

OCCUPATIONAL SEGREGATION PERSISTS

Women in EU Public Broadcasting²⁰²

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We recognise:

That women make an important contribution to the diversity of values, culture and experience, expressed in broadcasting output, and in the work environment;

That the presence of a fairer proportion of women in senior posts in broadcasting enhance the utilisation of the full potential of all sectors of the European workforce;

That promoting equal opportunities improves efficiency, competitiveness, and sound business management, through better use of human resources.

Extract, Charter for Equal Opportunities for Women in Broadcasting
Adopted by 49 European broadcasting organisations on the occasion
of the EBU/EC conference, 5 May 1995.

Since the adoption of the EU/EBU Charter for Equal Opportunities for Women in Broadcasting, data collected in January 1999 demonstrates that out of 19 public broadcasting organisations surveyed only one had a female director general.

Extract from the recommendations made to the EU congress
A Working Culture II
From the workshop session "Equal opportunities in the cultural sector"
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²⁰² This text was originally produced in English.

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1. The Overall Picture

The results presented in this article are based on a 1995 survey of 36 broadcasting organisations in nine EU Member States (Denmark, Finland, France, Germany, Greece, Netherlands, Portugal, Spain, United Kingdom) to determine the status of women in each of the organisations and to determine whether there have been changes from the first survey carried out in 1990.

It emerges that women hold 40.9% of all posts. Yet, this picture changes when we look deeper into the structure of the organisations and positions held by women.

2. Differences in Employment Between Media

There are more women working in radio (43%) than in television (39%). Radio tends to enjoy lower status than television in the broadcasting world.

Differences in Employment Status

Women hold 38.8% of established posts; 50.0% of fixed-term contract posts; 56.7% of temporary posts. Taking all types of contractual arrangements together, women represent 38.7% of permanent jobs and 82.7% of part-time jobs. Overall there is little part-time employment in broadcasting: it accounts for only 3% of all jobs across these companies. The exception is the Netherlands, where all broadcasting organisations have high proportions of part-timers (well over 10% of staff in most companies). Part-time work is concentrated in two areas: administration/clerical – 42% of all part-time jobs are found here; and general services (catering/cleaning) – 30% of all part-time jobs. This is poorly paid work. One out of every 14 women in radio and television works on a part-time basis, compared with one out of every 100 men.

Trends in Full-Time Employment

Women's representation in European radio and television is increasing. A study of 25 of these organisations covering eight countries (Denmark, France, Germany, Greece, Netherlands, Portugal, Spain, the UK) shows that women's share of full-time, permanent posts increased from 34.4% in 1984 to 40.9% in 1995. Exceptions to the general pattern were Denmark (where there was a fall from 37.0% to 35.1%) and Greece (35.8% to 33.9%). Women's increased share of jobs occurred despite a reduction of jobs in these same companies (from 64,198 permanent full-time posts in 1984 to 51,451 in 1995). Overall job reductions were most marked in the United Kingdom.

Trends in Temporary Employment

A study of 11 organisations in four countries (Denmark, France, Germany, the UK) shows that the ratio of temporary jobs is increasing (from 6.3% of all jobs in 1990 to 10.2% in 1995). The most notable rise was in Denmark (from 2.7% in 1990 to 10.9% in 1995). Women are over-represented in temporary employment in broadcasting: 8.9% of all women were in temporary jobs in 1990 and 12.7% were temporarily employed in 1994. Traditionally, temporary work in radio and television has been directly associated with programme-making. How-

ever, an increasing share of temporary jobs (66% in 1995) is in areas such as sales, marketing and administration.

Types of Employment

There is a considerable lack of balance between women and men working in various areas. Almost 70% of posts in administration are held by women. Over 90% of technical jobs are occupied by men. In terms of future trends this is worth noting. Most 'publishing house' broadcasters (of whom there is a growing number) employ relatively few technical staff, since in-house production is limited. Commissioning and buying of programmes requires staff with experience of programme-making. However these tasks also call for expertise in planning, marketing and sales, programme scheduling, promotion and publicity – areas in which women tend to be concentrated. It may be that the move to the 'publishing house' model of broadcasting will see a further increase in women's overall share of jobs in the industry.

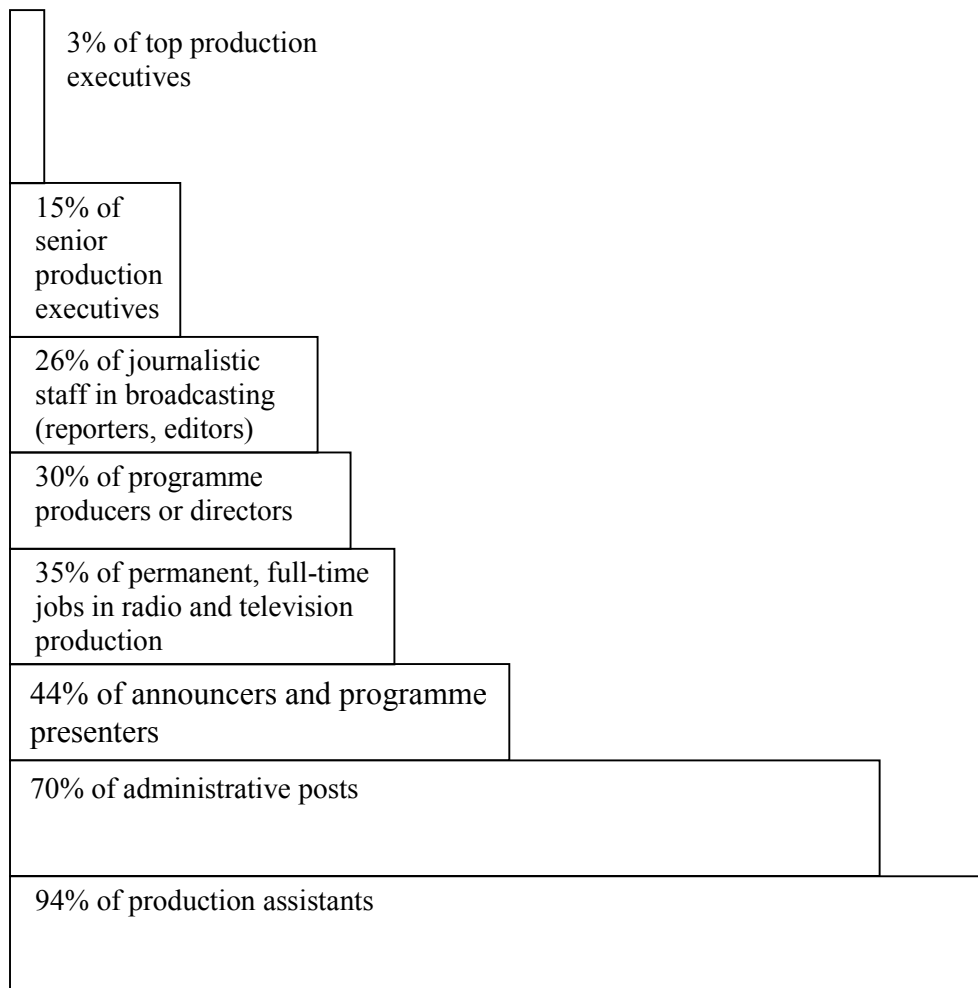
3. Hierarchical Division of Labour

Jobs in broadcasting can be divided into six broad categories – administration, production, technical, crafts/design, specialised services and general services. In each of these categories, a higher proportion of women than of men is to be found at the bottom of the hierarchical ladder. At the top, the opposite is true. The production category is a good example. Across all the organisations studied, 23% of jobs are in this category; 24% of all female staff and 23% of all male staff work in production. So far, the situation is equitable. But 11% of these women are in the lowest-level jobs, compared with just 2% of the men. Conversely, 32% of the men in production are in the top jobs, compared with only 10% of the women.

Jobs in Production

Women occupy about 35% of permanent, full-time jobs in radio and television production. However, there is an obvious power pyramid. Production assistants (at the bottom of the occupational pyramid) are 94% female. Senior production executives (at the top) are 85% male. In between there is greater parity. In these organisations, women were 30% of programme producers/directors – only a very slight increase since 1984 when they accounted for 29%. On the other hand, women were 44% of announcers and programme presenters. Moreover, women's share of these posts was much higher in television (47%) than in radio (33%). The preponderance of women on-screen may support the view that for some organisations the female presenter is perceived as an audience attraction. Women are 26% of journalistic staff – journalists, reporters, editors – in broadcasting. Important salary differences between male and female journalists were noted in an analysis of 1990 data. For instance in the BBC (UK) 64% of male journalists were in the top three salary bands, compared with only 24% of their female colleagues.

Figure 1: Steps of success in European broadcasting organisations: the status of women in production jobs²⁰⁴



Salaries in Broadcasting

According to that same analysis, the gap between male and female earnings in European broadcasting is considerable. If we divide the salary 'ladder' into two equal parts, 46% of men are in the top half compared with 24% of women. In the top two salary bands, 13% of the male workforce can be found – but only 4% of the female staff. There is a relatively high degree of salary equity in the French organisations. Conversely, salaries in some of the German companies seem relatively inequitable.

²⁰⁴ Top production executives are production people located within the top three levels of management in the organisation as a whole. Senior production executives do not fall into the top three levels, but probably would occupy jobs such as senior producer, editor of a programme, head of a production department or of a sub-department. Programme producers also have responsibility for budgets and production of a programme or maybe even a series.

Women in Senior Management

Currently only one European broadcasting organisation (France 2) has a female Director General. At the most senior level of management (i.e. immediately below DG and Deputy DG), women are badly under-represented. Three separate levels of management are distinguished for the 'large' organisations (those with at least 400 permanent, full-time employees). In the case of the small companies the three levels are combined. Generally, these top jobs account for 3% to 4% of total jobs in the larger organisations, and about 9% in the smaller companies. Not surprisingly, women's share of top management posts is larger in the small companies (19.8%) than in the bigger broadcasting organisations (13.3%). In general terms, women's share of these top management jobs was well above average in Denmark, France and Greece as well as in some of the UK companies (BBC, Channel 4). Overall, there are relatively few women in top jobs in the German broadcasting organisations. Out of every 1000 women working in radio and television, one is at the top. Out of every 140 men, one is at the top. On average, therefore, men are seven times more likely than women to be found at the summit of the European broadcasting industry.

Decision-Making Bodies

Another measure of women's influence in broadcasting is their incidence on the decision-making committees and advisory boards that exist in almost every organisation. First, there are the internal committees – Boards of Management, Boards of Directors, and so on. Over half (26) of the organisations have no woman on these committees. On average women hold 16.1% of places in them, and their share is increasing (it was 6.8% in 1988). Women do slightly better in terms of the external bodies – Advisory Boards, Boards of Governors. But even here, one third (12) of the companies have no woman on their external governing body. Altogether, 16.8% of places are held by women. Again, this represents an increase – up from 11.9% in 1988.

4. Perspective

Despite their increased share of jobs over the past decade, women's employment in European broadcasting remains surprisingly limited. There is still massive occupational segregation, with women concentrated in lower-paid jobs that offer poor career prospects. The existence of a considerable male-female salary gap in the industry is indisputable. Women have made few inroads into the heavily male-dominated technical area. With an overall share of 35% of jobs in radio and television production, it is disquieting that women are still only 3% of top production executives. The summit of the industry is still an almost entirely male preserve, in both the established broadcasting organisations and the more recently created companies.

Certain organisations – notably those which have pursued a vigorous policy of positive action – have managed to increase the proportion of women in their management and decision-making echelons. It is heartening too that women's overall share of employment has increased over a decade in which many broadcasters have drastically reduced the size of their workforces. Nevertheless, temporary employment – the use of short-term contract staff and casual labour – is on the increase. Women are more likely than men to be engaged on these precarious terms.