

## 13th ANNUAL MEETING OF THE WOMEN LEADER´S NETWORK - WLN



### Women & Mass Media

Are women in leading positions?

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**Are women in leading position in media?**

**No, .....at least in Japan**

**Because:**

- The labor standard law prohibited women to work after 10pm.  
So...
- Media employed few women
  
- The law was amended in 1986, but the influences are remained still today

## Women should be leading positions of media.....from my experience

- When I was a reporter and covered political issues including Vietnam War about 40 years ago, I found the difference of evaluation to news issues between men and women
- News value was decided only by men's point of view at the time because there was no news women .
- I felt the difference from mine

## Difference of Evaluation to news issues by gender

### Men=

- ----conflicts, political situation including parties and elections →power theory

### Women=

- ---security, daily life of citizens and family to continue →peace keeping theory

## Gender Balance in Media esp. of broadcasting stations

Rate of women employees in broadcast media

1963.....	17.7%*
1966.....	15.7 *
1986 (big 3 TV stations).....	12.5 **
2004 (key stations).....	17.5 ***

\*=by the commercial station union

\*\*=by "Gakusei Engokai"

\*\*\*=by the Society of Japanese Women in Radio & TV

## 1986 : Change of Situation work place & business market in media

- The labor law and other laws were amended by the ratification of CEDAW
- Almost all of mass media **started to recruit women**
- **The diversity of media started** in broadcasting business such as cable television, FM mini station and so called new media

## More than 20 years since 1986

- Many women reporters cover the cabinet office press room and police stations
- Many women commentators appear on TV .....but (it is said)
- This is impression and gender balance is far away....and
- **Women's marginalization** in media, broadcasting business **is deepening.** \*

## Situation of women non-commercial station (NHK)

### Women's ratio ---by positions

- All employees .....11.6%
- Management status .....2.8
- Specialists (professional but not line) .....11.0
- Generals .....18.8

### Women's ratio ---by jobs

- Professionals (announcer,director,reporter)..... 15.0
- Engineer .....4.1
- General office work .....15.7

## Situation of women 105 commercial Stations

including key and local

- Women's ratio to all ..... 15.4%
- Board member ..... 1/713
- Management ..... 3.9
- Professionals: announcer ..... .6.5
  - producer/director ..... 22.5
  - news ..... 18.1
  - planning/PR ..... 35.7

## Diversity of media— Broad casting business

Key TV stations, local TV&radio, mini FM stations  
cable televisions and new media

Diversity of broadcasting business  
demands more programs and needs  
program production

Key stations order more than 50% of  
“on air program” to productions.

## Women and Production

- Key stations adjust regular employees, and contract out-side productions
- Women's ratio in productions is higher than in key stations
- More than 50% of productions employ +30% of women
- 20% of productions employ women more than 50%

## Ratio of women employees Station vs Production

		station	production
general	F	23.7	43.9
	M	66.7	56.1
produce	F	32.8	43.8
	M	67.2	56.2
engineer	F	7.3	26.5
	M	92.7	73.5
announce	F	71.2	
	M	28.8	
others	F	44.5	17.9
	M	55.5	82.4
total	F	38.5	40
	M	61.5	60

## In broadcast stations Women's Status

### Women over general manager

- Commercial stations .....3.9%
- Non-commercial station (NHK).....2.8
- Productions..... 8.4

### Board member

- Commercial stations .....1/713
- NHK.....(1 but retired on March)
- Production..... many in small & medium co.

## Who evaluate programs or news issues

- Decision makers are different from case by case  
...but it is true,
- Women decision makers of final stage are very  
few ....though women workers are increasing
- To take the final decision maker's position:
- What is expected.... not only their ability to make  
program or to write news,  
.....but their ability to challenge  
the position and to catch the chance

## How to challenge for the leading position

Ms. N. who got the #2 position of NHK  
(about 12,000 personnel) said

- There are three types of personality to get the decision making position:
  - 1) boss type who make followers
  - 2) communicate type who make many friends including political party members
  - 3) moderate type who make no enemy

## Expected characteristic

- Pragmatic
- Healthy
- Sensitive
- Harmonious
  
- Do as men do or follow the men's way
- Some one say media is still men's society

## Women's contribution in broadcasting business

- Though there are few women at the top decision making post.....
- About 50% of “on air program” of key stations are made by productions
- About 50% of production employees are women who do good jobs
- But their working conditions and payment are not enough

## Women should be evaluated

- We should appreciate women's evaluation especially in small and medium production
- WLN should pay attention and support those women workers in media
- And support women to challenge for decision making posts

Media have responsibility to human beings  
to keep peace,  
sustainable development and  
gender equality

- **Thank you**