

SANEF Glass Ceiling Way Forward

July 2006

SANEF Councillors and the “Glass Ceiling Project Team” are invited to revert to Lizette lrabe@sun.ac.za regarding this “Way Forward” draft which is structured as follows:

- A** Suggested Plan of Action – Jul-Aug 2006
- B** Suggested in-house workshops around Women’s Day / during Women’s month
- C** Structure for workshops
- D** Issues
- E** Suggested template for feedback
- F** Project Team
- G** Institutions

A. Suggested Plan of Action – Jul-Aug 2006:

1. Glass Ceiling presentation delivered at SANEF AGM 2006 posted on <http://sanef.org.za/diversity>
2. Full report posted on website (<http://www.sanef.org.za/diversity/>) by 21 July 2006
3. SANEF press release
 - To draw attention to the GC report, findings and action plan
 - To refer to upcoming Women’s Day (9 Aug)
 - To refer to SABC-SANEF seminars and SABC-SANEF Conference on 19 Oct which will have a Gender theme (project leader Mathatha)
4. Roundtable discussion on Sun 6 Aug with Jeremy Maggs (Media on SAfm 10h00-11h00)
5. SANEF roundtable/press conference on Tues 8 Aug with view on Women’s Day/Women’s Month
6. Glass Ceiling findings discussed by Lizette Rabe on SAfm’s “Afternoon Talk with Thabiso Sikwane” on Tuesday at 2:30pm
7. In-house workshops at each news institution in Aug (to be fitted in according to schedule so that the majority of journalists of all levels can attend), using as a guide for discussion the issues identified by the GC report (see D below). Feedback (one to two pages; suggested template, see E below, may be used) to be sent back to SANEF.
8. An audit of women in SA news rooms, potentially structured along the lines of EE reports submitted to the DoL by media houses. If possible the issue of sexual harassment could be included. (Audit by GenderLinks to be explored by Joan w/c 7 Aug)

B. Suggested in-house workshops around Women’s Day / during Women’s month:

At its AGM on 10 July 2006, SANEF resolved “no more lip service, but action” in response to the presentations of the Glass Ceiling study’s findings. It is therefore proposed that workshops are held in all news institutions affiliated to SANEF through its members. The following guideline is suggested:

- Each news institution (listed in G below) identifies a SANEF member within the organisation to champion the organisation of in-house workshops. Please send the name

to Precious by 10 Aug to include the staffer in future communication. Schedules and other realities of each working environment are to be taken into account to enable as many journalists (on all levels) as possible to attend

- all attendees read the full GC report in preparation for the workshops
- issues e.g. those listed below are used as a guide for a structured discussion
- the identified SANEF member acts as the coordinator at the institution and liaises with the GC project team (some may already be in the project team)
- a feedback report (1-2 pages; see suggested template, E, below) of suggestions are sent back to SANEF (admin@sanef.org.za) by 31 Aug
- suggestions are collated by Precious into a working document. From this the GC project team to identify strategies to address/redress the various issues

The GC project team, though virtual/e-meetings, will work on a document to be presented to SANEF at the first possible council meeting.

C. Structure for workshops:

Suggested structure for workshops to discuss strategies to advance women in newsrooms:

The point of departure for each workshop lasting approximately 2 hours is:

How can the obstacles and realities women face in newsrooms be addressed and redressed?

With regard to the issues identified in the GC report (see D below), what are the answers to the questions below:

- How can the “-isms” be addressed?
- How can we foster an atmosphere conducive to change?
- How can the culture of newsrooms be changed?
- How should we think about the production of news
- What is news?
- How can HR assist in developing programmes/courses/workshops for change?
- What is a supportive and enabling environment?
- What facilities are needed?
- What is needed in terms of flexi-hours/work?
- What about maternity leave?
- What intrinsic institutional reform is needed to comply with non-sexism as is constitutionally and legislatively expected of our sector?
- How can our business plans include the advancement of women?
- How can our business plans use the advancement of women to enhance our product (and therefore, our bottom line...)

D. Issues:

Issues identified by GC, grouped together around these four main issues (see pp 4-10 of report for summary):

-Isms:

- *Sexism*
- *Racism*
- *Prejudice and discrimination*

Culture/practice:

- *Newsroom culture*
- *Current definition of news and news practices*

HR/employment:

- *Employment conditions*
- *Recognition of family responsibilities*
- *Non-existence of workshops, leadership seminars, career plans, mentors*
- *Lack of professional bodies*
- *Lack of knowledge of equity laws*

Institutional change:

- *Lack of political will*
- *Institutionalised discrimination*

E. Suggested template for feedback:

Institution:
Coordinator:
Workshop held on:
How many attendees:
% of full staff:
Issues discussed:
• How can the “-isms” be addressed?
• How can we foster an atmosphere conducive to change?
• How can the culture of newsrooms be changed?
• How should we think about the production of news
• What is news?
• How can HR assist in developing programmes/courses/workshops for change?
• What is a supportive and enabling environment?
• What facilities are needed?
• What is needed in terms of flexi-hours/work?
• What about maternity leave?
• What intrinsic institutional reform is needed to comply with non-sexism as is constitutionally and legislatively expected of our sector?
• How can our business plans include the advancement of women?
• How can our business plans use the advancement of women to enhance our product (and therefore, our bottom line...)

F. Glass Ceiling Project Team:

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G. SANEF members in each of these institutions:

Africa Perspectives
African Press
Agenda
Associated Magazines
BBC
BDFM
Beeld
Business Day
Business Report
Cape Argus
Cape Media
Cape Talk
Cape Technikon
Cape Times
Carte Blanche
Citypress
Daily Dispatch
Daily News
De Rebus
Die Burger
Durban Inst of Tech
e.TV
East Coast Radio
Engineering News
FairLady
Financial Mail
Grocotts
Health-e
Heart 1049.fm

Highveld
Huisgenoot
IAJ
Independent
Indicator & Focus
IOL
Jacaranda FM
Johnnic / Johncom
Kaapse Son
kayaFM
KFM
M&G
Mafube Publishing
Mercury
OFM
Pretoria News
Public Eye
Radio 702
Rapport
Readers Digest
Reuters
SA Report
SABC
SAPA
Sowetan
Star
Sunday Sun
Sunday Times
Sunday Tribune
The Ridge
UmAfrika
Volksblad
Witness
Ideas (previously Womans Value)