

Diversity and Transformation of the Print Media



Presentation to Parliamentary
Portfolio Committee

23 September 2011

WHO IS PRINT MEDIA SA?

- Non-Profit Organisation
- Our members are –
 - The Newspaper Association of South Africa (NASA)
 - The Magazine Publishers Association of South Africa (MPASA)
 - The Association of Independent Publishers (AIP)
- Represents the interests of over 700 media publications in English, Afrikaans, isiZulu, isiXhosa and Chinese.
 - Daily, weekly and community newspapers
 - Grassroots newspapers and magazines
 - Consumer magazines
 - Trade magazines
 - Technical magazines
 - Professional and specialist magazines

PMSA'S COMMITMENT TO TRANSFORMATION

- The PMSA has been engaging internally with government's transformation imperatives.
- The PMSA adopted for the industry the B-BBEE Codes of Good Practice as the common transformation measurement and for goal setting. The DTI codes are a legislated document and print media's communication on the benchmarking against them will be solid and consistent.
- This industry commitment was confirmed at the recent media summit with the print media owners and President Zuma earlier this year.
- PMSA embarked on a transformation initiative, measuring transformation within its member collective from 2010.
- Initially focusing on black ownership and its relationship to transformation, the initiative has moved to measuring transformation in accordance with the B-BBEE Codes.
- In terms of a study undertaken by Transcend the print media industry presents as a **Level 5 BEE Contributor** to broad based BEE with a score of **62.92 points**.



ANALYSIS OF CONTROL STRUCTURES IN PRINT MEDIA INDUSTRY – 4 INDEPEDENDENT TIERS

Owners of listed enterprises have appointed *independent boards* whose role and responsibility is designed by company laws and good governance

These independent boards appoint the next tier of *management-operational executives* who are charged with securing the financial well-being of the companies they serve

These managers appoint *Editors* – who head up next tier. These editors are guaranteed independence in deciding the day-to-day content of the papers they edit, and this independence is jealously guarded.

Final tier is regulatory. the print media industry believes that our progressive constitution is best supported by *self-governing regulation* , benefitting all stakeholder interests.

It is accepted by the PMSA that control of content rests with Editorial management.
The percentage black editors has increased from 7% in 1994, to 65% in 2011

CHANGES IN PRINT MEDIA SINCE 1994

Pre - 1994

Few publications aimed at black market. Some have become iconic due to their fight against the Apartheid regime.

Disproportionately few black management and editors

- Black editors –

7%

White editors -

93%

No black ownership of print media amongst the large media houses.

→ 2011

Many and diverse print publications available. Stats indicate that many new and independent publications, aimed at emerging market segments are being created regularly.

Increasing number of black editorial management.

- Black editors – **65%**

- White editors – **35%**

A consolidated black ownership percentage of **14%** amongst the 4 large media houses.

MANAGEMENT AND EMPLOYMENT EQUITY

- Although the consolidated BEE score for management in the print media industry is relatively consistent across the 4 large companies, it is recognised that management of the print media industry is not sufficiently diverse to be completely representative.
- This stance is borne out in the Employment equity statistics for each of these 4 large companies. The employment equity score is significantly lower than the percentage achievement in terms of the BEE Codes for management.
- The employment equity score is affected by the
 - Lack of gender diversity in entities
 - Lack of disabled employees in employment

APPROACH TO GENDER CHALLENGES

- Gender diversity remains a challenge. There are no significant numbers of women in top management and on the boards of the 4 largest media houses. The actual percentage is low at 4,44%.
- Addressing this impasse is at the core of the PMSA diversity management strategy, which will be developed in due course, and reported back on, as discussed.



Q&A