

Access and participation of Women in the Media Industry

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Women's relationship with media: a problematic issue

- On one hand, media and information technologies are a key element for women's empowerment and for reducing poverty, illiteracy, gender-based violence and social segregation
- On the other hand, they are also exacerbating gender and class inequalities

Holistic approach

- To understand the effects of media and information technologies in women's human rights, it is necessary to develop a holistic approach that includes different dimensions of the problem:
 - Contents – "Violence of gender in media contents"
 - Audiences – "Influence of contents in social representation of violence of gender"
 - Access – "Access and participation of women in media industries"

Why this research?

- Research on media ownership, shows the discrimination of women from media industries.
- Their very little participation as owners, managers, producers and workers, have been pointed out as powerful barriers that make difficult the universality of human rights.

The Beijing Platform for Action

- The 1995 Platform for Action posed strategies to make it possible to have on media and information technologies an ally for the development of women.
- 12 areas
- “Chapter J” identified core areas for the gender and media agenda.

Latin American governments towards BPfA

- Most Latin American governments do not have a national plan of action based on the Beijing Platform for Action.
- There is not a formal media gender policy operating at a legislative level. There are just some general principles or timid policies of recommendations that have little effect on the media industries.
- Countries such as Mexico, Ecuador and Argentina have been adopting new laws that are considered 'avant-garde', without assuming the principles of the Platform for Action.

Research Question

- How do women access to the Mexican media industries?
- What are the experiences faced by the women who reach these positions of the media structure?

Objective

- Through the intersection of **Feminism, Political Economy and Media**, the objective is to analyze the access and participation of women in both public and private Mexican media industries, as owners, media workers and producers, including their participation in taking decision process and in other areas of those industries.
- Class relations are not generically neutral. They have a masculine bias
- ICTs
 - NOT a NATURAL effect of society. They are linked to hegemonic interests
 - NOT GENERICALLY NEUTRAL. They represent the MALE culture.

Method

- First step: to MAP
 - Quantitative research
 - Sources of information: a) Official data bases b) each tv/radio station/ newspaper / magazine
- Second step: to know, based on individual interviews, how the gender condition limits the development of women in cultural industries.
 - Qualitative research – Interviews
 - Female media owners/managers/professionals

Methodology

- Byerly and Ross (2006) :
 - **Macro**: female participation in the finance and the investment level
 - **Meso**: the production, edition and creation of contents –included the policy-making process-
 - **Micro**: the media contents to analyze the representation of women as subjects and the promotion of their human rights
- Byerly (2010):

Results

Data show:

- Marginalization and discrimination of women in these industries
- Power relationships and financial dynamics in capitalist societies, reinforce social gender injustices.

MACRO: Women are almost non-existent in the media property

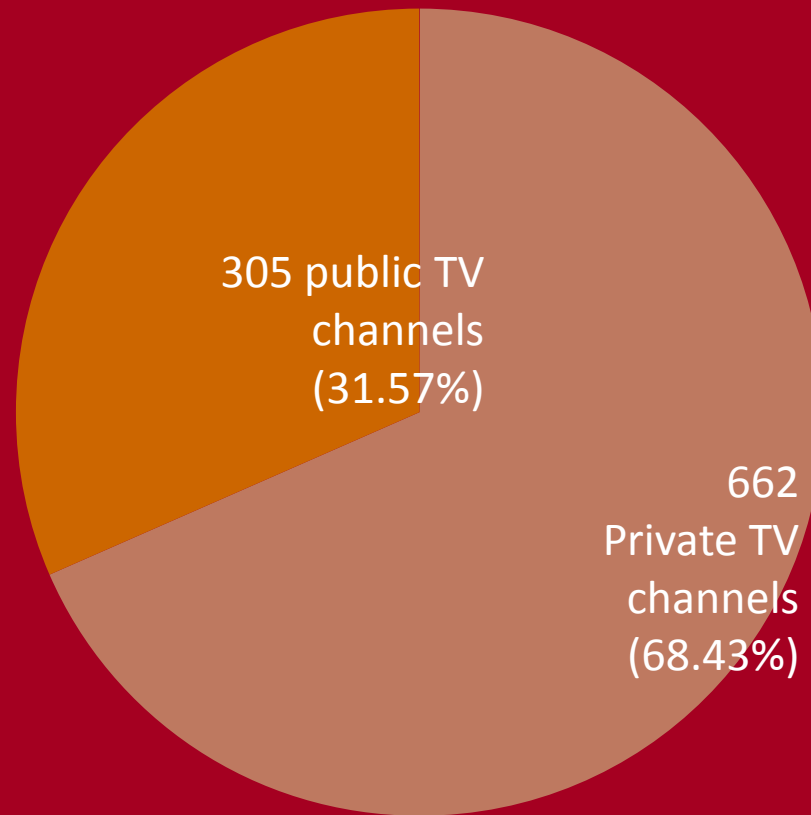
- High concentration of media in Mexico: Televisa and Tv Azteca control 94% private television.
- A research obstacle: the info related to the media industries ownership, is not clear: the Mexican State allows INCORPORATE COMPANY
- In radio groups, some women as STRAW MAN
- A few women as shareholders... by heritage.

Levels

- Ownership
- Governance
- Top-management level
- Senior-management level
- Senior-professional level
- Technical-professional level
- Sales, Finance and Administration
- Other

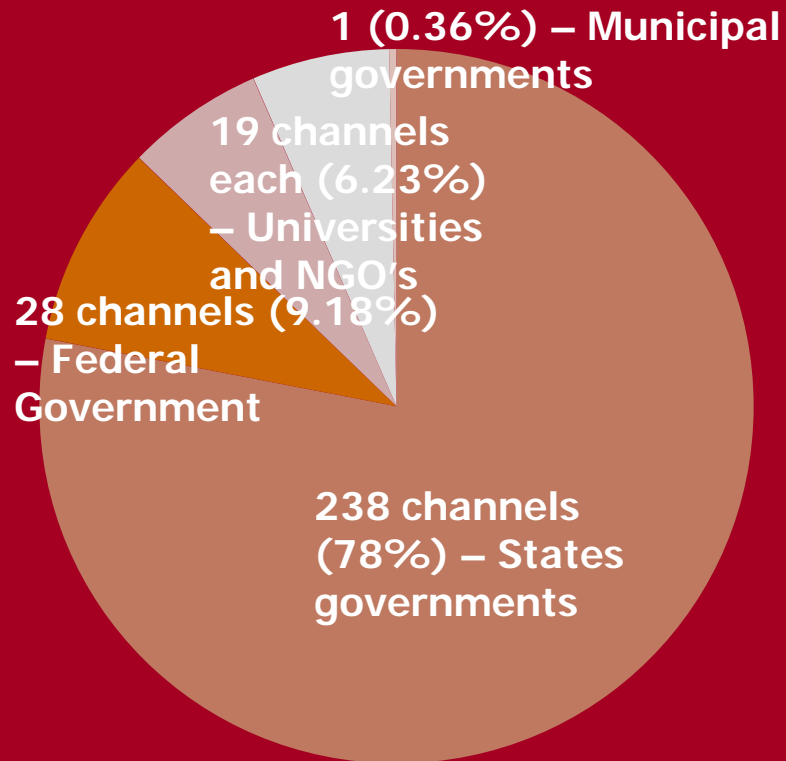
TELEVISION

Public and Private TV Systems*



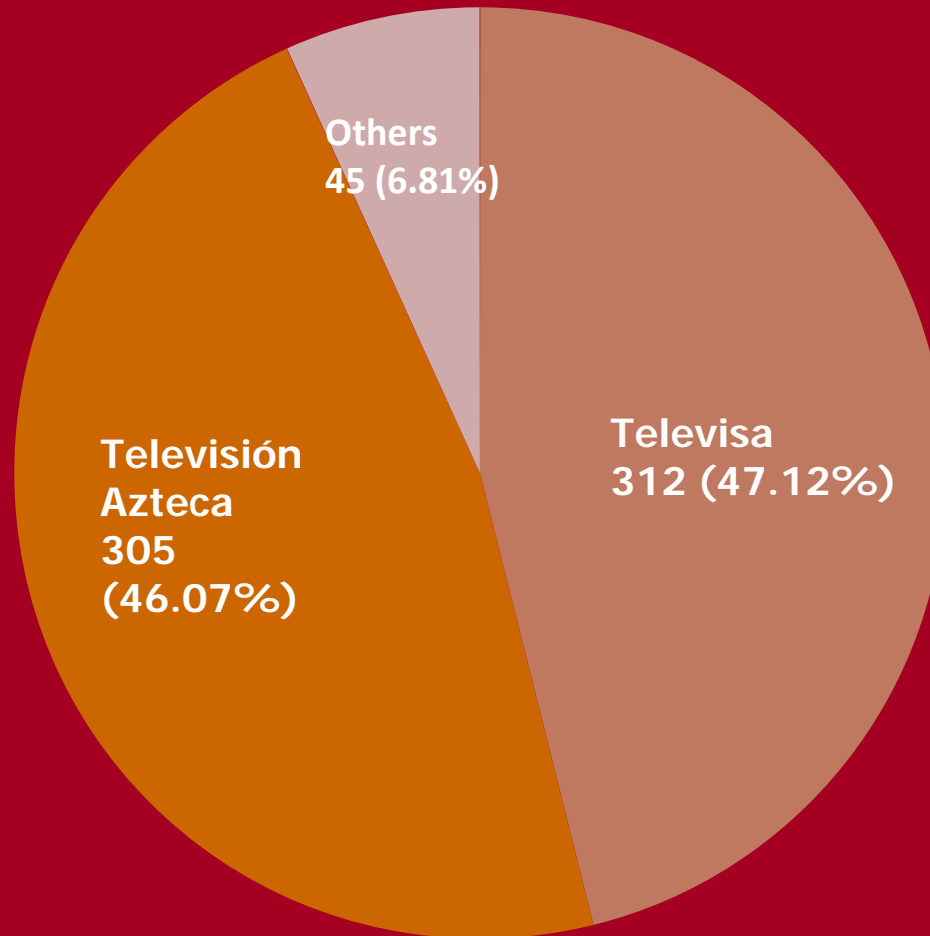
* TOTAL: 967

Public TV Channels distribution



* 305 Frecuencias.

Private TV Channels distribution*

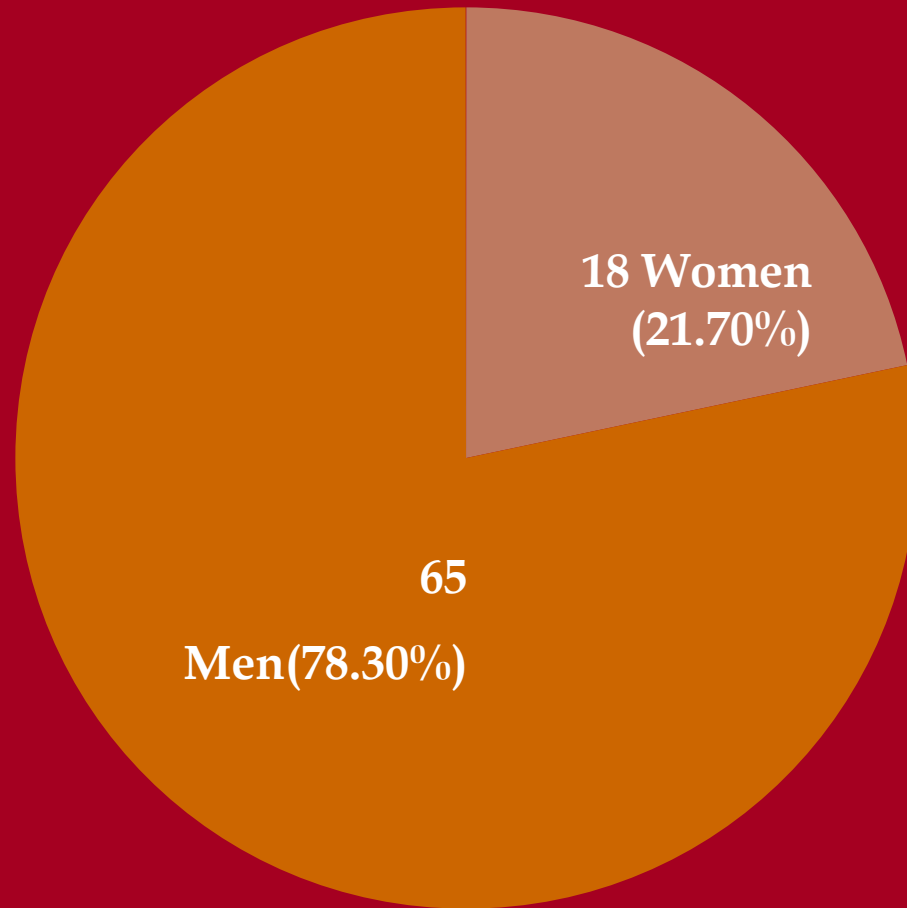


* 662 Channels.

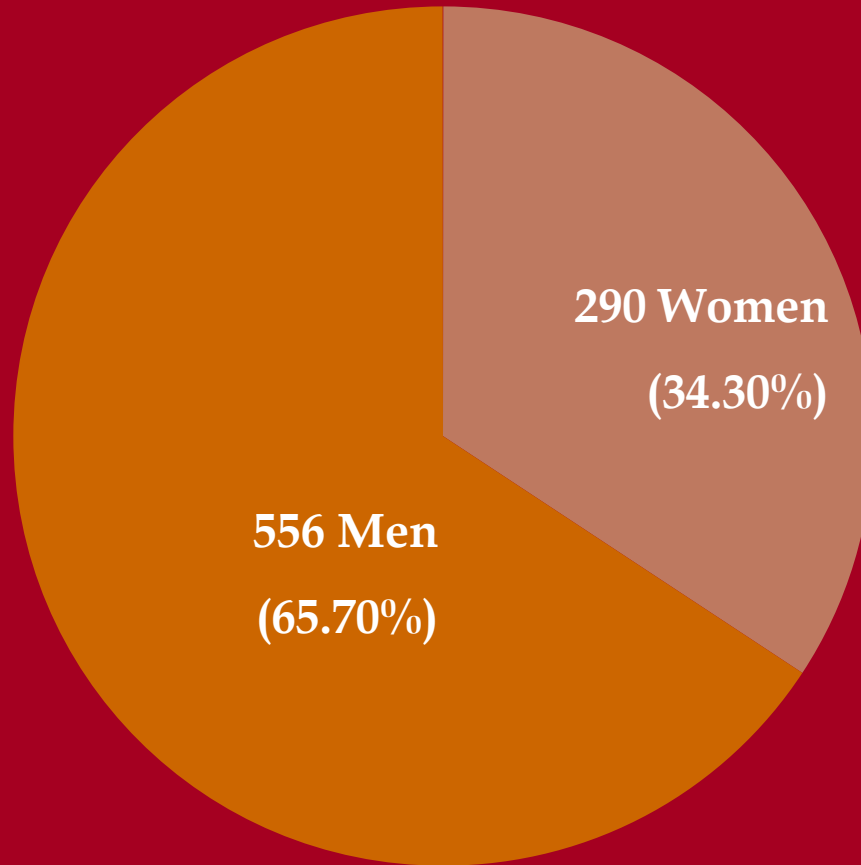
LEVELS

PUBLIC TELEVISION SYSTEM

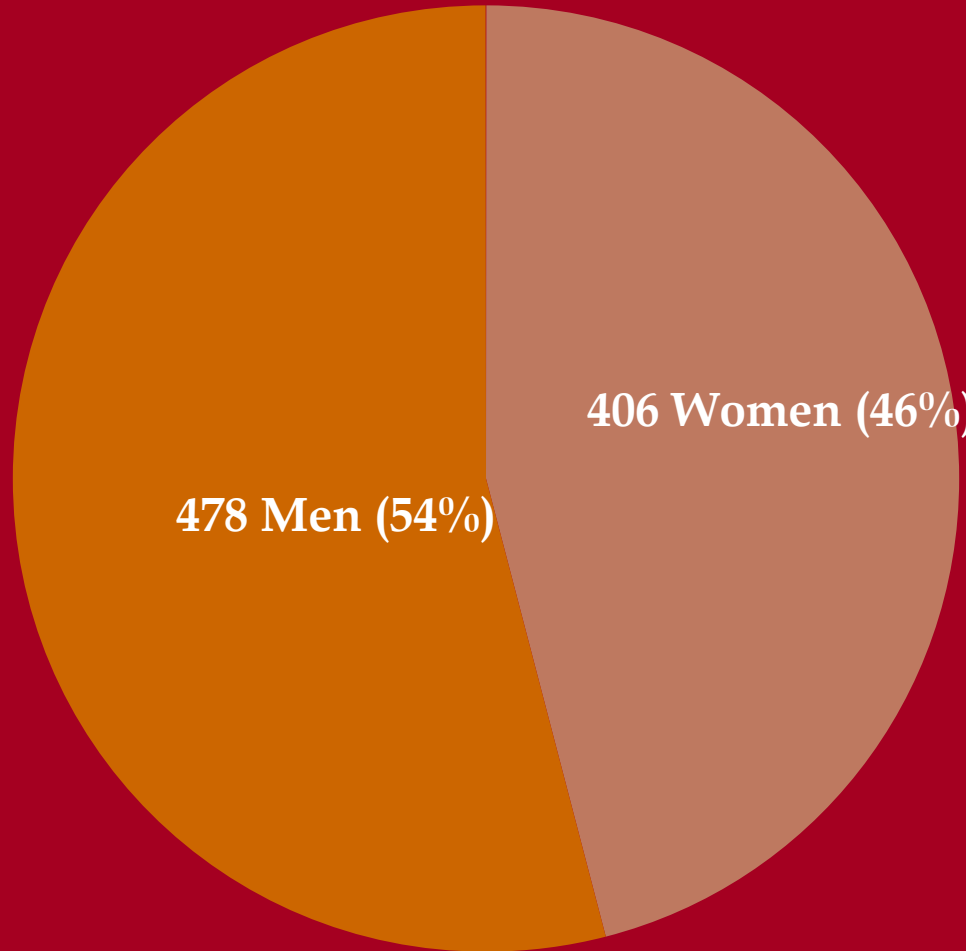
Top-management level



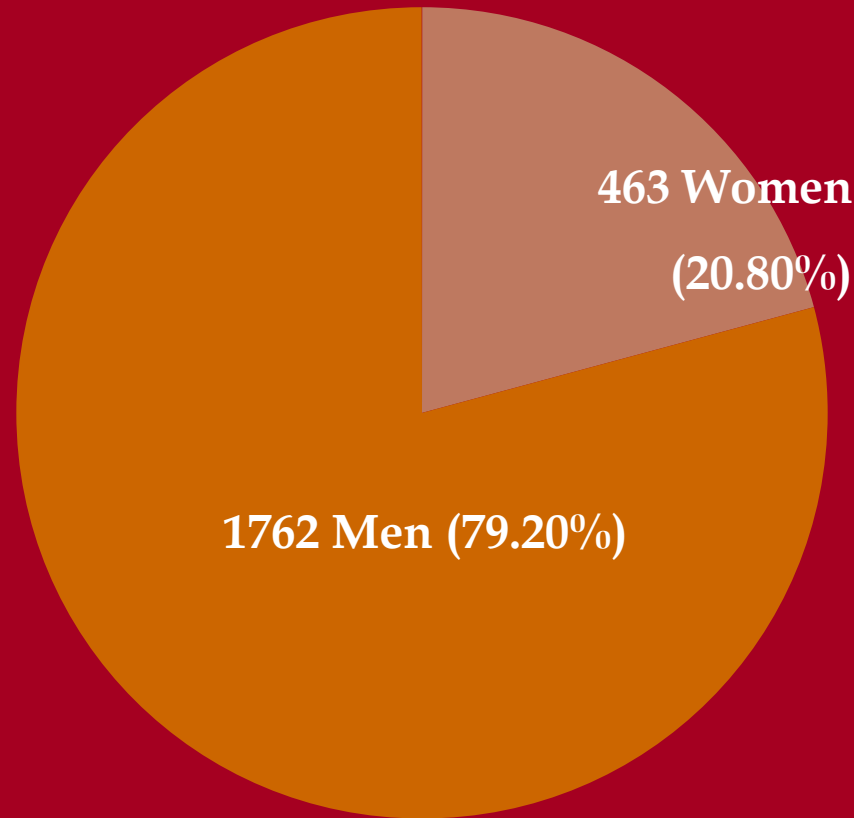
Senior-management level



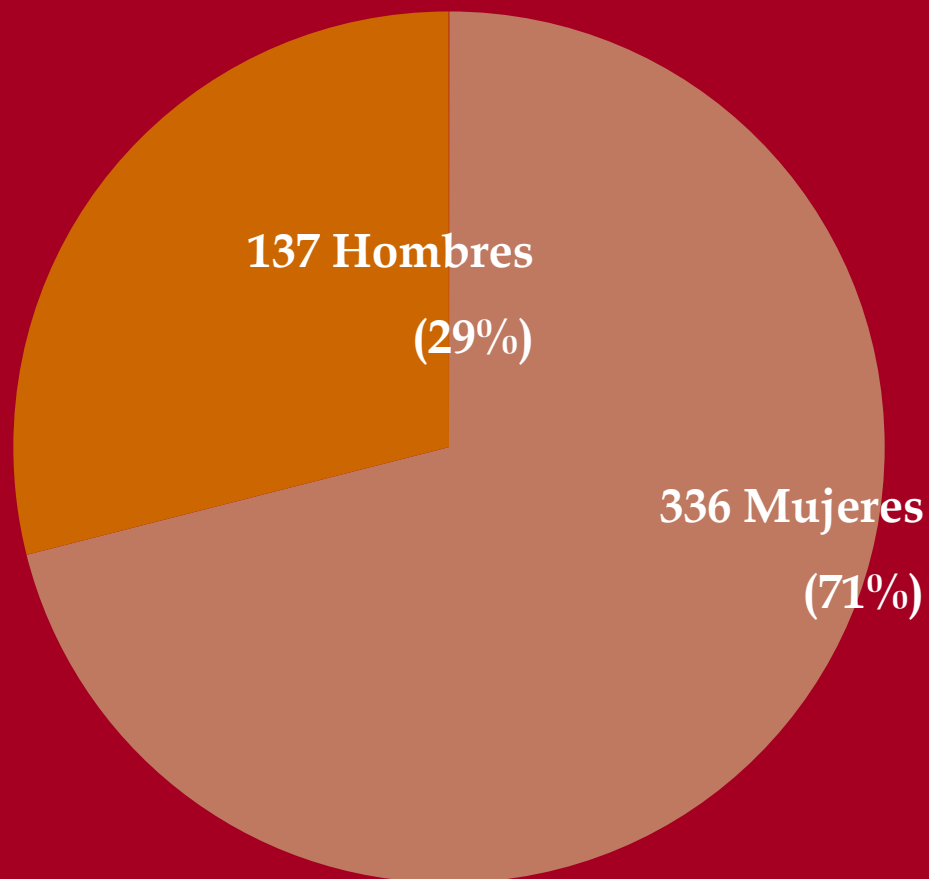
Senior-professional level



Technical-professional level

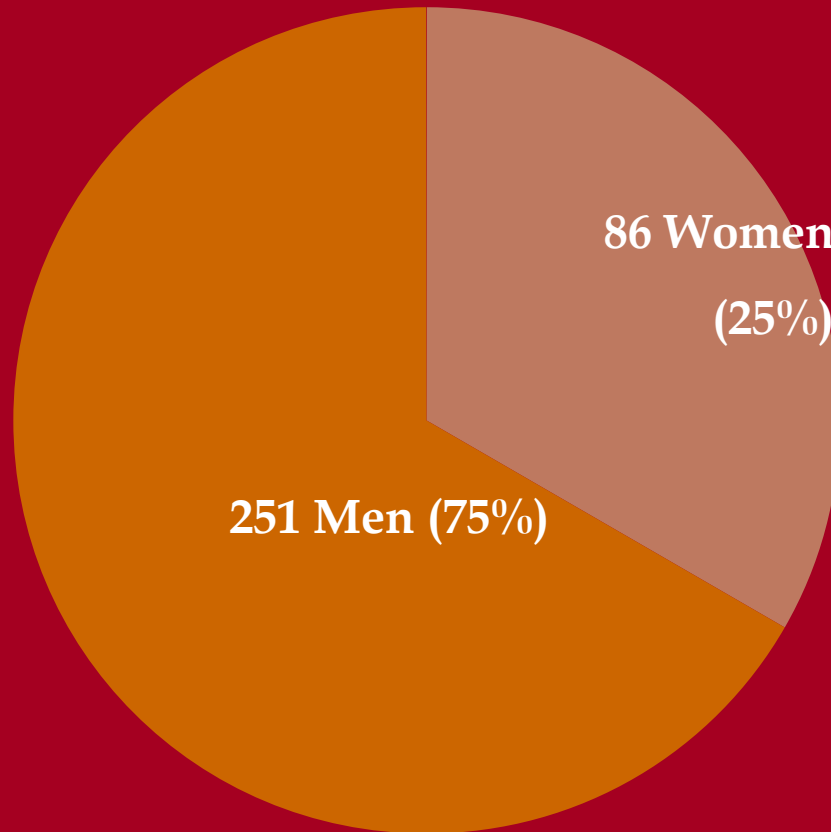


Ventas, administración y finanzas*



*Total de registros: 473 (de 280 canales permisionados).

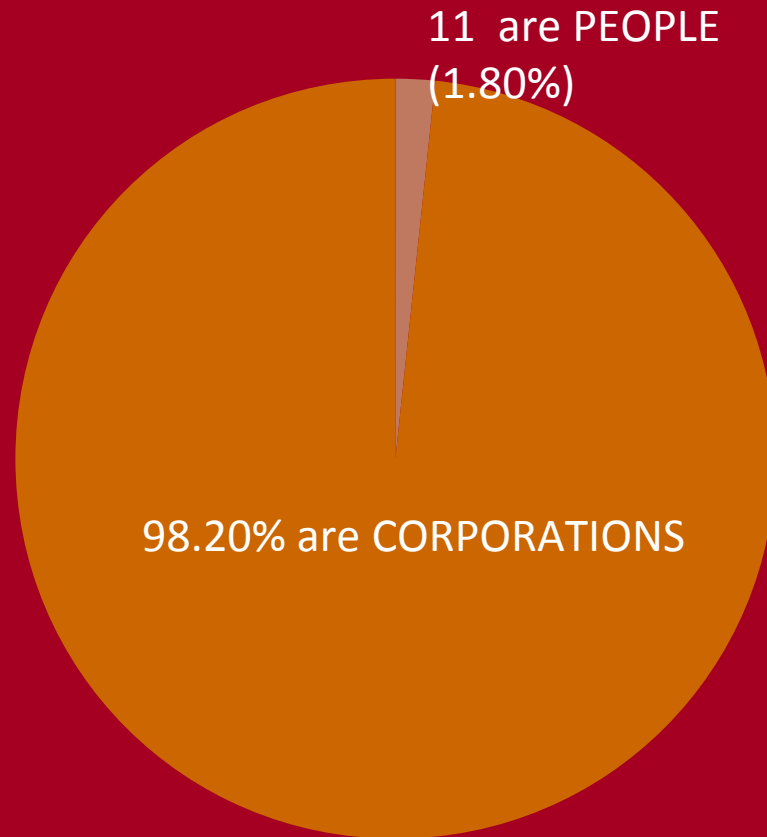
Other



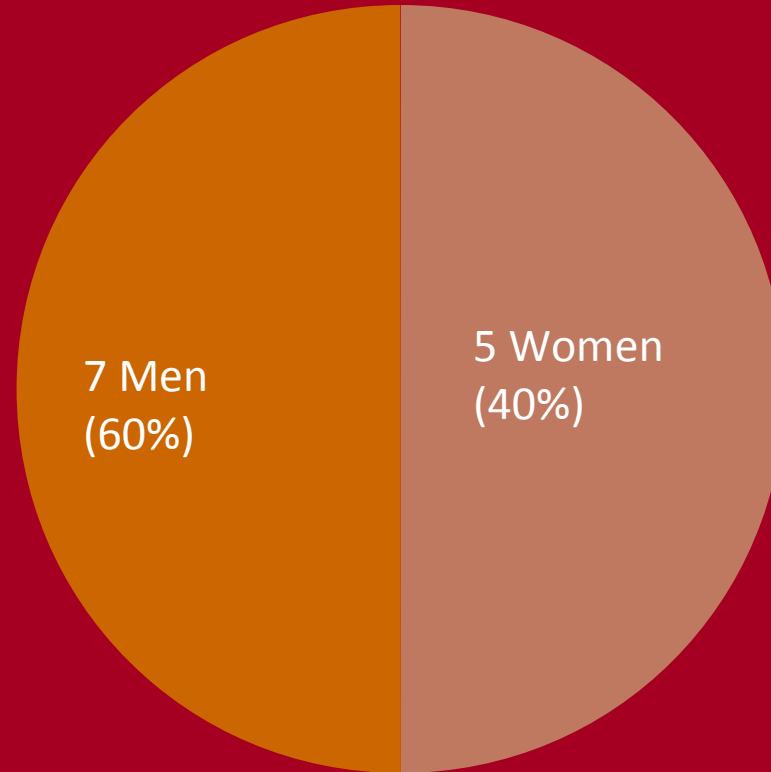
LEVELS

**PRIVATE TELEVISION
SYSTEM**

Ownership

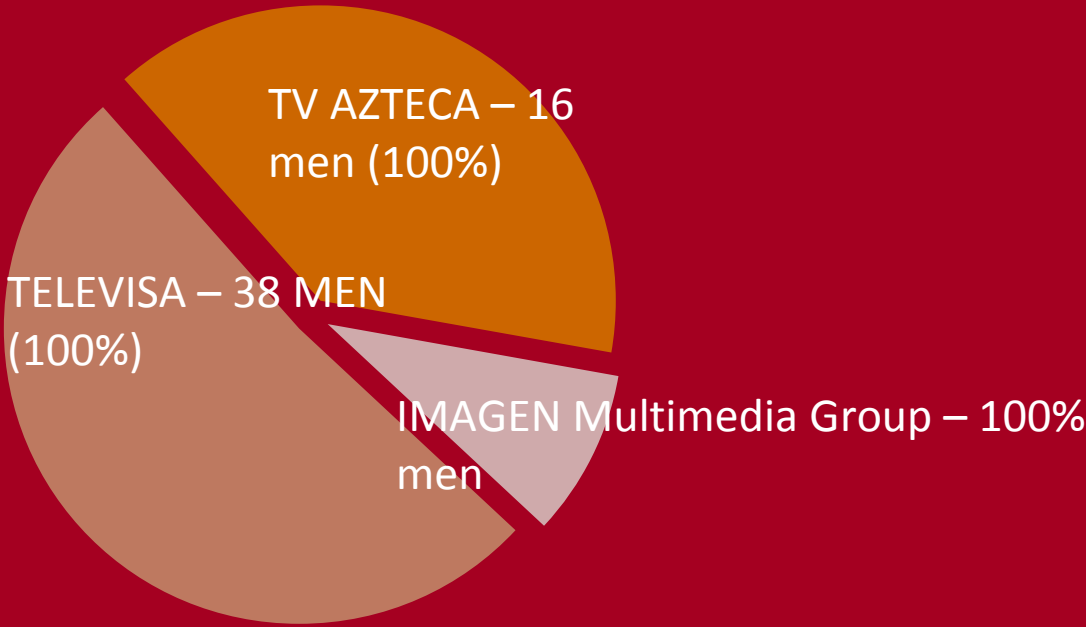


Of those people...

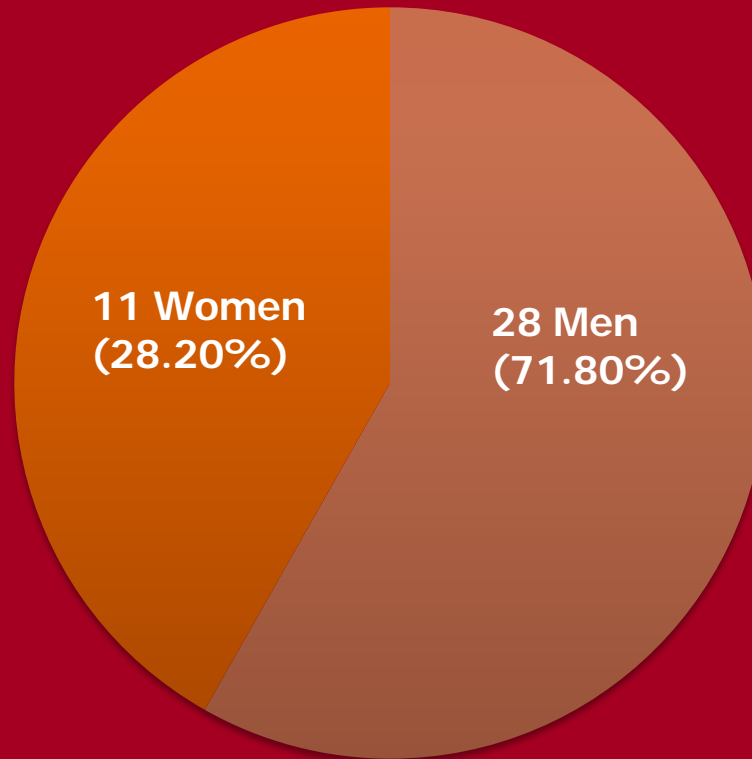


Most of these channels belong to TELEVISA

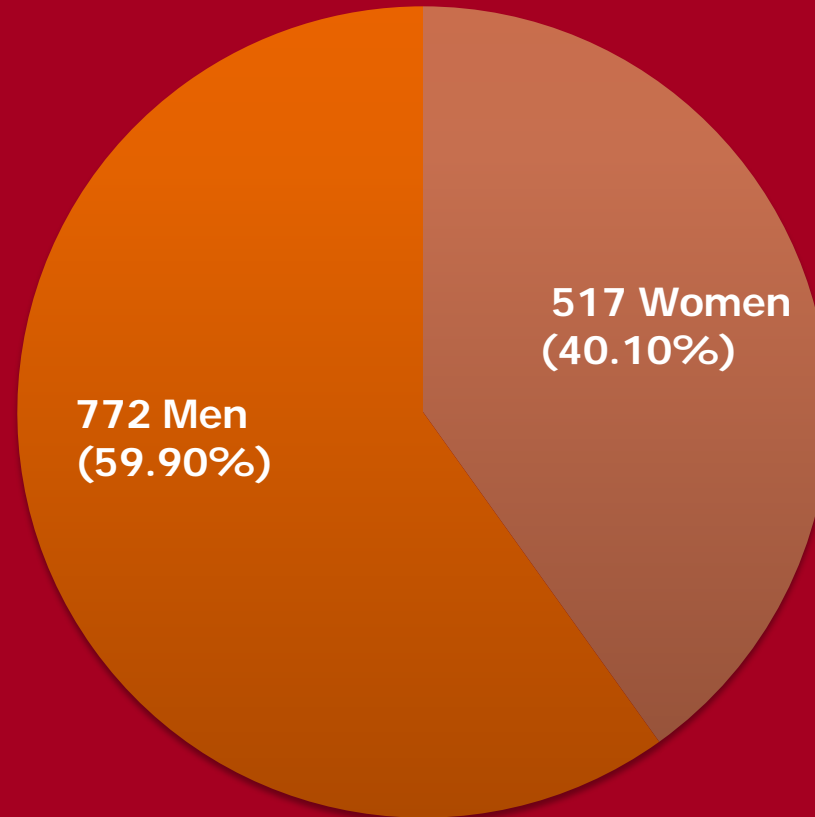
Governance / Top Level Management (Management boards)



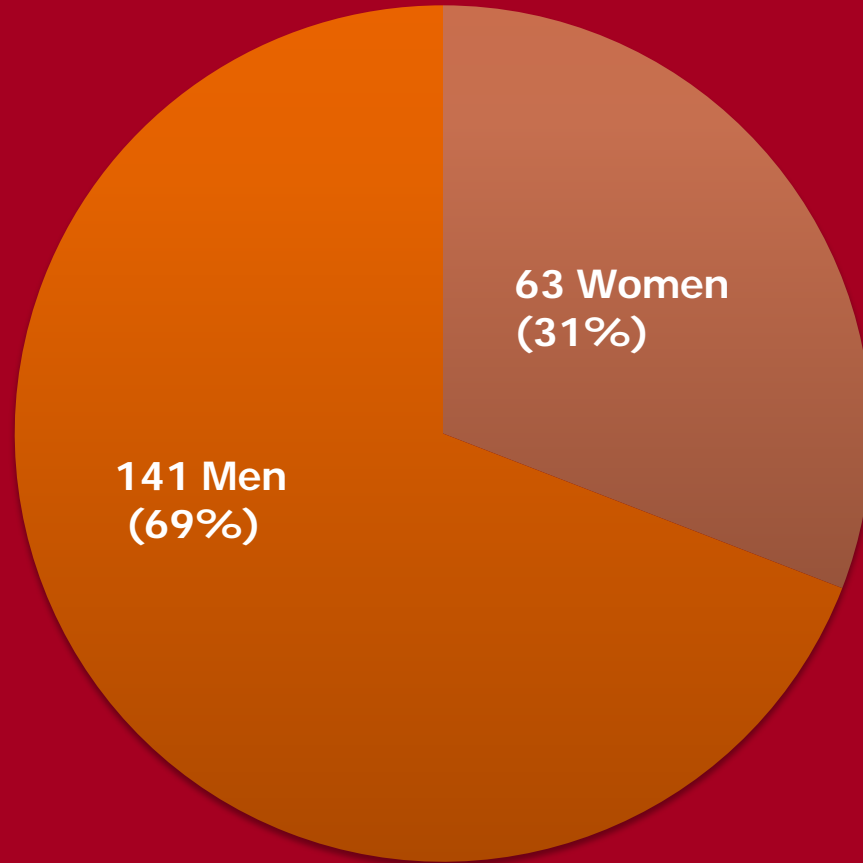
Senior Management Level



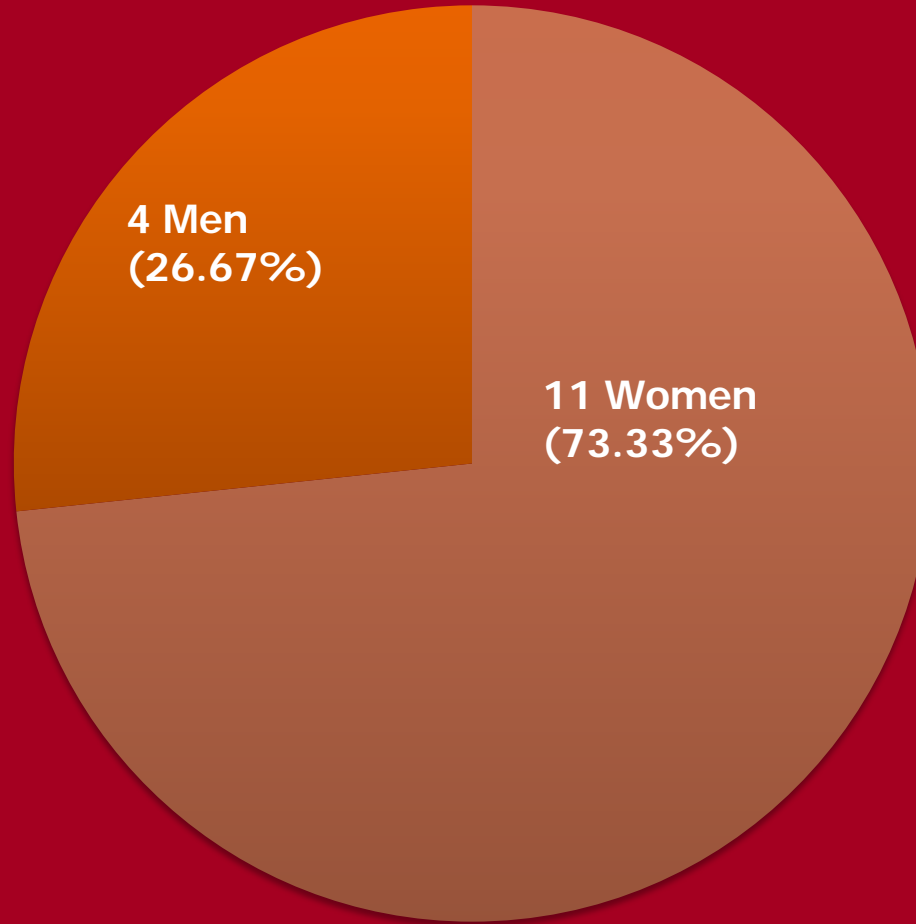
Senior-professional level



Technical-professional level

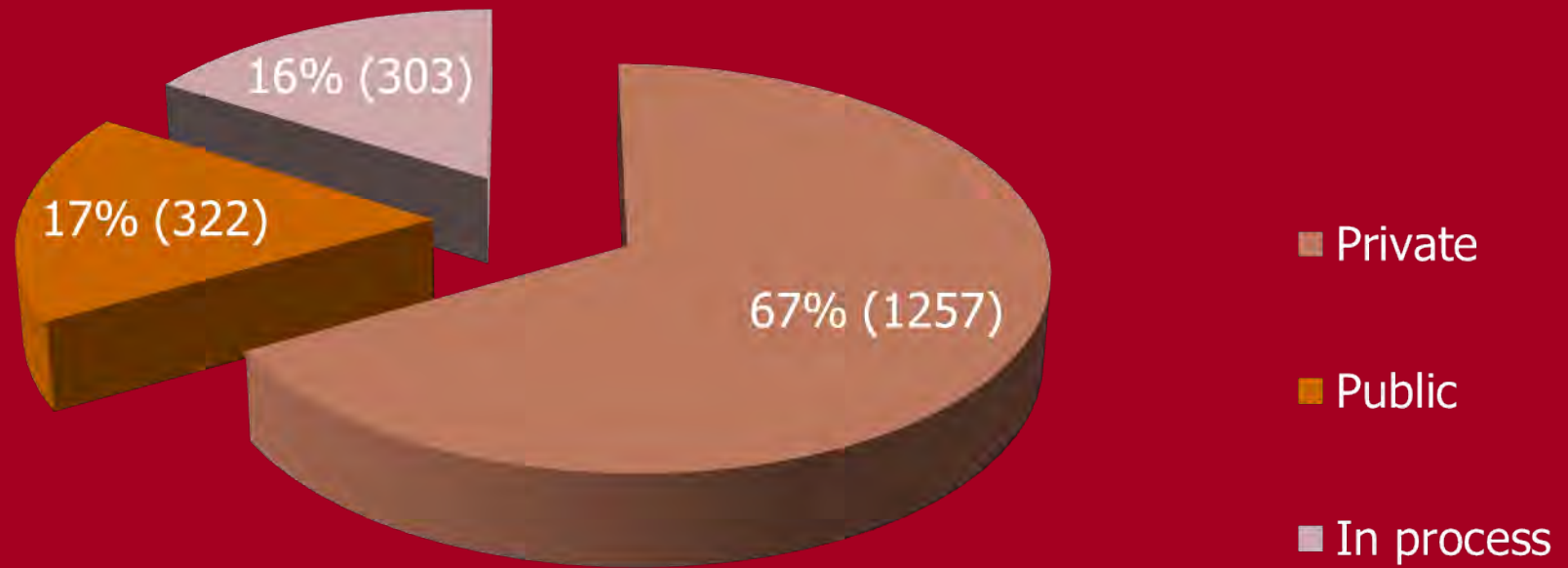


Finance, sales and administration



■ RADIO

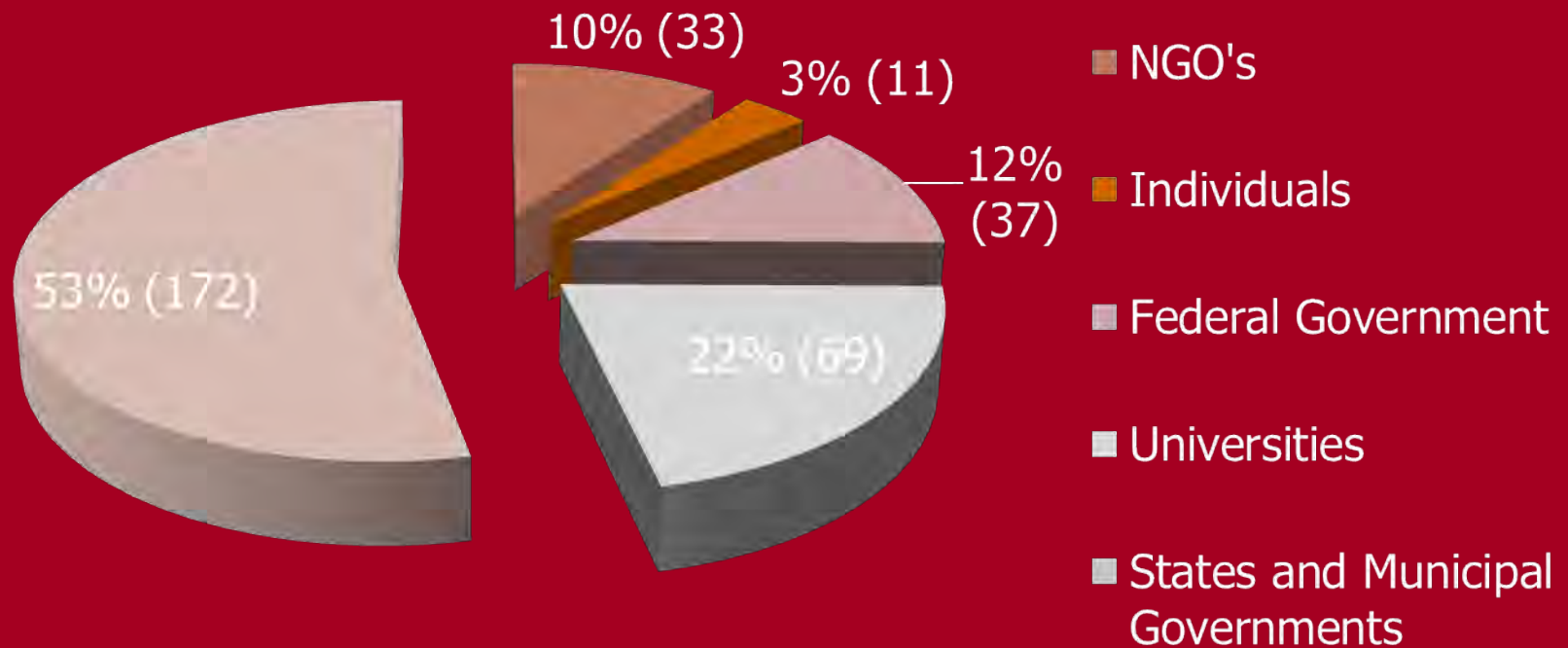
Public and Private Radio



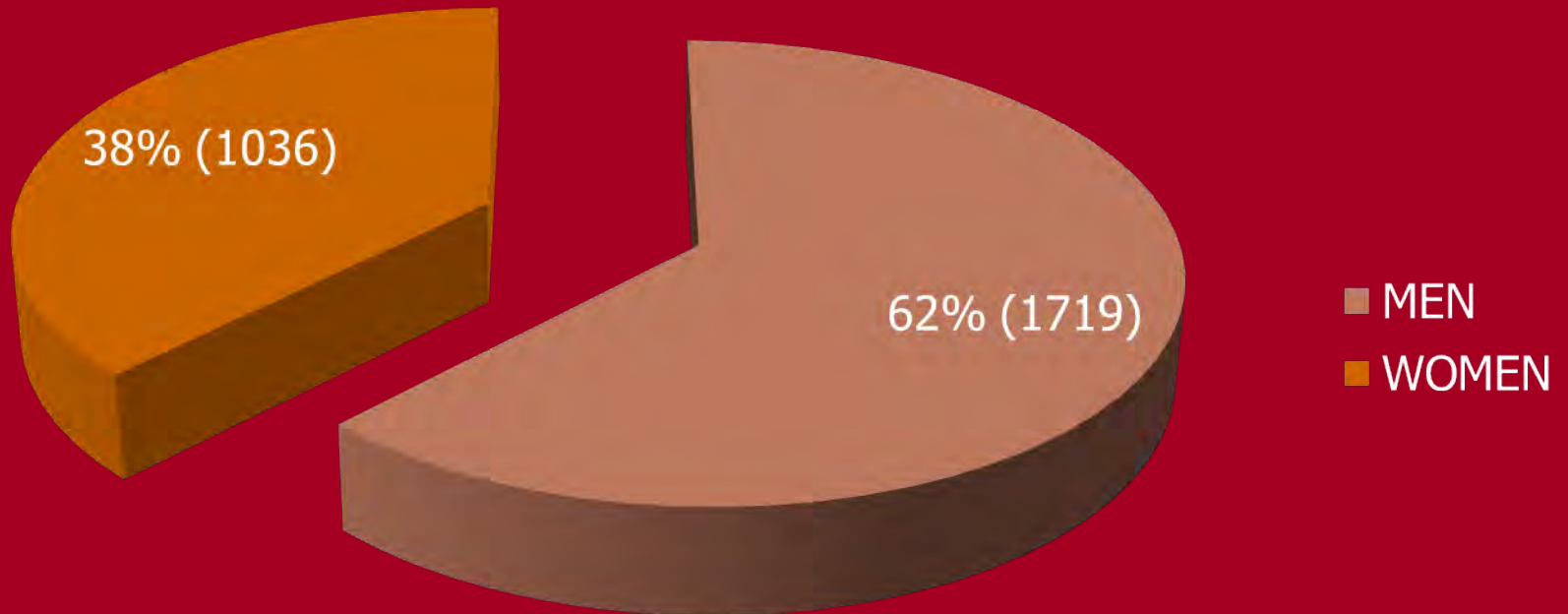
1882: 1257 private, 322 public y 303 stations in process

Public Radio

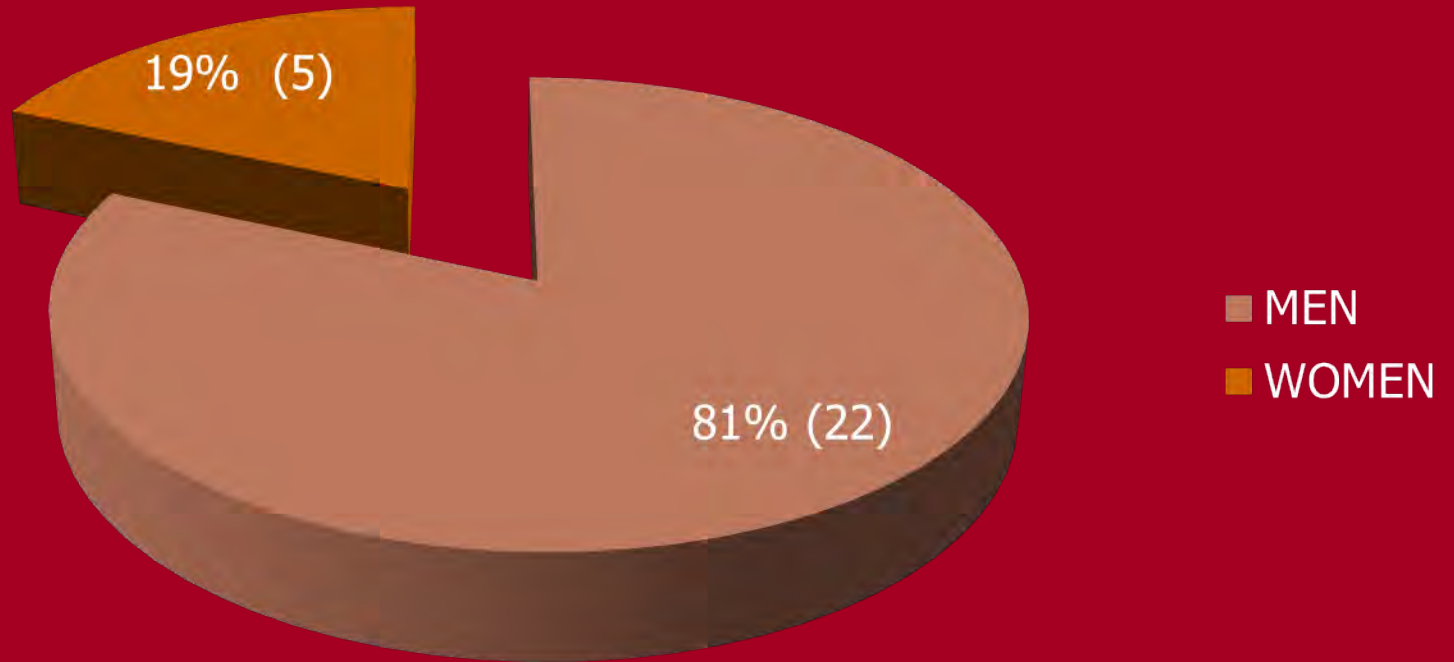
Public Radio Stations



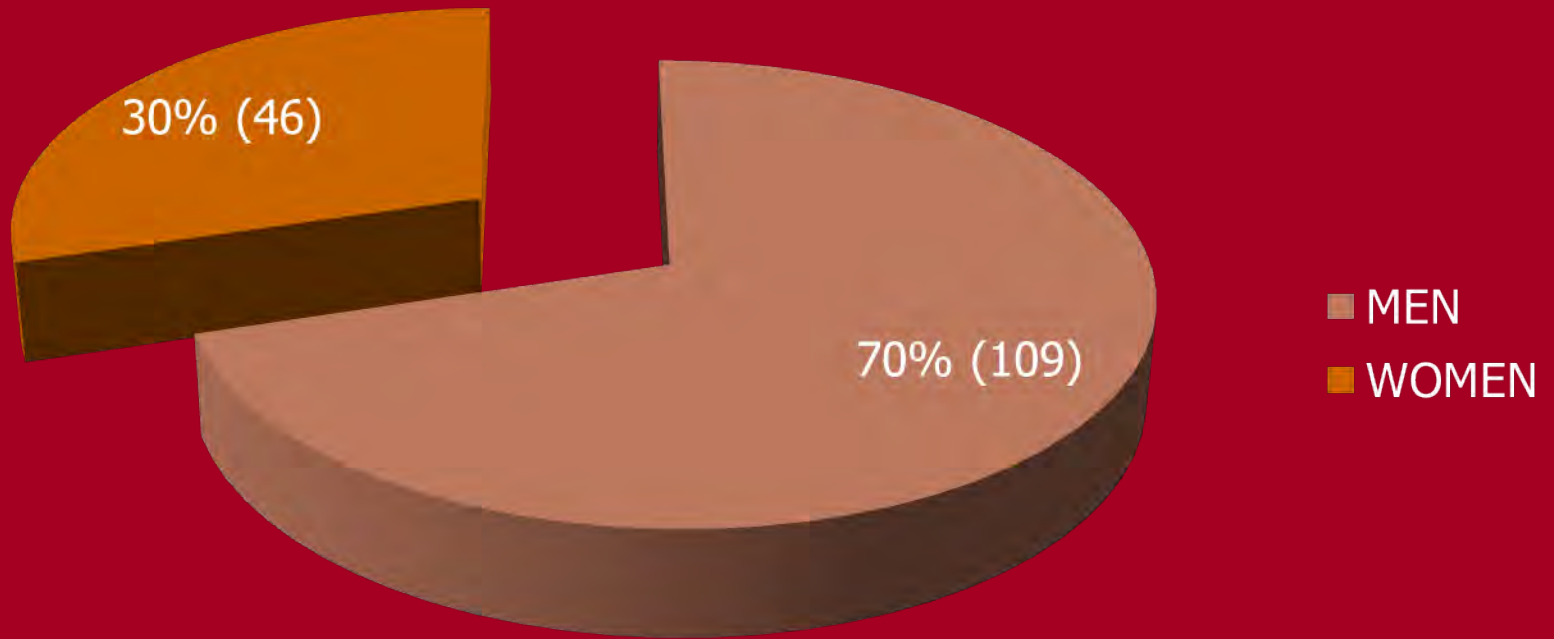
Total distribution



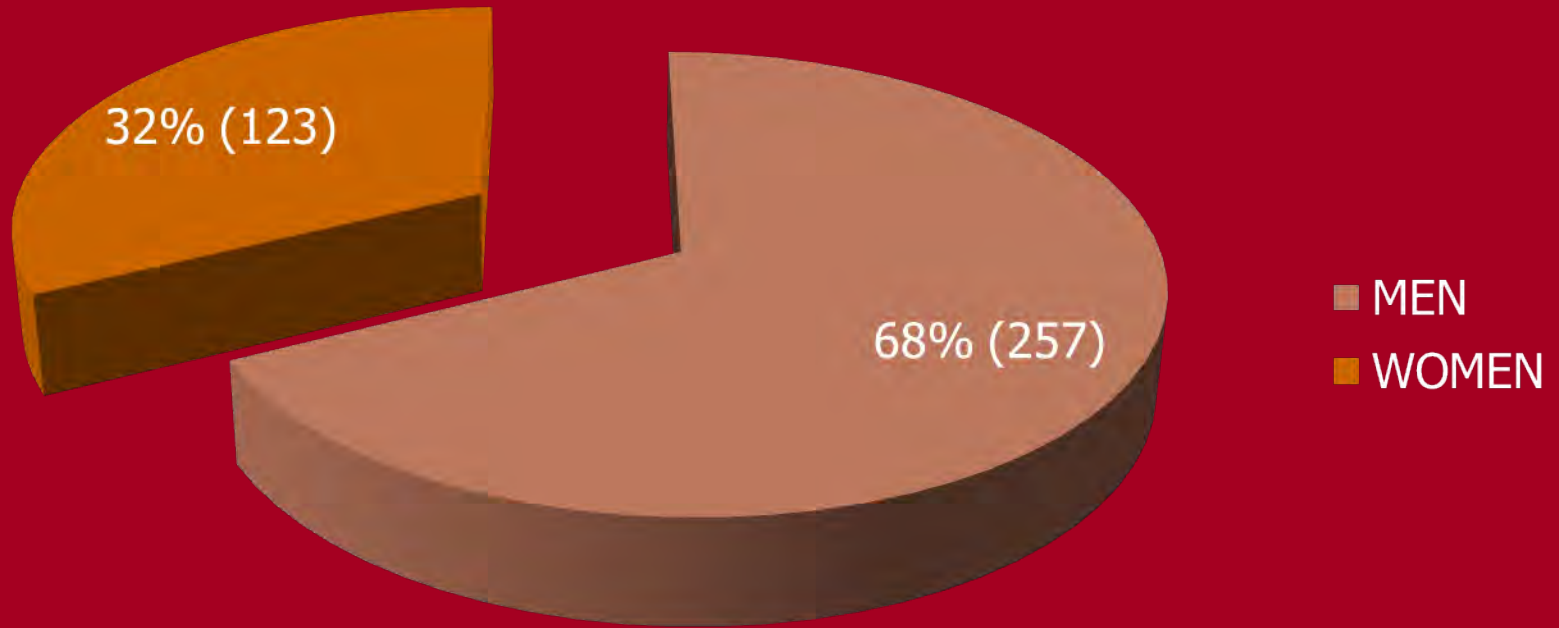
Government



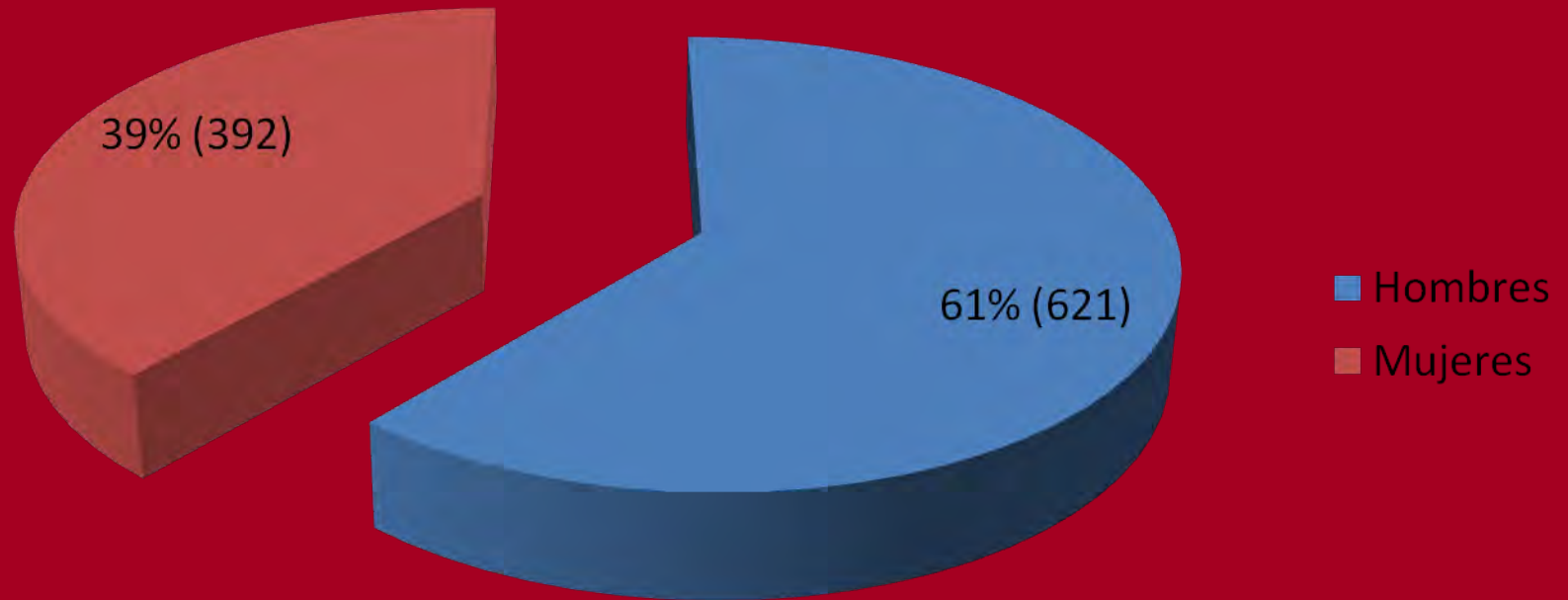
Top-management Level



Senior-management level

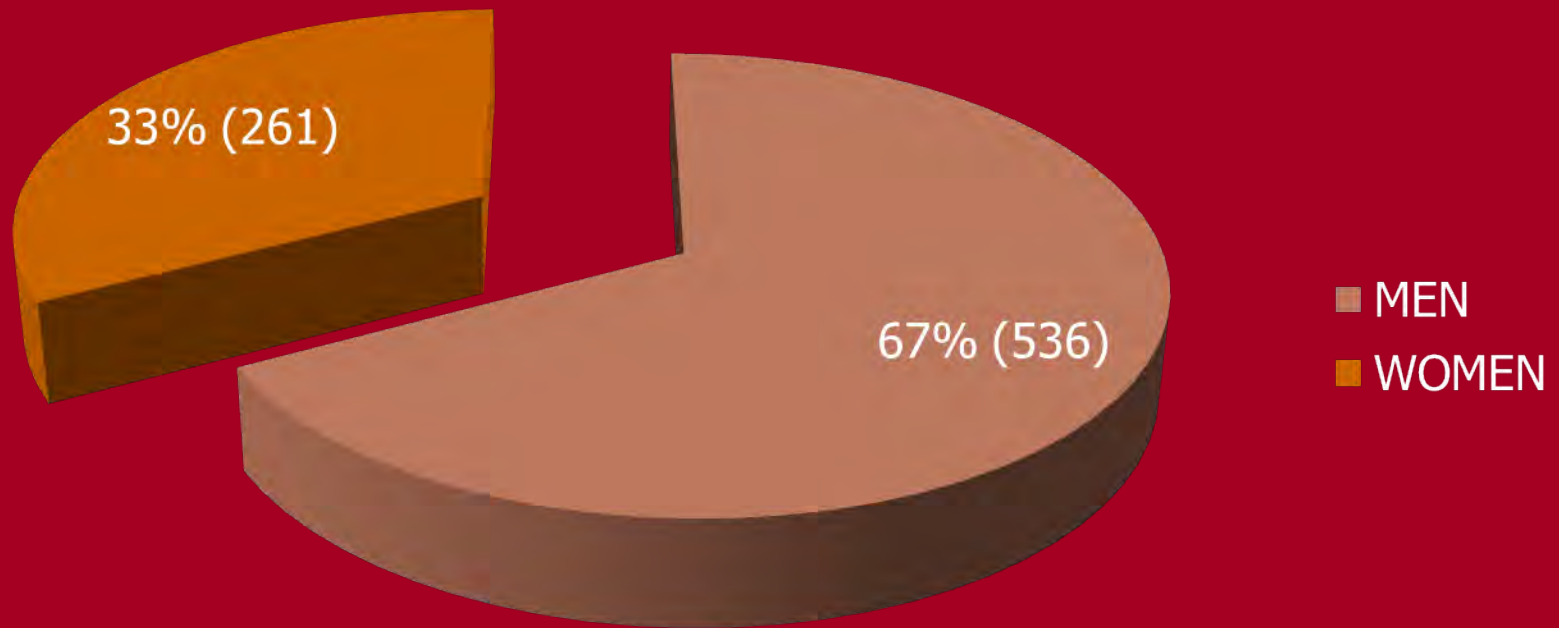


Profesional de Alto Nivel



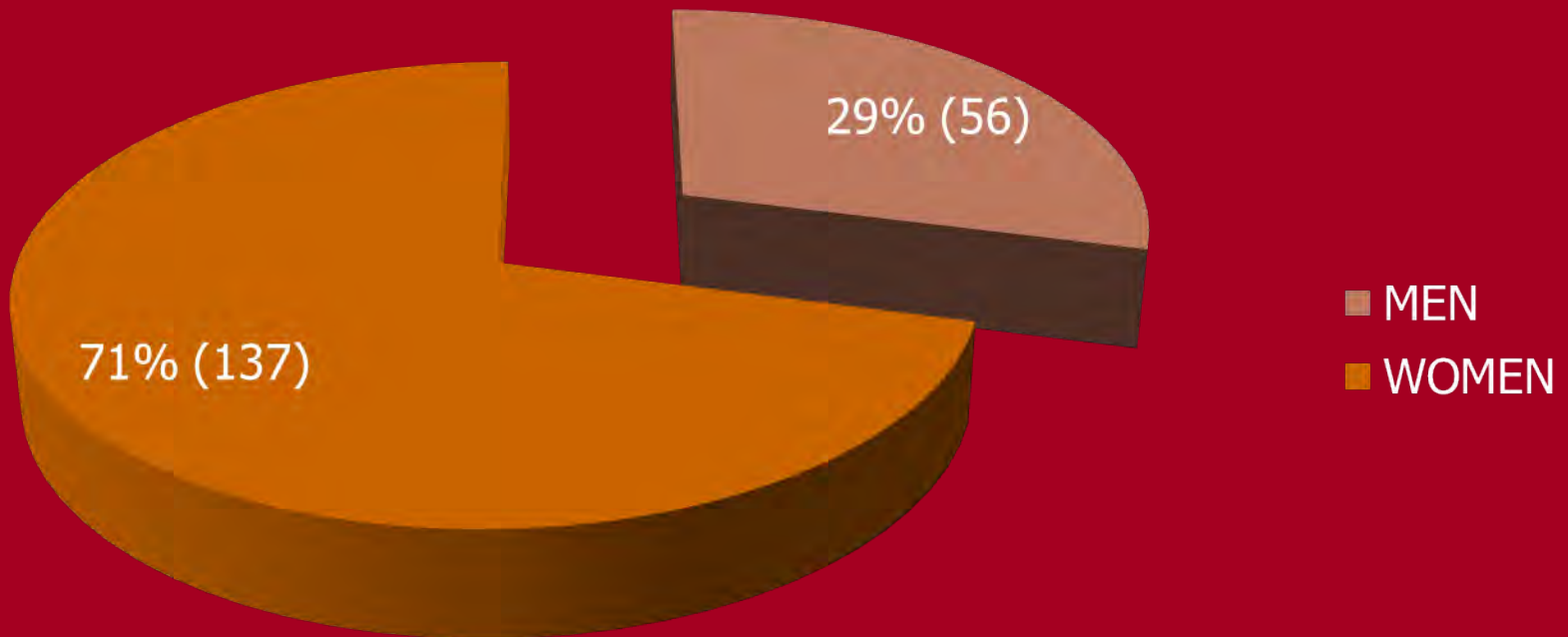
- 1013 personas se desempeñan en el nivel de Profesional de Alto Nivel de 206 estaciones (63.97%) de 322 .

Technical-professional level



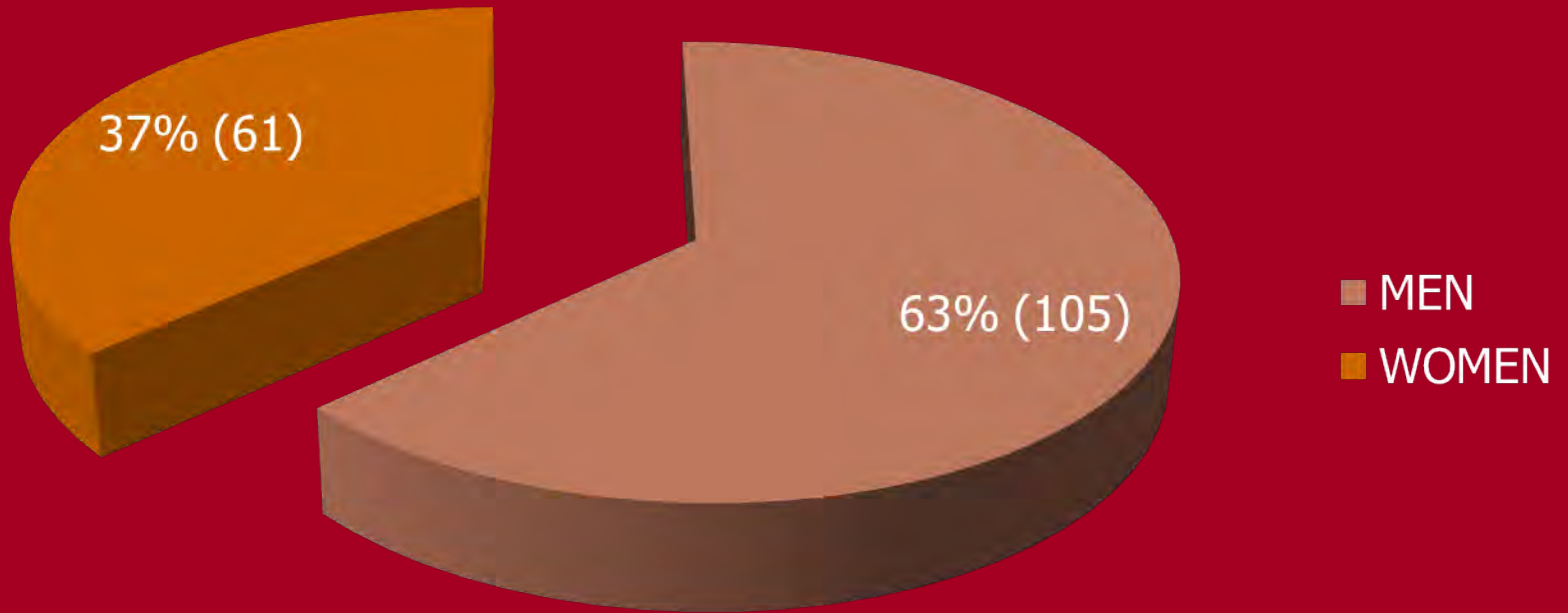
- 797 personas se desempeñan en el nivel Técnico de 182 estaciones (56.52%) de 322.

Sales, Finance and Administration Level



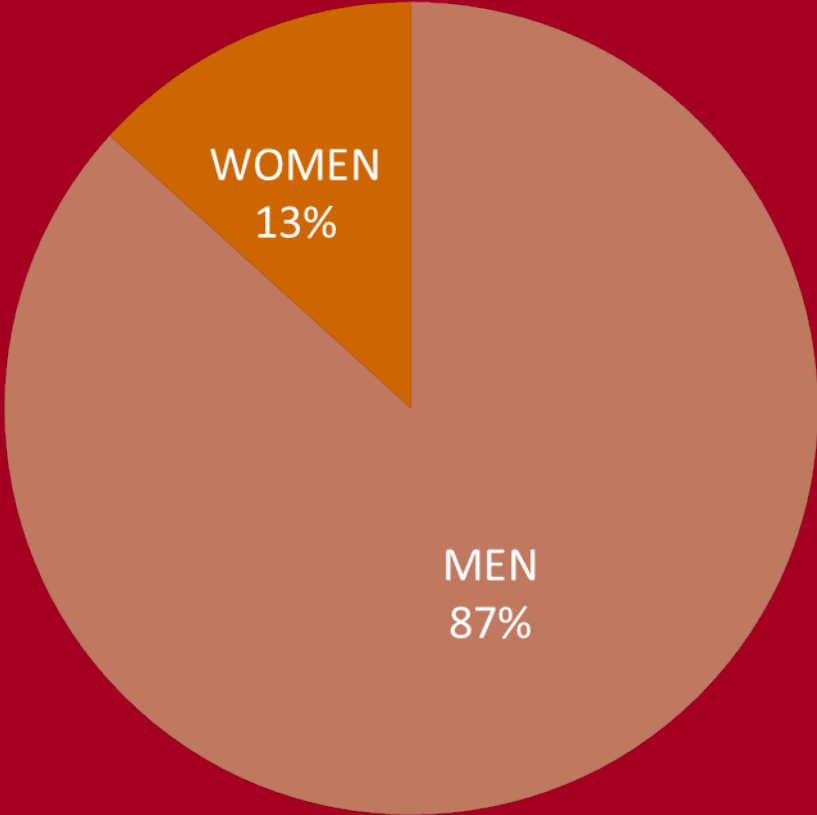
- 193 personas se desempeñan en el nivel de Ventas y administración de 154 estaciones (47.82 %) de 322.

Other

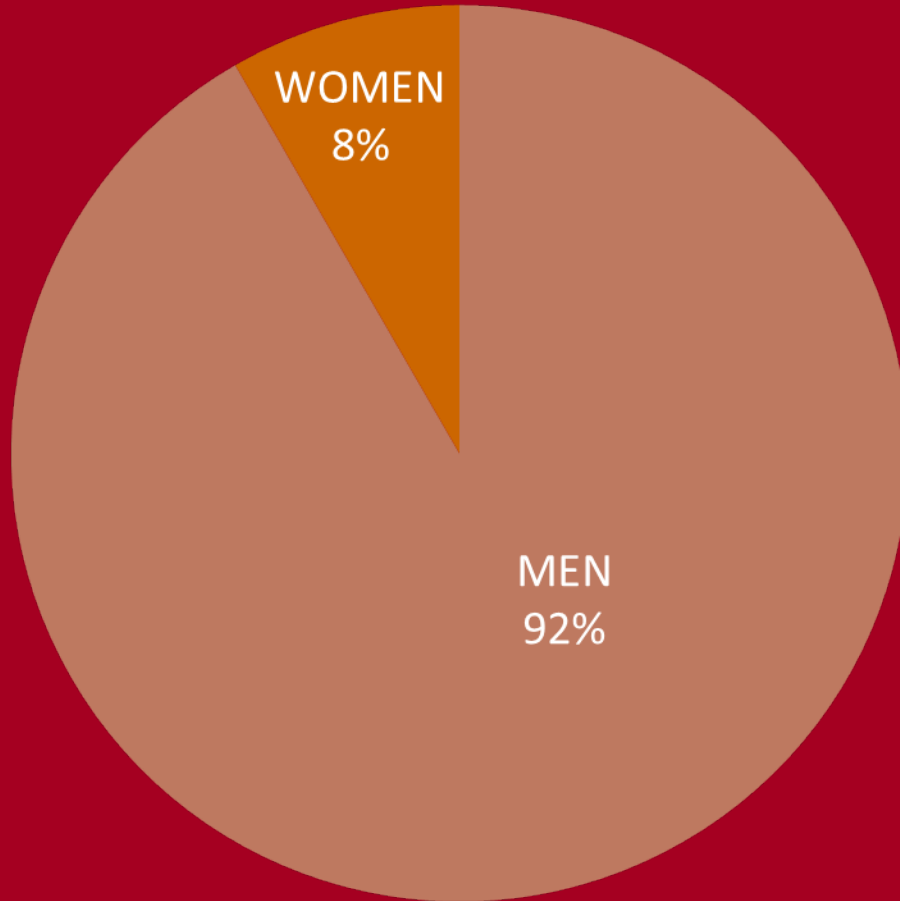


- PRIVATE RADIO STATIONS

OWNERSHIP

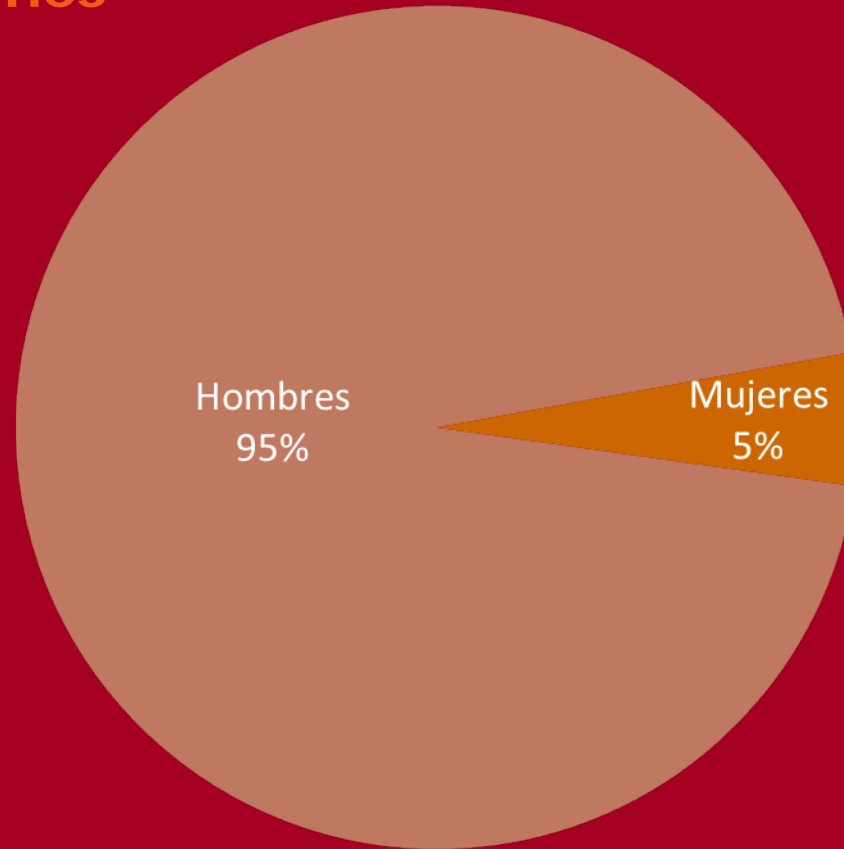


GOVERNANCE



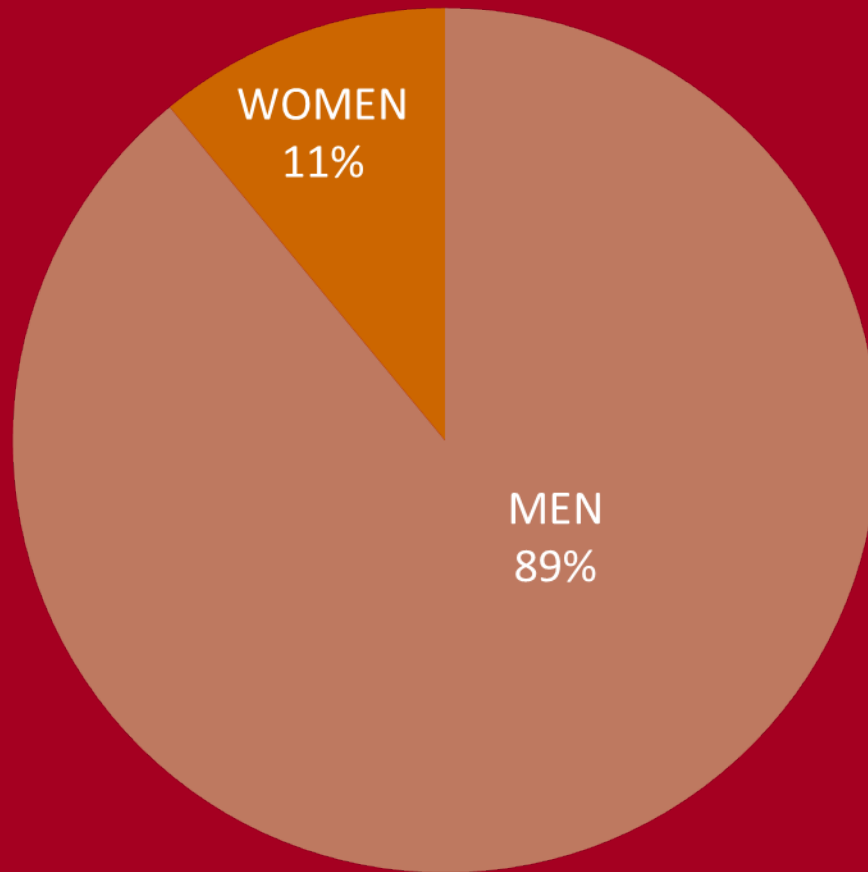
Presidencia

Concesiones

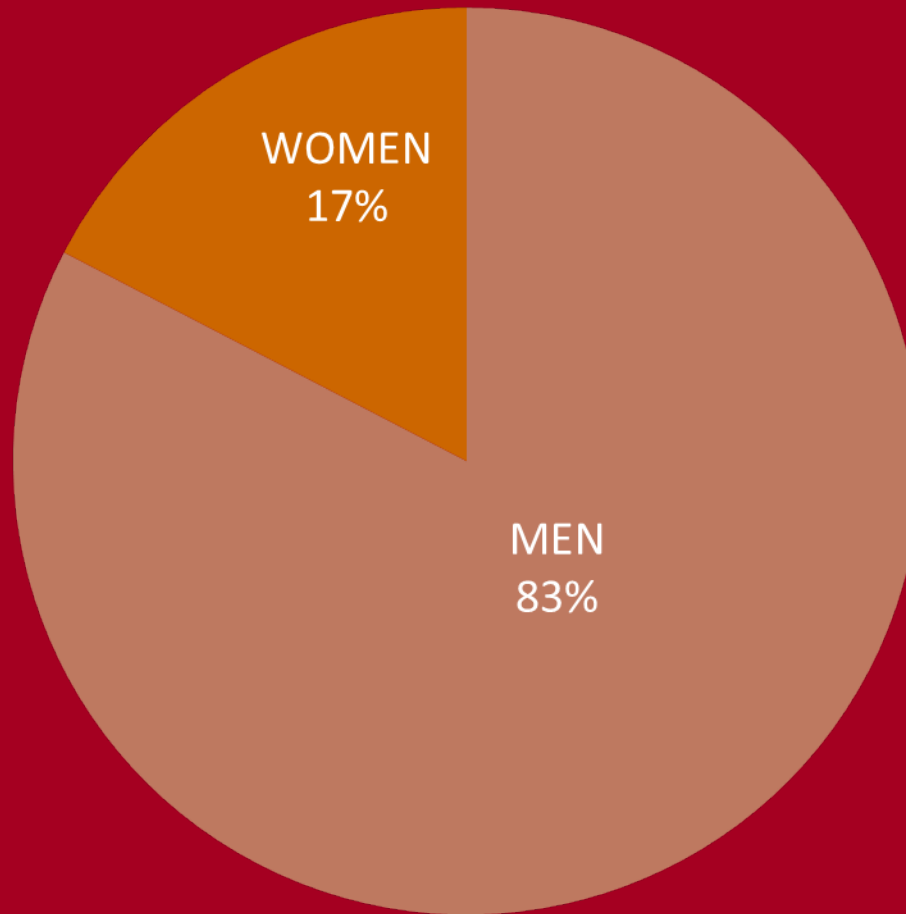


* 256 concesiones (20.36%).

TOP-MANAGEMENT LEVEL



SENIOR-MANAGEMENT LEVEL



* 346 concesiones (27.52%).

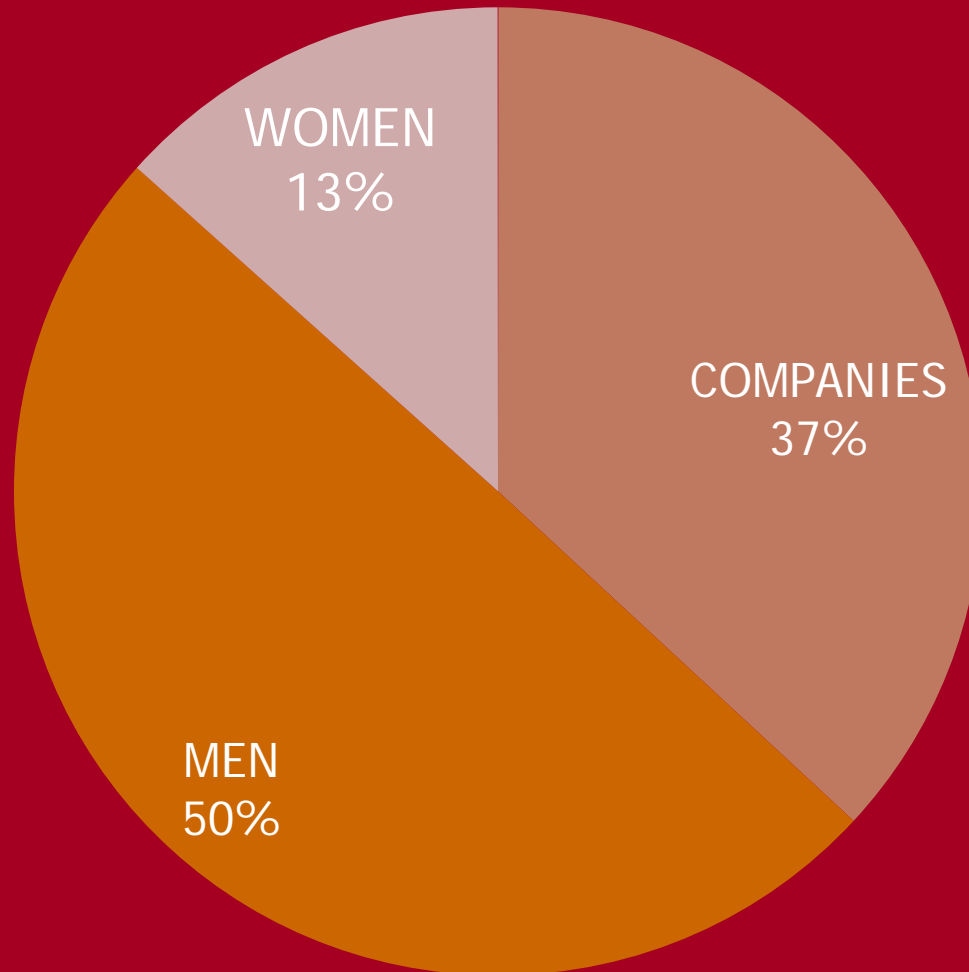
■ PRESS

- 652 newspapers are edited in Mexico

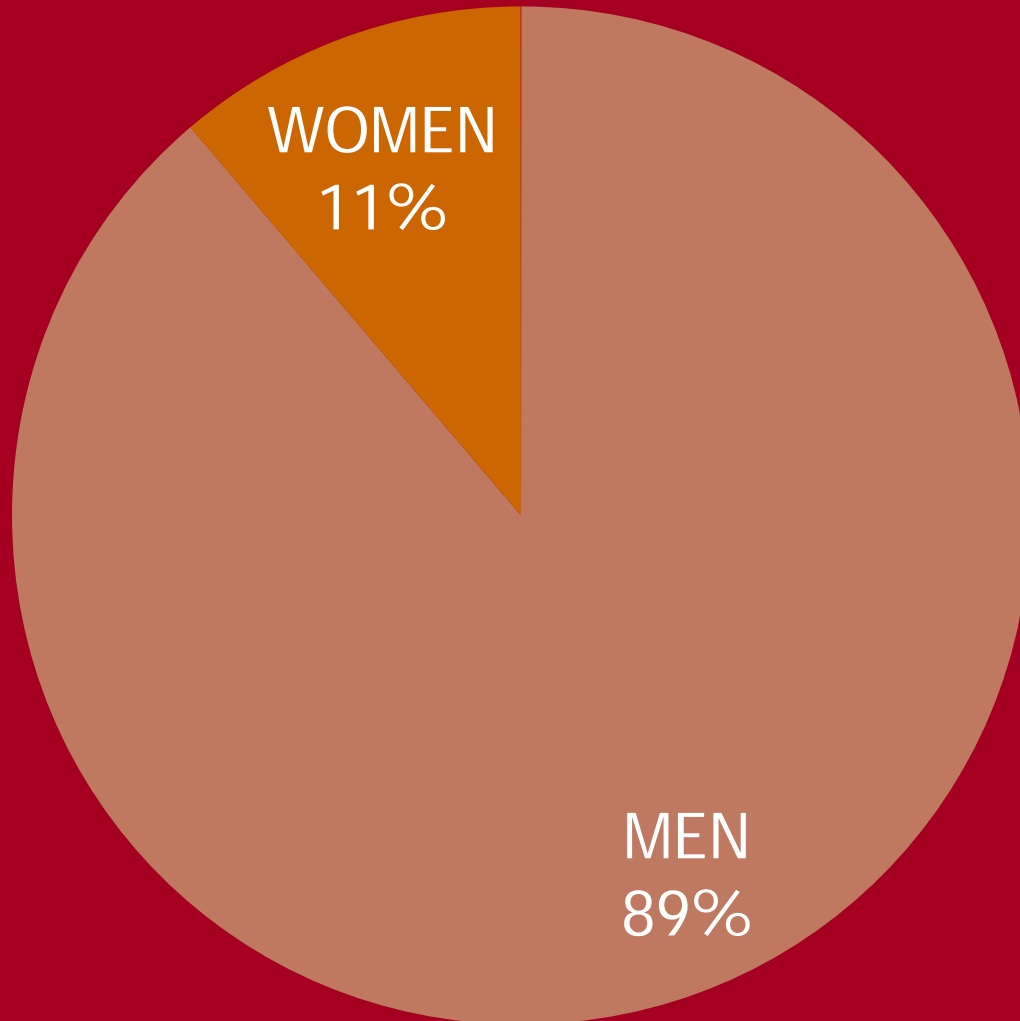
(Male) Companies Concentration

NAME	TOTAL OF NEWSPAPERS	OWNER	MEN	WOMEN
ORGANIZACIÓN EDITORIAL MEXICANA S.A. DE C.V.	71	MAN	16	7
GRUPO MILENIO	21	MAN	23	7
GRUPO EDITORIAL LA JORNADA	10	WOMAN	13	7
GRUPO REFORMA	7	MAN	25	17
ASOCIACIÓN PERIODÍSTICA SÍNTESIS, S.A. DE C.V.	10	MAN	9	5
UNO MÁS UNO	6	MAN	13	1

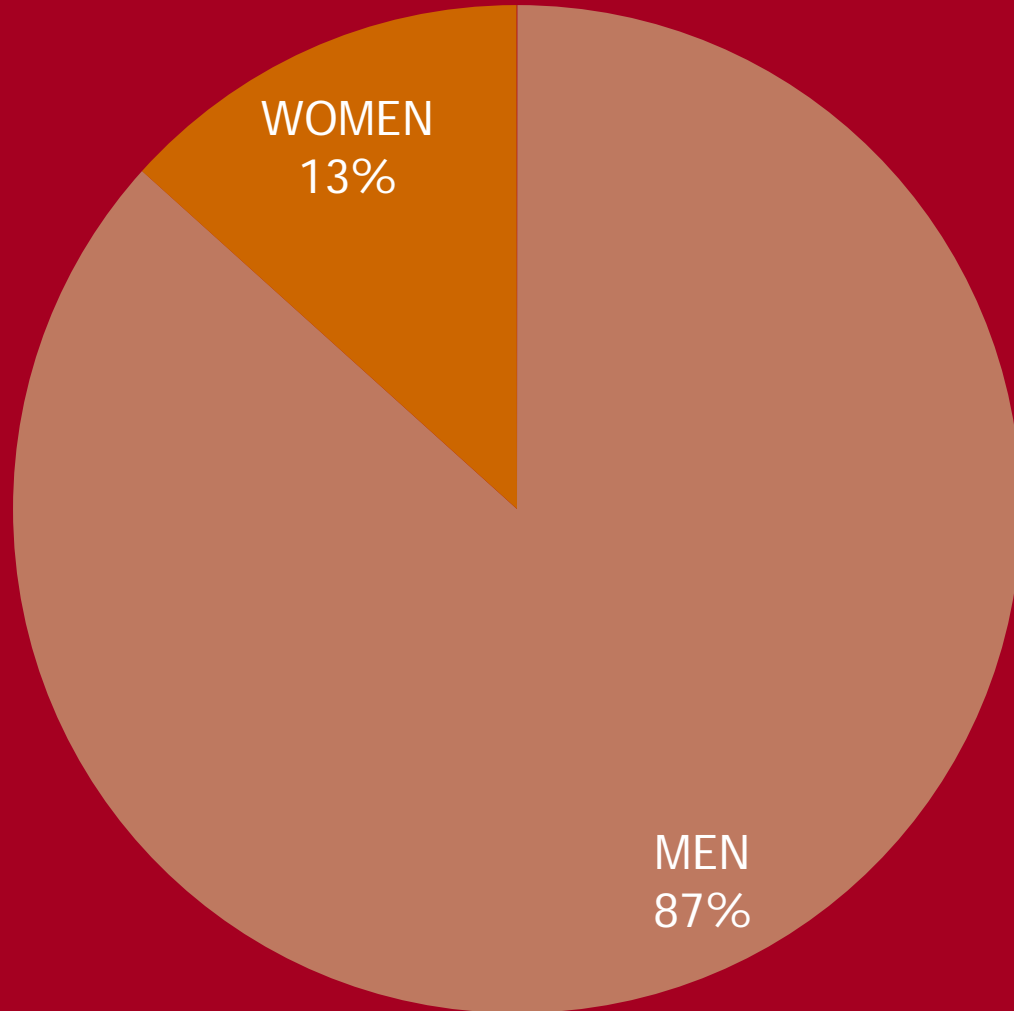
OWNERSHIP



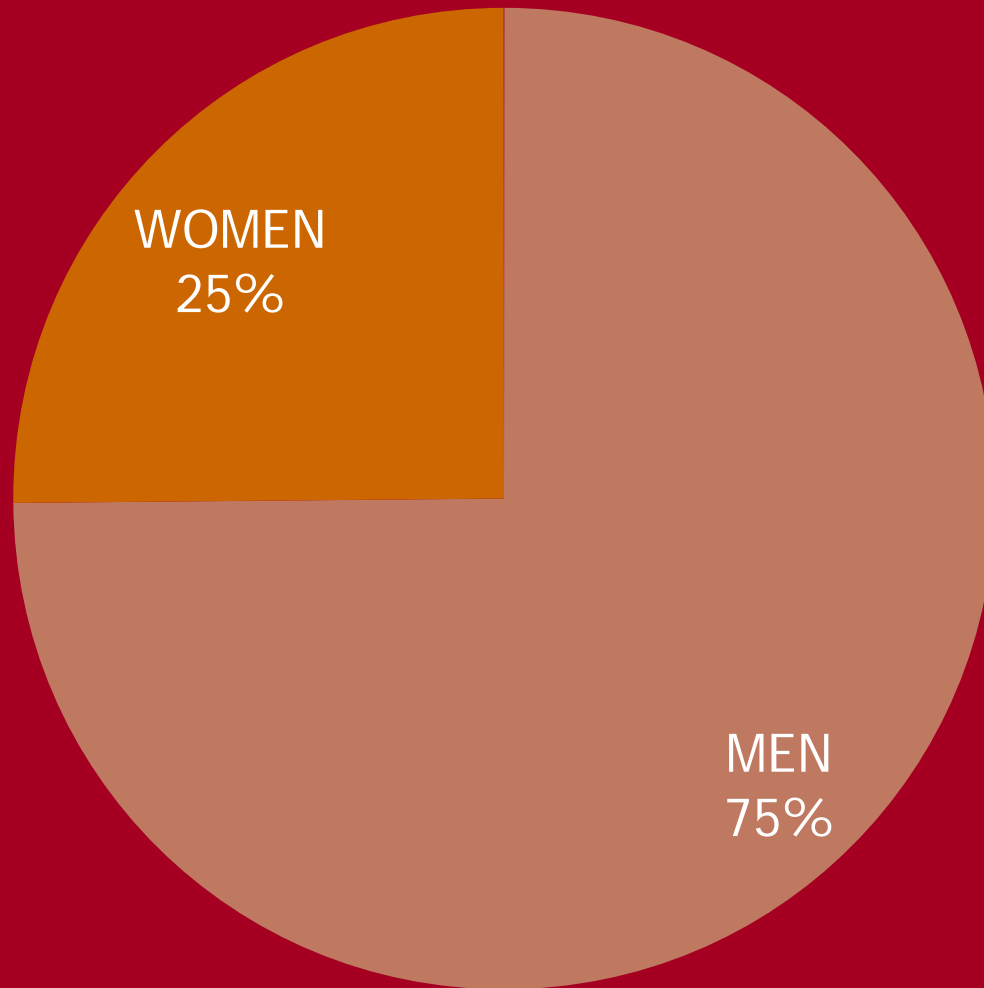
GOVERNMENT



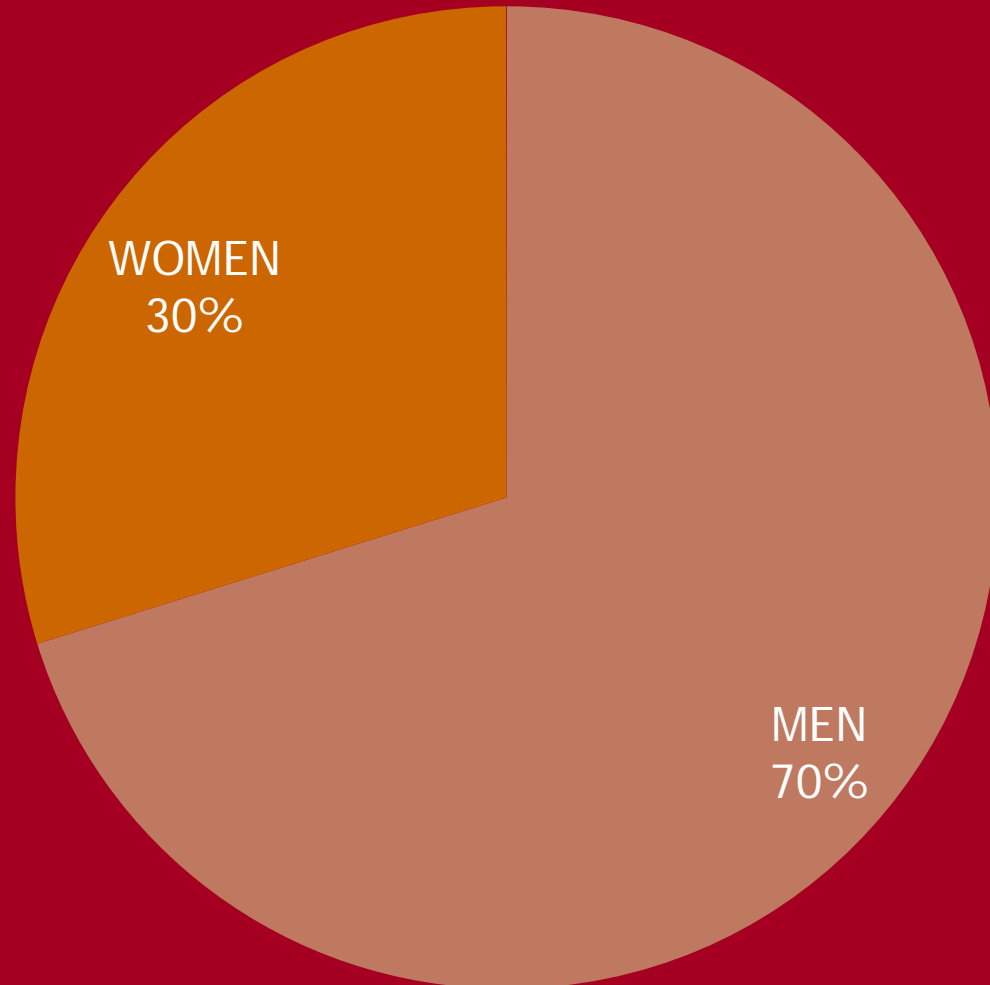
TOP-MANAGEMENT LEVEL



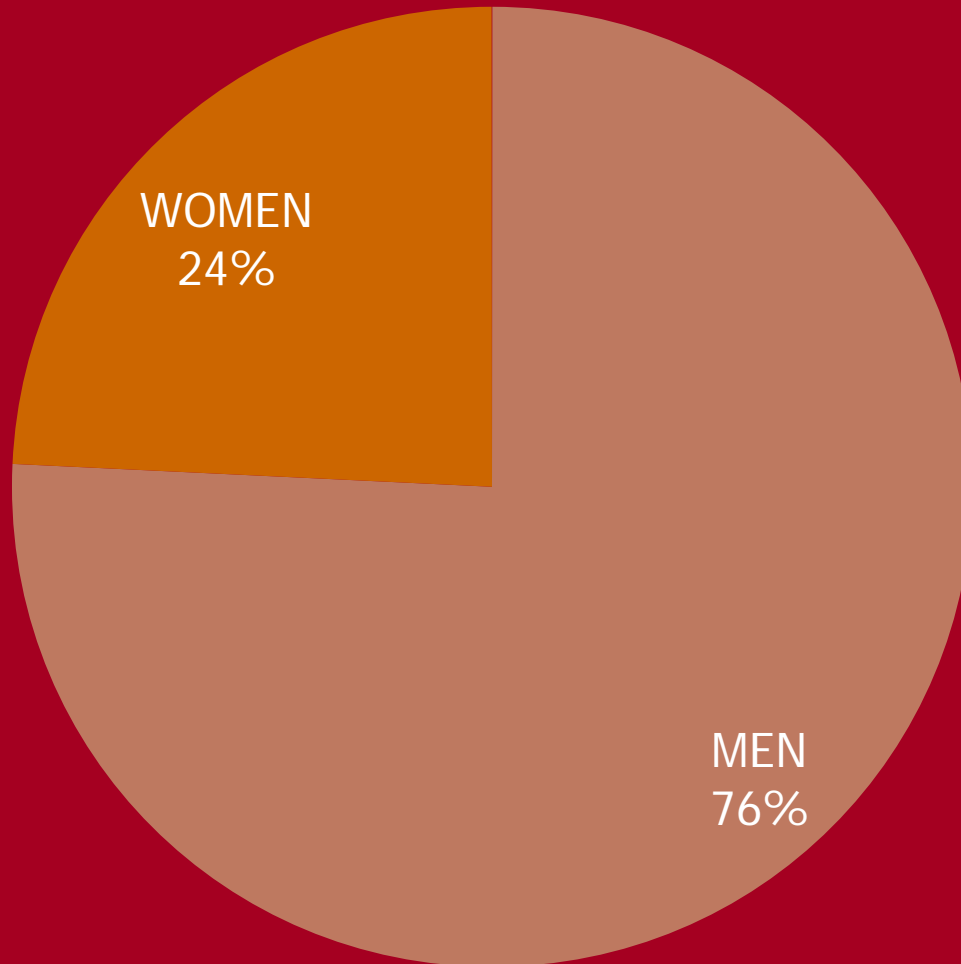
SENIOR-MANAGEMENT LEVEL



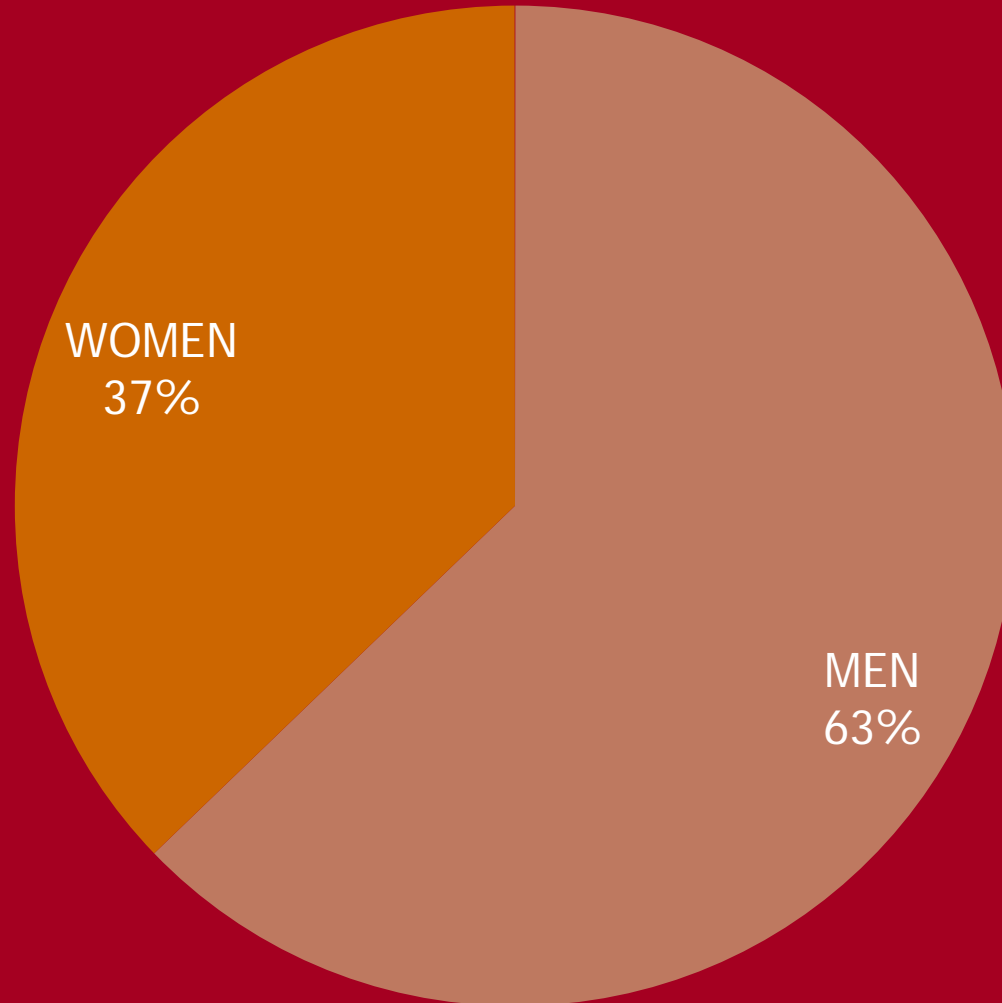
SENIOR-PROFESSIONAL LEVEL



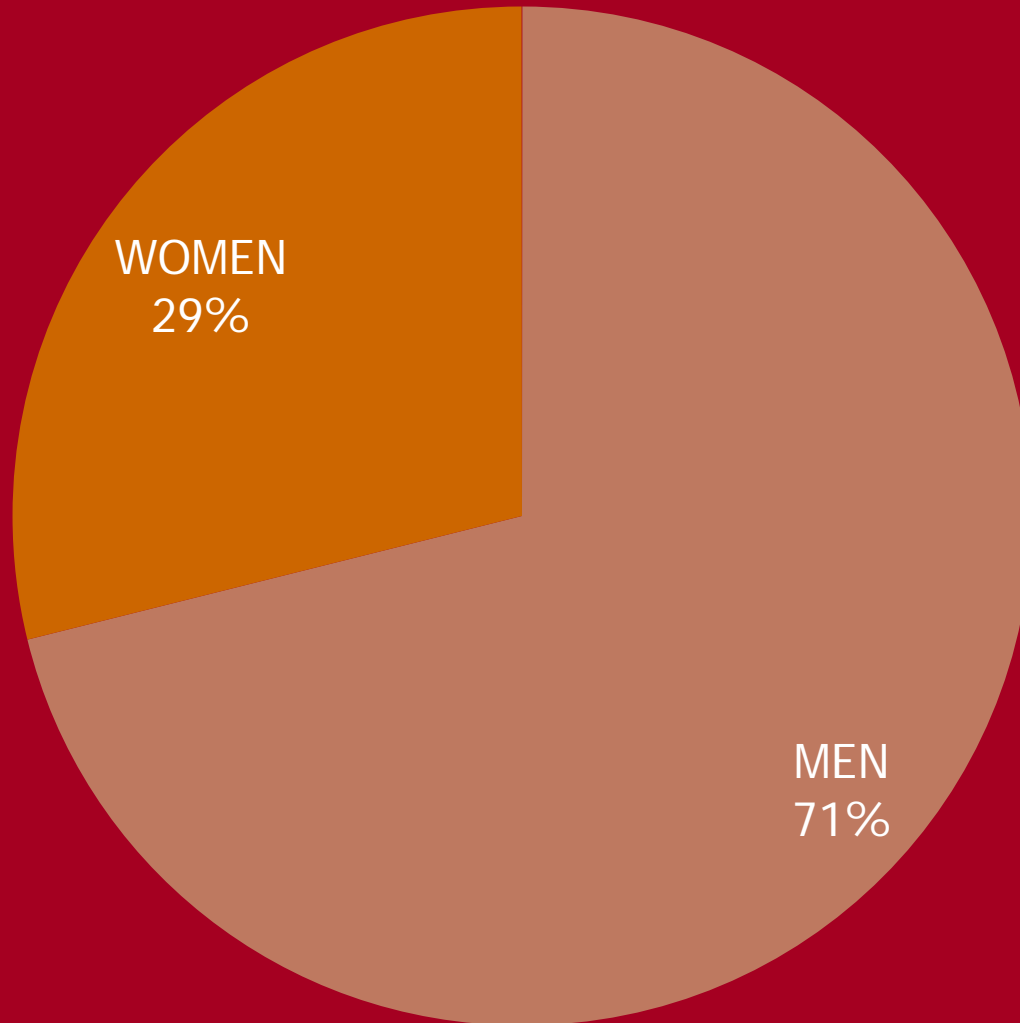
TECHNICAL-PROFESSIONAL LEVEL



SALES, FINANCE AND ADMINISTRATION



OTHER



How Do women face their development?

- Violence of gender: Sexual harassment, psychological violence
- The masculinization of jobs, practices and routines: no women in technical areas / the hard issues are discussed at "La Cantina" (the bar)
- Unequal remuneration -30% less than men
- The Glass Ceiling
- Conciliation of private life –family and domestic duties- and professional life
- Competence among women

Conclusion

- Gender gap in the media ownership and management in Mexico

Conclusions: Regulation and Policy

- Gender mainstreaming in regulation and policy is NEEDED!!!

- Salud!