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Glass Ceilings and Velvet Ghettos? Women in the Scottish Media and Communication Industries

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Women in Media and Communication

- **<u>Aim:-</u>**

  to explore the extent to which gender equality policies had been put in place by companies in the Scottish media and communication industries, and whether gender issues had been, or continued to be, encountered by those working in the sector.

- **<u>Industries studied:-</u>**

  advertising, marketing, and public relations; radio, film and television production; music; book and periodical publishing; and print and broadcast journalism.
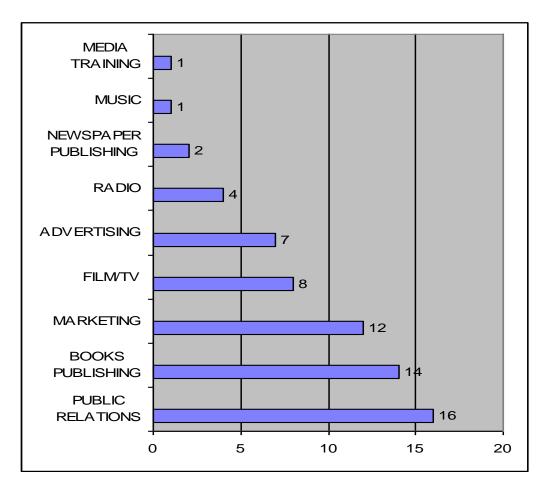
Methodology

- **Literature review**

- **Postal survey of Scottish media and communication companies**

   - 1,149 questionnaires distributed

   - 65 companies completed a questionnaire

   - an additional 99 companies provided reasons for not completing a questionnaire

- **Telephone interviews with 138 individuals (84 women and 54 men) working in the Scottish media and communication industries**

- **Online discussion forum on project website**
   http://www.rgu.ac.uk/abs/research/page.cfm?pge=12527

Postal Survey:
Responding Companies by Industry

Existence of Policies

- **34 (54%) of the companies responding had formal gender-related policies, most commonly:-**

equal opportunities	(27)	work-life balance	(13)
flexible working	(21)	diversity/inclusion	(9)
family friendly	(16)	dignity at work	(3)

- **Policies more likely to have been introduced:-**
  - in broadcast journalism;
  - in companies with a higher proportion of female executives and/or managers;
  - in companies where 50% or more of the workforce is female

Perceived Benefits of Policies

- **Creation of a culture of equality**
- **Sense of loyalty and trust amongst staff**
- **Recruitment and promotion processes built upon merit and ability**
- **Improved levels of staff retention**

Barriers to Implementation of Policies (1)

Maternity/Paternity Provision

    Temporary loss of employees

    Lack of resources

    Inequality for 'non-parents'

    Freelance staff not provided for

    Male attitudes towards maternity provision

Childcare Provision

    Costs

    Understanding the 'need' for such policies

Flexible Working

    Small companies lack resources

    Nature of business - 24/7 activities

    Affects promotion opportunities

Barriers to Implementation of Policies (2)

Equal Pay

Individual role/individual pay

Problems from implementation and removal of anomalies

Progression/career development

Little scope for progression and/or mentoring in small companies

Lack of appropriate mentors

Training just for women resented by males, and seen as expensive

Recruitment/Selection

Female bias in some companies

Geography – problems in attracting staff

Management support

Management buy-in difficult

Resistance from older male staff

Telephone Interviews: Number and Industry

Industry	Female	Male	Total
Advertising	6	0	6
Book and periodical publishing	5	5	10
Film and television production	33	22	55
Marketing	8	0	8
Music	1	6	7
Press	26	15	41
Public relations	3	1	4
Radio	2	5	7
Totals	**84**	**54**	**138**

Interview Results: Female Respondents

- **62% of the women had experienced unequal treatment in the workplace**
- **56% had faced gender-related barriers**

- **Just 25% were aware of gender policies operated by their current employer**
- **26% felt that the existence of gender policies had had an impact on their working environment**

Female Interviewees: Themes Emerging (1)

- **Women have to adopt traditional female roles to survive**

- **Women perceived as less effective than men**

- **Workplace cultures perceived as condescending towards women**

- **Male-dominated social networks**

- **Sexism, and a lack of respect, status and recognition for women**

Female Interviewees: Themes Emerging (2)

- **Work-life balance, particularly for women with children**

- **Age (i.e. older women sidelined; younger women exploited)**

- **Contract terms and conditions**

- **Fewer training opportunities for women**

- **Freelance issues**

- **Women's own personal barriers and conceptual limitations**

Interview Results: Male Respondents (1)

- **Just 13% had witnessed examples of unequal treatment of women**

- **63% pointed to examples of women in senior posts as evidence of there being few barriers to women's progression**

- **68% gave examples of 'occupational segregation'**

- **20% gave examples of positive discrimination towards women, particularly younger women**

Interview Results: Male Respondents (2)

- **57% highlighted difficulties in maintaining a work-life balance, both for women and men**
- **Only 19% were aware of gender policies operated by their current employer**
- **Just 11% were convinced of the need for gender equality policies**

Conclusions

- **Significant variation between companies' and employees' perspectives as to the success of existing gender policies**

- **Significant differences in the views of female and male employees**

Second Year of Project:
Women in the Scottish Creative Industries

- **<u>Examining additional industries:-</u>**

    architecture; computer games; crafts; design;

    designer fashion; new media; performing arts; visual arts

- **<u>Methodology:-</u>**

    - 51 best practice case studies of Scottish creative

    businesses

    - 7 focus groups held throughout Scotland

    - Web-based questionnaire

    - Dissemination events