
GENDER ISSUES

Although there may be broadly equal numbers of men and women in the sector at the aggregate level, the workforce is horizontally **segregated along gender** lines in some particular occupations and sub-groups, notably within specific areas of **printing, journalism** and the **performing arts**, and there is a high level of vertical segregation, as there are few women in senior management. In general, the increased frequency of precarious employment arrangements in the sector – which is partly a consequence of technological changes – makes it more difficult for workers with family responsibilities to arrange regular and suitable childcare. This has often had a negative impact on the employment prospects of women.

According to “Getting the Right Balance: Gender equality in journalism” (IFJ, 2009), in many countries women are strongly represented in newsrooms, but media are still very male-dominated in top executive positions. Women reporters are marginalized in their job content, in their career opportunities, and even in the unions that represent them. In many countries the gender pay gap still exists and increases with age, as family-unfriendly working practices such as inflexible working hours or penalizing women for taking time out to raise children, all contribute to this. According to the 2010 Global Media Monitoring Project (GMMP) “Who makes the news?”, a global survey taken every five years since 1995, 52% of all television news presenters were women, yet only 44% of news items were written by female reporters. In addition, the media itself is seen as perpetuating stereotyped portrayals of women, giving less voice to women in general and women experts in particular, and trivializing issues of concern to women. Women may not be sent on specific assignments such as war reporting and the rules of journalistic culture may also disfavor women in a variety of direct and indirect ways.

Leading broadcasters and publishers in countries such as Australia, Canada, Denmark, Finland, Ireland, South Africa, the United Kingdom and the United States have had very good and innovative equal opportunities policies, some of them dating from as long ago as 1980. Many such policies helped to bring about real change in institutions previously dominated by a male management culture. In some of these, progress has been made at all levels of the organization, but in others a glass ceiling still appears to exist.

Links for further information

- Company Policies for Equal Employment Opportunities
http://www.ilo.org/employment/areas/lang--en/WCMS_DOC_EMP_ARE_GEN_EN
See under 'Industry: Printing and publishing' for examples

- Equality and quality: Setting standards for women in journalism
www.ifj.org/pdfs/ws.pdf
- “Getting the Right Balance: Gender equality in journalism” (IFJ, 2009)
<http://www.ifj.org/assets/docs/129/002/c98b281-47dbb02.pdf>
- 2010 Global Media Monitoring Project (GMMP) “Who makes the news?”
http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_en.pdf
(also available in French and Spanish
http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_fr.pdf and [_en.pdf](http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_es.pdf))