

EXECUTIVE SUMMARY OF GLASS CEILING 2

While there are now roughly equal numbers of women and men in South African newsrooms, women, and especially black women, are still scarce in senior and top management echelons, as well as in the hard news beats. On average, women earn twenty percent less than men in newsrooms; and black women earn twenty five percent less than white men.

There are however considerable differences between the nine media houses surveyed (representing over half of all newsroom employees in the country) with some having a majority women in senior management and others none at all.

These are the key findings to emerge from the second phase of the Glass Ceiling Study. The study builds on the qualitative study released by SANEF in August 2006 by providing quantitative information on where women are located within the hierarchy and work of newsrooms; as well as analysing conditions of service and employment practices that have a bearing on gender disparities in newsrooms.

Glass Ceiling One found that despite having a Constitution that entrenches equal rights, "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".

This subsequent audit of women in newsrooms, conducted in collaboration with Gender Links, involved administering a factual questionnaire to the SABC, the Citizen, Kaya FM, Media 24, Primedia, SAPA, the Independent Group of newspapers, Johncom and the Mail and Guardian between September and December 2006. Key findings from the two phases of the study are:

- ***There are now nearly equal numbers of women and men in newsrooms:*** With 45% women in newsrooms (compared to 33% in a 1995 study) there is a progressive move towards achieving gender balance in newsrooms.
- ***But there are differences between media houses:*** Kaya FM and Primedia have over 70% women in newsrooms compared to the Citizen (29%). The SABC, Mail and Guardian and Media 24 are close to achieving gender parity.
- ***And major differences between racial groups:*** Black women, who constitute 46% of the population only account for 18% of newsroom staff (compared to 45% of the population and 28% of newsroom staff in the case of black men and four percent of the population and 28% of newsrooms in the case of white men.)
- ***Women are still scarce in the upper echelons:*** Women occupy less than 30% of top management posts and constitute one out of three senior managers in newsrooms. Conversely, they comprise 48% of junior managers and almost 70% of all semi-skilled workers in the newsroom. Several newsrooms do not have any women at top and senior management levels. However, others like Kaya (100%)

and Primedia (78%) have well over half women at top and senior management levels.

- ***Change is happening for black males:*** There have been deliberate investments into redressing the racial imbalances of the past, especially when it comes to black men. Black men constituted 16% of top and senior managers in 1999 (Goga, 2000); in 2006 this percentage has increased to 23.5%.
- ***But black women are the furthest down the ladder*** accounting for a mere six percent of top and senior management in newsrooms.
- ***There is a correlation between women in management and gender equality in newsrooms:*** In general newsrooms with a higher proportion of women in decision-making positions also have higher levels of gender parity among the overall staff.
- ***Men get better working deals:*** Men are more likely than women to be employed in open-ended full time contracts while women are more likely to be contracted on a part-time basis (65%) or a fixed-full time contract (52.61%). This varies however in different media houses.
- ***Men earn more on average than women:*** At R184 387 per annum the annual average salary of women in newsrooms is 21% less than the average annual salary of men (R233 737).
- ***The income differential between white men and black women is especially pronounced:*** While the income differential between white men and black men in newsrooms is narrowing, black women earn, on average 25% less than white men in newsrooms.
- ***There is a gender division of labour in newsrooms:*** While there are now roughly equal proportions of women and men in the editorial divisions of newsrooms, women dominate the presenter and administrative categories while men make up 86 percent of the technical category.
- ***The gender division of labour in beats is still pronounced:*** Male journalists dominate in all of the hard beats (such as politics, economics, investigative reporting and crime). They constitute over 90% of sports reporters. The only beats in which women journalists predominate are entertainment, education and general reporting.
- ***There are no specific targets in place:*** None of the media houses in the study could point to specific targets for ensuring gender equality as part of the Employment Equity Act obligations.
- ***Or policies to guide change:*** Only two companies have gender policies although 12 have sexual harassment policies. Almost half of the media houses (46%) showed interest in developing a gender policy.

Recommendations

The main recommendation to emerge from the two phases of the study is the adoption of a SANEF Media Action Plan on Gender to include:

- Awareness raising through the launch of, and publicity on, the research and workshops to discuss the findings.
- Recommending of key strategic targets and time frames to members by SANEF in line with the forthcoming Southern African Protocol on Gender and Development that commits members to achieving gender parity in all areas and at all levels of decision making, including the media, by 2015.
- One-on-one engagement with members that participated in the study on the findings (individual profiles against general trends for each to assist in determining priority actions).
- Pilot projects to develop gender policies with interested members as part of the regional Media Action Plan on HIV AIDS and Gender in which GL leads the policy arm and is able to provide expertise and support.
- Development of useful tools as part of this process (e.g. templates for policies and examples of practices on issues such as career pathing, flexi work, strategies for delivering on equity laws as well as internal Monitoring and Evaluation tools) with the support of GL.
- Sharing of good practise, measured against a “checklist for change”, through SANEF.
- Training and development programmes led by SANEF.
- Regular monitoring and evaluation including report backs at each SANEF AGM and repeating the Glass Ceiling Study every five years. These actions should form part of SANEF’s medium to long term plan and should be budgeted for.

