

# Hearing Women's Voices?

Dr. Kathy Walsh,  
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Orla O'Connor

Exploring women's underrepresentation  
in current affairs radio programming at  
peak listening times in Ireland



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# Section 1: Introduction

'Increasing the representation of women in the media is likely to lead to more gender-sensitive media content and programming, presenting a more balanced picture of women's and men's lives and women's contribution to society, which would have a positive impact on public policies, private attitudes and behaviour.'

*International Federation of Journalists, 2009*

## 1.1

### Introduction & Purpose

EU Recommendation CM/Rec (2013) 1 of the Committee of Ministers to member States on gender equality and media advises that: 'Member States should particularly ensure, through appropriate means, that media regulators respect gender equality principles in their decision making and practice.' This recommendation comes in direct response to the continuing underrepresentation of women on the air.

The purpose of this research is to explore the extent and nature of this underrepresentation in an Irish context in 2014. The research will focus on peak radio listenership times given:

1. The high radio listenership levels in Ireland in general and specifically the high listenership in relation to Irish news and current affairs programmes and
2. The large amounts of time devoted to current affairs and news on the radio.

It will explore some of the reasons for underrepresentation and make recommendations in relation to how this underrepresentation might be addressed at programme and at a wider level.

## 1.2

### The Research Partners

The research was undertaken as a partnership between the National Women's Council of Ireland (NWCi) and the School of Communications, Dublin City University (DCU). NWCi is the leading national women's membership organisation, whose mission is to lead and to be a catalyst for change in the achievement of equality between men and women. DCU is a young dynamic university with a mission to transform lives and societies through education, research and innovation. In 2013 it had more than 10,000 students enrolled across its four faculties: Humanities and Social Sciences, Science and Health, Engineering and Computing and DCU Business School. In relation to this research NWCi were responsible for overall project management, the literature review and the studies of production practices. The DCU team was responsible for the monitoring and subsequent analysis of the monitoring data. Both organisations were involved in the development of the identification of the conclusions and development of the recommendations.



### 1.3

#### The Research Funder

This research was funded by the Broadcasting Authority of Ireland (BAI) under their Media Research Funding Scheme 2013 with gender and broadcasting identified as a specific research theme.

The BAI was established under the Broadcasting Act 2009. The BAI has a range of objectives and responsibilities under the Act including endeavouring to ensure that:

- The number and categories of broadcasting services made available in the State best serve the needs of the people of the island of Ireland, bearing in mind their languages and traditions and their religious, ethical and cultural diversity,
- The democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression, are upheld, and
- The provision of open and pluralistic broadcasting services.

Other objectives include:

- Stimulating the provision of high quality, diverse, and innovative programming
- Facilitating public service broadcasters in the fulfilment of their public service objects
- Promoting diversity of control in the commercial and community sectors
- Ensuring that broadcasting regulation:
  - › Sustains independent and impartial journalism
  - › Sustains compliance with employment law
  - › Protects the interests of children
  - › Facilitates a broadcasting sector which is responsive to audience needs and accessible to people with disabilities
  - › Promotes and stimulates the development of Irish language programming and broadcasting services.

### 1.4

#### The Research Methodology

#### 1.4.1

##### An Overview

A number of strategies were used to explore this under-representation as follows.

- A review of the national and international literature
- Monitoring of women's voices on news and current affairs programmes at peak times on three radio stations in Ireland



- Observation of production practices across two current affairs radio programmes
- Interviews with key stakeholders (including at programme and station level)

Follow on focus groups were also to have been organised with staff involved in the various radio programmes studied, to discuss the findings and issues arising from the case studies. Busy staff schedules, coupled with the different shifts worked by programme staff however made these impossible to organise in any kind of a meaningful way.

### 1.4.2 The Monitoring

Women's voices were monitored on news and current affairs programmes, over a period of three months, for one week a month from 6.30am to 7pm weekdays and 11am- 2pm on the weekends<sup>1</sup>. The monitoring took account of the length of the contribution of each participant and the subject matter in the broadcast.

The monitoring methodology was based on the Global Media Monitoring Project<sup>2</sup> (GMMP) standard which is a globally accepted toolkit utilised for assessing the gender responsiveness of news items, but with additional categories coded, including the time given to individual speakers. The monitoring was carried out through a detailed content analysis of radio broadcasts by media monitors.

A total of 9,434 individual speech items were analysed across three national stations and 16 programmes; RTÉ Radio 1 (Seven programmes), Newstalk (Six programmes) and Today FM (Two programmes) over the specified time periods. The programmes were a mixture of news and current affairs. They included all the major national news and current affairs programmes broadcast over the specified time period. Radio was chosen as the preferred medium of monitoring with the methodology following on from a similar trial methodology funded by the BAI in 2013 (Suiter 2013). See Table 1.1 for details of these programmes.

1 These time slots included all news and current affairs shows (with an Irish focus) where the audience reach was greater than 0% according to JNLR figures (April 2013-March 2014). See Appendix 1 for details.

2 <http://whomakesthenews.org/gmmp>

Table 1.1 Current Affairs and News Programmes Monitored (June –Sept 2013)				
Station	Programme	Scheduling of the Programme	No of Programmes Monitored	Gender of the Main Presenter/s
RTÉ Radio 1 (7 Programmes)	Morning Ireland	Weekdays (Mon-Fri 7-9am)	15	2 Females & 2 Males
	Today with Sean O'Rourke	Weekdays (Mon-Fri 10-12am)	15	1 Male
	News at One	Weekdays (Mon-Fri 1-1.45pm)	15	1 Female & 1 Male
	Drivetime	Weekdays (Mon-Fri 5-7pm)	15	1 Female
	Marian Finucane Show	Weekends (Sat-Sun 11am-1pm)	6	1 Female
	This Week	Weekends (Sunday 1pm-2pm)	3	1 Male
	Saturday with Brian Dowling <sup>3</sup>	Weekends (Sat 1-2pm)	2	1 Male
Newstalk (6 Programmes)	Newstalk Breakfast	Weekdays (Mon-Fri 7-10am)	15	1 Male
	Pat Kenny Show	Weekdays (Mon-Fri 10am-12.30pm)	15	1 Male
	Lunchtime News	Weekdays (Mon-Fri 12.30-1.15pm)	15	1 Male
	The Right Hook	Weekdays (Mon-Fri 4.30-7pm)	15	1 Male
	Talking Point with Sarah Carey	Weekends (Sat 1-2pm)	3	1 Female
	The Sunday Show	Weekends (Sun 11am-1pm)	3	1 Male
	Down to Business	Weekends (Sat 11am-1pm )	3	1 Male
Today FM (2 Programmes) <sup>4</sup>	Matt Cooper	Weekdays (Mon-Fri 4.30-7pm )	15	1 Male
	Savage Sunday	Weekends (Sun 11am-1pm)	3	1 Male

3 This was only broadcast for two of the three weeks monitored. The third week was a re-run and not coded. The first show was presented by Claire Byrne and the second by Brian Dowling

4 Only two programmes were monitored because these are the only predominantly news and current affairs shows on Today FM.

The central coding identified whether each voice on the radio during these times was male or female as well as the amount of time they were on air, thus providing a detailed picture of the numbers of women and men in the news, the types of story in which they are found, the roles they play in the news and so on. In order to capture time on air, time on and off were recorded as part of the monitoring process for each voice male and female. In large group discussions with frequent interjections this was simply divided proportionally by the number of individuals involved in the discussions. The coding also included an open ended section where coders could note qualitative information about a section in order to uncover deeper factors in the research. The more times a programme was monitored the lower the margin of error. It is for example likely that the figures are more accurate for the weekly news and current affairs programmes (monitored 15 times) compared with some of the weekend programmes that are on air just once a week (monitored just three times and in one case just twice).

### 1.4.3

#### Case Studies and Interviews

Negotiating access to undertake participant observation of the preparation and production of two early morning news and current affairs programmes (RTÉ 1 Morning Ireland and Newstalk Breakfast) took considerable time. It involved various meetings with the two radio stations involved. It required the development of a degree of trust and the presence of an interest in the topic of gender equality. The research team would like to thank and compliment the two stations on their openness to undertaking the study. The case studies also benefited from the inputs derived from interviews with members of the Senior Management Team at the two radio stations involved, and others. See Table 1.2 for details of the various observation and formal interviews undertaken. Other less formal interviews also took place as part of the process of negotiating access to undertake the two participant observation case studies.

Table 1.4 Details of Observation and Interviews Undertaken	
Activity	Details
Observation of the evening preparations for the programme the next day	RTÉ Morning Ireland, 15th October 2014 3pm-11.30pm
	Newstalk Breakfast, 20th November 2014 2pm -10pm
Observation of the early morning preparation for and presentation of the programme,	RTÉ Morning Ireland, 21th October 2014 5.30-11.30am
	Newstalk Breakfast, 26th November 2014 6am -11.30 am
Formal and informal interviews	A Programme Producer & a number of reporters
	A Programme Producer & a number of researchers
Formal interviews with station staff and others	Saturday with Brian Dowling
Newstalk (6 Programmes)	RTÉ Managing Director of News and Current Affairs and Deputy Director General- Kevin Backhurst RTÉ Managing Editor of News -Michael Good Newstalk Station Editor– Garrett Harte (various dates) Women on Air founder- Margaret Ward

1.5 Report Outline

Section 2 of this report provides an outline of the literature review. Section 3 details the findings arising from the monitoring of the various radio programmes. Section 4 is a review of how decisions get made in practice, and outlines an observational study of the practices involved in the production of two radio programmes, RTÉ Radio1 Morning Ireland Radio Programme and Newstalk Breakfast. Section 5 details the conclusions and recommendations arising from the study.





## Section 2: Literature Review

## 2.1

### Introduction

This section explores the concept of gender and gender roles. It defines feminism and explores the difference between gender and feminist studies in general and in relation to communications in particular. This section identifies what is meant by both gender equality and gender mainstreaming. It documents the structures and policies in place at international, European and national level to promote gender equality in general and gender equality in the media and in the radio in particular, at both international and national levels. Some of the reasons why women are unrepresented in the media are also explored in this section.

## 2.2

### Gender and gender roles

Traditionally the role of women was seen to be to care for family and home, while men worked outside the home and generally assumed the role of head of household. These roles, while they may initially have been influenced by physiological differences, have been largely shaped and influenced by cultural and societal norms.

Gender socialisation which is the process by which individuals are taught gender roles and specifically how to behave as acceptable males and females in society, (as distinct from them being biologically male or female) is culturally created. It begins at birth and is facilitated through a number of major agents of socialisation including family, education, peer groups, workplace, religion and mass media. The attitudes and expectations surrounding gender roles are generally not based on any inherent or natural gender difference but on stereotypes that overgeneralise the attitudes, traits and behaviour patterns of women or men. The challenge is that repeated socialisation over time leads men and women into a false sense that they are acting naturally rather than following a social constructed role (Kane 1996).

Gender stereotypes form the basis of sexism, or the prejudiced beliefs that value one sex over another. Sexism varies in its level of severity. In some parts of the world where women are significantly undervalued, young girls may not be given the same access to nutrition, healthcare, and education as boys. Furthermore, they will grow up believing that they deserve to be treated differently from boys (UNICEF 2011 & Thorne 1993). While this level of sexism is thankfully prohibited in most parts of the world, the unequal treatment of women occurs at a number of levels across the world and across many facets of life.



## 2.3

### Feminism

Feminism is focused on changing society to ensure that women and men have an equal say in the decisions that affect their lives. It is inclusive of all women and recognises the multiple forms of discrimination that many women experience linked to race, ethnicity, sexuality, class, etc. It is based on the belief that the policies and practices of government and other systems and structures in society must have the promotion of human rights for all women and men at their core (in order to achieve equality, end poverty, social exclusion, violence and racism). Feminism also supports the realisation of the creative potential and talents of women, facilitating and enabling women's full contribution to the wider social, economic, political and cultural development of society.

Feminism is focused on ending patriarchy, (which disproportionately favours men, according them more power, in all social structures including politics, economic life and families) and hegemonic masculinity (that supports the dominant social position of men and the subordinate social position of women) (Connell, 2005). Feminists argue that patriarchy and hegemonic masculinity are both intimately linked, structural, and thereby damaging to both women and men.

## 2.4

### Gender Studies and Communications

Gender studies in communications emerged in the 1970s based on the assumption that 'portrayals of women in the media that depict them as less able, mentally and physically, or where their beauty or domestic service are aspects that are the most highly valued in them, will hold women back from achieving individual (career, wealth) success' (Byerly and Ross 2006). In the beginning there was an assumption that this research would focus on women but over time work began on exploring some of the ways and men and men's gender roles were portrayed and how communications systems contributed to their construction as inherently violent and out of touch with every day (domestic) life (Kellner 2008 & Benwell, 2003). Another recent area of development has been the growth in interest in making global comparisons around the extent to which women appear as reporters and news subjects, in order to judge the extent to which women's voices are making a contribution to democratic political systems (Sarikakis & Shade, 2007).

## 2.5

### What is Gender Equality?

'Gender equality is achieved when women and men enjoy the same rights and opportunities across all sectors of society, including economic participation and decision-making, and when the different behaviours, aspirations and needs of women and men are equally valued and favoured'. Gender Equality Division, Dept. of Justice and Equality.

Gender equality is about action to ensure that men and women have similar rights and equality of access to opportunities, across all sectors of society. It is a relatively recent phenomenon with initial gender equality objectives which emerged in the early 20th century focusing on equality in property, economic and voting rights. More recently the focus has been on tackling discrimination in employment opportunities, pay and education, reproductive rights and the work of all women and access to decision making roles, with varying degrees of success. Areas where progress has been made include:

- Equal treatment legislation
- Gender mainstreaming (integration of the gender perspectives into wider policies)
- Specific measures for the advancement of women
- The number of women in the labour market
- The number of women securing better education and training.

However, gender gaps remain and in the labour market in particular, women are still over-represented in lower paid sectors and under-represented in decision-making positions.

## 2.6

### What is Gender Mainstreaming?

'Mainstreaming a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in any area and at all levels (...) so that women and men benefit equally, and inequality is not perpetuated'.

United Nations Economic and Social Council (ECOSOC), July 1997

Gender mainstreaming is not an end in itself, but a strategy, an approach, a means to achieve the goal of gender equality within states and within organisations.

It involves ensuring that gender perspectives and attention to the goal of gender equality are central to all activities – policy development, research, advocacy/ dialogue, legislation, resource allocation, and planning, implementation and monitoring of programmes and projects<sup>5</sup>. NWCI define gender mainstreaming as a well-recognised approach for achieving gender equality. It is a method of integrating a gender perspective into policy, planning and service delivery in order to provide equality of access to services, equality of participation and equality of outcomes for women, men and transgender persons. Gender mainstreaming involves a process of incremental change that enables women men and transgender persons to benefit equally from policies and delivery of services. It seeks to give visibility to gender inequalities and ensure that there is commitment to addressing those inequalities. This approach results in services that are informed, evidence based and targeted to address gender related inequalities, with improved outcomes for women, men and transgender persons.

## 2.7

### **Structures and Policies to Promote Gender Equality**

#### **At international level**

The UN Charter (1945), the declaration of the first International Women's Year in 1975 followed by the UN Decade of Women (1976-85), the Beijing Declaration and Platform for Action (1995) and the initiation and subsequent work of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and more recently the Millennium Development Goals and the establishment in 2010 of UN Women: the United National Entity for Gender Equality and the Empowerment of Women (a merger of previously distinct parts of the UN) are all important elements in ensuring that gender and gender inequalities have become a mainstream issue for national governments.

The achievement of gender equality is also seen as central to the protection of human rights, the functioning of democracy, respect for the rule of law and economic growth and competitiveness by the Council of Europe (which includes 47 member states, 28 of which are also members of the EU). The Council provides a legal and policy framework (including European Standards) which if implemented would bring the reality of gender equality closer. The Council are currently working to increase the impact and visibility of gender equality standards and is monitoring progress through a network of national focal points and gender equality rapporteurs.

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5 UN Women Gender Mainstreaming (<http://www.un.org/womenwatch/osagi/gendermainstreaming.htm>) accessed 13th August 2014.

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At European Union level, equality between women and men is a fundamental principle of the European Union enshrined in the Treaties. It is also one of the objectives and tasks of the European Union and mainstreaming the principle of equality between women and men in all its activities represents a specific mission for the Union. Gender equality is also enshrined in Article 23 of the Charter of Fundamental Rights of the European Union. The EU Strategy for equality between women and men 2010-2015 promotes gender equality under a number of thematic priorities. The strategy highlights the contribution of gender equality to economic growth and sustainable development, and supports the implementation of the gender equality dimension in the Europe 2020 Strategy. It builds on the priorities of the Women's Charter and on the experience of the Roadmap for Equality between women and men. The launch of this Strategy in 2010 also coincided with the establishment of the European Institute for Gender Equality (EIGE) as an independent centre of excellence at European level that collects analyses and diffuses reliable and comparable data on gender equality.

### At national level

At national policy level the National Women's Strategy 2007- 2016 provides an all of government commitment to foster the advancement of women in all facets of their lives. The Irish government are also involved in a number of European and wider international structures that seek to support gender equality including the European Union (EU), the Council of Europe and the United Nations (UN).

Under the current Programme for Government work has also been undertaken in relation to strengthening the role of women in decision making (including politics), with gender quotas now in place that require a minimum of 40% of women to be appointed to all state boards, and 30% of candidates in the general election to be women. It is also the case that the Constitutional Convention (Feb. 2013) voted overwhelmingly in favour of amending the women in the home clause of the Constitution in favour of more gender-neutral language.

## 2.8

**Gender Equality and the Media**

The Beijing Declaration and Platform for Action (1995) identified 'women and the media' as one of twelve critical areas of concern, and notes that 'the potential exists for the media to make a far greater contribution to the advancement of women.' The Platform also identified two specific media focused strategic objectives to:

'(J.1) increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication; and

(J.2) promote a balanced and non-stereotyped portrayal of women in the media'.

In 1996 the UN Commission on the Status of Women (a commission of the United National Economic and Social Council) in its work to progress the Platform for Action recommended an initiative on Women and the Media, in order to 'support and encourage women's equal participation in management, programming, education, training and research, including through positive action and equal opportunity policies, with the goal of achieving gender balance in all areas and at all levels of media work, as well as in the media advisory, regulatory and monitoring bodies ... with public media, where they exist, encouraged to set an example for private media by their commitment and contribution to the advancement of women'<sup>6</sup>.

Gender equality was also identified by UNESCO in relation to the transmission of knowledge on heritage and the fostering of creativity. In 2012 they, in cooperation with the International Federation of Journalists and others partners, developed Gender-Sensitive Indicators for Media. These are an extension of the UNESCO Media Development Indicators. They provide a non-prescriptive set of indicators for media organisations to 'encourage them to make gender equality issues transparent and comprehensible to the public, as well as to analyse their own internal policies and practices with a view to taking necessary actions for change. The hope is that media organizations will, through their own mechanisms, decide to adapt and apply these indicators to enhance media development and quality journalism' (p.6).

Combating gender stereotypes and sexism with a particular focus on the media and the image of women is also a priority area of work for the Council of Europe with CM/Recommendation (2013) 1 advising that: *'Member States should particularly ensure, through appropriate means, that media regulators respect gender equality principles in their decision making and practice.'* The Council has also recently compiled and published a series of good practices from member states on gender equality and the media at national level (Council of Europe, 2014).

At EU level, the European Commission's first community wide investigation into the employment context of women and men in broadcasting, found a dramatic disparity in the status of female and male employees<sup>7</sup>. In response to these findings, in 1984 it adopted a recommendation on equality between men and women in the media. In 1986, it established a Steering Committee for Equal Opportunities in Broadcasting, whose main task was to promote positive action to increase the number of women working in radio and television. One tangible outcome of that Steering Committee was the publication of a guide to good practice<sup>8</sup>.

Ultimately however it was the ratification by all EU member state of the Beijing Platform for Action that lent impetus to the gender equality work of the European Council and Commission. By 2012 only two areas were outstanding: Human Rights for Women and Women in the Media. As part of efforts to address the issue of women in the media the European Commission's Advisory Committee on Equal Opportunities for Women and Men published a report, *Breaking Gender Stereotypes in the Media*, which included a recommendation on the need to collect data and information in order to monitor women's presence in decision-making in the media<sup>9</sup>. This was followed in 2013 (under the Irish Presidency) by a decision to explore the extent to which women occupy decision-making positions across a sample of media organisations in the EU Member States. This study 'Advancing Women's Roles as Decision-Makers in the Media' undertaken by EIGE (2013), found that while women considerably outnumber men in university-level and practice-based journalism programmes, and that the employment of women in media is increasing, the organisational culture of media remains largely masculine and women are still significantly under-represented at decision-making level.

7 Gallagher, M. (1983) *Employment and Positive Action for Women in the Television Organisations of the EEC Member States*. Brussels: European Commission, (V/2025/84).

8 European Commission (1991) *Equal Opportunities in European Broadcasting: A Guide to Good Practice*, Brussels, European Commission.

9 European Commission Advisory Committee on Equal Opportunities for Women and Men (2010) *Opinion on Breaking gender stereotypes in the media*, European Commission, Brussels

The conclusions and indicators arising from this study were adopted by the European Council in June 2013 and are binding for Member States. These indicators are useful in that they provide a benchmark against which the progress of Member States in promoting and supporting gender equality in the media can be monitored. It is also the case that member states have been asked to adopt policies which can create the conditions under which:

- a. The media can promote gender equality as a fundamental principle of their activities and
- b. The media can widely disseminate this recommendation and its guidelines and raise awareness among the relevant stakeholders and the media.

They are in addition asked to bring the recommendation to the attention of journalists and other actors and their respective organisations, as well as the regulatory authorities for the media and new communications and information services. In particular media regulators are to be mandated to require the public service media to include an assessment of the implementation of gender equality policy in the media in their annual reports. With media organisations encouraged to adopt self-regulatory measures, internal codes of conduct/ethics and internal supervision, and develop standards in media coverage that promotes gender equality, in order to promote a consistent internal policy and working conditions aimed at equal access to, and representation in, media work for women and men, including in the areas where women are underrepresented.

The UK broadcasting sector is gradually moving towards such a voluntary code with Sky News, Channel 4 and Bloomberg being among the first movers after City University presented evidence that over a 4-week period in Summer 2011, the Today programme had six times the number of male to female experts (Campbell, 2012).

## 2.9

### Gender Equality and the Media in an Irish Context

At national level the National Women's Strategy (NWS) has as one of its objectives 'To use the media proactively to support gender equality and the advancement of women'. The Broadcasting Authority of Ireland has principles under its Code of Programme Standards and its General Commercial Communications Code in relation to respect for persons and groups in society.



Principle 5 of the Code of Programme Standards states that 'The manner in which persons and groups in society are represented shall be appropriate and justifiable and shall not prejudice respect for human dignity. Robust debate is permissible as is the challenging of assumptions but programme material shall not stigmatise, support or condone discrimination or incite hatred against persons or groups in society in particular on the basis of age, gender, marital status, membership of the Traveller community, family status, sexual orientation, disability, race, nationality, ethnicity or religion'.

Broadcasters are expected to fulfil this principle in their practice, with the focus being on the prohibition of certain portrayals, rather than positive obligations for the representation of different persons and groups in society. The issue of discrimination is also covered voluntarily by the advertising sector through the Advertising Standards Authority of Ireland (ASAI). It is also the case that the two Public Service Broadcasters and the BAI are required (as a result of the adoption of the EIGE 2013 report recommendations) to include a section in their annual reports on gender equality in their organisations<sup>10</sup>.

## 2.10

### Women and the Media

The media (which includes print media - newspapers, magazines, books, etc.) and electronic media (radio, TV, the internet, video games, etc.) is one of the most powerful economic and cultural forces today, given that it controls who gets to talk, what shapes the debate, what is important enough to report, and who writes. In this context the media has a key role to play in the process of gender socialisation, because it often offers unrealistic, stereotypical and limiting ideas and images of what men and women are supposed to be.

Key questions in relation to the media from a gender perspective include:

- How the media construct and represent gender (including questions around the representation/underrepresentation of women, the role of women in media production, etc.)
- How this influences power and inequality in society (Gill, 2007a) (including the portrayal of men and women in stereotypical ways that reflect and sustain social endorsed views of gender, the role of audience, etc.)

10

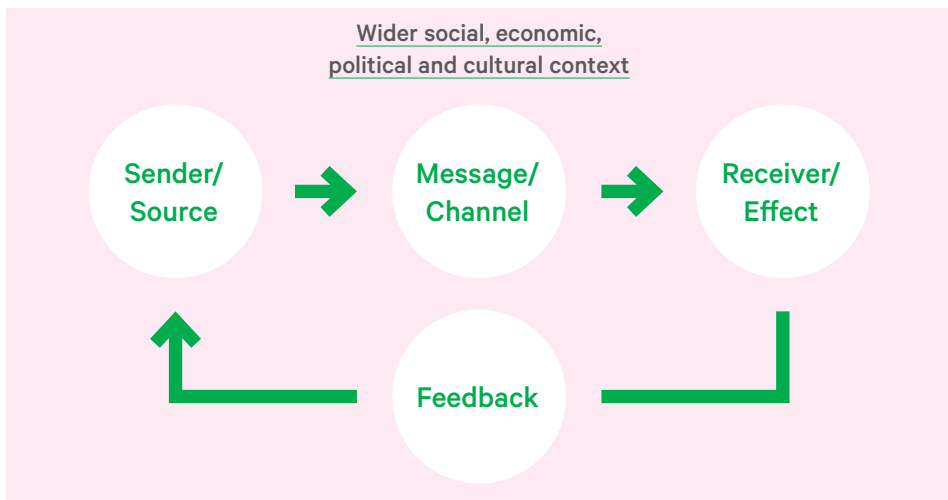
Speech by the Minister For Communications, Energy & Natural Resources Mr. Pat. Rabbitte, T.D. at the opening of the Women On Air Conference in Dublin Castle in May 2014

- How this is influenced by power and inequality in society (Gill, 2007a) (including an emphasis on the traditional roles and relationships of men and women and in some cases the normalisation of violence against women)

In the present context of media, wider social, economic, political and cultural issues also impact on all parts of the communication process (see Figure 2.1) including:

- The media producers (message senders),
- The media content (the message)
- The media audience (the receivers and their feedback)

**Figure 2.1**      **The Media Communication Process**



Source: After Shannon & Weaver<sup>11</sup>, 1949

The fact that media outlets increasingly derive their income from advertisers rather than audiences ensures that a combination of commercial and cultural content also increasingly require consideration to be given to the power relationships at play, and the wider social, political, economic and cultural context/s.

11 The Shannon and Weaver model is not without critics, who argue that it represents a linear one way process, while communication is a two way process. Subsequent models have introduced of feedback mechanisms and loops. A feedback mechanism has been added to Figure 2.1 to reflect this.

## 2.11

### Women and Radio

'Over the 12 month period July 2013-June 2014 Irish audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours per day during the prime 7am to 7pm time (Mon-Fri). ....National radio currently has 47.1% share while local/regional radio holds the majority share position at 52.9%.'

Ipsos MRBI/JNLR 2014/2 Summary Results

According to Hadlow (2013) women had a strong involvement in the early development of radio in the early 1900s citing the example of KDKA in Pittsburgh, USA (on-air in November, 1920), which included two women in its inaugural senior management team, a Director of its Home Service and another managing one of its key studios. He argues that it was only when more commercial and government entities became involved in radio broadcasting, that inequalities of employment practices common at the time became embedded in radio broadcasting practices and that the position of women in radio began to slip backwards, until the stage that women were generally only to be found in secretarial roles, or as on-air presenters of Women's Hour sessions and similarly gender focused 'soft' subjects, with few women in top editorial roles in journalism and so called 'hard news' fields. This continued unchallenged until the rise of feminism and wider questions about the women's role in society.

The findings of the 2010 Global Media Monitoring Project suggest that the situation of women in the radio has improved with women slowly moving into more senior roles in radio across the world. With positive initiatives, such as UNESCO's Women Make the News project, reinforcing the need for this change. The existence of stereotypical views continues to offer significant challenges to progress.

A UK based study undertaken by Creative Skillset for Sound Women in the UK entitled Tuning Out (2011) found that 'while women working in radio are better qualified than men (73% of women have degrees, compared to 60% men), they earn on average ST£2,200 less each year'. The study also found that 'women are less well represented at senior management levels, making up just 34% of senior managers and only 17% of board members'. 'Older women are also less well represented, with just 9% of women in radio aged 50 and over compared to 19% of men'.

Another study by Sound Women on Air (2013) which provides a snapshot study of female presenters on-air in the UK on 30 radio stations (including all the main national networks/stations) over the week beginning 18 March 2013 found that 'just 1 in 5 solo voices on the radio were female, with this number reducing to 1 in 8 during peak-time breakfast and drive hours'. It also found that in relation to co-hosting 'it was 10 times more likely to hear two or more male presenters than two or more female presenters, with solo women presenters more likely to be on air at weekends rather than during the week'.

## 2.12

### **The Underrepresentation of Women in Radio News and Current Affairs**

#### **Internationally**

Significant research has been undertaken in relation to the gendered nature of news culture. Specific areas of research have included:

- Gendered journalism production (Lavie & Lehman-Wilzig, 2005 & Melin, 2008),
- Gendered content (Women's Media Centre, 2014),
- The gendered use of sources (Project for Excellence in Journalism , 2005),
- Reporting on men's and women's issues (Gallagher, 2005),
- Representations of male and female athletes (King, 2007),
- Representations of male and female politicians (Directorate-General for Internal Policies, 2013, Murstedt et al, 2014 & Ross 2004),
- Representations of male and female war correspondents (Andersson, 2003 & The International Federation of Journalists, 2009),
- Representations of sexual violence (Kitzinger, 2001),
- The impact of the newsroom's gender imbalance (Croteau et al. 1992 & The International Federation of Journalists, 2009 & De Bruin M. and Ross K. , 2004),
- How women have/have not developed their careers within the industry (Elmore, 2009 & Rush et al. 2011).

The 2011 IWMF Global Report (Byerly, 2011) on the status of women in the news media and the Global Media Monitoring Report 2010 specifically focuses on and maps the representation of men and women in news media worldwide.

Byerly found that slow progress had been made with women now making up 36% of reporters, 41% of senior professionals and 27% of the top management posts (compared with 12% in 1995) but with considerable variation between regions. In Eastern Europe and Nordic Europe women made up 43% and 37% respectively of top management positions, while in the Asia and Oceania region women made up just 13% of positions, with 'glass ceilings' identified for women in 20 of the 59 nations studied with most of these found in middle and senior management positions (The Republic of Ireland was not included in this study).

The Global Media Monitoring Report 2010 also found that while the situation is improving, women continue to 'remain significantly underrepresented in news coverage in comparison to men. The studies show a paucity of women's voices in news media in contrast to men's perspectives, resulting in news that present a male-centered view of the world'. (See Table 2.1 for an overview of the key findings in relation to news subjects, reporters and presenters and news content emerging from the Global Media Monitoring Report 2010.)

**Table 2.1 Overview of key findings from the Global Media Monitoring Report 2010**

Topic	Findings	Conclusion
Women as news subjects, experts and guests	<ul style="list-style-type: none"> <li>Only 24% of the people heard or read about in print, radio and television news are female. 76% are male.</li> <li>The proportion of female news subjects identified as workers or professionals has risen in some occupational categories, but the gap remains high especially in the professions depicted in the news.</li> <li>Women as female news subjects outnumber men in just 2 occupational categories: homemakers (72%) and students (54%).</li> <li>Women make up 44% of people providing popular opinion in the news but just 19% of spokespeople and 20% of experts.</li> <li>18% of female news subjects are portrayed as victims in comparison to 8% of male subjects. In contrast, women are now twice as likely to be portrayed as survivors than men.</li> </ul>	<p>This picture is incongruent with a reality in which at least one half of the world's population is female.</p> <p>Women are significantly less visible as active participants in the workforce.</p> <p>Women remain lodged in the 'ordinary' people categories, in contrast to men who continue to predominate in the 'expert' categories.</p> <p>Women still tend to be more likely to be portrayed as victims than men. Women are also increasingly likely to be identified as survivors.</p>
Women Reporters, Presenters & Journalists	<ul style="list-style-type: none"> <li>Female reporters make up 37% of staff reporting on TV, radio and newspapers (this figure has not changed since 2005).</li> <li>There was a rise in the number of stories reported by women on radio over the period 2000 - 2005 (from 27% to 45%, followed by a drop by 8% over the period 2005-2010).</li> <li>Women present 49% of stories on radio.</li> <li>The percentage of stories reported by women compared with men has increased in all major topics except 'science/health'.</li> <li>28% of news subjects in stories by female reporters were female, in contrast 22% of stories by male reporters had a male focus (compared with 24% and 18% respectively in 2000).</li> <li>This study also consistently reports that female journalists tend to be younger and less authoritative than their male counterparts, and are visibly less present than them as well.</li> </ul>	<p>The percentage of female reporters remains unchanged.</p> <p>The range of stories topics covered by female journalists has increased in all areas except science/health.</p> <p>Stories by female reporters contain more female news subjects than stories by male reporters.</p>

Table 2.1 Overview of key findings from the Global Media Monitoring Report 2010

Topic	Findings	Conclusion
Women as news content	<ul style="list-style-type: none"><li>• In 2010 13% stories specifically focus on women (compared with 10% in 2005).</li><li>• Women are central to 13% of politics and government (compared with 8% in 2005), 16% of science/health stories (compared with 6% in 2005) and 11% economy focus stories (compared with 3% in 2005).</li><li>• Only 6% of stories highlight issues of gender equality/inequality.</li><li>• 46% stories reinforce gender stereotypes, while 6% challenge stereotypes.</li><li>• 7% stories reported by women and 4% stories reported by men challenge stereotypes. 35% of stories by female reporters reinforce stereotypes compared to 42% of stories reported by men.</li><li>• Only 10% of stories quote or refer to relevant local, national, regional or international legal instruments on gender equality and/or human rights.</li></ul>	<p>Women appear significantly less than men in news stories. Where they are present they tend to be in the roles of victim or celebrity or both.</p> <p>Many news stories reinforce stereotypes, few challenge them.</p> <p>Gender equality is rarely a news topic.</p>

Nationally

An Irish national media monitoring project conducted in February 2013 (monitoring women’s participation rates in news programmes on commercial and public radio) found that women’s participation rate was 32.9% compared with 67.1% for men (Suiter 2013). Participation varied by age. Girls (13-18 years) and young women (19-34 years) had higher levels of participation than older women, with participation rates of 87.5% and 44.7% respectively, compared with rates of 31.6% for the 35-49 age group and 21.2% for the 50-64 year old category, increasing to 34.5% for women over 65.

In the variety of staff roles available to women in radio, closest to parity was the category of programme presenter, with women dominating slightly in a 51:49 ratio. Women made up 45.6% of ‘ordinary person’s’ on the radio and 16.7% in of ‘celebrity or VIP’ category. Women were 37% of news subjects. Female politicians participated in a 26:74 ratio and female experts were on air in a ratio of 22:78. These statistics suggest that like other jurisdictions and other media, women are under-represented in both commercial and public service radio broadcasting in Ireland.



## 2.13

**Why are Women Underrepresented?**

A series of interlinked understandings can be provided for the continuing under-representation of women including as senior decision makers and reporters, presenters & journalists including:

1. The fact that the organisational culture of media remains largely masculine (EIGE, 2012).
2. The existence of glass ceilings for women in middle and senior management levels in the media (Byerly, 2011).
3. The continued existence of gender pay gaps in many countries (that often increase with age). The National Union of Journalists in the UK and Ireland in 2009 reported a pay gap of 17% between male and female journalists<sup>12</sup>.
4. *'The prevalence of family unfriendly working practices such as inflexible working hours or penalising women for taking time out to raise children, increased security and safety risks for women working in conflict areas'* (International Federation of Journalists, 2009 p5).
5. *'The culture of high stress, bullying and harassment, unacceptable workloads, and anti-social working hours which pressure working parents (generally the women as the primary care giver) into part-time, temporary or freelance positions. In turn putting them in even more vulnerable positions in terms of job security, promotion, legal status and ability to share the same rights as contracted colleagues'* (International Federation of Journalists, 2009 p6).

These factors in turn influence the underrepresentation of women as news subjects and as news content. Other factors that also contribute to the underrepresentation of women as both news subjects and new content include:

- The continued prevalence of a culture of gender stereotypes and the repetitive and ongoing use and reinforcement of gender stereotypes.
- The stereotyping of 'women's issues' with an expectation that women will speak on 'women's issues' which are broadly understood to encompass the family and areas of personal responsibility (personal health, caring, children, social values); while men will speak on issues of national and international importance (health, spending, business, finance, crime etc.) (Women's Media Centre, 2014).

- A perception of reluctance among women to put themselves forward to go on air while men are seen as more willing to put themselves forward as participants. This reluctance may, according to Smith & Huntoon (2013), be linked to gender norms where the expectation is that women should be modest.
- The prevalence of established paths and processes whereby certain individuals, primarily male, become established as 'safe', 'trusted' or 'go-to' commentators, making it difficult to dislodge or make space for new, 'expert' voices in this situation (Project for Excellence in Journalism, 2005).

## Section 3: Monitoring



## 3.1

### Introduction

This section provides details of the media monitoring of Irish current affairs and news radio undertaken as part of this research. This monitoring took place across three weeks:

- 30 June to 4 July, 2014;
- 31 August to 6 September, 2014; and
- 14 to 20 September, 2014.

The three weeks were separated by a number of weeks in order to average out differences that a particular news story could have on an individual week. See Table 1.1 for details of the 15 (Seven RTÉ Radio 1 programmes, six Newstalk programmes and two Today FM programmes) radio programmes monitored across the three radio stations.

### 3.1.1

#### Coding Scheme

All programmes were coded according to a number of criteria. Using the Global Radio Monitoring Project (GMMP) as a basis for gender, radio station and programme were coded. In addition if the coder could locate the age of the person this was entered. The time each voice was on air was also coded ensuring that all the figures quoted in this report are based on proportional airtime rather than a simple count of numbers. This was seen as a more meaningful mode of analysis.

**Table 3.1 Roles Coded**

Role	Description
The Presenter/s	Their main role is to present the programme. In case of multiple presenters, all of them share that role and are coded individually
The Programme Reporters/s	Provide reports from outside, or are interviewed (by the Programme _Presenter ) in studio in relation to a particular story/stories
Presenters of the News Headlines/Weather/Traffic	Reads the news headlines, weather or traffic reports
News Subject/s	Is the individual/s the story is about
Expert/s	Individuals who are brought in to offer their perspective/share their expertise on particular stories
Guest/s	Individuals who are brought on for general interviews usually in magazine formats who are there to offer their views on a wide range of topics
Reporter/ Others	Reporters from other organisations usually local, national or international print journalists
Member of the General Public	Individuals members of the public (often unnamed) who are brought in to give a flavour of public reaction to a story
Spokesperson/s	Individuals who represent the views of their organisation or groups
Campaigner/s	Individuals who
Politician/s	Elected representatives

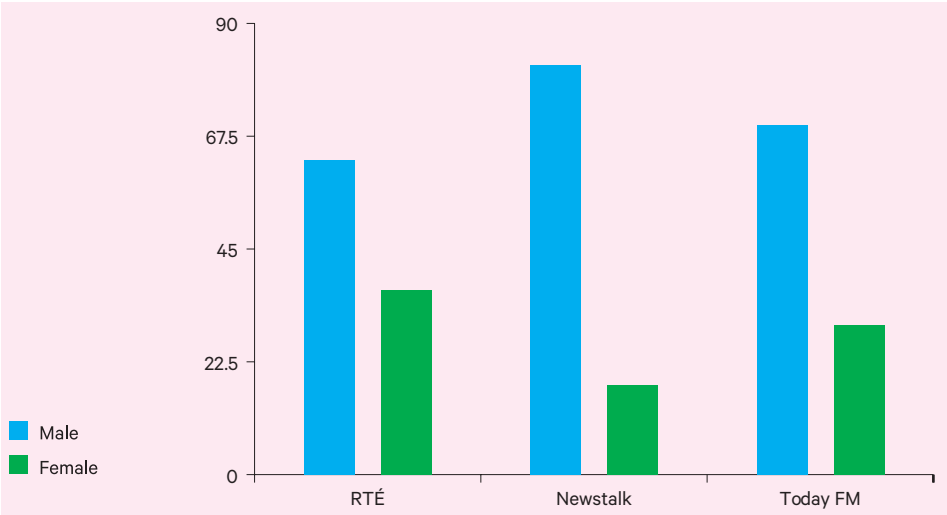
3.2 Findings

In general we focus on RTÉ and Newstalk as only two programmes on Today FM fall into the relevant categories, but these are included where relevant.

3.2.1 Radio voices broken down by gender

An analysis of the overall breakdown of voices (male and female) and the proportion of time each is heard over the three radio stations examined, shows an overall breakdown of 72% male and 28% female voices. These figures mask significant differences between stations (See Figure 3.1 for details). The public service broadcaster RTÉ figures comes closest to parity and broke down 63% male and 37%, female, while Newstalk figures broke down 82% male and 18% female and Today FM (with an analysis of just two programmes) 70% male voices and 30% female voices<sup>14</sup>.

Figure 3.1 Male and Female Voices by broadcast time



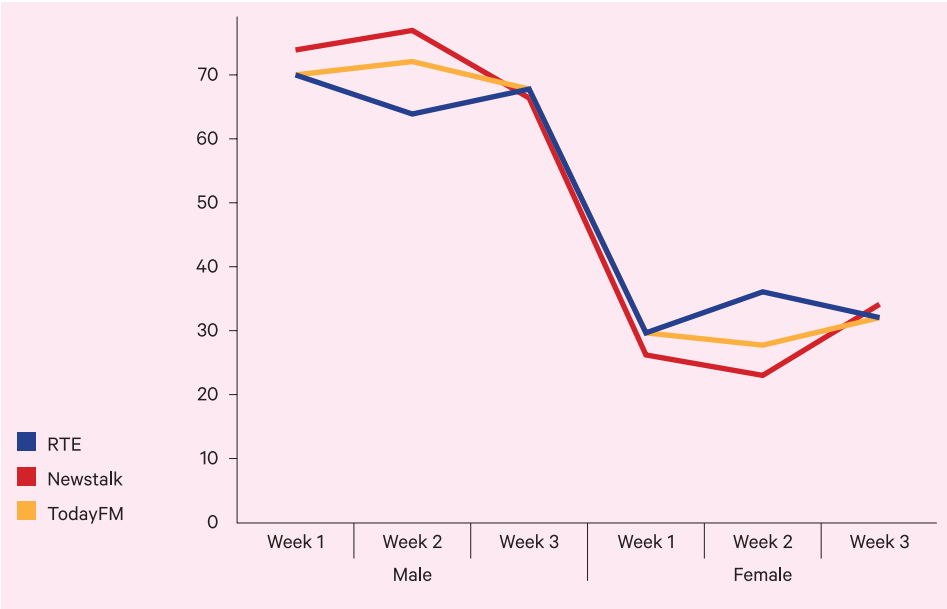
14 A similar pattern emerges in relation to an analysis of the numbers of individual voices. Here we find that the overall pattern is for 72% male and 28% female. Drilling down we see that both RTÉ and Today FM come in at 70% male voices and 30% female while Newstalk is 74% male and 26% female, in terms of numbers.

These figures which include the station's own presenters, reporters and newsreaders and so on. These combined figures mask significant differences between stations in terms of 1) programme presenters and 2) guests. The male: female ratio of Programme presenters by station was in contrast:

- 52% male :48% female for RTÉ
- 97% male : 3% female for Newstalk
- 100% male for Today FM (Only two programmes were monitored

A focus on guest voices only, also shows higher ratios of male voices. On average across the programmes monitored on three stations 67% of broadcast time was provided by male guest voices on RTÉ Radio 1, compared with 73% on Newstalk and 70% on Today FM.. See Figure 3.2 for details.

**Figure 3.2** Broadcast Guest Male and Female voices over proportion of time and station

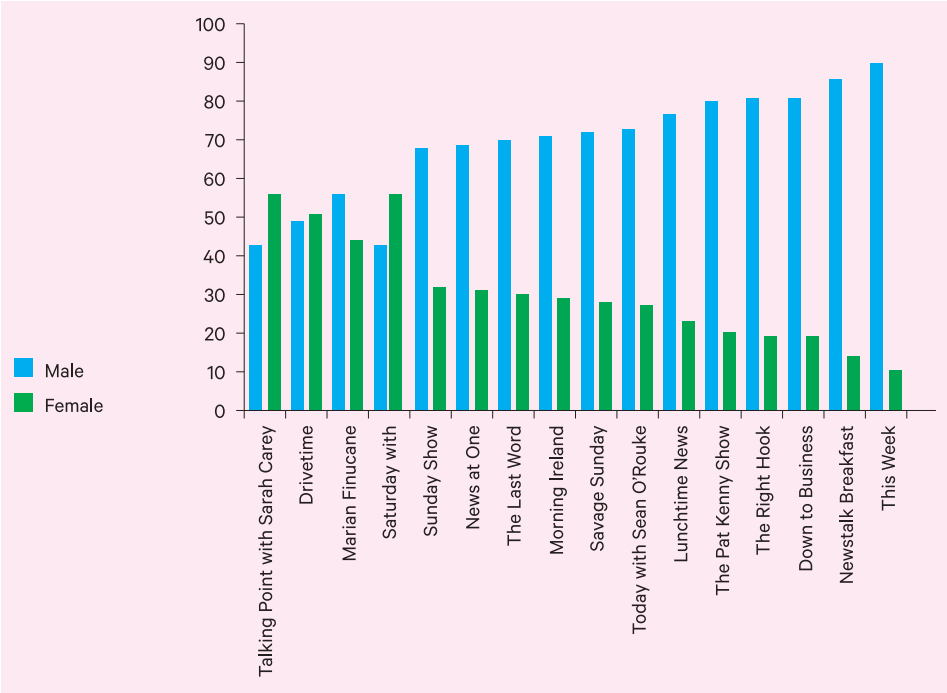




3.2.2 Programme level voices broken down by gender

The show with the best balance between male and female voices was ‘Talking Point with Sarah Carey’ on Newstalk. (see Figure 3.3 for details)  
The show with the worst balance was ‘This Week’ on RTÉ with 90.5% of the broadcast time being filled by male voices.

Figure 3.3 Proportional time for male voices by role

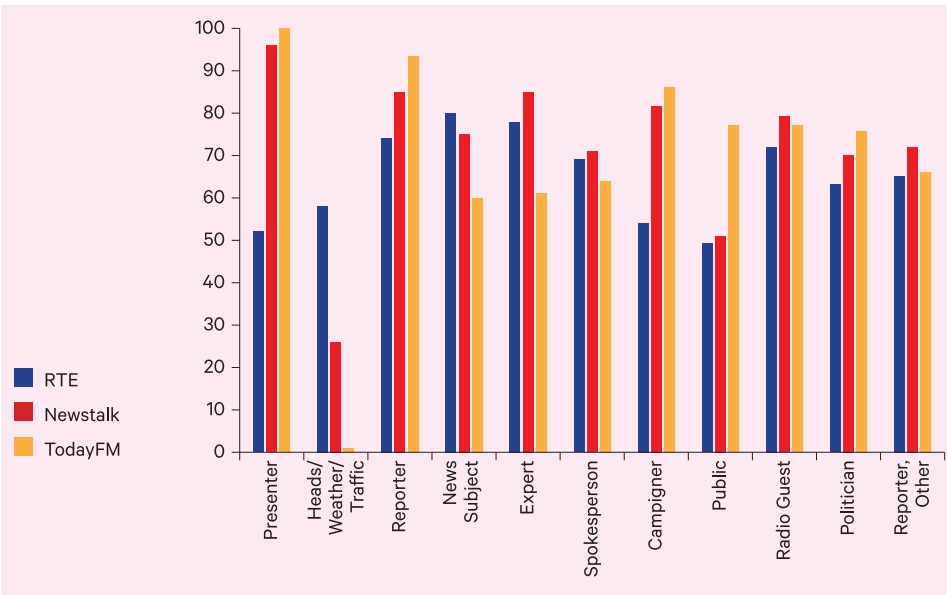


3.2.3 Programme Level Roles Broken Down by Gender

Programmes have different levels of editorial control in relation to the selection of the different individuals invited on the shows. Programmes generally have higher levels of editorial input in relation to the selection of guests and experts, with less control over the identify of spokespersons and campaigners and very limited control over the identity of politicians, who are generally identified and nominated by their particular political party. It should be noted that some individuals can play multiple roles, with the particular role they play, determined by the focus of the discussion on a particular topic and their role in relation to it. For example Ian Guider of Newstalk was coded as a presenter when he presented Newstalk Business Breakfast and as a reporter when he reported on business and economic affairs on other shows. In the same way that Fergus Finlay was coded as an expert when he was talking about politics on one programme and as a spokesperson on anther programme when he was speaking in his role as CEO of Barnardos.

Significant differences were found in relation to the balance of roles played by men and women on RTÉ 1 Radio and Newstalk and Today FM. Figure 3.4 highlights the fact that across programmes monitored there were significantly more male than female voices heard on air in a whole range of roles.

Figure 3.4 Proportional time for male voices by role



- Presenters: Over the period of seven days the voices were 52% male, on RTÉ Radio 1, 96% male on Newstalk and 100% male on Today FM (in relation to the two programmes monitored).
- Headlines/Weather Reports/Traffic Updates Inputs: On Newstalk 74% of the voices involved in the provision of these inputs were female. The equivalent figure for RTÉ Radio 1 was 42% female. On Today FM it was 99% female. These figures are outside of the control of individual programmes but are the responsibility of station management.
- Reporters: When measured by time on air, on RTÉ Radio 1 74% of all reporters' time was provided by male reporters while the equivalent figure for Newstalk was 85% male
- News subjects: 75% of time on Newstalk was devoted to stories that had men at the centre of the story and 80% of time on RTÉ Radio 1
- Expert/s: 78% of time devoted to experts was provided by males on RTÉ Radio 1 and 85% on Newstalk.
- Spokesperson/s: These were perhaps unsurprisingly, broadly similar across all three stations. The figures were 69% male on RTÉ, 71% male on Newstalk and 64% male on Today FM.
- Campaigner/s: These were 54% male on RTÉ but higher at 82% male on Newstalk and 86% male on Today FM.
- General Public: For members of the public, who are often nameless, there was equal involvement of both males and females on both stations.
- Guests: 72% of time allocated to radio guests was allocated to male guests on RTÉ Radio 1 and 79% on Newstalk.
- Politicians: These were similar across stations and reflect the gender balance among elected representatives. In fact more female politicians were on air on all stations than are elected in the national parliament. The figures were 63% on RTÉ, 70% on Newstalk and 76% male on Today FM.
- Reporter/ Other: These were also fairly balanced and likely reflective of supply at 63% male on RTÉ, 70% on Newstalk and 76% on Today FM.

### 3.3.4

#### A further analysis of guest and expert voices at programme level

Radio programmes do not always have a lot of control/influence in relation to the gender of the politicians, spokespersons and campaigners they engage with. Despite this lack of choice, it is interesting to note that the gender balance for these roles is more even, than for other roles, when programme researchers and producers have a greater degree of influence in relation to the individuals selected to play the particular role required.

Guests for example are usually invited on by a programme to talk reasonably generally and often times to give their views on a range of topics or to retell a personal story, thus researchers and producers can have a good deal of discretion in relation to who is selected. See Table 3.2 for details.

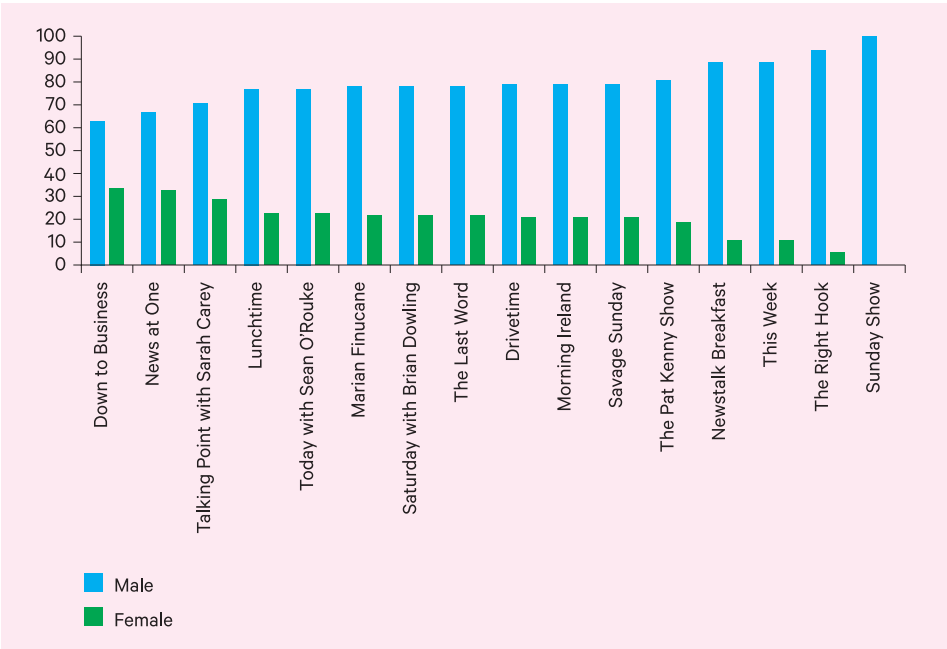
Table 3.2 Role Gender Balance and the level of Programme Influence by Time (average across the three weeks)							
Level of Influence of the Programme on selection	Role	RTÉ 1 Radio		Newstalk		Today FM	
		Female	Male	Role	Female	Female	Male
Limited Influence	Politicians	37%	63%	30%	70%	24%	76%
	Spokesperson	39%	61%	29%	71%	36%	64%
	Campaigner	46%	54%	18%	82%	14%	86%
Medium/ High influence	Expert	22%	78%	15%	85%	39%	61%
Reporter/ Others	Guest	28%	72%	21%	79%	20%	80%

Programme teams also have a degree of discretion when it comes to selecting experts but here again the gender balance remains dominated by men across the stations with a significant degree of variation between programmes as follows:

- Down To Business (Newstalk) balance of experts is 37% female: 63% male voices by time.
- The News at One (RTÉ Radio 1) balance of experts is 33% female and 67% male by time.
- This Week Programme (RTÉ Radio 1) balance of experts is 11% female and 89% male by time.
- The Right Hook (Newstalk) balance of experts is 6% female and 94% male by time
- The Sunday Show (Newstalk) balance of experts is 100% male.

See Figure 3.5 for a more detailed analysis of all the programmes monitored.

**Figure 3.5** Expert Voices by programmes



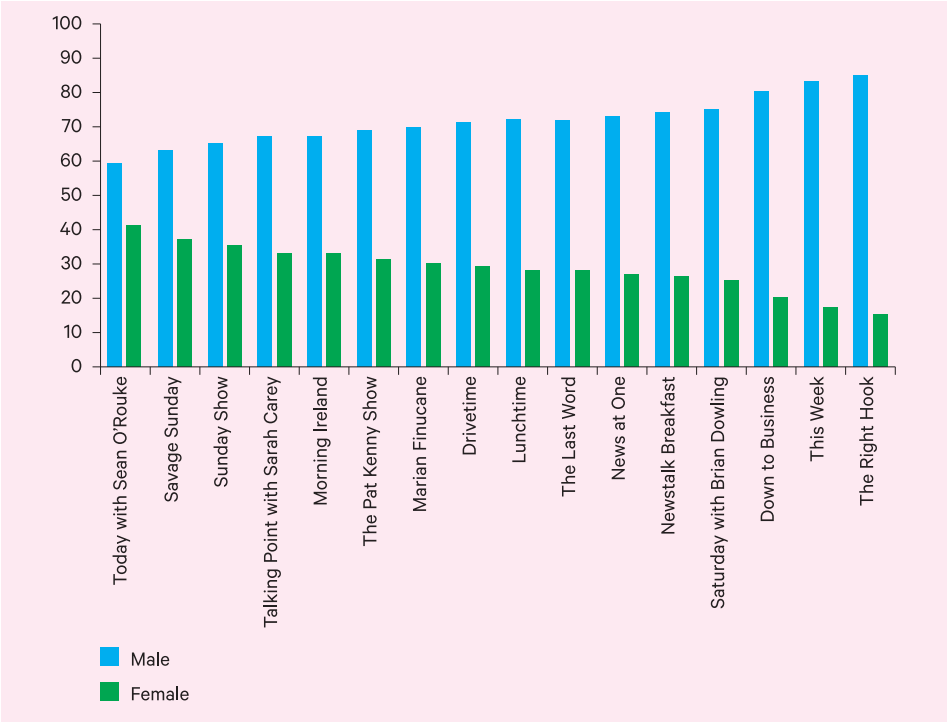
A gender analysis of the length of time on air for RTÉ Radio 1 and Newstalk also suggests that while female experts are heard less frequently than their male colleagues, when they do get on air they are heard for longer:

RTÉ Radio 1 male experts get an average of 2 minutes 44 seconds while female experts get longer (3 minutes 12 seconds).

On Newstalk male experts speak for an average of 4 minutes 59 seconds while female experts speak for longer (5 minutes 23 seconds).

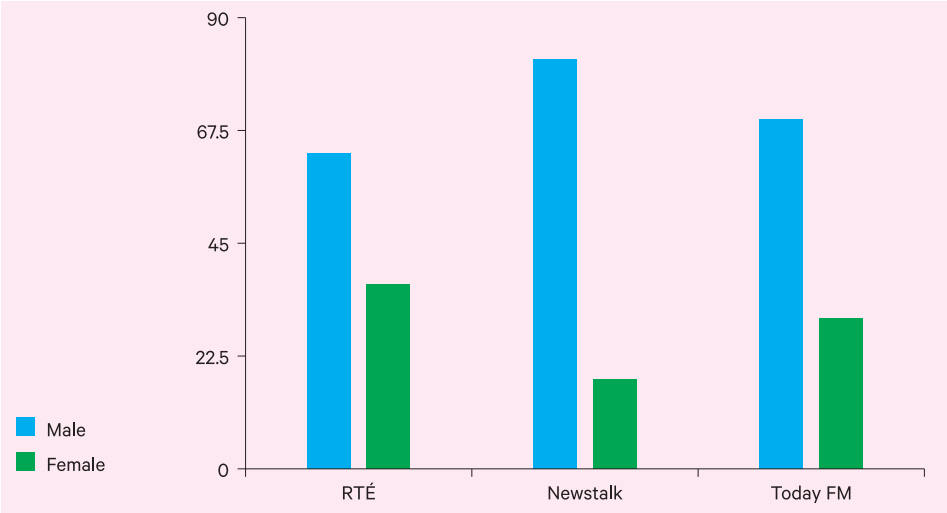
Figure 3.6 combines the categories of guest and expert as the two groups that Programmes have the most discretion over the selection of, and breaks them down by gender at a programme level.

Figure 3.6 All Guest Voices by Programme



This analysis identified the most gender balanced weekday show (from a combined guest perspective) was Today With Sean O'Rourke with 59% male guest voices followed by Morning Ireland at 67% while the least balanced weekday show in terms of the breakdown of male female guest voices was The Right Hook on Newstalk with an 85% male, 15% female breakdown of voices. Combining the categories of guests and experts and looking at length of time on air, on average male voices were on air for slightly longer than female voices (1 minute 40 seconds for male voices compared with 1 minute 31 seconds for female voices) however; this obscures significant differences between the radio stations. See Figure 3.7 for details.

Figure 3.7 Male and Female Voices by Broadcast Time



There is also significant variation between programmes in terms of the time allocated to male and female guests. See Table 3.3 for details.

Table 3.3 A Gender Analysis of the Time Allocated to Combined Guest Voices Across Stations and Programmes				
Station	Show	Average minutes (m) and seconds(s)		Difference
		Male	Female	
Newstalk	Down to Business	3m 31s	1m 52s	1m 39s more for males
Newstalk	The Right Hook	9m 3s	8m 2s	1m 1s more for males
Today FM	The Last Word	3m 33s	2m 38s	55s more for males
Newstalk	Newstalk Breakfast	2m 28s	1m 37s	51s more for males
Today FM	Savage Sunday	2m 2s	1m 41s	40s more for males
RTÉ Radio 1	Morning Ireland	2m 47s	2m 13s	34s more for males
Newstalk	Lunchtime News	3m 38s	3m 5s	33s more for males
Newstalk	Sunday Show	1m 50s	1m 22s	28s more for males
RTÉ Radio 1	This Week	1m 50s	1m 22s	28s more for male
Newstalk	The Pat Kenny Show	6m 34s	6m 30s	4s more for male
RTÉ Radio 1	Saturday with Brian Dowling	1m 55s	1m 41s	4s more for males
RTÉ Radio 1	The Marian Finucane Show	1m 23s	1m 52s	29s more for females
RTÉ Radio 1	News at One	3m 14s	2m 46s	28s more for females
Newstalk	Talking Point	1m 46s	2m 3s	17s more for females
RTÉ Radio 1	Today with Sean O'Rourke	2m 34s	2m 40s	6s more for females
RTÉ Radio 1	Drivetime	2m 11s	2m 16s	5s more for females

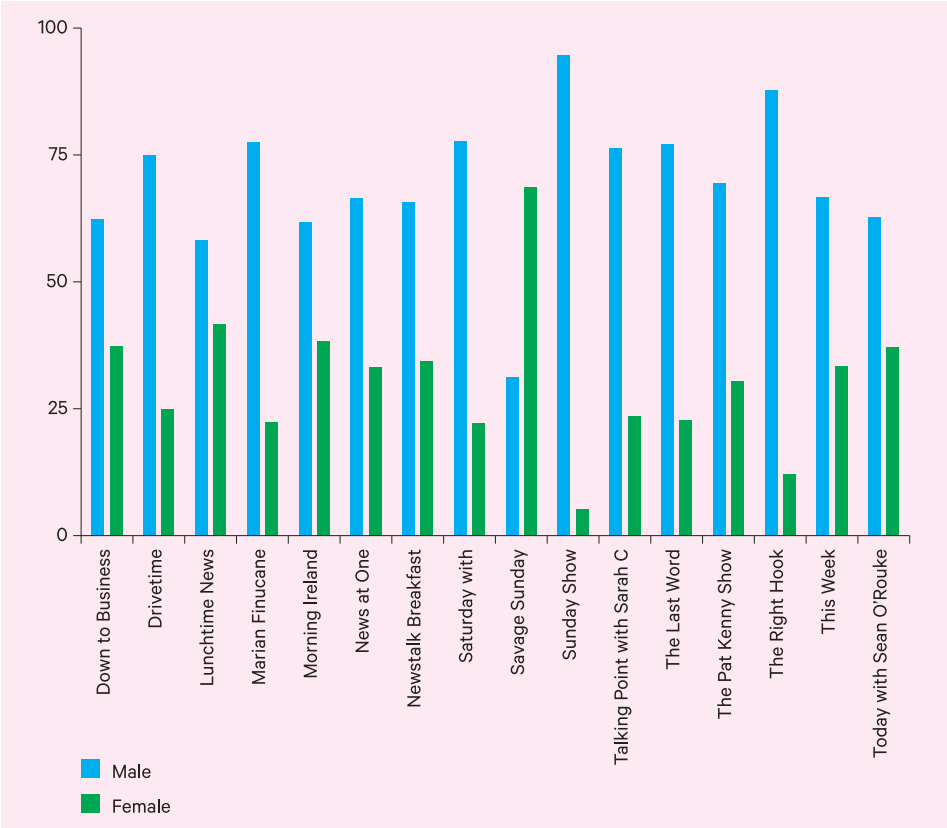


Some programmes such as Today with Sean O'Rourke, Drivetime, Marian Finucane and Talking Point, were found to have allocated women slightly longer speaking time than men. The only programme that falls into this category where the key presenter was male was Today with Sean O'Rourke. Programmes that allocated men more time than women at a statistically significant level were The Pat Kenny Show and the Right Hook on Newstalk, as well as the Saturday Show on RTÉ.

Given that experts and guests are the area where programmes have the most choice, both over who is invited on and how long they get on air, we have combined figures for both categories (See Figure 3.8). The research found large variation from 58% male on Lunchtime News to 95% male on the Sunday Show while the minutes on air vary from 9 minutes 30 seconds for male guests and experts on the Right Hook to just under a minute on The Sunday Show.

The nature of some shows, which are more focused on panel discussions, may also offer more scope in terms of a larger number of guests/experts, which in turn may have a positive influence on the number of female guests and possibly a negative influence on the length of time any one guest or expert can speak for, because of the number of inputs that need to be accommodated. For example on Newstalk, the Pat Kenny Show and Newstalk Breakfast who regularly use panel discussions have more scope to accommodate more guests/experts than Down to Business and the Right Hook, who use panel discussions significantly less frequently.

Figure 3.8 Proportion of Time for Men and Women Guests and Experts by Programme



3.3.5 The Gendering of Thematic/Subject Areas

The literature review suggested gendering of certain thematic areas/ topics is a regular occurrence. This monitoring exercise found that this gendering of various topics also occurred in an Irish context. See Table 3.4 for details.

Table 3.4 An Analysis of Thematic/Areas broken down by Gender and Proportional Time						
Thematic Area	% Male Voices			% Female Voices		
	RTÉ Radio 1	Newstalk	Today FM	RTÉ Radio 1	Newstalk	Today FM
Politics	70%	73%	75%	30%	27%	25%
Economics	76%	83%	82%	24%	17%	18%
War/Conflict	89%	90%	75%	11%	10%	25%
Science/ Technology	81%	95%	80%	19%	5%	20%
Sports	80%	93%	93%	20%	7%	7%
Violence/Crime	56%	70%	46%	44%	30%	54%
General Interest	57%	62%	63%	43%	38%	37%
Arts/Entertainment	78%	68%	66%	22%	32%	34%
Health	42%	66%	70%	58%	33%	30%

Analysis of Table 3.4 suggests that many roles do appear to be gendered and there are clear differences across the stations. For example on RTÉ and Newstalk some 89% and 90% respectively of the voices on war and conflict by time were male while some 81% of voices on RTÉ on science and technology were male and some 95% on Newstalk. In relation to sports coverage 93% of the time given to voices talking about sport on Newstalk were male compared with 80% on RTÉ. In Health coverage, another area that is typically gendered as female, 58% of the coverage was provided by female voices on RTÉ Radio 1 while on Newstalk it was 33% female. In relation to general interest features 43% of the time devoted to this topic on RTÉ Radio 1 was provided by female voices and 38% of the time provided by females on Newstalk.

### 3.4

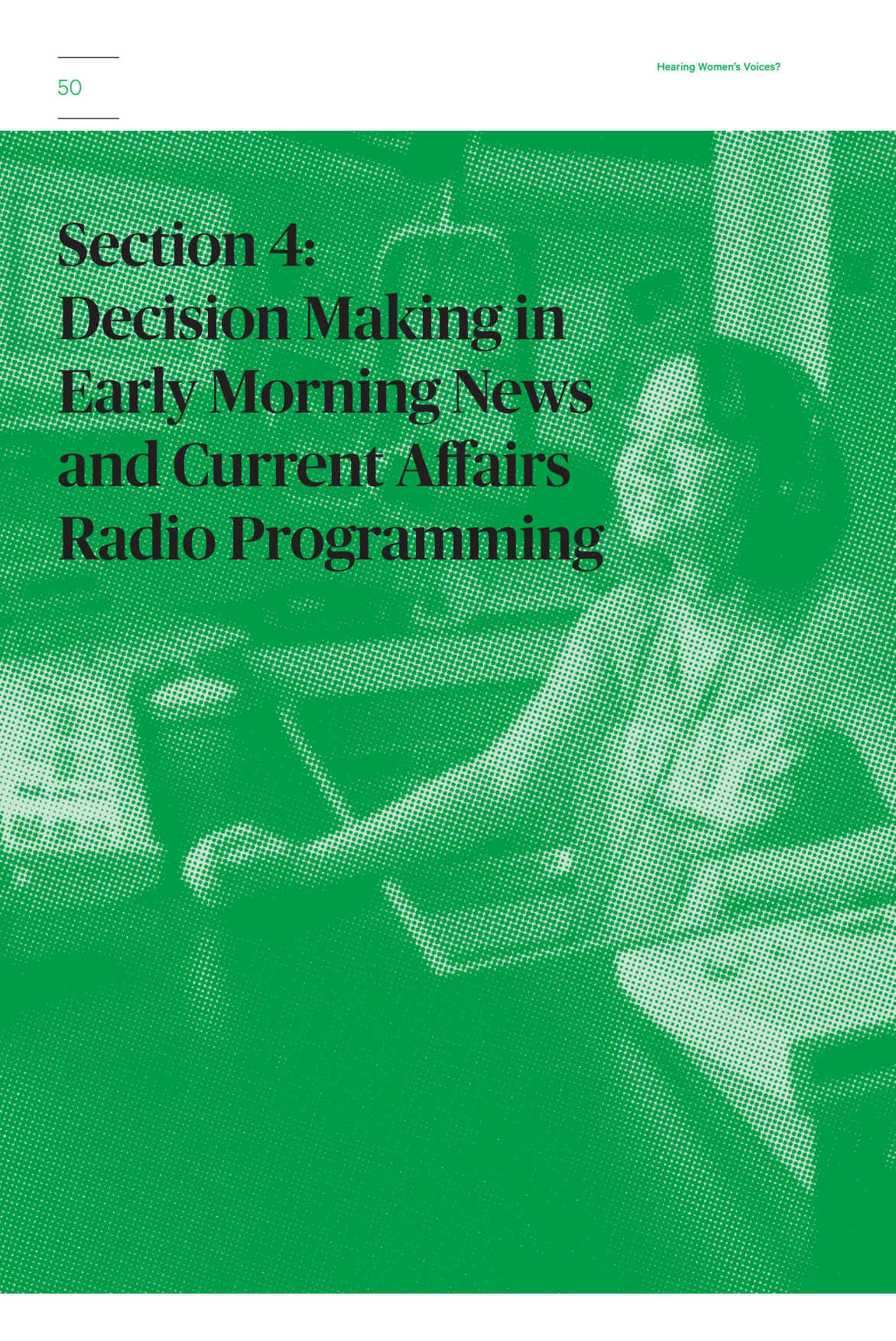
#### A Summary of the Key Findings

Women continue to be underrepresented across news and current affairs programmes across all the stations monitored. Male voices take up 72% of news and current affairs radio broadcasting time (broken down across the three stations as follows: 63% on RTÉ Radio 1, 82% Newstalk and 70% Today FM). On RTÉ Radio 1 there was an even breakdown of male and female presenters during the week. Newstalk on the other hand has 100% male lead presenters, while Today FM had one male and one female lead presenter on the two programmes monitored. The majority of guests (67%-73%) and experts (79%-85%) were male across all stations .

The most balanced weekday show (excluding consideration of in-house voices are) Today With Sean O'Rourke (RTÉ Radio 1) with 59% male voices followed by Morning Ireland (RTÉ Radio 1) with 67% male voices. The least gender balanced weekday shows were The Right Hook on Newstalk with 81% male voices and Newstalk Breakfast with 86% male voices.

Males made-up 75- 80% of news subjects on RTÉ Radio, while male voices also dominated discussions of a range of topics including politics (70% male on RTÉ Radio1), economics (76% male RTÉ Radio 1 and 83% Newstalk), sports (75% male on RTÉ Radio 1 and 95% male on Newstalk). In relation to health topics there was a clear differentiation between stations with just 42% of voices discussing health on RTÉ being male compared with 66% on Newstalk and 70% on Today FM. It is also interesting to note that the average length men and women were on air was generally longer for men than women on both RTÉ Radio 1 and Newstalk.





## **Section 4: Decision Making in Early Morning News and Current Affairs Radio Programming**

4.1 Introduction & Methodology

The purpose of this section is to explore how decisions are made in the context of fast moving early morning news and current affairs radio programmes that have the potential to impact of the participation of women. This section was compiled on the basis of participant observation of the preparation and production of two early morning news and current affairs programmes (RTÉ 1 Morning Ireland and Newstalk Breakfast). It also benefited from the inputs derived from interviews with members of the Senior Management Team at the two radio stations involved and others. See Table 4.1 for details of the observation and interviews undertaken.

Table 4.1 for details of the observation and interviews undertaken.

Table 4.1 Details of Observation and Interviews Undertaken	
Activity	Details
Observation of the evening preparations for the programmes the next day	RTÉ Morning Ireland, 15th October 2014 3pm-11.30pm
	Newstalk Breakfast, 20th November 2014 2pm -10pm
Observation of the early morning preparation for and presentation of the programmes,	RTÉ Morning Ireland, 21th October 2014 5.30-11.30am
	Newstalk Breakfast, 26th November 201 6am -11.30 am
Formal and informal Interviews	Programme producer & a number of reporters
	Programme producer & a number of researchers
Formal interviews with station staff and others	RTÉ Managing Director of News and Current Affairs and Deputy Director General- Kevin Backhurst (22/10/14) RTÉ Managing Editor of News -Michael Good (21/10/14) Newstalk Station Editor– Garrett Harte (various dates) Women on Air founder- Margaret Ward

The purpose of this section is not to compare and contrast the two programmes but to learn about how decisions are made in relation to the involvement and engagement of women in these types of programmes. Notwithstanding it is useful to look at the similarities and differences between the two programmes in terms of their staffing levels, duration and focus. See Table 4.2 for details.

Table 4.2 A comparison of Morning Ireland and Newstalk Breakfast

Activity	Details	
Some Key Characteristics	Morning Ireland (RTÉ 1 Radio)	Newstalk Breakfast
Who has editorial control?	Programme Editor, Series Editor & Presenters	Programme Editor, Series Editor & Presenters
Focus	<p>More news driven, with dedicated correspondents available to investigate topics</p> <p>What it says in the papers is a distinct slot in Morning Ireland presented by dedicated presenters</p>	<p>More personality driven, with a focus on entertainment, more reliant on news stories produced by others, e.g. daily papers</p> <p>Programme presenters discuss the big topics of the day (from the papers) with one another and invite audience participation</p>
Extent of audience participation	Limited audience participation	Significant audience participation (through extensive use of texts throughout the Programme)
No and gender breakdown of programme presenters	Two per show From a panel of 4 presenters (2 females & 2 males)	Two per Show (2 males)
Dedicated programme Staff <sup>15</sup> that have a role of play in decision making	<p>Series Editor (1 male)</p> <p>Programme Editors (1 female, 2 males)</p> <p>Web Editor (1 female)</p> <p>Chief Reporter (1 male shared with other programmes)</p> <p>Reporters (3 females, 1 male and 1 p/t female)</p> <p>There are also panel of freelance reporters (4 females/1 male) available to cover leave and absences</p>	<p>Programme Editor (1 male)</p> <p>Programme Producers (2 female)</p> <p>Researchers 4 (2 female, 2 male)</p> <p>Reporter (1 male)</p>
Other station staff involved in the programme	<p>Sports Team</p> <p>Newsroom staff</p> <p>What is says in the papers</p> <p>Business</p>	<p>Sports Desk</p> <p>Newsroom</p> <p>Business</p>
Staffing schedules	<p>2 shifts. morning and evening</p> <p>Programme Editors: 5am-1pm or 2pm-2am</p> <p>Reporters: 6.30 am -2 pm or 4pm-12pm (flexibility available)</p>	<p>2 shifts. morning and evening</p> <p>Programme Editor: 5am - 6.30 pm</p> <p>Producer 5.30- 2pm, 2pm- 10 pm</p> <p>Researchers: 5.30- 2pm, 2pm- 10 pm</p> <p>Repo: on air three out of five days. with two days pre-production per week</p>
Length of programme	2 hours – 7am-9am	3 hours – 7am-10 am



**Table 4.2 A comparison of Morning Ireland and Newstalk Breakfast**

Activity	Details	
Other station staff involved in the programme	<p>RTÉ Radio 1 has 22% total daily radio listenership, while Morning Ireland has an average male listenership of 7% and an average female listenership of 7% and a 12% male and female reach in JNRL Q3 2014.</p> <p>Newstalk has 6.4% total daily listenership (more listeners in the 25-45 age bracket than RTÉ Radio 1, listenership particularly Dublin focused). The average male listenership was 2% and average female listenership was 1%, with a 5% male and 3% female reach in the JNLR Q3 2014 figures.</p>	
Preference for live or pre-records	The preference for both programmes is for live and ideally in person studio interviews, where possible.	
Schedule for the day	<p>Early Morning: Programme preparation and finalisation</p> <p>Programme airs</p> <p>Post Show: Review of programme (the researcher was precluded from attending the post show analysis)</p> <p>Preparation for next programme commences</p> <p>Lunchtime- Morning Editor prepared hand over note for Evening Editor</p> <p>Evening Shift commences</p> <p>Various conference calls (as necessary) with Editors/Presenters/Series Producer</p>	
Approx. no of items per show	10-12 depending	8-10 depending. There is more time available in the 9-10am slot to spend on stories with a softer focus, after 9am is also used for current affairs discussions
Positive gender/diversity focused developments within the different organisations	<p>Within RTÉ</p> <ul style="list-style-type: none"> <li>• Establishment of a diversity working group</li> <li>• Monitoring initiatives for the number of females on a number of specific programmes</li> <li>• Piloting of monitoring software</li> </ul>	Within Newstalk there is an awareness that there is a need for more female weekday/ primetime presenters and where an opportunity arises the plan is to address this
Mission/Vision	<p>RTÉ's mission is to:</p> <p>Deliver the most trusted, independent, Irish news service, accurate and impartial, for all the connected age</p> <p>Provide the broadest range of value-for-money, quality content and services for all ages, interests and communities</p> <p>Reflect Ireland's cultural and regional diversity and enable access to major events</p> <p>Support and nurture Irish production and Irish creative talent.</p> <p>Its vision is to enrich Irish life: to inform, entertain and challenge; to connect with the lives of all the people.</p>	
	Newstalk's mission is to be the number one media source, to engage, challenge, inform and entertain with fresh thinking and strong opinions	

The first part of this section provides an overview of the observation process and indeed what was observed by the researcher as a result of this process. The second part of this section seeks to address the following key questions:

- How are decisions made about the topics to be covered with a programme?
- Where do the stories covered come from and how are decisions made about how they are to be covered?
- How does the issue of gender balance feed into the stories selected and who is interviewed?
- Why do women remain underrepresented in these types of programmes?

## 2.6

### The Observation

#### 4.2.1.

#### The Process

The observation process involved the researcher observing and asking clarification questions throughout the observation process. A male producer was observed within Morning Ireland and a female producer was observed in Newstalk Breakfast over both an evening and a morning shift. As part of that process the researcher observed the two producer's interactions with the rest of their programme teams, including the reporters/researchers, presenters and the Programme Producer working the opposite shift. Some of these interactions were in person, while others were over the phone. The only activities the researcher was not given access to were the Programme Team's review of the programme that had just aired. In the case of the Morning Ireland team, the researcher was also invited to accompany a number of the team to the RTÉ Canteen for break times and this provided a useful additional opportunity to ask questions. Newstalk do not have a formal canteen, they have a coffee dock, with staff generally either going out at break times or eating at their desk, so this opportunity was not available in relation to the Newstalk Team.

#### 4.2.2

#### What was observed?

##### *The Programme Teams*

Both the Morning Ireland and the Newstalk Breakfast Production Teams had a fairly even gender balance, while the Newstalk Breakfast Team was noticeably smaller in size and younger in profile than the Morning Ireland Team. There was an even gender balance of various presenters for Morning Ireland. The two Newstalk Breakfast anchor presenters were men, while the news readers were women. In the case of Newstalk Breakfast the engagement between the two presenters was an important part of the show (in a way it was not for Morning Ireland). Newstalk Breakfast also made extensive use of texts sent in by the general public in response to particular topics. The texts were selected by the Producer and sent into the studio for comment on by the Presenters.

One of the first tasks undertaken by the evening Producer was a review of the emerging schedule and handover notes left by the Morning Producer. Follow up tasks emerging from that draft schedule were allocated to various reporters and researchers. Some were assigned already well developed stories, while others had very little to start with but were expected to find out all that was needed. With more reporters available within the Morning Ireland Team there was more investigation possible, while the Newstalk Team were by necessity more reliant on secondary sources of information.

Questions as to who could speak to particular topics were discussed between the reporter working on the story and the producer, with other team members chipping in with their recommendations. Getting to the person at the centre of the story or a personal interest angle on a story was highly valued by both teams. Experts and commentators were the second choice. Interestingly when it came to getting to the person at the centre of the story, there was a strong view that women often made a better story than men.

Both programme personnel used their stations contacts database extensively. Where a story or a topic had not been covered by the programme before, initial investigations involved the use of google search, and personal contacts. Requests for politicians to come onto the programme were sent as early as possible in the day, often by the morning shift. Replies to these requests often came later in the day and often late in the evening for Ministers. Refusals generally resulted in rescheduling of the items to be covered.

Where one researcher or reporter had a lot to do, the Producer would ask, or indeed another team member would frequently volunteer to help.

The importance of the scheduling of items within a programme became quickly apparent, given the number of times stories were moved around, throughout the evening and even indeed when the programme was being aired. It was a surprise to realise how much time was taken up by news bulletins, sports, the weather, AA Road Watch, the business news, etc. and how limited the number of actual discussion slots available were, in any one show. Very occasionally an item was allowed to go for longer if the producer considered it 'strong'. When questioned about what was meant by the term 'strong', it was variously described as the person being 'engaging', 'clear', 'interesting', 'challenging' and /or 'bringing a new angle on a story'.

In Newstalk Breakfast some stories and associated speakers were fully developed and in some cases the interview completed before the evening shift, while others were still a work in progress. In Morning Ireland in contrast the pre-records (which are the preference of either programme) were all done on the morning of the show, between 6am and 6.30 or during the show in an adjoining studio by bringing the presenter out. There was also some space left in both programme schedules for items that might emerge in the morning with a handover note left for the morning producer to inform them of the various stories and their stage of readiness.

*In relation to the morning shift...*

In the case of Newstalk Breakfast Show, the presenters were also responsible for the review of the papers and upon arrival they were to be found pouring over all the various newspapers at speed, with decisions made quickly about what they would cover. They appeared to be particularly focused on politics and sports, probably reflecting the background of one of the Newstalk Presenters.

The programme schedules left by the evening shift producer were quickly reviewed, with outstanding tasks and follow up allocated to the reporters and journalists. From then it was eyes down as 7 o'clock approached. Just before seven am the producer and the presenters headed for the studio and the programme was off. Even as the programme was being broadcast changes were made in the order of stories, with some stories dropped to make way for other stories.

Poor quality phone lines also meant that items had to be moved around to get better quality connections for phone interviews. There was a lot of thinking on your feet required.

In the Morning Ireland studio there was a steady stream of presenters (sports, reporters, What is Says in the Papers, business news, etc.) guests, experts, and spokespeople, male and female in and out of the studio throughout the entire length of the show. There was a lot less traffic in and out of the Newstalk Breakfast studio in terms of both presenters and indeed guests, until after 9am, when there were more in-studio guests and a panel discussion.

#### *Reflecting on the process of observation*

Working on early morning news and current affairs programmes requires long hours and very early mornings on an ongoing basis. It also requires particular skills and expertise in relation to being able to cover the ever changing nature of the news with no two programmes the same. Those who produce and present these programmes have at their disposal an incredible level of influence in terms of what and who they chose to broadcast, regardless of their style of presentation (be it the more formal style of Morning Ireland or the more personality driven style of Newstalk Breakfast).

## 4.3

**How are decisions made about the topics to be covered with a programme?**

The decisions in relation to the topics to be covered in both radio programmes were influenced by a number of factors including

- *'What is topical and in the news' what are the breaking/developing stories.'*
- *'The need for a mix of stories of national and international interest', 'the programme needs to be informative'.*
- *The programme needs to represent and report on modern Ireland'*
- *'If a story has been in the news for some little time, there will be assessment made in relation to where is it going, will it gain traction, whether there another/new angle on it? If there is nothing new happening in relation to the story it is often dropped in favour of other stories'.*
- *'What will be of interest to the maximum number of our listeners'*
- *'The need for light and shade within a programme' and 'the need to combine news stories, human interest stories, sports, the arts, etc.'*
- *'The programme must be a good listen'.*
- *'What are the stories that have the capacity to affect listeners now and in the future'*
- *'Our (the programme's) ability to get access to the person at the centre of the story', 'Analysts would generally be our second choice but are often easier to access'.*
- *'If it is an international story we need to be clear in relation to what impact time differences have in terms of what can be reported in Ireland in the early morning'.*
- *'The ability of the programme team to facilitate an accessible analysis of the story'.*
- *'The ability of the programme to access the relevant senior decision makers and to hold them to account'.*
- A recognition that specific slots within the programme have to be filled in different ways (e.g. the 7.15, 8.15 and 8.30 slots are generally considered key prime time slots and require a strong lead)

- What stories are being covered by other programmes on the station? If another on the same station has got access to a person at the heart of a particular story, it might be better for the morning programme to leave it to them to cover.
- Some stories can be politically sensitive and need careful, objective reporting. The length of the timeslots available on the morning Breakfast Shows may make these stories difficult to cover in any depth

Those consulted were very clear that morning news and current affairs programmes could not have a particular agenda, apart from to be a good listen, to inform and provide quality analysis. They were also very clear that providing a gender balance was not their focus or purpose.

Where shows particularly differed was in relation to tone, which in turn had an influence on the stories they covered, and the way they covered the stories. The Morning Ireland Team identified their tone as an 'authoritative, informative' one, while the Newstalk Breakfast Team were clear that their programme needed to 'not only inform but converse with the listener, entertaining and providing them with a laugh as they went about their daily activities'.

#### 4.4

#### **Where do the stories covered, come from and how are decisions made about how they are to be covered?**

Observation of the two programmes identified a range of different story sources as follows:

- Stories held over from a previous programme
- Stories which had been developing over the previous few days
- Day sheets of upcoming events (both radio stations compile these for use by all of the news type programmes they produce)
- Emails/ press-releases received by the programme (the programmes receive hundreds of these a week)
- Reporters/ researchers successfully pitch and develop a story for broadcast
- Programme presenters pitch stories they believe has a news value
- Other station staff/ other independent journalists, etc. pitch a story to the programme
- Other broadcast media (Other radio programmes/stations, TV news programmes/stations(e.g. BBC News))
- Stories trending/emerging on social media (e.g. Twitter)
- Print media, newspapers, magazines

The decision in relation to which actual stories were selected to be included in the programmes largely appeared to depend on the ability of the programme team to access 1) the necessary and relevant background information and ideally b) a person close to the story, who would be able to provide an interesting angle on the story.

This becomes more challenging the later in the evening a story emerged, as the ability of the programme team to access relevant individuals reduced, with press offices shutting down and people turning their phones off and not checking/ responding to their emails. This resulted in some stories being dropped either early in the morning or indeed during the airing of the programmes. Stories were also dropped because of other stories being allowed to run over, or because of a breaking story or indeed because the story was too like another item to be covered/ already covered on the show. Where a story is dropped for lack of time and was still relevant it is often (but not always) covered the next day.

#### 4.5

##### **How does the issue of gender balance feed into the stories selected and who is interviewed?**

While all of those interviewed were conscious of gender balance as an issue, it did not appear to be a significant consideration in terms of either the stories selected or indeed who was/ is selected for interview by either programme. The consensus view was that it was not the role of the news programmes to target women but to report on the stories of interest to the maximum number of listeners and to get to the person at the centre of the story, and failing that the individual/s closest to the story/issue.

Questions raised by the researcher in relation to the gendering of news topics and stories (i.e. women tending to be asked to speak about family, health, caring, children, social values, etc.) and the use of gender based stereotypes (i.e. women tending to be portrayed as victims and men as protagonists) were not fully understood by those interviewed and as a consequence remained unanswered.



The only time women and women's voices appeared to be specifically targeted within the programmes were:

- As part of a Vox Pop, when the programmes seeks to target men and women of all ages.
- Panel discussions (where there was recognised need for some level of gender balance)
- Where there is a choice of analysts to be interviewed, and there is capacity to target female analysts

#### 4.6

#### **Why do women remain underrepresented in these programmes?**

A wide range of reasons were identified by the different Programme Teams in relation to the continuing underrepresentation of women on the shows including:

- 'The limited targeting of women by the programme' (this was linked by some members of one of the teams to the limited levels of staff resources available to the programme')
- General societal issues that mean that:
  - › *'Newsmakers tend to be more male than female'*
  - › *'There are still a relatively limited number of female politicians'*
  - › *'There are more men than women in senior management positions and it is they who need to be held accountable and who tend to be nominated to speak on behalf of their organisations'*
  - › *'Journalism was traditionally a male-dominated profession with more men than women on air and while there are increasing numbers of female journalists, the dominant voice on air remains male.'*
- Tight programme schedules and production practices that ensure that many researchers/reporters often go to their established and trusted contacts (who they can access easily and after hours and who they know to be good radio performers), making it harder for new female voices to emerge. It is also the case that reporters and researchers can look for recommendations for speakers/interviewees from 'friends of the programme'.

- The Women on Air database was identified by both programmes as a useful and used source of female contacts/guests. (It was not used when the programmes were observed as part of this research study and it was clear (given the time it took the programme teams to navigate their way to the database that it was not a regular 'go to' place for them). Some team members remarked that they had forgotten with about the site, until prompted by the research/researcher.
- A perceived sense of a general reluctance among women to become involved was also identified as a reason. There was a view that it appeared to be more of a big deal for women to be asked to participate in a radio programme than men. Anecdotally it was thought that women were much more likely to refuse to participate/ or to defer/ refer the interview request to their male colleague. When asked to speculate on why women were more reluctant than men, reasons speculated upon included a 'fear of not knowing the answers/ appearing a fool', 'a general sense of nervousness', 'the potential for an abusive backlash on social media' and a view that 'women might not have as much availability (given their caring responsibilities) as men in the early morning'. It was noted that where this was the case for women or indeed men the programme could pre-record the interview in order to work around the availability of the interviewee.



## Section 5

# Conclusions and Recommendations



## **5.1. Introduction**

This section details the key findings and conclusions arising from the monitoring work. It also details the recommendations arising from the monitoring and observation of production in practice.

## **5.2 Conclusions**

See Table 5.1 for an overview of the key findings and conclusions arising from the monitoring work detailed in Section 3.

**Table 5.1 Overview of Key Findings and Conclusions Arising the monitoring of News and Current Affairs Radio Programming**

Topic	Findings	Conclusions
Women's Voices in general	<ul style="list-style-type: none"> <li>The overall breakdown of voices (male and, was 28% female and 72% male voices across the three radio stations examined.</li> <li>RTÉ Radio 1 breakdown of voices was 37% female and 63% male.</li> <li>Newstalk breakdown was 18% female and 82 % male</li> <li>Today FM (with just two programmes, falling into the category of news and current affairs) breakdown was 30% female and 70% male.</li> </ul>	<ul style="list-style-type: none"> <li>There is significant room for improvement across the commercial radio stations in particular</li> </ul>
Women as news subjects, experts and guests	<ul style="list-style-type: none"> <li>20% of time on RTÉ Radio 1 was devoted to female news subjects and 25% on Newstalk.</li> <li>Women guests take up 33% of the on air time allocated to guests on RTÉ Radio 1, 27% of the on air time on Newstalk and 30% on Today FM.</li> <li>22% of time devoted to experts was provided by female experts on RTÉ Radio 1 and 15% on Newstalk.</li> </ul>	<ul style="list-style-type: none"> <li>There is a need for a greater focus on female news subjects</li> <li>The various radio stations have work to achieving a minimum target of 30% female experts and ideally a 40:60 gender balance among guests and experts.</li> </ul>
Women Reporters, Presenters & Journalists	<ul style="list-style-type: none"> <li>When measured by time on air, on RTÉ Radio 1 26% of all reporters' time was provided by female reporters. The equivalent figures for Newstalk was 15% female.</li> <li>On RTÉ Radio 1 there are more lead female than male presenters voices on air during the week with many of the main shows being fronted by women. Newstalk has no lead female presenter during the week and only one on the weekend. Both of the Today FM shows monitored were fronted by men.</li> <li>Headline/Weather/Traffic Presenters were 99% female on Today FM, 74% female on Newstalk and 42% female on RTÉ Radio 1.</li> </ul>	<ul style="list-style-type: none"> <li>There is significant scope to hear more female reporters on air on all stations.</li> <li>There is significant scope for more female lead presenters during the week on Newstalk and Today FM</li> <li>There is scope for more male headline/ weather/traffic presenters on Today FM and Newstalk.</li> </ul>
The gendering of news topics	<ul style="list-style-type: none"> <li>Women voices are heard less frequently in relation to topics that include science and technology, sports, war/conflict, etc.</li> </ul>	<ul style="list-style-type: none"> <li>There is need to address the gendering of topics.</li> </ul>

### 5.3 **Recommendations to Tackle the Underrepresentation of Women**

This section has been broken into two parts, recommendations for the media and recommendations for organisations outside the media with an expertise in gender and gender sensitivity training.

#### 5.3.1 **Within the Media**

##### *At a Programme Level*

Tackling the underrepresentation and ultimately sustaining the representation of women on news and current affairs requires an individual at programme level to take responsibility for monitoring the gender dimensions of the programme in terms of hearing women's voices, women as news subjects and ensuring that particular topics do not become gendered.

Specific programme level recommendations include:

1. Appoint an individual (at programme level) with responsibility for monitoring gender breakdown. Their role would include:
  - › Projecting forward and seeing where greater gender equality is required in relation to particular topics.
  - › Developing short, medium and longer term programme level gender targets.
2. Undertake gender reviews as part of the daily and weekly programme reviews.
3. Meet a minimum ratio of 30:70 gender inputs and ultimately working towards a target ratio of 40:60 gender inputs specifically in relation to guests and experts.

##### *At a Station Level*

Tackling the underrepresentation of women on news and current affairs requires stations to identify more potential female experts and guests that can be added to their station level database. It may also require them providing training and support to encourage and support the initial participation of these individuals.



Specific Station level recommendations include:

4. Add more female contacts/experts to the overall station contact database.
5. Update the contact details/mobile number for female contacts on the station databases.
6. Monitor gender breakdown (in terms of women's voices, women as news subjects and the gendering to topics) across all programmes at a station level.
7. Set minimum standards and targets in relation to gender roles across the station.
8. Provide training for potential female guests/experts, with a view to improving the pool of female guests available to the stations.

#### ***At BAI Level***

The BAI has the capacity to raise awareness of gender equality across all stations public and private. It also has the capacity to compel stations to meet minimum targets, if these targets are linked to the licencing process. Specific BAI recommendations include:

9. Extend the requirement (required of the BAI and two public service broadcasters under the 2013 EIGE Report) to include a section in annual reports on gender equality to all stations licenced by the BAI. This would lend significant weight to the need to address gender equality.
10. Require all stations (public and private to report on gender equality performance).
11. Set minimum gender quotas for guests/experts of 30:60 over a three year period.
12. Highlight programmes and stations that achieve the target of 40:60 and challenge stations and programmes that do not show improvements over time.



### 5.3.2

#### Outside the Formal Media

There are organisations with gender expertise who could if resourced, support the BAI, stations and programmes increase the representation of women in news and current affairs programmes.

Specific recommendations include

13. NWCI and other organisations with a gender expertise to seek the necessary resources to enable them offer training as follows:
  - › For potential women experts in association with the various stations and the BAI
  - › For the BAI and the various radio stations in relation to gender sensitivity.

Appendix

Appendix 1.a. JNLR Average Total Percentage Audience Reach during the Week (April 2013-March 2014)				
Time Slot	RTÉ Radio1		Newstalk	
	% Audience	News and Current Affairs Programme Monitored	% Audience	News and Current Affairs Programme Monitored
05.30-07.00	1	<sup>1</sup>	0	<sup>1</sup>
07.00-09.00	12	Morning Ireland	4	Newstalk Break-fast
09.00-10.00	9	<sup>1</sup>		
10.00-12.00	9	Today with Sean O'Rourke	3	The Pat Kenny Show
12.00-13.00	6	<sup>1</sup>	2	Lunchtime News (12.30-1.15)
13.00-13.45	9	News at One	3	
13.45-15.00	11	<sup>1</sup>	3	<sup>1</sup>
15.00-16.30	6	<sup>1</sup>	3	<sup>1</sup>
16.30-19.00	7	Drive Time	3	The Right Hook
19.00-20.00	1	<sup>1</sup>	1	<sup>1</sup>
22.00-23.00	0	<sup>1</sup>	0	<sup>1</sup>
23.00-02.00	1	<sup>1</sup>	0	<sup>1</sup>

<sup>1</sup> No news and current affairs programme was broadcast at this time on this station  
<sup>2</sup> Listenership less than 1% according to JNLR figures (April 2013-March 2014)  
Today FM's only daily news and current affairs programme 'The Matt Cooper Show' is broadcast weekdays 4.30 pm-7pm and is included in the analysis

**Appendix 1.b. JNLR Average Total Percentage Audience Reach at Weekends  
(April 2013-March 2014)**

Timeslot	Station	Saturday		Sunday	
		% Audience	News and Current Affairs Programme Monitored	% Audience	News and Current Affairs Programme Monitored
6-8am	RTÉ1	2	<sup>1</sup>	2	<sup>1</sup>
	Newstalk	0	<sup>2</sup>	0	<sup>2</sup>
8-9 am	RTÉ1	6	<sup>1</sup>	4	<sup>1</sup>
	Newstalk	1	<sup>1</sup>	0	<sup>2</sup>
9-10	RTÉ1	7	<sup>1</sup>	7	<sup>1</sup>
	Newstalk	2	<sup>1</sup>	1	<sup>1</sup>
10-11	RTÉ1	9	<sup>1</sup>	7	<sup>1</sup>
	Newstalk	2	<sup>1</sup>	1	<sup>1</sup>
11-1	RTÉ1	10	The Marian Finucane Show	10	The Marian Finucane Show
	Newstalk	2	Down to Business	1	The Sunday Show
	Today FM	?	<sup>1</sup>	2	Savage Sun-day
1-2	RTÉ1	6	Saturday with Brian Dowling	5	This Week
	Newstalk	1	Talking Point with Sarah Carey	3	<sup>1</sup>
2-6pm	RTÉ1	5	<sup>1</sup>	5	<sup>1</sup>
	Newstalk	3	<sup>1</sup>	2	<sup>1</sup>
6-7pm	RTÉ1	1	<sup>1</sup>	1	<sup>1</sup>
	Newstalk	0	<sup>2</sup>	1	<sup>1</sup>

Appendix 1.b. JNLR Average Total Percentage Audience Reach at Weekends (April 2013-March 2014)					
Timeslot	Station	Saturday		Sunday	
		% Audience	News and Current Affairs Programme Monitored	% Audience	News and Current Affairs Programme Monitored
7-8pm	RTÉ1	0	<sup>2</sup>	0	<sup>1</sup>
	Newstalk	0	<sup>2</sup>	0	<sup>2</sup>
8-9pm	RTÉ1	1	<sup>1</sup>	0	<sup>2</sup>
	Newstalk	0	<sup>2</sup>	0	<sup>2</sup>
<sup>1</sup> No news and current affairs programme was broadcast at this time on this station					
<sup>2</sup> Listenership less than 1% according to JNLR figures (April 2013-March 2014)					

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