

why are there no women in
DECISION MAKING
POSITIONS in the media?

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MEDIA IN INDIA

- ◉ *70,000 newspapers, 690 satellite channels (more than 100 are news channels)*
- ◉ *Biggest newspaper market in the world - over 100 million copies sold each day.*
- ◉ *The Indian media was initiated since the late 18th century*
- ◉ *Print media -1780*
- ◉ *Radio Broadcasting -1927*

- ◉ *Indian media—private media in particular—has been free & independent throughout most of its history. Except emergency(1975–1977)*
- ◉ *Economic reforms (1991)led to open skies for private players*
- ◉ *47 million household with television sets emerged in 1993, Rupert Murdoch entered the Indian market*
- ◉ *The media in India is evolving*

WOMEN IN MEDIA

- ◉ *Increase in the Number of women in the media*
- ◉ *More women are now holding senior positions in print as well as in the broadcast media*
- ◉ *balance has not yet been reached. There is still a clear gender imbalance in senior decision-making and policy-making positions*
- ◉ *Women are at the heart of a news story*
- ◉ *Focus on harnessing technology & processes - professional growth & build an equal partnership with their male colleagues*

- ◉ *Sexual harassment, soft stories*
- ◉ *“Feminization” of the Indian Media*
- ◉ *Female reporters are currently responsible for 37 per cent of stories*
- ◉ *Women in senior management are barely 13 per cent*

DRAWBACKS

- ◉ *Overcoming the fear of mastering technology*
- ◉ *Perception that women's productivity decreases when they take on reproductive roles as an obstacle to women's advancement within the media*
- ◉ *The traditional/cultural pressures from the home environment*
- ◉ *Some employers in media organizations are reluctant to provide benefits such as extended maternity leave and flexible time arrangements.*
- ◉ *Perception among employers that women are cheaper & more malleable than men*

- ◉ *Pigeon-holed into covering only those "soft" beats.*
- ◉ *Old boys' network which is so much in place*
- ◉ *Lack of women role models or mentors*
- ◉ *Lack of proactive support from government*
- ◉ *Lack or inadequate professional education of many women*
- ◉ *Women's fear of the risks involved in the media practice, especially journalism*

- ◉ *Ownership of numerous media organizations by men*
- ◉ *Women's lack of funds to invest in media businesses*
- ◉ *Lack of parents' interest in female education in traditional and primitive society*
- ◉ *Men's remote control and interest to dominate the scene*
- ◉ *Lack of government policies to indicate the percentage of men and women that should own or work in the media organization*

SUGGESTIONS

- ◉ *Training & promotion of women to middle management level*
- ◉ *Establishment of a workplace childcare center*
- ◉ *Provision of radio and television training for women*
- ◉ *changing the management culture of the organization*
- ◉ *Bringing together women journalists working in regional languages on to the centre stage is also an important aim*
- ◉ *Self confidence and participation in decision-making are the real tools of empowerment of women*

- ① *Establishment of a mentoring system which includes participation in policy & management meetings*
- ② *Selection committees and interaction with other officers in the media organization*
- ③ *Media organizations must incorporate gender justice and equity in all organizational policies.*
- ④ *All benefits and employment rights of women journalists must be protected.*
- ⑤ *The Supreme Court directive on sexual harassment must be implemented by media organizations.*

- ◉ *Media should increase coverage of gender and developmental issues*
- ◉ *Media organizations and journalists should evolve and observe an appropriate code of ethics*
- ◉ *Organizations that protect the rights of media workers and institutions that uphold the independence and integrity of the media must be strengthened*

WHY WE COULD DO BETTER ON THE TOP

- ◉ *Contact building a lot easier for women*
- ◉ *Multi tasking comes naturally*
- ◉ *Level headed & Professionals to the core*
- ◉ *No chances of employees facing sexual harassment*
- ◉ *Women take responsibility*
- ◉ *Methodical and Honest*
- ◉ *Fighter women & Self dependent*

Thanks !!!