incompetent if they are not perceived as tough and vindictive and bitchy if they are). They are also vulnerable to rumour and innuendo about their sexual activity or history to a degree that men simply are not. In general, it is clear that men prefer being managed by other men and I think most men would agree with that. They often unconsciously subvert women managers without even being aware of it.
37	(No answer)
38	Generally, among reporters and subs attitudes are positive – based on individuals, not gender.
39	Men still feel able to rip off the feminine gender, but newsrooms are irreverant at the best of times. At [...], as a woman in a management I felt supported by my peers but found that some of the black men in the office would not listen to me - only to another man (of any race)
40	My personal experience - past shows negative: Woman managers often sidelined from key decision-making. Given the title but not the actual position or autonomy that male counterparts have. In a largely black environment where I am at present - the environment is more friendly and I feel more comfortable as I am allowed autonomy in my decision-making. Black journalists also respect my role.

- **What 'gender sensitivity' regarding the news exists among those women who are in senior positions in the industry? Examples?**

1	The normal ones where the handling of news events and/or photos tend to be insensitive towards women.
2	(No answer)
3	They query any story which appears insensitive to women. Language which appears sexist is also looked at carefully before being read by bulletin readers. Stories about women-related issues also feature strongly on daily diaries.
4	I have absolutely no idea. I saw [...] write in her paper that this should happen, but I haven't seen an increase in the [...]’s use of female sources or female contributors to their opinion pafes
5	Women are definitely more sensitive to exploitative use of pictures of women, nudity

	etc. Also issues such as rape, child abuse etc. gets more attention from women
6	a great deal, i would think ...
7	I am afraid to say that from my perspective (as a reader of media products) women in senior editorial positions sometimes perpetuate gender stereotypes in their products, by an emphasis on beauty, lifestyle and glamour in women's magazines for instance - pandering to a market who has 'internalised their oppression' to borrow someone else's phrase. But things are changing slowly, it seems, through women also breaking through to other areas of reporting (e.g. crime and business)
8	Some tough cookies there. But I'm not entirely clear on what the question wants. The situation has changed so markedly in the course of my career it is almost unrecognizable from what it was. At the [...] in [...], when I joined, there was one woman in the newsroom, one woman in parliament and two or three in features. No subs. No photographers. None in business.
9	The gender sensitivity I have encountered in newsrooms usually resides in particular reporters with an interest in gender or women's issues, and who are not in senior editorial or management positions.
10	<p>Women seem subsumed by a broader culture of news and newsworthiness. Perhaps gender-related stories are seen as soft stories, and are only "spot news" stories when rape, violence, murder etc. occur, but are not followed up with any regularity because such issues seen to lapse into editorialising/features/magazine/quasi-academic material.</p> <p>Also, stories on the broad social roles of women (if they can be adequately delineated/differentiated) -- and issues such as infant/mother mortality etc., general welfare of mothers and children, drug/alcohol/spousal abuse/HIV/AIDS and other social issues surrounding women eg. children's schooling, diet, sports, general health -- are not often seen to be spot, or, politically relevant news.</p> <p>Seen just as a background "fact of life".</p> <p>News relating to women often commercialised/advertorialised (special features/magazines) -- dating, marriage, image (fashion, dieting, cosmetics), relationships, spouses etc.</p> <p>Or seen to belong to the social sciences/acadaemia.</p> <p>Feeds into stereotyping</p>
11	N/a
12	Cannot answer for the industry, but certainly here the recent debates around coverage of the Zuma trial have been informed by strong "gender sensitivity" sensibility.
13	at the [...] the women in senior positions have a strong feminist backgrounds so they do speak out if they are unhappy or want aspects of the news changed. (I can't think of examples and will explain later re this in the question on general comments
14	Very little. I have been trying to source a course on this for team members to no avail. Any ideas would be welcomed!
15	Answer: I'm hesitant to talk about the "industry" generally; not being sufficiently informed about life in other newsrooms. In our newsroom, senior female journalists don't hesitate to speak up if they feel a diary entry on a relevant topic is being lightly treated or ignored by their male colleagues. There's also a clear understanding all round that issues should, in fact must, be debated and decided on hard, news-merited priorities based on available resources, and not ideology, activism or personal preferences. Having said that, we do make mistakes. Probably will continue to.



	Hopefully we will learn a bit each time.
16	I don't know how one is supposed to answer this question. Who has knowledge of how gender sensitive, news-wise, are women in senior positions in the industry? I can speak only of my neck of the woods, and the answer is simply but sad: not much. As a male I've often found myself having to fight with female colleagues and seniors hell-bent on securing only their own fat salaries, and who don't take the trouble to make themselves aware or conscious of the gender struggle. Examples range from fights against some senior women over simple things like terminology such as spokesperson instead of spokesman or spokeswoman, to broader issues like the need to empower women in everything we do and report. It's my senior female colleagues who don't seem to want to understand that central to development is the empowerment of women. And this in a developmental state such as SA 2006. One must wonder how they can understand the SA situation, let alone report on it or lead a reporting team.
17	(No answer)
18	With feminist editors its really good, but other women almost non existent at times.
19	Because women journalists usually join male-dominated newsrooms, over time they unwittingly embrace the perceptions of their male colleagues over what makes news and they begin to report news from this perspective.
20	(No answer)
21	(No answer)
22	NOT SURE
23	WE HAVE SPECIFIC PUBLICATIONS DEDICATED PRIMARILY TO WOMEN LED BY WOMEN, AND EVERYONE SEEMS TO LOVE THEM. OUR POLICIES ARE FOUNDED ON AND REQUIRE UTMOST RESPECT FOR PEOPLE ACROSS THE BOARD. GENDER SENSITIVITY? NAH, CAN'T SAY I AM AWARE OF ANY.
24	(No answer)
25	There appears to be a health prejudice towards women.
26	In our newsroom, we have taken a policy to profile a successful woman in every issue, we also give priority to articles about women leaders, e.g. in the April issue we have an article about 'women are Africa's political hope - Liberia is not the only success story, women's power on the continent is growing another story we carried in the same issue: Latin America: women's hour - Besides Chile's new President, Michelle Bachelet there is a women power wave in Latin America
27	Work by GenderLinks will show that there is a tangible link between consciousness-building and better coverage. The recent Global Media Monitoring Project, which measures gender in news, shows SA is a world leaders when it comes to substantive coverage of gender issues, using female sources and telling women's stories alongside men's. We have a long, long way to go but with an active gender in media movement, we have the tools to improve and to shine. Besides, this is not about activism alone: it makes good sense to be relevant to women readers are they are becoming a global majority of increasing economic oomph
28	There is certainly an awareness that "things" have changed in the sense that there are more women editors or managers on this paper than men. It was interesting that, when I started as editor at the [...] last year, one of the older male journalists addressed me as Mrs [...]. I don't think that he called the previous editor – a man – by his surname. I believed it was a case of not knowing how to relate to me.

29	I don't think we are gender sensitive regarding news. if it affects a human being in a new, different, noteworthy etc way, it's news.
30	Ironically women managers often don't hire women
31	N/A
32	I DON'T THINK IT'S POSSIBLE TO GENERALISE ON THIS. I KNOW 'MEN IN DRAG' WHO WILL POOH-POOH ANY TALK OF SENSITIVITY & NON-SEXIST ETHICAL APPROACHES. AND I ALSO KNOW FEMALE EDITORS WHO'LL MOVE MOUNTAINS TO GET A DECENT GENDER PERSPECTIVE INTO STORIES. THESE DAYS, THE QUESTION 'WILL IT SELL?' OVERDETERMINES ANY OTHER CONSIDERATION, FOR BOTH MEN AND WOMEN.
33	N/A
34	N/A
35	Women journalists, both senior and junior, tend to be very gender aware
36	A great deal, I think. Women editors, reporters, chief sub-editors and copy tasters, all of whom can influence what goes into the newspaper, are sensitive to the way women are projected in the news. They do sometimes get co-operation from men in charge of them but still sometimes do not. For example, women will encourage sensitivity in the use of reports on rape and highlight issues like domestic violence in their news selection. There are of course some men who do this too.
37	(No answer)
38	Believe women do try harder to reflect women's views but often only achieve this on "softer" stories. Trend has moved away from stories which reflect women's successes (e.g. first woman, first black). What concerns me is the idea (largely put out by male editors) that women's interest can be equated to leisure and domestic features.
39	At [...] there was lots of sensitivity down to a huge style guide and research on the topic
40	<ul style="list-style-type: none"> <li>- As a women writer I focus on gender issues and make certain that the gender balance is maintained in my reporting.</li> <li>- I also make certain that human interest stories and stories that are often neglected in the mainstream news diary such as HIV/AIDS, violence against women and children and for example the "pressure group" and "woman activist voices" during the rape trial involving the former Deputy president were placed high on the agenda.</li> <li>- As Editor I did the following: <ul style="list-style-type: none"> <li>o Transformed my newsroom to be balanced from a race, gender and cultural perspective</li> <li>o Instituted a gender reporting policy both in the newsroom and in editorial reportage</li> <li>o Made sure that gender stories were mainstreamed - included in the daily diary</li> </ul> </li> </ul> <p>Personally served and allowed my journalists to be part of the various discussions and debates around gender and related aspects including HIV Aids, poverty and democracy reporting</p>

- **What 'gender sensitivity' regarding the news exists among senior men in the newsrooms?**

1	The above acts as a check and balance in the handling of news by male staffers.
2	DON'TKNOW
3	Same as above. The men [are] the [...] news room deal circumspectly with such issues. However, I cannot speak for other regions.
4	I have absolutely no idea.
5	Men might not be as sensitive to the issues mentioned above.
6	A great deal, i would think ...
7	Not applicable (I don't work in a newsroom)
8	Some tough cookies there too. But times have changed, as above, and will continue changing.
9	Am not sure that there was any in the newsrooms that I worked in during the 1980's; the situation was improved in newsrooms in the 2000's.
10	Seemingly very little.
11	I do not believe that the majority of South African men have an inkling of feminism and gender issues. In the minds of the most of Afrikaans-speaking men, specifically, women are a nuisance to be tolerated in a man's world.
12	Very little judging by the recent coverage of the Zuma trial.
13	the men in senior positions in at the Witness have been involved in the newspaper for a long time and intellectually are aware of the issues re gender sensitivity and are able to look at the bigger picture.
14	As the men are outnumbered, the women generally have majority say, but stereotypes still need to be dealt with. One male staffer suggested we were siding with the complainant in the Zuma rape trial because we had covered a story re. rape survivors being set back because of the depiction and coverage.
15	Answer: this answered in the question above, I think.
16	It varies from very little to none
17	(No answer)
18	Again, some individuals are very aware, others it never crosses their mind.. they have single focus minds
19	Very little, if any, hence the fact that most women journalists' contribution is not appreciated and women journalists are not promoted to senior editorial positions.
20	(No answer)
21	(No answer)
22	PROBABLY VERY LOW
23	OUR POLICIES ARE FOUNDED ON AND REQUIRE THE UTMOST RESPECT FOR PEOPLE ACROSS THE BOARD.
24	(No answer)
25	Little
26	With regard to [...], our Editorial Director is very supportive of development and progress of women staffers, in [terms] of articles, he encourages coverage of women and developments around them
27	Gender-consciousness should be sex blind.
28	There is certainly an awareness that the old order – where white men are in charge – has changed significantly. I think that on some level there is resentment and a fear that men, particularly white men, will become obsolete species in newsrooms.
29	(No answer)

30	There occasions where articles, such as one criticising the Zuma trial coverage from a Cape Town academic, which was canned from the rest of the group's publications, but carried well by our publication. Our female readership is more than 40%, and we try to keep balance, but empowered reporters also carry weight and provide [guidance].
31	N/A. But I do think senior men think they are gender sensitive when in fact they are not. And the fact that they do not know that they do not know, is even worse than to argue/debate with those who are outright discriminating.
32	A MAJORITY OF SENIOR MEN THINK 'POLITICAL CORRECTNESS' (AS THEY CALL IT) IS A JOKE -- AND THIS IS MUCH TRUER OF WHITE MEN THAN BLACK MEN WHO HAVE, IN MOST CASES, AT LEAST AN UNDERSTANDING OF WHY CERTAIN CLAUSES OF THE BILL OF RIGHTS EXIST. (THAT DOESN'T NECESSARILY REFLECT HOW THEY BEHAVE IN ONE-ON-ONE INTERACTIONS WITH FEMALE INDIVIDUALS BUT AT LEAST THEY TALK THE TALK!) I REGULARLY SEE RELATIVELY JUNIOR WOMEN STAFFERS ASKED (HALF-JOKINGLY, MAYBE..?) TO GET TEA; REFERRED TO AS 'GIRLS' AND IF NOT EXACTLY SEXUALLY HARASSED, THEN CERTAINLY EXPECTED TO PARTICIPATE IN BANTER THAT MANY MIGHT FIND UNDERMINING. SOME SENIOR EDITORS STILL AUTOMATICALLY TRY TO DATE ATTRACTIVE YOUNGER FEMALE COLLEAGUES, BUT THAT'S THANKFULLY GETTING RARER.
33	They appear politically correct and treat women stories with the expected sensitivity .
34	N/A
35	On the whole I think male journalists tend to be gender insensitive - like any other men. They would probably disagree but in truth they are not more much more "liberated" than the male population as a whole.
36	Many men are sensitive to gender issues and do treat women with respect and insist on sensitivity in reporting on issues of particular concern to women - but they are definitely in the minority. A lot of the negative attitudes of the majority are completely unconscious and they are horrified and defensive if you tell them they are being sexist. For example: In a situation where there is a man and a woman on exactly the same level in terms of grading and seniority, the man will often assume a mantle of authority, act as though he is in charge even if he is not, will instruct the women and even rebuke them. The women very often allow this because they have been conditioned to humour men and pander to their egos. Women shoot themselves in the foot in this way and actually acquiesce to this inequality that on paper should not exist.
37	(No answer)
38	little!
39	From what I've seen - at times very little
40	At present I am given a lot more support than I have ever encountered. All my bosses are black male. For the first time in my career my superiors say "thanks you" and "well done". In the past white and Indian male bosses felt threatened by my position and often displayed a similar attitude to assertive women, where as women who accepted without question decisions were readily accepted. I found that gender stereotyping and societal influences contributed significantly to the way male bosses treated their women colleagues. Those from largely conservative backgrounds treated woman more subserviently than those who were in relationships

	that encouraged equality.
--	---------------------------

- **And, how does this relate to their positions on women staffers and advancement?  
Examples?**

1	This situation is considered healthy and necessary by the chief editorial staff. That is why we have a highly regarded and efficient female assistant editor.
2	(No answer)
3	I am certainly not aware of negativity in this regard. Some feelings might, however, remain well-hidden or discussed without me being aware of it.
4	I have absolutely no idea
5	I don't think male managers have a bias towards sending only male reporters on 'difficult' assignments like crime or reporting in other African countries because women have done so well in these fields. We've at least achieved that much.
6	don't know - would need to be researched
7	Not applicable (I don't work in a newsroom)
8	(No answer)
9	I remember being treated as a girl, subjected to the kinds of salacious remarks and attitudes that were evident and admissible in the newspaper, and often being assigned to softer and less serious news – in addition to doing one's routine hard news work, that is. Promotion and pay of women lagged behind that of men. The situation was better in the newsroom by the 2000's.
10	Locks women out and creates perception of news content as the usual: "Only bad (spot) news is good news!" Little analysis of social, economic issues as relates to women in society, and impact on society in general – e.g. economic productivity/skills inputs etc.. Seen to belong to features/magazine/editorial categories
11	(No answer)
12	Don't understand the question
13	I don't think this consciously features in their thinking. We have other problems in terms of struggling to attract staff because of the levels of salaries we pay and competing with government and the bigger newspapers so at the end of the day who can do the job gets the position.
14	N/A
15	Answer: ...ditto
16	Oh, some women are being advanced, white women, at the expense of black men or women, but only because of employment equity requirements. In other words, instead of advancing capable black men and women who would present a threat to the white male hold on power and positions, white women get the nod because thus far most have not been partial to pulling women and blacks up behind them, but instead help to kick them down once they get up.
17	(No answer)
18	For both the same stereotypical attitude is carried out towards story content and women staffers.
19	(No answer)
20	(No answer)

21	(No answer)
22	I AM NOT SURE
23	IN TERMS OF OUR POLICIES AND PRACTICIES, EVERYONE IS ACCORDED OPPORTUNITY FOR ADVANCEMENT ON EQUAL TERMS PROVIDED SUCH IS CONSISTENT WITH SPECIFICALLY AFFIRMATIVE ACTION AS WELL LEVELS OF DIVERSITY NEEDED IN OUR NEWSROOMS.
24	(No answer)
25	There have been no barriers
26	No problems
27	(No answer)
28	(No answer)
29	(No answer)
30	Quite frankly there has been little movement, and no women applied for the one position that was open, and the other one was filled by a woman.
31	The status quo is allowed to carry on, because these men think they are gender educated, when in fact they have not given gender – and everything it stands for – one serious thought
32	I HAVE LITTLE EXPERIENCE OF THIS -- FREELANCERS AREN'T OFTEN ON PROMOTION BOARDS! BUT I DO HEAR PHRASES LIKE 'IS HE MAN ENOUGH?' WHEN DISCUSSING YOUNGSTERS' AMBITIONS. I HAVE READ AN EVALUATION OF A CADET (NOT THIS YEAR) THAT READ 'X IS SURPRISINGLY RETICENT FOR SUCH AN ATTRACTIVE YOUNG WOMAN...!-- WRITTEN, OF COURSE, BY A MAN)
33	N/A
34	N/A
35	I honestly don't think the men I work with are trying to keep down women at all. They just don't think much about it until someone brings it to their attention. Its more a passive neglect than anything
36	Those who do respect women would be happy to see them advance and in conversation or discussion, make this very clear. But because they are in the minority, their views do not prevail. The examples are statistical: the low numbers of women in senior positions speak for themselves. Many women are every bit as capable, as educated and as experienced but men still have more faith and trust in other men professionally. Thirty years ago my fate and that of others was decided by a clique of men in power, often while they networked in the pub! Nothing has changed. Cliques of white males still look after one another's interests and appoint one another at the expense of women and people of colour. This is of course a generalisation but that's what it sometimes feels like when you are not part of the "power clique" or the "boys' club".
37	(No answer)
38	in the past in particular, I believe male editors held women back. I once had a senior male member of staff tell me I did not need an increase as my husband had a good job (never mind that his wife worked too) and that (as my husband, at that time, was in the same company) we would score a double bonus! I think things have changed now but a particular group has lost out.
39	Look - there's a sense that many men do often still feel they are superior to women. No

	amount of workshops is going to change this ingrained sense of entitlement. As women I think we need to get on with things while being aware of the realities.
40	Gender insensitive male leaders are more likely to stifle woman's advancements and use "dirty tricks and the boy's club" mentality to keep women out, whereas those male leaders who acknowledge a women's contribution are more likely to encourage women to advance in the media industry.

• **If you were a senior women editor and have left, why did you leave?**

1	(No answer)
2	(No answer)
3	Not applicable
4	I was retrenched
5	(No answer)
6	(No answer)
7	Not applicable (I am male)
8	N/A
9	(No answer)
10	Not applicable
11	I am currently subjected to immense emotional harassment as punishment for the fact that I am voicing my opinion, and that I do not run with the pack, but prefer to work on my own. I am actually considering finding another position somewhere else, but I also know that the same situation will prevail in other contexts.
12	I quit as editor because I couldn't take the pressure. I felt very isolated in my position – as a progressive white woman I did not have a natural support base among the white men and as a white woman I didn't have a support base among the black men. I was frequently undermined by some black managers.
13	I have no answers for the next three questions
14	N/A
15	Answer: n-a
16	(No answer)
17	(No answer)
18	Im still here... not sure why sometimes!! As there are still some of the same old battles to fight every now and again! I have acted in top positions for a few months at a time... successfully but the stress and strain and sense of 'aloneness' was tremendous....a s a result i didn't apply for the full time posts.
19	N/A
20	(No answer)
21	(No answer)
22	N/A
23	! (No answer)
24	I moved from newspaper to magazines because they offered me the flexibility. See above
25	N/A
26	N/A
27	(No answer)

28	N/A
29	(No answer)
30	We had a managing editor leave from a sister publication, and her reasons were understandable: management did not take her seriously, and did not want to make her an editor, even though she had been doing the job. That is the only real example I know of.
31	I left a newspaper after a couple of years because, at the beginning of the eighties, women were not allowed into the parliamentary team, and I wanted to do politics (there was also a political reason, I was too liberal for my newspaper, but the fact that I was a woman was also a reason). I moved on to magazines because there you were given more opportunities. In fact, today women could be in the majority in terms of editors on magazines; the real challenge is to transform the so-called “hard news” world (“hard news” obviously also something of a “gendered” notion as opposed to “soft news” – one is masculine, a man’s world; in the other women are allowed.
32	N/A
33	(No answer)
34	N/A
35	n/a
36	I left a senior position (chief sub-editor and then production editor) and moved as a freelance to another city and then joined the newspaper I am currently with five years ago in a much more junior position as no senior post was available and I was somewhat burnt out.
37	Rather than increase my capacity to focus on editorial, the editorship brought with it a greater focus on the business component of the job. That, and the increasing pressures on editorial, made me review whether I was doing “good work” or work that had lasting value. A secondary factor was the low number of women at executive level with whom I could engage and form a support network.
38	n/a
39	N/A
40	For all the above reasons.

• **What would bring you back to a senior position?**

1	(No answer)
2	(No answer)
3	NA
4	I am back in a senior position
5	(No answer)
6	(No answer)
7	Not applicable (I am male)
8	N/A
9	A professional, educated and mature newsroom environment which includes quality news as a goal, informed human resource policies, and gender awareness among senior and junior editorial staff.
10	Not applicable -- but a vicarious answer is: 50 pct of what is out there!!!
11	Respect for my knowledge, experience and skills. I have a Ph.D. but are not treated equally to men who have Ph.D.’s for example. My mistakes and trespasses are



	discussed openly in a very derogatory manner, while the men can seldom do anything wrong. We are working against the background of two very different games and rules. I have to do more to be included than men.
12	A supportive environment
13	I have no answers for the next three questions
14	N/A
15	Answer: n-a
16	(No answer)
17	(No answer)
18	Strong consistent support from the very top.
19	N/A
20	(No answer)
21	(No answer)
22	N/A
23	! (No answer)
24	Flexibility. Being measured on what I produce.
25	N/A
26	N/A
27	(No answer)
28	N/A
29	(No answer)
30	I doubt she would return unless they offered her an editorship, and even then I doubt it
31	Don't know if I'm interested to prove to men that I can do the job as good, and better as they. Why should we continually have to prove ourselves (and men sit back and watch while we do the work)? Women work much harder than men, and are responsible for running a house and a family. Can go on [and] on this one, but rather not.
32	NOTHING TO DO WITH GENDER. A DECENT ARTS & CULTURE PUBLICATION TO WORK ON -- SA DOESN'T HAVE ONE.
33	(No answer)
34	N/A
35	n/a
36	I am not sure if I would be willing to go back into a high-pressure position with all the attendant stresses, some of which are mentioned above. I am less than 10 years off retirement age and don't feel it will be good for me personally. I am quite prepared to support younger people in the positions I used to hold.
37	Greater focus on news and news strategies; deeper pockets for editorial excellence; more women in senior positions with whom I could partner and/or share experiences.
38	(No answer)
39	N/A
40	My current position allows for a more enabling environment. I am respected and my ideas and contributions are welcomed. There is no jealousy, racist attitudes or egos to deal with.

- **What strategies do you recommend for the advancement of women in newsrooms?**

1	(No answer)
2	(No answer)
3	Some one who is capable, experienced and willing to face challenges should be able to move up the ladder of promotion, no matter whether a woman or man. However, a person seeking promotion must be willing to move to another news room if that is the way of getting a promotion. Vacancies for promotion occur far less at a regional news room level than at [...] HQ where there are more posts. So this should be taken into account in outlining a career path.
4	Find a way to make men less insecure, and a better way than dept of labour fines for people who don't meet their equity targets. maybe we should "name and shame" those who don't make their targets
5	Having a crèche at the workplace.
6	(No answer)
7	Flexible working conditions, change of mindsets, using the media itself to also help change attitudes in broader society
8	Competence, perseverance. A friendly and accommodating atmosphere probably helps
9	Education of staff at all levels and of any gender.
10	Broader, deeper, constant debate as to what constitutes news, and what sort of social reality affects/underpins news events, news production and the social responsibility of news purveyors -- as monitors/watchdogs/reporters. Newsroom policies that level the playing field -- promotion on merit (with gender-balancing/awareness built in as necessary).
11	To be assertive even though it costs you in terms of acceptance and polarity; to always act against the background of the Labour Laws and Constitution, and to address the shortcomings loud and clear
12	Creating an environment in which women can develop and thrive. This means working closely with women in supporting them and assisting them in developing their skills base. It also involves working with men so that they begin to understand their prejudices and how this manifests itself in their management of women.
13	I have no answers for the next three questions
14	(No answer)
15	Answer: Firstly, we need to help get media owners persuaded that not only do they have a responsibility to get more engaged, but that they do in fact have a bottom-line/financial/editorial quality interest in having more women editors in top posts. Then, the "we" that is so hard to pin down, need to identify, develop, train and mentor our future women editors from within our own newsrooms; i.e. to avoid the easier, short-cut route of injecting and imposing "outside" appointments which then first have to prove themselves to the news and boardrooms, and therefore carry a greater risk of failure. By all means, accelerate, focus and fast-track development and skills growth, but watch for "speed wobbles." We really need to "grow" our women editors with a long-term view, not just for short-term window dressing. After 10 years plus as (a male) editor I'm still learning new things about "it" virtually every day - with much forehead-slapping and mutterings of "Gee, that was obvious; why didn't I listen to/see that first time

	round?" As long as it was not a total catastrophe, I've generally been allowed some space (from above and below) to learn better and rue burnt-fingers - women editors should be allowed that same space
16	<p>We have a very rich history of struggle and sacrifice in SA we need to learn from. We know that apartheid was defeated only because blacks and workers were first conscientised before forming a host of alliances to defeat racist exploitation. Blacks and workers couldn't do it on their own.</p> <p>We had to rope in our allies. So too with the advancement of women in newsrooms. Women need to be conscientised about their gender struggle and need to seek allies. Just like defeating apartheid wasn't about blacks killing whites like flies, so too the gender battle in our newsrooms is not about men v women. We have a common enemy in the monopoly ownership of the means to the media. We cannot begin to advance women if we don't realise that like with apartheid and post-apartheid SA, it's all about the money, honey.</p>
17	(No answer)
18	A business and public interest case needs to be made strongly connecting the need for more women editors to newsroom successes and practical strategies put in place to fast track and plan the careers of bright young women.... with an established mentor - who can be male or female --- to help them along the way....
19	Deliberately (affirmative action, if you want) promoting women to head up media companies (e.g. as CEOs) so as to influence the appointment of who becomes an editor; formulation of policies that specifically seek to advance the careers of women journalists by media companies; training in "gender sensitivity" of all employees, especially male workers, by media firms; the deliberate skilling and training of a specific number of women journalists in a company in a year in both professional journalism and media management; the entrenchment by media organisations of policies that require that all news be reported with an eye for gender balance and sensitivity.
20	(No answer)
21	No sexism in any form should be tolerated. Women should be actively promoted until there is gender equity. Women journalists should be given ample opportunity to develop constructive and rewarding career paths.
22	THINK AA POLICIES HELP. CHILDCARE FACILITIES ON PREMISES.
23	<p><u>RE-ORIENTATE ASPIRANT SCRIBES TOWARDS THE CORRECT VALUES: JOURNALISM IS NOT ABOUT GLAMOUR, FAME AND FORTUNE. IT IS A HIGHLY DEMANDING SERVICE PROFESSION TO COMMUNITIES WITH LITTLE MATERIAL REWARD;</u></p> <p>PREPARE TO MAKE SERIOUS SACRIFICES AND TAKE PAIN IN YOUR STRIDE. WHEN INSIDE, DO THE WORK AND COVER ALL BEATS. ONCE IN, STAY THE COURSE LONGER – EXPERIENCE AND MATURITY OFTEN COUNT IN YOUR FAVOUR.</p> <p>HOWEVER, GOOD JOURNALISTS RARELY MAKE GOOD MEDIA MANAGERS (AND THE REVERSE IS NOT NECESSARILY TRUE EITHER), BE CLEAR ABOUT YOUR CHOICES FROM THE START.</p> <p><u>EDITORIAL MANAGEMENT NEED TO MAKE A CONSCIOUS AND DELIBERATE EFFORT TO LEVEL THE PLAYING FIELD FOR ALL PEOPLE IN EQUAL TERMS.</u> THIS REFERS SPECIFICALLY TO MANAGEMENT AND MENTORING PRACTICES RATHER THAN POLICY ISSUES</p>

	IMPLEMENTATION OR ADHERENCE.
24	(No answer)
25	Performance appraisal on the basis of merit.
26	Training
27	Just do it. Be colour blind in recognizing and empowering talented journalists. Ensure that half of interns and leadership candidates are female. Run a newsroom that is collectivist and non-alienating. Drop the old methods of career progression. Ensure that more sources and talking heads are female so that the media becomes a true mirror of society. Recognise that old boys networks are passé. Don't only have golf days.
28	There needs to be the same diligence and commitment that we saw post-1994 when black male editors were appointed. Many of them were relatively inexperienced in terms of management, but they had potential. There needs to be a willingness and openness to give women the same opportunities. While there might be no guarantees that all women – black or white – might succeed in leadership positions, there is nothing that says they won't. The industry needs to be more willing to let women in. That, and the few women in management positions have to stop fighting against each other and start being more assertive and secure in their positions. There also need to be greater efforts at mentoring and training talented young women
29	Our problem is the advancement of men, so I don't have strategies for the advancement of women.
30	The problems exist in the upper echelons - the boys club and who they will or will not let in. This obviously relates to corporate culture, as well as a wider perception of women. Moving women into positions is part of the answer, but the white-anting that occurs would render their existence difficult and make it hard for them to be change agents. On the other hand, there are some tough women in journalism.
31	Identification of those who show potential, putting them on programmes to develop them for those positions, mentoring them; but not making clones of existing male editors out of them. Women should do it in a new way.
32	GIVING YOUNGER WOMEN REPORTERS MORE CHANCES TO DIVERSIFY THEIR EXPERIENCE. 'TAKING A CHANCE' ON SOME NON-CONVENTIONAL FEMALE MANAGEMENT CANDIDATES, AS IS DONE MORE OFTEN (BECAUSE OF RACIAL EQUITY REQUIREMENTS) WITH NON-CONVENTIONAL MALE CANDIDATES.
33	Encourage women to get news desk experience and to get involved in decision making. Trust them with hard stuff and DO NOT window dress or give token assignments
34	Encourage more women to join the newsroom and move out of magazines, etc.
35	I think women should be encouraged to aggressively apply for senior positions and to be more ambitious. But I don't think women who are not deserving should be promoted merely because they are women. I think that would be doing a disservice to women in general.
36	Consciousness-raising for everyone. Courses in sexism, racism, elitism, cronyism should be devised or bought if they exist, so that people can learn how to avoid them because these attitudes are often unconscious. Journalists are not trained in any of these very important aspects of management and in fact hardly ever get any kind of management training at all. Only one of the 10

	newspapers I have worked for arranged for management training. Managers need to learn the principle that a man and/or a friend is not necessarily the best person for a particular job. They need to be conscientised to accept women in positions of authority - and that includes taking instructions from them. Until this happens, the more things change, the more they will remain the same. Women also need to be trained in how to manage sometimes hostile men. I know from experience that it is not easy. Women need to be trained to accept their own worth and learn how to act in a senior position and how to handle authority.
37	Career planning and executive development training. I believe that there needs to be a critical mass of women in such positions if we want women not only to assume those positions but remain in them.
38	Have to have women in senior positions as role models, have to train and advance women ... though not at the expense of good men.
39	Hire them carefully, bring them in young, train them up, give them a career path so that they stay in journalism, give them a decent salary, look after them, allow them to tend to issues in their lives like kids and parents, performance manage them like you care and you'll keep them
40	Involvement of the CEO in a gender policy so that it is binding. Encourage more women to succeed in the media industry so that woman Editor's are not alone Women themselves must be aware that they can also do more harm than good when they do not support their women leaders/managers Women Editor's must be more accepting of the fact that they do not have to "behave like men" in order to make a difference Regular discussion forums between male and female Editors to raise gender specific concerns in a non-threatening manner Workshops that encourage women across the media spectrum to understand their strengths and overcome their challenges

- **Any other comments???**

1	(No answer)
2	(No answer)
3	The situation for the advancement of women is definitely improving in the [...], but room for improvement will always be there. Note the issue of sexual harassment is another one that requires some sort of study. It is certainly not for me to make an informed statement in this regard, but I am sure that the problem could be more widespread than believed
4	Some of these questions are very obscure. We also can't all be expected to know what policies and issues exist in other newsrooms
5	(No answer)
6	(No answer)
7	(No answer)
8	Flexitime and flexiwork (work from home) proved to be a major benefit for women who had younger children, not all of them in ordinary marriages. It enabled them to carry on working and it enabled the [...] to keep and develop their skills through several changes in technology. If they had left and come back they would have lost

	income, skills and (which may be most important) self-confidence. A good example was a child with learning difficulties whose mother worked from 6am to lunch-time – father took the child to school, mother picked her up for extra classes. Some of these adaptations work better in a smaller organisation – but there are still jealousies and resentments from those who have to work regular hours. The editor's secretary ran the show anyway, and she was always a woman.
9	Other issues such as the need for racial transformation impact on the situation of women.
10	None
11	Men suck?
12	(No answer)
13	Please forgive the glib manner in which I have answered this questionnaire, but the fact that I as a black person and a women was left with carrying out this task I think sums up the subliminal lack of gender and race sensitivity in our newsroom. Let me explain. This questionnaire was sent to our editor who is a man. He passed it on to one of our white woman assistant editors. I was on leave and when I came back I found it on my desk with a note from the woman saying: [...] wants a woman manager to fill this in, so I'm passing the buck to you." I am not sure why the editor did not bother to give the questionnaire directly to me to answer. In his defence I was on leave at the time. But, clearly there is a pecking order here. I know that staff find filling questionnaires irritating and time-consuming, so pass it on to the lowest in the order. This to me sums up the positions regarding race and gender in our newsrooms, you may have the title but the power does not reside with you.
14	I believe that there are still boys clubs in the media world, despite what I have said about my personal situation. Discrimination is real and it is not easy to be taken seriously as a young woman especially, even at a SANEF level. Young and female does not equate to naïve and stupid!
15	(No answer)
16	SANEF really has to pull finger instead of providing lip service.
17	IN MY VIEW GENDER ISSUES ARE LESS PREVALENT IN THE BROADCASTING INDUSTRY PARTICULARLY RADIO IN SOUTH AFRICA. THEREFORE I, BEING A [...] AT A [...] FIND IT DIFFICULT TO ANSWER THE ABOVE QUESTIONS BASED ON MY OWN EXPERIENCE. MY COUNTERPARTS IN THE INDUSTRY ARE PREDOMINANTLY WOMEN AND MY EDITORS HAVE ALMOST ALWAYS BEEN FEMALE. TO GIVE YOU AN IDEA, [...] AND [...] HAVE WOMEN EDITORS, [...] HAS A FEMALE EDITOR, [...] HAS A FEMALE EDITOR AND [...] HAS A FEMALE EDITOR. I AM HOWEVER NOT SAYING THERE IS NO PROBLEM, BUT I DO BELIEVE THAT DISCRIMINATION AGAINST WOMEN IS MORE PREVALENT IN THE PRINT INDUSTRY.
18	(No answer)
19	(No answer)
20	I recommend that women should be taken more serious than they are now, be given equal treatment or be given positions that were known to be male dominated, i.e. technical crew manager if a woman qualifies and remove the stereotypes by all means. Women should be trained for senior positions and not be sidelined in favour of men when it comes to development.

21	In my personal capacity I strongly support the advancement of women in the newsroom.
22	I HOPE MY COMMENTS WILL BE TREATED AS CONFIDENTIAL
23	THAT'S ALL FOR NOW
24	(No answer)
25	Diversity is healthy for a broader approach to information gathering and news production. But appointments and promotions should not be conditional upon gender prejudice. We should adopt a more secular and professional approach - bereft of any prejudice, be it gender racial, religious etc - in making strategic appointments.
26	(No answer)
27	This looks like a rushed survey. I think we should have got professionals to do it to make it really powerful
28	Being only one of two women editors of mainstream newspapers is, at times, disheartening because it is lonely. Also, the expectations are greater than with men. Sometimes it feels as if a new boys' club has been established; this time comprising black male editors.
29	How carefully has the position taken in this study -- woman by far the minority -- been researched? Is this view a true reflection of the editorial position in all media overall?
30	(No answer)
31	Because the hegemonic male constructs of newsrooms are not challenged yet (let alone challenged enough), it is still a long and an uphill battle for women journalists to break all those different glass ceilings. News production, and news producers should be redefined. Once we have those definitions, we will be in a position to realise the potential of women journalists.
32	NOT REALLY -- THIS IS NOT MY AREA OF EXPERTISE.
33	(No answer)
34	My view is that this survey requires as a start point a census of the male/female content of print, electronic and community media (comprehensive and including magazines) before asking questions about conduct and attitudes in the newsroom. I know of excellent women journalists in magazines and the question should be put to them why they do not want to go into the main stream?
35	While I think that discrimination against women still exists I also think women have to take some responsibility for their lack of progress. I also think that, without labouring the point, that media companies have no policy in place regarding working mothers. No assistance is offered. There are no creche facilities, for instance. Its almost impossible to cope unless you have a husband or some reliable support system. As journalists, we work on public holidays, at night, and over weekends. And what do you do if you have children? Most women journalists I know have to bring their children to work if there is no family around. Journalists' kids see more of the office than they should. Its not fair on them. Which is why so many senior women eventually leave the profession.
36	I believe the appointment of women to senior positions on South African newspapers is decreasing instead of increasing. It is my distinct impression that there were more women editors and chief sub-editors and news editors in the 80s and 90s than there are now. I don't have specific statistics but if I look around me and speak to people on other publications, that is what I perceive. NOTE: All of the above is completely subjective and it can of course be argued that

	<p>the motivation for any or all of the examples was not sexist. People patronise other people for many reasons - they think they are not intelligent, they think they are inferior because they went to an inferior school or are from an inferior social background, for example, not just because they are of a different sex or race. People deny other people opportunities for many reasons as well - they don't like their faces, they don't like their personalities, they are threatened by them, they think they are stupid or incompetent, whatever. The problem with sexism, and racism for that matter, is that it is very hard to pinpoint or prove. An action that can be seen as sexist or racist can in fact be motivated by many other things. My examples might actually illustrate something completely different. Sexism might only be one explanation. However, there is sexism in SA newspapers, even if the examples I have given can be argued against. The figures speak for themselves.</p>
37	(No answer)
38	(No answer)
39	no
40	None



## ADDENDUM C

### INCOMPLETE RESPONSES

(i)	I will fill this out. Thanks for sending. [Never received – JR]
(ii)	<ul style="list-style-type: none"> <li>- I have received your psychological, but am not qualified to answer it.</li> <li>- I run a bureau with one colleague (a woman) and report to a political editor (male) whose section numbers seven, of whom two are women.</li> <li>- All the questions on corporate policy should be answered by [...] or another [...] member of SANEF.</li> <li>- Of interest, though: Women have broken through to key reporting and presentation positions in the foreign departments of the international media, particularly television. They do the tough stories, get kidnapped, go to Bhagdad, take fire, but still do not move through to news management in large numbers. It is not a uniquely South African phenomenon.</li> <li>- In 35 years in journalism I have reported to many women in positions up to foreign editor, equities editor, Africa editor, but never editor-in-chief. My experience has left me gender-blind in terms of who I report to. I cannot make any distinction: Women, in my experience, are neither more nor less competent, confident, sensitive, considerate or courageous.</li> </ul>
(iii)	mmm..., I would rather stay away from this one - considering [...] and other women doing 'their thing'. pse ask [name] at [address] - she might want to contribute something from the two audits.
(iv)	I do not think it would be fair for me to reply to these questions, since I left the newsroom in 1997 and have been in Journalism education ever since.
(v)	N/A
(vi)	<ul style="list-style-type: none"> <li>- I wouldn't mind assisting with this but I'm not working in a newsroom, am not affiliated to any publication, and now do training for Media24. Consequently, I have no first-hand knowledge on how to respond to these questions.</li> <li>- I trust Judy will appreciate this.</li> </ul>
(vii)	<ul style="list-style-type: none"> <li>- As I understand, it is a survey of newsrooms. If SANEF wants to include a survey of academic lecturers/trainers, then a separate questionnaire needs to be drawn up.</li> <li>- In general I support the survey. It may not be 'a scientific survey' but it still needs to be worded correctly in order to achieve the best response possible. Questions should be clear. A bit of editing would also help, for example:</li> <li>- "Why do you think are there so few women editors at a senior level across all media in SA?"</li> </ul>
(viii)	<ul style="list-style-type: none"> <li>- I think one of the problems is the fact that journalists tend to stay in the industry for a long time (in the blood...) with the result that there are naby "dinosaurs" left. Posts do not become available often as the turn-over is not as big as in other industries.</li> <li>- I think there used to be a stigma attached to female journalists – not being as good, brazen/bold as their male counterparts – but I do see less and less of that. (Maybe I s</li> </ul>

	<ul style="list-style-type: none"> <li>- In the Afrikaans media there may also be less black females as its not very often that you find black journalists who speak good Afrikaans. [...] for instance broadcasts its news in both Afrikaans and English so it is essential for us to find bilingual people. I think Die Burger/Beeld etc etc may have the same dilemma.</li> <li>- I think a more definite “affirmative action” plan is required within media companies when it comes to appointed people in senior/leadership positions. There should also be a body/I that monitors this carefully.</li> <li>- At one stage we (as the media) did well with our “affirmative action” recruitment but this seems to have fallen by the wayside a little. I think there might still also be a psychological resistance within media companies (especially those who have been under white control for a long time) against females, and especially black females. Perhaps it’s a “fear of the unknown”. The fact is – we are too comfortable and do not challenge the systems and ourselves enough. Coupled with this – the inherent cultural identification seems to be hard to break.</li> <li>- I asked a senior black journalist in our office about this and she said most black females in the industry seem to be employed as presenters/anchors/front faces...</li> <li>- Joan – would like to expand but on deadline again – if anything else comes to mind before the 30<sup>th</sup>, I will definitely contact you/Joan.</li> </ul>
(ix)	<p>My colleague [name], deputy editor of [title], will respond to the survey. Hers will be a more gender-pertinent contribution.</p>
(x)	<ul style="list-style-type: none"> <li>- looking at the questionnaire, i think it would be difficult for me to provide insight into the gender situation in newsrooms other than what we provided in the two reports concerning the first and second SANEF audits. as the main focus of the second audit was not the profile of respondents (but rather the management approaches followed in newsrooms), few of the questions in the questionnaires, and little of discussions with interviewees focused on gender and elements promoting or hampering newsroom engendering.</li> <li>- i am afraid, what i would thus be able to contribute is merely stating again what the reports already stated with regard to gender. in short, it boiled down to (for the second audit anyway), that gender equity is much more of a reality among reporters (almost 50/50 breakdown between male and female respondents who participated in the audit) than among first-line newsroom managers (here the breakdown was around 60% male and 40% female) (report, page 29).</li> <li>- one interviewee stated that (as far as reporters are concerned), they are in the "unique situation where they are looking to employ men, as their current staff composition comprises almost three times the number of female staff compared to male staff" (report, page 29).</li> </ul>
xi	<ul style="list-style-type: none"> <li>- 1.1 identifying the main obstacles and difficulties holding back women editors I cannot see (in the newspaper industry at present) that there is a shortage of women with the skills needed for editor candidature, or that women do not progress to the levels (eg managing departments within a newspaper) from which they can be chosen to be editor of a publication. This leads me to conclude that there is a lack of will in appointing women as editors and a lack</li> </ul>

	<p>of policy at organisational level that insists on the affirmation of women. It is nothing less than extraordinary that we can think it normal to have only two women editors in this country.</p> <ul style="list-style-type: none"><li>- 1.2 providing examples and proposals of best practices to create a more enabling environment in newsrooms for women journalists to progress, especially Black women.</li></ul> <p>While I do think an enabling environment generally within a newsroom is key in developing skills and confidence that then allow women to demonstrate their potential for leadership, I also think that the step from organising sections of a newspaper at middle management level to taking on editor role is a giant leap and needs support in other ways. Few editors take up the job with the requisite financial competence, managerial abilities, the overall understanding of the newspaper's other sections like advertising, distribution, etc, and representing the company and taking on public responsibilities. While a tolerance extends to men who become editor and who then take time to find their feet (and who sometimes don't acquire all these skills but are given leeway for the strengths they do have), it seems to me that if a woman doesn't walk into the job competent she is judged to be severely lacking in these multi-faceted skills suddenly needed and this clouds her tenure. I think what is needed are policies of recognising, promoting and then supporting women with these editor-specific skills. The specific skills an editor needs should be given to male editors too as many of them don't gain them either on their way to the top.</p>
--	---