



Field Research
ACCESS AND REAL INFLUENCE OF WOMEN ON
DEVELOPMENT OF MEDIA IN BOSNIA AND
HERZEGOVINA

October 2006

A. Rationale for the Research on This Topic

Gender Equality Law of Bosnia and Herzegovina (May 2003) was the first legislative document in B&H that introduced legislative protection of equal access to media for women and men, secured prohibition of gender based discrimination in media presentations, and regulated a formal obligation of promoting gender equality through media.¹ This legislative provision represents the concrete argument, and starting point for development of public pressure and public advocacy activities for securing equal access to media for women, as well as better visibility of women in media, and securing real influence of women on gender sensibilization of media in Bosnia and Herzegovina.

As a part of three-year project "**Gender Equality in Bosnia and Herzegovina = Informed Public Opinion and Gender Sensitive Media,**" United Women Banja Luka initiated extensive field research and preparation of analysis aimed for creating conditions for efficient and informed public advocacy actions for securing equal access to media for both sexes, better visibility of women in media, and securing real influence of women on gender sensibilization of media in Bosnia and Herzegovina. Results and analysis acquired through the field research will be the basis for planning of the public advocacy actions toward official institutions at all levels in B&H, as well as actions directed toward increasing gender sensibility of media in targeted local communities, which will be implemented in the third phase of the project.

B. Focus of the Research and Participants

Research and analysis are focusing on following key priorities:

- 1). Visibility of women's issues and questions related to gender equality in media in both entities of Bosnia and Herzegovina;
- 2). Identifying current situation related to access and real influence of women on development of media in Bosnia and Herzegovina;

The field research has been conducted in the period between May and September 2006. Ten women journalists and NGO activists from Bosnia and Herzegovina actively contributed in the implementation, as follows:

1. Svetlana Pezer Šukalo, Editor of the Public Service Radio Television of Republika Srpska (RTRS) from Banja Luka;
2. Aida Salčinović, Journalist of the Public Service Television of Federation of B&H (FTV) from Sarajevo;
3. Radmila Žigić, Editor in Chief of Women's Political Magazine "Lara On Line" from Bijeljina;
4. Gordana Vidović, Director of the Nongovernmental Organization "Budućnost" from Modriča;
5. Mira Stojaković Bijelić, Member of the Serbian Cultural Association "Prosvjeta" from Kozarska Dubica;
6. Dženita Džubur, Journalist of the Radio Television Bihać (JP RTV Bihać) from Bihać;
7. Danijela Perić Šilić, Journalist of the News Agency "FENA" from Mostar;
8. Aleksandra Sekulović, Journalist of the Public Service Radio Television of Republika Srpska (RTRS) from Trebinje;
9. Larisa Sinanović, Editor of the Independent Radio "VESTA" from Tuzla;
10. Duška Andrić Ružičić, Director of the Nongovernmental Organization "Medika Infoteka" from Zenica.

C. Media from Bosnia and Herzegovina that Participated in the Research

Field research "**Access and Real Influence of Women on Development of Media in Bosnia and Herzegovina**" focused on twenty - nine (29) electronic and printed media that were also monitored on the International Women's Day - 8 March 2006.² (Chart 1, Box file 1).

¹ Član 16, Zakona o ravnopravnosti polova Bosne i Hercegovine se direktno odnosi na medije. Kao takav, on predstavlja jedinu odredbu domaćeg zakonodavstva koja se odnosi na zaštitu žena u medijima.

² Izvještaj sa monitoringa medija 8 marta 2006 godine je takođe sastavni dio ove publikacije.

Chart 1

Media in Bosnia and Herzegovina that were monitored on 8 March 2006	Media in Bosnia and Herzegovina that participated in the field research "Access and Real Influence of Women on Development of Media in Bosnia and Herzegovina"
<ol style="list-style-type: none"> 1. Alternative Television Banja Luka 2. Hercegovačka Televizija Mostar 3. Radio Television of Republika Srpska 4. OBN 5. Radio Television HIT 6. NTV Hayat 7. TV PINK 8. RTV BN 9. Television of the Federation of B&H 10. BHT 1 11. Radio NES, Banja Luka 12. Radio Trebinje 13. Radio Mostar 14. Radio Bihać 15. DUB Radio, Kozarska Dubica 16. Radio Tuzla 17. Radio RS 18. BOBAR Radio, Bijeljina 19. BM Radio 20. BH Radio 21. Glas Srpske - daily newspapers 22. Nezavisne Novine - daily newspapers 23. Dnevni List - daily newspapers 24. SAN novine - daily newspapers 25. Jutarnje novine - daily newspapers 26. FOKUS - daily newspapers 27. EURO BLIC - daily newspapers 28. Dnevni Avaz - daily newspapers 29. Oslobođenje - daily newspapers 	<ol style="list-style-type: none"> 1. Alternative Television Banja Luka 2. Hercegovačka Televizija Mostar 3. Radio Television of Republika Srpska 4. OBN 5. Radio Television HIT 6. RTV USK 7. - 8. RTV BN 9. Television of Federation of B&H 10. BHT 1 11. Radio NES, Banja Luka 12. Radio Trebinje 13. Radio Mostar 14. Radio Bihać 15. DUB Radio, Kozarska Dubica 16. Radio Tuzla 17. Radio RS 18. BOBAR Radio, Bijeljina 19. BM Radio 20. BH Radio 21. Glas Srpske - daily newspapers 22. Nezavisne Novine - daily newspapers 23. - 24. Sansko Unske Novine - daily newspapers 25. Kozarski Vijesnik- daily newspapers 26. FOKUS - daily newspapers 27. - 28. Dnevni Avaz - daily newspapers 29. Oslobođenje - daily newspapers

During coordination meeting held in Banja Luka on 27 and 28 February 2006, women researchers discussed methodology of the research and developed standardized questionnaire that was used for data collection. In majority of cases, women and men editors in chief were filling in the questionnaires and providing information, except in the case of some private media where women and men owners provided requested data.

It is important to emphasize that some women field researches encountered problems in communication with responsible persons in media that were authorized to provide relevant data. As excuse for not providing information, contact persons in media were using numerous excuses, for example annual vacations, lack of precise information about structure of employees, non-existence of adequate person for providing information, as well as clear lack of willingness to participate in the research.

Although they provided information, some responsible persons in media were uninterested for the whole project, and were very critical in relation to women and their rights.

It is visible from the Chart 1 that twenty - three (23) electronic and printed media in Bosnia and Herzegovina, which were monitored on March 8, 2006, also agreed to participate in this field research. As mentioned before, some women field researchers could not obtain the information from media they contacted, and they replaced these media with other media within the same category.

Changes occurred in the case of following media - instead of Independent Television "Hayat", we analyzed "Radio Television of Una Sana Canton"; instead of "SAN" Daily Newspapers, we analyzed "Daily Newspapers of Una Sana Canton," and Instead of Daily Newspapers "Jutarnje Novine," we analyzed Daily Newspapers "Kozarski Vijesnik". Women field researchers could not obtain information for Television "PINK BiH", Daily Newspapers "Euro Blic," and Daily Newspapers "Dnevni List."

D. General Conclusions of the Research

Based on collected data and information, which women field researchers acquired directly from women and men representatives of twenty - six (26) electronic and printed media in Bosnia and Herzegovina, we identified following key trends and issues related to access and influence of women on development of media in B&H:

1. Based on total number of engaged persons in B&H media, we can conclude there is no obvious discrimination of women and men. Gender based discrimination in B&H media is less visible than in other fields of public life and B&H society in general. Percentages of engaged women in B&H media vary in average from 42% of women in branch offices to 68% of women engaged on positions of organizers in media. However, there is noticeable trend of increasing number of engaged women in media on positions that are less paid, and are requiring greater responsibility and more work. Furthermore, there are visible gender stereotypes in B&H media in relation to job positions traditionally reserved for women and men. As example, we are pointing on the research result where only 26% of women are engaged on jobs related to production in B&H media, which is job area related to technical field - considered traditionally male job.

2. Women are less represented in decision-making structures in media of Bosnia and Herzegovina. This is clearly visible from the research data that only 39% of women participate in decision-making bodies in B&H media that were targeted with the research. There is visible trend of higher percentage of women's participation in those decision-making structures, which, as a rule, have less power and influence, as well as those bodies whose decisions are not compulsory, such are advisory boards in B&H media, where we have 47% of women.

3. Although dominant majority of media in B&H (73%) that participated in the research stated they are paying attention on equal representation of women and men in the process of creation of editorial policies, from the explanations that accompany this statement we can conclude that this determination is only verbally declarative. Media in Bosnia and Herzegovina do not have clear procedures and rules that would enable implementation of this policy in the practice. This is visible from the fact that 54% of B&H media, which participated in this field research, did not provide any explanation of ways and methods how they ensure equal representation of women and men in the process of creating editorial policies, while only 8% of media stated they are insisting on involving women in all structures of media program development.

4. Lack of written procedures and rules shows that equal representation of women and men does not represent priority agenda in the process of creating editorial policies in media of Bosnia and Herzegovina. 73% of B&H media that participated in the field research stated they do not have written procedures, while only 8% of media stated that these procedures exist.

5. We identified similar situation in terms of determination of media in Bosnia and Herzegovina to promote greater participation of women in creation of programs. Although 54% of media in B&H that participated in the field research stated they promote greater participation of women in this field, 69% of media do not have written procedures that would support this policy, while 27% of media did not offer any response on this question. The fact that 88% of media in B&H that participated in the research does not have response on the question why there are no written procedures, speaks in favor of the argument that majority of media only verbally and declaratively support promotion of greater participation of women in creation of programs. It is important to emphasize that only 12% of media in B&H that participated in the research stated they are respecting Gender Equality Law in Bosnia and Herzegovina in relation to this issue.

6. Results of the research show that significant percentage of media in B&H - 31% - does not have any position related to ways and activities, which would improve access and influence of women on creation of editorial and advertising policies in media of Bosnia and Herzegovina. It is interesting that 31% of media supports the opinion that women in media are only women should be more engaged on improving their position and influence on work of media. This points to the issue that functioning of media in B&H is burdened with gender stereotypes that women are solely responsible for their status in a society, and they need to fight alone for positive changes. These types of gender stereotypes prevent implementation of women's rights in the practice, and improving their position in B&H society and public life in general.

E. Recommendations Related to Improving Access and Real Influence of Women on Development of Media in Bosnia and Herzegovina

1. As key subjects in the process of creating public opinion, and important subject in awareness rising about social issues, different forms of discrimination, and human rights violations, media in Bosnia and Herzegovina must improve their strategies and attitudes toward the issues of gender equality in media. Through their work, media in B&H should actively promote equality of men and women in access and influence on development of media.
2. In cooperation with official institutions and nongovernmental organizations in B&H, media must develop models and continuously conduct education about gender equality directed toward increasing awareness of women and men engaged in media. This would make positive influence in terms of improving gender equality within working and decision-making structures in media, and ensuring gender sensitive media reporting, program, and promotion of media in Bosnia and Herzegovina.
3. In accordance with the Gender Equality Law in Bosnia and Herzegovina, media in B&H should establish clear written procedures, policies, and activities directed toward reaching equality of women and men in the process of creating editorial policies and promoting greater participation of women in creation of programs. These procedures, policies, and activities should be transparent toward persons engaged in media and the public.
4. Official institutions in B&H, which have official mandate to conduct activities directed toward creation of procedures and rules for work of media in B&H, must ensure that these rules and procedures are harmonized with the Gender Equality Law in Bosnia and Herzegovina, and include provisions related to equality of men and women in process of creating editorial policies and media programs.
5. In cooperation with professional associations of women and men media workers, other nongovernmental organizations, as well as institutional mechanisms for gender equality in B&H, these institutions should create and adopt rules and codes related to gender sensitive reporting and broadcasting/publishing advertisements, which should be compulsory for all media in Bosnia and Herzegovina, and will consist measures and sanctions for their violation.

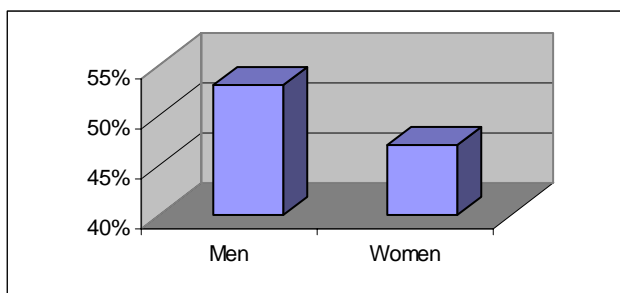
F. Detailed Results of the Research and Analysis

F.1 Representation of women and men in media of Bosnia and Herzegovina

Chart 2 Total number of men and women engaged in B&H media

Men		Women	
No.	%	No.	%
638	53%	573	47%

Graph 1 Graphic presentation of total number of men and women engaged in B&H media



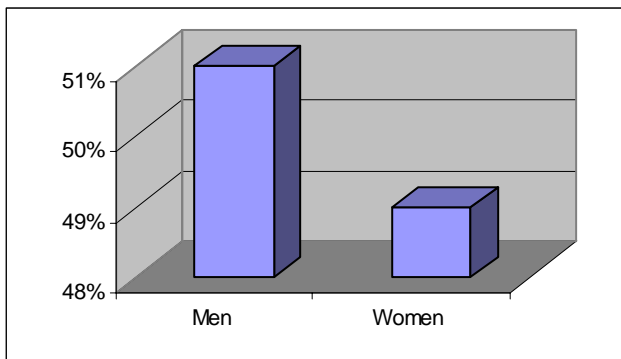
Through analysis of total number of engaged persons in B&H media that were subject of the research, we identified that 53% of total number are men, and 47% are women. This statistics matches with the total number

of women and men according to the last census of population in Bosnia and Herzegovina. However, the percentage was opposite by sex - 47% of men and 53% of women. Therefore, it is obvious that number of engaged men in media of B&H is higher than number of engaged women. The fact is also that number of engaged women in media of B&H is much higher than in other fields of public life in B&H. This can be explained with the fact that media positions are low paid and insecure, as the consequence of non-systematic financing of media in Bosnia and Herzegovina.

Chart 3 Structure of engaged women and men journalists and reporters in B&H media

Men		Women	
No.	%	No.	%
291	51%	278	49%

Graph 2 Graphic presentation of engaged women and men journalists and reporters in B&H media

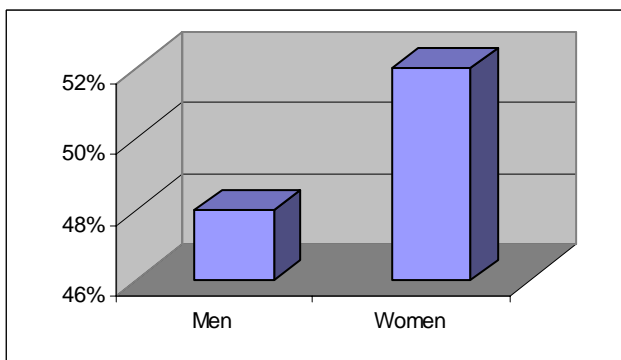


According to total number of engaged women and men journalists and reporters, percentage of men is slightly higher - 51% of journalists and reporters in media that were subject of the field research, while percentage of female journalists and reporters is 49%.

Chart 4 Structure of engaged women and men editors in B&H media

Men		Women	
No.	%	No.	%
92	48%	98	52%

Graph 3 Graphic presentation of engaged women and men editors in B&H media



Observing the total number of women and men editors in B&H media that were subject of the field research, we can notice that situation is even better in comparison to the number of engaged women and men journalists and reporters. Women make 52% of total number of editors, while men make 48% of total number of editors in media that were subject of the field research.

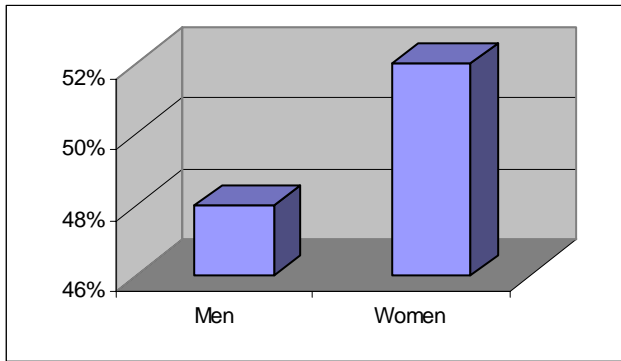
Women field researchers believe that women in media of Bosnia and Herzegovina fight for this ratio thanks to their diligence, consistency, and accountability. However, this situation is also result of the fact men are changing jobs because of better salaries more frequent than women, so women with knowledge and experience

are getting opportunity to become editors, though this means additional low paid work and inadequate total working satisfaction.

Chart 5 Structure of engaged women and men organizers in B&H media

Men		Women	
No.	%	No.	%
19	32%	40	68%

Graph 4 Graphic presentation of engaged women and men organizers in B&H media

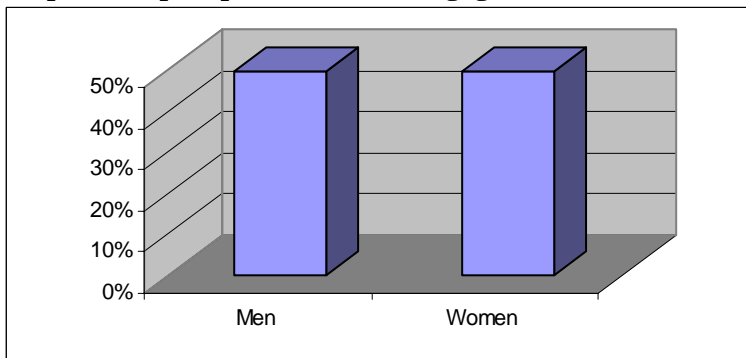


According to total number of engaged women and men organizers in B&H media that were subject of the field research, women make 68%, while men make 32%. Obvious difference in favor of women organizers in B&H media can be explained with difficult and responsible, but also unattractive and invisible job, which is not adequately paid. Diligence and responsibility are qualities valued in this job, where engaged persons must pay attention on many things. Because of it, this field of media work evidently keeps much higher number of women than men.

Chart 6 Structure of engaged women and men in sector of programs in B&H media

Men		Women	
No.	%	No.	%
21	50%	21	50%

Graph 5 Graphic presentation of engaged women and men in sector of programs in B&H media



There is equal representation of women and men in sector of programs in B&H media that were subject of the field research.

Chart 7 Structure of engaged women and men in informative-political program in B&H media

Men		Women	
No.	%	No.	%
110	55%	90	45%

Graph 6 Graphic presentation of engaged women and men in informative-political program of B&H media

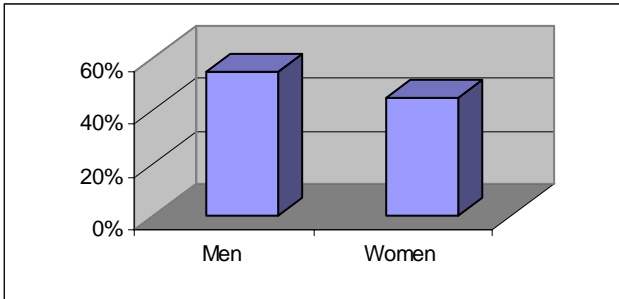
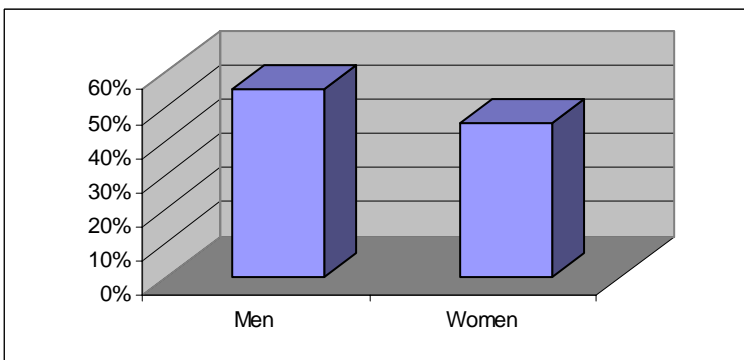


Chart 7 presents the structure of engaged women and men in informative-political program of B&H media that were subject of the field research. We can notice the difference of 10% in favor of men - 55% engaged persons are men, while 45% are women. General impression of the field research is that men are favorites in the informative/news programs. It is interesting to compare the above data with, for example, the fact that difference in engagement of women and men in political life of Bosnia and Herzegovina is much higher in favor of men (over 80% engaged persons in B&H political life are men). Reason for this situation can be found in the fact that journalism in informative/news program is largely exposed to critics, and therefore the most difficult and requires high responsibility. This type of journalism makes it less attractive for those who chose jobs in media, in comparison to politics, where everything is allowed.

Chart 8 Structure of engaged women and men in contact and collage programs in B&H media

Men		Women	
No.	%	No.	%
21	55%	17	45%

Graph 7 Graphic presentation of engaged women and men in contact and collage programs in B&H media

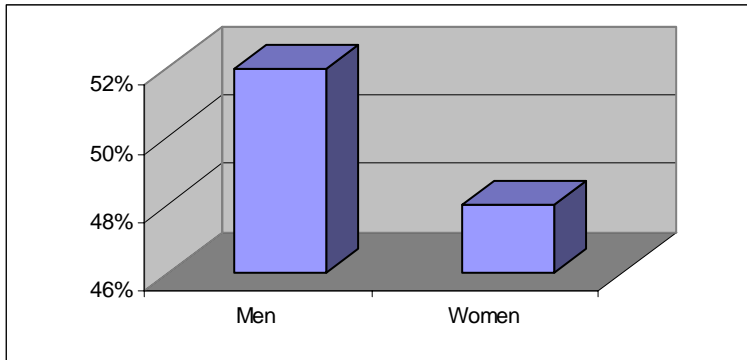


Results of the field research show slight difference in relation to representation of women and men in contact and collage programs in B&H media that were subject of the research, so men make 55%, while women make 45%. It is noticeable slight increase of interest among men engaged in B&H media for jobs and positions in this type of programs.

Chart 9 Structure of engaged women and men in morning program of B&H media

Men		Women	
No.	%	No.	%
16	52%	15	48%

Graph 8 Graphic presentation of engaged women and men in morning program of B&H media

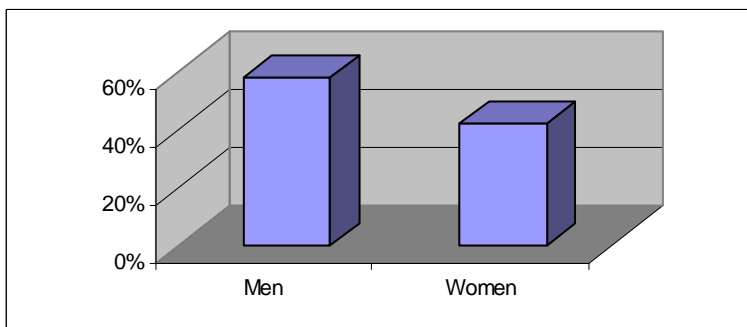


Structure of engaged persons in morning program of B&H media that were subject of the field research show there is gender balance - 52% engaged media workers are men, while 48% are women.

Chart 10 Structure of engaged women and men in correspondent redaction in B&H media

Men		Women	
No.	%	No.	%
23	58%	17	42%

Graph 9 Graphic presentation of engaged women and men in correspondent redaction in B&H media



There is slightly higher difference in engagement of women and men on this level - women make 42%, while men make 58% in correspondent redactions of B&H media that were subject of the field research. This can be result of the fact that correspondent redactions are mostly located in cities with fewer choices for jobs. Therefore, men surpassed women, which are working hard in correspondent redactions, usually without strict working hours. This again results with the situation that correspondent redactions are reflecting male domination in the region.

Chart 11 Structure of engaged women and men in production in B&H media

Men		Women	
No.	%	No.	%
28	74%	10	26%

Graph 10 Graphic presentation of engaged women and men in production in B&H media

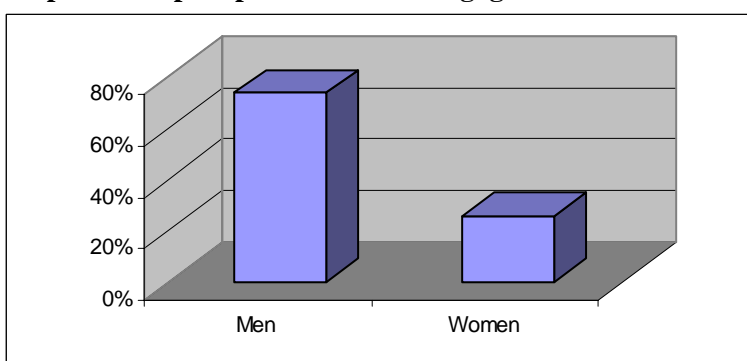


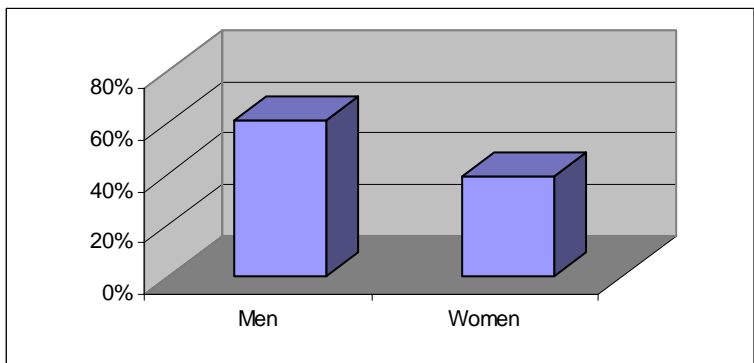
Chart 11 presents the structure of engaged women and men in production in B&H media that were subject of the field research. There is obvious difference between percentage of engaged men - 74%, and percentage of engaged women - 26%. The result confirms existing stereotypes about male and female professions in Bosnia and Herzegovina, where all professions linked with technique are more connected with men.

F.2 Structure of Representation of Women and Men in Decision - Making Bodies in Bosnia and Herzegovina

Chart 12 Structure of representation of women and men in decision - making bodies in B&H media

Men		Women	
No.	%	No.	%
105	61%	68	39%

Graph 11 Graphic presentation of engaged women and men in decision-making structures in B&H media

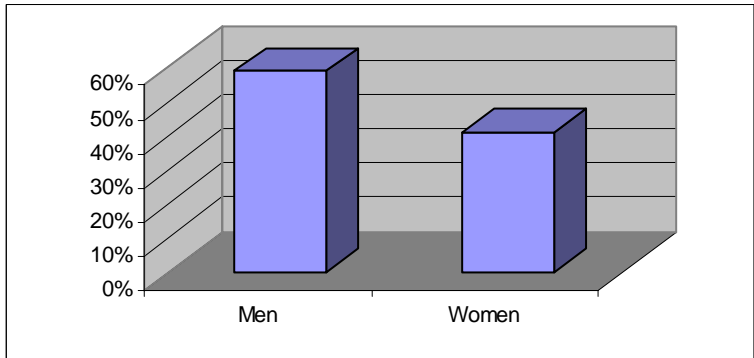


In the Chart 12, we presented the results related to representation of women and men in decision-making structures in Bosnia and Herzegovina that were subject of the field research. Domination of men - 61% in relation to women - 39%, is noticeable. Two third of men and one third of men in decision-making structures is obvious example that number of engaged men in B&H media proportionally gets higher with approaching to power structures where decisions are made.

Chart 13 Structure of engaged women and men in management boards in B&H media

Men		Women	
No.	%	No.	%
41	59%	28	41%

Graph 14 Graphic presentation of engaged women and men in management boards in B&H media

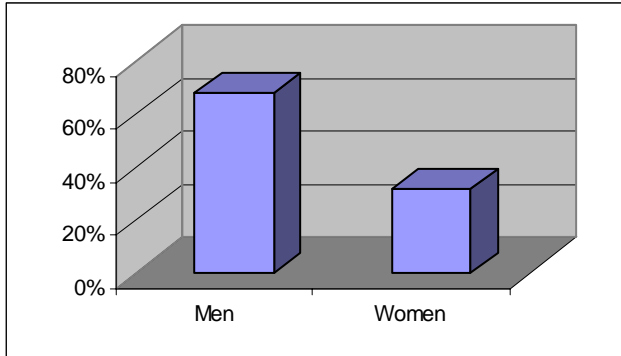


Engagement of men in management boards of B&H media in percentage of 59% confirms above presented argument.

Chart 14 Structure of engaged women and men in supervisory boards in B&H media

Men		Women	
No.	%	No.	%
26	68%	12	32%

Graph 13 Graphic presentation of engagement of women and men in supervisory boards in B&H media

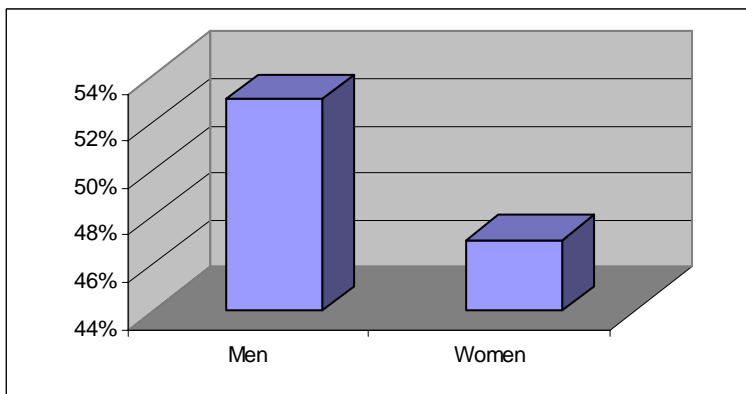


Results of the research show even higher percentage of engagement of men in supervisory boards in B&H media that were subject of the field research - 68%. This point to the fact that women are marginalized in terms of real influence in decision-making in bodies that have important role in work of media in Bosnia and Herzegovina.

Chart 15 Structure of engaged women and men in advisory boards in B&H media

Men		Women	
No.	%	No.	%
10	53%	9	47%

Graph 14 Graphic presentation of engagement of women and men in advisory boards in B&H media



From presentation of the engagement of women and men in advisory boards of B&H media that were subject of the field research, there is visible slightly higher representation of women - 47%. However, it is important to emphasize that advisory boards in B&H media do not have that much influence in comparison to the other decision-making bodies in B&H media, as well as that these bodies are not compulsory.

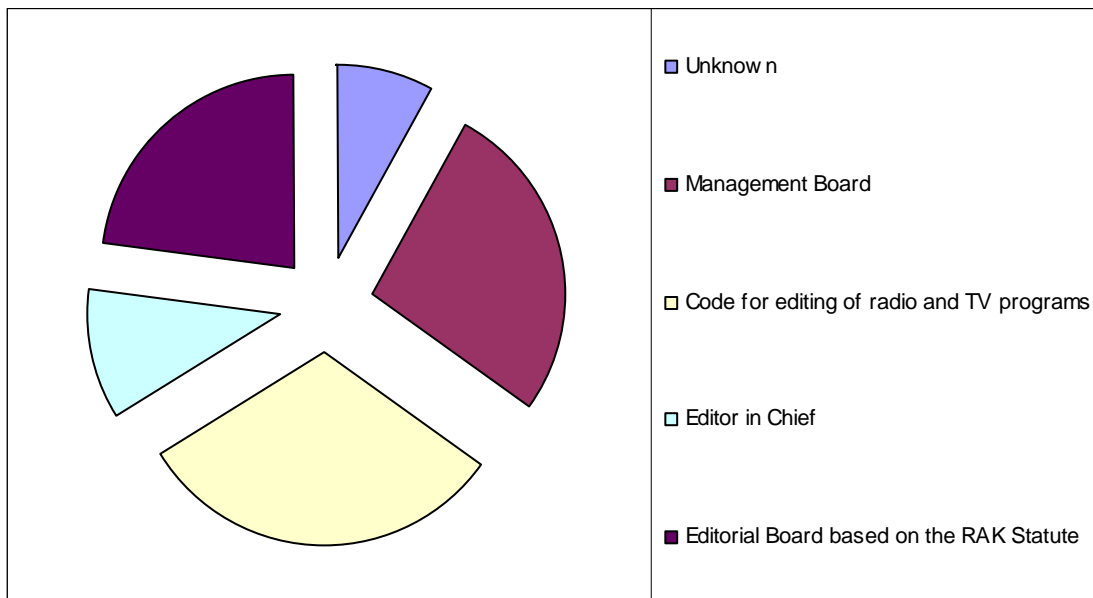
F.3 Editorial Policies of Media in Bosnia and Herzegovina

Third part of the field research was related to editorial policies of media in Bosnia and Herzegovina, where contact persons in media had possibility of opened answers.

Chart 16 How the editorial policy is created in media?

Answer	No.	%
Based on Code for editing of radio and television programs in Bosnia and Herzegovina	8	31%
Based on decisions of the management board in media	7	27%
Editorial board is editing program in accordance with the Statute of Regulatory Agency for Communications (RAK) Bosnia and Herzegovina	6	23%
Editor in Chief has the main role and ultimate responsibility	3	11%
Unknown	2	8%

Graph 15 Graphic presentation of methods used for creating editorial policy in media of B&H



Based on the results presented in Chart 16, it is visible that 31% of media in Bosnia and Herzegovina that were subject of the field research creates editorial policy based on Code for Editing of Radio and Television Programs. 27% media stated they are creating editorial policy based on decisions of the Management Board, while 23% of media stated that Editorial Board creates editorial policy based on the Statute of the Regulatory Agency for Communications (RAK) in B&H. Editor in Chief alone creates editorial policy in 11% of media. Other media (8%) did not provide information how they create their editorial policy.

Chart 17 Do you pay attention on equal representation of women and men in process of creating editorial policy?

Answer	No.	%
Unknown	3	12%
Yes	19	73%
No	4	15%

Graph 16 Graphic presentation of answers from media related to equal representation of women and men in process of creating of editorial policies

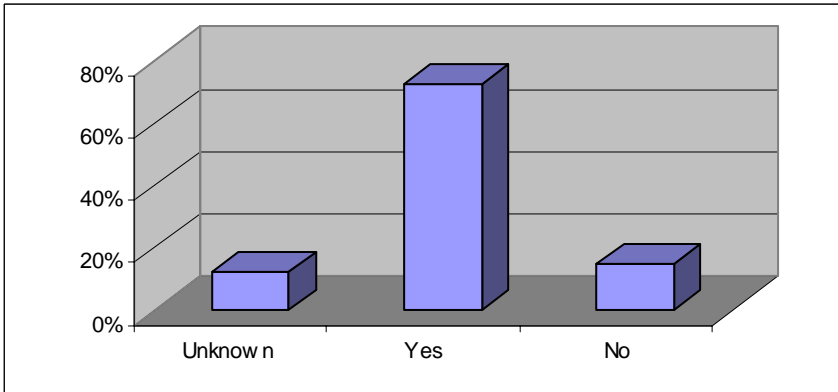


Chart 17.1 What methods B&H media are using to ensure equal representation of women and men in process of creating editorial policies?

Answer	No.	%
Unknown	14	54%
Women are predominantly represented in media	5	19%
All persons engaged in media are doing the same jobs	4	15%
We are insisting on engagement of women in all structures of creating programs	2	8%
We are paying attention about implementing of editorial policy of media	1	4%

Graph 16.1 Graphic presentation of methods B&H media are using to ensure equal representation of women and men in process of creating editorial policies

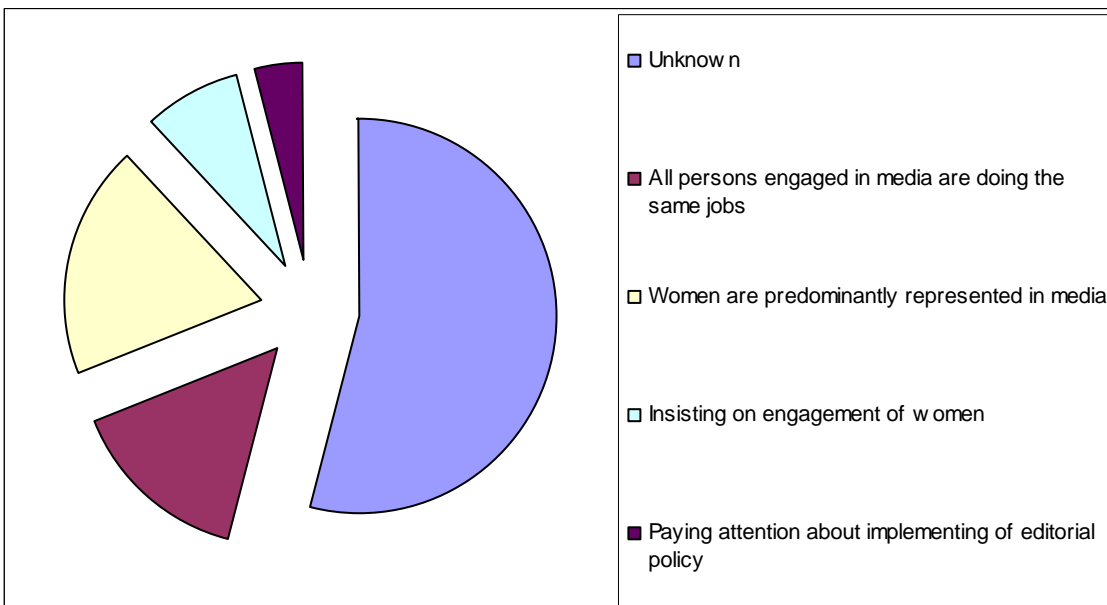


Chart 17 presents the answers of B&H media that were subject of the field research in relation to process of creating editorial policies. Majority of media - 73% stated they are paying attention about balanced representation of women and men in process of creating editorial policies, while 15% of media do not pay

attention on this issue. 12% did not provide any information, so we can assume they do not pay any attention on equal representation of women and men in this process.

As we presented in Chart 17, majority of B&H media stated they pay attention on balanced representation of women and men, so we will present here their answers related to methods used to ensure this policy. Chart 17.1 shows that we did not receive any explanation from 54% media, while 4% of media re-stated they are paying attention to secure equal representation of women and men. However, this data can be taken with reservation, since they did not provide any supporting explanation how they do it in the practice. 19% of B&H media said women are predominantly represented in media, while 15% of media stated all persons in media are doing the same jobs, using that as an argument for giving an opportunity for women to influence creation of editorial policies. 8% of B&H media that participated in the field research state they are insisting on engagement of women in all structures of creating programs.

However, from the information that 54 % of B&H media that participated in the field research did not explain methods they use to ensure equal representation of women and men shows that they do not pay attention on this issue in their daily work.

Chart 17.2 Are there written procedures related to equal representation of men and women in process of creating editorial policies?

Answer	No.	%
Unknown	5	19%
Yes	2	8%
No	19	73%

Graph 16.2 Graphic presentation of existence of written procedures related to equal representation of women and men in process of creating editorial policies in B&H media

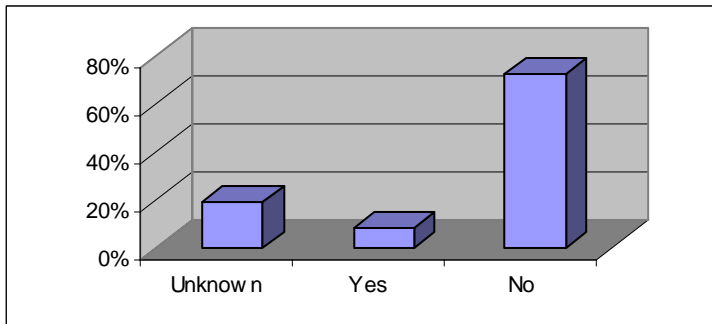
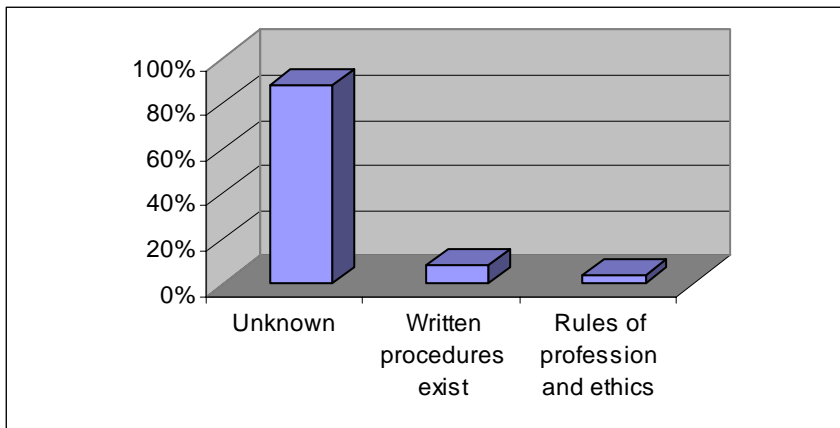


Chart 17.3 If there are no written procedures related to equal representation of women and men in process of creating editorial policies, please explain why they do not exist?

Answer	No.	%
Unknown	23	88%
Written procedures exist	2	8%
Everything is done in accordance with the rules of profession and ethics	1	4%

Graph 16.3 Graphic presentation of reasons for non-existence of written procedures related to equal representation of women and men in process of creating editorial policies



From the Chart 17.2 it is visible that only 8% of B&H media that participated in the field research have defined written procedures related to equal representation of women and men in process of creating editorial policies, while 73% of media do not have these rules. 4% of B&H media did not provide answer on this question. We did not receive explanation why written procedures do not exist from 88% of B&H media that participated in the field research, while only 4% of B&H media stated they are doing everything in accordance with the rules of profession and ethics. Lack of written procedures and rules points that equal representation of women and men does not represent priority in the process of creating editorial policies in Bosnia and Herzegovina.

Chart 18 Do you promote greater participation of women in creation of media programs?

Answer	No.	%
Yes	14	54%
No	6	23%
Unknown	4	15%
Yes, there are more women in media	2	8%

Graph 17 Graphic presentation of B&H media determination to promote greater participation of women in creation of media programs

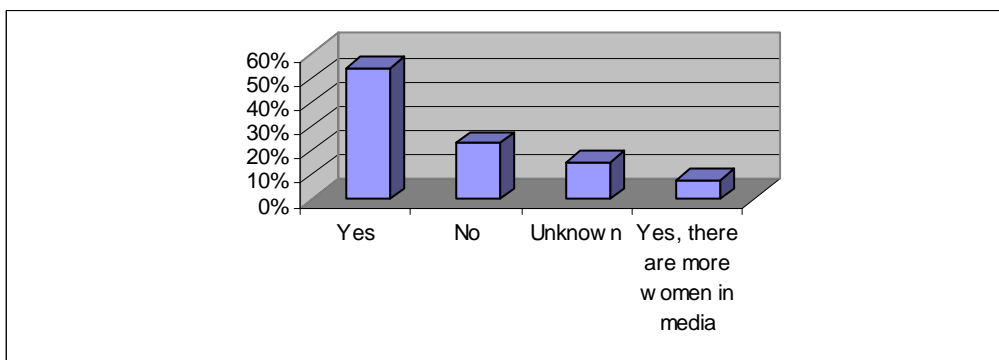


Chart 18.1 Are there written procedures related to promotion of greater participation of women in creation of media programs?

Answer	No.	%
Unknown	7	27%
Yes	1	4%
No	18	69%

Graph 17.1 Graphic presentation of existence of written procedures related to promotion of greater participation of women in creation of media programs

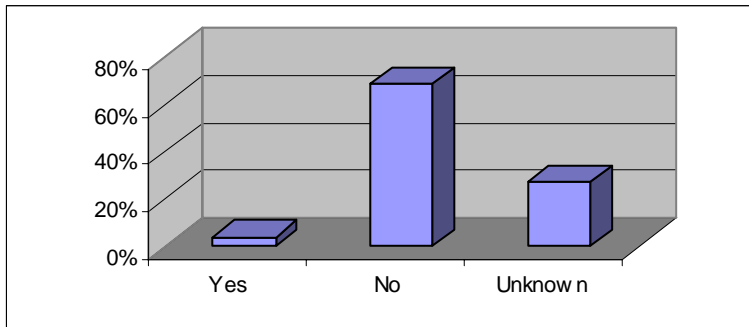
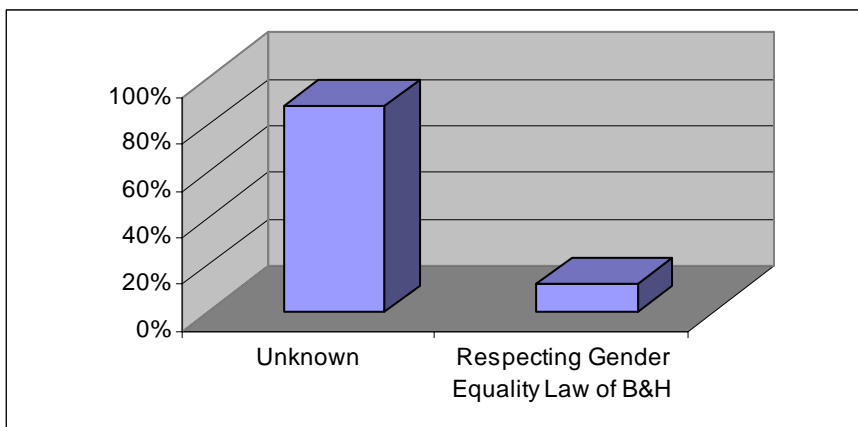


Chart 18.2 If there are no written procedures in relation to promotion of greater participation of women in creation of media programs, please explain why they do not exist?

Answer	N	%
Unknown	23	88%
We are respecting Gender Equality Law of Bosnia and Herzegovina	3	12%

Graph 17.2 Graphic presentation of reasons why there are no written procedures related to promotion of greater participation of women in creation of media programs in B&H media



From Chart 18 we can see that 54% of B&H media that participated in the field research stated they are paying attention on promotion of greater participation of women in creation of media programs, with no provided explanation of methods how they are doing it. 23% of B&H media stated they are not paying attention on promotion of greater participation of women in creation of media programs, while 15% of media did not provide answers on this question. 8% of B&H media that participated in the field research stated there are more women engaged in their companies, therefore they are paying attention on promotion of greater participation of women in creation of programs.

As response on question related to existence of written procedures for promotion of greater participation of women in creation of media programs, only 1% of B&H media that participated in the field research stated they are doing everything in accordance with the existing written procedures, without providing additional explanations, while 69% of media stated they are not using any written procedures in work on this issue. Significant percentage of media - 27% did not provide any data or explanation, which leads us to conclusion that there are no written procedures for promotion of greater participation of women in creation of media programs, or these procedures are not clear enough.

From responses on previous questions, we can conclude that B&H media that participated in the field research mostly do not use any written procedures related to promotion of greater participation of women in creation of media programs, and that they do not consider this as important issue. This is also visible from the data that 96% of media did not provide any reason why they do not use written procedures in relation to this issue.

It is important to mention that only 8% of B&H media that participated in the field research stated they are paying attention to respect the Gender Equality Law in Bosnia and Herzegovina (Chart 18.2).

Chart 19 How do you create advertising policy of media?

Answer	No.	%
Unknown	10	38%
Through promotion of media	8	31%
Using Code of Program and Sponsorship	3	11%
With adopting of advertisement strategy and definition	2	8%
Editorial board	2	8%
Market economy	1	4%

Graph 18 Graphic presentation of methods used by B&H media to create advertisement policy

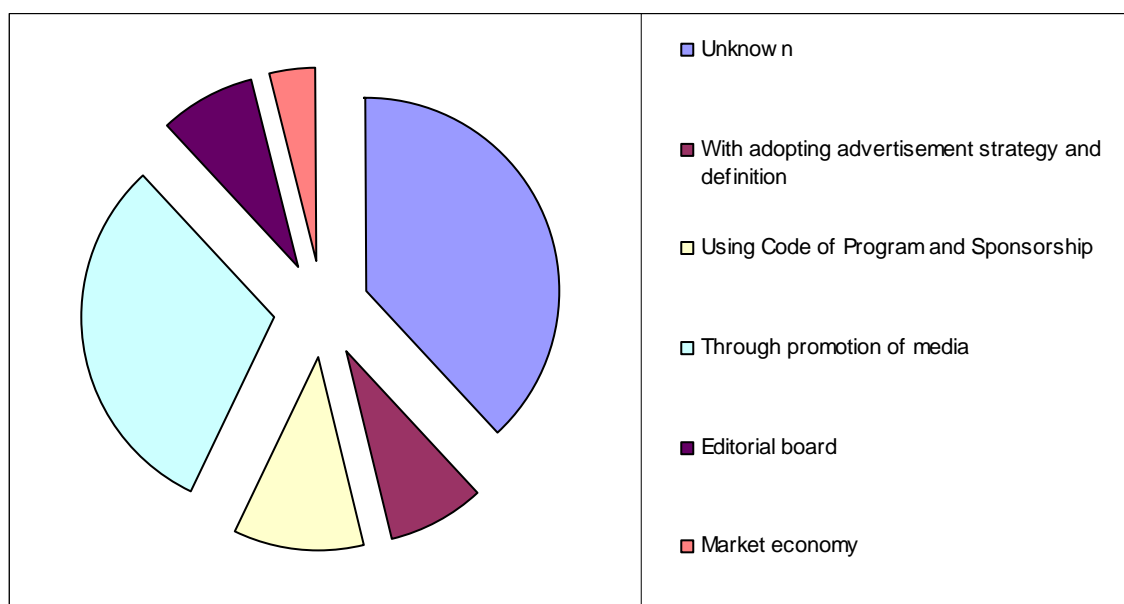


Chart 19.1 presents the answers of B&H media related to methods used in forming advertisement policies in B&H media that participated in the field research. 31% of media stated they are creating advertisement policy through promotion of their media, 11% of media creates it based on Code of Program and Sponsorship, while 8% of media adopts advertisement strategy and definition. Furthermore, 8% of media stated that Editorial Board is creating advertisement policy, while 4% of media creates it based on market economy. However, it is important to mention that the largest percentage of B&H media that participated in the field research - 38% did not provide any information related to their advertisement policy.

Chart 19.2 How media in B&H sell themselves (self-promotion)?

Answer	No.	%
Unknown	10	39%
Through media promotion	12	46%
Actions of benefit for wider community	4	15%

Graph 18.2 Graphic presentation of self-promotion of media in B&H

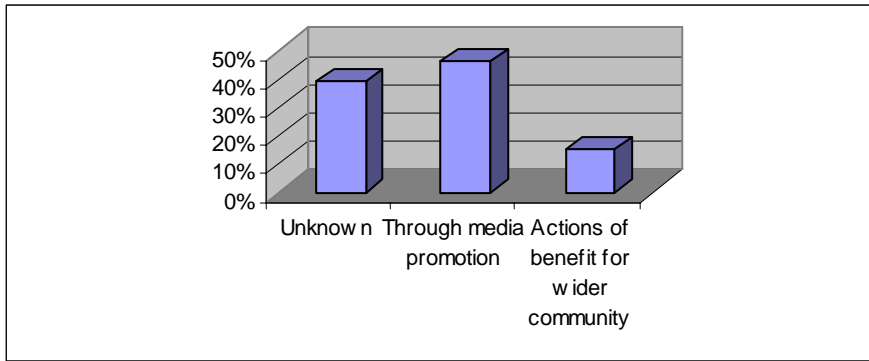
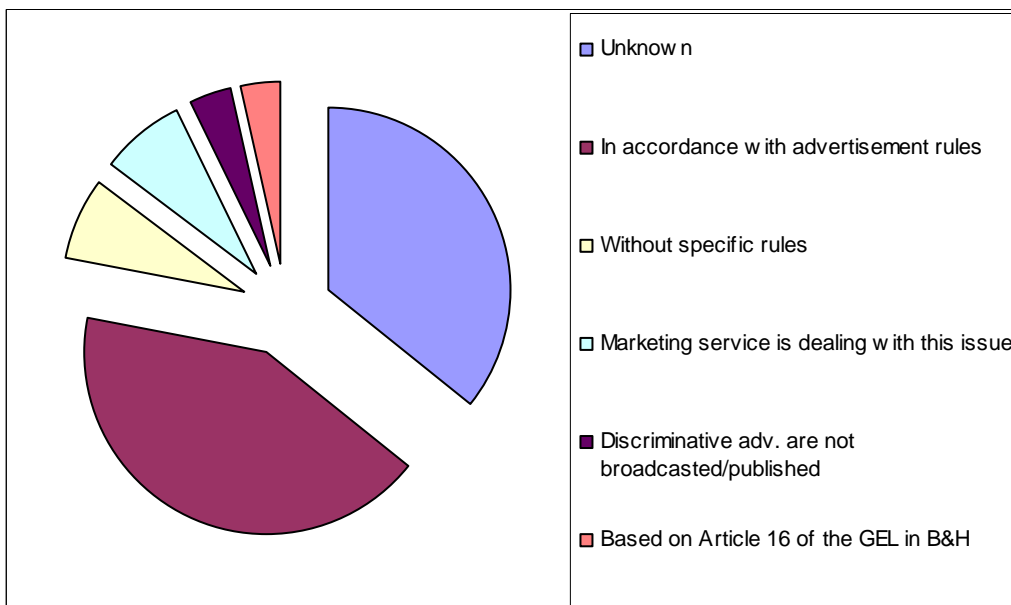


Chart 19.2 presents answers of B&H media that participated in the field research related to methods of self-promotion. The largest percentage of media stated they are conducting self-promotion through the media itself, while 15% of media stated they are conducting self-promotion through actions of benefit for wider community. 39% of B&H media did not provide any answer on this question.

Chart 19.3 How media in B&H are making decision if some advertisement will be broadcasted/published or not?

Answer	No.	%
In accordance with the advertisement rules	12	46%
Unknown	8	31%
Without specific rules	2	8%
Marketing service is dealing with this issue	2	8%
Discriminative advertisements are not broadcasted/published	1	4%
Based on the Article 16 of the Gender Equality Law in B&H	1	4%

Graph 18.3 Graphic presentation of methods how B&H media are making decision if some advertisement will be broadcasted/ published or not



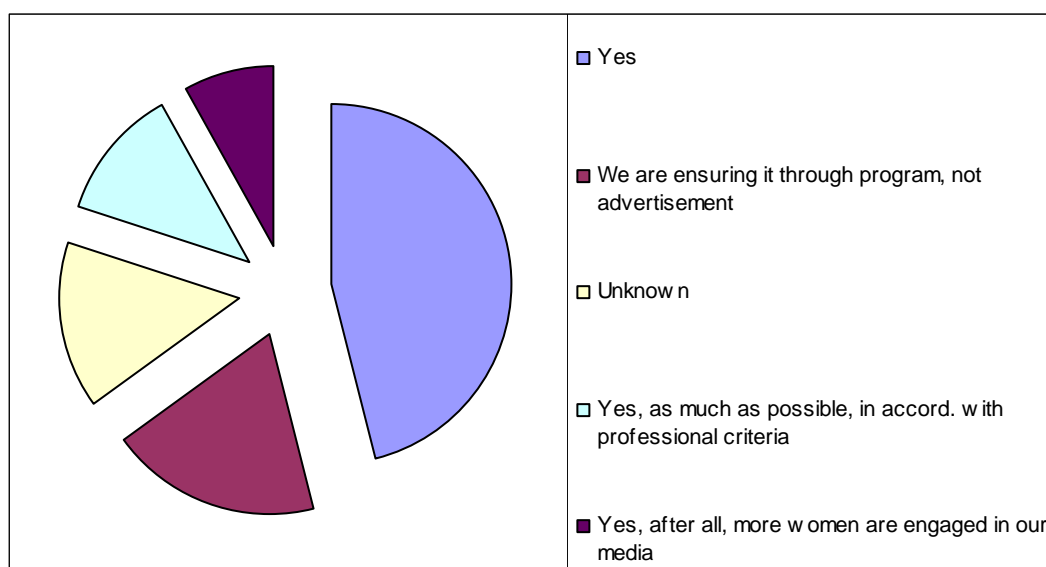
It is visible from the Chart 19.3 that greatest percentage of B&H media that participated in the field research - 46% are making decision about broadcasting/publishing advertisements in accordance with advertisement rules.

8% of B&H media stated that marketing service is making all decisions related to broadcasting/publishing advertisements, or they do not have any special rules related to making decisions about broadcasting/publishing advertisements. It is interesting that only 4% of B&H media that participated in the field research stated they do not broadcast/publish advertisements with discriminative content, or they are respecting Article 16 of the Gender Equality Law in B&H. Significant percentage of B&H media that participated in the field research - 31% did not provide any information or explanation related to methods used for making decision about broadcasting/publishing advertisements.

Chart 20 Do you pay attention on equal representation of women and men in process of creating advertisement policy?

Answer	No.	%
Yes	12	46%
We are ensuring it through program, not advertisement	5	19%
Unknown	4	15%
Yes, as much as possible, in accordance with professional criteria	3	12%
Yes, after all, more women are engaged in our media	2	8%

Graph 19 Graphic presentation of equal representation of women and men in process of creating of advertisement policy in B&H media

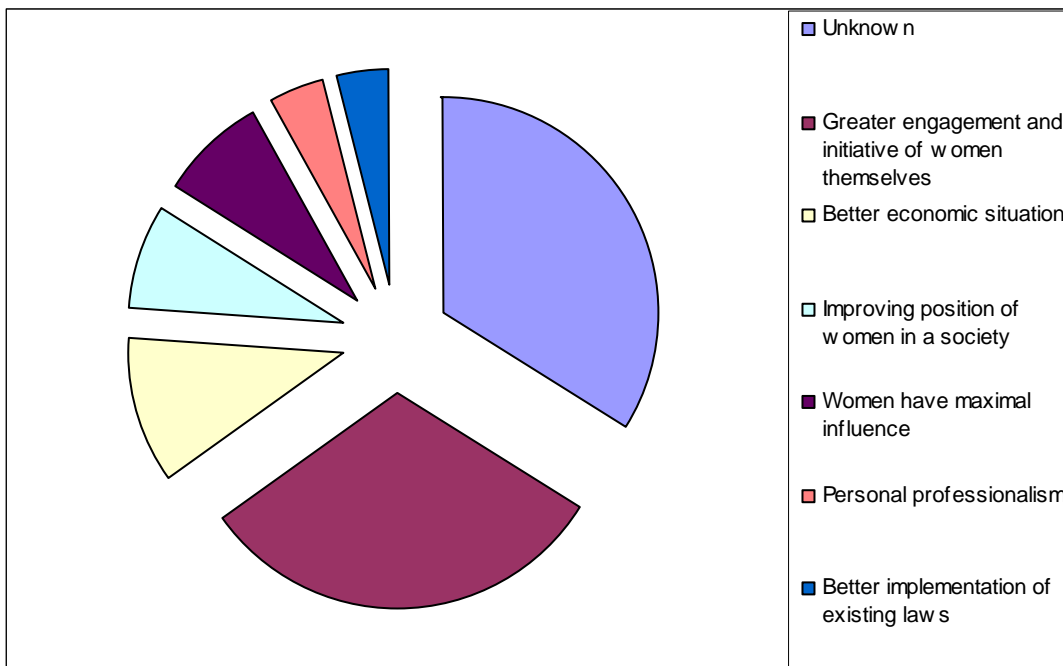


46% of B&H media that participated in the field research stated they are paying attention on equal representation of women and men in process of creating of advertisement policy. 19% of media stated they are paying attention on equal representation of women and men through program, not advertisement, 12% of media pays attention on this issue in accordance with professional criteria, while 8% of B&H media stated that, after all, more women are engaged in their media. Similarly as in the case of previous questions, 15% of B&H media that participated in the field research did not provide any information or explanation related to this issue.

Chart 21 By your opinion, what would improve access and real influence of women on creating of editorial and advertisement policies in B&H media?

Answer	No.	%
Unknown	9	34%
More engagement and initiative by women themselves	8	31%
Better economic situation	3	11%
Improving position of women in a society	2	8%
Women have maximal influence	2	8%
Personal professionalism	1	4%
Better implementation of existing laws	1	4%

Graph 20 Graphic presentation of methods for improving access and influence of women on creation of editorial and advertisement policies in B&H media



From results presented in Chart 21, it is visible that 31% of B&H media that participated in the field research believe access and influence of women on creation of editorial and advertisement policies could be improved with greater engagement and initiative of women themselves, while 8% of B&H media believe women already have maximum influence in media. 12% of media stated that women's access and position in media would improve with better economic situation, while 8% of media stated solving this issue is conditioned with improving general position of women in B&H society. Finally, 4% of B&H believe personal professionalism represents the key mechanism for solving this issue, while only 2% of B&H media believe better implementation of existing laws in the practice would contribute to it.