

**WOMEN IN MEDIA =
WOMEN THAT ARE
MAKING MEDIA**

RESEARCH IN 2007

- More than 20% of pooled women claim they were discriminated on the basis of their appearance
- More than one third of pooled women say they were discriminated based on their age, and length of experience in journalism
- Only five pooled women said they never sacrificed private life because of their professional life (nine women said it happened „rarely“, while other women emphasized that their private life suffers because of professional life)
- One fifth of pooled women claim they were victims of some form of sexual violence

EXAMPLES FROM THE RESEARCH

“One male participant in TV program, TV director of a tinny professional capacity, was “poaching” me to talk in his bed naked, without clothes, because people are equal only in horizontal position and without “clothes”

„Poaching of female colleagues is considered as normal thing in journalism in Serbia – from inappropriate fat “collegial” jokes, to “friendly” touching and ‘squeezing’ ”

“For a man it is enough only to “exist” in redaction, to advance in position sooner or latter just because of the fact he is of male sex – he will become editor, deputy editor, writer of a several journalist’ forms, regardless of his real professional qualities”

SELF-CRITICS IN THE RESEARCH

- Half of the pooled female journalists say that „they used their female attributes and charm in order to acquire information or interview”.

EXAMPLES OF SELF-CRITICS

- “I was establishing friendly relations with sources who thought I was nice, but nothing more than that. Mostly it was related to having lunch in the assembly, or a drink with few jokes.”
- “It is enough just to pay a little more attention on physical appearance!”

WOMEN IN REDACTIONS SPEAK...(2006-2008)

- „In my redaction, allusions about sexual life of female journalists are common. One morning, when I showed up a little bit tired, a male editor asked me with a devil smile on his face: “Was there any humpy jumpy list night?”

„It is common that a private life of female journalists is considered as the obstacle. One younger female colleague, which is single, was told to inform her male editor if she ‘finds a boyfriend’, because it, supposedly, influences her job.”

“When it is needed to do hard field work, a task is given to a journalist that ‘covers the sector’, regardless if it is a male or a female. However, when it is needed to travel abroad, it is almost a rule that male colleagues are going, regardless of what their job in redaction is”.

“An older male journalist is perceived as a ‘bard of journalism’, very experienced and smart media personality. Aged female journalist is not needed to a male editors, and her experience and skills are easily overlooked. She is considered as the ‘old hag’ in redaction.”

**MALE JOURNALISTS ABOUT
FEMALE JOURNALISTS
(OR A SAD STORY ABOUT
DISCRIMINATION OF THOSE
WHO SHOULD SPEAK ABOUT
DISCRIMINATION)**

DIRECTOR OF THE PUBLIC BROADCASTING SERVICE OF SERBIA

ABOUT WOMEN IN GENERAL: “A woman should look as a sheep dog: with a naturally integrated gabardine, big, trained, with a necklace around her neck, and to bark only when a stranger approaches to her.”

- Half-literate female journalist – with a drumsticks strait forward, as they are eatable
- It is true that I made female columnists from some whores. And the opposite is true as well.
- All mighty knows exactly what He is doing when He did not grant neither boobs nor a talent to some female journalists in Serbia. But, they have cellulite and flat feet's.

- A sponsor seeking, cheer leaders, chickens, hugged with man-eaters of past time and in service of present hangmen, they agreed to kill Serbian journalism
- One female commentator with piggy fingers
- Would the Ring of Serbian Female Journalists gather now to submit and compare their wise statements as used sanitary napkins, both flying with wings, and those in a form of rabbits.

...AND OTHERS

“Therefore, I sit in the chair against courageous sister-in-law and daughter that met me with **two small swells around sternum. I did not recovered well from a first look on that heavy exclusivity in the area of breast-bone,** when I was stroked with a second, more severe punch:...from her head (...) to me **screams numerous diabolically refined and luxuriously nasal vocal modulations.**”

“...However, this is better than if I stood up in the middle of the program and stemmed out: **Come on, you frigid bitch, fuck yourself with your frustrations!**”

“...here it is directly applied because of female moderator Danica, which sounded as she is in bloodthirsty, apstintential crisis, predatorily hungry of liquidation; from the moment when poor Jovanović sat on the chair, the woman started to swoop down with her teeth and male hairstyle; regardless of her feminist handicap to look like mannish Ugrica and to bleat w-w-w-w-orse than Olja Bećković, she started to shoots Jovanović from long microphone tubes...”

