

WOMEN IN MEDIA
A MEAA Initiative

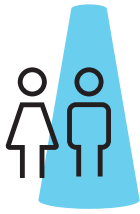


The Women in Media Report:

A study of gender differences in
Australian media

The full survey is available for download at
www.womeninmedia.net

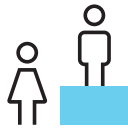




Mates over Merit?

The Women in Media Report – A study of gender differences in Australian media

This data was collected via a national online survey of around 1,000 women in media at the end of 2015. The survey was developed by Women in Media, a national mentoring and networking initiative run by women from across the media spectrum, backed by the Media, Entertainment and Arts Alliance. Respondents to the survey believe discrimination remains rife in the industry. “Mates over merit” was a frequently expressed sentiment. Many noted the declining number of women “as you go up the food chain”. For those with a long career, the issue of ageism is of increasing concern. Despite policies to prevent discrimination, barely half of respondents rate them positively: only 11% said they were “very effective”. There is evidence of a significant gender pay gap in the survey data, reinforced by research from the Workplace Gender Equality Agency revealing a 23.3% gap in Information, Media and Telecommunications.*



THE GENDER PAY GAP IN INFORMATION, MEDIA AND TELECOMMUNICATIONS IS 23.3%*



In an industry impacted by the 24-hour news cycle, flexible work is often “on paper, not in practice”, because of a culture of ‘presenteeism’. According to WGEA data, media employers with more than 100 staff offer better primary and secondary carer leave than much of the private sector. Despite these benefits, one quarter of women who’ve taken maternity leave have experienced discrimination returning to work. Engaging with audiences online is part of the job. Sadly, 41% of respondents have experienced harassment, bullying and trolling on social media, from mild instances to death threats and stalking. Several women say they have been silenced, or changed career, because of this harassment.



41% HAVE EXPERIENCED HARASSMENT BULLYING AND TROLLING ON SOCIAL MEDIA

Only 16% of respondents were aware of their employer’s strategies to deal with social media threats. But responsibility extends beyond the media sector, to law enforcement agencies and owners of platforms. And nearly half of the female respondents (48%) said they’d experienced intimidation, abuse or sexual harassment in the workplace. Sadly, one in three (34%) don’t feel confident to speak up about discrimination.

*https://www.wgea.gov.au/sites/default/files/2014-15-WGEA_SCORECARD.pdf (page 13)



48% OF WOMEN RESPONDENTS HAVE EXPERIENCED INTIMIDATION, ABUSE OR SEXUAL HARASSMENT IN THE WORK PLACE

Overall, progress on equality in the media is disappointingly slow. It's clear that structural discrimination, and entrenched workplace cultures, keep women in lower paid, less powerful, positions.

WOMEN IN MEDIA IS CALLING FOR:



Audits, and action, on the entrenched gender pay gap



Improved strategies for social media harassment



Anti-discrimination policies to be put into practice.

METHODOLOGY

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CHAPTER 1

The Gender Pay Gap



THE WOMEN IN MEDIA REPORT:
A STUDY OF GENDER DIFFERENCES IN AUSTRALIAN MEDIA



The Gender Pay Gap

The Women in Media Report – A study of gender differences in Australian media

When asked directly about the gender pay gap in the media, 81% of respondents agreed it existed, 17% were unsure, and just 2% believed there was parity.

Unlike some other questions, the response to this issue was uniform, across sector, tenure and job role.

Information about the gap in Australia has become more transparent with the launch of Workforce Gender Equality Agency (WGEA)¹ reporting in 2014.

The WGEA collects data returns from non-public sector organisations with more than 100 employees. Data are collated by March 31 each year, and comprehensive analysis published on the website². You can search for information about pay equity for specific organisations. In 2015, the gender pay gap for the Information, Media and Telecommunications industry was 23.3%³.

Sector	Total Pay Gap	Conducted a remuneration gap analysis in the past 12 months	Employers with specific pay equity objectives in their formal policy or formal strategy
Newspaper publishing (18,722 employees at eight organisations)	23.2%	12.5%	0%
Magazine and other periodical publishing (2,681 employees at seven organisations)	12.9%	14.3%	100%
Broadcasting (radio and TV) (19,231 employees at 16 organisations)	21.8%	12.5%	42.9%

Source: <http://data.wgea.gov.au/>

"I RECENTLY FOUND OUT THAT A STAFF MEMBER WHO WAS DIRECTLY BELOW ME IN THE MANAGEMENT LINE EARNED EXACTLY 19% MORE THAN ME. SINCE I RECENTLY APPLIED FOR MATERNITY LEAVE, THIS STAFF MEMBER HAS ALSO BEEN PROMOTED TO A SENIOR POSITION THAT HAD BEEN PROMISED TO ME PRIOR TO MY PREGNANCY."

EDITOR/PRODUCER, PRINT, 5-10 YEARS EXPERIENCE

"AS A SENIOR MANAGER I KNOW MY MALE COUNTERPARTS GET PAID MORE FOR THE SAME WORK."

RADIO MANAGER, RADIO, YEARS OF EXPERIENCE NOT DISCLOSED

"I KNOW OF MALE COLLEAGUES WHO ARE PAID MORE THAN ME, EVEN THOUGH WE'RE ON THE SAME LEVEL OR THEY'RE MORE JUNIOR THAN ME."

IN-HOUSE JOURNALIST, PRINT, 16-20 YEARS EXPERIENCE

¹Workforce Gender Equality Agency, www.wgea.gov.au

²Workforce Gender Equality Agency public reports, www.wgea.gov.au/public-reports-0

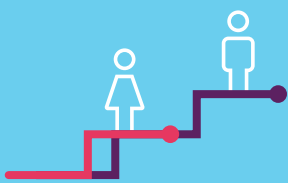
³https://www.wgea.gov.au/sites/default/files/2014-15-WGEA_SCORECARD.pdf (page 13)

"I WAS PAID LESS THAN MY MALE COLLEAGUE WHO WAS GRADED THE SAME LEVEL WORKING FOR A COMMUNITY NEWSPAPER. WHEN I RAISED THIS ISSUE, IT WAS APPARENTLY BEING LOOKED INTO, BUT WAS PUT DOWN TO NOT NEGOTIATING A CONTRACT, WHICH I WAS NEVER GIVEN AN OPTION TO DO."

EDITOR/PRODUCER, PRINT, LESS THAN FIVE YEARS EXPERIENCE

Recent academic research demonstrates that, in addition to the gender pay gap, fewer women in the media are achieving promotion, compared with their male counterparts:

"MUCH LIKE IN THE WORKFORCE MORE GENERALLY, FEMALE AUSTRALIAN JOURNALISTS ARE PAID CONSIDERABLY LESS THAN THEIR MALE COUNTERPARTS. WHILE THE MEDIAN SALARY RANGE FOR ALL JOURNALISTS IS BETWEEN \$54-72,000 ONLY 35.6 PER CENT OF WOMEN EARN MORE THAN \$72,000 COMPARED WITH 53.1 PER CENT OF MEN. AT THE HIGH END OF THE SCALE, ONLY 1.2 PER CENT OF WOMEN EARNED MORE THAN \$144,000 A YEAR, COMPARED TO 9.8 PER CENT OF MEN."⁴



IN 2015 THE GENDER PAY GAP FOR THE INFORMATION, MEDIA AND TELECOMMUNICATIONS INDUSTRY WAS 23.3%.

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Improved strategies for social media harassment



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⁴Hansch, Folker (2013) Journalists in times of change: Evidence from a new survey of Australia's journalistic workforce. Australian Journalism Review, 35(1), pp. 29-42.

CHAPTER 2

Parental Leave,
Flexibility And
Return To Work





Parental Leave, Flexibility And Return To Work

The Women in Media Report – A study of gender differences in Australian media

DESPITE THE MAJORITY OF RESPONDENTS HAVING ACCESS TO PAID MATERNITY LEAVE AND FLEXIBLE WORK, ONE-QUARTER OF WOMEN WHO'VE TAKEN LEAVE REPORT SOME DIFFICULTY RETURNING TO WORK.

The Review found that one in two (49%) mothers and over a quarter (27%) of the fathers and partners surveyed reported experiencing discrimination in the workplace during pregnancy, parental leave or on return to work. Women and men spoke of the devastating impacts such discrimination can have on a person's health, on their economic security and on their family.

Sadly, this is in line with the 2014 report by The Australian Human Rights Commission report, Supporting Working Parents: Pregnancy and Return to Work National Review

Here is a sample of comments from our respondents:

"AS SUCH A 24/7 INDUSTRY, TAKING TIME FOR YOURSELF OR TO CARE FOR A FAMILY ETC. CAN BE CHALLENGING. IT IS OFTEN LOOKED DOWN ON IF YOU'RE NOT 'ON CALL' ALL THE TIME AND THIS CAN BE PARTICULARLY HARD FOR WOMEN WHO ARE MORE COMMONLY IN CARER ROLES. ALSO A YOUTH/SINGLEHOOD STIGMA (NOT EXCLUSIVE TO THE MEDIA) THAT WITHOUT A FAMILY ETC. TO CARE FOR YOU SHOULD BE MORE AVAILABLE AND ON CALL."

COMMUNICATIONS MANAGER, ONLINE, LESS THAN FIVE YEARS EXPERIENCE

"WORKPLACES NEED TO BECOME MORE FLEXIBLE TO ACCOMMODATE THE NEEDS OF MEN AND WOMEN BALANCING WORK AND FAMILY LIFE."

FREELANCE JOURNALIST, TELEVISION, MORE THAN 25 YEARS EXPERIENCE

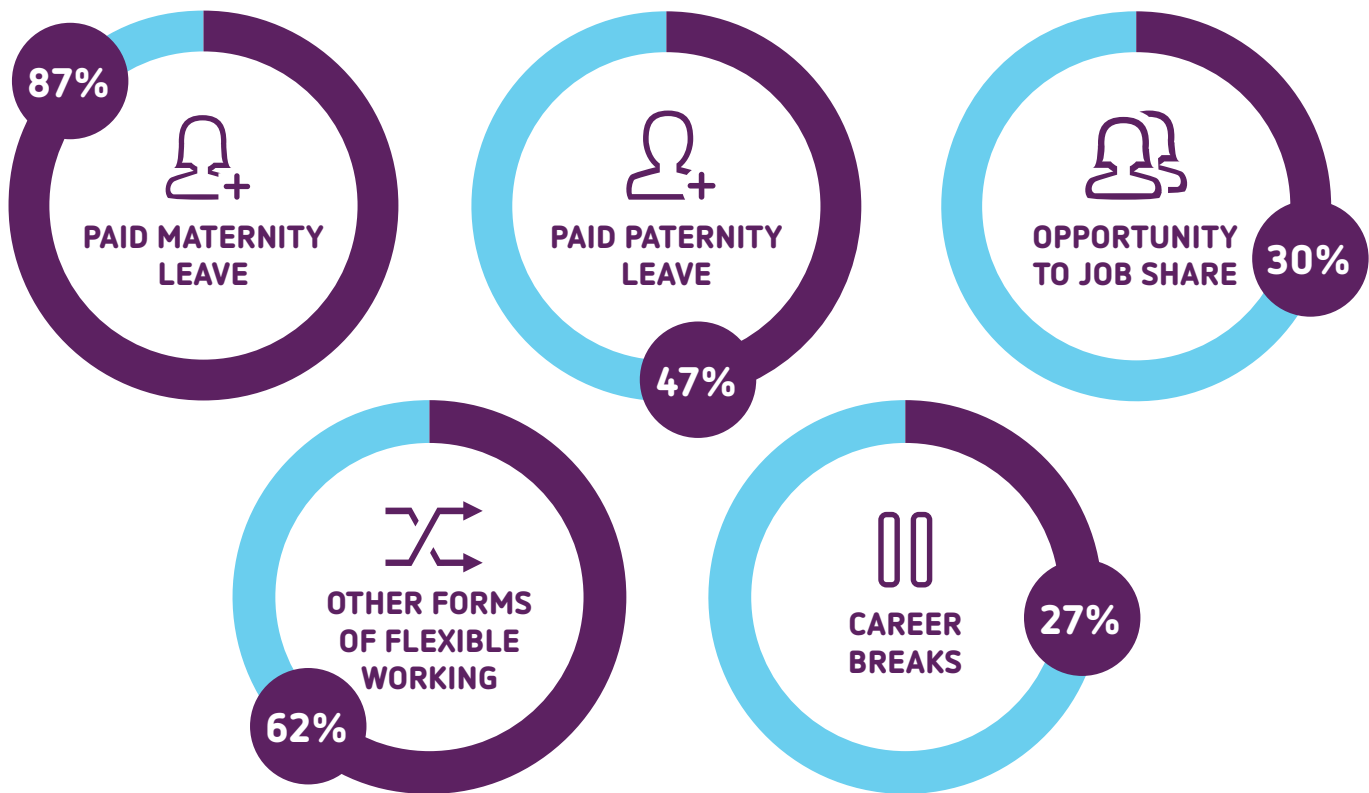
"MOTHERS ARE LIMITED IN THEIR CAREER OPTIONS UPON RETURNING, BLATANT MARGINALISING OF PART TIMERS... WOMEN OFFERED LESS MONEY AND FEWER OPPORTUNITIES."

IN-HOUSE JOURNALIST, PRINT, TELEVISION, RADIO, MORE THAN 25 YEARS EXPERIENCE

The reported availability of flexible working options and paid carer's leave in the media is generally at the average of all industries, and in some cases exceeds it, according to the 2015 WGEA public reports via the data explorer.

Sector	All industries	Broadcasting	Publishing
Employers that have a flexible working arrangements policy	50%	68.8%	63.6%
Employers that have a flexible working arrangements strategy	14.6%	12.5%	24.2%
Carer's leave	93.2%	87.5%	97%
Compressed working week	26.7%	25%	36.4%
Job sharing	41.6%	37.5%	45.5%
Part-time work	82.5%	68.8%	93.9%
Paid parental leave primary carer leave	48.2%	68.8%	60.6%
Secondary carer leave	38.4%	56.3%	54.5%

Respondents in our survey reported the availability of primary and secondary carers' leave and other forms of flexible working as follows.



Reported availability of carers' leave and flexible working options, (n=656)

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CHAPTER 3

Discrimination



Discrimination

The Women in Media Report – A study of gender differences in Australian media

Before exploring the awareness of policies designed to prevent discrimination in the workplace, we asked a broader question: “Do you think your organisation is a meritocracy?” One-third of women surveyed said yes. However, around two-in-five (42%) disagreed, and one-quarter (24%) chose the “don’t know” option.

Those new to the media (fewer than five years’ experience) were more likely to believe in a meritocracy (42%). Once tenure in the sector exceeded five years, belief in a meritocracy fell to around 30%.

Women increasingly identified discrimination as they furthered their careers. Most media companies have policies in place, but action to support these is difficult to identify.

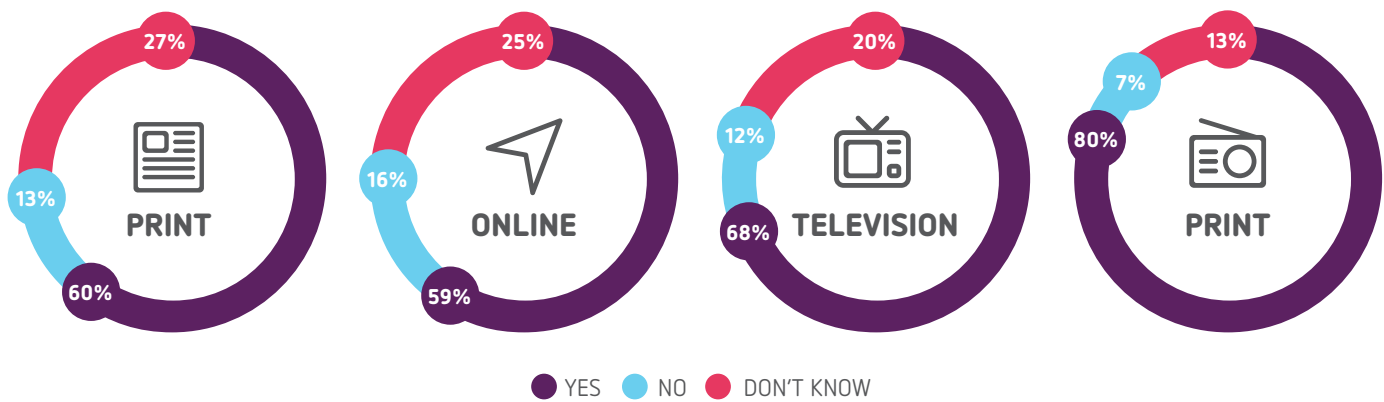
In our investigation, we first assessed awareness of policies to

address discrimination based on age, gender, race, pregnancy or other.

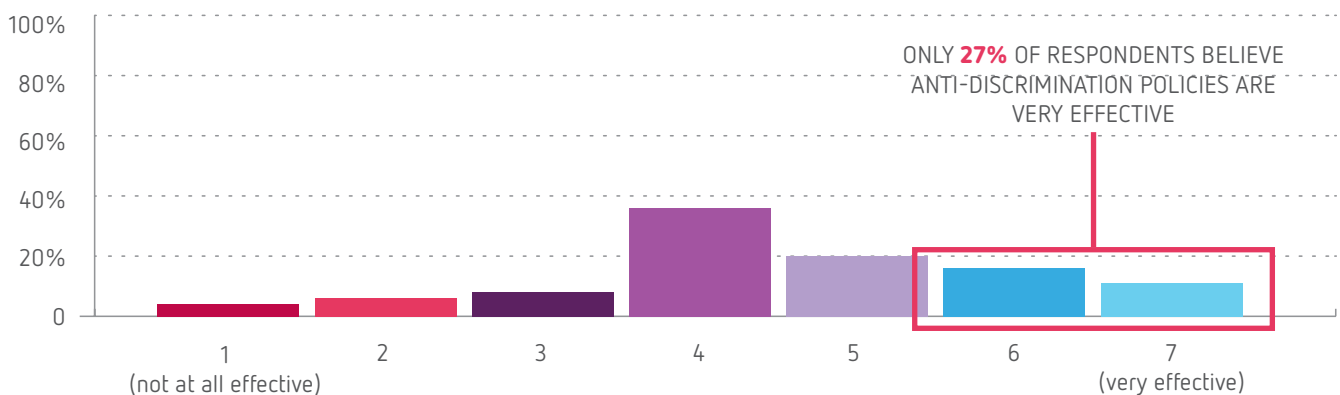
Among all women, 63% confirmed their employer had formal policies in this area. 13% said their employer didn’t, and nearly one quarter (24%) couldn’t answer the question with any certainty.

Those with five years experience or fewer were least likely to be aware of such policies (52% aware of policies), while women working in radio reported the highest level of awareness of anti-discrimination policies (80%).

It is a cause for concern that such a large proportion of respondents, a little over one-third, either believed such policies didn’t exist, or were uncertain of their existence.



Does your current employer have formal policies to prevent discrimination in the workplace? (n=883)



Perceived effectiveness of anti-discrimination policies by those aware of such policies (n=588)

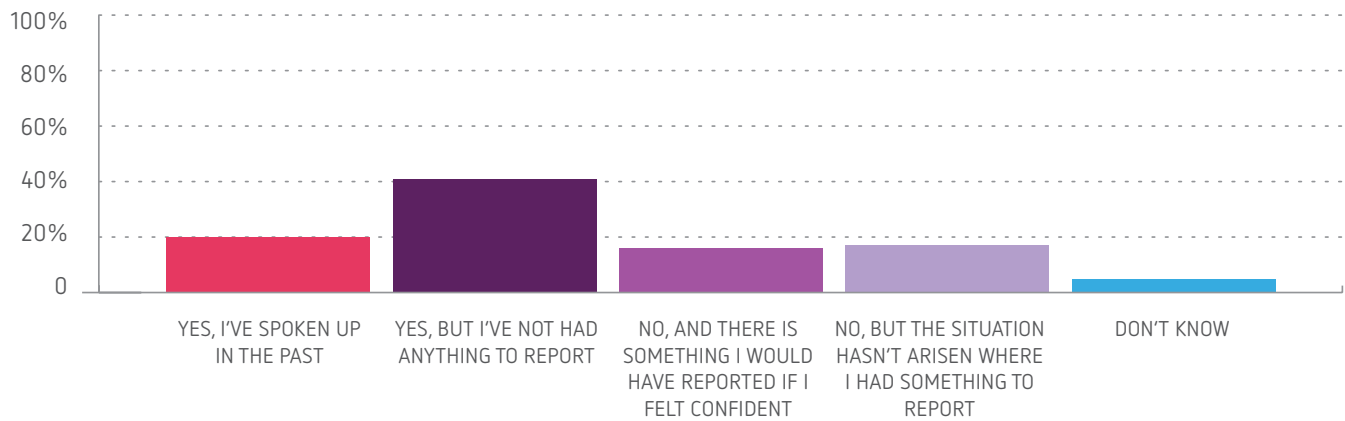
The largest group of respondents sat on the fence, regarding the effectiveness of their employer’s anti-discrimination policies. Only one in four gave a strongly positive rating.

Those with the least experience in the sector were more likely to rate anti-discrimination policies as effective (40%). For those with at least 25 years experience in media, the proportion who thought the policies were effective nearly halved (23%).

Beyond the existence of formal policies, the survey sought to explore how confident respondents felt to speak up about discrimination, should it occur.

Around 60% of respondents felt confident to speak up, with nearly 20% doing so in the past. However, one third of respondents (34%) did not have the confidence to speak up.

Unfortunately, 16% of respondents had encountered a situation in which they would have reported something, if they had the confidence.



Confidence in speaking up if experiencing discrimination (n=806)

Here is a sample of comments from our respondents:

"I WAS ALSO TOLD BY MY DIRECT MANAGER THAT HAVING CHILDREN WAS NOT AN EXCUSE FOR NOT BEING ABLE TO WORK 10-12 HOUR DAYS OR TAKE ON LAST-MINUTE OVERTIME AS SHE 'MANAGED TO KEEP HER LEGS CLOSED'."

IN-HOUSE JOURNALISTS, PRINT
16-20 YEARS EXPERIENCE

"THERE AREN'T A LOT OF AVENUES TO ACCESS GUIDANCE IN DISCRIMINATION ISSUES, POLICIES AREN'T WELL KNOWN ... VICTIMS ARE NOT GENERALLY ENCOURAGED TO SPEAK OF THEIR EXPERIENCES WITH SUPERVISORS."

FREELANCE JOURNALIST, RADIO,
LESS THAN FIVE YEARS EXPERIENCE

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CHAPTER 4

**Sexual
Harassment
and Bullying**





Sexual Harassment and Bullying

The Women in Media Report – A study of gender differences in Australian media

There has been little decline in the incidence of harassment in the last two decades



OF RESPONDENTS INDICATED THEY HAD EXPERIENCED INTIMIDATION, ABUSE OR SEXUAL HARASSMENT IN THE WORKPLACE.

THE INCIDENCE IS SOMEWHAT LOWER AMONG THOSE WHO JOINED THE PROFESSION IN THE LAST FIVE YEARS (37%) AND INCREASES ALONG WITH TENURE IN THE INDUSTRY TO NEARLY 60%.

THE LEVEL OF REPORTING OF BULLYING VARIES LITTLE ACROSS SECTORS



PRINT REPORTING A 47% INCIDENCE



RADIO REPORTING A 52% INCIDENCE

The incidence of sexual harassment of women in the media has been widely reported, from a MEAA survey in 1996, to a local study by Dr Louise North in 2012 and internal research in 2014.

From the report, VIOLENCE AND HARASSMENT AGAINST WOMEN IN THE NEWS MEDIA: A GLOBAL PICTURE:¹

“Nearly two-thirds of survey respondents said they had experienced some form of intimidation, threats or abuse in relation to their work, ranging in severity from name-calling to death threats. The survey found that the majority of threats, intimidation and abuse directed toward respondents occurred in the workplace

and was perpetrated most often by male bosses, supervisors and co-workers. It also found that most incidents of harassment and violence were never reported, even though a majority of women who experienced them said they were psychologically affected.” And this, reported in The Australian on February 27, 2012.²

“About 57 per cent of the 577 female journalists surveyed by researcher Louise North this month said they had experienced sexual harassment, with more than half reporting incidents that had occurred in the past five years. In almost all cases the harassment involved a man who was either a colleague or in a senior position.

“NEWS DIRECTOR SAID “WHAT WOULD YOU KNOW? YOU’RE JUST A GIRL AND A WOG”.

COMMUNICATIONS MANAGER, RADIO AND TELEVISION, MORE THAN 25 YEARS EXPERIENCE

“I THINK THAT SEXISM AND GENDER INEQUALITY STILL PLAYS A MAJOR ROLE IN THE MEDIA INDUSTRY. THERE SHOULD BE HARSHER CONSEQUENCES FOR SEXUAL HARASSMENT.”

IN-HOUSE JOURNALIST, PRINT AND RADIO, 5-10 YEARS EXPERIENCE

The research followed up a 1996 survey by journalists’ union, the Media, Entertainment and Arts Alliance that found a bit less than 52 per cent of respondents reported experiencing harassment. “While the media often shines a light on gender inequality in other occupations, it has refused to act on its own dirty little secret,” North said.

“This overwhelmingly indicates sexual harassment is an ongoing, systemic problem that remains part of work culture in media organisations in Australia today - and needs to be urgently addressed.”

¹VIOLENCE AND HARASSMENT AGAINST WOMEN IN THE NEWS MEDIA: A GLOBAL PICTURE, International News Safety Institute (INSI) and the International Women’s Media Foundation (IWMF), 2014
²<http://www.theaustralian.com.au/archive/media/coming-clean-on-sex-pests-in-the-newsroom/story-fna1k39o-1226281997242>

Here is a sample of comments from our respondents:

"AFTER REJECTING THE UNWANTED ADVANCES OF A FELLOW EMPLOYEE, THE EMPLOYEE HAD A HUGE TANTRUM THAT GROUND THE PRODUCTION TO A HALT. I WAS TO BLAME. ALSO, TOUCHING OR PINCHING OF ARSES AND BOOBS IS COMMON."

DESIGNER & GRAPHIC ARTIST, PRINT,
5-10 YEARS EXPERIENCE

"AT ONE ***** WORKSITE WHERE I WAS EMPLOYED AS A PRODUCER/BROADCASTER I AND OTHER WOMEN WERE ABUSED AS 'BITCHES' ETC. ONCE WHEN I COMPLAINED I WAS TOLD TO "LET IT GO" BECAUSE HE WAS "A GOOD JOURNALIST".

IN-HOUSE JOURNALIST, ONLINE,
MORE THAN 25 YEARS EXPERIENCE

"BULLYING IN THE INDUSTRY IS RIFE. I'VE FOUND MALE EXECUTIVES THINK THEIR WAY IS THE ONLY WAY AND DON'T LIVE UP TO THE VALUES OF AN ORGANISATION THEY WORK FOR I.E. OPEN HONEST ACCOUNTABLE. THEY CAN TAKE GREAT PLEASURE IN SHOUTING YOU DOWN IN A MEETING - PARTICULARLY WHERE MOST PARTICIPANTS ARE MALE."

COMMUNICATIONS MANAGER, ALL MEDIA, 21-25 YEARS EXPERIENCE

"THERE IS A STRONG "BOYS CLUB" MENTALITY IN MY WORKPLACE, AND WHILE NOT ALL OF THE GUYS PERPETUATE IT THE FEW WHO DO ARE QUITE SENIOR AND ARE RARELY, IF EVER, CALLED OUT OVER IT. ON SEVERAL OCCASIONS DEROGATORY LANGUAGE ABOUT SEXUAL ORIENTATION IS USED. THERE IS ALSO ONE COLLEAGUE WHO HAS TRIED TO ENGAGE ME IN CONVERSATIONS ABOUT HIS SEX LIFE, DESPITE MY CLEAR LACK OF INTEREST IN THE TOPIC."

TECHNICAL ROLE, RADIO, LESS THAN FIVE YEARS EXPERIENCE

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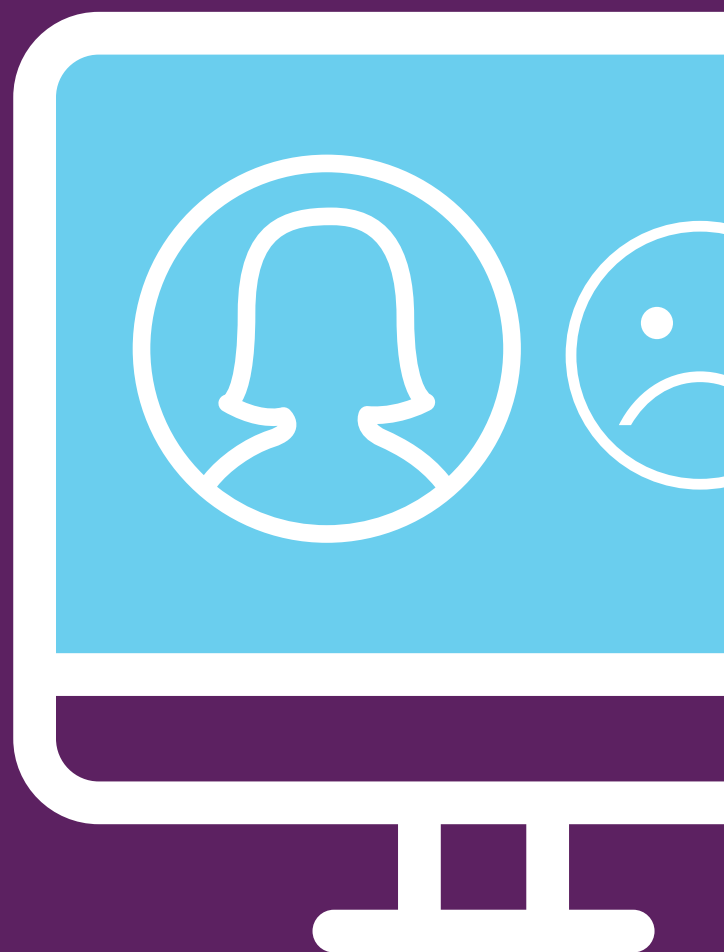
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CHAPTER 5

Social Media





Social Media

The Women in Media Report – A study of gender differences in Australian media

In the digital age, engaging with audiences online is an expected and measured aspect of the job, among journalists (79%), PR managers (62%) and editors/producers (63%).

Sadly, but not unexpectedly, social media harassment is common. In-house journalists are most likely to experience this, with 41% being trolled, while freelancers are most likely to be cyber-stalked, at 18%. More than one-in-five journalists have been cyber-bullied.

Occupation	Trolling	Cyber Bullying	Cyber Stalking	None of the these	Total Respondents
In house journalist	112	59	39	143	353
Freelance journalist	29	17	13	40	99
Editor/producer	58	27	16	108	209
Communications manager	20	11	8	43	82

Reported incidence of social media harassment, n=659

Among our female respondents, opinion was divided as to whether gender had an impact on the likelihood of being harassed on social media. Around 60% of respondents believed harassment was more likely to be directed at women; only 5% believed men were more likely to be targeted. The remainder believed the content of social media posts was the most important factor in trolling.

Many respondents blocked the perpetrator, and refused to be silenced.

But in some cases, the trolling, buying and stalking was severe:

"I WAS SENT RAPE AND DEATH THREATS, HAD MY EMAIL HACKED."

IN-HOUSE JOURNALISTS, PRINT,
LESS THAN FIVE YEARS EXPERIENCE

"EMAILS WITH DESCRIPTIONS OF THE BUS MY SON CATCHES TO SCHOOL, THREATS OF RAPE."

EDITOR/PRODUCE, ALL MEDIA,
11-15 YEARS EXPERIENCE

"MAN SENT MORE THAN 400 MESSAGES TO ME ON FACEBOOK, ASKED TO MOVE IN WITH ME AND MY PARTNER, WORKED OUT WHERE WE LIVED AND PRINTED PICTURES OF ME AND MY PARTNER KISSING AND DISTRIBUTED THEM."

FREELANCE JOURNALIST, PRINT,
5-10 YEARS EXPERIENCE

"QUITE CONSTANT DEATH AND RAPE THREATS WHEN WORKING IN FEDERAL POLITICS AND WRITING A WEEKLY COLUMN. IT'S HONESTLY PAR FOR THE COURSE FOR WOMEN IN FEDERAL POLITICS."

IN-HOUSE JOURNALIST, PRINT,
11-15 YEARS EXPERIENCE

For some respondents, the experience of social media harassment has changed the way they interact with audiences in social media. For others it makes little or no difference, and is part of the job.

Several have silenced, or modified, their voices.

At the extreme, it has driven women out of the industry:

"YES - I BLOCK AND MUTE PEOPLE - AND I AM AFRAID TO SPEAK OUT."

FREELANCE JOURNALIST, ALL MEDIA,
MORE THAN 25 YEARS EXPERIENCE

"I HAVE BREAKS WHEN IT GETS STRESSFUL CAN'T 'FIGHT' BACK BECAUSE *** EMPLOYEES CAN'T - SO YOU HAVE TO WEAR IT."**

IN-HOUSE JOURNALIST, TELEVISION,
MORE THAN 25 YEARS EXPERIENCE

"DEFINITELY - IT'S HAD A HUGE IMPACT INCLUDING BEING THE CAUSE OF CHANGING MY CAREER AS A JOURNALIST."

COMMUNICATIONS MANAGER,
21-25 YEARS EXPERIENCE

"YES. I BLOCK AND REPORT MORE OFTEN NOW, AND DON'T ENGAGE IN CONTROVERSIAL TOPICS."

EDITOR/PRODUCT, ALL MEDIA,
11-15 YEARS EXPERIENCE

"YES I'M SURE IT HAS, AS BULLYING HAS CHANGED MY ROLE IN THE REAL WORLD. I AM LESS LIKELY TO STATE MY OPINION IN SITUATIONS WHERE I FEEL I AM THREATENED OR WHERE DISCUSSION WILL NOT BE PRODUCTIVE, OR IS EVEN COUNTER-PRODUCTIVE. I NO LONGER READ COMMENT THREADS AS I FIND THEM TOO DISTURBING AND THEY AFFECT MY MENTAL HEALTH DUE TO ALL THE NEGATIVE ABUSE AND THREATS OF VIOLENCE AIMED AT WOMEN AND MINORITY GROUPS."

EDITOR/PRODUCT, PRINT AND ONLINE, 11-15 YEARS EXPERIENCE

"I HAVE CLOSED SOCIAL MEDIA ACCOUNTS AND REFUSE TO PARTICIPATE IN THEM - DESPITE MY EMPLOYER SEEMING TO LINK THEM TO KPI."

EDITOR/PRODUCER, PRINT AND ONLINE,
MORE THAN 25 YEARS EXPERIENCE

"NO. I REFUSE TO BE INTIMIDATED BY COUCH COWARDS WHO THINK THEY CAN SAY ANYTHING THEY LIKE ON SOCIAL MEDIA."

PRESENTER, TELEVISION,
11-15 YEARS EXPERIENCE

"NO. I JUST BLOCK THEM."

FREELANCE JOURNALIST, RADIO AND ONLINE,
16-20 YEARS EXPERIENCE

"NO. I ENJOY SHARING MY POSITIVE EXPERIENCES WITH PEOPLE VIA SOCIAL MEDIA AND I REFUSE TO LET THE FUCKERS WIN."

COMMS MANAGER, PRINT, ONLINE, RADIO,
11-15 YEARS EXPERIENCE

"STALKERS HAVE ARRIVED AT WORK AND SAID THEY HAD AN APPOINTMENT TO BE INTERVIEWED BY ME. THEY WERE ESCORTED OFF PREMISES BY SECURITY. ONCE SOMEBODY KNOCKED ON MY FRONT DOOR AND GAVE MY FLAT MATE A 'GIFT' FOR ME: IT WAS A LARGE BULLET FROM AN AUTOMATIC WEAPON."

IN-HOUSE JOURNALIST, ALL MEDIA, MORE THAN 25 YEARS EXPERIENCE

16% OF THE RESPONDENTS INDICATED THAT THEIR EMPLOYER HAD POLICIES TO DEAL WITH ONLINE HARASSMENT

32% ONE-THIRD SAID THEIR EMPLOYER HAD NO SUCH POLICIES

52% HALF OF THE RESPONDENTS DIDN'T KNOW WHETHER THEIR EMPLOYER HAD STRATEGIES TO DEAL WITH ON-LINE HARASSMENT

Of the 16% who said strategies were in place, they included social media training, response guidelines, management assistance, site rules and moderation, blocking and reporting, online training, counselling, senior managers working with junior staff experiencing problems and, in extreme cases, legal action.

It's unsurprising that half the women participating in the survey believe that more should be done to deter such behaviour.

Suggestions included legal action (in line with defamation laws), criminal prosecution, more training for staff, explicit guidelines on how to respond, improved moderation, prevention of anonymous posts, and revealing the identities of trolls.

Respondents said platforms such as Facebook and Twitter have a responsibility to try to prevent bullying, and law enforcement agencies should step in where necessary.

WOMEN IN MEDIA IS CALLING FOR:



Audits, and action, on the entrenched gender pay gap



Improved strategies for social media harassment



Anti-discrimination policies to be put into practice.

METHODOLOGY

The survey was developed by the national steering committee of Women in Media, and researcher Beverley Uther.

The data was collected from 1,054 Australian journalists between September and December 2015.

The majority of respondents (91.8%) were women, from a wide range of age, sectors, and experience.

Quotes, while anonymous, are given context by attribution to role, years of work, and medium.

Thanks go to National Convenor of Women in Media, Tracey Spicer; National Patron of Women in Media, Caroline Jones; Beverley Uther from Fairfax Media; Marketing and Communications Manager ANZ for Isentia, Claire Waddington; MD at REPUBLIC Consulting, LJ Loch; Ogilvy Public Relations; and the union for media professionals, MEAA.

WOMEN IN MEDIA
A MEAA Initiative

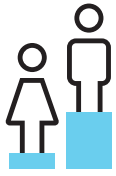
CHAPTER 6

Isentia Media Insights Report



THE WOMEN IN MEDIA REPORT:
A STUDY OF GENDER DIFFERENCES IN AUSTRALIAN MEDIA

 isentia



Isentia Media Insights Report

The Women in Media Report – A study of gender differences in Australian media

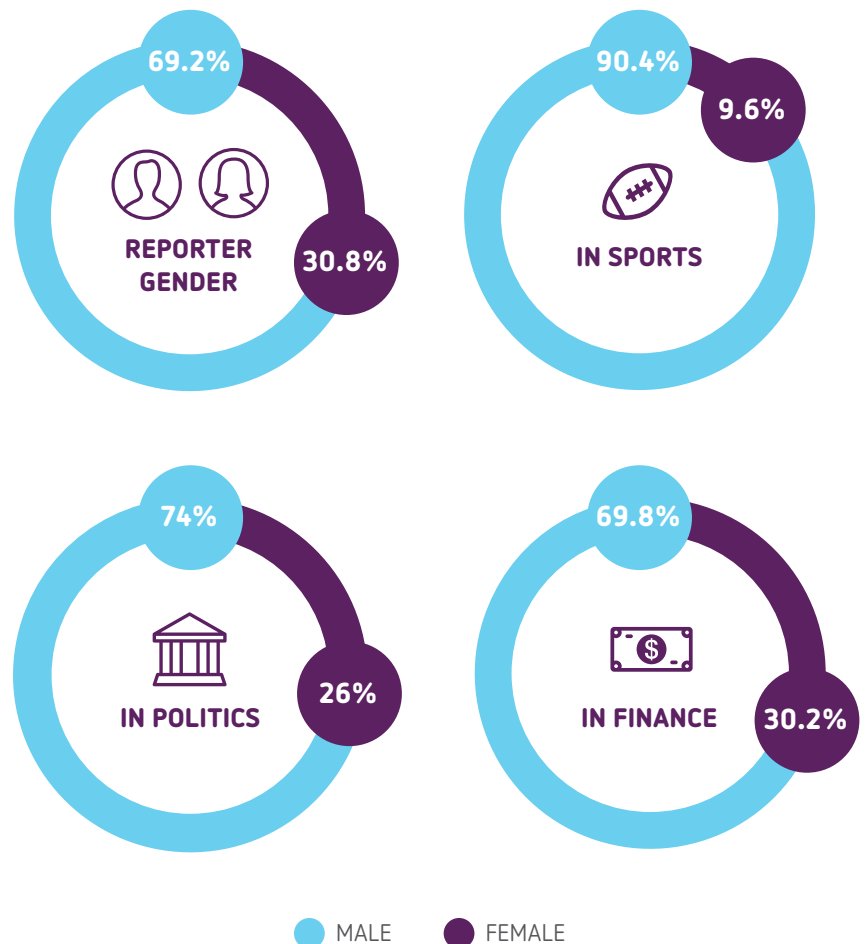
INTRODUCTION

This section presents the results of analysis of more than 9,597 reports from Australian press, radio and television news coverage throughout 2015. Press coverage was drawn from major metropolitan and national publications, while broadcast reporting was drawn from the major evening news bulletin on free-to-air television stations, *AM* on Radio National, and the 6pm News on 702 ABC Sydney. This chapter also includes results of audits of *Q&A* on the *ABC* and *The Project* on Channel 10, as well as of the hosts of leading *Breakfast* and *Drive* programs on AM and FM radio.

WOMEN UNDERREPRESENTED AS JOURNALISTS

While this report has already identified that women and men make up almost half of the reporting workforce each (the WGEA data discussed in the Gender Pay Gap section of this report indicates women make up 48.5% of the broadcasting and 51.0% of the publishing industries), we found that when it comes to print and broadcast women journalists are **only named or acknowledged as journalists of 30.8% of media coverage.**

THE REVIEW FOUND THAT A SIGNIFICANTLY LOWER PROPORTION OF WOMEN JOURNALISTS (30.8%) WERE ACTUALLY IDENTIFIED AS THE PRODUCERS OF MEDIA CONTENT.



This disparity was particularly accentuated in coverage of sport, politics, transport & infrastructure, and finance, where women reporters made up 9.6%, 26.0%, 29.8% and 30.2%, respectively. The disparity was smaller in coverage of arts and culture (45.1% female reporters); crime, justice and law and order (47.9%); emergencies (49.3%); environment (44.9%); and education (45.1%).

In some cases, the disparity was reversed and female journalists produced more reports – the subjects where this was the case were celebrity news and gossip (65.5%); retail (52.3%); health and lifestyle (56.7%); and social issues (55.7%).

Topic	% Male Reporters	% Female Reporters
Sport	90.4	9.6
Politics	74.0	26.0
Transport & Infrastructure	70.2	29.8
Finance	69.8	30.2
Terrorism	69.7	30.3
Energy & Resources	66.4	33.6
Community News	63.8	36.2
Foreign Affairs	62.0	38.0
Environment	55.1	44.9
Arts/Culture	54.9	45.1
Crime/Justice/Law & Order	52.1	47.9
Emergencies	50.7	49.3
Retail	47.7	52.3
Social Issues	44.3	55.7
Health & Lifestyle	43.3	56.7
Celebrity News/Gossip	34.5	65.5

Table 1: Gender of reporters by main story topic (data where volume of stories n ≤ 100 has been excluded).

In Q&A, women panellists made up 44.5%. This fact has already been the topic of the audit carried out by Ray Martin and Shaun Brown, who concluded that women were less likely to be selected as panellists, and if they appeared, they would “almost certainly get less time to voice [their] opinions than males. [They] will also be asked fewer times to comment”¹. The reasons for this imbalance have been discussed by Martin and the program’s producer Amanda Collinge alike, who point to the low number of women in the government and potential female panellists’ diffidence towards the often combative nature of the program, as well as the fear that their appearance on the program will lead to an increase in online abuse and harassment. Other causes for this imbalance could be the hour at which the program is produced (outside business hours), and the fact that many women have the competing priorities of family and domestic life at this time. The disparity was not confined to Q&A, however. Over the year, the gender split of hosts of Channel 10’s *The Project* was 60:40 male to female, and in prime AM and FM radio *Breakfast* and *Drive* programming, females made up 27.0% of the hosting line-ups.

¹ Ray Martin delivers his verdict on Q&A, *news.com.au*, 21 December 2015. <http://www.news.com.au/entertainment/tv/tv-shows/ray-martin-delivers-his-verdict-on-qa/news-story/1f2231b6c273b0fe026f6e5472888801>

Topic	% Male	% Female
Q&A panellists	55.5	44.5
<i>The Project</i> hosts	60.2	39.8
AM & FM Radio <i>Breakfast</i> & <i>Drive</i> hosts	73.0	27.0

Table 2: Gender of panellists and hosts. For *Q&A* this includes all panellists for the calendar year 2015. For *The Project*, this includes all on the hosting panel for the calendar year 2015, and for AM and FM radio *Breakfast* and *Drive* programming, this reflects all panels as of January 2016.



THE REVIEW FOUND THAT IN PRIME AM AND FM RADIO BREAKFAST AND DRIVE PROGRAMMING, FEMALES MADE UP 27.0% OF THE HOSTING LINE-UPS.

SIGNIFICANT DISPARITY IN THE NUMBER OF MALE AND FEMALE SOURCES AND EXPERTS IN NEWS

In our study, we tracked the sources who were quoted in each report, and their gender. We then made a further assessment about whether each source quoted was positioned as an expert. The distinction is important: sources largely reflect and reinforce who is deemed to have something newsworthy to say about a given topic; experts tell us who journalists seek out to add a further layer of authority and expertise to reporting.

For the purposes of our analysis, sources includes all people quoted in a report, while experts included those people who had clearly been approached by the news outlet to comment on something in which they have no immediate personal involvement.

SOURCES

Overall, women represented just 22.6% of all sources quoted in the news, while men made up 77.4%.

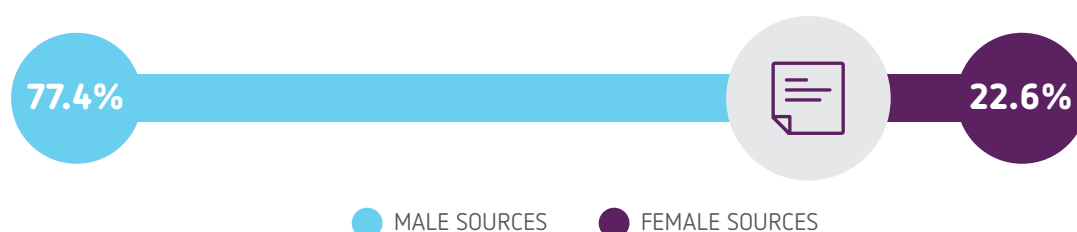


Table 3: Gender of sources quoted in stories.

Female sources made up the lowest proportion in reporting on sport (7.6%), terrorism (12.3%), politics (15.1%), transport & infrastructure (17.4%); and finance/economics (20.2%). There are no surprises here, unfortunately. However, the low visibility of women as people who have something to say about these topics surely serves to reinforce the unhelpful (and in some cases inaccurate) perception that women do not participate as fully in these fields as men. Sport is just one example where women participate equally, and yet they're seldom presented as having something newsworthy to say about it.

The gap between male and female sources pervaded almost all of the topics we analysed, with the exception of pharmaceuticals and tourism, where the volumes of coverage on these topics was so low as to be statistically inconclusive ($n \leq 100$).

Topic	% Male Sources	% Female Sources
Sport	92.4	7.6
Terrorism	87.7	12.3
Politics	84.9	15.1
Transport & Infrastructure	82.6	17.4
Finance/Economics	79.8	20.2
Energy & Resources	79.8	20.2
Retail	79.2	20.8
Foreign Affairs	78.2	21.8
Emergencies	77.1	22.9
Environment	74.1	25.9
Crime/Justice/Law & Order	72.8	27.2
Community News	69.0	31.0
Arts/Culture	64.7	35.3
Celebrity News/Gossip	62.3	37.3
Health & Lifestyle	58.5	41.5
Social Issues	57.5	42.5

Table 4: Gender of sources quoted in stories by main story topic (data where volume of stories $n \leq 100$ has been excluded).

Female reporters were more likely to quote female sources (of all sources quoted by female reporters, women made up 27.9%, compared to 17.5% for male reporters). These findings are largely consistent with those of a study by the Global Media Monitoring Project 2015, which found that 29.0% of sources in stories reported by female journalists are women, although in that study, 26.0% of sources in stories by male reporters were female².

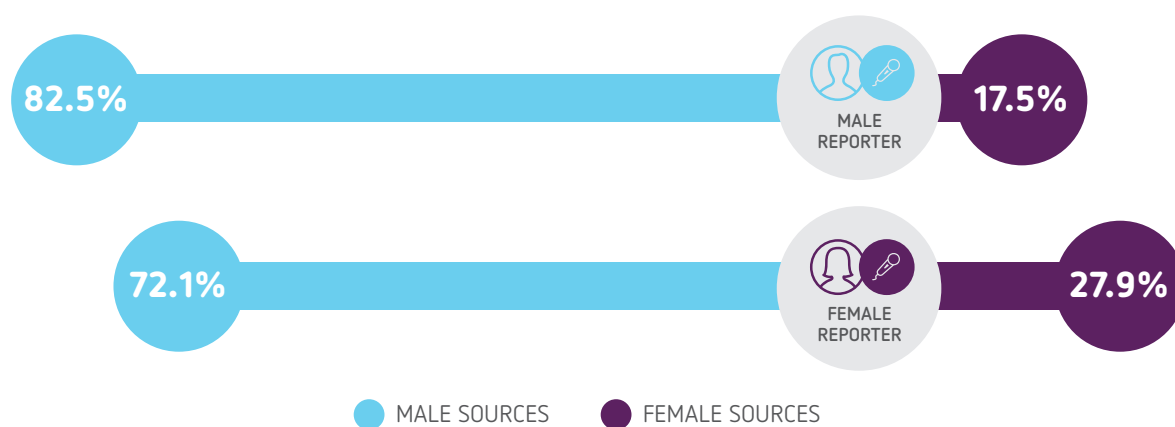


Table 6: Gender of sources quoted by gender of reporter.

² Highlights, *The Global Media Monitoring Project 2015*, http://cdn.agilitycms.com/who-makes-the-news/Imported/reports_2015/highlights/highlights_en.pdf

EXPERTS

Of all experts quoted in coverage, 24.6% were female, which reinforces a study by the City University's Professor Lis Howell, which found that television news bulletins were three times more likely to feature male experts than female experts³.

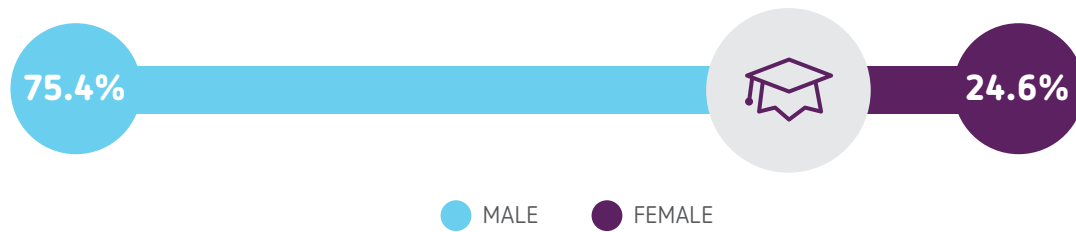


Table 7: Gender of experts quoted in stories.

Female reporters were more likely to cite a female expert (31.5% of all experts quoted by female reporters were female, compared to 17.4% of all experts quoted by male reporters).

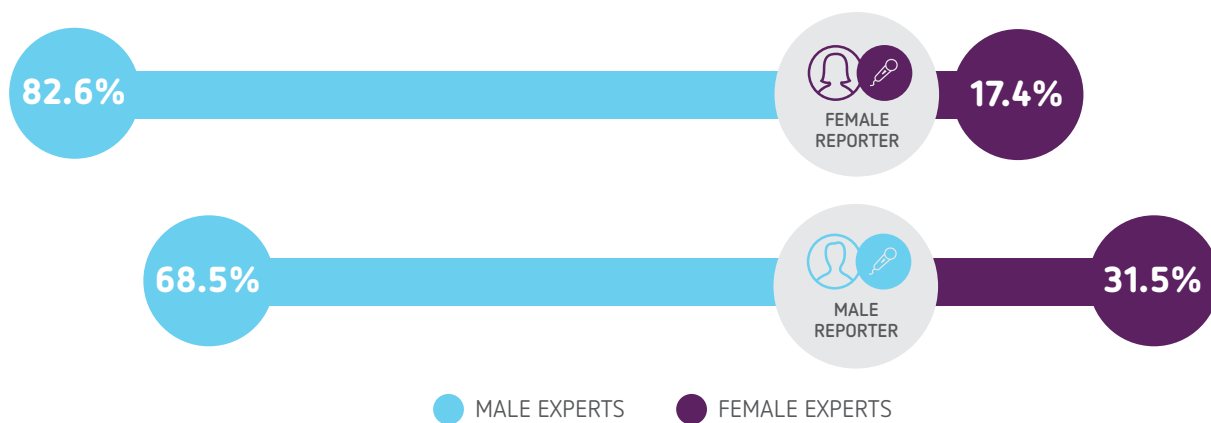


Table 8: Gender of experts quoted by gender of reporter.

³ TV news bulletins 'three times more likely to use male experts', *The Guardian*, 26 November 2015, <http://www.theguardian.com/media/2015/nov/25/tv-news-bulletins-three-times-more-likely-to-use-male-experts>

In our analysis of Australian news, female experts were least prominent in coverage of sport (8.0%); emergencies (11.8%), and energy and resources (7.7%). Female experts were most often quoted (though still with a comparatively lower frequency than male experts) in coverage of social issues (50.0%) and health and lifestyle (41.0%).

Topic	% Male Experts	% Female Experts
Energy & Resources	92.3	7.7
Sport	92.0	8.0
Emergencies	88.2	11.8
Terrorism	84.8	15.2
Finance/Economics	81.7	18.3
Transport & Infrastructure	80.0	20.0
Foreign Affairs	75.6	24.4
Arts/Culture	75.0	25.0
Celebrity News/Gossip	75.0	25.0
Crime/Justice/Law & Order	66.7	33.3
Health & Lifestyle	59.0	41.0
Politics	55.6	44.4
Environment	53.8	46.2
Social Issues	50.0	50.0

Table 9: Gender of experts quoted in stories by main story topic (data where volume of stories $n \leq 100$ has been excluded).

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METHODOLOGY

The research presented in this chapter was conducted by the Insights team at Isentia, and each assessment was based on manual human verification and coding, rather than automation. The analysis is based on three levels of assessment. At the most basic level, our researchers identified the gender of all journalists, reporters and hosts of the content and programs analysed. The second level of analysis involved categorising each report analysed into the topic that best represented the content discussed. The third level of analysis required researchers to identify all spokespeople quoted or paraphrased in a report and their gender, and then to make a further assessment as to whether the report framed these sources as 'expert' (i.e. as someone who has been approached by the news outlet to comment on something that they have no immediate personal involvement in).



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