

# Glass Ceilings

Women in South African  
media houses 2018



Introducing  
a new chapter  
on Cyber Bullying



Glass Ceilings: Women South African Media Houses  
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Back cover photo: Mamma Kgamane from Zebediela  
FM speaking at a media gender policies workshop in  
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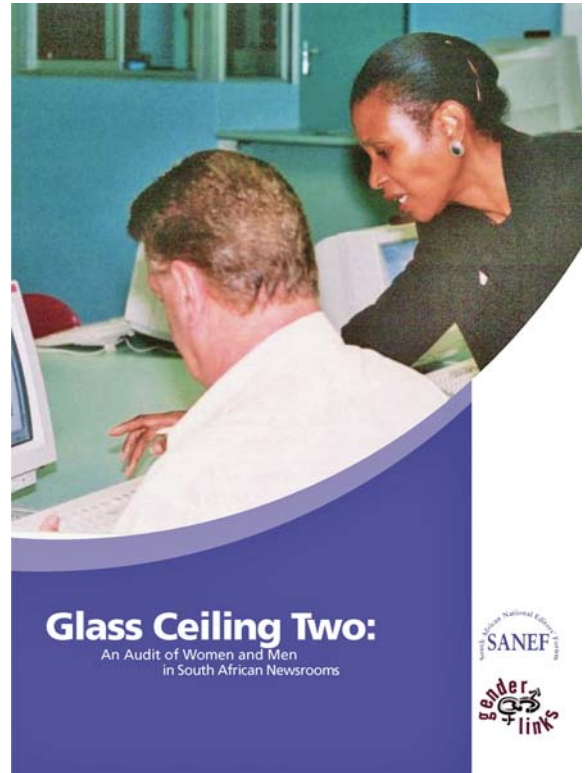
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The Glass Ceilings research, which builds on an initial study undertaken by Gender Links (GL) and the South African National Editor's Forum (SANEF) in 2007 and the broader Southern African Glass Ceiling project of 2009, provides progress on gender in South African newsrooms.

GL and SANEF designed, coordinated and managed the research with support from the Media Development and Diversity Agency (MDDA). Monica Bandeira analysed the data. The research team comprised a mix of students and academics: Patricia Handley, Maud Blose, Madikana Matjila, Mauwane Raophala, Sindiso Ndlovu, Sakhile Dube, Bongane Gasela, Robyn Evans and Petronell Ngonyama. Collin Nxumalo conducted the in-depth interviews with journalists.

Professor Glenda Daniels, Tarisai Nyamweda and Barbara Ludman wrote the report. GL CEO Colleen Lowe Morna edited the report.

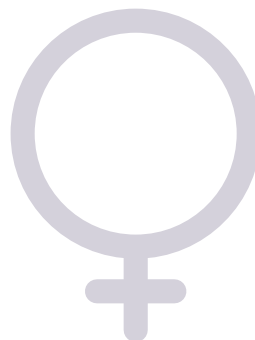


# Acronyms

<b>ANC</b>	African National Congress	<b>MWO</b>	Media Watch Organisation
<b>BPA</b>	Beijing Platform for Action	<b>NGOs</b>	Non-governmental Organisations
<b>DRC</b>	Democratic Republic of Congo	<b>OSISA</b>	Open Society Initiative of Southern Africa
<b>GMBS</b>	Gender and Media Baseline Study	<b>PCFM</b>	People's Choice FM, Lesotho
<b>GMDC</b>	Gender and Media Diversity Centre	<b>PDMM</b>	Post-Graduate Diploma in Media Management
<b>GEMSA</b>	Gender and Media Southern Africa Network	<b>RTNC</b>	Radio Television Nationale Congolaise
<b>GL</b>	Gender Links	<b>SAARF</b>	South African Advertising Research Foundation
<b>GMPS</b>	Gender and Media Progress Study	<b>SADC</b>	Southern African Development Community
<b>GMMP</b>	Global Media Monitoring Project	<b>SAEF</b>	Southern African Editor's Forum
<b>IFJ</b>	International Federation of Journalists	<b>SANEF</b>	South African National Editors Forum
<b>IWMF</b>	International Women's Media Foundation	<b>SAPA</b>	South African Press Association
<b>M&amp;G</b>	Mail & Guardian, South Africa	<b>UNESCO</b>	United Nations Scientific, Education and Cultural Organisation
<b>MAP</b>	Media Action Plan		
<b>MISA</b>	Media Institute of Southern Africa		



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# Executive Summary



# Introduction

## Context and Methodology



Participants at the Glass Ceiling inception meeting 2018.

Photo: Gender Links

**P**hylicia Oppelt in 2013 was appointed editor of the *Sunday Times*, a first in the 107-year history of the paper. In 2004, Ferial Haffajee became the first woman editor of the *Mail and Guardian*, the first woman editor of a leading newspaper in South African history. When Esmaré Weideman became Chief Executive Officer of Media24: these were milestones for women in the media. This was an exception and not the norm it shows evidence of how rare such occurrences are years even after democratisation. It shows that there is a gap that should be taken

into consideration in the media sector. The proportions of women in the media and the proportions of women in management does not add up when you analyse this against proportion of female students who are in journalism and media studies departments. The question then arises that where do the women in journalism go and when they do stay how far up the ladder

<sup>1</sup> <https://www.iol.co.za/news/south-africa/sunday-times-gets-first-female-editor-1462789>

<sup>2</sup> <https://allafrica.com/stories/200401260055.html>



