



Gender Balance in Nordic Journalism

Journalism seminar at Media Days Gothenburg, March 6, 2014

Nordic Gender & Media Forum – A Nordicom project

The Nordic Gender & Media Forum is about creating a platform for discussion of gender equality in the media. The media can hinder or hasten progress towards gender equality. Worldwide, only 24 percent of news subjects are women. In Europe, only one in 10 box office films is directed by a woman, while in advertising and computer games there is an abundance of gender stereotypes.

The project can be seen as a regional follow-up to the 1995 Beijing Platform for Action, when all UN member states agreed on the need to increase participation of women in the media and to work against stereotypes. The Nordic Gender & Media Forum is collecting gender-based statistics on the Nordic media industry (film, journalism, advertising and computer games), and will present them for discussion at various seminars during the spring of 2014 and at a conference on good practice in Bergen on May 7. Examples of good practice from Nordic countries will also be brought together in a publication.

Target Groups: The Nordic Gender & Media Forum aims to bring together business, researchers, activists and stakeholders within the media sector in the Nordic countries and elsewhere.

The Forum is financed by the Nordic Council of Ministers and run by Nordicom at the University of Gothenburg.

Nordicom is a knowledge centre for media and communications research, a collaboration between the five countries of the Nordic region – Denmark, Finland, Iceland, Norway and Sweden. Nordicom operates under the auspices of the Nordic Council of Ministers.

Nordicom's work is focused on three areas:

- Media and communications research findings in the Nordic countries
- Trends and developments in the media sectors in the Nordic countries
- Research on children, youth and the media worldwide

www.nordicgenderandmediaforum.se

www.nordicom.gu.se

SEMINAR March 6 2014, 2:30 – 3:15 pm

MEG, Media Days Gothenburg: Journalism seminar on the Gender Gap

Location: The Swedish Exhibition & Congress Centre, Gothenburg.

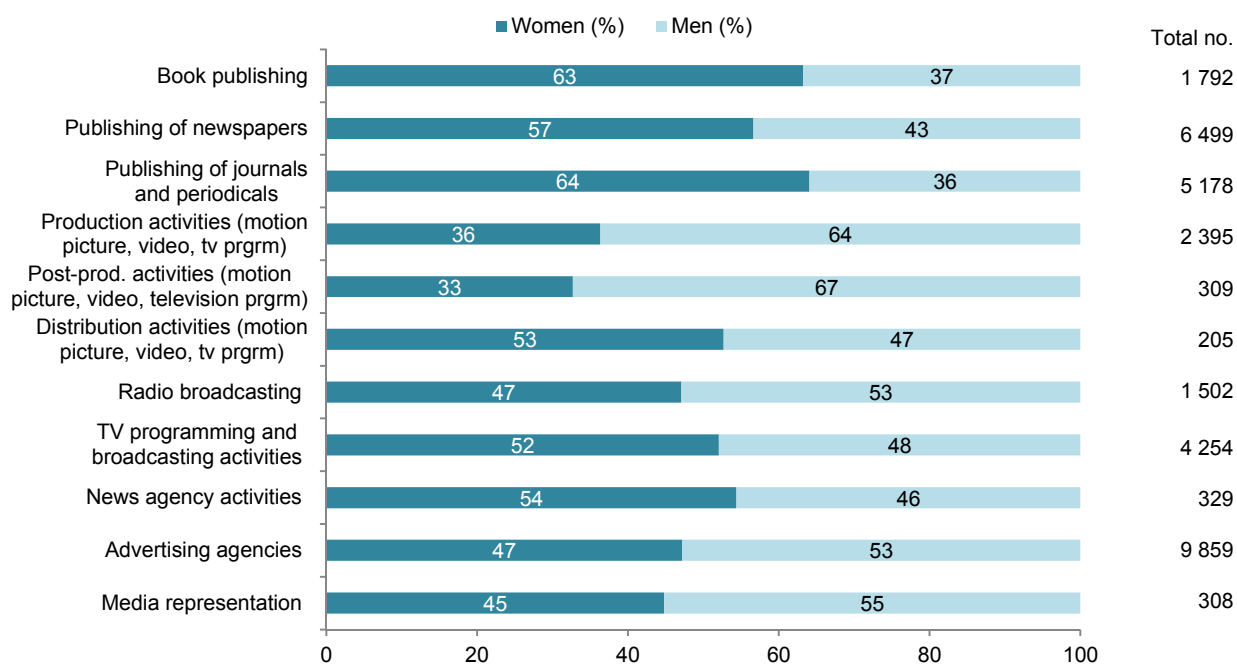
EU and Council of Europe are pushing the agenda on gender equality in the media. But why are still the Nordic news rooms more equal than their news output?

Confirmed speakers: Linda Lapina, PhD Fellow, Roskilde University, Ulrika Facht, media analyst Nordicom and Ylva M Andersson, head of programme, Swedish Television Gothenburg. Moderator: Maria Edström, Nordicom.

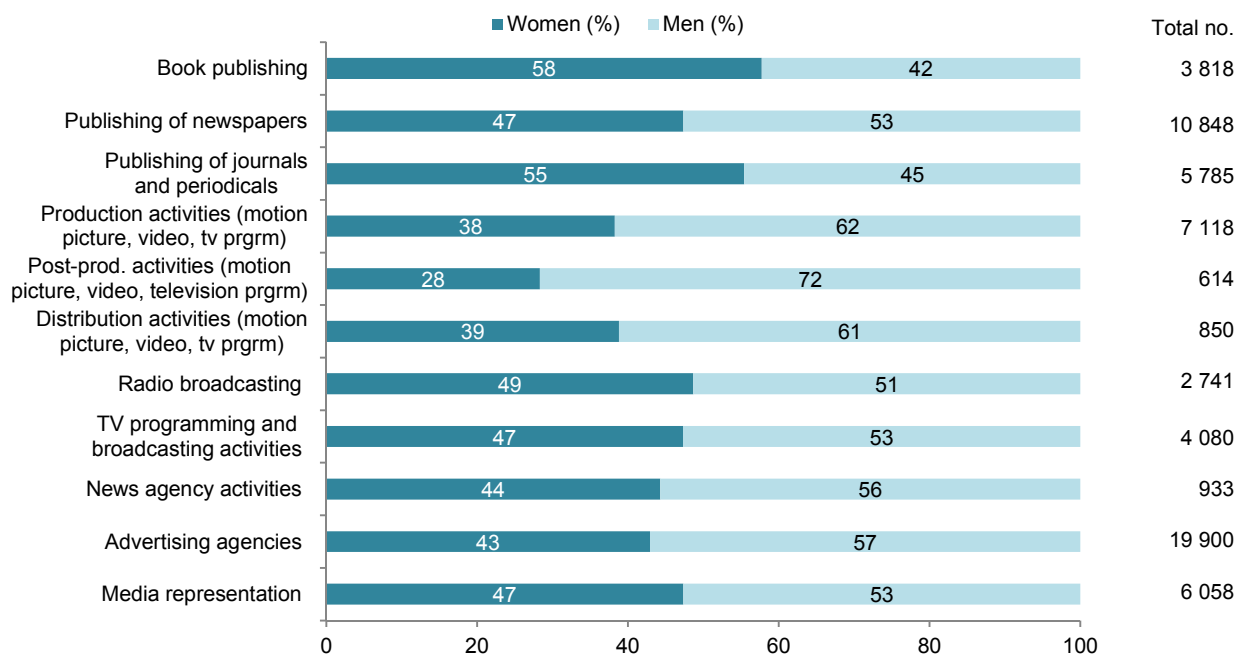
The seminar will be held in scandinavian languages.

Tables and figures

- Figur 1. Proportion of women and men employed in media sectors in Finland 2011 (per cent)
- Figure 2. Proportion of women and men employed in media sectors in Sweden 2011 (per cent)
- Figure 3. Proportion of women and men as members of national union of journalists in the Nordic countries 1995–2010 (per cent)
- Table 1. Proportion of women and men as members of national union of journalists in the Nordic countries 1990–2013 (per cent)
- Table 2. Number of members of national union of journalists in the Nordic countries 1995–2013
- Table 3. Proportion of women and men as news media employees by occupational level in Nordic Europe region 2010 (per cent)
- Table 4. Terms of employment by gender in Nordic Europe news companies 2010 (per cent)
- Figure 4. Proportion of women and men as board members (excl. CEOs) in selected media organisations 2012, by media in Denmark, Finland, Sweden and EU 27 (per cent)
- Figure 5. Proportion of women and men as board members (excl. CEOs) in selected media organisations 2012, by form of funding in Denmark, Finland, Sweden and EU 27 (per cent)
- Table 5. Proportion of women and men in decision-making positions in major media organisations 2012, by media in Denmark, Finland, Sweden and EU 27 (per cent)
- Figure 6. Proportion of women and men as board members of daily newspaper companies in Sweden 2012 (mean value in per cent)
- Figure 7. Proportion of women and men as CEO of daily newspaper companies in Sweden 2012 (per cent)
- Figure 8. Proportion of women and men as chief editor of daily newspapers in Sweden 2013 (per cent)
- Figure 9. Proportion of women and men as presenters, reporters and interviewed persons in news media in the Nordic countries 2009 (per cent)
- Table 6. Proportion of women and men as presenters, reporters and interviewed persons in news media in the Nordic countries 2009 (per cent)
- Figur 10. Proportion of women and men as subjects in news media in the Nordic countries 2009 (per cent)
- Table 7. Proportion of women and men as subjects in new media in the Nordic countries 2009 (per cent)

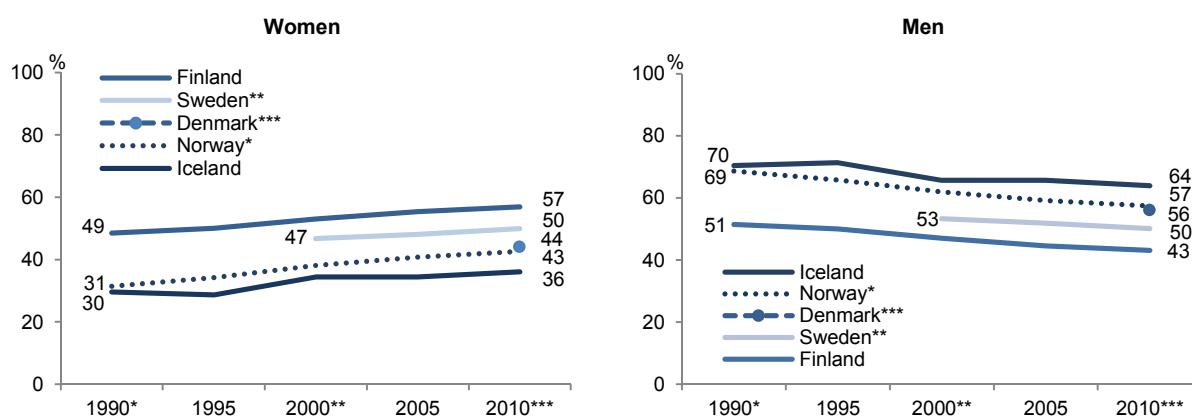
Figure 1. Proportion of women and men employed in media sectors in Finland 2011 (per cent)

Source: Statistics Sweden, employment statistics (RAMS2011).

Figure 2. Proportion of Women and men employed in media sectors in Sweden 2011 (per cent)

Source: Statistics Finland, employment statistics.

Figure 3. Proportion of women and men as members of national union of journalists in the Nordic countries 1995–2010 (per cent)



Note: The data cover total number of members, so also students and pensioners are included.

* Norway 1991. ** Sweden 2001 *** Denmark 2013.

Sources: Dansk journalistforbund (journalistforbundet.dk), Suomen Journalistiliitto (www.journalistiliitto.fi), Hagstofa Íslands (www.statice.is), Norsk journalistfag (www.nj.no), Svenska journalistförbundet (www.sjf.se).

Table 1. Proportion of women and men as members of national union of journalists in the Nordic countries 1990–2013 (per cent)

	Denmark ³		Finland ⁴		Iceland		Norway ¹		Sweden ²	
	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men
1990 ¹	–	–	49	51	30	70	31	69		
1995	–	–	50	50	29	71	34	66		
2000 ²	–	–	53	47	34	66	38	62	47	53
2005	–	–	55	45	34	66	41	59	48	52
2010	–	–	57	43	36	64	43	57	50	50
2011 ³	–	–	57	43	37	63	43	57	50	50
2012	–	–	57	43	–	–	43	57	51	49
2013	44	56	57	43	–	–	43	57	51	49

1. Norway 1991. 2. Sweden 2001. 3. Change in statistical treatment 2011.

Note: The data cover total number of members, including unemployed, students and pensioners.

Sources: journalistforbundet.dk, www.journalistiliitto.fi, www.statice.is, www.nj.no, www.sjf.se.

Table 2. Number of members of national union of journalists in the Nordic countries 1995–2013

	Dansk Journalistforbund (DK)	Suomen Journalistiliitto (FI)	Blaðamannafélag Íslands (IS)	Norsk Journalistfag (NO)	Svenska Journalistförbundet (SE)
1990 ¹		8 570	257	5 602	
1995		9 261	390	6 862	
2000 ^{2,3}	11 500	12 345	465	8 180	19 178
2005	12 600	14 371	607	8 943	18 139
2010	14 500	15 671	546	9 522	17 508
2011	15 000	15 681	536	9 510	17 516
2012	15 400	15 359		9 400	17 522
2013	16 000	15 032		9 144	17 318

1. Norway 1991. 2. Sweden 2001. 3. Denmark 2002. 4. *** Change in statistical treatment 2011.

Note: The data cover total number of members, including unemployed, students and pensioners.

Sources: journalistforbundet.dk, www.journalistiliitto.fi, www.statice.is, www.nj.no, www.sjf.se.

IWMF GLOBAL REPORT

Table 3. Proportion of women and men as news media employees by occupational level in Nordic Europe 2010 (per cent)

Occupational level	Share (%)			N (units counted)		
	Women	Men	Total	Women	Men	Total
Governance	35.7	64.3	100	61	110	171
Top-level management	36.8	63.2	100	70	120	190
Senior management	36.3	63.7	100	81	142	223
Middle management	42.6	57.4	100	301	406	707
Senior-level professional	43.3	56.7	100	1 643	2 152	3 795
Junior-level professional	39.5	60.5	100	220	337	557
Production and design	40.5	59.5	100	277	407	684
Technical professional	24.4	75.6	100	30	93	123
Sales, finance, administration	64.7	35.3	100	400	218	618
Other	36.2	63.8	100	64	113	177
TOTAL				3 147	4 098	7 245

Note: Based on 32 news media organisations in Denmark, Finland, Norway and Sweden (see table below). For descriptions of "Occupational level" see to full report, page 310 (www.iwmf.org/our-research/iwmf-global-report/).

Source: *Global Report on the Status of Women in the News Media* (2011). Washington: IWMF (International Women's Media Foundation).

Table 4. Terms of employment by gender in Nordic Europe news companies (per cent)

Terms of employment	Share (%)			N (units counted)		
	Women	Men	Total	Women	Men	Total
Full-time, regular	41.2	58.8	100	1 870	2 665	4 535
Part-time, regular	71.3	28.7	100	119	48	167
Full-time, contract	64.9	35.1	100	231	125	356
Part-time, contract	66.7	33.3	100	8	4	12
Freelance	42.5	57.5	100	51	69	120
Other	48.1	51.9	100	486	524	1 010
TOTAL				2 765	3 435	6 200

Note: Based on 32 news media organisations in Denmark, Finland, Norway and Sweden (see table below).

Source: *Global Report on the Status of Women in the News Media* (2011). Washington: IWMF (International Women's Media Foundation).

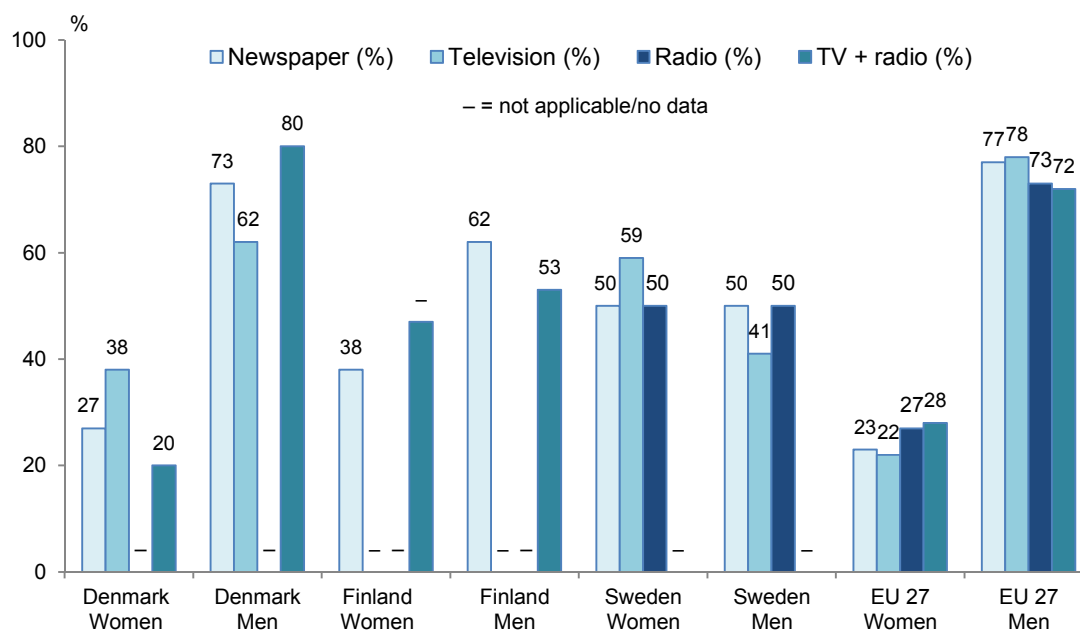
Number of news media organisations participating in the IWMF study

	Denmark	Finland	Norway	Sweden	Total number
Newspapers	5	6	5	6	22
TV stations	1	2	1	2	6
Radio stations	1	1	1	1	4
Total number	7	9	7	9	32

Source: *Global Report on the Status of Women in the News Media* (2011).

EIGE EUROPEAN REPORT

Figure 4. Proportion of women and men as board members (excl CEOs) in selected media organisations 2012, by media in Denmark, Finland, Sweden and EU 27 (per cent)



	Number of women in study			
	Denmark	Finland	Sweden	EU 27
Newspaper	15	38	8	247
Television	8	...	59	234
Radio	10	130
TV + radio	10	47	...	313

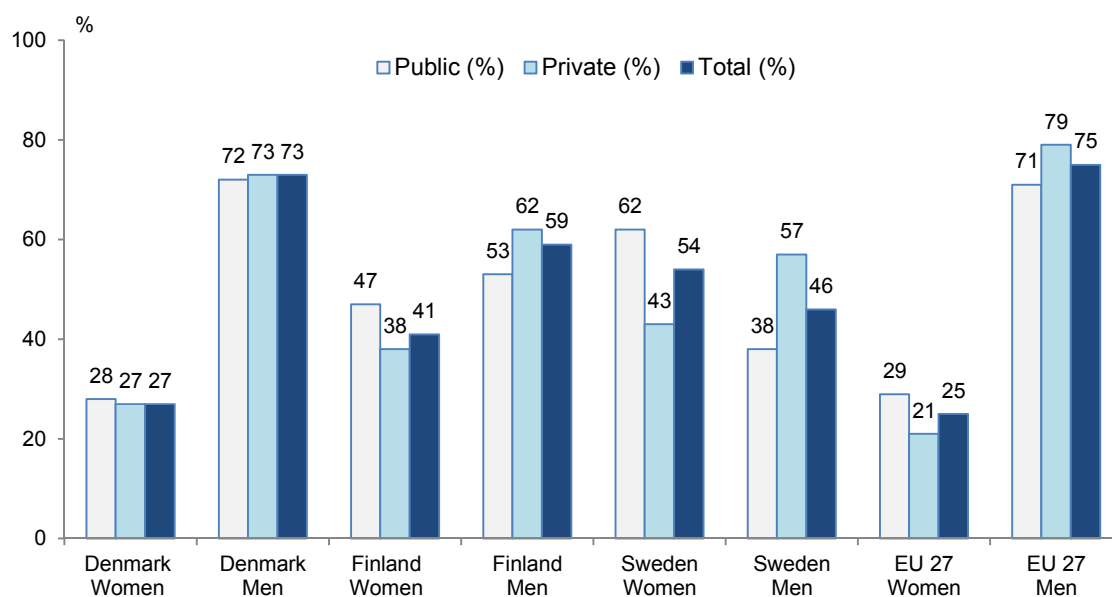
Source: Review of the implementations of the Beijing Platform for Action in the EU Member States: Women and the Media – Advancing gender equality in decision-making in media organisations. Report (2013). Luxembourg: EIGE European Institute for Gender Equality. (processed)

Nordic media companies included in the EIGE study

	Denmark	Finland	Sweden
Newspaper	Politiken	Huvudstadsbladet Helsingin Sanomat	Dagens Nyheter
Television	TV2	—	TV4, SVT
Radio	—	—	SR
TV + Radio	DR	Yle	—

EIGE EUROPEAN REPORT

Figure 5. Proportion of women and men as board members (excl CEOs) in selected media organisations 2012 by form of funding in Denmark, Finland, Sweden and EU 27 (per cent)



	Number of women in study			
	Denmark	Finland	Sweden	EU 27
Public	18	30	21	495
Private	15	40	14	429
Total	33	70	35	924

Source: Review of the implementations of the Beijing Platform for Action in the EU Member States: Women and the Media – Advancing gender equality in decision-making in media organisations. Report (2013). Luxembourg: EIGE European Institute for Gender Equality. (processed)

Table 5. Proportion of women and men in decision-making positions in major media organisations 2012, by media in Denmark, Finland, Sweden and EU 27 (per cent)

	Newspapers			Television			Radio			TV + radio		
	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
Denmark	36	64	100	41	59	100	40	60	100
Finland	43	57	100	45	55	100
Sweden	39	61	100	43	57	100	50	50	100
EU 27	29	71	100	36	64	100	33	67	100	32	68	100

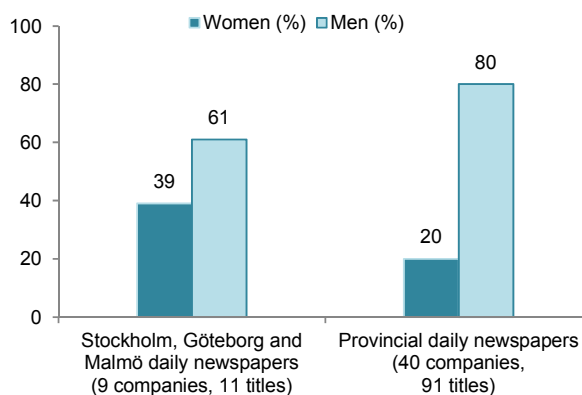
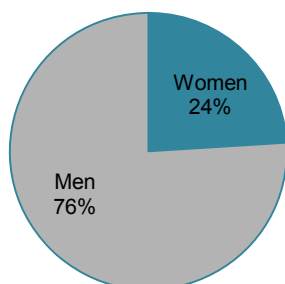
	Number of women in study			
	Denmark	Finland	Sweden	EU27
Newspaper	23	30	13	1 008
Television	27	...	84	615
Radio	18	318
TV + radio	43	42	...	735

Source: Review of the implementations of the Beijing Platform for Action in the EU Member States: Women and the Media – Advancing gender equality in decision-making in media organisations. Report (2013). Luxembourg: EIGE European Institute for Gender Equality. (processed)

CLOSE UP ON SWEDISH NEWSPAPERS

Figure 6. Proportion of women and men as board members of daily newspaper companies in Sweden 2012 (mean value in per cent)

Total daily newspapers (3–7 issues/week)

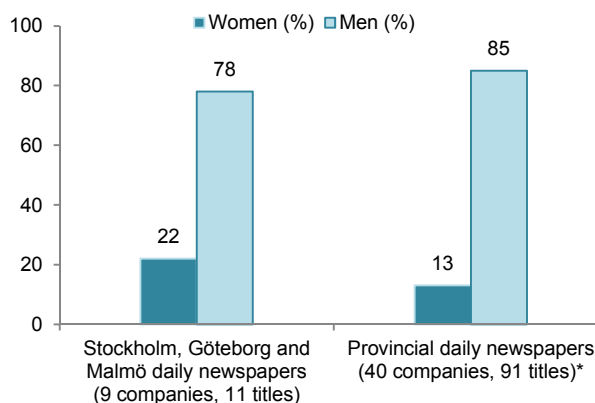
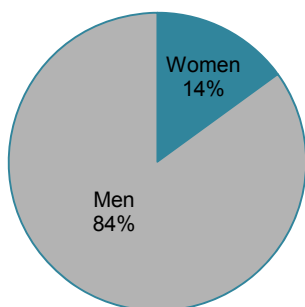


Data based on 49 companies publishing 93 daily newspapers.

Source: Annual reports (processed by Nordicom).

Figure 7. Proportion of women and men as CEO of daily newspaper companies in Sweden 2012 (per cent)

Total daily newspapers (3–7 issues/week)



Data based on 49 companies publishing 93 daily newspapers.

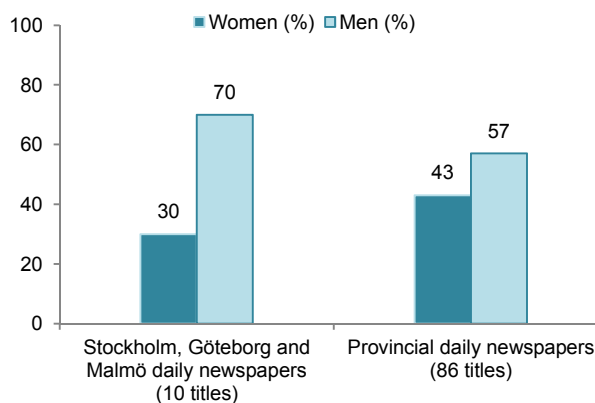
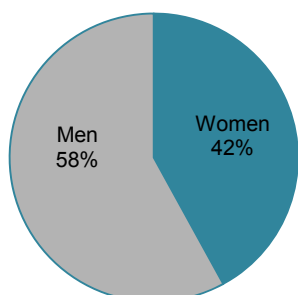
Data missing for one company (2%).

Source: Annual reports (processed by Nordicom).

* Data missing for one company (2%)

Figure 8. Proportion of women and men as chief editor of daily newspapers in Sweden 2013 (per cent)

Total daily newspapers (3–7 issues/week)

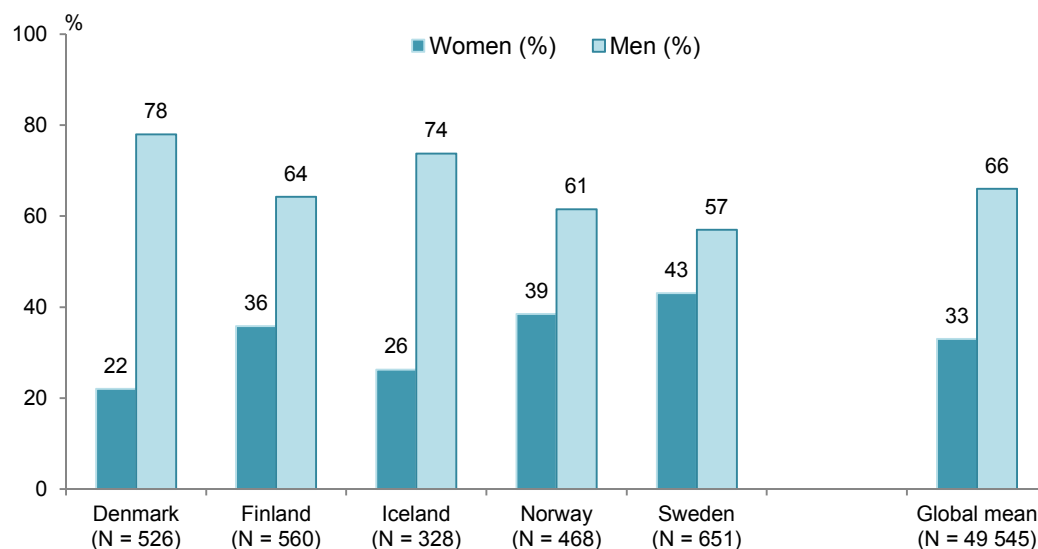


Note: Data based on 96 newspapers, chief editor refers primarily to the printed edition.

Source: Retriever News Archive (processed by Nordicom).

WACC GLOBAL REPORT

Figure 9. Proportion of women and men as presenters, reporters and interviewed persons in news media in the Nordic countries 2009 (per cent)



Note: Based on a study of major news media (newspapers, radio, television) in each country on November 10th 2009.

Source: *Who makes the news? Global Media Monitoring Project 2010* (2010). Toronto: WACC World Association for Christian Communication. (processed)

Table 6. Proportion of Women and men as presenters, reporters and interviewed persons in news media in the Nordic countries 2009 (per cent)

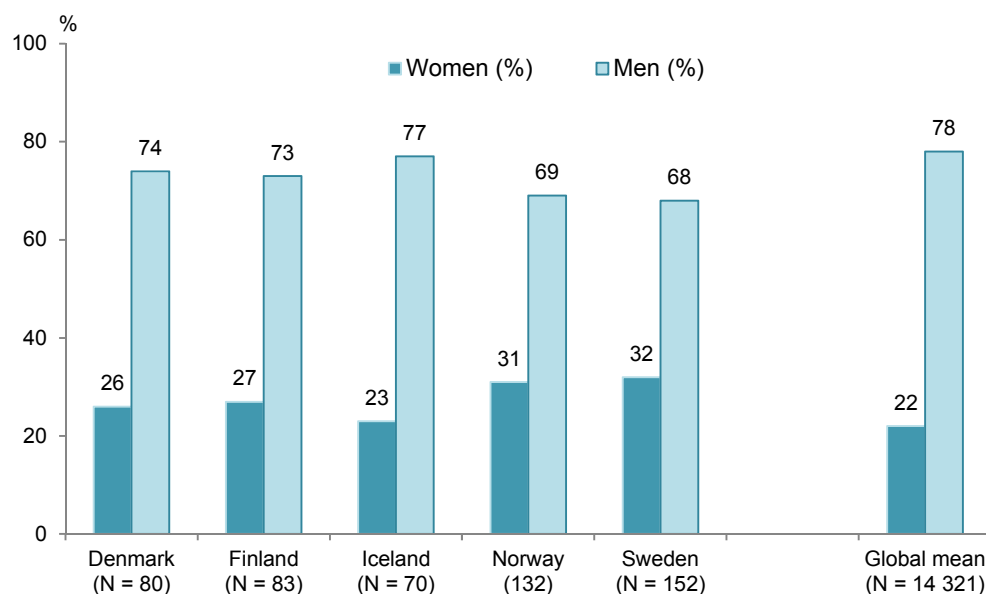
	Denmark	Finland	Iceland	Norway	Sweden	Global mean
<i>Presenter</i>						
Women (%)	0	39	23	69	47	49
Men (%)	100	61	77	31	53	51
Total number	61	80	90	58	70	8 039
<i>Reporter</i>						
Women (%)	30	40	33	30	52	37
Men (%)	70	60	67	70	48	63
Total number	122	122	76	93	166	9 546
<i>Interviewed persons</i>						
Women (%)	30	32	27	33	32	24
Men (%)	70	68	73	67	68	76
Total number	343	358	162	317	415	31 960
TOTAL						
Women (%)	22	36	26	39	43	33
Men (%)	78	64	74	61	57	66
Total number	526	560	328	468	651	49 545

Note: Based on a study of major news media (newspapers, radio, television) in each country on November 10th 2009.

Source: *Who makes the news? Global Media Monitoring Project 2010* (2010). Toronto: WACC World Association for Christian Communication. (processed)

WACC GLOBAL REPORT

Figure 10. Proportion of women and men as subjects in news media in the Nordic countries 2009 (per cent)



Note: Based on a study of major news media (newspapers, radio, television) in each country on November 10th 2009.

Source: *Who makes the news? Global Media Monitoring Project 2010* (2010). Toronto: WACC World Association for Christian Communication. (processed)

Table 7. Proportion of women and men as subjects in news media in the Nordic countries 2009 (per cent)

	Denmark	Finland	Iceland	Norway	Sweden	Global mean
<i>News subject</i>						
Women (%)	26	27	23	31	32	28
Total number	21	22	16	41	48	3 176
Men (%)	74	73	77	69	68	78
Total number	59	61	54	91	104	11 145
TOTAL (%)	100	100	100	100	100	100
Total number	80	83	70	132	152	14 321

ABOUT THE DATA

International reports

Who Makes the News 2010 – www.whomakesthenews.org/

Global Media Monitoring Project: *Who makes the news 2010*. On November 10th 2010 The global media monitoring project was carried through for the fourth time. The same study is carried out world wide on the same day, in every participating country. The questionnaire is coordinated and the work of encoding media content on the specific day is carried out by researchers and volunteers. The latest report was conducted on November 10th in 2009. The publication of the report *Who makes the news 2010* was published by the World Association for Christian Communication (WACC). The main report consists of results on a global level, with annexes containing national data. In the 2009 a study on online media was also carried out for a selection of countries, of which four are Nordic (Denmark, Iceland, Norway, and Sweden).

Weightings have been used in all results where global and regional results were produced. Weighting have been used to reduce the impact of differences between countries of varying size of population and access to media, also the number and impact of different media have been taken into account. Presentations of national data have not been weighted. Read more under *Methodological Notes* in the report (page 61).

http://www.whomakesthenews.org/index.php?option=com_content&view=article&id=5&Itemid=115

Global Report on the Status of Women in the News Media –www.iwmf.org/global-report/

IWMF (International Women's Media Foundation) is a non-profit organisation based in Washington. The IWMF was founded in 1990 by a group of U.S. women journalists and the organisation is dedicated to strengthening the role of women journalists worldwide. The IWMF believes the news media worldwide are not truly free and representative without the equal voice of women.

The report *Global Report on the Status of Women in the News Media* is based on interviews carried out, in 2010, by 150 researchers using a 12-page questionnaire on approximately 500 media companies in 59 countries. The data presented here are on an aggregated Nordic level, as published in the report. The report gives the reader data on more variables along with contextualization. A presentation of data and results is also written for each Nordic country, and those who are interested in the national specifics and contexts are recommended to look into the full report, available online. Data are also available for download online.

European Institute for Gender Equality– www.eige.europa.eu

EIGE *Review of the implementations of the Beijing Platform for Action in the EU Member States: Women and the Media – Advancing gender equality in decision-making in media organisations. Report* (2013). Luxembourg: EIGE European Institute for Gender Equality. The report is the first one to deliver comparable data on the number of women in decision-making positions across major media organisations in the 27 EU member states and Croatia. The report gives data on number/share of women in decision-making positions along with information on policies and self-regulation on gender equality in each country. The report also proposes the first indicators in the area of Women and the Media of the Beijing Platform for Action with the “[...] hope that these indicators will be used for regular monitoring of the media sector in the EU to strengthen gender equality.”

The data collection has been carried out by a national resource in each EU country and Croatia. The number of media companies included are for the Nordic countries limited and the report may be regarded as a pilot study. Due to the limited number of companies per country generalisations should not be made on a country level, however the data are indicative on the EU-level. For the full report: eige.europa.eu/content/document/advancing-gender-equality-in-decision-making-in-media-organisations-report EIGE also provides a compilation of useful methods and tools in the area of gender equality in the media: eige.europa.eu/methods-and-tools/women-and-media

Nation reports and data

National data on members of union of journalists are gathered from the union's web sites or directly from the organisations. In Iceland the data are gathered from the union of journalists by Statistics Iceland. The data cover all members, that means that members who are unemployed, students, pensioners etc are included.

Data on board members and chief editors in newspapers in Sweden are collected from annual reports, printed editions of newspapers and the newspapers' information online. Data are compiled and processed by Nordicom-Sweden.

Data from national statistical bureaus in Finland and Sweden have data on employment in different media sectors. The data cover grown up, working population, and comes from tax registers. The data does not include freelancers, newspaper printing nor newspaper distribution since such data are not always possible to separate from other printing or distribution companies. Freelances are not possible to separate from employees in other cultural activities. For more information on the employment statistics, see: Finland: www.stat.fi/meta/til/tyokay_en.html Sweden: www.scb.se/en/Finding-statistics/Statistics-by-subject-area/Labour-market/Employment-and-working-hours/Labour-statistics-based-on-administrative-sources/

Join the discussion

– Nordic Gender & Media Forum

The media can hinder or hasten the development towards gender equality. Worldwide, only 24 percent of the news subjects are women. In Europe, only one in every ten box office films is directed by a woman, in advertisement and computer games there is an abundance of gender stereotypes. Is there a Nordic way to deal with these issues? Where are the good strategies and the best practices to be found? These are some issues that will be discussed during a number of seminars and a conference during 2014. Welcome to join the discussion, across genres and countries!

Nordic Gender & Media Forum is financed by the Nordic Council of Ministers and run by Nordicom, a knowledge centre for the area of media and communication research at the University of Gothenburg. The project will result in an anthology including gender based statistics for the Nordic media industry (film, journalism, advertisement and computer games).

Events/Calendar:

- January 29, 2014: Film seminar at Göteborg International Film Festival, Sweden.
- March 6, 2014: Journalism seminar at MEG, Media Days Gothenburg, Sweden.
- April 2, 2014: Computer games seminar, Hanaholmen, Finland
- April 24, 2014: Advertising seminar with Kvinno, Copenhagen, Denmark.
- May 7, 2014: The Conference Nordic Gender & Media Forum, held as a preconference to the Nordic Media Festival in Bergen, Norway. In collaboration with NIKK, Nordic Information on Gender.
- December, 2014: Book launch in Vilnius, Lithuania in collaboration with EIGE and the Nordic Council of Minister's office in Lithuania.

Target groups

Nordic Gender & Media Forum is aiming to gather business, researcher, activists and stakeholders within the media sector in the Nordic countries and elsewhere.

For further information please contact:

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www.nordicgenderandmediaforum.se

Nordic Gender & Media Forum



NORDICOM

Nordic Information Centre for Media and Communication Research