

ANALYSIS OF THE GENDER PAY GAP IN THE BROADCASTING INDUSTRY

IN 2019

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# Preface

The Agency for Audio and Audiovisual Media Services is seriously committed to introducing the gender issue in the mainstream media, and thus in society. For this purpose, it seeks to provide relevant data on the situation concerning gender in the media, which could then be used in the development of state policies andthe formulation of editorial policies.

Ever since 2012, in accordance with the Law on Equal Opportunities for Women and Men, the Agencyhas been conductingannual analyses on the treatment of gender issues and the depiction and portrayal of women and men in the programming concepts and contents of the national television stations.

The results of these analyses are far from being satisfactory. Namely, if the quantitative and qualitative indicators are summarized, it can be concluded that:

* There is a decreasing trend in feature stories covering gender issues with each of the analyzed media, while the topics that can be presented from a gender aspect are not recognized by male/female journalists and the TV companies.
* The knowledge, expertise and experience of women are constantly lacking in the news because the number of female interlocutors is regularly smaller than the number of male interlocutors. Exceptions to this rule are the feature stories on religious holidays, where women play the key role and take care of the observance of customs in the home i.e. there is a patriarchal positioning of women within the household and the family, instead of raising the question about gender roles in society, as well as about social identification of women with the home and the family.
* Feature stories about the activities of female politicians in the country and abroad inform about their meetings with other politicians or representatives of institutions and organizations. However, they lack these women’s personal statements and points of view.
* Sports news stories are most often dedicated to men and male teams, and less often to female sports teams or female athletes.
* All of the analysesreveal a trend of gender neutralization in the language. The nouns, particularly those referring to the professions and titles of women, were used in masculineinstead of feminine gender, which reduces the visibility of female participation in the public sphere and masculinizes the notion of public social and political positions.

The results of the annual analyses of the treatment of gender issues and the depiction and portrayal of women and men in the programming concepts and contents of the national broadcasters have shown that, in order to be able to interpret these properly, it is necessary to explore the context in which the formulation of editorial policies takes place,that is, to explore gender aspects in the media. Therefore, the Agency made analyses of the employees’ gender structure in the broadcasting industry, thus identifying the trends in the period 2012-2018, as well as gender analysis of the ownership structurein 2019.

The data comparison of who owns what and how many men and women work for the broadcasters and at what positions, has shown that there is a glass ceiling. Men are dominant among owners, managers/directors and editors, i.e. at the decision-making levels. Women make up the majority among journalists, i.e. at the most visible level of implementation of editorial decisions, while men again prevail among the technical and executive staff. As regards the employees with higher education, there are more women, yet men prevail among those with full-time employment status.

All these data contributed significantly to determining the context of gender treatment in the media, but the context was not yet complete. To close the circle, it was necessary to make an analysis of the gender structure in terms of salaries.

This publication contains the results of the analysis of this segment. Unfortunately, the indicators are rather worrying because, although they do not show a significant gender gap in the salaries of men and women, they depict the general situation that is largely unsatisfactory. Hence, it can be expected toaffect the adoption of gender as a relevant approach in the journalistic treatment of current topics in broadcasters’programmes.

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Director of the Agency for Audio and Audiovisual Media Services

# Introduction

This is the first analysis prepared by the Agency for Audio and Audiovisual Media Services that focuses on the gender structure of media workers’ salaries.

At the beginning of 2020, data on the amount of salaries and the number of employees by gender in 2019 were requested from all broadcasters that broadcast programmes on the territory of the Republic of North Macedonia. The officials from the television and radiostations filled in the requested data in a table that was sent to them by e-mail. The table included 14 different salary categories(below MKD12,000, 12,001-14,000, 14,001-16,000, 16,001-18,000, 18,001-20,000, 20,001-22,000, 22,001-24,000, 24,001-26,000, 26,001-28,000, 28,001-30,000, 30,001-35,000, 35,001-40,000, 40,001-50,000 and 50,001 and above). Moreover, the table included the number of persons who received the respective salaries, in net amount, for all male and female managing directors/managers, editors, journalists, engineers, technicians, directors, camerapersons, video/sound editors, drivers, cleaning persons, office assistants, and other personnel.

The analysis of the salaries of broadcasting employees, with special reference to gender structure, does not include data on the level of education, nor on the employees’ ethnicity.

# Public Broadcasting Service

The lowest salaries in the Public Broadcasting Service – the Macedonian Radio and Television – in 2019 fall into the category of MKD 18,001-20,000. Thirty-six out of the 768 employees received a salary of MKD 18,001-20,000. Three of these were part of the technical staff, 20 – of the production staff (all men), while 13 were other employees working in the Public Broadcasting Service (11 men and 2 women).

There are five managers in the Public Broadcasting Service, four of whom are men and one is a woman. All had earnings higher than MKD 50,000.

Out of a total of 80 editors, 34 are men, and 46 are women. Three of them earned between MKD 28,001-30,000 (more precisely, two men and one woman), 69 had earnings betweenMKD 30,001-35,000 (30 men and 39 women), while eight editors earned between MKD 40,001-50,000 (two men and six women).

Image 1: Salaries of male and female editors in the Public Broadcasting Service

Male journalists (73) and female journalists (141) in the Public Broadcasting Service received salaries ranging between MKD 24,001-30,000. There is no gender pay gap between them. What is characteristic for the entire media industry in our country is that female journalists outnumber male journalists. In the case of the Public Broadcasting Service, the ratio is 2:1. The largest number of female journalists – 54, received from MKD 24,001 to 26,000 on a monthly basis. Male journalists, on the other hand, were the most numerous in the salary category of MKD 28,001-30,000 – a total of 30.

Image 2: Salaries of male and female journalists in the Public Broadcasting Service

The technical and production staff had average incomes lower than those of the journalists in the Public Broadcasting Service. These categories include all male and female engineers, technicians, directors, camerapersons, video/sound editors, etc. The technical staff is composed of 69 men and 21 women, while the production staff is composed of 170 men and 51 women.

Image 3: Salaries of technical staff in the Public Broadcasting Service

The ratio of the total numbers corresponds to the ratio of the individual salary categories listed in the table. Most of the employees in the technical and production staff category, i.e. 90 men and 37 women, had earnings from MKD 22,001 to 24,000.The remaining personnel, such as drivers, cleaning persons, office assistants and others, is a group of employees with different qualifications and responsibilities in the media. Therefore, it is difficult to make a comparison and conclude whether there is a difference in the evaluation ofmen and women’s labourat the same job positionsandfor the same tasks and responsibilities.

Image 4: Salaries of production staff in the Public Broadcasting Service

The total number of other employees was 158 – 77 men and 81 women. The salaries of most employees ranged from MKD 18,001-35,000. Men falling into the category of other personnel were the most numerous in the salary category of MKD 20,001-22,000 (24 employees). Women that were part of this group were the most numerous in the higher-earning category, namely 25 women had monthly earnings of MKD 30,001-35,000. Only two persons were registered within the salary category of MKD 35,001-40,000 (one man and one woman).

Image 5: Salaries of other personnel in the Public Broadcasting Service

# National televisionstations

In the national private televisionstations[[1]](#footnote-2),there are a total of 18 managing directors/managers, 14 of them being men, and only four being women. Five of them reported incomes ranging from MKD 14,001 to MKD16,000(3 men and 2 women),while the other 13 reported incomes higher than MKD30,000. Although the total number of employees at these positions is not sufficient to make generalizations regarding the gender pay gap, it is noticeable, for example, that all seven managing directors/managers who received salarieshigher thanMKD50,000 – were men.

Image 6: Salaries of managing directors/managers in the national televisionstations

Regarding the representation of male/female editors in the national media outlets, the ratio is almost equal. Out of a total of 39 editors, 22 are men, while 17 are women. Of these, 29 editors (74.35%) or, more precisely, 16 men and 13 women, had salaries higher than MKD 30,000. Moreover, four editors (three men and one woman) received salaries ranging within MKD 14,001-16,000.

Image 7: Salaries of editors in the national televisionstations

The number of female journalists has been continuously higher than the number of male journalists in the newsrooms,[[2]](#footnote-3)and this was no different in 2019. As many as 170 journalists (67.19%),i.e. 69 men and 101 women,out of a total of253 journalists, received salaries lower than the national net average salary in December 2019, which amounted to MKD 26,836,according to the data obtained from the State Statistical Office(up to MKD 26,000).Fifteen of them (five men and ten women)received salaries that were below the legal minimum of MKD14,500. In this context, and taking into consideration the data on the TVs’viewership ratings, it is important to remember that this category of media employees, along with the editors, have the greatest influence on the creation of public opinion and they are expected to strive for investigative journalism, or – as relevant to the focus of this analysis – to introduce gender as an important aspect of journalistic coverage of the topics. The fact that about two-thirds of journalists on national television have incomes that do not ensure their financial independence also raises the dilemma of whether we can expect them to be independent and not subject to influence from various centres of power. Regarding the gender gap, it was not possible to note any difference in the evaluation of labour for the same job engagements.

Image 8: Salaries of journalists in the national televisionstations

In 2019, the ratio between men and women in the technical staff category(engineers, technicians) was 8:1. Out of a total of 90 people in this category of employees, 30% received salaries ranging between MKD 18,001 and 20,000(21 men and 6 women). It is noticeable that women were less represented and did not have incomes higher than MKD 30,000, except for six women who had incomes up to MKD 20,000, two women had salariesofMKD 24,001-26,000, while two women received salaries ranging betweenMKD 28,001 and MKD 30,000 per month. 12.5% of the engineers and technicians received salaries higher than 30,000 MKD.

Image 9:Salaries of technical staff in the national television stations

The situation concerning the production staff of the national private televisionstationswas similar.This category includes all directors, camerapersons, video/sound editors and others who work on the production of the television programme. Out of a total of 327 persons reported in this category, 283 (86.55%) were men, and 44 (13.45%) were women. Three hundred and thirteen employees (95.7%) of the production staff had net income lower than MKD 30,000. Of these, 271 were men and 42 were women. Most of the employees in this category (59.6%) received salariesranging from MKD 16,001 to 22,000. Most of the men in the production staff category (88)received salaries between MKD18,001 and MKD 20,000, same as 11 of the women of the production staff.

Image 10: Salaries of production staff in the national televisionstations

Regarding the other personnel– drivers, cleaning persons, office assistants and others, there is a small difference between the total numbers of male (96) and female (87) employees.

Image 11: Salaries of other personnel in the national television stations

Only 10 men and one woman had incomes higher than MKD 35,000. 86.89% of the ‘other personnel’category received salaries lower than MKD 30,000. Most of the women (22) in this category received monthly salaries fromMKD 14,001 to MKD 16,000. On the other hand, the number of men (22) was the highest in the salary category of MKD 18,001-20,000.

# Regional television stations

According to the 2019 Analysis of theMarket ofAudio and Audiovisual Media Services, the number of television stations that broadcast programmes on a regional level has been decreasing continuously. In 2015, there were 27 regional television stations, while in 2019 only 17 television stations broadcasted programmesat the regional level. The analysis shows that the revenues of regional television stations dropped by more than half, compared to 2015 and 2016.According to the data provided by the broadcasters, the number of employees in the regional television stations was 188 (118 men and 70 women), and it is significantly lower than the number of employees in national television stations. The largest number of employees (25) was registered in the TV Era regional television station. All other regional television stations had 15 employees or less. There was also a differenceregarding the income amounts. The highest salary for managers reached up to MKD 35,000; editors and journalists received up to MKD 30,000. As for the technical, production and other staff (engineers, technicians), directors, camerapersons, video/sound editors, drivers, cleaning persons, office assistants, etc. there was only one person among them with a salary of MKD 28,001-30,000, while all others employees had salaries lower than MKD 28,000.

The 17 regional television stations that submitted data on the amount of salaries of their employees in 2019, reported 12 men and 3 women hired as managing directors/managers, i.e. most of the executives were men, and the ratio was 4:1. Unlike in the national private television stations, the financial incomes of the managing directors and managers here were much lower. Eleven of them –more precisely, nine male and two female managing directors/managers – reported salaries between MKD 12,001 and 18,000, while only one female manager of a regional television station reported a salary of MKD 30,001-35,000. The highest managing director/manager salary was noted within the category of MKD 28,001-30,000, while only one male managing director/manager earned a similar monthly income.

Image 12: Salaries of managing directors/managers in the regional television stations

Male and female editors in the regional television stations also had low incomes. Out of 19 editors (13 men and 6 women), only three had incomes higher than the national average salary for 2019. Their salaries fell into the category of MKD 28,001-30,000. Fourteen editors, of whom 9were men and 5 were women, had salaries lower than MKD 20,000.

Image 13: Salaries of male and female editors in the regional television stations

Unlike in the national television stations and the Public Broadcasting Service, the number of female journalists in the regional television stations was not much higher than the number of male journalists. What is common is that everyone had low earnings, as much as 76.1% (28 women and 28 men) had salaries lower than MKD 16,000. In fact, most of the male journalists (10) and female journalists (14) had monthly incomes of MKD 14,001-16,000.

Image 14: Salaries of male and female journalists in the regional television stations

The number of men (20) reported as technical staff (engineers, technicians)is more than double compared to women (8). In terms of salaries, 12 people reported salaries below MKD12,000 (8 men and 4 women), while 15 people (11 men and 4 women) had incomes ranging from MKD14,001 to MKD18,000. Only one technician (male) was registered within the salary category ofMKD26,001-28,000.

Image 15: Salaries of technical staff in the regional television stations

Image 16: Salaries of production staff in the regional television stations

The total number of directors, camerapersons, editors and other staff who are part of the production staff in the regional television stationswas 45, 39 of whomwere men and 6 women. Here too, the large representation of men in these professions was as evident as with the national television stations. The entire production staff was poorly paid, i.e. the six female engineers/technicians and the 33 male engineers/technicians earned incomes lower than MKD 16,000. Only one man of the production staff received monthly salariesof MKD 28,001-30,000.

Out of the fourteen persons who were part of the remainingpersonnel in the regional television stations, two men and four women reported salaries lower thanMKD12,000, while the rest of the personnel(two men and six women)reported salaries in the amount of MKD14,001-20,000.

Image 17: Salaries of other personnel in the regional television stations

# Local television stations

Of the nineteen local TV stations that had been requested to send data, Anisa TV was the only one that did not provide information on the salaries.

The Agency received data on the salaries of 120 employees in the local television stations, 17 of whom were managers, 13 were editors, 39 were journalists, 19 were engineers/technicians, 18 were production staff, while 14 employees were registered as ‘remaining staff’ in thesetelevision stations.

Out of a total of 17 managers in the local television stations, 15 were men, and 2 were women, i.e. here, too, men were predominant in holding managerial positions, same as with the national and regional television stations. The amount of their salaries did not exceed MKD 20,000,while six of the employees (35.2%), namely two women and four men, reported salaries lower than MKD 14,000.

Image 18: Salaries of the male and female managers and managing directors in the local television stations

The number of male (7) and female (6) editors was almost identical. Their salaries did not exceed MKD 22,000, and there was no gender pay gap between the male and female editors. A total of seven male editors reported monthly incomes of MKD 12,001- 18,000. As for the female editors, one reported a salary lower than MKD 12,000, four reported salaries in the amount of MKD 12,001-16,000, and one reported a salary of MKD 20,001-22,000.

Image 19: Salaries of male and female editors in the local television stations

Data were obtained for 39 journalists (17 men and 22 women). All journalists and employees in the local television stations reported salaries of up to MKD 18,000. Seven male and six female journalists reported salaries lower than MKD 12,000, while seven men and 10 women reported salaries of MKD 12,001-14,000. The pays of the other nine employees (3 men and 6 women) exceeded the threshold of the established minimum statesalary in the R.N. Macedonia in 2019 (which, according to the State Statistical Office amounted to MKD 14,500 in December), but was not higher than MKD 18,000.

Image 20: Salaries of male and female journalists in the local television stations

Men also prevailed among the technical and production staff in local television stations.Out of the total of 19 employees as technical staff, 16were men, and only three were women, while the production staff was composed of 16 men and two women.

The technical staff in the local television stations reported low monthly incomes. Six men and three women engineers/technicians reported salaries lower than MKD12,000, while the other ten male technical staff members reported incomes lower than MKD 18,000.

Image 21: Salaries of technical staff in the local television stations

Image 22: Salaries of production staff in the local television stations

As concerns the production staff, the two women reported salariesranging from MKD 12,001 to MKD 16,000. Three men from the production staff reported salaries lower than MKD 12,000, a total of 12 employees in the production staff category received salaries betweenMKD 12,001 and MKD 16,000, while one employee had a monthly income of MKD 18,001- 20,000.

The remainingpersonnel in the local television stations, such as drivers, cleaning persons, office assistants and others, was composed of three men and 11 women, who reported salaries of up to MKD 18,000. One woman had a salary lower than MKD 12,000, while three men and four women reported salaries lower than MKD 14,000. The monthly incomes of the other six women ranged from MKD 14,001 to MKD 18,000. This category of employees did not mark any gender-related differences in the paid labour for the same job positions, either.

Image 23: Salaries of other employees in the local television stations

# National radiostations

The Agency obtained data on the 2019 salaries from the four radio stations that broadcast programmeat the national level. The total number of full-time employees was 57 (38 men and 19 women).

The managers/managing directors of the national radio stationsof Antenna 5, Jon Radio and Kanal 77 were men, while Metropolis Radio was the only national radio stationthe executive of which was a woman.

The salaries of the managing directors/managers ranged from MKD 18,001 to MKD40,000. The lowest salary (MKD 18,001-20,000) was noted with Kanal 77 Radio, which was the only national radio to report two managing directors/managers. The salary of the only female managing director/manager ranged from MKD 20,001-22,000.

Image 24: Salaries of the managers and managing directors of the national radio stations

The number of male and female editors in the national radio stations was equal – there were three male and three female editors. Their salaries ranged from MKD 20,001 to MKD 50,000. The data obtained show no difference regarding the evaluation of labour in terms of gender.

Image 25: Salaries of male and female editors in the national radio stations

The national radio stations employ eight male journalists and ten female journalists. With men, salaries ranged from MKD 12,001 to MKD 50,000, and for women – from MKD 16,001 to MKD 40,000. Only one male journalist and one female journalist earned salaries higher than MKD 30,000. Ten of these, 5 men and 5 women, had salaries lower than MKD 18,000.

Image 26: Salaries of male and female journalists in the national radio stations

The technical staff was composed entirely of men. Out of the total of ten engineers and technicians, eight reported salaries of MKD14,001-18,000; one had a salary of MKD 20,001-22,000, while and only one had a salary of MKD30,001-35,000.

Image 27: Salaries of technical staff in the national radio stations

Of the twelve persons employed as production staff – directors, camerapersons, video/sound editors and others –nine were men and 3 were women. Six of the nine men had incomes lower than MKD 16,000, one of them earned a salary of MKD 24,001-26,000, while two had salaries of MKD 30,001-35,000. The three women who were part of the production staff earned salaries of MKD 14,001-16,000, and they were all employees of Jon Radio. In the other three national radio stations, the production staff was composed of men only.

Image 28: Salaries of production staff in the national radio stations

The category of ‘other personnel’ in the national radiostations included six persons (4 men and 2 women) in 2019. Their salaries ranged from MKD 12,001 to MKD 35,000, with only one man earning a salary of MKD 30,001-35,000, while all other persons had salaries of up to MKD 22,000. Four persons (three men and one woman) earned salaries of up to MKD 16,000.

Image 29: Salaries of other personnel in the national radio stations

# Regional radiostations

All regional radio stations provided data for the needs of this research. According to these data, this segment of the radio industry hired a total of 93 employees, 64 of whomwere men and 29 were women. Vat Radio had the largest number of employees – 8(6 men and 2 women).

The 17 regional radio stations had 13 male managing directors/managers and 4 female managing directors/managers. The salaries of 16 managers ranged from MKD12,001 to MKD 40,000, while only one managing director/manager had a salary higher thanMKD50,000. The salaries of the four female managers ranged from MKD16,001 to MKD26,000.

Image 30: Salaries of the managing directors/managers of the regional radiostations

Of the twenty editors in the regional radiostations, 12 were men,and 8were women. Their salaries ranged fromMKD12,000 to MKD 30,000, and twelve of them (9 men and 3 women) (60%) had salaries of MKD12,001-16,000.One female editor had a salary of MKD16,001-18,000, while the other 4 female editors and 2 male editors had salaries ranging betweenMKD18,001andMKD24,000.Only one editor reported a salary higher than the average national salary for December 2019, falls within the category of MKD28,001-30,000.

Image 31: Salaries of male and female editors in the regional radio stations

The male (16) and female (17) journalists in the regional radio stations earned salaries lower than MKD 12,000, while the highest salary was below MKD 26,000. As many as 28 employees – 14 male journalists and 14 female journalists (84.84%) – earned salaries lower than MKD 18,000. In the other salary categories, 2 women received salaries of MKD 18,001-20,000, one woman had a salary of MKD 20,001-22,000, while two men were registered within the the salary categories of MKD 22,001-24,000 and MKD 24,001-26,000, respectively.The data provided by the broadcasters show no difference in the evaluation of male and female labour performed for the same posts,while the number of female employees differs by only one person.

Image 32: Salaries of male and female journalists in the regional radio stations

The technical staff in the regional radiostationswas composed of men entirely. Twelve engineers and technicians earned salaries of MKD12,001-18.000, with seven of them earning salaries within theMKD 14,001-16,000category.

Image 33: Salaries of technical staff in the regional radio stations

A similar situation was noted among the production staff in the regional radiostations. There were no women employees, while the staff including directors, camerapersons, editors and others comprised 10 men. Their salaries ranged from below MKD 12,000 toMKD26,000. Three employees reported salaries of MKD14,001-16,000, while two employees reported salaries of MKD18,001-20,000.

Image 34: Salaries of production staff in the regional radio stations

There was only one male employee reported as ‘other personnel’ in the regional radio stations, with a salary of MKD18,001 to 20,000.

# Local radio stations

A total of 48 local radio stations were requested to provide data on the salaries of their employees for 2019. Despite the several attempts of the Agency to contact them, Aktuel Radio, Delfin Radio, Lav Radio, Meff Radio, and Red FM Radio did not submit any data. According to the completed questionnaires on the structure of personal income of the employeesin the broadcasting industry, in terms of gender the local radio stations reported a total of 154 employees (84 men and 70 women).

Of the total of 35 managers in the local radio stations, 23 were men, and 12 were women. The number of men at managerial positions was almost double compared to the number of women. The salaries of these employees ranged from belowMKD 12,000 to MKD 50,000 and above. Most of these – 17 men and 9 women (74.28%) – earned salariesbelowMKD16,000.The other four men and three women who were registered as managers in the local radio stations earned salaries betweenMKD 16,001 andMKD22,000. Only two managers/managing directors had salaries higher than MKD30,000; one person was reported as receiving a salary of MKD30,000-35,000, and one person had a salary higher than MKD50,000.

Image 35: Salaries of the male and female managers/managing directors of the local radio stations

Of the eighteen local radio editors, fourteen were men and four were women. Fifteen of them (12 men and 3 women) earned salarieslower thanMKD12,000-16,000. Five male editors reported salaries lower thanMKD12,000. Only one male editor earned a salary within the MKD30,000-35,000 category,while one female editor earned a salary of MKD40,001-50,000.

Image 36: Salaries of male and female editors in the local radio stations

The ratio of male to female journalists in the local radio stationswas totally different. This area was dominated by women, with more than twice as many female journalists (44) compared to the number of male journalists (21). The salaries of the 65 journalists ranged from belowMKD12,000 up to MKD50,000 and above. Although the salary range was wide, only one female journalist reported a salary of aboveMKD50,000, while 60 employees – 20 male journalists and 40 female journalists (92.3%) – reported salaries lower than MKD16,000.

Image 37: Salaries of male and female journalists in the local radio stations

Compared to the national and regional radio stations, the local radio stations had 5 women as part of their technical staff. Out of the total of 27 engineers and technicians, 22 were men, and five were women. Their salaries ranged from below MKD12,000 to MKD30,000. Twenty-two employees (19 men and 3 women)reported monthly salaries belowMKD16,000.

Image 38: Salaries of technical staff in the local radio stations

The technical staff at the local radio stations comprised seven employees – 3 men and 4 women. Six of these(2 men and 4 women) earned salaries of MKD14,000,while only one man earned a monthly salary of MKD28,001-30,000.

Image 39 Salaries of production staff in the local radio stations

The remaining personnel of the local radio stations consisted of two employees only – one man and one woman – whose monthly salaries were lower thanMKD12,000.

# Conclusions

Judging from the dataanalyzed, there is an evident difference between the number of men and women at managerial positions in both TVandradio stations. Out of a total of 57 managers in the radio stations, 40 were men, and 17 were women. In television, the male-female ratio concerning the managerial positions was even more drastic. Out of a total of 50 managers, 41 were men, and only 9 were women. All eight managers who reported incomesaboveMKD50,000 were men. Seven of them are managing directors/managers in national television stations, while one is a manager of a local radio and he reported income of over 50,000 MKD.

The situation regarding the editors and journalists differed from that of managerial positions. The ratio between male and female editors was much lower, with 105 men and 90 women employed by all radio and television stations that submitted data. There were more female journalists (419) than male journalists (270) registered.

Basically, incomes among all categories of employees are low, very often around the national average (MKD 25,836), and not rarely around the minimum (MKD14,500), sometimes even below MKD 12,000. What is worrying, both in terms of gender and professionalism, is that a significant proportion of journalists in the privately-owned media outlets at all levels, actually earn very low monthly incomes. These salaries do not ensuretheir financial stabilityand do not contribute to their motivation to create quality journalistic products, to introduce gender issues in mainstream media reporting or accept gender as a valid aspect in thejournalistic processing of topics, or guarantee their resistance to pressures from different centres of power.

The data on the technical and production staff, both in the previous analyses of the Agency and in this one, show that men prevail as employees in these sectors. The technical staff consists of 229 men and 47 women, while the production staff consists of 467 men and 110 women. There are no women among the technical staff of the national and regional radio stations. Regarding the total number of other personnel employed in the broadcasting industry, the difference between the number of men (186) and women (192) is insignificant.

In addition to giving an overview of the level of salaries in the context ofmedia employees’ gender structure, this analysis also provides important indicators of the unenviable situation concerning the media workers’salaries. A future analysis would benefit from cross-referencing data on the positions they are hired at and their level of education, the specifics of the posts they hold, and the labour market demand for the same.

Undoubtedly, this analysis confirms the thesis that much more work is needed in order to improve the labour rights of media workers whose professionis crucial in protecting the public interest in any democratic society.

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1. In the gender pay analysis, television stations were divided according to the level at which they broadcast programmes according to the type of license (national, regional or local). Additionally, it was not relevant to divide the television stations according to whether they broadcast the programme via multiplex, satellite or cable operator. [↑](#footnote-ref-2)
2. Data on the employee gender structure for the period 2012-2018 can be found in the analysis prepared by the Agency for Audio and Audiovisual Media Services, titled“Родот во ТВ и РА - Кој ги носи, а кој ги спроведува одлуките?” (“Gender in Television and Radio Stations: Who is the Decision-Maker, and Who implements the Decisions?”), available at: https://avmu.mk/wp-content/uploads/2020/09/Rodot-vo-TV-i-RA-Koj-gi-nosi-a-koj-gi-sproveduva-odlukite-FINALNA-za-veb-1.pdf [↑](#footnote-ref-3)