

South Africa: Despite enjoying higher representation than in other countries, women are still marginalized in coverage and top editorial roles. Women of color are underrepresented and suffer exclusion in news.

The good news:

- South Africa leads among the six countries on representation of women in news leadership, aided by its most equitable of constitutions. Women economics/business and health editors have reached parity, while political editors who are women are almost at parity with men.
- Men are quoted twice as frequently in news coverage as women. This ratio (2 to 1) is better than the global average (3.3 to 1).
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For South Africa, the opportunity is \$38m by 2027 and \$130m by 2032.

The challenges that women face along the news value chain:

- Women are far off parity at the highest level of news leadership in South Africa. Less than 2 in 5 editors-in-chief in South Africa are women (37%). Moreover, unwritten rules in newsroom cultures in South Africa often assess women as great at doing the work but not at leading. Women often feel excluded from the news leadership culture even when in leadership positions. This pattern is propped up by pro-male social norms, endorsed by a majority of the population who, for instance, perceive men to make better political leaders.
- Women of color are significantly underrepresented in senior news leadership roles compared to their proportion in the population, especially in editor-in-chief and economics editorial roles.
- 74% of South African women believe that the media portrays women in stereotypical sidekick roles.
- News coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

No.	Area	Part	Fig.	US	UK	South Africa	Kenya	Nigeria	India	India (Nat.)	India (Reg)	Av. of 6	Global	Source
News Leadership (Women)														
1	Proportion of editors-in-chief who are women (2022)	1	4	35%	37%	37%	19%	18%	10%	11%	8%	26%		AKAS Editors Analysis (2022)
2	Proportion of political editors who are women (2022)	1	6/8	31%	20%	46%	0%	16%	20%	34%	0%	25%		AKAS Editors Analysis (2022)
3	Proportion of economics/business editors who are women (2022)	1	6/13	60%	30%	50%	31%	26%	14%	23%	4%	34%		AKAS Editors Analysis (2022)
4	Proportion of health editors who are women (2022)	1	6/11	71%	59%	51%	67%	45%	43%	78%	8%	51%		AKAS Editors Analysis (2022)
5	Proportion of foreign editors who are women (2022)	1	15	31%	34%									AKAS Editors Analysis (2022)
News Leadership (Women of Color)														
6	Average proportion of surveyed editorial roles held by women of color (2022)	1	7	8%	1%	25%								AKAS Editors Analysis (2022)
7	Proportion of editors-in-chief who are women of color (2022)	1	7	13%	3%	20%								AKAS Editors Analysis (2022)
8	Proportion of political editors who are women of color (2022)	1	7/10	3%	0%	29%								AKAS Editors Analysis (2022)
9	Proportion of economics/business editors who are women of color (2022)	1	7/14	9%	4%	21%								AKAS Editors Analysis (2022)
10	Proportion of health editors who are women of color (2022)	1	7/12	6%	0%	31%								AKAS Editors Analysis (2022)
11	Proportion of foreign editors who are women of color (2022)	1	7/16	4%	0%									AKAS Editors Analysis (2022)
12	Proportion of working population who are people of color - 50% of working population of color (2022)	1	5	21%	8%	46%								US Census Bureau (2022), AKAS estimates (2022), Statistics South Africa (2022)
News Coverage														
13	Indicator of how many more times men are quoted than women (Masculine vs. feminine pronoun analysis, Jan-May 2022)	Intro	1	1.7	2.0	2.0	2.8	5.0	6.3				3.3	AKAS analysis of GDELT (2022)
14	Indicator of the proportion of online news coverage containing gender equality references (Jan-Jun 2022)	new	new										0.44%	AKAS analysis of GDELT (2022)
15	Proportion of online news coverage containing any of the 7 gender gap terms [pay, health, power, confidence, safety, authority & ageism gaps] (Jan 17 to Mar 22)	2	26										0.02%	AKAS analysis of GDELT (2022)
Societal Context														
16	Proportion of members in the lower or single house who are women (2022)	1	8	29%	35%	47%	21%	4%	15%					Inter-Parliamentary Union Open Data, ranking as of 1st July 2022
17	Proportion of ministerial positions held by women (2021)	1	8/28	46%	24%	48%	30%	10%	9%					Inter-Parliamentary Union Women in Politics 2021 report (2021)
18	Rank on Women, Peace and Security Index 2021 (out of 170)	2	31	21	9	66	90	130	148					PRIO Centre on Gender, Peace and Security and Georgetown Institute for Women, Peace and Security (2022)
19	"In general, men are better political leaders than women" (% of respondents who agree with this statement)	2	Based On 33	24%		53%	48%	70%	72%					UN Women, 2022
20	"In general, men are better business executives than women" (% of respondents who agree with this statement)	2	Based On 33	18%		44%	33%	54%	75%					UN Women, 2022
21	"In the media women are typically portrayed in traditional female roles (wife, mother, caregiver or supporting tasks)" (% of respondents who agree with this statement)	2	Based On 33	65%		74%	74%	81%	87%					UN Women, 2022