

Glass Ceiling Two:

An Audit of Women and Men in South African Newsrooms

South African National Editors' Forum
SANEF

gender links



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in South Africa Newsrooms

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Contents

Executive Summary 3
Background 4
Objectives 6
Methodology 6
Findings 7
- Occupational Levels in newsrooms
- Men's and women's positions within newsrooms 7
- Conditions of employment 14
- Earnings 16
- Gender division of labour 18
- Beats 19
- Career path, working environment and policies 22
- Recruitment practices 23

Conclusions 26
Recommendations 27
References 27

Tables

Table 1: List of media houses that completed the questionnaire 7
Table 2: Occupational levels vs. examples of positions 9
Table 3: Beats as covered by men and women 19
Table 4: Workplace indicators 21

Annexes

A. Cover Letter 28
B. Questionnaire 29
C. Employment Equity Act grading system 38
D. Interviewee List 39
E. Glass Ceiling project team members 40

Figures

Figure 1: Total Number of employees by sex 7
Figure 2: Women and men in SA newsrooms 8
Figure 3: Women and Men in SA newsrooms by race 8
Figure 4: Position of women and men in newsrooms 9
Figure 5: Women and men in top positions by race 11
Figure 6: Top management across newsrooms 12
Figure 7: Women in management versus women in employment 13
Figure 8: Conditions of employment 15
Figure 9: Conditions of employment by media house 15
Figure 10: Female vs. male earnings 16
Figure 11: Average earnings by sex and race 16
Figure 12: Average earnings for women and men across newsrooms 17
Figure 13: Women and men in different occupational categories 18
Figure 14: Top ten beats 20
Figure 15: Where are jobs advertised? 23

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The Southern African Media Action Plan

MAP

on HIV and AIDS & Gender

EXECUTIVE SUMMARY

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 (see letter to newsrooms at **Annex A** and questionnaire at **Annex B**). An explanation of job categories is found at **Annex C**. The SANEF Glass Ceiling Project team is listed at **Annex D** and list of respondents for this study at **Annex E**.

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.

BACKGROUND

South Africa has among the most progressive constitutional and legislative provisions for gender equality. The Employment Equity Act (EEA) No. 5 of 1998 [1], aims to: "Eliminate unfair discrimination in employment; ensure the implementation of employment equity to redress the effects of discrimination; achieve a diverse workforce broadly representative of our people."

The Act also states that "affirmative action measures are measures designed to ensure that suitably qualified people from designated groups [black people, women and people with disabilities] have equal employment opportunities and are equitably represented in all occupational categories and levels in the workforce of a designated employer."

Despite such provisions, and considerable progress in achieving greater gender balance in the public sector, particularly political decision-making, transformation in the media has moved at a slow pace.

An international study on women in newsrooms between the years 1990-1995 reported that women constituted 33% of media employment in South Africa (Gallagher, 1995: 12). By 2000 this figure improved to 42% representation in the media (Goga, 2000). However, the overall figures mask where women are located within newsrooms, the working environment and conditions of service.

At its 2003 Annual General Meeting SANEF resolved to probe this issue further. It took three years to execute the decision. The report of the first phase of the research commented that "the circumstances under which the research had to be done – no funding[2] At the 2005/6 AGM provision was made for a

1. See Employment Equity Act, http://www.labour.gov.za
2. At the 2005/6 AGM provision was made for a budget amount, but no fundraising could be done for this specific project.

budget amount, but no fundraising could be done for this specific project., 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."

The project, named the **Glass Ceiling** *by the SANEF Diversity Committee, set out to establish:*

- 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?

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

In total 40 respondents completed the questionnaire. Another 10 had comments/replied in some way. The 40 respondents who completed the questionnaire constitute 27% of the total; a representative sample.

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. 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.

The following excerpts from the first phase of the Glass Ceiling Report sum up the main findings and recommendations:

- 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").

- 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.

- 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.

- No more lip service but action is needed. As one respondent put it: *"SANEF really has to pull finger instead of providing lip service".* Another put it more bluntly: *"Just do it".*

Audit of newsrooms

The following specific recommendation underpins the second phase of the research: "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."

OBJECTIVES

The second phase of the Glass Ceiling study sought to complement the first phase of the project by obtaining quantitative data on:

- The overall proportion of women and men in newsrooms.
- Occupational levels of women and men in newsrooms.
- Conditions of employment (open ended contracts; fixed contracts; part time; freelance).
- Comparative information on what, on average, women and men earn in newsrooms
- The gender division of labour within the newsroom (which areas women and men work in – editorial, design, technical, administrative etc).
- The gender division of labour in newsbeats.
- Policies in place for bridging gender gaps such as recruitment, career pathing and work place policies.

This report draws on the findings of both studies in an attempt to present a comprehensive and holistic reflection of gender in South African newsrooms.

METHODOLOGY

Following the launch of the first phase of the Glass Ceiling Study and media publicity on this in August 2006, GL and the SANEF Glass Ceiling Project Team designed the questionnaire at Annex B with the assistance of Margaret Gallagher and Ammu Joseph.

The statistics requested (i.e. salary structures and occupational levels) in the questionnaire follow the format of the Employment Equity Act (EEA). The team agreed to seek data both on gender and race. For the purposes of this study the term "black" encompasses people of African, mixed race and Indian descent.

GL researchers tested a draft questionnaire with one of the media houses and presented a revised draft at the SANEF council meeting in September 2006. The meeting resolved to:

- Confine the study to newsrooms only (i.e. editors and their staff) and not to the whole of the media houses (which would have included advertising, marketing, distribution, corporate services etc).
- Target media houses with SANEF members, as this is a SANEF project. While SANEF does not represent all media houses, its membership includes all the major media houses and may be taken as a representative sample.

The questionnaire **(Annex B)** was further revised and tested with another media house before being sent out to the individuals and organisations at Annex D with a cover letter from SANEF Chairperson Ferial Haffajee **(Annex A).** Media houses were given the option of submitting the questionnaire electronically before the end of October 2006 (the last of the responses were received in December 2006.)

Table one: Media houses that completed the questionaire

MEDIA HOUSE	PUBLIC	PRIVATE		
		Radio	TV	Print
SABC	955	X	X	
The Citizen				83
Kaya FM		11		
Media 24				962
Primedia		21		
SAPA				37
Independent				1811
Johncom				426
Mail and Guardian (M&G)				58
TOTAL	4364			

Table One shows the nine media houses that responded and the number of newsroom employees for each of the media houses (a total of 4364 employees). The researchers could not get information through the Central Statistics Office (CSO) or the Government Communication and Information Service (GCIS) on how many newsroom staff there are in South Africa, other than a rough estimate of 6000 [3]. If this is so, the sample represented by the nine media houses, that include the public broadcaster and major media conglomerates, covers about two thirds of all newsroom staff. The sample also covers all three media types- radio, print and TV.

The respondents/interviewees for most of the groups were Human Resources (HR) managers or Payroll administrators **(see Annex D)**. Eight out of the nine questionnaires were filled in electronically but required follow up due to missing or incomplete information. One questionnaire was filled out in an interview. The research team gathered and compiled all of the questionnaires using Ms-Excel spreadsheets from which the graphs and tables in the report were generated.

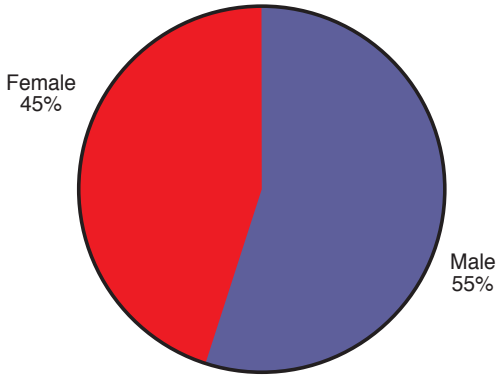
FINDINGS

This section sets out the quantitative findings of the second phase of the study and where appropriate links these to comments made by respondents in the first phase of the study through text boxes. The tables and graphs are summaries of all the questionnaires received. Where appropriate comparative graphs of newsrooms are provided and commented on.

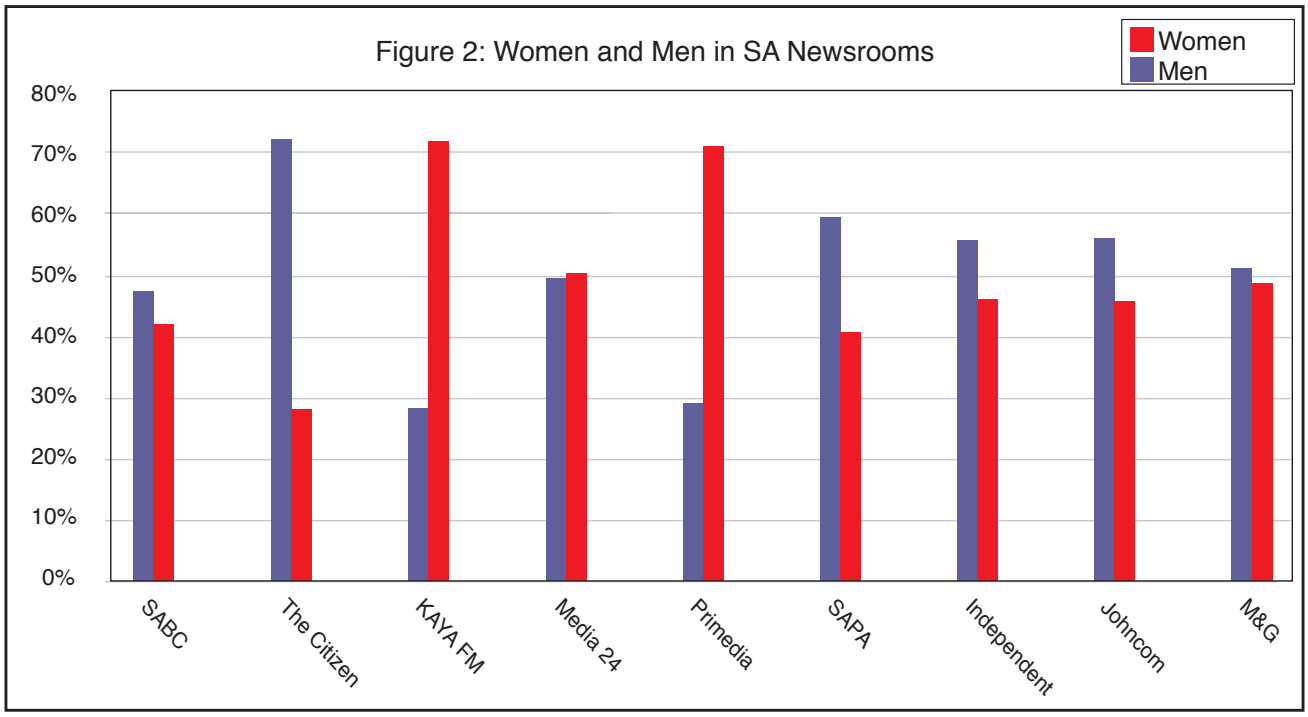
Women and men in newsrooms

This study found that overall women constitute approximately 45% of newsroom staff. Compared to earlier studies that show 33% women in newsrooms (Gallagher, 1995: 12) rising to 42% women in newsrooms (Goga, 2000: 42) the figures suggest that there has been a steady increase in the *number* of women in newsrooms in South Africa to the point where gender parity is being approached.

Figure 1: Total number of employees by sex



3. Based on estimate by the Media Institute of Southern Africa (MISA).



As illustrated in figure two there are, however, considerable variations between newsrooms. Most newsrooms have more men than women; however Kaya FM and Primedia have over 70% women in their newsrooms. SABC, the public broadcaster, has 58% men and 42 % women. The Mail and Guardian and Media 24 come close to having equal numbers of women and men. The biggest gender gap is in the Citizen (71 percent men and 29 percent women).

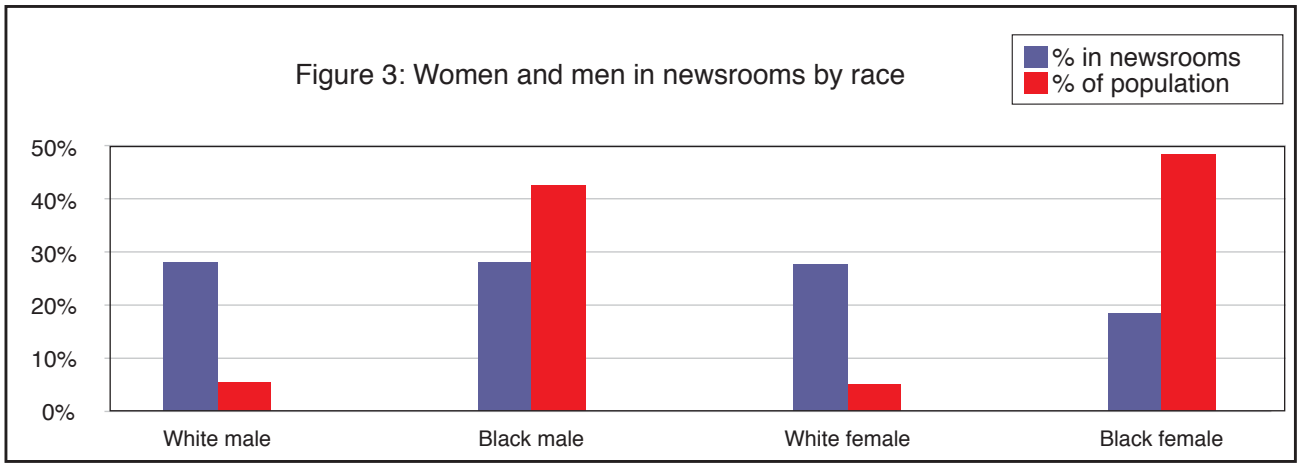


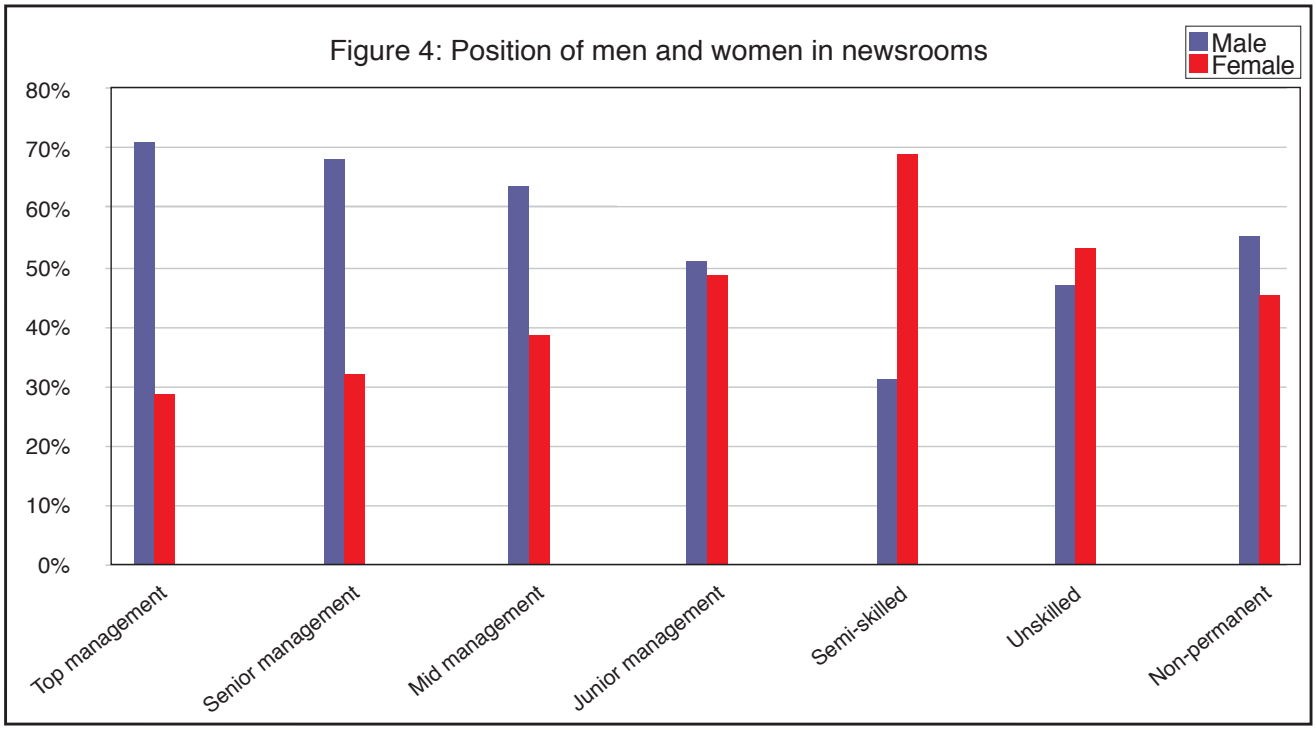
Figure three shows the breakdown of newsroom representation by race, in comparison with the proportion of each racial group within the general population. It shows that white women and men are represented in newsrooms in far greater proportions than in the general population while the reverse is true for black men and women. The gap is greatest for black women, who constitute 46 percent of the population and only 18 percent of newsroom staff (compared to 41 percent of the population and 28 percent of newsroom staff in the case of black men and 4 percent of the population and 28 percent of newsrooms in the case of white men.)

Women and men in newsroom hierachies

Across the globe, women are missing from the top levels of the media hierarchy. To assess where women are located along the corporate ladder, the study made use of the categories in the Employment Equity Act, with **Table 2** as a guide as to who would fall where:

Occupational levels [4]	Examples of positions
Top management	Managing editor
Senior management	Editors of different sections
Professionally qualified and experienced specialists and mid management	Assistant editors, news presenters/ anchors, correspondence, designers,Producers
Skilled techhnical and academically qualified workers, junior management, supervisors	Reporters, sub-editors
Semi skilled and discretionary decision making	PA's, Executive assistants
Unskilled and defined decision-making	Secretaries, clerks, drivers, receptionists
Non permanent	Freelance writers

The findings are summarised in figure four.



4. The categories are based on the Employment Equity Act and the Patterson scales

There are lower proportions of women than men in all three of the top categories (top management, senior management and middle management) and conversely less men than women in all the four lower categories (junior management, semi skilled, unskilled and non permanent staff). Women are least well represented in top management (27%) and most well represented in the semi skilled category (70%).

The first phase of the study found that "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)."

Comments from phase one

"Having been a manager for at least 15 years, I believe …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…"

"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".

"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".

"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'".

"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'… 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".

In the first phase of the study, women made reference to the hostile environment of newsrooms; harassment, pressure, a "sense of isolation", lack of a support base, being undermined, not being taken seriously, lack of flexibility, a male hegemonic institution and society, stereotypical perceptions, family responsibilities and culture as stumbling-blocks to being in senior positions in South African newsrooms.

Comments from phase one

"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".

"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)".

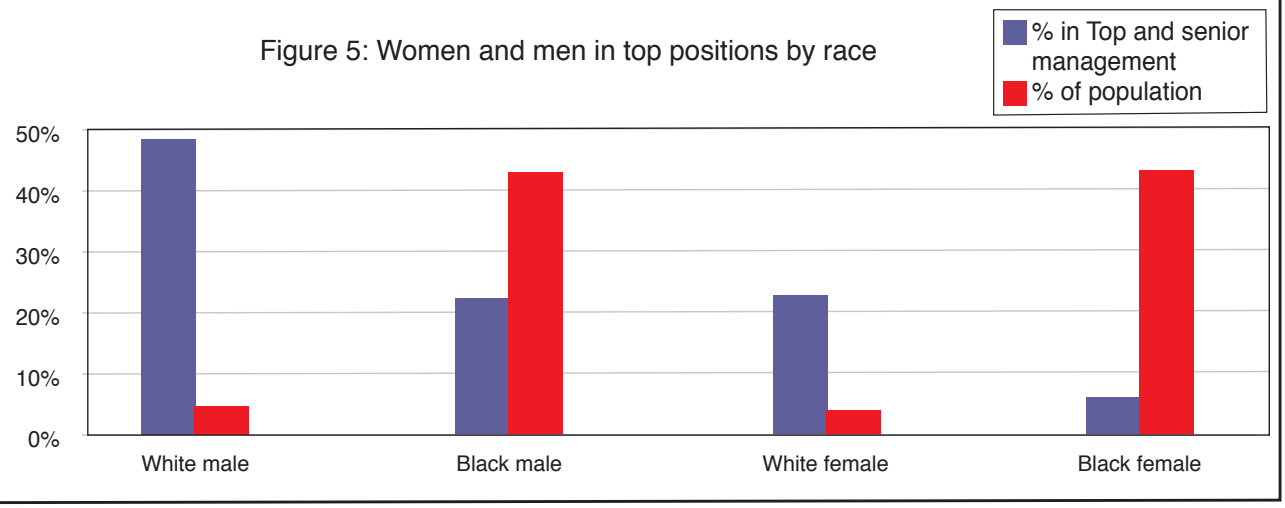
"The world of editors incorporate the perception that a person in such a position should be very assertive, responsible and almost forceful character—attributes which all women possess, but which go against the grain of what a woman should be in the eyes of society".

"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".

"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".

In the South African context, racism and sexism are seldom far apart. Understanding the intersection of race and gender is critical to setting transformation targets and agendas.

Figure 5: Women and men in top positions by race



When the statistics are broken down according to race, they show that white men (46%) dominate top and senior positions, followed by white women (23%) and black men (22%). Black women, who constitute 46 percent of the population, account for a mere 6 percent of top and senior newsroom positions. The figures suggest that there have been fairly rapid advances by black men into top positions in newsrooms, from 16% in 1999 (Goga, 2000); to 23.5% in this study. However, it is significant that there are still slightly more white women than black men in the top posts.

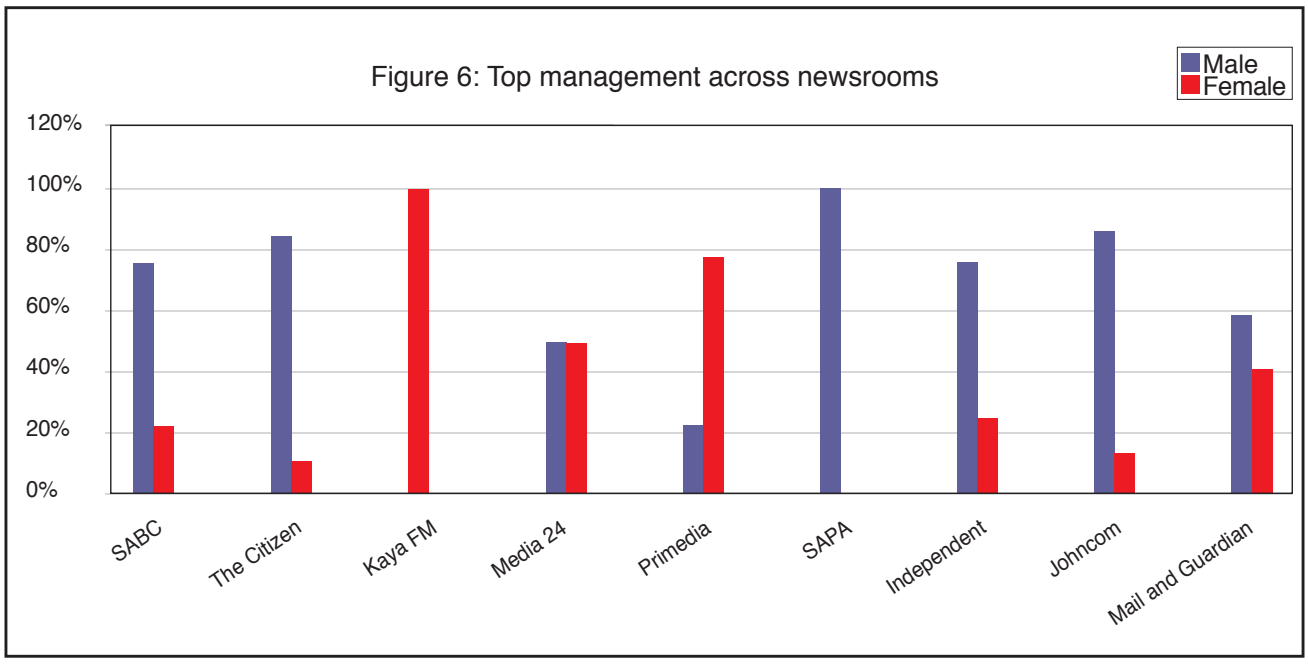
Comments from phase one

"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".

"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!"

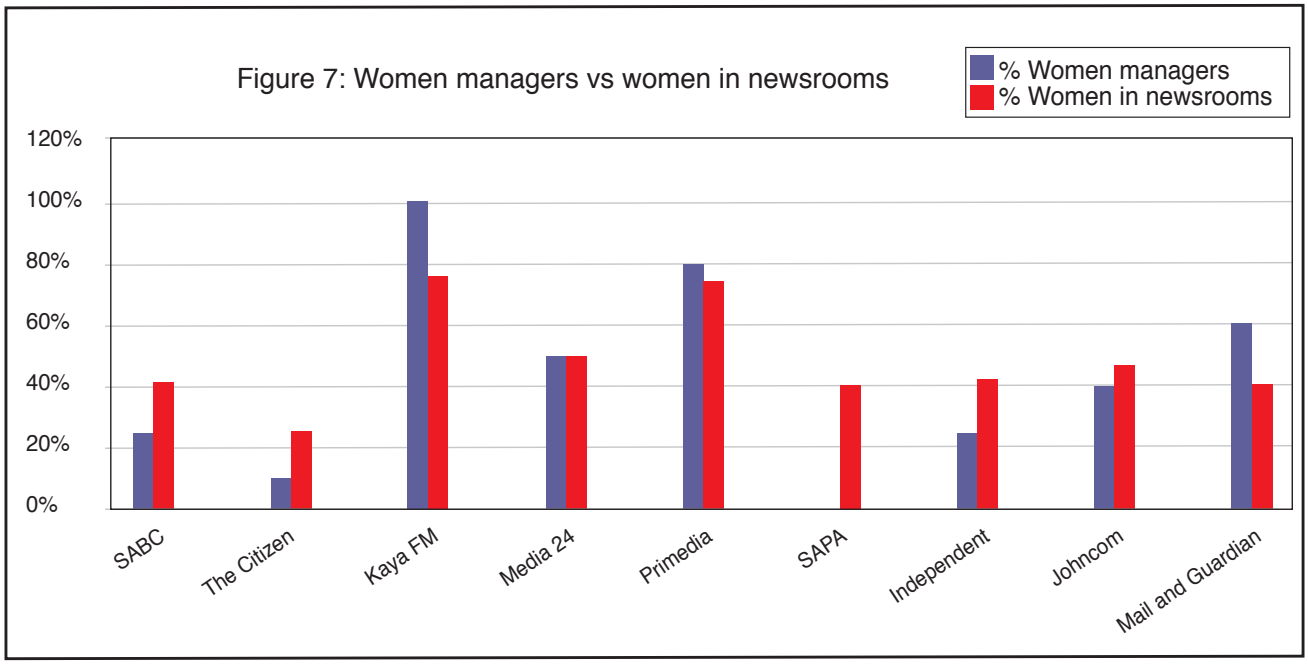
"Look at how much effort and investment has been put in by owners into having skilled black/African male editors of standing and substance running their media titles…Has this been done with prospective women editors? Let alone African women? Mostly, it appears not: maybe the obstacles are seen as too big to tackle now…"



There is considerable variation across newsrooms with regard to women in top and senior management. SAPA has no women at all in these positions while the Citizen and Johncom have less than 20 percent. The SABC and Independent newspapers have one quarter women in top and senior management while the Mail and Guardian has 41 percent and Media 24 has achieved gender parity. Primedia has a majority of women at the top (78%) while Kaya FM leads the way with an all woman top and senior management team in its newsroom.

It should be noted, however, that these newsrooms vary considerably in size. In smaller newsrooms there may be only one or two senior managers; thus a change of one or two individuals can tilt the scale in the opposite direction.

Women managers and women employees



Despite the perception by one respondent in the first phase that "ironically women managers often do not hire women" the study also shows a correlation between having women in top posts and higher levels of women in newsrooms.

Figure 7 shows that the media houses with higher levels of women managers (Kaya, Premedia, Media 24 and the Mail and Guardian) have higher proportions of women employees and conversely that media houses with low levels of women managers such the Citizen also have the lower proportions of women in their newsrooms.

Comments from phase one

"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".

Although it has been established in various studies that the presence of women in top posts is no guarantee of greater gender balance and awareness in coverage, the majority of respondents from the first study concurred that compared to men, women are more gender conscious in dealing with day to day news events. Other studies (The Gender and Media Baseline Study, 2000; HIV/AIDS and Gender Baseline Study, 2005 and the Global Media Monitoring Project, 2005) have also showed that women journalists are more likely to consult female sources.

Phase one of the study concluded that: "a critical mass of women in senior editorial and management positions will lead to changes in newsroom cultures and in how women – and thus society – are represented in the media."

Comments from phase one

"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".

"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.

"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…"

"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".

The first phase of the report added 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.

Comments from phase one

"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".

"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."

"It varies from very little to none."

"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"
"They appear politically correct and treat women stories with the expected sensitivity".

Conditions of employment

While there is no longer discrimination between what women and men within the same occupational categories earn, the positions occupied by women and men as well as the terms and conditions of their service have implications for what they earn.

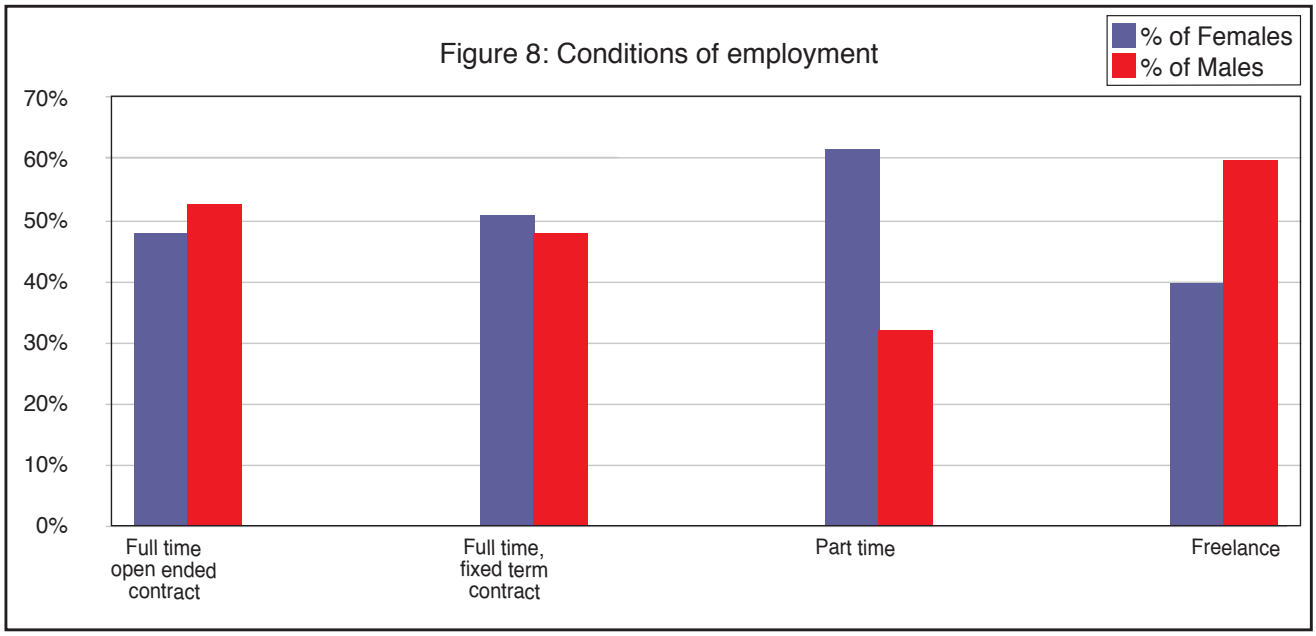


Figure 8 shows that men are more likely than women to be on open-ended full time contract as well as to be freelance writers. Conversely, women are more likely than men to be on full time but fixed term contracts and considerably more likely than men (65% compared to 35% in the case of men) to be employed on a part-time basis.

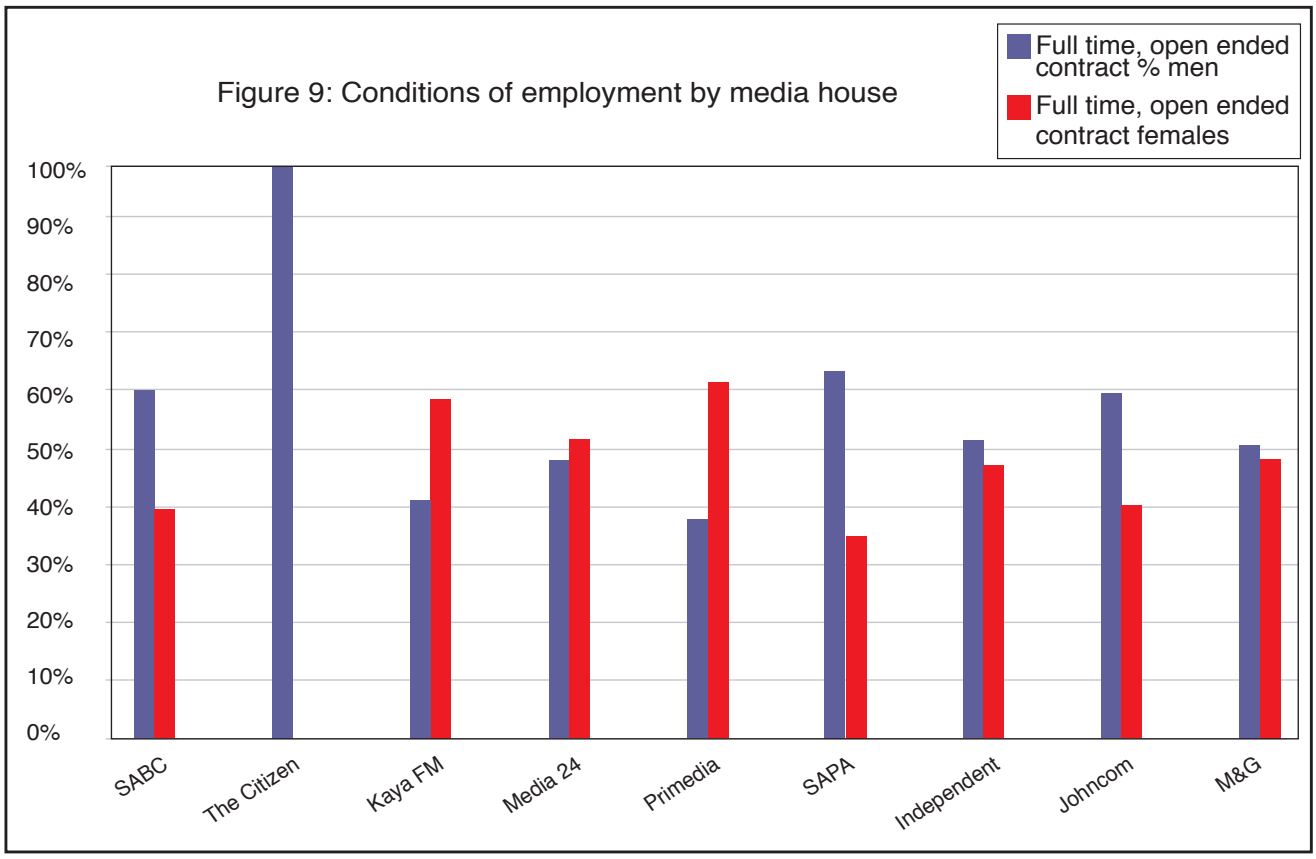
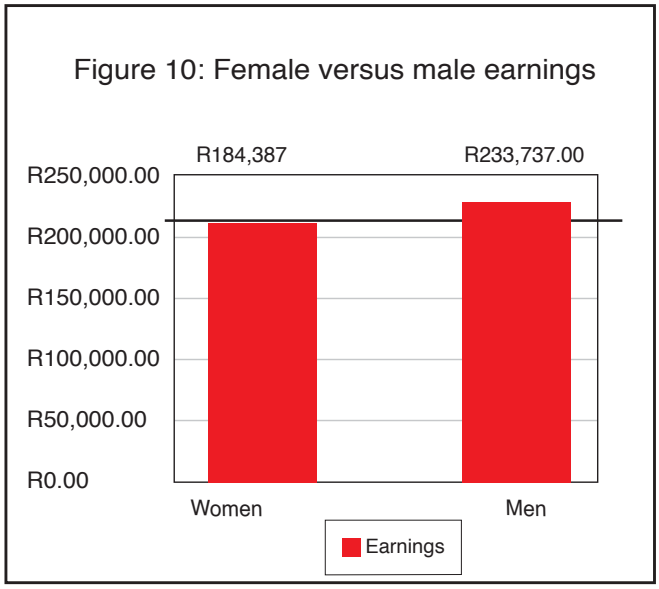


Figure 9 shows that there are variations between media houses. In the case of the Citizen, only men (no women) have full time, open ended contracts. In the SABC, SAPA, Independent, Johncom and Mail and Guardian a higher proportion of men than women have full time, open ended contracts. Only three media houses - Kaya, Media 24 and Primedia - have a higher proportion of women than men with full time, open ended contracts. It is significant that these are the media houses that also have the highest proportion of women managers and women staff in the study.

Earnings



The average annual salary in newsrooms is **R210 798.** The average annual salary of women in newsrooms is R184 387; 21% less than the average annual salary of men (R233 737). Put differently, on average women newsroom employees make close to R 50,000.00 per annum less than men. The black line on the graph illustrates the mean earnings, with men above and women below this line.

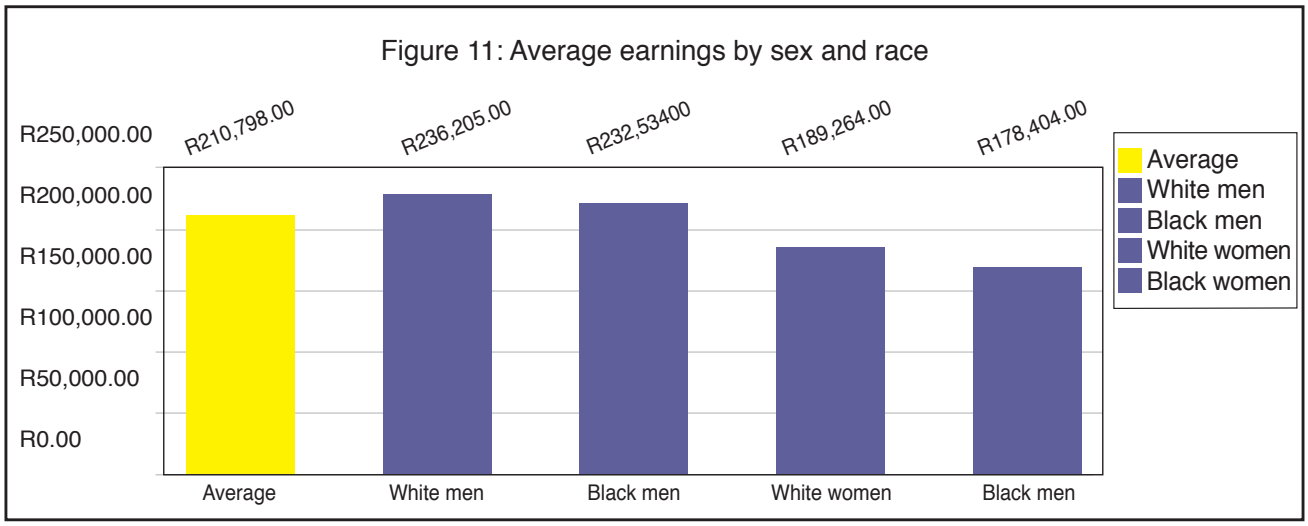


Figure 11 shows that on average white men in newsrooms earn the most (R235 505 per annum) followed by black men (R232 534). Both categories earn above the overall average for newsrooms. An earlier study also found that there is little difference between what white men and black men earn in newsrooms (Goga, 2000: 53).

White women and black women both earn below the average. With average earnings of R189 264 per annum, white women come third; and with average annual earnings of R178 403 black women come last. On average, black women earn 25% less than white men in South African newsrooms.

Comments from phase one

"Promotion and pay of women [lags] behind that of men".

"We have a very rich history of struggle and sacrifice in SA we need to learn from... 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".

"It's a question about 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 in 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".

"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".

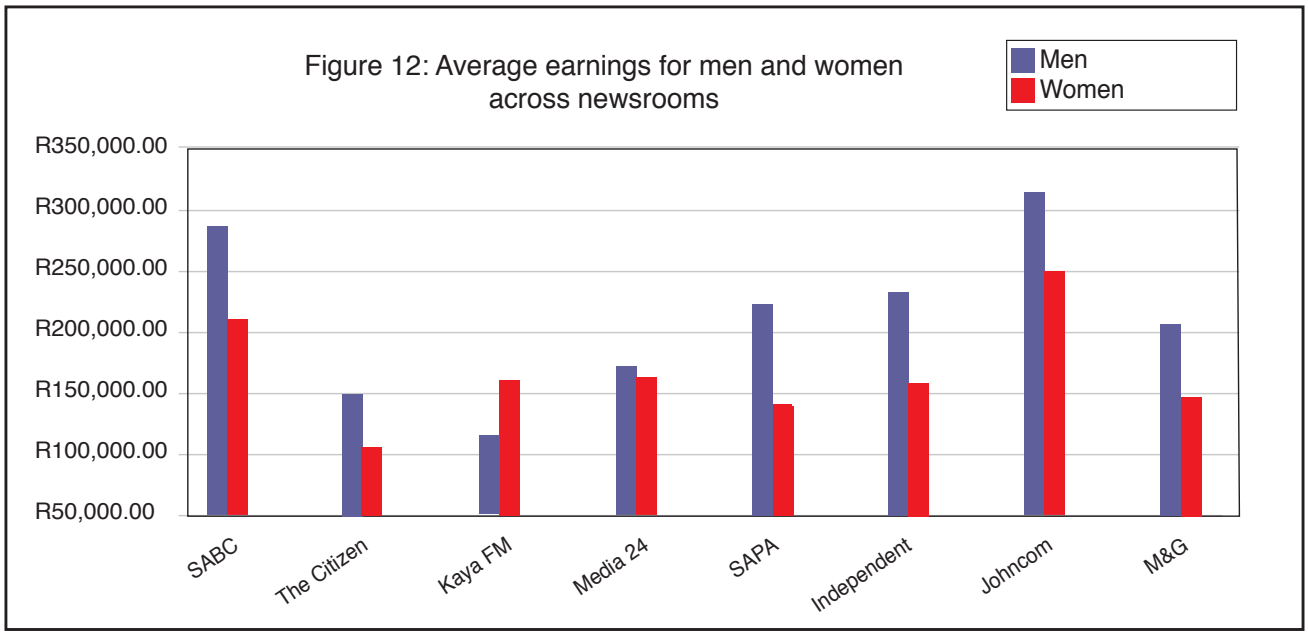
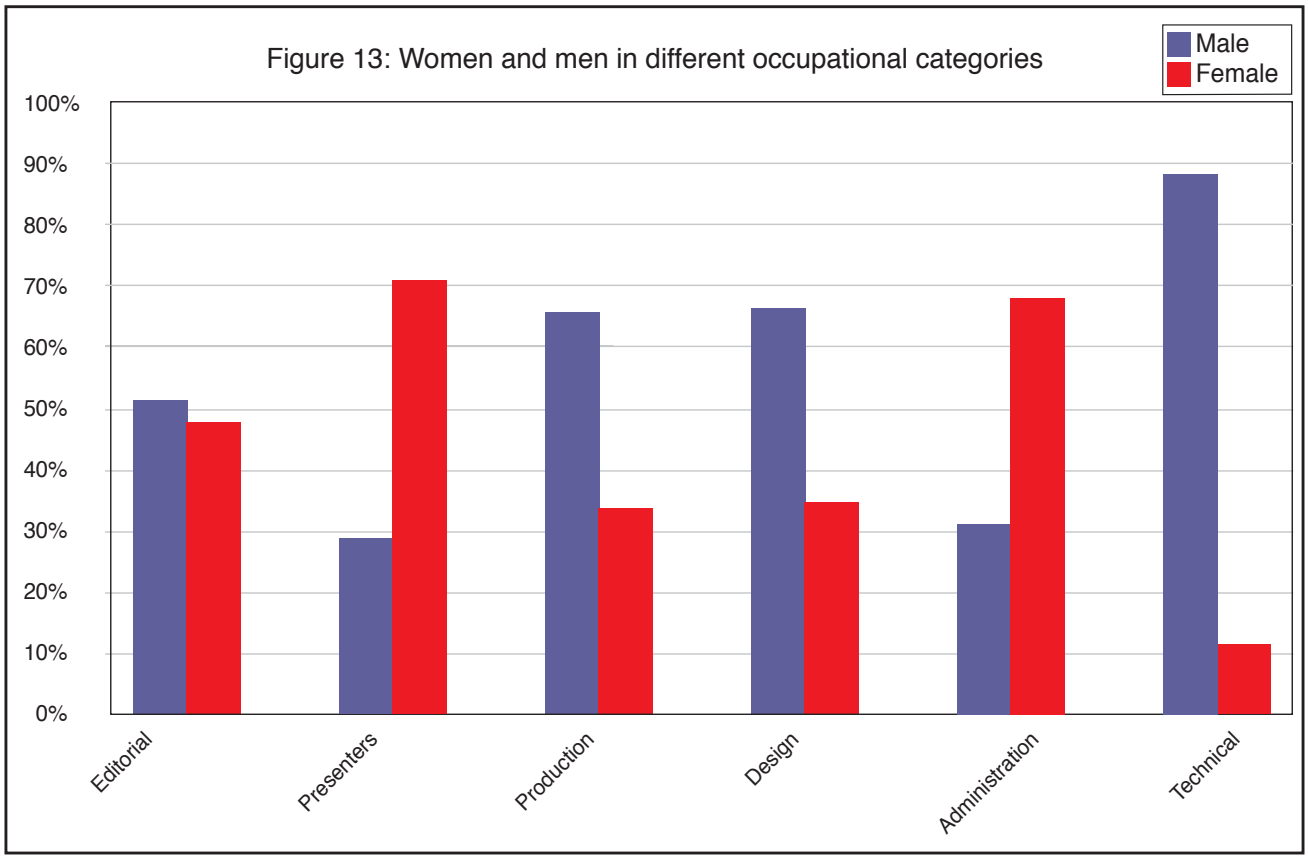


Figure 12 shows that with the exception of Kaya, there is no media house in the study in which on average women earn more than men, with the average earnings of women highest in Johncom (also the highest payer overall) followed by the SABC (the second highest payer overall). Women earn least at the Citizen (also the lowest payer overall) followed by the Mail and Guardian.

Gender division of labour within newsrooms



With regard to the different kinds of work done in the newsroom, **Figure 13** shows that there are roughly equal proportions of men (53%) and women (47%) in the editorial category. The only two categories in which women predominate are as presenters (73% compared to 27% men) and as administrators (69% compared to 31% men). Women are least well represented in the technical category (14% compared to 86% men). The findings with regard to women dominating the presenter category concur with those of the Gender and Media Baseline Study (GMBS) and the Global Media Monitoring Project (conducted in 2003 and 2005 respectively). The findings overall reflect a gender division of labour in newsrooms that resonates across the globe. Gallagher's international study found that:

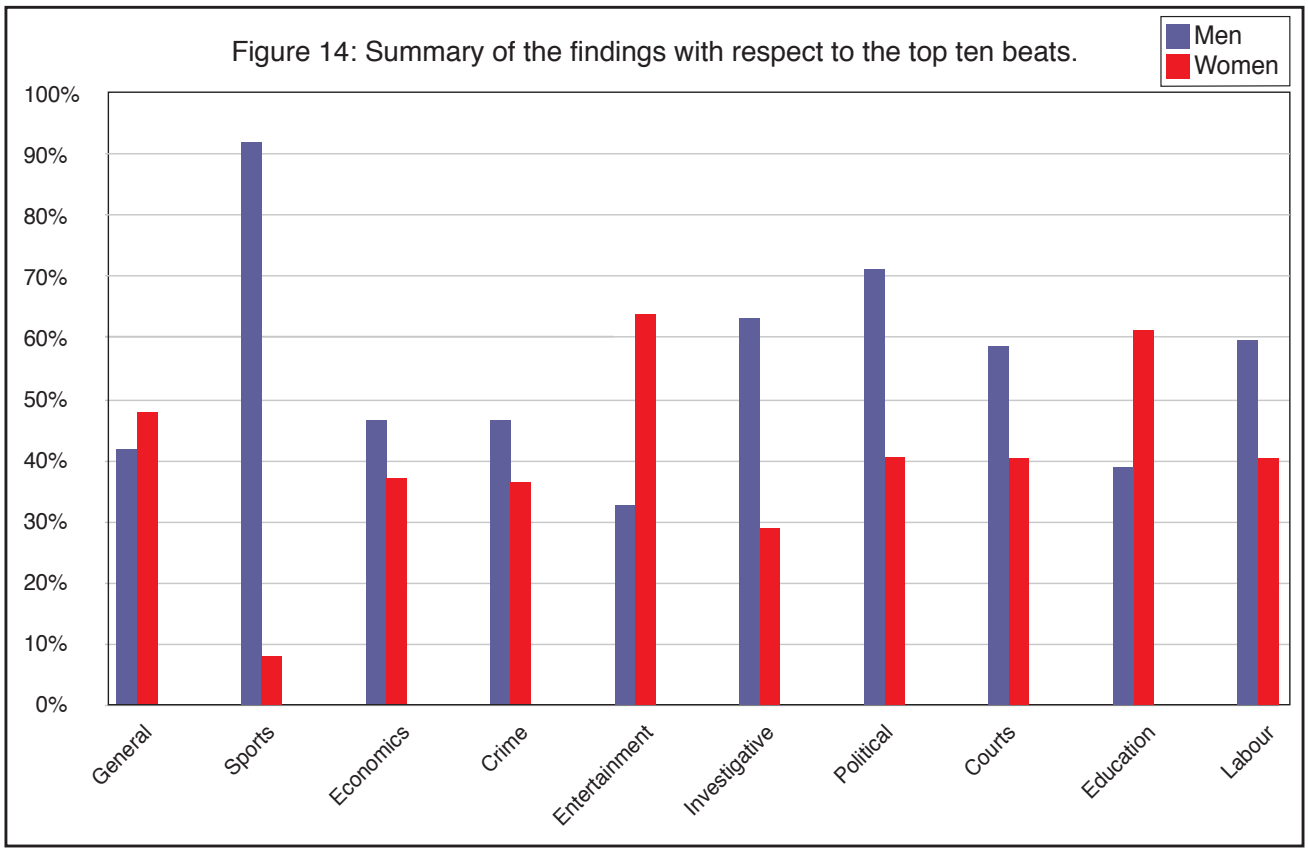
> "The secretarial and clerical jobs in which women are concentrated do not offer reasonable career prospects in the media. In some countries highly qualified women –often university graduates—accept this kind of work in the belief that, once inside the organisation, they will move on to more creative work….For most women, jobs in the administrative category do not lead to real careers in the media" (1994: 23).

Gender division of labour across beats

In this section, interviewees were asked to indicate how many women and men cover different beats in the newsroom. How women and men are assigned to beats is an indicator of how newsrooms view the roles of women and men in society. Beats are also significant because they have a bearing on promotion prospects, with the hard beats generally a more likely ticket to the top than the soft beats. **Table 3** illustrates the findings from the research according to sex and race. The figures progress from the most covered to the least covered beat.

Table 3: Beats covered by men and women

No.	BEAT	Total	%Men		%Women	
			Black	White	Black	White
1	General	246	35%	10%	27%	28%
2	Economics/Business/Finance	83	29%	25%	17%	30%
3	Sports	79	51%	42%	4%	4%
4	Entertainment/arts/culture/ Lifestyle	72	11%	19%	29%	43%
5	Crime	67	31%	24%	24%	21%
6	Investigative/in-depth reports	56	29%	34%	14%	23%
7	Political stories	55	55%	16%	18%	11%
8	Courts	47	38%	19%	26%	17%
9	Education	39	31%	8%	36%	26%
10	Labour	32	47%	13%	16%	25%
11	Health	31	29%	7%	26%	39%
12	Gender equality and gender violence	31	26%	10%	42%	26%
13	Sustainable Developement and Environment	29	41%	14%	10%	35%
14	Science and technology	26	27%	8%	27%	39%
15	Human rights	26	35%	8%	23%	35%
16	Agriculture	25	36%	20%	12%	32%
17	HIV and AIDS	22	18%	5%	32%	46%
18	Youth	13	46%	0%	31%	23%
19	Disaster/War/Conflict	11	64%	27%	0%	9%
20	Media	6	17%	0%	50%	33%



Contrary to some of the views expressed in the first phase report that there is no longer a gender division of labour when it comes to beats, the study found that there are still clear differences in the way that male and female journalists are assigned to cover different beats. **Figure 14** shows that Men dominate in all of the harder beats: politics (71%); economics (55%); investigative (63 %) and crime (55 %). Conversely women report more on softer issues like entertainment (65%), education (62%) and general issues (55%). The biggest gender gap is in sports (92% men). These findings largely concur with the South Africa report of the Gender and Media Baseline Study (GL and MISA 2004).

Comments from phase one

"…fewer number of women journalists stay the course than those that begin the race; most of those that do, often follow 'soft beats' that do not adequately prepare them for general management tasks/so most never focus outside those beats…"(p.26)

"…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"(34).

"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)" (34).

"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" (34).

"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" (34).

"I left a newspaper after a couple of years because, at the beginning of the eighties, women were not allowed into the parliamentarian 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).

"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" (47).

Workplace policies and practices

Phase One of the Glass Ceiling study found that "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."

Questions in the second half of the questionnaire for the second phase of the study centred on what kinds of policies and practices are in place to increase women's representation and participation in newsrooms. These included what targets have been set as pat of the Employment Equity Act; whether the company has a gender policy (or would wish to have one); recruitment practices; career pathing and promotion; and family friendly practices. Table 4 summarises responses to these questions.

Table 4: Workplace indicators

Work Place indicators	Yes	No	Total	Yes %
Targeting women	1	12	13	8%
Data banks for women	4	9	13	31%
Gender-balanced panels	10	3	13	77%
Fast tracking	3	10	13	23%
Promotion	7	6	13	54%
Succession	7	6	13	54%
Flexi-hours	6	7	13	46%
Maternity leave	13	0	13	100%
Paternity leave	12	1	13	92%
Child-care facilities	1	12	13	8%
Women's participation	10	3	13	77%
Sexual harassment policy	12	1	13	92%
Gender policy	2	10	12	17%
Need a gender policy	5	6	11	46%

Affirmative action

In terms of the Employment Equity Act, all companies should have in place targets and plans for achieving equity that are reported on annually. A respondent in phase one of the study emphasised the importance of such plans:

Comments from Phase One

"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".

Another respondent noted, however that "…'Our company has not met its own equity targets for more than two years, and most new positions are filled by white men." The first phase of the report found that "the knowledge of equity laws, policies pertaining to these, and how they are applied, were shocking."

This observation is corroborated and amplified in the second phase of the study in which a question on gender targets and how these have changed over time had to be abandoned for lack of information. The responses given to explanatory questions that followed show a lack of knowledge of, and even disinterest in gender provisions in affirmative action policies and how the policies are monitored for progress in order to achieve set targets.

Are there affirmative action policies in newsrooms concerning gender?

"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".

"I assume so. Previous workplaces policies included affirmative action criteria".

If so, how are they monitored for progress against targets? (38-39)

"They should be submitting annual equity and training reports to the department of labour".

"Constantly".

"So far appointments have not been made on strict performance measurement – at least that is what I suspect".

"We count on our fingers – the staff is not huge!"

"At [title] they were constantly monitored with the editor taking direct accountability for the numbers".

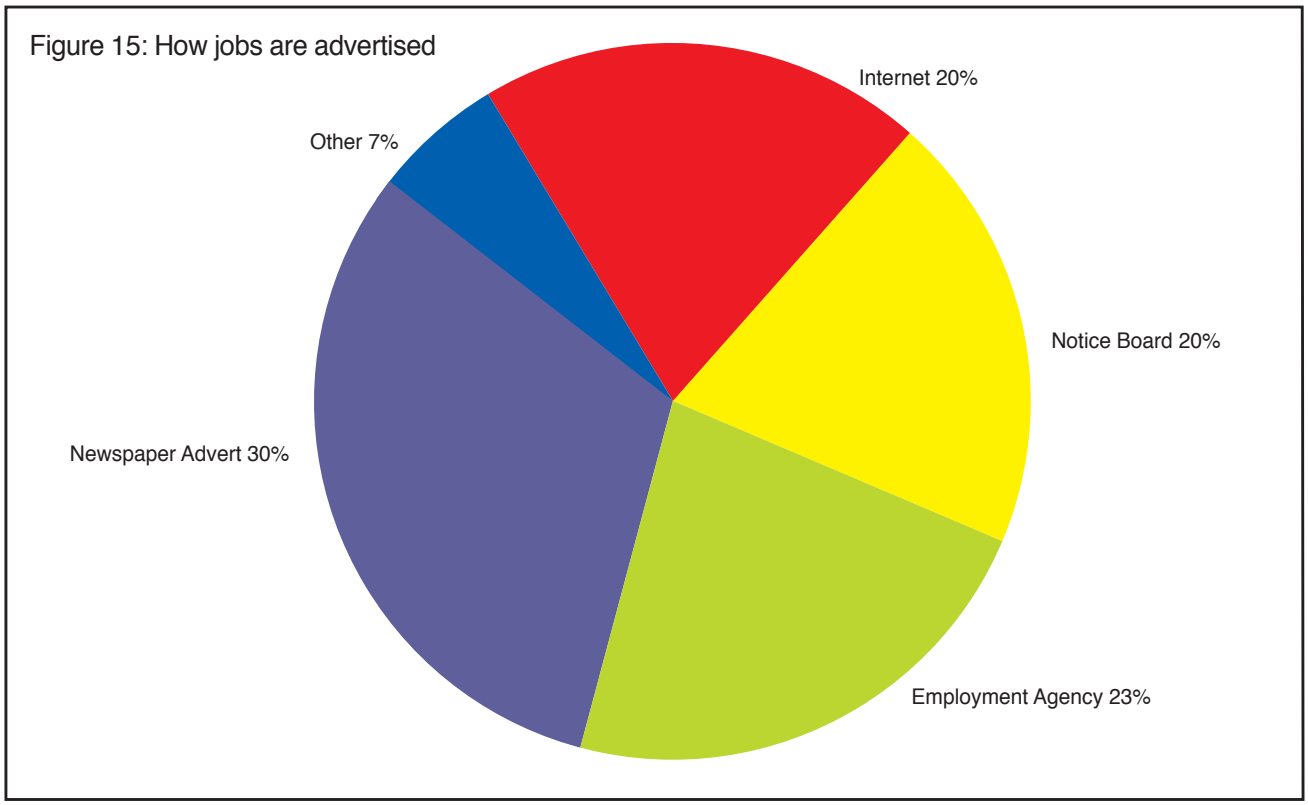
Respondents in phase one of the study referred to the fact that there seemingly is no will to redress the inequalities. One indicated that "fines for non-adherence to equity laws" is not enough. Another respondent noted:

> "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 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".

Recruitment

Studies show that obstacles to women's recruitment and promotion are heavily influenced by the environment and the selection process (Gallagher, 1994). Stereotyped attitudes constitute one of the main and hardest barriers to break through for women to be appointed in the media (Gallagher, 1994). Gallagher suggests that "some straightforward steps, such as ensuring that interview and selection panels include both women and men [gender-balanced], can help…" in the appointment and promotion of women in media (1994:57).

Figure 15: How jobs are advertised



According to the responses, a third of job opportunities are advertised in newspapers; 20% via the Internet or notice board and 23% via an employment agency. The information does not show what kinds of jobs are advertised where. The quote below from the first phase of the study suggests that the way job are advertised may be one reason why the "old boys network" is perpetuated.

Comments from phase one

"…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".

Only 8% of the respondents said that they specifically target women in adverts. About a third of newsrooms keep data banks of possible women applicants. However a large majority (77%) said that they ensure gender-balanced interview panels.

Career pathing, fast tracking and promotion policies

A respondent in the first phase of the study noted that: "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."

Half of the media houses in the second phase of the study said that they have succession plans and take gender into account in promotions. However, only a quarter said that they have fast tracking policies. This disjuncture is a concern, because it is only through fast tracking policies that include targets, capacity building and supportive policies that the gender and race gap in newsrooms can be meaningfully closed.

The first phase of the study noted that: "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." The first phase of the study further recommended "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". 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.

Comments from phase one

"… 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."

"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."

"… 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."

"In my environment, women have to work twice as hard as men to get a promotion."

"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".

"… 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".

"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".

Family responsibilities

The first phase of the study noted that 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, for example by providing child care facilities (which is of course not a service for female employees only).

Only one of the media houses in this study said that it had child care facilities. The first phase of the study found that women 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.

The lack of flexible working arrangements came up often as a hindrance to women being able to stay in the newsroom and beyond the glass ceiling. A little less than half (46 %) of newsrooms in this study said they provide flexible working hours. Many stated that they are too small (with less than 20 employees) and there is no serious need for such facilities.

Comments from the first phase of the study

"There is no accommodation of a women who needs a flexible working day – not a shorter day, just a more flexible one…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 their work they produce would be the first step. – there are so many examples of journalists who are in the office for the conventional eight hour day but produce very little from week one to the next".

All of the newsrooms in the study have maternity leave with variations on how long an employee has been there and how much is paid leave or unpaid. The Independent's maternity leave policy states:

> "After one year of service – two months of paid maternity leave; After two years of service- three months paid maternity leave. This may be extended up to six months by using annual or unpaid leave. During the period of paid maternity leave, the full car allowance will be paid. Unpaid maternity leave: For any period of unpaid leave she may elect to suspend Pension Fund contributions, pensionable service being reduced by such period. Should the employee elect to continue Pension Fund contributions during unpaid leave or any part thereof, the Company will pay to the fund proportionate contributions on behalf of the employee. The employee contributions should be paid in advance."

All but one of the media houses that participated in this survey said they had paternity leave, but on further investigation it turned out that in most instances this has to be taken out of annual leave. The Mail and Guardian gives 10 paid working days for paternity leave to which annual leave can be added.

Gender and sexual harassment policies

All but one of the media houses said that they have a sexual harassment policy. Only two of the media houses said that they have gender policies but five media houses said that they would see merit in developing such a policy. As the explanatory comments made below show, there is confusion as to what is meant by a gender policy.

What is the gender policy in your current newsroom?

"Men and women are treated as equal. We are actually experiencing a shortage of male reporters and sub editors"

"The organisation maintains that they have a gender and equity policy, but the picture in reality differs from these intentions…"

"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".

"I don't know yet – but it's very mixed – lots of women at all levels"

CONCLUSIONS

The study shows that there are few women at senior management levels in newsrooms and there is a real glass ceiling preventing them from entering and advancing professionally. The glass ceiling stems from the intrinsic "maleness" of the newsroom where there exists a network structure that forces women to either "play the male game" and be part of the "old boys club" in order to get into senior levels or be marginalised.

Many of the respondents from the first phase of this project stated that the main obstacle to a woman getting into a senior or top managerial position is that a man is in that position, and unless he resigns, retires or is redeployed targeting or fast-tracking her will not get her that post. In addition men have historically had the upper hand so, in theory, it will take years before a woman has the experience or the expertise to make critical decisions in the newsroom.

Although there is an improvement and acceptance of women in senior positions, the woman at the head of the newsroom is seen as a token – "window dressing" – and is seen as a premature decision based on insincere political correctness and gender sensitivity. Women at these levels, respondents reveal, are on the receiving end of discrimination and prejudice and they remain largely invisible, their voices unheard.

Taken together the two phases of the Glass Ceiling report reflect a host of structural barriers and stereotypical attitudes that account for the "glass ceiling" in South African newsrooms.

Gallagher (1994:9) notes that: "The issue of women's employment in the media goes well beyond the question of women's right to expect equal access to all spheres of work. Of course it is integral to this basic right. But even more is at stake." She asserts that as the flag bearer of change for the rest of society, the media must begin by getting its own house in order. Correcting employment policies and practices is integral to the broader agenda of ensuring gender balance and sensitivity in editorial content.

Against this background, among the most worrying findings in the two phases of the study is the lack of any systematic approaches to addressing the gender gaps in newsrooms. Affirmative action targets required by law are not known or adhered to. There is little attempt at comprehensive and holistic approaches to addressing gender issues in the newsroom and in its work through the development of gender policies that would ensure that the concerns raised in this report are built into institutional culture rather than being left to the whims of individuals.

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.

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ANNEX A

Letter to media houses.

Industry audit – follow-up action to SANEF Glass Ceiling Study (July 2006)

The Glass Ceiling Study, by SANEF's sub-committee for diversity, confirmed findings in other such studies: **the glass ceiling effect for women in journalism continues.** The results of the study were presented at the July Annual General Meeting of SANEF. The full report and a presentation of findings, as well as the Glass Ceiling Action Plan can be found on www.sanef.org.za/diversity.

SANEF appointed a "Glass Ceiling" task team from among its members to take the matter forward. An audit of newsrooms to establish the status of women in newsrooms was called for and is a key component of the action plan. To effect this industry audit, SANEF has partnered with Gender Links.

I would appreciate it if you and your human resource department would assist Gender Links in completing the attached questionnaire. **I assure you that company sensitive information will be treated in the strictest confidence by Gender Links and our SANEF Office. Under no circumstances will the strategic information of one player in the media industry be divulged to another party.**

SANEF also undertakes to share the findings of this audit to all participating media houses. We anticipate that the first draft report could be tabled at our SANEF Council in early November 2006 and finalised shortly thereafter.

I look forward to working with you in this audit. If you have any concerns, please feel free to contact me.

Regards

Ferial Haffajee
SANEF Chairperson
011-250-7310

Cc Colleen Lowe-Morna, Executive Director, Gender Links
Joan Roberts, Executive Director, SANEF

ANNEX B

QUESTIONNAIRE: SANEF AUDIT OF WOMEN AND MEN IN NEWSROOMS

This research is a follow up to the SANEF Glass Ceiling Study presented at the 2006 AGM. The full report and a presentation of findings, as well as the Glass Ceiling Action Plan can be found on www.sanef.org.za/diversity. The questionnaire has been designed by the SANEF "Glass Ceiling" task team in collaboration with Gender Links and is being administered to media houses with SANEF members (please see cover letter from the SANEF Chairperson). Rochelle Davidson or Zena Maajar will contact your organisation to conduct an interview during the month of September. The completed questionnaire can also be sent by E Mail to research@genderlinks.org.za by **30 September 2006**. The statistics requested follow the format of the Employment Equity Act (EEA). It should take approximately 30 minutes to fill out the form.

Please note that the study only covers newsrooms. **The study does not cover staff involved in marketing, advertising, distribution and corporate services (human resources and finance).**

Privacy and confidentiality are guaranteed. The administrative information requested below is for the purposes of any queries of verification.

Please fill out all questions. If there are any questions that are not applicable please note N/A with a small explanation.

Administrative Information

Name of Media House:	
Name of contact person:	
Designation of contact person:	

Contact Information:

Phone:	
Cell:	
E Mail:	

Sex:	MALE		FEMALE	

OCCUPATIONAL LEVELS IN THE NEWSROOM

1. Please fill out the table below: State the number of women and men and racial classification in the following occupational levels in your newsroom. (The categories are based on the Employment Equity Act - see Appendix C. However the statistics sought are only for the newsroom).

Occupational levels	Examples of Positions	Male		Female		Total	% Female		
		Black[5]	White	Black	White		Overall	Black	White
Top management	Managing editor								
Senior management	Editors of different sections								
Professionally qualified and experienced specialists and mid management	Assistant editors, news presenters/ anchors, correspondens, designers, producers								
Skilled technical and academically qualified workers, junior management, supervisors	Reporters, sub-editors								
Semi skilled and discretionary decision-making	PA's, Executive assistants								
Unskilled and defined decision-making Non permanent	Secretaries, clerks, drivers, receptionists								
TOTAL									

2. Any comments you might wish to make

5. "Black people" is a generic term which means Africans, Coloureds and Indians see Employment Equity Act

CONDITIONS OF EMPLOYMENT

3. Please fill out the number of persons on the different kinds of contract mentioned below in your **newsroom.** The total numbers at the end should be the same as for question one.

Nature of contract	Male		Female		Total	%Female		
	Black	White	Black	White	White	Overall	Black	White
Full time, open ended contract								
Full time, fixed term contract								
Part time								
Freelance (ad hoc contributions, paid for as and when made)								
TOTAL								

4. Any comments you might wish to make

EARNINGS

	White women	Black women	Total women	White men	Black men	Total men	Total establish -ment
Total earnings per annum							
Total number							
Average earnings (Total earnings/ total number)							

In the first row please fill out the total earnings per annum (including benefits i.e. cost to company) of white women and black women; of white women and black women combined; of white men and black men; and of white men and black men combined and of the total newsroom.

In the second row please fill out the number of women and men in each category, and the total number of women and men in the newsroom.

In the third row, please calculate the average earnings of each category of women and men, and of women and men overall,

CATEGORIES

7. Please state the number of black men/white men, black women/white women, overall percentage of women and percentage of black and white women in the different areas of work in the newsroom as follows:

CATEGORIES	EXAMPLES	MALE		FEMALE		TOTAL		% FEMALES		
		Black	White	Black	White	Black	White	Overall	Black	White
EDITORIAL	Editors, desk editors, sub-editors, journalists, reporters, Executive producers									
PRESENTERS	Announcers, presenters, anchors									
PRODUCTION	Producers, directors, floor managers									
DESIGN	Broadcasting: design, graphics, wardrobe, make-up, scenery construction, gender studio assistants… Print: photographers, lay-out designers, illustrators…									
ADMINISTRA-TION	Secretarial and clerical jobs in the newsroom									
TECHNICAL	Broadcasting: camera and sound operators, lighting, electricians, engineers, transmission control staff, vision mixers, general technical assistants, Print: laboratory staff, printing technicians,									

8. Any comments you might wish to make.

BEATS

9. To the extent that your newsroom assigns reporters to different beats, please state how women and men are distributed across these as follows: (NB: If any of these beats do not exist in your newsroom, please leave blank. If a reporter covers more than one beat, please assign the reporter to the beat that they concentrate on the most).

BEAT	Male Black	White	Female Black	White
Economics/Business/Finance				
Political stories				
Disaster/War/Conflict				
Crime				
Courts				
Labour				
Education				
Health				
HIV and AIDS				
Sustainable Developement and				
Environment				
Science and technology				
Agriculture				
Human Rights				
Gender Equality				
Gender violence				
Investigative/in-depth reports				
Youth				
Media				
Entertainment/arts/culture				
Lifestyle				
Religion				
Sports				
General				
TOTAL				

10. Any comments you might wish to make?

SELECTION AND RECRUITMENT

11. Please indicate what targets exist for the next yen years, relative to where the newsroom was in 1996, and where it stands today.

Occupational Levels	HISTORICAL POSITION 1996			CURRENT POSITION 2006			TARGET 2016		
	%Women Overall	%Black Women	%White women	%Women Overall	%Black Women	%White women	%Women Overall	%Black Women	%White women
Board of Directors									
Top Management									
Professionally qualified and experienced specialists and mid management									
Skilled technical and academically qualified workers, junior management, supervisors									
Semi skilled and discretionary decision-making									
Unskilled and defined decision-making									

12. How are jobs advertised?

Internet	Notice boards	Employment agency	Newspaper advert	Other

13. Are women specifically encouraged to apply?

Yes		No	

Please explain how?

14. Are data banks of possible women applicants kept?

Yes		No	

15. Are interview panels gender balanced?

Yes		No	

CAREER PATHING

16. Do you have a fast tracking policy for women in the newsroom?

Yes		No	

Please explain

17. Is gender a consideration in promotion?

Yes		No	

Please explain

18. Is gender a consideration in your succession planning?

Yes		No	

Please explain

19. What capacity building initiatives are in place to support the advancement of women?

WORKING CONDITIONS AND ENVIRONMENT

20. Are there flexible working arrangements in your organisation?

Yes		No	

21. How do these help to balance work and family roles?

22. In what way do working hours encourage or inhibit women's participation?

23. Is there a maternity leave policy?

Yes		No	

What are the terms of this?

24. Is there a paternity leave policy?

Yes		No	

What are the terms of this?

25. Does the organisation have child-care facilities/provisions?

Yes		No	

If yes, please describe these.

26. Is the corporate culture supportive of women's participation and advancement?

Yes		No	

What capacity building initiatives are in place to support the advancement of women?

POLICIES

27. Does the organisation have a sexual harassment policy?

Yes		No	

28. If yes, how long have you had it? (Please provide a copy)

29. How has it worked?

30. Does the organisation have a gender policy?

Yes		No	

31. If yes how long have you had it? (Please provide a copy.)

32. How has it worked?

33. If you do not have a gender policy and/or sexual harassment policy, or if you feel these need to be updated, would you be interested in doing so.

Yes		No	

GENERAL COMMENTS

34. Please feel free to use this space for any further comments you might like to make.

Thank you for your participation! If you are filling in this questionnaire (rather than being interviewed) please E Mail it to: research@genderlinks.org.za. If you have any questions please phone Rochelle or Zena on 011 622 2877.

ANNEX C

The table below is taken from the regulations to the Employment Equity Act. The table indicates the occupational levels within organizations as determined through the use of different job evaluation or grading systems.

SEMANTIC SCALE	PATERSON	PEROMNES	HAY	CASTELLION
Top management	F	1++ 1+		14
Senior management	E UPPER E LOWER	1 2 3	1 2	13
Professionally qualified, experiencedspecialists and mid management	D UPPER D LOWER	4 5 6	3 4	12 11 13
Skilled technical and academically qualified workers,junior management, supervisors	C UPPER C LOWER	7 8 9 10 11 12	5 6 6A 7 8	9 8
Semi skilled and discretionary decision -making	B UPPER B LOWER	13 14 15 16	9 10 11	7 6 5 4
Unskilled and defined decision-making	A	17 18 19	12 13	3 2 1

ANNEX D

Interviewee list for Glass Ceiling Audit of women and men in newsrooms

No	Media House	Designation Position	Contact Person	Sex	Contact info
1	South African Broadcasting Corporation (SABC)	Gm Human Capital	Ntsoaki Ramaphosa	F	ramaphosan@sabc.co.za 011 714 2194
2	Citizen	News Editor	Liesl Venter	F	liesl@citizen.co.za 011 248 6525
3	Kaya FM	Junior Accountant	Mohau Lebese	M	mohau@kayafm.co.za 011 634 9500
4	Media 24- Northern newspapers	HR Manager	Manisha Rajput	F	manisha.rajput@media24.co.za 011 713 9753
5	Media 24- magazines	Assistant GM: HR	Lester Combrink	M	icombrinck@media24.co.za 021 406 3591
6	Media 24- Volksbad	HR Manager	Aubrey Beukes	M	abeukes@volksblad.com 051 404 7917
7	Media 24- RCP Media Division	HR Manager	Rodney Williams	M	rwilliams@rapport.co.za 011 713 9753
8	Primedia- Cape Town (Cape Talk and kfm 94.5)	Editor	Janine Williams	F	janinew@primedia.co.za 021 446 4700
9	South African Press Association (SAPA)	Editor	Mark van der Velden	M	mark@sapa.org.za 011 782 1600
10	Independent- Gauteng newspapers	HR Manager	Rishla Pillay	F	rishla.pillay@inl.co.za 011 633 2802
11	Independent- KZN newspapers	HR Officer	Vanessa Govender	F	vanessa@nn.independent.co.za 031 308 2216
12	Independent- Cape newspapers	HR Manager	Tania Steenveld	F	tanias@incape.co.za 021 488 4034
13	Johncom- Sunday times	HR Manager	Mahlatse Letsoala	F	letsoalom@johncom.co.za 011 328 2529
14	Johncom- BDFM Publishers	HR Officer	Nicola Haarburger	F	haarburgern@johncom.co.za 011 340 9522
15	Johncom- Sowetan	HR Officer Payroll	Irene Evans	F	evansi@sowetan.co.za 011 471 4154
16	Mail and Guardian	Administration	Eleanor Rorich	F	eleanorr@mg.co.za 011 250 7300
17	Mail and Guardian	HR Manager	Maliga Royappen	F	maligar@mg.co.za 011 250 7381

ANNEX E

GLASS CEILING PROJECT TEAM MEMBERS

Name	Email
Anthea Garman	a.garman@ru.ac.za
Chris Whitfield	chriswh@ctn.independent.co.za
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Zelda Jongbloed	zjoblo@dieburger.com

“Taken together the two phases of the Glass Ceiling report reflect a host of structual barriers and stereotypical attitudes that account for the glass ceilings in South African newsrooms.”