

# WOMEN AND MEN IN THE NEWS

REPORT ON GENDER REPRESENTATION IN NORDIC NEWS CONTENT  
AND THE NORDIC MEDIA INDUSTRY



# **Women and men in the news**

Report on gender representation in Nordic news content and the Nordic media industry

*Saga Mannila*

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*Nordic co-operation* has firm traditions in politics, the economy, and culture. It plays an important role in European and international collaboration, and aims at creating a strong Nordic community in a strong Europe.

*Nordic co-operation* seeks to safeguard Nordic and regional interests and principles in the global community. Shared Nordic values help the region solidify its position as one of the world's most innovative and competitive.

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# Foreword

The Nordic countries have worked together for more than four decades to improve gender equality in all aspects of the society. One of the primary themes in the Nordic co-operation programme on gender equality 2015–2018 is gender equality in the public sphere. Equal opportunities for women and men to take part in and contribute to the formation of policy and the development of society are essential for a democratic public sphere. Today, the media play a central role in the formation of the public sphere. The way men and women are represented in the media is crucial for the development towards gender equality. Even though the Nordic societies are known for their commitment to gender equality, it seems that many parts of the media industry are lagging behind in this matter. Women are still underrepresented in many areas in the media and gender stereotypes remain persistent.

Given these premises, the Finnish presidency of the Nordic Council of Ministers in 2016 initiated the project Gender Equality and the Media to explore how men and women are represented and presented in the media and related praxis. This report presents the results of the sub-project on news media. Despite the development of new media and technologies, traditional news media and journalism still have a notable impact on society. As a part of the project, we wanted to survey how women and men are represented in the news media in the Nordic countries and how the media convey and reinforce gender stereotypes. The report is based on three cross-national studies: the Global Media Monitoring Project (GMMP), Women and Media Industries in Europe and the IWMF Global Report on the Status of Women. The report further presents some examples of good practices for promoting more gender-equal media.

The results of the project indicate that in all the Nordic countries women are clearly underrepresented in the news media both as news subjects and as sources of information and opinion. This relative invisibility of women in the traditional news media has also repeated in digital media. Furthermore, women and men are often represented in gender stereotypical ways. Looking at employment, there seems to be a glass-ceiling for women. The situation has not much improved since the 1990s, and in recent years progress has been slow or even stagnant. Simultaneously, the results show, that with active measures addressing gender imbalance change emerges towards better gender balance in the news.

There is increasing pressure on the media to improve measures to ensure a more gender equal media industry and to eliminate gender stereotypes. The UN member states have been committed to these goals since the 1995 Beijing Platform for Action. The EU and the Council of Europe have committed to these goals and required the media industry to increase its gender-equality efforts, in both their organisations and their products. Media organisations and professionals have also taken initiatives in

order to promote gender equality in the media. However, as this report shows, there is still a lot of work to be done.

This report offers information on gender representation in news media and examples of good practices. Simultaneously it highlights the need for more knowledge on the factors contributing to gender inequalities as well as actions and methods to combat them. There is not one, but many solutions. What is needed is contributions from all actors. We hope that this report contributes to raising awareness and promoting gender equality in the media.

Helsinki, 16 January 2017

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# Summary

Gender equality is one of the key areas of cooperation in the Nordic countries. The role of the media in relation to gender equality has been recognised since the media reflect, produce and reproduce norms and stereotypes and therefore also have the potential to make sociocultural changes in society. This report is a result of a project on gender equality in the media initiated by the Finnish Presidency in the Nordic Council of Ministers in 2016. The report explores how women and men are represented in the news in the Nordic countries and to what extent women and men occupy the decision-making positions in media organisations. The survey is based on the recent findings from three cross-national research projects, and the results are backed up by national studies. The report also gives examples of measures that can be used to improve the gender balance in Nordic news.

Global studies and reports as well as national studies show that women are underrepresented as news subjects in the news as 24% of the people seen, heard or read about in the news are women and 76% are men (GMMP 2015). Men dominate the Nordic news and the situation has not changed much since the 1990s, even though, international commitments such as the United Nations' Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and Section J in the Beijing Platform for Action (BPfA) impose obligations to eliminate gender-based discrimination and to promote gender equality in the media.

In Sweden the share of women seen, heard or read about in the news is the highest among the Nordic countries but still only around 30%. Men dominate almost all news categories in the Nordic news media. Besides the fact that men outnumber women in the news, women and men are also represented in gender stereotypical ways. Women are, for example, more likely to be identified by their family status and appear as news subjects and reporters in stories about science and health, whereas men often represent the voice of authority and the role of expert and dominate especially in news about the economy and news about politics. However, there are differences among the Nordic countries: for example in Norway the majority of news subjects in news about politics are women, and in Iceland the share of men in news stories on politics is lower than the share of women. There are also differences in how often women appear in web news. Globally the tendency is that women are more visible in web news than in traditional news but in Denmark, Finland and Sweden the share of women seen, heard or read about in the news is lower in web news than in print, radio and television news. In Iceland and Norway there are more women in web news than in traditional news.

Women have outnumbered men in journalism education in the Nordic region for decades, but women are not employed in newsrooms to the same extent as men. Men also dominate in higher-level decision-making positions, and there seems to be a glass ceiling for women in the media industry in the Nordic countries. In addition, female

reporters and male reporters do not report on the same topics. Men tend to dominate news on politics and economics, whereas the smallest gender gaps are typically found in news reporting on science and health, a topic relatively marginal in terms of the news space. When it comes to news presenters, women are little more visible. In Sweden the majority of the presenters are women.

Comparing private and public service media companies in the Nordic region, it seems that some public service companies have achieved a slightly higher level of gender balance in both news content and occupational roles, with active measures to promote gender equality in the workplace.

In most of the Nordic countries the lack of gender equality in the news has been studied for decades, and in recent years all the Nordic countries have participated in global research projects on the topic. Studies show that progress has been slow or even stagnant. Gender awareness is not inherently part of all journalism education or newsroom work, and even if some organisations and newsrooms try to tackle the underrepresentation of women, there is still a lot of work to be done before achieving gender equal news. However, some newsrooms in the Nordic countries have addressed the gender imbalance as an important issue. Raising gender awareness among staff and engaging in organisational measures promote change towards more equal gender representation in the news. There are good experiences of actions, such as measuring content and reviewing the working conditions of journalists that have had an impact, but newsrooms are often resistant to external initiatives and not aware of the international commitments related to gender equality and the media (Jacobsson 2016). Journalism education plays an important role in raising gender awareness and working towards more gender-balanced news. In Denmark an expert database on female experts by Kvinfo, has had an impact on the proportion of female experts in the news. The proportion of female experts in the news is higher in Denmark than in other Nordic countries.

# 1. Introduction

The media carry significant notions of cultural norms and values in the society and have a powerful role in constructing and reinforcing gendered images of women and men. The news in particular has an important role in how notions of power are distributed in the society. The media have undergone various changes in recent years with digitalisation and fragmentation of the media field. Even though for example social media have changed the way news is consumed, traditional news still has an important role among the Nordic media consumers.

Gender equality has been a hallmark of the Nordic countries for decades and gender equality is also a key area of cooperation in the region. The Nordic Council of Ministers for Gender Equality emphasizes gender equality as equal distribution of power and influence and as same rights, opportunities and responsibilities for men and women and boys and girls in all areas of life and the society. This also includes the notion of a society free of gendered violence. (The Nordic Council of Ministers 2016.)

The relationship between gender and the media has been recognised as a major area of concern for gender equality since Section J in the Beijing Platform for Action (BPfA) was defined at the Fourth World conference on Women convened by the United Nations in 1995. The European Union was committed to the BPfA by the European Council the same year (Savolainen 2015). Section J includes two strategic objectives: 1) increase the participation and access of women to expression and decision-making in and through the media and 2) promote a balanced and non-stereotyped portrayal of women in the media.

When implementing the Bpfa, The Council of the European Union agreed on three indicators for women in the media in 2013: 1) the proportion of women and men in decision-making posts in media organisations in the EU, 2) the proportion of women and men on the boards of media organisations in the EU, and 3) policies to promote gender equality in media organisations. The member states are urged to report on these indicators annually, and media corporations are requested to take part in the Council of Europe's recommendations on how to achieve gender equality in the media (Morinière 2015).

The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) was adopted in 1979 by the UN General Assembly, and the BPfA is one of the measures for achieving the goals of the convention. All the Nordic countries have ratified the convention and are therefore obliged to promote gender equality and to work towards eliminating all forms of discrimination against women.

The Nordic cooperation programme on gender equality for 2015–2018 also focuses on the connection between gender equality and the media. The programme states that women and men should have the same possibilities to use and influence through the media. According to the programme the media should also reflect the diversity of the

society. In recent years the Nordic Information centre of media and communications research (Nordicom) has shed light on gender equality in the media. The most recent publications include *Making Change. Nordic Examples of Working Towards Gender Equality in the Media*, edited by Maria Edström and Ragnhild Mølster (2014), which presents a number of media practices and a compilation of comparative data on gender equality in the Nordic media sector, as well as a book on feminist media research *Mediers känsla för kön* ("How the media see gender"), edited by Anja Hirdman and Madeleine Kleberg (2015).

This report is a result of a project on gender equality in the media initiated by the Finnish Presidency in the Nordic Council of Ministers for Gender Equality in 2016. The purpose of the report is to examine gender equality in the news media and the representation of women in news content and decision-making positions in media organisations. The focus in the report is on the recent findings from three cross-national research projects, which are supported by national studies. The report does not consist of analyses of news content and it is not a comprehensive mapping of all study findings available in the Nordic countries on this topic. Opinions and conclusions expressed in the report are those of the authors and thus do not necessarily represent those of the Nordic Council of Ministers. The report aims to raise awareness and promote action towards gender equal news media.

## 1.1 Gender equality and the media in the Nordic context

Even though no country in the world has yet achieved gender equality, Denmark, Finland, Iceland, Norway and Sweden are often placed at the top of the class (see for example the World Economic Forum's annual Global Gender Gap Index 2015). Such indexes are based on political, economic, educational and health-based indicators which often include descriptions of systems, such as state-regulated parental leave, that are developed for attaining more gender equal workplaces.

Besides the international recognition, the Nordic countries' self-image also often relies on notions of gender equality. With this in mind one would then expect the Nordic news industry to reflect this image. However, women and men are portrayed in different and gendered ways in the news, and the top decision-making positions in media organisations are still male-dominated. Women are underrepresented both as actors and subjects in the news media and as board members, CEOs and in other top decision-making roles in the media industry.

Gender and media representations, mainly with the focus on gendered representations in the news, have been studied since the 1970s in the Nordic countries (Zilliacus-Tikkanen 1997). One of the first Nordic comparative content analyses of gender representation in the news was published in 1999 (Pedersen *et al.* 1999). The Nordic region has also taken part in global studies on gender representation in the media and in decision-making roles in media organisations. Both global and national studies show that women are underrepresented as news actors and in the decision-making positions of media companies. To put it roughly, studies have found that there are two men for every

one woman in the Nordic news. Studies also show that women are near parity with men at middle management levels in the Nordic media industries, but men still dominate the executive levels (EIGE 2013; Byerly 2011). Compared to many other countries in the world, there are more women in the leadership positions in the Nordic countries (EIGE 2013; Byerly 2011). However, the media portrayals in the Nordic region are not less gender stereotypical and women are also underrepresented in the Nordic news. The news routines seem to put women and men in different positions and roles and at the same time as female journalists are trained in the same way as their male colleagues, they are also expected to bear the responsibility of making the changes towards better gender balance in the newsrooms (Djerf-Pierre 2007).

Several achievements towards gender equality have been made in the Nordic countries. There are also some good examples of improvement of the gender balance in media representations. More diverse news engages more people as diversity increases relevance. It is therefore important to note that gender is not the only diversifying factor: ability, age, class and ethnicity also play a role here. Analysis of the media content would therefore also benefit from an intersectional framework of analysis. This has been noted in some Nordic newsrooms, for example in public service companies that have more responsibilities in this area according to national laws than private media corporations. Diversity in the news is also a question of quality, professional skills and democratic values. However, as Monika Djerf-Pierre (2007, 2011) notes, many of the gains regarding gender equality and the media were made in the 1980s and 1990s. Since then, the progress has been slower or has even stood still as the Global Media Monitoring Project indicates.

## **1.2 Material used for the report**

This report is based on the results of three cross-national studies. The first one, the Global Media Monitoring Project (GMMP), is the largest and longest-running international study of gender in the news media, scrutinising gender representation in the news. The other two, EIGE's (2013) study *Women and Media Industries in Europe (WIME)* and the International Women's Media Foundation's report *Global Report on the Status of Women in the News Media (Global Report)*, survey the proportions of men and women occupying decision-making positions in media organisations. The focus in all of these studies is on the mainstream news media (print, radio, and television) including the largest media companies with the broadest audiences in the countries surveyed. The latest GMMP also includes analyses of web news and Twitter news profiles.

The Global Media Monitoring Project (1995, 2000, 2005, 2010, 2015) launched in 1995 is the largest global project measuring women and men in the news. The project started from the Women Empowering Communication conference held in Bangkok in 1994 and it is coordinated by the World Association for Christian Communication (WACC). The monitoring of how many women and men are portrayed as news subjects, reporters and presenters in the news is done for one day every five years. The GMMP is still the only global project measuring both media representation and working roles of men and

women.<sup>1</sup> The project is based on voluntary work and carried out by women's rights organisations, grassroots groups, media associations, university students and researchers around the world. The number of participating countries has risen from 71 in 1995 to 114 in 2015. All the Nordic countries have participated in the two latest GMMPs.

The GMMP has been acknowledged for its simple and reliable monitoring tools and for developing media literacy and advocacy skills through the process (Gallagher 2014: 2), but the study has also been criticised for its methodology of measuring only one day in the news. The last monitoring was held on the 25th March 2015, a day after the Germanwings plane crashed in the French Alps and all 150 passengers on board lost their lives. This news story dominated the news in many countries, especially in Europe. The case was similar to the first monitoring in 1995 where the Kobe earthquake also took up the news. Therefore, the GMMP results may not be representative of all regular news days. However, other studies (for example *EIGE 2013* and studies in Sweden and Finland)<sup>2</sup> show similar results with the GMMP, which indicates that the GMMP results are fairly accurate. The GMMP can also be criticised for being based on and reproducing an understanding of the gender as a binary concept including two opposite categories of men and women. This report can also be criticized on this basis.

The European Institute for Gender Equality (EIGE) started a project in 2012 to review how the objectives of the BPfA regarding gender and the media had been put into action in the EU member states. A research project called Women and Media Industries in Europe (WIME study) started the same year. The WIME study explored the extent to which women occupy decision-making roles in 99 major media organisations in 28 EU member states, with the aim of identifying possible policies to support gender equality in these organisations. The organisations surveyed were both public and private sector broadcasters (i.e. television and radio) and major newspaper groups. The study also included interviews with 65 female media professionals. The data was collected in 2012–2013 and Professor Karen Ross from the University of Liverpool coordinated the research. The study resulted in *Advancing gender equality in decision-making in media organisations* report published by EIGE in 2013. As the study was limited to EU member states, only results from Denmark, Finland, and Sweden are available from the Nordic region. The report includes the first indicators for measuring gender equality in decision-making in media organisations on the EU level.

The International Women's Media Foundation (IWMF) was founded in 1990 in Washington with the aim of strengthening the position of female journalists around the world. One of the organisation's largest research projects is the *Global Report on the Status of Women in the News Media* (Global Report), which was conducted over a two-year period between 2008 and 2010 and published in 2011. The project was coordinated by Professor Carolyn M. Byerly from the Howard University in USA. It is the first global baseline study on women's occupational status in news companies

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<sup>1</sup> i.e. people seen, heard, or read about in print, radio, television, and web news.

<sup>2</sup> For Sweden, see Edström 2006. For Finland, The Annual Monitoring of Finnish News Media conducted by Tampere Research Centre for Journalism, Media and Communication (COMET) has shown that 20% of the news subjects are women and more than 50% of the subjects in the news are male-oriented (Savolainen & Zilliacus–Tikkanen 2013: 45).

surveying 522 news companies from 59 countries. Denmark, Finland, Norway and Sweden took part in the study.<sup>3</sup>

The three studies constitute the leading international studies on gender equality and the media. The shortage of gendered statistics has been recognised as a problem when analysing the Nordic media industry. These studies, despite their limitations, provide comparable statistical data on the Nordic countries from different perspectives. Statistical data serves to raise awareness by making the problems and patterns visible and enabling comparisons across countries and time. The data from these three studies is supported by national studies in the Nordic countries.

### 1.3 Structure of the report

Chapters two and three provide overviews on how women and men are represented in the news in Denmark, Finland, Iceland, Norway and Sweden. Chapters four and five provide insights of the decision-making roles of women and men in the media industry in the Nordic countries. Chapter six raises examples of how some Nordic newsrooms, journalism education institutions and organisations have tackled the underrepresentation of women in the news. The examples in this chapter have been collected from the book *Making Change* (Edström & Mølster 2014), EIGE's (2016a) list of good practices regarding gender equality and from interviews with representatives from the public service companies SVT in Sweden, Svenska<sup>4</sup> Yle in Finland and RÚV in Iceland, as well as with senior lecturer Iiris Ruoho at the University of Tampere in Finland. The purpose of the examples is not to present an overview of good practices in the Nordic countries but to give a glimpse of how gender equality in and through the media can be addressed by different actors in the media field. The final chapter of the report analyses all of the Nordic countries together.

### 1.4 Contributors

The report working group consisted of the author Saga Mannila, and a steering group consisting of senior lecturer Jonita Siivonen and senior lecturer Henrika Zilliacus-Tikkanen from the Swedish School of Social Sciences at the University of Helsinki, senior researcher Tarja Savolainen from the Research Centre for Cultural Policy (Cupore), and project coordinator Heidi Haggrén from the Ministry of Social Affairs and Health in Finland.

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<sup>3</sup> The study examined news company behaviour in relation to gender equality in staffing, salaries and policies.

<sup>4</sup> "Swedish"

Senior lecturer Maria Edström from the University of Gothenburg wrote the afterword and provided valuable insights and comments to the report. Ulrika Facht from Nordicom helped with the statistics.

A special thanks to Maria Grönroos NIKK, Nordic Information on Gender, and Guðný Gústafsdóttir from the University of Iceland for their comments and suggestions to the text.



## 2. Women and men as news subjects

The media have a powerful role in shaping public opinion and constructing and reinforcing gendered images of women and men. News media also have a role in shaping democratic society and as news making is fundamentally about making routinized choices, it is important to study gender representation in the media content to see who is presented and who is left out. As women are underrepresented in the news, it seems that even though women make up around half the population in the world, they are not chosen to be equally represented in the world created by the news. The GMMP shows that there have been very few changes towards gender balance in global news content in the twenty years the project has been running.

### 2.1 News is mostly about men

Since the first GMMP it has been evident that women are underrepresented as news subjects in every country surveyed. News stories seem to be mostly about men and reported by men. Only 24% of the people heard, seen or read about in all news stories surveyed were women in 2015 and 2010, compared to 76% men. Before the global average of women in the news was increasing with every new monitoring, starting from 17% women and 83% men in 1995. For the first time the share of female news subjects did not rise in 2015 (Global Media Monitoring Project 2015: 1).

All five Nordic countries participated in the GMMP for the first time in 2010. The overall results for Denmark, Finland, Iceland, Norway, and Sweden for that year show less variation than the results of the 2015 monitoring (see Table 1 below). Sweden holds the top position for most female news subjects in the Nordic region. However, as the GMMP shows, many nations succeed better in involving women in their news stories: USA with 38% female news subjects, Pakistan 36%, Grenada 50%, Jamaica 36%, Puerto Rico 35%, Bulgaria 35%, Germany 33%, Ireland 33%, Romania 35%, Bolivia 32%, Chile 32%, Nicaragua 33%, Peru 38% and Solomon Islands 70%.

**Table 1: Female news subjects in all coded formats (television, radio, print, web, Twitter news profiles)**

GMMMP year	Denmark %	Finland %	Iceland %	Norway %	Sweden %	Global average %	North America %	Europe %
1995	x	-	x	x	x	17 (press radio television)	27	16
2000	x	23	x	22	31	18 (press radio television)	25	19
2005	x	29	x	26	30	21 (press radio television)	26	21
2010	31	32 *	28	31	32	24 (press radio television)	28	26
2015	25	29 (27 **)	18	27	31	24 (press radio television)	36	25

Note: \* Numbers of press, radio, television, web.  
 \*\* Numbers of press, radio, television, web, Twitter news profiles.  
 x= No participation or data that year.  
 - = Finland participated in 1995 but the numbers could not be found for this report.

Source: Who Makes the News. Global Media Monitoring Project 1995, 2000, 2005, 2010, 2015.

Web news sites were analysed as part of the GMMMP for the first time in 2010, and Twitter news profiles were included in 2015. Not all the Nordic countries listed their specific numbers for web news and Twitter, but the findings showed that the share of female news subjects was lower in web news than in print, radio, and television news in Denmark, Finland, and Sweden, but in Iceland and Norway there were more women in web news than in print, radio and television news.

**Table 2: Female news subjects in web news (and Twitter 2015)**

GMMMP year	Denmark %	Finland %	Iceland %	Norway %	Sweden %	Global average %
2010	31	32	x	x	x	23
2015	22	26 (11* 23**)	21	29	27 (29* 28**)	25 (28*)

Note: \* Twitter.  
 \*\* Average of Twitter and web news.  
 x = No data.

Source: Who Makes the News. Global Media Monitoring Project 2010, 2015.

## 2.2 Largest representation of women in news about science and health

On a global scale, news stories with the narrowest gender gap tend to be stories about science and health. This topic accounted for 8% of all news in 2015 and was therefore not among the top news categories. Looking at the global numbers for 2015, there were 35% women in this category. As a comparison, there were only 16% women in news

stories about politics. Comparing the 2015 and 2010 results, women seem less visible in political news than before.<sup>5</sup>

Some Nordic countries have followed the global trend of women being more likely to appear in news stories about science and health than economy and politics. In 2015 in Denmark and 2010 in Norway the news category with the highest share of female news subjects was science and health. However, in 2010 there were no women in this category in Denmark or Iceland. The news category with the most female news subjects in Iceland was politics and government, which contradicts both the global and the Nordic context. The contradiction can be explained by the increasing participation of women in politics after the Icelandic bank crisis in 2008. In 2009 Iceland had the first government consisting of an equal number of women and men (The Center for Gender Equality Iceland 2012). In Sweden women and men are almost equally likely to appear in news stories about crime and violence. In Finland the relative amount of female news subjects in economic news was higher than in the other Nordic countries in 2015, but the share was still only 30%. News stories about social and legal affairs tend to include as many female as male news subjects.

**Table 3: Presence of female news subjects in major topic areas (Nordic countries)**

GMMP year 2015, (2010)	Politics and government %	Economy %	Crime and violence %	Social and legal %	Celebrity, arts and sports %	Science and Health %
Denmark	23 (13)	14 (0)	22 (39)	26 (50)	31 (31)	48 (0)
Finland	28 (25)	30 (0)	39 (29)	29 (17)	0 (20)	38 (40)
Iceland	35 (33)	16 (35)	0 (17)	15 (0)	5 (31)	27 (0)
Norway *	55 (32)	30 (33)	23 (14)	21 (50)	16 (40)	57 (63)
Sweden	34 (30)	28 (45)	46 (46)	26 (9)	26 (33)	31 (24)
Global average	16 (19)	21 (20)	28 (24)	28 (30)	23 (26)	35 (32)

Note: \* Norwegian numbers (2015) via email correspondence with Elisabeth Eide.

Source: Who Makes the News. Global Media Monitoring Project 2010, 2015.

### 2.3 Around 20% of experts in Nordic news are women

Comparing the functions and roles of news subjects, there are more female experts in the news in Denmark (32% in 2015) than in the rest of the Nordic countries where around 20% of the experts are women. The Nordic country with the fewest female experts in the news was Finland with only 17%. However, in 2010 the proportions of female experts in the five Nordic countries showed less variation. The region with the highest share of female experts in the news in 2015 was North America with 32%.

Women tend to be identified in the news by their family status more often than men. The share of female news subjects identified by family status was 21% in 2000, and fifteen years later the percentage was 19%. 5% of the male news subjects were identified by their family status in 2005, and the number has stayed the same since then. Women also appear in photos more often than men. In 2015, the share of female

<sup>5</sup> 19% women in stories about politics in 2010 (Global Media Monitoring Project 2010).

news subjects in photos was 30% and share of male news subjects was 23%. Previously, the difference between how many women and men are featured in news photos was even wider, for example in 2000 and 2005, the share of women in photos was 25% and the share of men 11% in 2000 and 16% in 2005.

**Table 4: Functions of female news subjects (%)**

GMMP year 2015 (2010)	Subject	Spokesperson	Expert or commentator	Personal experience	Popular opinion	Eye witness
Denmark	31 (26)	20 (30)	32 (28)	25 (23)	0 (70)	33 (50)
Finland	33 (27)	25 (29)	17 (29)	39 (46)	44 (58)	0 (50)
Iceland	20 (23)	13 (28)	20 (29)	50 (38)	X (60)	X (25)
Norway	(31)	(33)	22 (19)	(61)	(50)	(0)
Sweden	32 (32)	33 (27)	21 (24)	38 (47)	20 (29)	38 (33)
Global	(23)	20 (19)	19 (20)	38 (36)	(44)	30 (29)

Note: X= No data.

\* Norwegian numbers (2015) via email correspondence with Elisabeth Eide.

Source: Who Makes the News. Global Media Monitoring Project 2010, 2015.

## 2.4 Men dominate news reporting

According to the GMMP, men report the majority of news (see Table 5.). Female reporters reported only 37% of all news stories in the latest GMMP, and this number has stayed the same since 2000. The global share of female presenters was also the same in 2015 as it was in 2000. However, women have almost reached parity with men making up 49% of the news presenters. Finland was the only one of the Nordic countries in 2015 where female journalists reported over 40% of the news. Compared to the global average, there were fewer female reporters in all other Nordic countries. Over half (62%) of the presenters were women in Sweden in 2015, whereas the shares of female presenters in the other Nordic countries were lower than the global average.

Women seem to report more news online than in traditional media. Female reporters reported 42% of the stories on news websites in 2015, meaning that five percentage points more women report web news than traditional news. According to the global GMMP numbers, female reporters mostly report on news about science and health. In Iceland however, more men than women report on this topic whereas female reporters tend to report more stories about the economy and politics and government than men. In Finland and Sweden there are many female reporters who report news stories about crime and violence. The majority (67%) of the reporters on that news topic were women in Finland and 46% in Sweden.

**Table 5: Female and male reporters and presenters**

GMMP 2015 (2010)	Female presenters %	Female reporters %	Male presenters %	Male reporters %
Denmark	28 (0)	32 (30)	72 (100)	68 (70)
Finland	23 (39)	44 (40)	77 (61)	56 (60)
Iceland	28 (23)	31 (33)	72 (77)	69 (67)
Norway	40 (69)	35 (30)	60 (31)	65 (70)
Sweden	62 (47)	35 (52)	38 (53)	56 (48)
Global	49	37	51	63

Source: Who Makes the News. Global Media Monitoring Project 2010, 2015.

**Table 6: Female reporters, by major topic (%)**

GMMP 2015	Denmark	Finland	Iceland	Sweden	Global
Politics and Government	15 (25 men)	35	26 (men 16)	34	31
Economy	15 (24 men)	36	35 (men 29)	28	39
Science and Health	13 (6 men)	67	4 (14 men)	31	50
Social and Legal	43 (34 men)	40	22 (10 men)	26	39
Crime and Violence	4 (5 men)	67	4 (4 men)	46	33
Celebrity, Arts and Media, Sports	11 (6 men)	32	9 (27)	26	34

Source: Who Makes the News. Global Media Monitoring Project 2015.

## 2.5 Female reporters more likely to choose female sources

Female reporters choose female news subjects more often than their male colleagues. The difference was ten percentage points in 2015 (GMMP), when 33% of the stories reported by female reporters had female sources on web news and 23% of the web news stories reported by men had female sources. In traditional news, this percentage was three times lower, but female journalists still tend to choose female news subjects more often than male journalists. For example, in the most recent Icelandic and Danish GMMP findings female reporters chose more female news subjects than male reporters. However, the 2015 results in Iceland show a significant difference compared to the results in 2010 when there was no significant difference between female and male reporters (Jóhannsdóttir 2015a).

The GMMP findings suggest that news creates and reinforces a male world. Having more female reporters does not automatically mean more gender balanced news content nor does it imply that gender inequalities are made more visible in the news or that gender stereotypes are challenged rather than reinforced. Yet, the two most recent GMMP reports suggest that female reporters tend to challenge gender stereotypes (portray women and men in non-gender stereotypic ways) more often than their male colleagues. In 2010, 7% of the news stories reported by women challenged gender stereotypes and only 4% of the stories reported by men had the same agenda. In 2015, the numbers were one percentage point lower each. This indicates that only a small minority of reporters are challenging gender stereotypes in their news reporting. There is, however, a slight tendency for women to challenge gender stereotypes more often than men do. The results indicate that achieving gender balance in the newsrooms is not the only measure for promoting gender equality in the news.

Journalism culture seems to convey a male world, and the problem of underrepresentation of women in the news cannot be solved only by assuming that more female journalists will make the news more gender equal.

**Table 7: Female news subjects in print, radio and television news, by gender of story reporter\***

GMMP 2015	Female %	Male %
Denmark	26	19
Iceland	33	8
Global	29	26

Note: \*No data from other Nordic countries.

Source: Who Makes the News. Global Media Monitoring Project 2010, 2015.

## 3. Gender in the Nordic news: Country profiles

### 3.1 Denmark

Freedom of the press in Denmark is high at the global level, and Reporters Without Borders ranked the country fourth of 180 countries in their World Press Freedom Index in 2016 (Reporters Without Borders 2016). Like in most countries of the Western Europe, the media system in Denmark has undergone many changes in the last ten years (Jauert, 2016). Almost 96 of every 100 people in Denmark are active Internet users, but traditional media maintain their position among media consumers (The World Bank 2015). There is, however, a decline in the subscription of newspapers. Today there are around 31 paid-for newspapers in Denmark and most newspapers have an online version with regular news updates throughout the day. In 2014 the largest media companies in Denmark were Egmont, Aller, DR, and TCD Television (Nordicom 2015a).

Radio broadcasts produced by the state started to air in 1925 (Danish Broadcasting Company, DR), and the first nationwide commercial radio stations were launched in 2003. In Denmark, people listen to the radio for approximately 2 hours per day on average (Nordicom 2015a). Compared to the other Nordic countries the Danes ranked second in the time spent listening to radio.<sup>6</sup> DR started broadcasting television in 1951 and now DR operates two television networks funded by licence fees. Commercial stations are available through satellite and cable. In 2015 the television broadcasts reached 66% of the population. In 2015 the Danes spend on average 2 hours and 7 minutes watching television each day.

#### 3.1.1 *37% of the members of parliament are women*

Around 37% of the members of the parliament are women in Denmark. This means there are fewer women in the parliament in Denmark than in the rest of the Nordics. According to data from 139 countries compiled by the Inter-Parliamentary Union (2016), Denmark ranks 21st based on the proportion of women in parliament. As of 28th November 2016, nine of the 22 ministers in the Danish government are women (40.9%; Statsministeriet 2016).

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<sup>6</sup> Sweden 1 hour 47 minutes, Finland almost 3 hours, Norway a little less than 1 hour 30 minutes and Iceland 1 hour and 44 minutes.

There are laws regarding gender equality in Denmark, including a labour law passed in 1988 mandating equal treatment of men and women in employment. The purpose of the Equal Treatment Act is to prevent discrimination based on gender (Ministry of Employment 2002), and the purpose of the Gender Equality Act is to promote equality between men and women, including equal influence and opportunities in all spheres of the society (Ministry of Social Affairs 2000). There is also an Act on Prohibition against discrimination on the labour market (Tvarnø 2016). There is no ombudsman for gender equality in Denmark, but the Board of Equal Treatment (Ligebehandlingsnævnet), consisting of three judges and nine legal members, works to secure gender equality and to prevent discrimination. The Danish Institute for Human Rights (2016) is a national body in relation to gender and ethnicity with the focus on equal treatment of all people. The institute works both nationally and internationally. In Denmark it advises the government, the parliament and other public authorities on human rights.

### **3.1.2 25% of the news subjects are women in the Danish news**

Denmark has participated in two GMMPs so far, in 2010 and in 2015, and the results show that news articles in Denmark are mostly about men (Jørndrup & Bentsen 2015). In 2015 only 25% of the news subjects were women to 75% men. This result is close to the global average of 24% female news subjects. In terms of web news alone, the share of female news subjects was even lower with only 22%. Five years before, the share of female news subjects in print, radio, and television news was at 30% (31% if web news sites were included), which is close to the Swedish results and thus higher than in the rest of the Nordic countries. The statistics show that the fact that women comprise a little over half of the Danish population (Statistics Denmark 2016) is not reflected in the Danish news. Denmark, however, has a higher percentage of female experts in the news than the rest of the Nordic countries. This can be explained by Denmark having an expert database of female experts that has been maintained for almost 20 years by Kvinno (2016a).

Danish media content was also surveyed as a part of the WIME study. Content from radio channel DR1 and television channel TV2 was surveyed, and the results mirror the GMMP results. The study showed that 65% of all people appearing in the surveyed radio and television programmes were men and 35% were women. This indicates slightly less male dominance than the GMMPs have shown. The WIME study also included programme types other than news, and in terms of the surveyed news content women were less visible. A vast majority of 68% of all coded individuals in the news were men and only 32% were women (Andreassen 2016: 89).

### **3.1.3 Few women in news about politics, economy and crime**

Women are not equally visible to men in major news topics. In particular, topics like politics (23% women), the economy (14% women) and crime (22% women) feature low proportions of women in the 2015 GMMP. In the 2010 GMMP the proportion of female news subjects in Danish news stories on politics was five percentage points higher than



in 2015. When looking at Danish web news on politics, the proportion of female news subjects was only 10% in the latest GMMP (Jørndrup & Bentsen 2015).

The findings of the WIME study showed a pattern of male dominance in the roles of sports anchor, reporter, analyst, expert, professional and news subject. Only 33% of the guest politicians in factual programmes were women even though at the time of the study nearly half of all Danish ministers and 40% of the members of the parliament were women (Andreassen 2016: 91). Andreassen also states that there has been a five percentage point decline in the proportion of female news subjects in news stories on politics in the two last GMMPs even though women have climbed up to top-level political positions.<sup>7</sup> An example of this is Helle Thorning Schmidt, Denmark's first female prime minister who was elected in 2011. In the current government nine out of 22 ministers are women (40.9%; Statsministeriet 2016).

#### **3.1.4** *Female reporters more likely to have women in the central focus*

Danish news stories have a predominant focus on men. This focus is reinforced by both female and male reporters. Women reported 32% of Danish news stories, but female and male reporters do not report equally on all news topics. Women reported only 15% of the news stories on politics or the economy and female reporters were also more likely than male reporters to use female news subjects and put a woman in the central focus of a story. However, the majority of male and female reporters used male news sources and only 13% of news stories had a woman in the central focus in 2015. Female reporters reported 23% of the stories in which a woman was in the central focus of the story, whereas men reported only five% of these stories.

##### **Summary**

In the latest GMMP 25% of the news subjects in print, radio and television news in Denmark were women. In news on the economy only 14% of the news subjects were women compared to 22% in news on politics. Denmark, however, has the highest share of female experts in the news among the Nordic countries. Around 45% of the journalists in the Danish Union of Journalists are women, but in the latest GMMP 32% of the news stories were reported by women. Women also reported only 15% of news stories about the economy or politics.

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<sup>7</sup> From 28% to 23%.

## 3.2 Finland

The Finns are active media consumers, and traditional news outlets still have a strong position and a high level of trust in Finland. There is a large network of daily newspapers in both official languages (Swedish and Finnish) and most of the newspapers also have an online news page and many have news apps for smartphones. Finland has a system of public and private television and radio broadcasting. The Finnish Broadcasting Company Yle started broadcasting radio in 1926 and television in 1958. In 2014 the largest media companies in Finland were Sanoma, Yle, Otava and Alma media (Nordicom 2015a).

There is a long history of press freedom in Finland and in 2016 Finland ranked first of 180 countries in the Reporters without Borders (2016) World Press Freedom Index. Even though almost all Finns have access to the internet, there are slightly fewer internet users in Finland than in the rest of the Nordic countries. In 2014 there were around 92 internet users per 100 persons in Finland (The World Bank 2014a). Traditional media such as television, radio and print still have an important role. In 2015 the Finns listened to the radio for almost 3 hours a day and watched television for approximately the same amount of time. These numbers are higher than in the rest of the Nordic region, which indicates that traditional news media are stronger in Finland than in the other Nordic countries.

### 3.2.1 *Few laws address gender equality and media directly*

Gender equality is often discussed as something that has already been achieved in Finland. The government platform of 2015 states that men and women are equal (Valtioneuvoston kanslia 2015). This idea is backed up by international rankings on gender equality, but women are still underrepresented in the Finnish political scene and in top-level positions in working life. In 2016 the Finnish government consisted of five female and nine male ministers. The parliament is, however, more gender balanced and women are closer to parity with men as 58.5% of the members of parliament are men and 41.5% are women. The Ministry of Social Affairs and Health has a central role in promoting gender equality in Finland and the ministry's current focus is, among other things, on gender mainstreaming, equality at work and equal pay (Ministry of Social Affairs and Health 2016).

Finland has legislation regarding gender equality, but the laws do not explicitly refer to the media industry. The Act on Gender Equality was passed in 1986. The law focuses mainly on working life and organisations' responsibilities to promote gender equality in the workplace and thus also applies to media organisations (Ministry of Social Affairs and Health 2011). The law obliges every organisation with more than 30 employees to make a gender equality plan.<sup>8</sup> The Act on Finnish Public Service Broadcasting refers directly to the Finnish public service company Yle, and according to the law (22.12.1993/1380) Yle should take gender equality into consideration. All in

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<sup>8</sup> This has been the law since 2005 (Savolainen 2016; Savolainen & Zilliacus-Tikkanen 2013).

all, according to Tarja Savolainen (2016: 102) the number of legislative acts that directly concern gender equality in media content is low. As in Sweden and Norway, in Finland there is an Ombudsman for Equality (since 1987; *The Ombudsman for Equality 2016*).

### 3.2.2 27% of all news subjects in Finnish news are women

There is a long tradition of research on how women and men are portrayed in media content in Finland. Newsroom work has also been studied. The first studies were conducted in the early 1980s (Savolainen & Zilliacus-Tikkanen 2013: 54), and they showed that female journalists and interviewees were rare in current affairs programmes and news on television. In 1992 one third of the journalists on radio and television and one quarter of the interviewees on radio and television were women. Five years later female journalists made up almost half of the journalists in radio and television news, but the proportion of female interviewees remained low with only 20% on television and 25% on the radio (Savolainen & Zilliacus-Tikkanen 1992). Finland has participated in all five GMMPs and the results show that throughout the years the Finnish news have been largely male-dominated.

In 1995 the Finnish Broadcasting Company Yle published a book entitled *Naiset, miehet ja uutiset* ("Women, men, and the news") with research reports including how women and men are portrayed in radio and television news. Only 21% of the overall news subjects in surveyed television news were women and 42% of the reporters were women whereas 57% were men.<sup>9</sup> In television news in Swedish the proportion of female reporters was higher (62%), but only 16% of the news subjects in the news in Swedish were women (Zilliacus-Tikkanen 1995: 149).

According to the latest GMMP there were more men than women in all news categories and working roles in Finnish news. Only 27% of the news subjects in print, radio, television, web news sites and Twitter were women, and 73% of the news subjects were men. If Twitter news accounts are ruled out, the share of women was 29%. The proportion was the same also in the 2005 GMMP, and in the 2000 GMMP the share of female news subjects was 23%. In the 2010 GMMP the share of women was 32%, which was higher than ever. In light of the most recent findings it seems that in Finland women are less visible in online news media and Twitter than in traditional news media.

The Finnish GMMP results have consistently been above the global average but below those, for example, in Sweden. The authors of the Finnish national 2015 GMMP report point out that despite the global tendency for news getting slightly more gender equal in every GMMP, Finland seems to have experienced a negative trend in the past few years (Bäck & Tuominen 2015; Siivonen 2015). This tendency is visible in all Nordic countries, as there has been a decline in the proportions of female news subjects in the past five years. The share of women dropped most dramatically in Iceland,<sup>10</sup> whereas in Sweden there was only one percentage point drop between the 2010 and 2015 GMMP.

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<sup>9</sup> 1% could not be categorised as either a woman or a man.

<sup>10</sup> With 10% 2010–2015.

### 3.2.3 *17% of the experts in Finnish news are women*

The GMMP reports show that most female news subjects appear in stories on crime and violence as well as science and health, and there are fewer female experts in Finnish news than in the other Nordic countries.<sup>11</sup> In the latest GMMP, 30% of the news subjects in news about the economy were women, but in 2010 there were no women in this news topic. In stories about politics and government, there were only 28% female news subjects in 2015, and 25% in 2010. Regarding the functions of the news subjects, most women have the role of presenting popular opinion.<sup>12</sup> In addition, the WIME study showed that women are seldom featured as experts in Finnish television programmes. The share of female experts and politicians in Finnish television was only around one third.<sup>13</sup>

Similar to the global tendency, in the Finnish news a woman is more than three times more likely to have her family status pointed out than a man.<sup>14</sup> In the latest GMMP 58% of the news subjects with their family status addressed were women and 42% were men.

### 3.2.4 *The share of female reporters is higher in Finland than in the rest of the region*

In the latest GMMP Finland was the only Nordic country where women reported more than 40% of the news stories (44%). The share of female presenters was lower at 23%, but in 2010 it was 39%. Reading the news has become a job for women in Finland and women make up the majority of news presenters on television in public service media (Savolainen 2016).

When looking at reporters by major news topics (GMMP 2015), it is clear that female reporters mostly report on news stories about science and health (67%) and crime and violence (67%). Women reported 40% of the stories about social and legal affairs. Compared to the global average, news on the economy is the only news category where fewer Finnish women are represented as reporters. Women reported only 36% of news stories on the economy in 2015, whereas the global average of female reporters in that category was 39%. All Nordic countries score below the global average in this area. In Iceland, however, there are fewer men than women reporting on stories about the economy.

#### **Summary**

The latest GMMP showed that 27% of the news subjects in Finnish news (including web news and Twitter news profiles) were women, and the results indicate that women are less visible in web news and Twitter than in traditional news media in Finland. The proportion of women in the news seems to have experienced a negative turn in the past few years. Female experts are also rarely visible in Finnish news. Women have outnumbered men in the Union of Journalists and the share of news stories reported by women is the highest in Finland among the Nordic countries.

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<sup>11</sup> 17% in 2015.

<sup>12</sup> 44% in 2015 and 58% in 2010.

<sup>13</sup> The study did not exclusively focus on news as GMMP does.

<sup>14</sup> The chance for a woman is 14% to 4% for a man.

### 3.3 Iceland

In terms of population, Iceland is the smallest of the Nordic countries. There are around ten paid-for newspapers in Iceland, and in 2014 *Morgunblaðið* was the most popular reaching approximately 76,000 readers a week. The newspaper also runs an online news site which is the most popular news site in Iceland. The public service company RÚV started radio broadcasts in 1930 and private radio channels started to operate in 1985 (Gudmundsson 2016). In 2015 Icelanders listened to radio on average for one hour and 44 minutes a day (Gallup Iceland 2015; Nordicom 2015b). The first television broadcasts by RÚV started in 1966, and in 2015 Icelanders watched television for approximately two hours and six minutes per day. Nowadays RÚV has two radio channels, one television channel and a website. Icelanders are active internet users and most traditional media outlets also offer content online. In 2014 98 of every 100 people used the internet (The World Bank 2014b). The four largest media companies in Iceland are RÚV, 365 Media, Árvakur and Vefpressan (Jóhannsdóttir 2015b: 33–34).

The financial crisis in Iceland in 2008 hit the media industry hard and many journalists lost their jobs. Looking at data regarding members of the journalist unions, more women than men lost their jobs or left the media industry (Jóhannsdóttir 2015b: 36). The press freedom rate in Iceland is lower than in the other Nordic countries that fit the top ten countries according to Reporters Without Borders World Press Freedom Index in 2016. According to the ranking Iceland holds the 19th place of 180 countries in total in terms of press freedom (Reporters Without Borders 2016).

#### 3.3.1 *The most gender equal country in the world?*

The World Economic Forum's (2016) Global Gender Gap Index has ranked Iceland as the most gender equal country in the world for seven consecutive years. However, women are still a minority in positions of power in both the public and private sectors, and according to the author of Iceland's national GMMP report Valgerður Jóhannsdóttir (2015a), the job market is more segregated than in other Nordic countries. In 2016, the Icelandic parliament consisted of 41% female and 59% male members. However, there is gender balance in the government, and the first time the government in Iceland had equal proportions of women and men was in 2009.

When it comes to media and gender equality in Iceland, there are laws regulating the media content. The Act on Equal Status and Equal Rights of Women and Men makes it mandatory for media companies to promote gender equality in the workplace (Ministry of Welfare 2015). Icelandic media companies are also required to report to the Media Commission on issues dealing with gendered media representations (Jóhannsdóttir & Einarsdóttir 2015: 208).<sup>25</sup> However, no reports have been published yet. The Minister of Social Affairs has responsibility for the implementation of legislation regarding gender equality. There is no ombudsman for gender equality in

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<sup>25</sup> Media Commission is an independent administrative committee under the Minister of Education, Science and Culture in Iceland.

Iceland, but a Complaints Committee on Gender Equality is appointed by the Minister of Social Affairs (Ministry of Welfare 2012).

Studies on gender and media in Iceland have mainly focused on gendered media representations. Sigrún Stefánsdóttir conducted one of the first studies about gender and media in 1988, and it showed that no women were interviewed during the first five years of national television news. Women started to appear in the news in the 1970s, and 13% of the interviewees in television news were women in 1986. The situation has improved in the 2000s, but women are still under-represented. In 2000, a report commissioned by the Icelandic Ministry of Education and Culture showed that only 27% of the people interviewed in television news were women. In 2005, another report showed that one in five of the people interviewed in television news on Channels 1 and 4 on RÚV and private Channels 2 and 1 were women (Jóhannsdóttir and Einarsdóttir 2015: 210).

### 3.3.2 18% of news subjects are women

Iceland has participated in four GMMPs: 1995, 2000, 2010, and 2015.<sup>16</sup> In 2010, 28% of the news subjects in Icelandic news were women. This was higher than the global average of 24% but lower than in other Nordic countries.<sup>17</sup> National studies have shown similar numbers: around 30% women as interviewees and news subjects to 70% men. National studies have also shown that women are more often interviewed in current affairs programmes on public television (RÚV) than on private television (37% compared to 27%; Jóhannsdóttir & Einarsdóttir 2015: 211).

In the 2015 GMMP the share of female news subjects in Iceland was significantly lower than usual with 18% in radio, television and print news. As a contrast to other Nordic countries and global tendencies, the number of female news subjects was higher in web news (21%) than in traditional news in Iceland.

As in the other Nordic countries, female and male news subjects are not equally visible in all news categories in Iceland. However, what differs from the other Nordic countries is that women are more likely to appear as news subjects in news about the economy and politics than men in Iceland. Women make up around one in five of those interviewed, spoken of or read about in the news, but they are news subjects in 35% of news about politics in print, television and radio (nine% on web news sites and Twitter), and in 32% of news about the economy published online (16% in radio, television and print). Looking at all news media together, 23% of the news stories with female news subjects are about politics, but only 16% of the news stories about politics feature men (GMMP 2015, Jóhannsdóttir 2015a).

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<sup>16</sup> The data was collected for 1995 and 2000 but not further elaborated (Jóhannsdóttir & Einarsdóttir 2015).

<sup>17</sup> Denmark 30%, Finland 32%, Sweden 32% and Norway 33%.

National studies have also shown that when female politicians are portrayed in news stories, the focus is often on their sex, age, appearance, and clothing (Einarsdóttir & Hjartardóttir 2009). Studies have also shown that only 3% of women were interviewed in the media coverage about financial companies between 2006 and the financial crash in 2008 (Guðmundsson *et al.* 2010). Women are also less likely to appear in news as experts than men: only 20% of the experts or commentators were women in 2015.

According to the GMMP findings, women are most likely to appear as news subjects in the role of personal experience or popular opinion provider (50% women in the role of personal experience in 2015 and 60% women in the role of popular opinion provider in 2010) and least likely to appear in the role of spokesperson, subject and expert. National studies have shown even fewer female experts in the news (Jóhannsdóttir & Einarsdóttir 2015).

#### Summary

The proportion of female news subjects was 18% in the latest GMMP, which was the lowest proportion of women in the news among the Nordic countries. As a contrast to the global pattern and the situation in Denmark, Finland, and Sweden, the share of women was higher in web news than traditional news. In 2010, the share of female news subjects was 28%, which was also lower than in the other Nordic countries.

### 3.4 Norway

Norwegians are active news consumers and Norway ranks high in global press freedom rankings. In 2016 the country came in third place after Finland and The Netherlands in Reporters Without Border's (2016) World Press Freedom Index. In 2014 there were 72 paid-for daily newspapers in Norway and the three most popular newspapers that year were *Aftenposten*, *Verdens Gang* and *Dagbladet* (TNS Gallup Norway 2014). All these newspapers also have web pages where news is updated regularly.

The biggest media house in Norway is the state-owned Norwegian Broadcasting Corporation (NRK). NRK started radio broadcasts in 1933 and television broadcasts in 1960. Today, NRK has three national television channels, 14 national radio channels and a news website, and the company employs around 3,500 people. On an average day in 2014, 87% of Norwegians used one or more of NRK's services (Fordal 2016). In 2014 the largest private media companies in Norway were Schibsted, Egmont Fonden, TV2, Telenor and Amedia (Nordicom 2015a). Compared with Finland and Sweden, Internet usage in Norway is a little higher: 96 of every 100 people use the Internet (The World Bank 2014c), and in an average week in 2016 the most popular news websites were VG Nett, NRK.no, Finn.no, Dagbladet.no, and TV2.no (TNS Gallup, 2016).

### 3.4.1 *Women well represented in the political sphere*

As in the other Nordic countries, there is a political consensus that achieving gender equality is important and women are relatively well represented in the political sphere in Norway. The first female prime minister, Gro Harlem Brundtland, was elected in 1981. During her second period as the prime minister the share of women and men in the government was near parity. The first time women reached parity with men was in 2007 in Stoltenberg's second government. In 2016, the share of female ministers in the government was 50% (Government Norway 2013), whereas men still dominate in the parliament: around 39.6% of the members of the Norwegian parliament are women. This share is lower than in the other Nordic countries, except for Denmark where the share of female members of parliament is around 37%. Men still dominate the Norwegian power elite in Norway (Øvrebo 2013: 140). A report (*Menn i mellom*) published in 2003 showed that male dominance in different power positions in Norwegian society varies from 55% to 90% (Øvrebo 2015: 48).

The Act on gender equality was adopted by the parliament in 1978 (Government Norway 2007), and it has been expanded in 2005 and 2009 (Øvrebo 2013: 140). The act focuses on equal opportunities for women and men in education, employment, and cultural and professional advancement (Gender in Norway 2016). The law aims to prevent discrimination and sexual harassment. An ombudsman for gender equality was established in 1979.

### 3.4.2 *27% of the people seen and heard in the news are women*

Many studies on the representation of women in radio and television news have been conducted in Norway. Reports named *Hvem Snakker I NRK?* ("Who speaks in NRK?"), including the shares of women and men in radio and television news, have been published since the 1970s. In 1988, women accounted for 31% of the total speaking time on television and radio. In 1991 and 1994 the figure was 28% (Norwegian Broadcasting Corporation NRK 1994). Norway has participated in the GMMP four times: in 2000, 2005, 2010, and 2015. The last study showed that 27% of the news subjects in all Norwegian news stories were women and 73% were men. Compared to the numbers for 2005 and 2010, the share of female news subjects has stayed on a very similar level for the past ten years. Elisabeth Eide (2001) describes this 20–25% share of women in the news as a "pain threshold" for how many women are tolerated as news subjects. According to Eide, far more women are tolerated as "eye-catchers" on television and in news photos. Eide argues that this can be explained by the sexualisation of the media.

More women were found in web news than in traditional news in Norway. According to the latest GMMP results, 29% of the news subjects in web news were women, which is significantly more than in traditional news. On Twitter, the share of women and men was 50/50. In the rest of the Nordic region, excluding Iceland, there were fewer women in web news.



### 3.4.3 *Share of women lowest in stories about crime and violence*

The share of female news subjects was the lowest in stories on crime and violence in the 2010 GMMP, at only 14% (23% in 2015), whereas in stories about science and health women held the majority (57% in 2015 and 63% in 2010) of news subjects. In news stories on social and legal affairs women and men appeared as news subjects as often and in 2015 there were 21% female news subjects and 79 male news subjects in the category. However, in 2015, the share of female news subjects in news stories about politics was 55%.<sup>18</sup>

In 2010 GMMP the share of female experts in Norwegian news was 19%, and in 2015 the number was a little higher (22%). That means that around every fifth expert interviewed is a woman. In addition, national studies have shown that when men are used as sources, they often represent the voice of an authority or an expert whereas women tend to represent "ordinary" citizens (Øvrebo 2015).

### 3.4.4 *More female reporters in web news*

The latest GMMP findings show that 35% of the reporters were women and 65% were men in Norway. Many female reporters seem to work with print media at 37%, while on television the proportion of female reporters was 34% and on radio 31%. The share of female reporters was, however, higher in web news with 47%. Turid Øvrebo (2015) notes that female and male anchors in NRK television news are more equally portrayed than before, whereas there is still an imbalance in guests and interviewees in daily news shows (Dagsrevyen).

In an article for Kilden, the information centre for gender research in Norway, Elisabeth Eide, who participated in conducting the Norwegian part of the latest GMMP says that there is evidence that female journalists use more female sources and that this means that more female journalists should be hired for the gender balance to improve (Rødland & Mæland 2015). She also points out the importance of institutional measures in media companies.

#### **Summary**

In Norway 27% of the news subjects in traditional news in the 2015 GMMP were women. As in Iceland, but contrary to the global results and the results in Denmark, Finland and Sweden, more women (29%) were found in web news than print, radio, and television. In the latest GMMP there were more female news subjects than male news subjects in news about politics.

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<sup>18</sup> The numbers were collected in mail correspondence with Elisabeth Eide 6th October 2016.

### 3.5 Sweden

Sweden is the largest of the five Nordic countries by population. In Sweden there is a long history of press freedom dating back to the 1700s, and Sweden still ranks high in global press freedom rankings. In 2016 Sweden held the eighth place in the Reporters Without Border's (2016) World Press Freedom Index. Bonnier is the largest media company in Sweden employing around 10,000 people. There are three public service media companies: public service radio Sveriges Radio (SR), Utbildningsradion (UR) and public service television Sveriges Television (SVT). Swedish law regulates the public service companies and according to their commission, their content should mirror the whole nation and the variation in the population from gender equality and diversity perspectives. SR started broadcasting radio in 1925 and SVT started broadcasting television programmes in 1956.

In 2015 around 65% of the Swedes read a newspaper daily and in 2005 as many as 81% of the population read at least one newspaper a day (Hellingwerf 2016). The most popular newspapers are Aftonbladet, Dagens Nyheter and Expressen. All three also have online news sites and around 92.5 Swedes in every 100 use the Internet (The World Bank 2014d). In 2015 Swedes watched two hours and 38 minutes of television every day and listened to one hour and 47 minutes of radio every day (Nordicom 2015b; TNS Sifo 2016; MMS 2016).

#### 3.5.1 *Media one of the few industries where women are near parity with men*

*There is a political consensus that women and men should have equal possibilities in the society, and this also affects the media industry in Sweden (Edström 2013: 78). However, similarly to the situation in Finland, there are not many laws that pay attention on the media industry directly.*

In terms of women elected to office, Sweden has a high global ranking. In 2016 there were 43.6% women and 56.4% men in the parliament and the gender ratio in the government was 50/50. The Swedish government also states that it is the world's first feminist government (Regeringskansliet 2016). The government has listed four goals for achieving gender equality, and they include equal distribution of power and wealth among women and men, an equal distribution of unpaid labour (taking care of children and the household), equal education for women and men and girls and boys, equal health, and equal rights to embodied integrity among women and men (Regeringskansliet 2014).

However, only around 23–24% of the board members in companies on the stock market in Sweden are women, and only 6% of the chairmen of the board are women. In addition, the share of female professors in academia is low at only 24% in 2013 (Regeringskansliet 2015). The labour market is segregated and the media field is no exception. Women and men work in different positions. Men, for example, dominate the technological sphere and women work more often in administrative roles (Balkmar 2016: 211). As Maria Edström (2013: 80) notes, however, media is one of the few industries to have reached gender parity at many occupational levels. Women in media

still earn less than men. The gender pay gap in all working sectors is 14 percentage points, whereas it is 11 percentage points in the information and communication sector. The pay gap is a little lower than in the other Nordic countries (2014; Nordic Statistics).

The study field of media and journalism is fairly small (Edström 2013: 86), but many studies on news content and the media industry have been conducted in Sweden. There has been feminist media critique since the 1960s but the study field expanded during the 1980s and 1990s and continued to grow in the 2000s (Balkmar 2016). Recent study findings have shown that women have not reached parity with men as actors in the news even though there are more female journalists than male journalists. Women still face male-oriented organisational cultures in the news industry (Balkmar 2016: 212).

The Swedish Discrimination Act demands that workplaces with more than 25 employees have to have a gender equality plan for equal pay, recruitment forms, working conditions and the prevention of sexual harassment (Government Offices of Sweden 2008). The Discrimination Act does not have any specific focus on media even though most media organisations have to follow it. As in Norway and Finland, there has been an ombudsman for gender equality in Sweden since 1980. In 2009 the ombudsman for gender equality was merged with three other ombudsmen, and today there is an Equality Ombudsman (Government Offices of Sweden 2015).

### **3.5.2**     *31% of news subjects are women*

Men continue to dominate the news in Sweden. In the latest GMMP in 2015, 31% of news subjects were women compared to 69% men. There is no growth in the proportions since Sweden first participated in the project in 2000, when the share of women was also 31%. However, there are more women in the news in Sweden than in the other Nordic countries. Swedish radio newsrooms are also above the average in giving voice to women as 37% of the news subjects in radio news were women in 2015, whereas the global average was 21% (Edström & Jacobsson 2015).

In the latest GMMP 28% of the news subjects on the four web news sites and three Twitter news accounts that were surveyed were women. According to the GMMP findings men appear more often than women in all news categories. Four out of five experts interviewed in the news are men, both globally and in Sweden. Compared to the other Nordic countries, the latest GMMP indicated there were fewer female experts in the news in Sweden than in Norway and Denmark.

### **3.5.3**     *The majority of Swedish news presenters are women*

In the WIME study female participation in Swedish media content was above the EU average of 36%. The proportion of female experts and politicians in the Swedish news sample was also higher than the EU average. The exact numbers were 24% of female experts and 44% of female politicians. 32% of subjects of the news were women. Compared to the GMMP, the number of women has stayed more or less the same for many years. Dag Balkmar (2016) notes that there were also some good examples of

newsroom practices among the Swedish data, for example, in sports, where both experts on a reporting panel were women, which is still unusual.

The majority of news presenters were women in 2015, but only 35% of the news was reported by female reporters. Five years earlier there were nearly as many women as men both as presenters and reporters. As in Finland, female reporters are more likely to report stories about crime and violence than about politics. But in contrast to many other countries, the category of news about politics was the category with the second largest proportion of female reporters.

#### **Summary**

The proportion of female news subjects in Swedish news has been the highest of the Nordic countries in every GMMP. Still, men dominate the news also in Sweden. In the latest GMMP in 2015 the proportion of female experts in Swedish news was lower than in Denmark and Norway. According to the most recent GMMP the majority of the news presenters in Sweden are women but even though the majority of journalists in the union are women, only 35% of the news stories were reported by women.

## 4. Women and men in Nordic news organisations

Women are underrepresented in decision-making positions in media organisations, and this means that the top-level jobs are easily associated with men. The GMMP has shown that female reporters tend to choose more female news subjects. Applying this logic to the media industry, one can assume that involving more women in decision-making could someday mean that the newsrooms would also become more gender-aware.

### 4.1 Men dominate the top-level positions

Comparable data on the occupational positions women and men hold in the media industry have been available at least since 1995, when *An Unfinished Story: Gender Patterns in Media Employment*, one of the first cross-national studies on women's occupational positions in the media sector by Margaret Gallagher, was published. The study showed that there were fewer women than men working as production executives and in the top-level managerial roles in public service media companies in the Nordic countries (Yle, NRK, DR, SR, and SVT).

The International Women's Media Foundation's *Global Report on the Status of Women in the News Media (Global Report)* showed that men hold 73% of the top-management jobs in media companies. The share of women in top-level positions had, however, increased since 1995. Gallagher's study indicated that women occupied on average only 12% of the top-management jobs, and six years later the share of women in governance positions was 26%, with 27% in top-management jobs (Byerly 2011).

EIGE's report *Advancing gender equality in decision-making in media organisations* also showed that women are underrepresented in decision-making structures. Women occupy less than one-third of all senior decision-making positions in all companies in the study, just over 20% of deputy board seats, and just over 25% of all ordinary board positions (excluding CEOs). The report showed that there are slightly more women in decision-making positions in public service companies than in private companies. Women occupied only around 25% of decision-making positions in the private companies surveyed, whereas the proportion of women in public service media companies was around 33%.

## 4.2 Relatively high level of gender balance in Nordic media companies

When viewed together, all 32 Nordic media companies (excluding Iceland) surveyed in the Global Report demonstrated a relatively high level of gender balance at all occupational levels. Women were, however, not represented evenly at all occupational levels. The average was 36% women within governance and 37% in top management. Compared to the average in Eastern Europe (33% and 43% respectively), the share of women in top-management jobs in the Nordic countries was lower but the share of women in governance was higher. The report showed that women in the Nordic countries occupied 43% of the senior professional jobs, 42% of middle-management jobs and 40% of jobs in production and design. The numbers are quite similar to those found in Gallagher's study in 1995, when women held 41% of the media jobs in the Nordic countries. There was also some variation between the four countries surveyed. Around half of the employees at senior professional level in Finland and Sweden were women, whereas 35% were women in Denmark and Norway.

In EIGE's (2013) report *Advancing gender equality in decision-making in media organisations* the occupational positions of women and men in the surveyed organisations in Finland and Sweden in particular were shown to be relatively equal. One exception was that female CEOs were missing in Finland and Denmark. On average, the Danish proportion of women in all occupational positions was higher than the European average but lower than in Sweden and Finland. The surveyed Nordic countries showed a better gender balance than the EU average at all occupational levels except for senior management. Only 36% of the employees at that level were women in Finland, Sweden, and Denmark, whereas the EU average was almost 40%. The study also showed there are significantly more female board members in public media companies in Denmark, Finland and Sweden compared to the EU average.

## 4.3 Men earn more than women at almost all occupational levels

According to the Global Report (Byerly 2011), men tend to earn more than women at all occupational levels except at the junior-professional level and levels regarding production and design. At those levels women tend to have similar or even a bit higher salaries compared to men. One explanation for the variation in salaries could be seniority, since female media professionals tend to be younger than their male colleagues and have usually been in the profession for a shorter period. The study also indicated some variation between the Nordic countries regarding salaries. In Finland, for example, the pay was equal at some occupational levels and in Denmark women earned more than men at some middle- and senior-management levels.

The Global Report (Byerly 2011) showed that most journalists in the Nordic countries, both men and women, have secure employment meaning regular full-time jobs with benefits. However, men still tend to have slightly better benefits than women, both among employees with full-time contracts and also in most other categories of less

secure employment. The majority (57%) of Nordic media companies had adopted some kind of gender equality policy by the time of the study. EU regulations and national laws against gender discrimination are also factors that influence the number of gender policies in the media companies surveyed. However, in recent years there have been many cooperation negotiations in many Nordic media organisations and full-time regular contracts are getting rarer among young media professionals entering the working field.

**Table 8: Proportion of women and men as members of national journalist unions in the Nordic countries 1990–2013 (per cent)**

	Denmark <sup>3</sup>		Finland <sup>4</sup>		Iceland		Norway <sup>2</sup>		Sweden <sup>2</sup>	
	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men
1990 <sup>1</sup>	–	–	49	51	30	70	31	69		
1995	–	–	50	50	29	71	34	66		
2000 <sup>2</sup>	–	–	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 <sup>3</sup>	–	–	57	43	37	63	43	57	50	50
2012	–	–	57	43	–	–	43	57	51	49
2013	44	56	57	43	–	–	43	57	51	49

Note: 1. Norway 1991.  
2. Sweden 2001.  
3. Change in statistical treatment 2011.  
The data cover total number of members, including unemployed, students and pensioners.

Source: [journalistforbundet.dk](http://journalistforbundet.dk), [www.journalistiliitto.fi](http://www.journalistiliitto.fi), [www.statice.is](http://www.statice.is), [www.nj.no](http://www.nj.no), [www.sjf.se](http://www.sjf.se)  
Reprinted from Edström & Mølster (eds) 2014, p. 187.

**Table 9: 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	Total
Governance	35.7	64.3	100	171
Top-level management	36.8	63.2	100	190
Senior management	36.3	63.7	100	223
Middle management	42.6	57.4	100	707
Senior-level professional	43.3	56.7	100	3,795
Junior-level professional	39.5	60.5	100	557
Production and design	40.5	59.5	100	684
Technical professional	24.4	75.6	100	123
Sales, finance, administration	64.7	35.3	100	618
Other	36.2	63.8	100	177
Total				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/](http://www.iwmf.org/our-research/iwmf-global-report/)).

Source: Global Report on the Status of Women in News Media (2011). Reprinted from Edström & Mølster (eds) 2014, p. 188.

**Table 10: Proportion of women and men by terms of employment in Nordic Europe news companies (per cent)**

Terms of employment	Share (%)			N (units counted)	
	Women	Men	Total		Total
Full-time, regular	41.2	58.8	100		4,535
Part-time, regular	71.3	28.7	100		167
Full-time, contract	64.9	35.1	100		356
Part-time, contract	66.7	33.3	100		12
Freelance	42.5	57.5	100		120
Other	48.1	51.9	100		1,010
Total					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 News Media (2011). Reprinted from Edström & Mølster (eds) 2014, p. 188.

**Table 11: 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). Reprinted from Edström & Mølster (eds) 2014, p. 189.



**Table 12: 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)**

	Newspaper (%)	Television (%)	Radio (%)	TV + radio (%)
<b>Denmark</b>				
Women	27	38	...	20
Men	73	62	...	80
<b>Finland</b>				
Women	38	...	...	47
Men	62	...	...	53
<b>Sweden</b>				
Women	50	59	50	...
Men	50	41	50	...
<b>EU 27</b>				
Women	23	22	27	28
Men	77	78	73	72
<b>Number of women in study</b>	<b>Newspaper</b>	<b>Television</b>	<b>Radio</b>	<b>TV + radio</b>
Denmark	15	8	...	10
Finland	38	...	...	47
Sweden	8	59	10	...
EU 27	247	234	130	313

Source: EIGE report (2013). Reprinted from Edström & Mølster (eds) 2014, p. 190.

**Table 13: 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)**

Form of funding		Denmark	Finland	Sweden	EU 27
Public (%)	Women	28	47	62	29
	Men	72	53	38	71
	Total	100	100	100	100
Private (%)	Women	27	38	43	21
	Men	73	62	57	79
	Total	100	100	100	100
Total (%)	Women	27	41	54	25
	Men	73	59	46	75
	Total	100	100	100	100
<b>Number of women in study</b>		<b>Denmark</b>	<b>Finland</b>	<b>Sweden</b>	<b>EU 27</b>
Public		18	30	21	495
Private		15	40	14	429
Total		33	70	35	924

Source: EIGE report (2013). Reprinted from Edström & Mølster (eds) 2014, p. 191.

**Table 14: 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)**

		Denmark	Finland	Sweden	EU 27
Newspapers	Women	36	43	39	29
	Men	64	57	61	71
	Total	100	100	100	100
Television	Women	41	...	43	36
	Men	59	...	57	64
	Total	100	...	100	100
Radio	Women	...	...	50	33
	Men	...	...	50	67
	Total	...	...	100	100
TV + radio	Women	40	45	...	32
	Men	60	55	...	68
	Total	100	100	...	100
<b>Number of women in study</b>		<b>Denmark</b>	<b>Finland</b>	<b>Sweden</b>	<b>EU27</b>
Newspaper		23	30	13	1,008
Television		27	...	84	615
Radio		...	...	18	318
TV + radio		43	42	...	735

Source: EIGE report (2013). Reprinted from Edström & Mølster (eds) 2014, p. 192.

**Table 15: 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	–

Source: EIGE report (2013). Reprinted from Edström & Mølster (eds) 2014, p. 192.

## 5. Gender in Nordic news organisations: Country profiles

### 5.1 Denmark

Formal education of Danish journalists began in 1946 in Aarhus University, and in 1962 the Danish School of Journalism became an independent state institution. The school was renamed in 2008 as the Danish Media and Journalism School. The Danish Union of Journalists has about 17,500 members and in 2013 women made up 45% of the journalists in the union (Andreassen 2016: 85).

Danish news companies were surveyed in both IWMF's (Byerly 2011) and EIGE's (2013) reports. Three Danish media companies were surveyed in EIGE's report: two public companies and one private. However, the public companies constitute the largest broadcaster and media organisation and the private company is one of the most important newspapers in the country. In the Global Report there were seven media companies participating in total.<sup>19</sup>

#### 5.1.1 *Largest male dominance in production and design*

Altogether, the results from both studies show that men dominate the decision-making positions in Danish media companies (Andreassen 2016: 84). The Global Report (Byerly 2011) showed that 37% of presidents-of-news, editors-in-chief, and news directors (senior-management level) were women. The proportion of women holding middle-management positions such as chief correspondents and design directors was similar at 35.7%. The share of female junior professionals including assistant-level writers, sub-editors, correspondents and anchors was 38.3%. The occupational positions with the largest majority of men were production and design (graphic designers, photographers, etc.), where women held only 28.6% of the positions (Byerly 2011: 316–319).

Women occupied 39% of the 93 positions in total in EIGE's (2013) report. When only looking at public media companies, women occupied 40% of the top-level decision-making roles. However, there were no women at the highest level of decision-making positions (EIGE 2014). The overall number of women in the decision-making positions in Denmark is higher than the EU average. As in other EU countries, more women appear in the decision-making positions in public media companies than in private. However, the share of female board members (CEO excluded) was almost the same in private and public companies, with both under 30%.<sup>20</sup>

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<sup>19</sup> Five newspapers, one television station and one radio station.

<sup>20</sup> 27% in private and 28% in public.

### 5.1.2 *Women earn more than men at middle and senior management levels*

Economic equity is yet to be achieved in Denmark as well as in the other Nordic countries. The unadjusted gender pay gap<sup>21</sup> in Denmark is 16 percentage points in all working sectors. It is generally on the same level as in Norway and Sweden and slightly less than the EU average (Nordic Council of Ministers 2015). In the information and communication sector the figure is higher, 18 percentage points (2014; Nordic Statistics 2016). According to the 2015 statistics, male members of the journalist union in Denmark earn on average 5.8% more than their female colleagues. The Global Report (Byerly 2011) suggested that women are paid more than men at middle and senior management levels. At the other levels the salaries were more even. Most of the journalists enjoyed full-time regular employment. Others were employed in some way other than through regular or contractual work such as seasonal hires or project hires and in these categories women comprised almost 30% of the employers.

In 2011, news companies in Denmark did not indicate that they had policies on gender equality, sexual harassment or childcare assistance. One reason for this was that two of these are covered by legislation. However, according to EIGE's report (2013: 44), the media companies surveyed in Denmark had at least one policy to promote gender equality, such as gender equality policy, code of conduct etc. (EIGE 2014: 16). However, their function serves as a recommendation rather than a requirement. Public service media organisations are obliged by law to what is called the DR public service contract: "The Public Service contract states DR's obligation to strive for variety, diversity and excellence and to present information factually and objectively" (DR 2013).

As 45% of the Danish journalists are women, there are many potential female leaders. Women often do not choose leadership positions to the same extent as men, since the balance between family and work can be hard to achieve. Compared to other Nordic countries Denmark is the only one that does not have specific parental leave for fathers, and this has meant that fathers take less leave in Denmark (Andreassen 2016: 86). Another reason for having fewer women than men in decision-making roles in Danish media companies, as Rikke Andreassen points out, is that many of those in leadership positions are recruited from the male-dominated Home Affairs section of the newsrooms.

The Ministry of Employment in Denmark passed a charter titled *More women in decision-making* ("Charter for flere kvinder i ledelse") in 2008. Many private and public companies including DR signed it voluntarily. The initiative meant that the companies should create a strategy for how to get more women into decision-making positions and how to establish gender-sensitive workplaces and gender inclusive recruitment structures (Andreassen 2016). In 2013 a new version of the law was passed, which made it compulsory for the 1,100 largest companies to form goals, develop policies, and file

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<sup>21</sup> The unadjusted Gender Pay Gap (GPG) represents the difference between average gross hourly earnings of male paid employees and of female paid employees as a percentage of average gross hourly earnings of male paid employees. Unadjusted: The indicator is not adjusted according to individual characteristics, which may explain part of the earnings difference. Source: <http://norden.statbank.dk/inco05>

annual reports. The law does not, however, demand change and there are no sanctions (Andreassen 2016: 88).

**Table 16: Numbers and percentages of media employees in Denmark by gender and occupational level**

Occupational level	Men	Men %	Women	Women %
Governance	0	0	0	0
Top-level management	0	0	0	0
Senior-management	34	63	20	37
Middle-management	108	64.3	60	35.7
Senior-level professional	515	65.8	268	34.2
Junior-level professional	324	61.7	201	38.3
Production and Design	5	71.4	2	28.6
Technical professional	0	0	0	0
Sales, Finance and Administration	0	0	0	0
Other	0	0	0	0
Totals	986		551	

Source: Carolyn Byerly 2011: 317.

### Summary

There is a clear male dominance in decision-making positions in the Danish media organisations surveyed in IWMF's (Byerly 2011) and EIGE's (2013) reports. There are also few women in production and design positions (28.6%). The share of women in top-level decision-making positions is higher than the EU average. As in other EU countries, there are more women in decision-making positions in public media companies than in private ones.

## 5.2 Finland

Almost all practising journalists in Finland are members of the Union of Journalists, and today the union has 15,000 members. According to the union's statistics, 57% of the members are women. In 1995 the proportions of women and men were the same and the share of female journalists has grown since (Suomen Journalistiliitto 2015). A vast majority of journalism students have also been women for decades.

Women are, however, not employed in news organisations to the same extent as men, and the journalism profession and journalistic content are not gender balanced. Men occupy most of the top-level decision-making positions in newsrooms (Byerly 2011), and national studies show that female journalists earn less than their male colleagues (Zilliacus-Tikkanen & Savolainen 2013: 51). In 2014 the gender pay gap in the information and communication sector was 13 percentage points, whereas the gender gap for all sectors was a little higher at 18 percentage points (Nordic Statistics).

The findings from IWMF's (2011) and EIGE's (2013) reports show that women are close to parity with men in decision-making roles in the media industry in Finland.<sup>22</sup>

<sup>22</sup> Nine Finnish news companies were surveyed in IWMF's study: six newspapers, two television stations, and one radio station. In the WIME study, three Finnish media companies – Yle (public service) and two private newspapers, Helsingin Sanomat (HS) and Hufvudstadsbladet (HBL) – were surveyed.

EIGE's report showed that 43% of the highest decision-making positions including board members were occupied by women and that 44% of the directors and managers were women in the companies surveyed. However, the positions of Chief Executive Officer and Chief Operation Officer were shown to be exclusively male, compared with the EU average of 16% female CEOs and 20% of female COOs. The Global Report showed similar findings (Byerly 2011: 320–324). The newsrooms surveyed were male-dominated in senior and top management levels and governance, and women formed the majority of those working in routine journalism and support roles. The study also showed that women held the majority (84.1%) of jobs in sales, finance and administration.

There were 43.9% women in middle management and the share of women was close to parity (48.6%) in production and design. The share of women was lowest (28.6%) among employees at the technical professional level, and only 34.3% of employees in senior level positions and 34.7% in top level positions were women. The share of women on boards of directors was 37% (Byerly 2011).

### **5.2.1** *Glass ceiling at the middle management level*

Tarja Savolainen and Henrika Zilliacus-Tikkanen (2013: 55) note that the middle management category represents a glass ceiling for women, since the representation of women drops significantly in the higher level categories. There were fewer women in the newsrooms surveyed than in the Union of Journalists (UFJ), which suggests that women are in fact underrepresented in Finnish newsrooms.

The male-dominated decision-making roles are also traditionally paid better, which leads to higher salaries for men. A pay gap between men and women with men earning more was visible at the high-range junior and senior management levels, senior professional level, in production and design and at low and average high ranges of sales, finance and administrative levels. There are actually more women working in sales, finance and administration, but men who work in these roles seem to earn more money. At technical professional level women, however, tend to earn more than men (Byerly 2011). Women also tend to work with less secure terms than men. The Global Report showed that most of the journalistic workforce analysed in Finland had regular full-time jobs. In the companies surveyed in 2011, 46% of full-time employed were women and 54% men (Byerly 2011: 323). The study also showed that women make up the majority of employees in less secure working categories, as 66.3% of people with part-time jobs are women (Savolainen & Zilliacus-Tikkanen 2013: 56–58).

### **5.2.2** *Public service media companies more gender equal*

The Finnish public service broadcaster (Yle) was shown to be more gender equal than the two other Finnish media companies surveyed in the EIGE's report (2013). In Yle there were as many women as men at all decision-making levels except for the very top positions. Female directors and managers were, however, more likely to work in support services (e.g. human resources, communications and law), and men were more

likely to work as directors and managers of news and current affairs departments. In the Sanoma Corporation (which owns the newspaper Helsingin Sanomat) women held 39% of decision-making positions. The other newspaper surveyed, Hufvudstadsbladet (KSF Media), had 41% women in decision-making positions and 67% of the unit heads were women.

EIGE's (2013) report showed that all of the media companies surveyed had some policies on gender equality. In the Global Report (Byerly 2011), however, there was a wide range of variation regarding how much effort companies have chosen to put into promoting gender equality, as Tarja Savolainen and Henrika Zilliacus-Tikkanen (2013) note.

**Table 17: Numbers and percentages of media employees in Finland by gender and occupational level**

Occupational level	Men	Men %	Women	Women %
Governance	51	63.0	30	37.0
Top-level management	49	65.3	26	34.7
Senior-management	44	65.7	23	34.3
Middle-management	133	56.1	104	43.9
Senior-level professional	506	48.8	531	51.2
Junior-level professional	13	40.6	19	59.4
Production and Design	183	51.4	173	48.6
Technical professional	45	71.4	18	28.6
Sales, Finance and Administration	7	15.9	37	84.1
Other	6	24.0	19	76
Totals	1037		980	

Source: Carolyn Byerly 2011:321.

### Summary

According to EIGE's report (2013), 43% of the highest decision-making positions including board members are occupied by women in Finnish media organisations. 44% of directors and managers are women. However, a glass ceiling is visible from the middle management level upwards. Men also earn more at several occupational levels (women only in one), and women tend to work on less secure terms.

## 5.3 Iceland

In the past decades more women have entered the field of journalism in Iceland, and there are now more women than men enrolled in journalism education. Studies have also shown that female journalists are more likely to have a university degree than their male colleagues. In Iceland, journalists who work in private media companies are members of one journalist union (the Union of Icelandic Journalists) and news journalists at RÚV are members of another (the Society of Broadcast Journalists). Around 40% of the members in the two unions are women (Jóhannsdóttir 2015: 33). Valgerður Jóhannsdóttir (2015) notes that there is little difference between the two unions in terms of the proportion of women, and this differs from for example Sweden where most female journalists work in the public sector.

The gender pay gap in Iceland is 17 percentage points for all working sectors and 18 percentage points for the information and communication sector (2014; Nordic Statistics).

In the latest GMMP 31% of news reporters were women and 69% men, compared to 2010 when women reported 33% of Icelandic news. According to the findings women reported 42% of political news in Iceland. This may indicate a contrast to past global GMMP findings, which show that men are more likely to report about politics, the economy and crime. According to the GMMP national report (Jóhannsdóttir 2015) female reporters were more likely to use female news subjects in their news stories. However, in 2010, the GMMP results showed that women are not more likely to choose female news subjects.

### **5.3.1** *43% of the members of journalist unions are women*

At the end of the 1980s a quarter of the members of Iceland's two journalist unions were women, and in 2014, 43% of people working in the media field were women (Jóhannsdóttir & Einarsdóttir 2015: 213). Compared to the other Nordic countries, journalism education started late in Iceland. Now there are more women (around two out of three are women) studying journalism, which is a similar situation in all five Nordic countries.

Iceland has not taken part in the Global Report, but Jóhannsdóttir and Einarsdóttir (2015: 213–215) compare the GMMP results to studies made in the national context. In 2012 Iceland participated in a research project called Worlds of Journalism study (WSJ), which surveyed journalists in the news media in Iceland, and Guðbjörg Hildur Kolbeins (2012) published an article on the preliminary findings, which showed that women made up 35% of the Icelandic journalistic workforce. According to the survey, female journalists were younger than their male colleagues and had less work experience.

### **5.3.2** *Hard for women to advance*

In general, there is little information available regarding women in decision-making positions in the media industry in Iceland. This was the situation in 2001 and it has not changed a lot in fifteen years. Icelandic studies on women in decision-making in media companies have shown that it is hard for women to advance in their career, even if they are interested in leadership positions. As Jóhannsdóttir and Einarsdóttir (2015: 215) point out, men dominate in the decision-making of all the media (online news, newspapers, radio and television organisations), but there have also been some recent changes and for example RÚV now has a board consisting equally of women and men, and one of Iceland's biggest media companies, 365 Media, has a female head of the news department and the main owner and chairperson are also women. Female editors have also been rare, but according to Jóhannsdóttir (2015) the share of female editors has increased in the past few years. Another positive development noted by Jóhannsdóttir is that chiefs of large media companies have also promised to work harder for gender equality in the media.



### Summary

In general, there is little information regarding women in decision-making positions in the media industry in Iceland. There is male dominance in the decision-making of all news media, but in recent years some changes have also been made towards better gender balance. For example, the public service company RÚV now has a board that consists of as many women as men. The share of female editors has also increased.

## 5.4 Norway

The path to gender equality in Norwegian newsrooms and news content is slow (Øvrebo 2013, 2015). In 1963 only 10% of the journalists employed in news production were women (Øvrebo 2013: 142). Today, around one third of the reporters in Norwegian newsrooms are women and roughly one in five of the editors is a women. However, some media companies (e.g. NRK and Dagsavisen) have a more balanced gender representation among their staff (Øvrebo 2015). In 2016 around 30% of the members of the Association of Norwegian Editors were women, and approximately 25% of the editors-in-chief were women (Association of Norwegian Editors 2011). At the same time, approximately 44% of the 9,000 members of the journalist union were women in 2015. The share of female members has increased every year since 1960, when 13% of the members were women (The Norwegian Union of Journalists 2016). Since the 1980s women have outnumbered men in journalism education (Øvrebo 2013: 143) and in the last ten years two-thirds of the students have been women.

The Global Report (Byerly 2011) showed that men dominate almost two-to-one in all the media companies surveyed. The underrepresentation of women is a pattern in the Norwegian media field since, as the report shows, women and men do not have equal opportunities to access all occupational levels.

### 5.4.1 *Women form the majority in sales, finance and administration*

In the top-level management positions there were only 33.3% women compared to 66.7% men. In governance the number was slightly higher at 37.5% and at the senior management level there were 31.6% women. The most common level at which women and men worked was the senior level (senior level writers, editors and reporters). However, at that level women were also underrepresented as only 34.7% of the employees were women. Women made up the majority only in sales, finance and administration, where the share of men was 46.3% (Byerly 2011: 325–329). However, the situation seems to be more gender-balanced in the public service company NRK, where women have held the majority (60%) of leadership positions since 2015 (Hellum & Fossbakken 2015).

### 5.4.2 Men have higher salaries on average and higher average levels

The unadjusted gender pay gap in Norway was 15 percentage points in 2014 in all working sectors, as well as in information and communication sector (2014; Nordic Statistics). The Global Report showed that men have higher salaries than women on average and higher average levels, except in production and design, where salaries were more or less equal between men and women. Almost all journalists in Norway were employed in full-time jobs with benefits. Both women and men enjoy a good job security. However, the majority of those who work on less secure terms were women as 82.9% of the employees in part-time jobs were women.

The companies surveyed in the study showed varied policies on gender equality. All the companies participating in the study had adopted policies on parental leave and provided training for women. Only 29% of the companies had policies on gender equality and sexual harassment. In Norway the Discrimination Act regulates guidelines for workplaces, and these include gender equality (Government of Norway 2005).

**Table 18: Numbers and percentages of media employees in Norway by gender and occupational level**

Occupational level	Men	Men %	Women	Women %
Governance	5	62.5	3	37.5
Top-level management	18	66.7	9	33.3
Senior-management	26	68.4	12	31.6
Middle-management	47	66.2	24	33.8
Senior-level professional	559	65.3	297	34.7
Junior-level professional	0	0	0	0
Production and Design	31	66	16	34
Technical professional	18	100	0	0
Sales, Finance and Administration	87	46.3	101	53.7
Other	95	86.4	15	13.6
Totals	886		477	

Source: Byerly 2011: 326.

#### Summary

In Norway, men dominate almost two-to-one in all the media companies surveyed in the Global report in 2011, and this indicates that women and men do not have the same opportunities to access all positions in the media organisations. At NRK (public service) the majority of leadership positions have, however, been held by women since 2015.

## 5.5 Sweden

Since 1991 the share of female members in the Swedish Union of Journalists has been over 40%. Today the majority of the approximately 16,000 members of the Swedish Union of Journalists (2016) are women. As in the other Nordic countries, and similar to the trend in Europe overall, the majority of tertiary-level graduates in media-related fields are women. Maria Edström (2013: 84) notes that surveys among journalists have shown that female journalists tend to be better educated than their male colleagues.

Both IWMF's (Byerly 2011) and EIGE's (2013) reports show that women are fairly well represented in decision-making in media companies in Sweden.<sup>23</sup> Almost half, 48.9%, of the middle management employees, and 40.9% of the employees at senior management levels were women in the media companies surveyed in 2011 by IWMF. At senior professional levels, women were also nearly at parity with men (48.9%). In 2013 a total of 115 occupational positions in Sweden were analysed and the findings showed that women held 43% of the positions. All the surveyed companies in EIGE's report had relatively equal shares of female and male employees. Women occupied 48% of all decision-making levels in publicly owned companies, and in the private companies the share of women was 29% (Balkmar 2016). In the two public media companies surveyed, women had 45% of the high-level decision-making positions. However, women were underrepresented in production and design and among technical professionals (31.4% and 28.6% respectively), whereas men were underrepresented in sales, finance and administration roles (67.8% women) in 2011.

Edström (2013) noted that it is possible to talk about a glass ceiling for women when looking at women's representation at the governance level, since the Global Report showed that women make up only 34% of the employees in governance and around 40% at top-management levels. EIGE's report (2014) showed that women occupied only 25% of positions at the highest decision-making level (e.g. Chief Executive Officer, chairperson, president and director).

### **5.5.1 More women in decision-making in public media companies**

According to Maria Edström (2013) there has been gender parity among executive directors and publishers since 2012 at the ten largest newspapers in Sweden. There is no longer a strong male dominance in the media field in Sweden (Edström 2013: 80–81). In 2016 the numbers were a little different and more women seemed to have entered the top positions in public service media. The CEOs of SVT and SR were both women in 2016. The management board of SR consists of four women and four men. In SVT six out of ten management board members are women including the CEO.

The share of female board members (excluding the CEO) is generally higher in public (62%) than in private companies (43%). In particular, Swedish public service media companies have encouraged women to take leadership positions. Swedish interviewees also said that gender has not been a hindrance or issue in career building for them personally (Balkmar 2016: 215). One informant said that it seems that it is easier for women to make a career in the media industry than before (Balkmar 2016: 216).

Women and men seem to earn as much at all middle levels, but men earn more at the higher occupational levels, according to the Global Report (Byerly 2011: 330–334). Most of the journalistic workforce analysed in the sample had full-time regular jobs (76.2% men and 64.2% women). However, the report showed a pattern in that men

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<sup>23</sup> The EIGE report (2013) surveyed four Swedish media companies: SVT, SR, DN and TV4. The IWMF Global Report (2011) surveyed nine Swedish media companies: six newspapers, two television stations and one radio station, together more than 2,300 employees, nearly as many men as women.

tend to have more secure job terms and higher paid positions, and that women dominate in less secure job categories. Women are, for example, more likely to have part-time jobs (68.3%).

### 5.5.2 Most Swedish media companies have gender-equality policies

Three out of four (75%) media companies analysed in 2013 had gender-equality policies, such as policies regarding parental leave and prevention of sexual harassment. That is higher than the EU average of 26%. The two (50% of all media companies surveyed, EU average 21%) public media companies also had policies for equal opportunities or a diversity policy and SVT had a policy for dignity at work. SVT and SR also provided equality awareness training for staff. EIGE's report also showed that in the companies surveyed in Sweden, there were various types of bodies for promoting gender equality. At SR there is a committee responsible for equality policy issues, and SR, TV4 and SVT all have an equality or diversity officer. Since 2015 SVT has had a new policy regarding diversity in the news (Ireblad 2015). This includes matters of gender representation but also ethnicity. There are many local initiatives at SVT, but as yet no system of common practice for the whole company.

**Table 19: Numbers and percentages of media employees in Sweden by gender and occupational level**

Occupational level	Men	Men %	Women	Women %
Governance	54	65.9	28	34.1
Top-level management	53	60.2	35	39.8
Senior-management	38	59.4	26	40.6
Middle-management	118	51.1	113	48.9
Senior-level professional	572	51.1	547	48.9
Junior-level professional	0	0	0	0
Production and Design	188	68.6	86	31.4
Technical professional	30	71.4	12	28.6
Sales, Finance and Administration	124	38.6	262	67.9
Other	12	28,6	30	71,4
Totals	1189		1139	

Source: Byerly 2011: 331.

#### Summary

The Swedish media organisations surveyed in EIGE's (2013, 2014) and IWMF's (Byerly 2011) reports seem to have achieved a better gender balance than the other Nordic organisations. In 2013 women held 43% of all decision-making positions in Swedish media organisations. However, women occupied only 25% of positions at the highest decision-making level. There are more women in decision-making positions in public than in private media companies in Sweden.

## 6. Good practises of addressing gender inequality in the Nordic news

Some Nordic newsrooms are aware of the gender bias in the news, and the most common initiative to tackle the problem is to actively and regularly keep track of how many women and men are heard and seen in the news and in what kinds of roles and contexts. This is often done by simply counting heads and names and by actively planning who to interview in each situation. Web tools such as Genews (2016) and Prognosis (2016) can be helpful for newsrooms to create the statistics. Genews (Swedish data) and Prognosis (Swedish, Danish, Finnish and Norwegian data available) analyse news articles automatically and look for names and words that refer to women or men. Prognosis also analyses whether names sound local or international. The web tools do not recognise all nuances in written text, but the benefit of using automated systems is that they can simultaneously process large amounts of data.

### 6.1 Local news close to gender balance

Some local newsrooms in Sweden seem to have almost achieved gender balance in their news. West Bothnia (Västerbotten) in Northern Sweden is a region where gender is actively discussed and measured in the newsrooms. The newspaper Västerbottens-Kuriren conducted a content analysis in 2002 that showed that women made up only 23% of the people in the news even though over half of the newspaper's readers were women. The newspaper then started to work actively towards a gender ratio of 50/50. In 2015, 49% of the people in the local news were women, but only 41% in the sports section. The managing editor of the newspaper Gunnar Falck (2014) says that measuring content is key to making changes. Changing the gender ratio has had a positive impact on the readership of the newspaper and therefore also on the economy of the company (Edström & Jacobsson 2015: 50–51).

Public service regional newsrooms in West Bothnia have also engaged in active measures to work towards achieving a better gender balance. According to Maria Brändström, a news presenter at SVT Nyheter Västerbotten also responsible for gender equality at the workplace, the editors count women and men in the news on a daily basis.<sup>24</sup> The reporters are also required to try to find women for interviews, both when working outside the office and when making telephone interviews. The numbers are

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<sup>24</sup> Brändström, M. 2016, interviewed via email, 20 October; <http://www.svt.se/nyheter/lokalt/vasterbotten/>

presented monthly by email to the whole editorial staff. In the autumn of 2016 the newsroom also started counting women and men in web news using the web tool Prognosis. The share of women in television news was 49% in 2013, 2014 and 2015. Before that the proportion varied from 46% in 2006 to 44% in 2012. The numbers for web news are a little lower at a little under 40%.

According to Brändström it is important that the counting is done regularly to achieve a better gender balance in newsrooms. "Discussing results in the editorial office is also important. Our experience is that once we stop counting, the share of women in the news starts to decrease." Brändström also suggests that if counting is seen as too time-consuming or difficult, journalism education institutions can be asked to help with analysing the newsroom work.

## 6.2 Public service companies setting goals for more gender-balanced news

Public service media companies in the Nordic region are to some extent obliged by law to strive for diversity. The leadership positions in Nordic public service media companies are also more gender-balanced than in private companies (EIGE 2013; Byerly 2011). Strategies for achieving more gender balance in the news can mean setting specific goals for different newsrooms. The studies also show that many newsrooms have gender equality policies regarding parental leave and prevention of sexual harassment.

Anna von Weissenberg,<sup>25</sup> the Human Resources manager at Svenska Yle Nyheter in Finland with approximately 150 employees covering actualities, news and sports and regional news, says that the gender equality work in Yle's newsrooms is based on a journalism checklist that reflects their work.<sup>26</sup> The checklist includes striving for gender balance and diversity in terms of interviewees and news themes. At Yle specific newsroom teams also have team goals that are set annually, and many of these include gender balance. When meeting their goals the team gets a monetary reward. Some journalists at Yle also do self-reflections on their news work from a gender perspective. Von Weissenberg says Yle could still do more to train staff in gender awareness: "Some journalists are very gender aware and think a lot about diversity, but this is a field where we could definitely do more."

According to von Weissenberg, newsrooms and television and radio broadcasters have a responsibility to train female interviewees: "We are, for example, constantly searching for female experts on economy. When we find female experts to interview we try to circulate the contacts among the staff and in that way increase the share of women in the news. Many women say that their expertise doesn't fully cover the interview topic and they often suggest a male colleague instead of agreeing to be interviewed themselves. This means that journalists have to make an effort to talk

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<sup>25</sup> Anna von Weissenberg, interviewed 26 October 2016.

<sup>26</sup> <https://svenska.yle.fi/>

women into being interviewed, and this demands some psychological eye. However, it's important to find female experts to interview since they can serve as an example for others."

Icelandic RÚV has also included gender equality in the company improvement plan. Magnus Geir Thordarson (2016), the Director General at RÚV, says that gender equality is approached from four dimensions: at the workplace, by editors and journalists on air, when choosing interviewees and in analysing stories.<sup>27</sup>

A new management board was appointed in 2014, and it consists of an equal number of men and women (the previous board had been 9 to 1). "For the last two years, these managers have managed to change the gender ratio in the group of middle managers to 50/50 from 35% women and 65 percent men by applying strategic hiring. More flexible hours have been offered and children are welcomed to the workplace during school breaks", Thordarson says.

According to Thordarson RÚV has also made the decision that men and women shall be equally seen and heard as journalists and editors on air on all channels: "We have measured the presence of journalists and editors on-air in radio and television since 2014. We conducted specific gender integration initiatives to get more women in the areas where women were underrepresented, for example sports journalism and quiz shows. In prime time programming RÚV has now reached a gender-balanced representation, but in the newsrooms the ratio is still 60% men and 40% women. This is, however, unique for the media landscape in Iceland, which is otherwise predominantly male."

In December 2015 RÚV also launched a detailed "gender bookkeeping" of all interviewees in programmes and news. Thordarson says that every editor on both radio and television is responsible for entering the number of female and male interviewees into a database on a day-to-day basis. These numbers are published and discussed internally for each channel every three months: "Now awareness amongst staff is much higher, as the official numbers are often food for discussion amongst journalists as the numbers go up or down from day to day."

Thordarson says that RÚV aims to be a role model concerning gender equality and diversity: "We have seen results especially in growing gender awareness. We also have tangible results with the gender gap for interviewees starting to close in the newsroom". The numbers have gone from 70% men and 30% women in the news to 61% men and 39% women in less than one year, and the overall percentage for interviewees in news and programmes at RÚV is now 55% men and 45% women. In October 2016 RÚV was honoured with the Gender Equality prize in Iceland. The award is given annually by the Centre for Gender Equality and the Ministry of Welfare to an organisation that is at the forefront of gender equality.

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<sup>27</sup> Magnus Geir Thordarson, interviewed via email, 14 November 2016.

### 6.3 Gender awareness through journalism education

Journalism education also plays a role in making news more gender equal. Gender balance in academia has been an important issue in the Nordic countries since the 1970s and 1980s. However, gender mainstreaming in higher education and academia still needs to be addressed more (Bergman & Rustad 2013). In 2015, Edström and Jacobsson (2015: 70–74) sent out a survey to 22 higher level journalism education institutions in Sweden and only two of sixteen schools that answered said that they have specific courses regarding gender and the media. Factors that contributed to this were the teachers' knowledge and interest in gendered perspective. Seven schools answered that a gender perspective is included in the course literature, and all had had an occasional focus on gender during, for example, lectures, discussions and exercises. All journalism education institutions answered that gender equality is important. Edström and Jacobsson (2015: 46) also note that a gender perspective is visible in journalism education as a red thread at Umeå University in West Bothnia in Sweden. As mentioned before, the newsrooms in this region have actively addressed the issue of gender in news production.

The University of Tampere in Finland has one of the leading journalism education programmes in the country. Senior lecturer Iiris Ruoho says that more than 75% of the journalism students at Tampere have been women since the 1980s, but women are not hired as editors-in-chief to the same extent as men. "Something clearly happens to the career path of women. It's often said that women don't apply for higher positions, but I don't think this is the case. Maybe women don't apply for these positions, for example, because they know they'll be treated differently than their male colleagues. Journalism education can have a role in how women and men are encouraged to apply for certain positions and working roles", she says.<sup>28</sup>

According to Ruoho, a gender perspective is not included in the basic journalism studies in Tampere, but there are researchers who focus on these issues and there are courses available that discuss the underrepresentation of women in the field of journalism. "Gender isn't included in the mainstream education, but I think it should be", she says. "It's important that the future journalists acknowledge power structures, such as gender, in society. However, there's no easy answer to how to make the news more gender equal. Often we focus on the individual, and don't see the social structures that hold on to the inequalities." Ruoho says the interest in applying a gender perspective in journalism and media research has increased in the past years: "A younger generation of researchers is more gender aware and more eager to apply a gender perspective to their work. There haven't been many changes in education regarding gender, but more in research. In the long run, this will also affect the teaching."

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<sup>28</sup> Iiris Ruoho was interviewed via telephone 4 November 2016.



At the Swedish School of Social Science (an autonomous unit of the University of Helsinki) however, a gender course has been part of the mandatory curriculum in the journalism programme for twenty years. The journalism programme is the leading programme for Swedish-speaking journalists in Finland.

#### 6.4 Making women's expertise more visible

What is also often pointed out as good practice to get the news content more balanced is expert databases of women to help journalists to achieve gender balance in terms of interviewees. Kvinfo, the Danish Centre for Information on Gender, Equality and Diversity has run an expert database (Expertdatabasen) since 1997 in Denmark. Looking at the GMMP results, this has also had an impact in the share of female experts in the news. There are more female experts in the Danish news than in any other Nordic country. According to the website of the expert database, the aim is to strengthen the public profile of women and to make women's knowledge, experience and expertise more visible in society and especially in the media. The database consists of more than 1,100 female experts, ranging from researchers to politicians and female business leaders. Networks for women and organisations are included in the database, as are female artists and other leading women in the field of culture. (KVINFO 2016a.)

Kvinfo's database has served as a model and inspiration for new expert databases called Who Is She databases created in the Middle East and North Africa region by local organisations (KVINFO 2016b). The first database was launched in 2010 in Lebanon. Other databases have also been opened in Jordan, Egypt and Tunisia in 2015. As the Danish database, the Who Is She databases show a wide range of female experts and are accessible free of charge.

EIGE highlights Kvinfo's expert database as a good practice for gender mainstreaming and recognises the impact that the database has had. EIGE's website of good practices (2016) states: "The database aims to increase women experts' chances of becoming more visible in the media, and therefore has the potential to enable women to access prestigious roles. It also contributes to diversifying the range of domains women have access to, as the women included in the database cover a wide range of fields. The database clearly aims to counter women's segregation into 'pink issues' and has the potential to increase the attention paid to women's social, economic, and cultural issues."



## 7. Comparative analysis

The study findings clearly show that even though the Nordic countries have engaged in measures for achieving gender equality, Nordic news is not free from gender bias and the news content is not gender-balanced. Looking at the region as a whole, women are fairly well represented in lower positions in the newsrooms both in production and in managerial roles, but the highest decision-making positions and the news contents are still largely male-dominated. The situation has not improved much since the 1990s and in recent years progress has been slow or even stagnant. There is a political consensus on gender equality and the Nordic countries are obliged by the CEDAW to eliminate all forms of discrimination against women. Further, section J in the Beijing Platform for Action (BPfA) calls to eliminate gender-based discrimination and to promote gender equality in the media. However, there are not many laws that pay attention to the media from a gender-equality perspective in any of the Nordic countries.

The pattern of male dominance in the news and in news media organisations is strong, but there are also differences among the Nordic countries. The proportion of women in the news has been the highest in Sweden, but still only 32%. In Finland, Norway and Denmark the share of female news subjects was also over 30% in 2010, but in Iceland the share of female news subjects has been lower at 28% in 2010 and 18% in 2015. The most recent GMMPs show that there are also differences in women's visibility in web news and traditional news in the Nordic countries. If these trends of gender representations in the media continue in the future, the future might not be more gender-balanced at least for Finland, Denmark and Sweden. However, in Iceland and Norway the latest GMMP showed that more female news subjects appeared in web news than in print, radio or television news. However, the difference between traditional news and web news was only a few percentage points.

Besides the fact that men outnumber women in the news, women and men are also represented in gender-stereotypical ways. For example, women are more likely to be identified by their family status and appear as news subjects and reporters in stories about science and health, whereas men often represent the voice of an authority and the role of an expert and dominate all news categories, especially in news about the economy and politics. Finland had the highest share of female news subjects in news stories about the economy in 2015, but the share was only 30%. The share of female experts in the news was the highest in Denmark, but still only 32%. However, in 2015 female news subjects were the majority in news stories on politics in Norway, and the news category with the most female news subjects in Iceland in 2015 was politics and government, which is different from the global and Nordic trends.

Studies show that women are not employed in news organisations to the same extent as men. For example, in the latest GMMP only Finland was above the global average in the share of female reporters. A majority of the presenters are women in

Sweden, but in Denmark, Finland and Iceland the share of female presenters is lower than the global average. In Norway women and men are near parity regarding the share of female and male news presenters. More women are, however, now seen in the higher editorial roles in some of the Nordic countries compared to ten years ago, but still the number of female editors-in-chief is low (Edström & Mølster 2014: 48–49).

Maria Edström (2013) and Tarja Savolainen and Henrika Zilliacus-Tikkanen (2013) have identified possible glass ceilings in the media industries in Sweden and Finland. In Sweden a possible glass ceiling was visible at the governance level, whereas the share of women was higher at lower decision-making levels. In Finland, nearly half of the highest decision-making positions including board members were occupied by women in EIGE's report (2013), but the share of women is lower than in the middle-management category suggesting that there is a glass ceiling. In Norway, women seem to be more underrepresented in decision-making positions than in Sweden and Finland, but since 2015 women have occupied a majority of the leadership positions at the Norwegian public service broadcaster NRK. In addition, in Denmark there seem to be more women in leadership positions in public media companies.

Currently, more women than men enter journalism education in all the Nordic countries and this is in fact also a global trend, which indicates that the share of women entering the journalism profession is growing steadily all over the world. In the Nordic countries the share of women in journalism has been growing for a long time and in Finland and Sweden, for example, women have already outnumbered men as members of journalist unions. This indicates that there should at least be as many possible female as male candidates for leadership positions.

As media plays an important role in shaping public opinion and contributes to creating reality, the news media should strive for more equal representations of women and men in the news. If women are not heard or seen in the news, if they are not given the expert roles or if women are not reporting about so called hard news topics such as the economy or politics, the media paints a skewed image that does not represent the Nordic realities where women are relatively well represented in most spheres of society. The fact that women are underrepresented in the news globally (including the Nordic region) means that freedom of expression for women is limited, which is against the universal human right of freedom of expression (Jacobsson 2016: 11). The gender imbalance in the news also hinders achieving societal gender equality. The Committee of Ministers of the Council of Europe adopted a recommendation on gender equality and the media in 2013 (CM/Rec (2013)1): "Media freedom (including editorial freedom) and gender equality are intrinsically inter-related. Gender equality is an integral part of human rights. Freedom of expression, as a fundamental right, goes hand-in-hand with gender equality. Furthermore, the exercise of freedom of expression can advance gender equality."

The pressure to be more gender aware has grown stronger outside the editorial offices in recent years. The United Nations Educational, Scientific and Cultural Organization (UNESCO) published gender-sensitive indicators for the media in 2012. These include actions to be taken in media organisations, for example, on achieving a better gender balance in work and working conditions and at decision-making

levels, and on promoting gender equality in the media in journalism education, as well as actions to be taken in terms of the gender portrayals in media content (UNESCO 2012). The Global Alliance for Media and Gender (GAMAG), a global movement to promote gender equality in the media was launched by UNESCO and more than 500 other organisations at the first Global Forum on Gender and Media in Bangkok, Thailand, in 2013. The network includes representatives of media organisations, media professionals, academics, policy-makers, civil society groups and development agencies.

Some newsrooms in the Nordic countries have addressed the underrepresentation of women as an important issue. Comparing private and public sector companies it seems that public service companies have achieved a slightly higher level of gender balance in both news content and occupational roles. The examples presented in chapter 6 in this report show that raising gender awareness among staff and engaging in organisational measures promote change towards better gender balance in the news. Josefine Jacobsson (2016), however, shows in her Master's thesis that only one in ten newspaper publishers is familiar with the international commitments that concern gender equality and the media. According to her study findings the media industry is resistant to external initiatives even though today many newsrooms are starting to become more gender aware. However, it is not only the journalists that need to be more gender aware, but the change has to be made also at the structural level of the media industry. For example, in Jacobssons (2016) study many of her informants said that there is not enough time to reflect on the diversity aspect of news and that the journalists who reflect upon gender equality do it because of their own interest, which indicates that gender equality issues depend on individual performances in the organisation. As long as women are not heard and seen in the news media to the same extent as men, freedom of expression is not achieved completely.

As the world is actually more diverse than the news often show, there are still many things that need to change for the news to be more equal and inclusive rather than exclusive. Concrete goals, tools such as regular monitoring, promoting knowledge and gender awareness, and the cooperation between different actors are important and necessary factors in making the news more gender equal. Results from studies and efforts in the field of journalism indicate that it is possible to challenge the male dominance in the news through conscious activity.



## 8. Afterword: Gender equality in the media – A shared responsibility

*By Maria Edström*

Looking ahead, one might hope to see the media industry itself solving the problem of so many missing voices in the news. But the past track record would suggest otherwise; very few newsrooms are frontrunners, apart from reaching parity in some news rooms in terms of numbers of women and men in the staff. The news content is still very male-dominated. The persistent lack of female voices and experiences in public debate is in fact a threat to sustainable development and democracy. With this in mind, both the media industry and the State Parties must take adequate action.

Freedom of expression and gender equality are two fundamental values in society. Those opposed to these values are few and far between, especially in the Nordic countries. In practice, however, with so many women silenced or depicted in narrow, stereotypical ways, there are still many problems and much to be done before we can talk about real freedom of expression. It is becoming more evident that these two core values in society, freedom of expression and gender equality, are dependent on each other; one cannot have one without the other.

In its essence, journalism is a matter of choice. One story is chosen over another. Often the news stories are about men and men are the news subjects. The Global Media Monitoring Project indicates that this is a global phenomenon, with men outnumbering women in the news in almost all parts of the world. Even the Nordic countries, known to rank high on gender equality, have male dominance in the news. How can this be?

One answer can be found in the long and important tradition of protecting freedom of expression. A crucial principle in this tradition is that State Parties must not interfere with the media's decisions on their news agenda. "Arm's length distance" is an expression often used to describe the relationship between the state and the media. Based on this logic, any interference whatsoever can be seen as a form of censorship. Many societies therefore rely on the media's own ability to be trustworthy and self-regulatory and to establish ethical guidelines. While media independence is crucial to a democratic society, there are nonetheless a number of things that the State Parties can do without acting as censors. Some measures that do not interfere with the media are provided below. They are measures that can serve as a catalyst, helping to expand the meaning of freedom of expression so that it is valid for both men and women.

## 8.1 Promote media issues in global agendas – Follow the commitment to CEDAW and the Beijing PfA

The media can halter, reflect or promote ideas on how to achieve gender equality. The persistence of negative gender stereotypes, even in more gender-equal and progressive Scandinavian countries, has been construed as an obstacle to achieving gender equality. According to the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), gender stereotypes are considered a form of discrimination against women that State Parties must take all appropriate measures to modify, including legislation. The Convention was signed already in 1979 and is the second most ratified convention of the United Nations. However, many State Parties have yet to implement the Convention. The demand in CEDAW to modify gender stereotypes was further emphasised in 1995 when the Beijing Platform for Action (BPfA) targeted media as one of twelve areas where all State parties should take action. The Platform was an important acknowledgement of the role of the media in achieving gender equality. The State Parties committed themselves to increase women's access and participation in and through the media and to promote a balanced and non-stereotypical portrayal of women in the media. However, very little action has so far been taken. It was not until 2013 that the European Union created indicators for the Beijing Platform for action regarding the media and even then only for the first goal: women's access to the media. Nothing was said about stereotypes. So far, many State Parties have been reluctant to legislate against gender stereotypes in advertising, citing freedom of expression as an obstacle. State Parties generally prefer self-regulation, even though such efforts may be questioned in terms of efficiency. Sweden is still lacking legislation against sexist advertising, making reference to the freedom of expression, whereas the rest of the Nordic countries have legislated against sexist advertising (see the publication by the Nordic Council of Ministers: "Regulation of gender discriminatory advertising in the Nordic countries").

A new global agenda, the Sustainable Development Goals, was adopted in 2015. Gender equality is one of the 17 new goals to end poverty, protect the planet and ensure prosperity for all. It is worth noting that the portal text of the 2030 Agenda reaffirms the Beijing platform for Action. It also emphasises the importance of gender equality for sustainability: "The achievement of full human potential and of sustainable development is not possible if one half of humanity continues to be denied its full human rights and opportunities" (paragraph 20, The 2030 Agenda for Sustainable Development, UN). This clearly provides a more focused plan for State Parties to take action and for the media industry to do their part. The Nordic countries have the resources to take the lead.



## 8.2 Collect, compare and share sex-disaggregated data – otherwise it is impossible to know if there is progress

Many people believe that sex-disaggregated data are available on all areas of society. This is not the case. Collecting reliable, comparable and consistent data takes time and requires resources. There are many areas where such data is not available. A recent report on the lack of sex-disaggregated data in water management reveals large discrepancies between different areas of society. The media is an area where only 15% of countries collect data on a regular basis (see Table 20). So how can we possibly track any change when there is no data? Reliable statistics are a foundation for understanding the society, and it is now time to see that the lack of sex-disaggregated data is a serious concern, in all areas of society, although in this particular context we need more data about the media industry.

**Table 20: Percentage of countries “regularly” producing sex-disaggregated data statistics on specific issues (%)**

Topic	Per cent
Mortality	85
Labour force	83
Education and training	81
Poverty	71
Agriculture	44
Access to sanitation	39
Access to clean water	37
Informal employment	37
Media	15

Source: Seager, (2015). Sex-disaggregated indicators for water assessment monitoring and reporting. UNESCO.

The monitoring of the media should address both the media as a workplace and its output. To date, researchers and civil society organisations have collected this data on a voluntary or very limited budget. In the future, it should be made possible for all countries to provide data on the share of female CEOs, editors and journalists in each country’s newsrooms and on the share of women covered by the news, both as experts and in various other positions. When collected, it is important to make sure that data and reports can be accessed openly and are stored in digital repositories that last over time.

For EU Member States some of these requirements related to collecting data about media organisations have already been met since 2013, but who is responsible for making sure that the work does actually get done and what are the sanctions for countries that fail to collect the data?

### **8.3 End sexualised hate speech – protect women’s freedom of expression**

There is a societal problem related to hate speech, both on-line and off-line. The technological shifts have opened up new ways of displaying hate. Political shifts towards nationalistic agendas in many countries tend to present anti-feminist themes that affect women both professionally and privately. In journalism, both men and women receive threats and hate speech, but female journalists have come to expect special sexualised hate speech and threats as part of their work as journalists. This is one area where the authorities could do much more to track down the offenders. There is a fine line between ignoring and giving attention to the perpetrators. In Sweden, a group of prominent female journalists went public in a TV show with the threats and sexualised hate speech they were experiencing. This made the hate speech partly decline for these journalist and editors. It seems that some perpetrators are unable to tolerate public attention (Edström 2016). If the society takes a clear stand and reacts against not only hate speech but also sexualised hate speech, much can be gained.

### **8.4 Support research, media watch groups and gender media networks and elevate media and information literacy in all parts of society**

Part of the everyday problem with the lack of gender equality in the media is the failure to understand how to use and produce media. A number of initiatives already exist to elevate media and information literacy (MIL) in all parts of society but more could be done to bring gender equality into the equation.

The first assembly of UNESCO’s Global Alliance on Media and Gender (GAMAG) was held in December 2015. Participants from all over the world in the assembly called for more action. For instance, Colleen Lowe Morna, CEO of Gender Links and GAMAG Chairperson in Geneva stated at the assembly that:

“...we call for inclusive societies that give equal voice to all. This cannot be achieved as long as half the world’s population is effectively silenced”.

The importance of global alliances such as GAMAG should not be underestimated but the issue of financing should also be addressed. In other words, if gender equality is deemed important, then there should be resources to put into the agenda at all levels. This applies as much to data collection, such as the Global Media Monitoring Project, as it does to the financing of workshops and assuring that minority groups and less resourceful countries can participate.

More research is warranted to fully understand the obstacles that there are and what it takes to move forward to a more sustainable world. This cannot be achieved unless we safeguard freedom of expression for all. The challenges are culturally, historically and socially contextual, and a quick-fix universal solution for all does not exist. But it is now high time to walk the talk to gender equality in the media.

#### **Author presentation**

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"Gender equality is a fundamental condition for the full enjoyment of human rights by women and men, and the promotion of gender equality is a worldwide obligation."



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# Sammanfattning

Jämställdhet är ett viktigt samarbetsområde i de nordiska länderna. Medias roll är erkänt när det gäller jämställdhet eftersom media återspeglar, skapar och förnyar normer och stereotyper och har potential att göra sociala och kulturella ändringar i samhället. Denna rapport är resultatet av ett projekt om jämställdhet i medierna som genomförts på initiativ av Finlands ordförandeskap i Nordiska ministerrådet 2016. Denna rapport kartlägger hur kvinnor och män är representerade i nyheterna i de nordiska länderna, och i vilken utsträckning kvinnor och män innehar beslutsfattande positioner i mediaorganisationer. Rapporten baserar sig på färsk forskning från tre tvärnationella forskningsprojekt, och resultaten får stöd av nationella studier. Rapporten ger också exempel på åtgärder som kan förbättra jämställdheten i nordiska nyheter.

Både globala studier och rapporter och nationella studier visar att kvinnor är underrepresenterade som nyhetssubjekt i nyheterna, 24 procent av de personer som man ser, hör eller läser om i nyheterna är kvinnor och 76 procent är män (GMMP 2015). Män dominerar de nordiska nyheterna och det här har inte ändrats mycket sedan 1990-talet, även om internationella åtaganden, såsom FN:s konvention om avskaffandet av all form av diskriminering av kvinnor (CEDAW) och avsnitt J i Handlingsplanen från Peking (BPfA), förpliktar eliminering av könsbaserad diskriminering och främjande av jämställdhet i media.

Sverige har den högsta andelen kvinnor som man ser, hör eller läser om i nyheterna i Norden, men den är ändå bara omkring 30 procent (GMMP 2015). Män dominerar nästan alla nyhetskategorier i nordisk nyhetsmedia. Förutom det faktum att männen är fler än kvinnorna i nyheterna, framställs kvinnor och män på könsstereotypa sätt. Det är till exempel mer sannolikt att kvinnor identifieras av deras familjestatus medan män dominerar i nyheter om ekonomi och politik. Det finns dock skillnader mellan de nordiska länderna: i Norge är till exempel majoriteten av nyhetssubjekten i politiska nyheter kvinnor, och på Island är andelen män i nyhetsinslag om politik mindre än andelen kvinnor. Det finns också skillnader i hur ofta kvinnor förekommer i webbnyheter. Globalt sett är tendensen att kvinnor syns mer i webbnyheter än traditionella nyheter, men i Danmark, Finland och Sverige är andelen kvinnor man kan se, höra eller läsa om i nyheterna lägre i webbnyheter än i nyheter i tryck, på radio och tv. På Island och i Norge är kvinnorna fler i webbnyheterna än i de traditionella nyheterna.

I decennier har kvinnorna varit fler än männen på journalistutbildningen i Norden, men kvinnor anställs inte på nyhetsredaktionerna i samma utsträckning som män. Män dominerar också de högre beslutsfattande positionerna, och det verkar finnas ett glastak för kvinnor i medieindustrin i de nordiska länderna. Dessutom rapporterar inte kvinnliga och manliga reportrar om samma ämnen. Män tenderar dominera politiska

och ekonomiska nyheter, medan den minsta klyftan mellan män och kvinnor vanligen är i nyhetsrapporteringen om vetenskap och hälsa, ett område som bara tar upp en liten del av nyheterna. När det gäller nyhetsuppläsare är kvinnor lite mer synliga, och i Sverige är majoriteten av nyhetsuppläsarna kvinnor. Om man jämför privata mediaföretag med public service i Norden, verkar det som att vissa public service-företag har uppnått en något högre grad av jämställdhet både i nyhetsinnehåll och i yrkesrollerna, med hjälp av aktiva åtgärder för att främja jämställdhet på arbetsplatsen.

Bristen på jämställdhet i nyheterna har studerats i decennier i de flesta nordiska länder, och under de senaste åren har alla nordiska länder deltagit i globala forskningsprojekt om det här. Studier visar att utvecklingen har varit långsam eller till och med stillastående. Jämställdhetsmedvetenhet tillämpas inte i all journalistutbildning eller på alla nyhetsredaktioner, och även om vissa organisationer och nyhetsredaktioner försöker ta tag i underrepresentationen av kvinnor finns det fortfarande mycket att göra innan man uppnår jämställda nyheter. Vissa nyhetsredaktioner i de nordiska länderna har dock adresserat underrepresentationen av kvinnor som en viktig fråga. Genom att öka jämställdhetsmedvetenheten bland personalen och genom att börja med strukturella åtgärder, främjar man en förändring mot bättre jämställdhetsbalans i nyheterna. Man har goda erfarenheter av åtgärder som att mäta innehåll och se över journalisternas arbetsvillkor, vilket har gjort skillnad, men nyhetsredaktioner är ofta motsträviga till initiativ som kommer utifrån och är inte medvetna om de internationella åtaganden som har att göra med jämställdhet och media (Jacobsson 2016). I Danmark har en expertdatabas med kvinnliga experter som upprätthålls av Kvinno, inverkat på antalet kvinnliga experter på nyheterna. Andelen kvinnliga experter är högre i Danmark än i de övriga nordiska länderna. Journalistutbildningen spelar en viktig roll när det gäller att öka medvetenheten och jobba mot mer jämställda nyheter.

# Tiivistelmä

Sukupuolten välinen tasa-arvo on keskeinen pohjoismaisen yhteistyön alue. Medialla on olennainen rooli sukupuolten tasa-arvon edistämässä. Tiedotusvälineet heijastavat, tuottavat ja toistavat normeja ja stereotyyppioita. Ne voivat aikaansaada ja tukea sosiokulttuurisia muutoksia yhteiskunnassa. Tämä raportti on laadittu osana sukupuolten tasa-arvoa mediassa edistänyttä hanketta, jonka Pohjoismaiden tasa-arvoasiain ministerineuvosto toteutti Suomen puheenjohtajuuskaudella 2016. Raportissa kartoitetaan miten naiset ja miehet esiintyvät ja esitetään uutisissa Pohjoismaissa ja kuinka suuri osuus naisilla ja miehillä on mediaorganisaatioiden johtopaikoilla. Kartoitus perustuu kolmeen tuoreeseen kansainvälisen tutkimushankkeeseen. Kansalliset tutkimustulokset tukevat näitä tutkimustuloksia. Raporttiin sisältyy myös esimerkkejä toimenpiteistä, joilla voidaan parantaa sukupuolten välistä tasapainoa pohjoismaisessa uutisoinnissa.

Maailmalla tehdyt tutkimukset ja raportit sekä kansalliset tutkimukset osoittavat, että naiset ovat aliedustettuja uutisissa. Uutisissa nähdystä, kuulluista ja luetuista ihmisistä 24 % on naisia ja 76 % miehiä (sukupuolten tasa-arvoa uutismedioissa mittaava raportti Global Media Monitoring Project 2015). Miehet hallitsevat pohjoismaista uutisointia eikä tilanne ole juurikaan muuttunut 1990-luvun jälkeen, vaikka kansainväliset sitoumukset kuten YK:n Kaikkinaisen naisten syrjinnän poistamista koskeva yleissopimus (CEDAW) ja Pekingin julistuksen ja toimintaohjelman (BPfA) kohta J velvoittavat poistamaan sukupuoleen perustuvan syrjinnän ja edistämään sukupuolten välistä tasa-arvoa mediassa.

Ruotsissa naisten osuus uutisissa nähdystä, kuulluista ja luetuista ihmisistä oli 2015 (Global Media Monitoring Project) Pohjoismaiden korkein, mutta silti vain 30 %. Miehet hallitsevat lähes kaikkia uutisryhmiä pohjoismaisissa uutismedioissa. Sen lisäksi, että miehiä esiintyy uutisissa naisia enemmän, miehet ja naiset esitetään sukupuolistereotyyppisin tavoin. Naiset esimerkiksi yksilöidään todennäköisemmin perhetilanteensa mukaan miesten hallitessa erityisesti uutisointia taloudesta ja politiikasta. Pohjoismaiden välillä on kuitenkin eroja: Norjassa suurin osa politiikkaa koskevista uutisista käsittelee naisia ja Islannissa miesten esiintyvyys politiikkaa käsittelevissä uutisjutuissa on alhaisempi kuin naisten. Eroja on myös naisten ja miesten esiintymisessä verkkouutisissa. Maailmanlaajuisesti naiset ovat yleensä enemmän esillä verkkouutisissa kuin perinteisillä uutiskanavilla, mutta Tanskassa, Suomessa ja Ruotsissa naisten osuus on alhaisempi verkkouutisissa kuin printtimediassa, radiossa ja televisiouutisissa. Islannissa ja Norjassa naisista uutisoidaan enemmän verkkouutisissa kuin perinteisillä uutiskanavilla.

Naisia on ollut vuosikymmeniä miehiä enemmän journalistialan koulutuksessa Pohjoismaissa, mutta uutistoimituksissa miehet ovat enemmistössä. Miehiä on naisia enemmän myös ylempien tason johtotehtävissä ja pohjoismaisella media-alalla naiset

näyttävät törmäävän lasikattoon. Nais- ja miestoimittajat eivät myöskään raportoi samoista aiheista. Miehet hallitsevat yleensä politiikkaa ja taloutta koskevaa uutisointia kun taas uutisvirrassa vähemmän tilaa saavissa tiede- ja terveysuutisissa sukupuolten väliset erot tyypillisesti pienimmät. Uutisankkureina naisilla on hieman näkyvämpi rooli ja Ruotsissa enemmistö heistä on naisia. Vertailtaessa yksityisiä ja julkisen palvelun mediayhtiöitä Pohjoismaissa näyttää siltä, että julkisen palvelun yhtiöissä on saavutettu hieman paremmin sukupuolten välinen tasapaino uutissisällössä ja ammatillisissa rooleissa. Näissä yhtiöissä on ryhdytty aktiivisiin toimenpiteisiin sukupuolten välisen tasa-arvon edistämiseksi työpaikalla.

Sukupuolten epätasa-arvoa uutisoinnissa on tutkittu vuosikymmeniä useimmissa Pohjoismaissa ja viime vuosina kaikki Pohjoismaat ovat osallistuneet asiaa käsitteleviin maailmanlaajuisiin tutkimushankkeisiin. Tutkimukset osoittavat, että kehitys on ollut hidasta tai jopa polkenut paikallaan. Sukupuolitietoisuutta ei tuoda esille kaikessa journalistialan koulutuksessa tai uutistoimitustyössä. Jotkut organisaatiot ja uutistoimitukset yrittävät puuttua naisten aliedustukseen, mutta vielä on paljon työtä tasa-arvoisten uutisten saavuttamiseksi. Jotkut pohjoismaiset uutistoimitukset ovat pitäneet tärkeänä puuttua naisten aliedustukseen. Sukupuolitietoisuuden parantaminen henkilöstön keskuudessa sekä organisatoriset toimenpiteet edistävät sukupuolten välistä tasapainoa uutisoinnissa. Joistakin toimenpiteistä, kuten sisällön mittaamisesta ja journalistien työolojen arvioinnista, on saatu hyviä kokemuksia. Näistä toimenpiteistä on ollut hyötyä, mutta uutistoimitukset usein vastustavat ulkopuolisia aloitteita eivätkä ne ole tietoisia sukupuolten välistä tasa-arvoa ja mediaa koskevista kansainvälisistä sitoumuksista (Josefine Jacobsson 2016). Tanskassa Kvinfon ylläpitämällä naisasiantuntijoiden tietokannalla on ollut positiivinen vaikutus naisasiantuntijoiden osuuteen uutisissa. Naisten osuus asiantuntijoista on korkeampi Tanskassa kuin muissa Pohjoismaissa. Journalistikoulutuksella on tärkeä tehtävä sukupuolitietoisuuden ja tasa-arvon edistämisessä uutisissa.

# Samantekt

Kynjafnrétti er mikilvægur þáttur í samstarfi Norðurlandanna. Litið er á hlutverk fjölmiðla sem mikilvægan áhrifaþátt í kynjafnrétti þar sem fjölmiðlar endurspegla, mynda og viðhalda viðmiðum og staðalímyndum og hafa þar með einnig kost á að breyta bæði félagslegum og menningarlegum þáttum innan samfélagsins. Í skýrslunni er reynt að varpa ljósi á þetta vandamál með því að bera saman rannsóknarniðurstöður um það hvernig fjallað er um konur og karla í fréttum á Norðurlöndunum og það hversu stór hluti kvenna og karla í stjórnunarstöðum hjá fjölmiðlafyrirtækjum. Í skýrslunni koma einnig fram dæmi um aðgerðir til að bæta kynjafnrétti í fréttum á Norðurlöndum.

Bæði alþjóðlegar og innlendar rannsóknir og skýrslur sýna að minna er fjallað um konur í fréttum, en af þeim sem sjást, heyrast í eða hægt er að lesa um í fréttum eru 24% konur en 76% karlar (GMMP 2015). Mikill meirihluti fréttu á Norðurlöndum fjallar um karlmenn og ástandið hefur ekki breyst mikið síðan á tíunda, jafnvel þótt alþjóðlegar skuldbindingar eins og samningur Sameinuðu þjóðanna um afnám allrar mismununar gagnvart konum (Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)) og kafli J í Peking-aðgerðaráætluninni (Beijing Platform for Action (BPfA)) miði að því að útrýma kynbundinni mismunun og efla kynjafnrétti í fjölmiðlum.

Hæsta hlutfall fréttu sem fjalla um konur er á Norðurlöndunum er í sænskum miðlum, en það er þó einungis í kringum 30%. Karlar eru í miklum meirihluta í flestöllum fréttaflokkum í norrænum fjölmiðlum. Þannig er meira fjallað um karla í fréttum, en þar að auki er fjallað um karla og konur út frá kynbundnum staðalímyndum. Til dæmis er líklegra að konur séu skilgreindar út frá fjölskyldustöðu sinni en frekar sé fjallað um karla í tengslum við fjármál og stjórnsmál. Þetta er þó mismunandi eftir löndum. Til dæmis er mun meira rætt við konur í tengslum við stjórnsmál í Noregi og á Íslandi er hlutfall karlmanna í fréttum um stjórnsmál lægra en hjá konum. Einnig er munur á því hversu oft er fjallað um konur í fréttum á netinu. Á alþjóðavísu er tilhneigingin sú að konur séu sýnilegri í fréttum á netinu en í hefðbundnum fréttamiðlum, en í Danmörku, Finnlandi og Svíþjóð er hlutfall kvenna sem sjást, heyrast í eða hægt er að lesa um í fréttum lægra í fréttum á netinu en í prentmiðlum, útvarpi og sjónvarpi. Á Íslandi og í Noregi eru konur sýnilegri í fréttum á netinu en í hefðbundnum fréttum.

Um áratugabil hafa fleiri konur en karlar stundað nám í blaðamennsku á Norðurlöndunum en þó eru konur ekki ráðnar í störf á fréttastofum í sama mæli og karlar. Karlar hafa einnig ríkjandi stöðu á stjórnendastiginu, þar sem ákvarðanir eru teknar, og í fjölmiðlageiranum á Norðurlöndunum virðast konur gjarnan reka sig í glerþak. Þar að auki fjalla kvenkyns og karlkyns blaðamenn ekki um sömu viðfangsefni. Karlar skrifa gjarnan mikinn meirihluta fréttu um stjórnsmál og fjármál en minnsta kynjabilið er oftast til fyrir hendi í fréttuflutningi af vísindum og

heilbrigðismálum; það viðfangsefni er þó aðeins lítil hluti af heildarmagni fréttu. Þegar horft er til fréttapula eru konur nokkuð sýnilegri og í Svíþjóð er meirihluti fréttapula konur. Ef borin eru saman einkarekin og opinber fjölmiðlafyrirtæki á Norðurlöndunum virðast sum opinber fjölmiðlafyrirtæki hafa náð örlítið betra kynjajafnvægi, bæði hvað varðar efnisinnihald fréttanna sjálfra og mannaráðningar, með virkum aðgerðum þar sem ýtt er undir kynjajafnrétti á vinnustaðnum.

Kynjamisrétti í frétttaflutningi hefur verið rannsóknarefni um áratugabil á Norðurlöndunum og undanfarin ár hafa öll Norðurlöndin tekið þátt í alþjóðlegum rannsóknum um þetta viðfangsefni. Rannsóknir hafa sýnt að framfarirnar hafa verið hægar eða jafnvel engar. Meðvitund um stöðu kynjanna hefur ekki verið aukin á öllum námsleiðum í blaðamennsku eða í starfsemi fréttastofa og þótt sum fyrirtæki og fréttastofur reyni að bregðast með virkum hætti við lágu hlutfalli kvenna í fjölmiðlum er enn mikil vinna fyrir höndum áður en jafnrétti er náð í frétttaflutningi. Sumar fréttastofur á Norðurlöndunum hafa hins vegar litið á lágt hlutfall kvenna í fjölmiðlum sem vandamál sem bregðast beri við. Að auka meðvitund um málefni kynjanna á meðal starfsfólksins og grípa til beinna aðgerða á vegum fyrirtækisins leiðir til jafnara kynjahlutfalls í fréttamennsku. Beinar aðgerðir hafa reynst vel og leitt til breytinga, t.d. að mæla efnisinnihald og endurskoða starfsaðstæður fréttamanna, en fréttastofur eru oft ófúsar til að taka þátt í utanaðkomandi átaksverkefnum og gera sér ekki grein fyrir alþjóðlegum skuldbindingum sínum hvað varðar kynjajafnrétti og fjölmiðlaumhverfið (Josefine Jacobsson 2016). Í Danmörku hefur gagnagrunnur með upplýsingum um konur með sérfræðiþekkingu á ýmsum sviðum, sem unninn er af samtökunum Kvinno, hækkað hlutfall sérfróðra kvenkyns álitsgjafa í fréttum. Þetta hlutfall er hærra í Danmörku en annars staðar á Norðurlöndunum. Blaðamenskunám er mikilvægur liður í því að auka meðvitund um málefni kynjanna og vinna að auknu kynjajafnrétti í fréttum.

Þessi skýrsla er niðurstaða verkefnis um kynjajafnrétti í fjölmiðlum sem norræna ráðherranefndin á sviði jafnréttismála setti af stað árið 2016, undir forsæti Finna. Tilgangur skýrslunnar er að undirstrika ríkjandi kynjamisrétti í fréttamiðlum og vekja athygli á því að minna sé fjallað um konur í fréttum og að þær hafi síður aðgang að stöðum á stjórnendastigi þar sem ákvarðanir eru teknar. Í skýrslunni er lögð áhersla á niðurstöður úr þremur fjölþjóðlegum rannsóknarverkefnum, sem auk þess eru staðfestar af rannsóknum innan hvers lands fyrir sig.





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## **WOMEN AND MEN IN THE NEWS**

The media carry significant notions of social and cultural norms and values and have a powerful role in constructing and reinforcing gendered images. The news in particular has an important role in how notions of power are distributed in the society. This report presents study findings on how women and men are represented in the news in the Nordic countries, and to what extent women and men occupy the decision-making positions in the media. The survey is based on the recent findings from three cross-national research projects. These findings are supported by national studies. The results indicate that in all the Nordic countries women are underrepresented in the news media both as news subjects and as sources of information. Men also dominate in higher-level decision-making positions. The report includes examples of measures used to improve the gender balance in Nordic news.



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