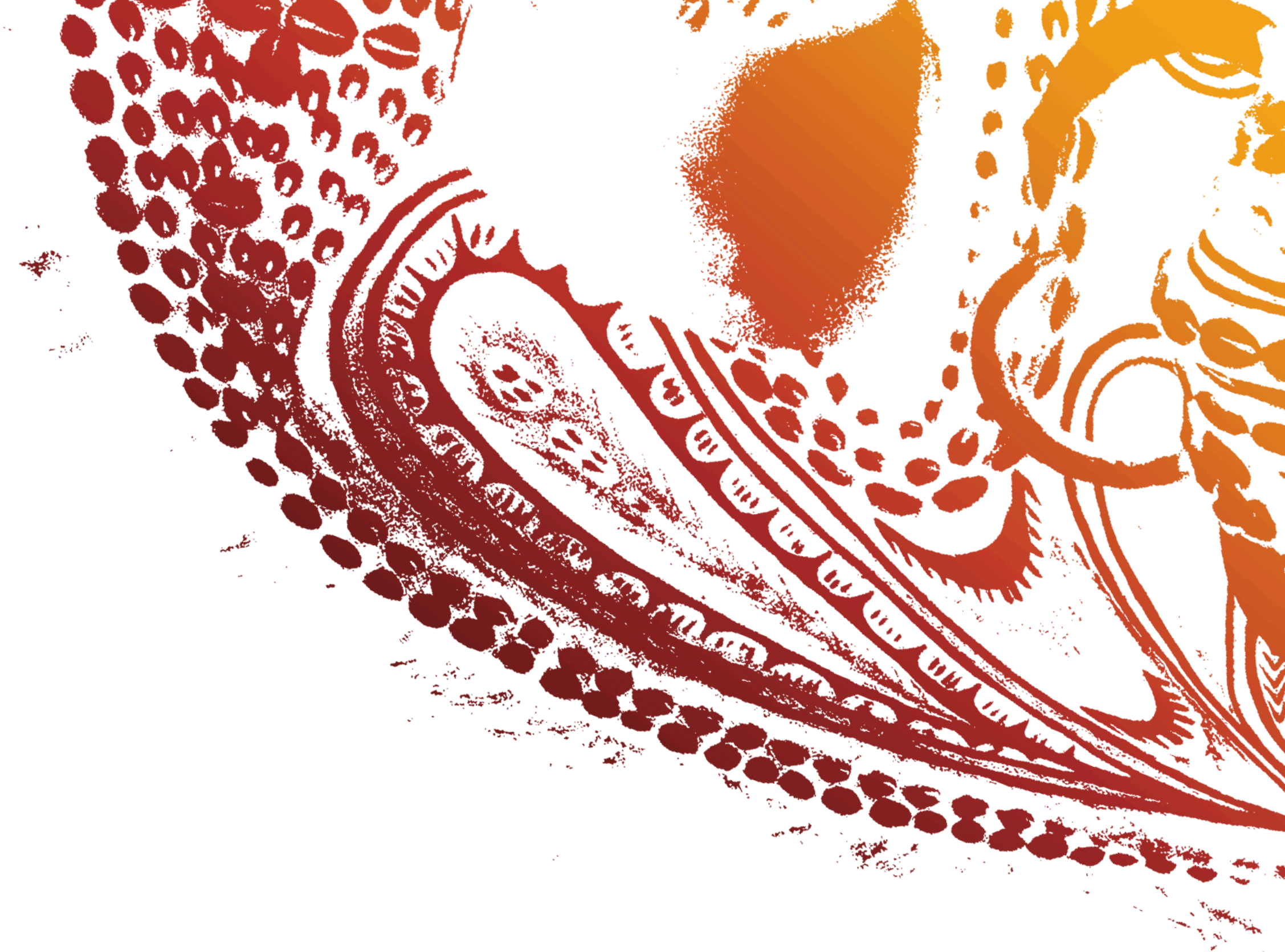**Presentation to the 2019 PNG Country Update**
University of Papua New Guinea
August 9, 2019

Women in the Media: Study

Media for Development Initiative 2018

ABC INTERNATIONAL DEVELOPMENT

PNGAus Partnership

Study Objectives & Methodology

To provide practical information and analysis for overcoming barriers to female participation in leadership roles and the professional progression of women in the media sector.

Study looks at   (1) Sector overview
                            (2) Workplace Culture in the media sector
                                      (3) Barriers to women's progression in the workplace

Mixed-methods utilised comprising of (1) organisational surveys looking at gender diversity of decision making personnel, governing bodies, and policies & practices of women in the workplace (2) In-depth interviews with representatives from the media organisations that participated in the review

* For operational reasons, only organisations based in Port Moresby were included in this study

Sector Overview – Key Findings

Decision-making personnel

Women make up 37% of decision-making personnel

Female	Male	Total
37%	63%	100% (n=68)

Policies, practices and opportunities

22% of media organisations have a gender equality policy in place

56% have health and safety and workplace discrimination policies

67% have a policy on sexual harassment in the workplace

Governing body

Women make up 18% of governing body members

Female	Male	Total
18%	82%	100% (n=55)

Organisational divisions

37% of women content makers

25% of women are in maintenance & security

9% in engineering, technical services & IT

Women in the Media: Study

Sector Overview – Key Findings

Organisational divisions – gender diversity

Content makers

63% men

37% women

Engineering Technical Services IT

91% men

9% women

HR Administration Finance

63% men

37% women

Sales & Marketing

67% men

33% women

Maintenance & Security

75% men

25% women
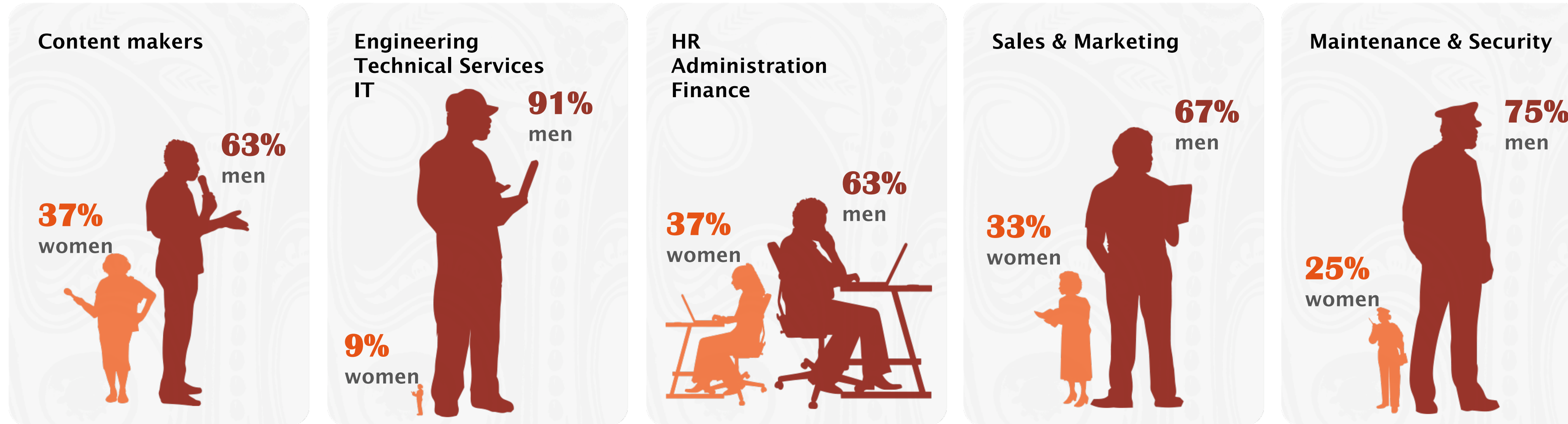
Base:
Content makers (total n=743, women n=275, men n=468).
Engineering, Technical Services & IT (total n=78, women n=7, men n=71).
HR, Administration, Finance (total n=108, women n=40, men n=68).
Sales & Marketing (total n=231, women n=76, men n=155).
Maintenance & Security (total n=32, women n=8, men n=24).

Workplace culture in the media sector – Key Findings

Interviews showed that there are significant concerns with current workplace environments and working cultures across the industry.

Sexual harassment

Women generally felt that harassment cases were not responded to adequately by management due to lack of implementation and enforcement of policies/practices by management to better support women.

Gender discrimination

There is an awareness that gender and discrimination play a role in many women's experience working in the industry.

" *Because I was the only female... and I guess having a lot of males around, I was covering [an event] and of course, I received a bit of sexual harassment from one of the [representatives] who was there. ... Unfortunately, the management did not take it on board... the management, they've got to really step up and really assist officers when such issues arise. ...There's a lot of issues that we raise but we sort of get disappointed and disheartened when they are not [dealt with].*
– Female

" *Both female and male decision makers respond quicker to male journalists'' request for comment and interviews.*
– Female

Workplace culture in the media sector – Key Findings

Interviews showed that there are significant concerns with current workplace environments and working cultures across the industry.

Safety concerns

Women reported not feeling safe in the workplace and felt that organisations did not prioritise female safety.

" *I've been through one [incident] and I thought I was never going to come back (alive) to Port Moresby … I was thinking to myself, if I was going to lose my job today they would easily replace me tomorrow.* "
– Female

Barriers to women's progression in the workplace

Organisations surveyed showed that males dominate the industry, from high level decision making positions, daily management and general staff. Six main barriers to progression were identified:

Gender Inequality

Respondents reported that gender is a main factor in decision-making across recruitment and career-development initiatives. For example, female journalists were overlooked in interviewing high-profile individuals and female managers reported challenges having male staff reporting to them. There was a mix of overt and more systemic forms of gender discrimination.

" *From where I come from, if I propose a story, someone says you can't do this because you are a girl. And sometimes when I ask for different people/different equipment, I can't have it. But if somebody else asks, then they (males) get it. I may have different ideas but if I bring it up, somebody is going to look at my gender or skin colour.* "

" *[There was] an issue where someone said I don't want to work under you ... someone said that to me, just because I was a woman, I didn't let that get to me...* "
– Female

Barriers to women's progression in the workplace

Family commitments

Respondents recognised that they work in a demanding industry that requires considerable dedication outside of workplace hours. However, respondents felt that there was little understanding or support provided by organisations of the commitments women are dealing with daily. Likewise, while women were challenged with unsupportive organisations or managers, there was also little support being provided at home.

" *I think that family obligations are a huge part. We have staff in our office, not just the newsroom but in general, staff who have had to leave work because of family obligations like, spending too much time in the office and having suspicious partners. The kind of person you build your life with should also be supportive of the type of career that you're choosing.*
– Female

" *It's very challenging because children need their mother even though the father is there. But because of my duties and as a sole provider I have to carry out my duties to provide for them. To myself, I feel that I've neglected my role as a mother but then on the other hand I have to work to provide, and by providing – that's showing my love to children.*
– Female

Barriers to women's progression in the workplace

Support from partners

Some respondents discussed challenges for women that arose when they were perceived to hold a higher position than their partner or husband, causing tension in the relationship and affecting the ability of women to function effectively in their role. There remains a lack of managerial and organisational support given to female employees facing these challenges and risks. The Melanesian culture was also attributed to the prevailing subjugation of women under male dominance.

" *One thing I've seen over the years is, having a very understanding partner, someone that understands not just the wife or partner but also the job that they do. The media industry is a pretty tough industry if you are a female. You juggle a lot of things and if you can have the support of your husband or partner, that would help.*
– Male

" *Papua New Guinea we're Melanesians. You've got to submit to your husband, you can't say anything, basically your husband is the breadwinner. But when it's the opposite way around and the wife is a manager and a husband has a normal job and the woman looks like she is the major breadwinner… I would say the man just doesn't accept it and the husband starts creating all sorts of issues and then it affects your job…*
– Female

Barriers to women's progression in the workplace

Domestic violence

Numerous respondents in the study discussed the challenges around dealing with domestic violence and having to perform in a high pressure and demanding job. Respondents made it clear that media organisations can do more to support women in the workplace who are facing family violence.

" *I think that [company name removed] doesn't really do enough right now to help us. I had a staff member who kept undergoing domestic violence issues. And she was a very good reporter, one that I'd invested more than a year in training and she had to leave because she wasn't getting the support that she needed.*
– Female

" *I had a colleague …, she was, [in a] domestic violence [situation] so she called me while I was at work to go help her, so I called some friends, we had to go rescue her.*
– Male

Barriers to women's progression in the workplace

Mentoring and support

Respondents view mentoring as a positive function and something that would support their professional development. Currently, there are limited mentoring opportunities available to women working in the media. Mentoring is viewed as a privilege predominantly afforded to male colleagues. Respondents also saw mentoring as closely linked to the provision of training and support within the organisation which is an area where their ability to participate is limited.

" *Well I think here, we lack training and mentoring roles. There are senior people here, but you tend to find that professionally they do not mentor females...* "
– Male

" *I think that mentoring is something that we need a lot more of, especially for women because, we can say that we've come a long way now and doing more jobs than before. And doing more jobs in industries that were predominantly, before, male orientated.* "
– Female

Barriers to women's progression in the workplace

Lack of confidence

Many of the women interviewed cited a lack of confidence as being a considerable barrier to their progression within their organisation. While some respondents did not see themselves as lacking confidence, it was a trait seen as affecting other women's ability to perform and progress in their careers.

"*It's lack of confidence. I've worked with female colleagues. They are capable to progress to the next level but don't because they feel shy or they feel that they're not capable for that position. They just don't have the confidence in themselves. … They don't see that they've got the potential… and they don't believe in themselves.*
– Female "

"*It's nice to be given that pat on the shoulder from time to time to motivate and encourage. I believe that's something that can encourage us in gaining more confidence, once you're sure of the role that you have and the position that you can play. I believe that we can overcome that lack of" confidence.*
– Female

Recommendations for reducing barriers

Workplace Code of Conduct

A universal Code of Conduct that is understood by staff and enforced effectively by management, could be established. All codes of conduct need to include sections on gender equality, sexual harassment, sexual assault, discrimination, and workplace health and safety. A clear commitment from media organisations needs to focus on the adoption and implementation of these polices to provide a framework for improving practices and opportunities for women within the industry.

Gender targets and quotas

It is recommended that gender diversity targets and quotas are implemented to improve gender equality in leadership and general staff levels. These targets should serve as time bound measurable objectives.

Maternity leave

It is proposed that paid maternity leave is introduced to all media organisations. There is significant evidence outlining the benefits of paid maternity leave to the health of the mother and child. Employees will also feel valued as a consequence.

Recommendations for reducing barriers

Fair pay conditions

It is recommended that entry level pay conditions are aligned with the cost of living to allow women to remain in the industry. Low entry level pay make it difficult for women, particularly those which children, to support themselves and their family.

Hours of work and overtime

It is recommended that clear guidelines are set and upheld for the number of hours expected of a normal working day, in line with the Employment Act 1978.

Support for victims of violence

It is suggested that organisations establish clear policies and procedures that provide support to impacted employees. This could include but are not limited to: flexible working arrangements, relocation, domestic violence leave, a safe space to discuss issues.

Recommendations for reducing barriers

Leadership training for women

It is proposed that media organisations provide management training for women. Training should include material on successful leadership styles whilst also addressing self-limiting beliefs, work-life balance challenges and improving general organisational communication.

Mentoring programs

A mentoring program could be established to support women in developing skills and knowledge whilst providing exposure to new ways of thinking. Advice on professional development could also be incorporated.

Increase media coverage of gender

It is suggested that media organisations increase awareness on the content and coverage of gender inequality issues.

Media Council advocacy

The Media Council should be supported to continue to develop and maintain good media practice standards. It is recommended that the council be proactive in advocating on behalf of the PNG industry

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