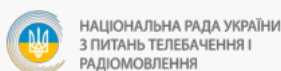


GENDER PROFILE OF UKRAINIAN MEDIA

Under the Law of Ukraine “On Media,” one of the priority vectors of the National Council on Television and Radio Broadcasting of Ukraine is ensuring gender equality in the media and protecting citizens of Ukraine against potential forms of discrimination, including gender-based discrimination.

In this regard, the National Council, together with civil society, particularly Women in Media NGO, started an important project on developing a gender profile of the Ukrainian media. This was done by means of a questionnaire. The research is based on data on 206 Ukrainian media with a total of 4,820 employees. It also includes analysis on gender equality in the media as an EU prospect.

This research was made possible thanks to the project “Network of gender think tanks: capacity development for advanced policy design, impact assessment, strategic advocacy, and specialized policy communications,” implemented by the Ukrainian Women’s Fund with the support of the European Union. Information contained herein does not necessarily reflect the views of the UWF and the EU.



women in media.

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(TV, radio, or TV and radio companies)



Foreword by Olha Herasymiuk, chair of the National Council on Television and Radio Broadcasting of Ukraine

“Gender Profile of Ukrainian Media” is a unique study carried out jointly by the National Council on Television and Radio Broadcasting of Ukraine and Women in Media NGO.

No country in the world can prosper if half of its citizens remain closed off. If fifty percent of potential is ignored, the field of talent quickly turns into a wasteland. To develop and make high-quality decisions, all societies and nations require diversity of thinking, which can only be ensured if women and men make an equal contribution.

This brochure is the key to understanding the gender profile of the Ukrainian media. The research it is based on is more than a statistical report. We are making an important step towards unveiling and interpreting social equality in the media, creating context to embrace it in real life.

Do the media reflect the multifaceted nature of our society? This is not only about the diversity of voices, but also about balance, about the integrity of our worldview. Above all, the media is expected to be balanced and free from stereotypes, with equal visibility of women and men in the diversity of their social roles and ages, as well as a highly aware editorial policy regarding the process of media production.

Our study is not just a reflection of the current situation, but also an impetus for change, a call for interaction. This is a step towards true equality, where every voice is heard, and everyone is visible.

I invite you to embark on this exciting path of analysis and discovery, understanding and designing a media space in which men and women together are stronger than in isolation.

KEY FINDINGS

Increasingly many nations are currently developing “soft law” regulations aimed at ensuring gender equality in the media. This development is largely due to women still being underrepresented in the media and due to the discriminatory coverage of different genders in publications. These issues, in turn, are the corollary of women only rarely holding management positions in large media holdings or being selected as authors to cover socially significant subjects.

Given the detailed practice of the EU and Council of Europe, as well as Ukraine’s ongoing processes of European Integration, stakeholders should take note of the need to incorporate the principles and approaches of gender equality in the media sector. Given that media legislation has recently been updated and largely made in line with European standards, Ukrainian public authorities should pay attention to the process of its implementation to ensure the right to equal treatment.

A study conducted by the National Council on Television and Radio Broadcasting showed that **in the majority of the media whose representatives took part in the survey, most employees are women. Only media that have a license for television and radio broadcasting at the same time have mostly men as their employees.**

The number of employees with disabilities for companies is generally 5–6%.

In addition, men also prevail among older age groups:

Age group / who prevails in the lineup	TELEVISION	RADIO	RADIO + TV
18 to 35	women	women	women
36 to 60	50/50	women	men
61+	men	men	men

Women constitute the majority of young employees in all types of companies. The older the age group, the lower the representation of women. However, in the largest age group – middle age – women and men have an approximately equal representation.

Women are more represented in management positions, by a narrow margin, and in older age groups, men tend to have a higher representation. This can be seen in most professional roles.

The analysis also showed division into so-called “women’s” and “men’s” professions. They can be otherwise described as creative (for women) and technical (for men).

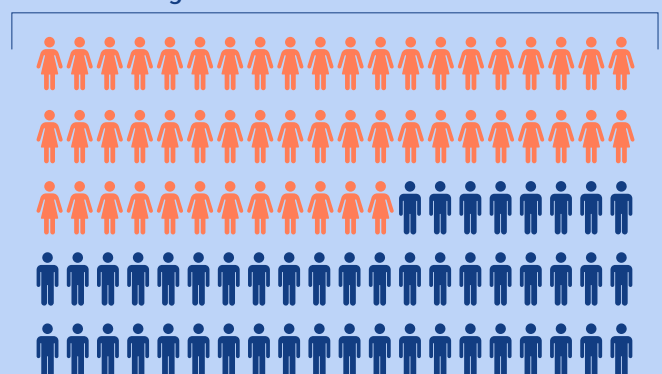
An important observation is that women do not have a significantly higher representation in management positions, but they do prevail significantly in creative jobs on television (journalists, anchors, marketing and PR).

In other words, creative professions and professions related to the development and distribution of content are carried out mostly by women, by a significant margin. For example, 77% of journalism positions are held by women, and 23% – by men, while when it comes to media management, women make up 52%, while men do 48%.

Journalists



Media management

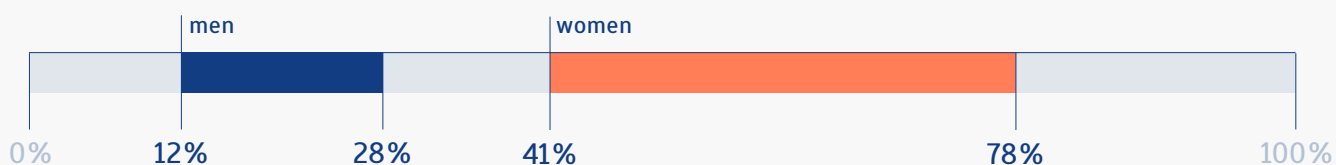


Notably, only 12% of employees underwent training and professional retraining in their companies. **In all the organizations that took part in the survey, the largest share of employees undergoing training and professional development are women** (women – 59%, men – 41%). Moreover, the skew towards women in those who improve their professional qualifications is even greater than the general disproportion of women to men in newsrooms.

Employees undergoing training and professional development



Flexible policies for parents, caretakers, and work-life balance mostly apply to women. The biggest gender gap is observed in parental leave policies. The percentage of companies practicing such a policy for men ranges from 12% to 28%, and for women it ranges from 41% to 78% of organizations in various categories.



The most popular social policies in companies are a flexible work schedule, child care leave, or maternity leave, and a full social package. Companies apply these and other social policies mostly to women. Notably, most policies were actually used in less than half the companies.

The operational plan on the implementation of the National Strategy for overcoming the gender wage gap in Ukraine by 2030 emphasizes **the importance of introducing gender quotas in governing agencies and in management, as well as allocating resources to stimulate women's career growth** (e.g., for women's professional development, childcare arrangements in the workplace, etc.).

In this regard, it makes sense to further develop the Strategy for Gender Equality in the Media, to hold regular meetings with media industry representatives and to facilitate media literacy campaigns on prevention of discriminatory statements, to support various self-regulating and co-regulating initiatives aimed at ensuring gender equality, develop ethical standards on coverage of gender-related subjects etc.



METHODOLOGY

The “radio” category includes questionnaires of all media that carry out radio broadcasting, the “television” category – all media that carry out TV broadcasting. The “radio and television” category includes media that engage in both.

A total of 213 responses from the media were collected. Some of the questionnaires were filled out incorrectly, and their results were thus not taken into account. Consequently, the results are based on 206 responses, which did not affect the general calculations.

The research is based on data on 206 Ukrainian media with a total of 4,820 employees.

The survey was not conducted for the media of the Luhansk oblast, the Autonomous Republic of Crimea, and the city of Sevastopol due to their temporary occupation by Russia. In the Donetsk oblast, only media from government-controlled areas took part in the survey.

In its letter to the media with a request to fill out the questionnaire and provide data, the National Council noted that all data would be used and published only in an aggregated form with the necessary interpretation, and the questionnaires themselves and any non-anonymous media data would not be transferred to third parties.

Each gender profile contains a separate section of the table explaining whether the company has flexible policies for parents, caretakers, and all employees in general regarding work-life balance. In the questionnaires sent out by the National Council, it was proposed to indicate “1” meaning that a certain practice does occur in the media or “0” if it does not. Thus, the calculation of the gender profile in this section shows how many companies apply certain practices in general, without taking into account the number of applications of each specific policy.



Section 1

GENDER EQUALITY IN THE MEDIA: EU OUTLOOK

Increasingly many nations are currently developing “soft law” regulations aimed at ensuring gender equality in various fields, including the media.

This development is largely due to women still being [underrepresented](#) in the media and due to the discriminatory coverage of different genders in publications, or even propaganda of an abusive attitude towards women. These issues, in turn, are the corollary of women being [underrepresented](#) in newsrooms, only rarely being selected as authors to cover high-profile subjects (e.g., women [write much less frequently than men](#) about economy, tech, or law), and holding fewer management positions in large media holdings. A 2018 [study](#) by the Global Media Monitoring Project found that the number of women reporters or presenters remains quite low. Similarly, in 2022, a large [European study](#) demonstrated a significant difference between women and men in the media sector in terms of income, social protection, work distribution, and promotion opportunities. [The statistics](#) also indicate that in EU countries, on average, women occupy management positions in the media in 35% of cases (and this figure varies from country to country).

These issues have driven EU countries to boost women’s representation in the media sector not only at the level of media materials, including producing film, TV, selection of interviewees, etc. They also influenced the development of general principles for ensuring gender equality at the institutional level. Due to the fact that Ukraine is currently on its path of European integration, it is important to analyze European approaches, singling out specific trends that should soon be implemented in the Ukrainian legislation and practice.

General standards on gender equality in the EU

[The Treaty on the EU](#) – the founding document of the union containing all the basic principles of membership – indicates in Article 3 that gender equality is one of the EU’s fundamental values. In addition to this general provision, the EU adopted [multiple](#) Directives and Regulations designed to ensure gender equality. A Gender Equality Report is annually issued at the EU level (data on the [2021](#) and [2022](#) are available in the respective documents).

In addition, at the soft law level, the EU has a Gender Equality Strategy, which is updated once in five years. The current Strategy is the one for [2020-2025](#). Among other things, it recognizes the following areas as priorities:

- Ending gender-based violence;
- Challenging gender stereotypes;
- Closing gender gaps in the labor market;
- Achieving equal participation across different sectors of the economy;
- Addressing the gender pay and pension gap;
- Closing the gender care gap;
- Achieving gender balance in decision-making and politics.

In order to achieve these goals, the document outlines about 30 specific actions that must be taken by various stakeholders – both lawmakers at national levels and media holdings themselves at the execution level. While [communicating](#) the draft Strategy, the Commission pointed out that ensuring equality is important in all sectors and forms, including financial support, structured dialogue, mentoring and training of women in the area of creating movies, producing, and scriptwriting (in the context of the creative industry).

Several draft regulations were [developed](#) at the EU level to execute the Strategy, which, among other things, address urgent issues connected to new technology (such as cyberthreats, cyberbullying and online violence, revenge porn etc.). Equal pay is also given due attention. Here, the critical part is the reference to the [Directive on gender balance on corporate boards](#), which directly stipulates the obligation to ensure gender equality in strategic decision-making in the EU's largest media companies. The European Commission also put forward the COM(2017)252 initiative, which aimed at ensuring the work-life balance, including mandatory paternity leave. Challenging stereotypes is also quite prominently featured on the agenda, with several successful [campaigns](#) having already taken place.

Finally, one of the most significant documents is [the European Parliament Resolution on gender equality in the media sector in the EU 2017/2210\(INI\)](#). It covers a wide range of issues, starting with preventing the spread of stereotypes in the media and ending with equal opportunities for men and women in employment and content production. This document pays considerable attention to the development of media business models, the characteristics of different types of media, and potential risks for women's rights. The Resolution also emphasizes the need to facilitate opportunities for women to hold leadership or management positions in the media and to be proportionately represented in supervisory boards and other similar agencies. The Resolution directly references the [Audiovisual Media Services Directive](#), pointing out that the lack of a direct provision on gender equality in this document does not mean that there are no regulations at the EU level which "complement" the Directive in terms of ensuring equal rights and opportunities of women and men. It should be noted here that the commitment to implement the Directive was among Ukraine's key obligations to maintain its [EU candidacy](#).

Thus, the Resolution emphasizes two important aspects:

ENSURING THE PRESENCE OF WOMEN IN THE MEDIA

In particular, this covers the application of quotas in employment or formation of supervisory agencies, development of internal policies on gender equality (both regarding communications within the organization and regarding child care leaves, harassment prevention policies, flexible hours etc.), creation of databases of women experts in various fields (we remind you that there is a non-governmental initiative [Ask a woman](#) in Ukraine for this purpose), ensuring work-life balance, organization of child care to provide for adequate working conditions for women. The Resolution also emphasizes the positive role of women's councils and equality officers (as a separate position in the newsroom), and the management must be gender-sensitive and use [Recommendation 2014/124/EU](#) on strengthening the principle of equal pay between men and women through transparency, ensuring fair and open hiring practices, establishing internal anti-harassment mechanisms etc.;

ENSURING RELEVANT COVERAGE OF WOMEN IN MEDIA CONTENT

This includes prevention of stereotypes, media literacy campaigns, development of various guidelines and recommendations (particularly by the regulator with the involvement of all stakeholders), and prevention of using economic reasoning as a justification for the dissemination of negative or discriminatory content. The Resolution also emphasizes the importance of self- and co-regulation in matters of ensuring gender equality.

The document essentially covers quite a wide range of issues in which both national regulators and the media themselves should interact to create a safe and equitable environment. This is where a problem often arises – at what level should these initiatives be implemented? For instance, is self-regulation strong enough that such important issues could be considered its responsibility?

At the EU level, there is also the European Institute for Gender Equality, which studies the landscape, collects data on ensuring gender equality, and develops recommendations to change regulations and practices. The key projects of this Institute include the annually issued [Gender Equality Index](#), which indicates the level of observance of women’s rights and freedoms in a specific country. The Institute also [monitors and reports](#) on the implementation of gender equality principles in the media. In the future, such studies allow EU countries to understand how the relevant rights are observed and to adapt national policies and practices to modern challenges and current standards.

Another significant document is the [Annual Work Program for the implementation of the Creative Europe Program](#) (the current one is from 2022), which mostly deals with the development of creative industries, but also directly incorporates the principles of ensuring gender equality as one of its key priorities. In particular, the document refers to the [Action plan on Integration and Inclusion 2021-2027](#), which provides for specific steps to ensure equality at the EU level in all sectors. This [includes](#) a structured dialogue with stakeholders, building the capacity of media and specific managers to ensure gender balance, and the requirement to develop gender policies within companies. For reference, in 2018-2020, [most activities](#) were in the form of public campaigns, such as the [CharactHer](#) campaign to raise awareness, [#WomenInTheSpotlight](#) campaign on the [@Creative.EU account](#) etc. The transition from milder to more structured legal initiatives shows that gender equality cannot be provided exclusively through “soft methods” and the need for involvement of government regulators and for creation of coordinated self- and co-regulatory agencies in the media sector.

Council of Europe

At the level of the Council of Europe, there are also a few documents addressing the issue of gender balance in the media sector. For instance, back in the 2013, the Committee of Ministers issued [Recommendation CM/Rec\(2013\)1](#) on gender equality and the media outlining key spheres where equal rights of men and women should be ensured. An important role in the Recommendation was assigned to legislative and regulatory changes, since media literacy alone is not enough to form a gender-balanced media sector. This document served as the basis for other recommendations – particularly ones regarding [gender equality in the audiovisual sector](#) and [on preventing and overcoming sexism](#) (where one section was dedicated to sexism in the media). Both documents emphasize the need for equal representation of women and men not only on the screen, but also in the process of creating media products. In particular, it must be ensured that in newsrooms, women are duly represented, have an adequate pay and can influence decision-making processes.

National jurisdictions

At the national level, implementation [practices](#) of EU documents and Council of Europe recommendations vary quite significantly. Some nations formalized the requirements for gender balance in the law, including Iceland, Luxembourg, Lithuania, and Serbia. In other countries (such as the UK), the regulator [requires](#) companies to publish gender pay gap data. As a result, many companies have changed their policies after conducting internal investigations and making the data public, because unequal pay significantly affected their reputation.

In Belgium, the media regulator regularly [holds](#) surveys on challenges faced by women journalists and media workers, and in Spain, the regulator carries out regular monitoring activities in this sector. As part of the progress, Portugal [developed](#) the National Plan of Equality, Gender, Citizenship and Non-Discrimination, which addresses the issue of combating stereotypes, women's representation in the media, and overall gender representation in the media sector.

In **most countries**, it is the regulator that must monitor the observance of gender balance in the media (although the scope of duties and powers varies depending on the national legislation, bylaws, and institutional discrimination levels in society).

Another **good practice** is to develop Self-Regulatory Codes with aspects on ensuring gender equality included. Such codes have been signed in the Czech Republic, Belgium, Sweden, Austria, and Finland. In countries with a less developed self-regulation mechanism, such codes can be developed at the level of co-regulation institutions, where the regulator interacts with the industry.



Wrapping up

Given the detailed practice of the EU and Council of Europe, as well as Ukraine's ongoing European integration processes, stakeholders should take note of the need to incorporate the principles and approaches of gender equality in the media sector. Given that media legislation has recently been updated and largely line with European standards, Ukrainian public authorities should pay attention to the process of its implementation to ensure the right to equal treatment.

THE NATIONAL COUNCIL ON TELEVISION AND RADIO BROADCASTING OF UKRAINE SHOULD:

- conduct an analysis of the Ukrainian media landscape regarding the observance of gender equality, both in the content disseminated by the media and in the process of their creation, as well as the procedure of newsroom formation, hiring practices, etc.;
- develop a national Strategy for ensuring gender equality in the media, providing a number of recommendations on how to avoid stereotypes, adequately cover the topic of gender, and also ensure women's right to participate in decision-making processes;
- hold regular meetings with representatives of the media industry and promote media literacy campaigns to prevent the spread of discriminatory statements;
- support various self-regulating and co-regulating initiatives aimed at ensuring gender equality, develop ethical standards on coverage of gender-related subjects etc.

Section 2

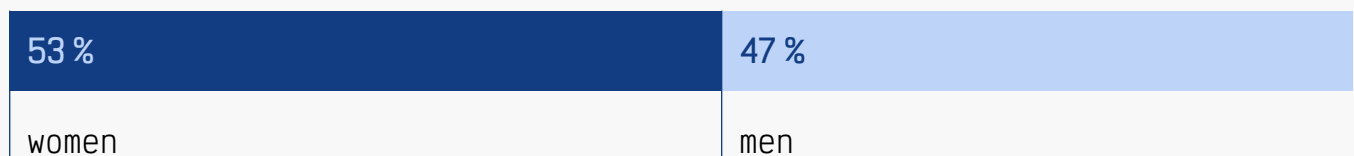
GENDER PROFILE OF THE UKRAINIAN MEDIA: GENERAL DATA

(TV, radio or TV and radio companies)

General data

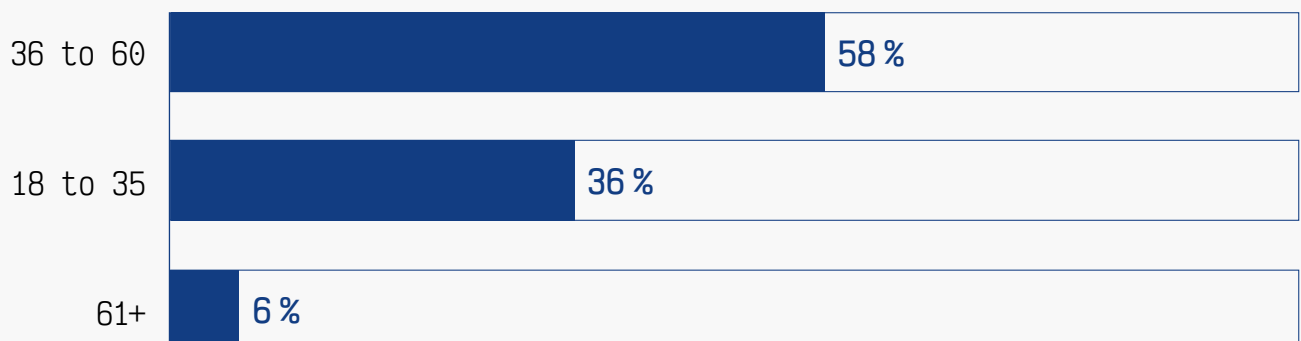
This section covers aggregated data based on all the processed questionnaires, including TV companies, radio companies, and media which have a license both for TV and radio broadcasting.

In total, questionnaires were filled out in 206 companies. They have 4,820 employees. Most of them are women at 53%, with men making up 47%.



The **average age** of employees is 40 years. For women, the figure is 40, for men – 41. The **biggest age group** of company employees is 36–60 – 58%. The second-largest group is young people (18–35 years old) – 36%. Older employees (61+) make up 6%.

In general, the older the age group, the more men are in it. Thus, among young people, 58% are women and 42% are men, in the middle-aged group the ratio is already 50:50, and among older people (61+), men make up 54%, with 46% of women. This trend can also be observed in terms of individual professional groups.

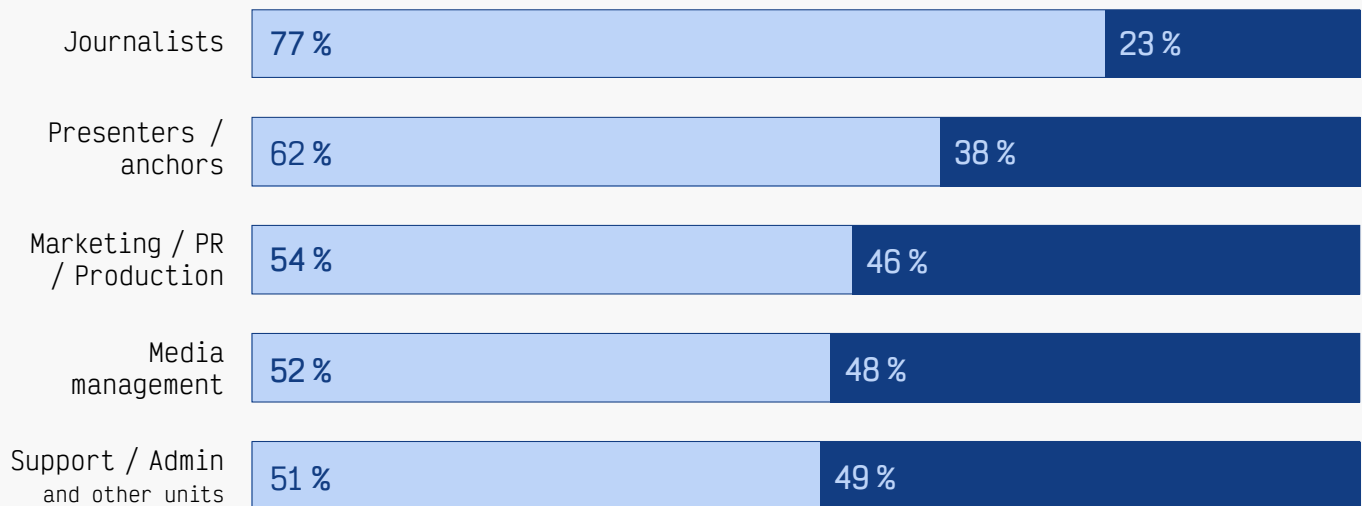


Among all company employees, 6% **have a disability**. In this category, men prevail slightly at 52%, and women making up, respectively, 48%.

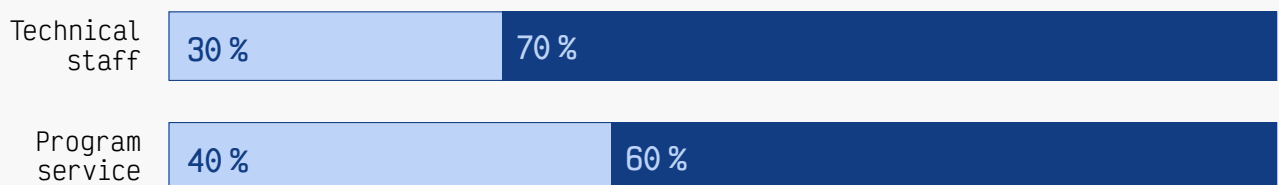
Gender representation in professions

■ women ■ men

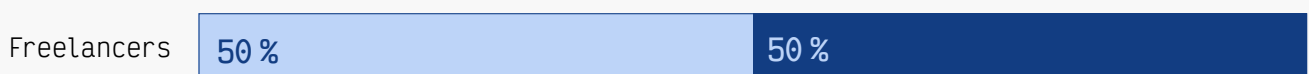
In general, women are more represented than men in the following professional capacities:



Men are more represented in the following professional roles:



Women and men are equally represented among freelancers, who are, however, the smallest professional group:



Creative professions and professions related to the development and distribution of content are carried out mostly by women, by a significant margin. In media management, though, women prevail only narrowly. For example, 77% of journalism positions are held by women, and 23% – by men, while when it comes to media management, women make up 52%, while men do 48%.

The 2017 CoE Handbook on the Implementation of **Recommendation CM/Rec (2013)¹** of the Council of Europe on gender equality and media emphasizes:

“Despite the progress of gender equality in Europe, the participation of women in media processes is still lagging alarmingly. On both the internal front, in access to decision-making posts and improved working conditions within media companies, and the external front, in media content, women are the victims of a continuing lack of representation. This not only deprives most of them of equal treatment and opportunities, but also adds to the impression among the general public that they are still tied to their traditional roles despite their increasingly tangible contribution to Europe’s economic and political life.”

The operational plan on the implementation of the National Strategy for overcoming the gender wage gap in Ukraine by 2030² emphasizes the importance of introducing gender quotas in governing agencies and in management, as well as allocating resources to stimulate women’s career growth (e.g., for women’s professional development, childcare arrangements in the workplace, etc.).

1 Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media // Council of Europe. – Access mode: <https://rm.coe.int/1680599377>

2 Draft order of the Cabinet of Ministers of Ukraine “On Approval of the National Strategy for Overcoming the Gender Wage Gap in Ukraine by 2030 and Approval of the Operational Plan for Its Implementation for 2023-2025” // Cabinet of Ministers of Ukraine. – Access mode: <https://employers.org.ua/discussions/id492>

Gender representation in terms of professions and age groups

Among media management, women predominate in the younger age groups – between the ages of 18 and 60, with the share of women managers being 53% vs. 47% of men. However, in the older age group (61+), there are 68% of men and 32% of women in management.

In this context, it could be interesting to study the length of tenure, which would refute or confirm the following hypotheses:

- due to marital law and military draft of men under 60, women are pressured to take on leadership roles;
- there are systemic changes in the social perception of women's leadership, which is why the younger generation of women professionals has an opportunity to fulfill their potential in leadership roles;
- influence of other social, political, and economic factors.

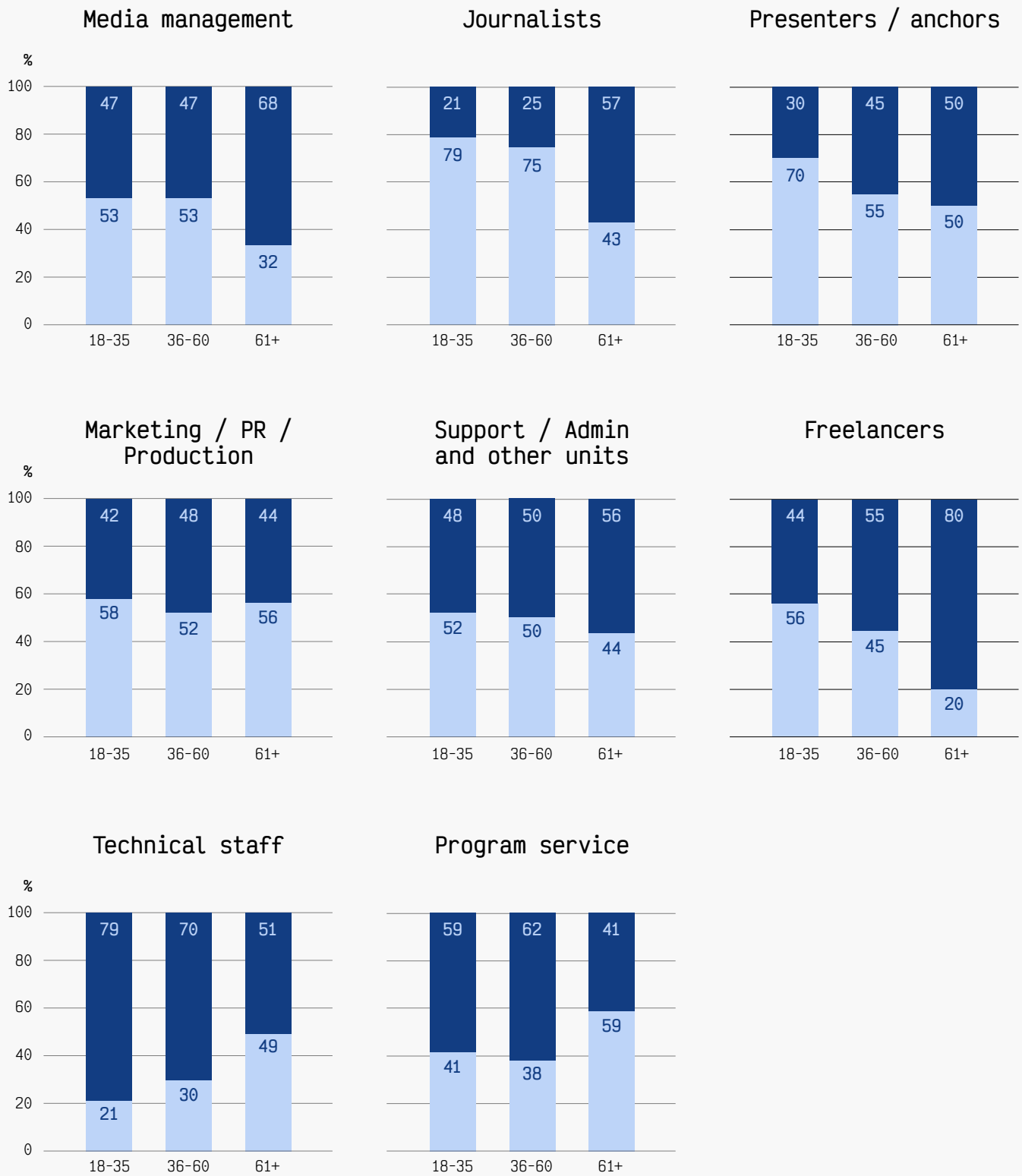
In professions mostly represented by women – journalists, presenters, marketing, PR and production specialists – women prevail the most in younger age groups. The older the age groups, the bigger numbers of men we observe.

The same trend is observed among freelancers, where only 20% of women and 80% of men are in the older age group of 61+. In addition, among support and admin staff and other units, women prevail only among the youth, while the middle-aged and older groups see a prevalence of men, albeit slight.

The opposite trend can be observed among tech personnel and the program service. Among the youth, women are the minority, but they prevail in the older age group (61+).

Gender distribution by professional roles by age group

■ women ■ men



Only 12% of employees underwent **training and professional retraining** in their companies. Most of them are women at 59%, with men making up 41%. Notably, in this aspect, the proportion of women is higher than the general proportion among employees or among the management.



Policies

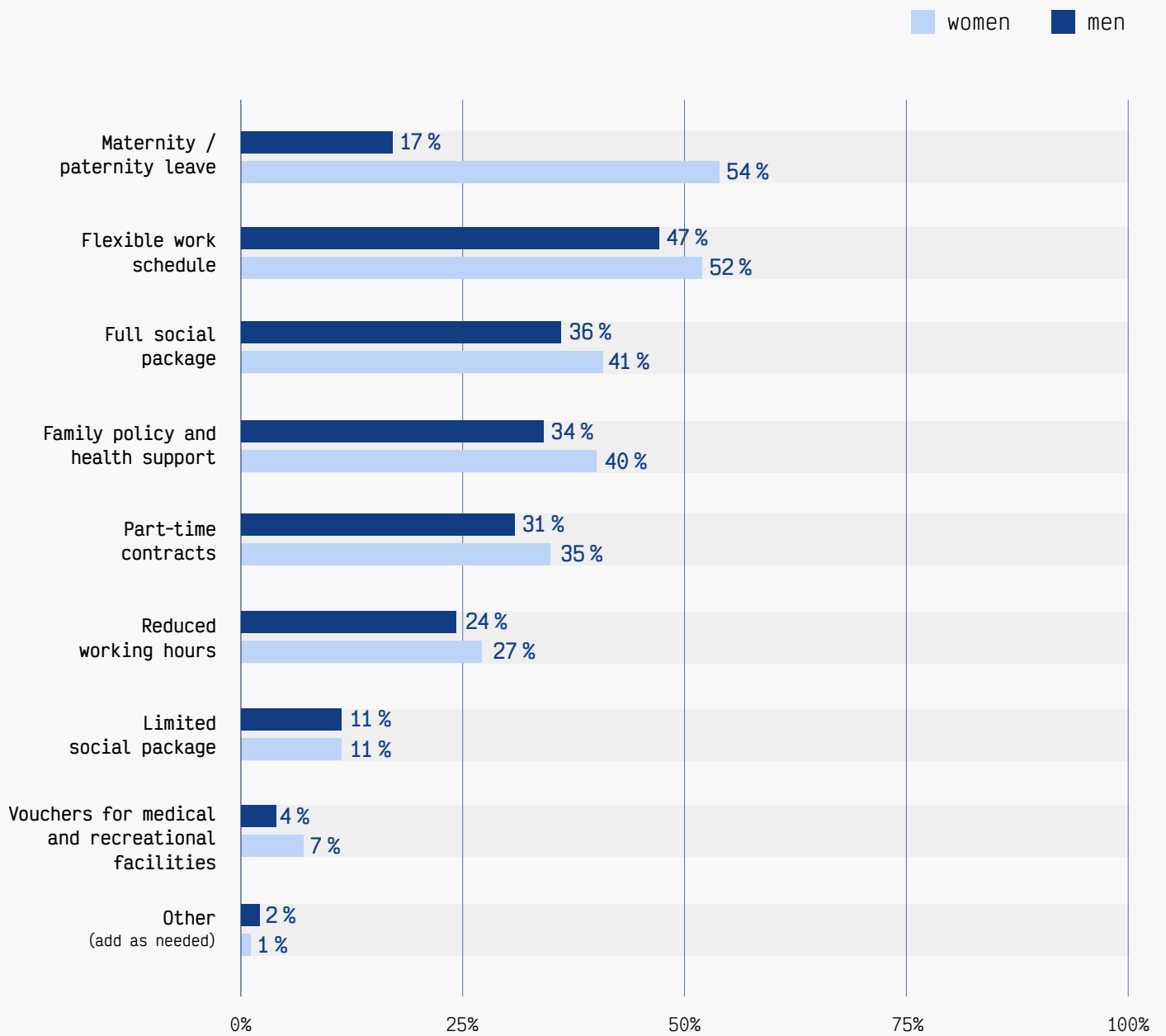
The most popular social policies in companies are a flexible work schedule, child care leave, or maternity leave, and a full social package. Companies apply these and other social policies mostly to women. Notably, most policies were actually used in less than half the companies.

The biggest gender gap is observed in parental leave policies. It was provided by 54% of companies to women and by 17% of companies to men.

The gap is narrowed with other policies. For instance, flexible hours were provided by 52% of companies to women and by 47% of companies to men. 41% of companies offer the full social package to women, and 36% of companies – to men. However, a limited social package is offered to men and women in 11% of companies in both cases.

The only category that applies to men more frequently is “other policies.” However, the difference is narrow, with men at 2% and women at 1%.

Does the company have flexible policies for parents, caretakers and work-life balance?





Design and layout: Inesa Biliuk

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