

India

Association of Radio and Television Engineering Employees (ARTEE)
Film Directors' Association

Nepal

Nepal Television Employees Association (NTVEA)
Radio Nepal Employees Association (RNEA)
Union for Media Employees (UNI ME)

Sri Lanka

Communication Media Professionals & Technologists (Media Pro-tech)



In Asia Pacific: 16 unions representing more than 80,000 media workers in 10 countries

Australia

The Media Entertainment & Arts Alliance (MEAA)
Community & Public Service Union (CPSU)

New Zealand

Engineering, Printing and Manufacturing Union (EPMU)
Public Service Association (PSA)
Writers' Guild
Screen Directors' Guild

Japan

Japan Broadcasting Labour Union (NIPPORO)
Japan Federation of Commercial Broadcasting Workers' Union (MINPOROREN)

Korea

National Union of Media Workers (NUMW)

Malaysia

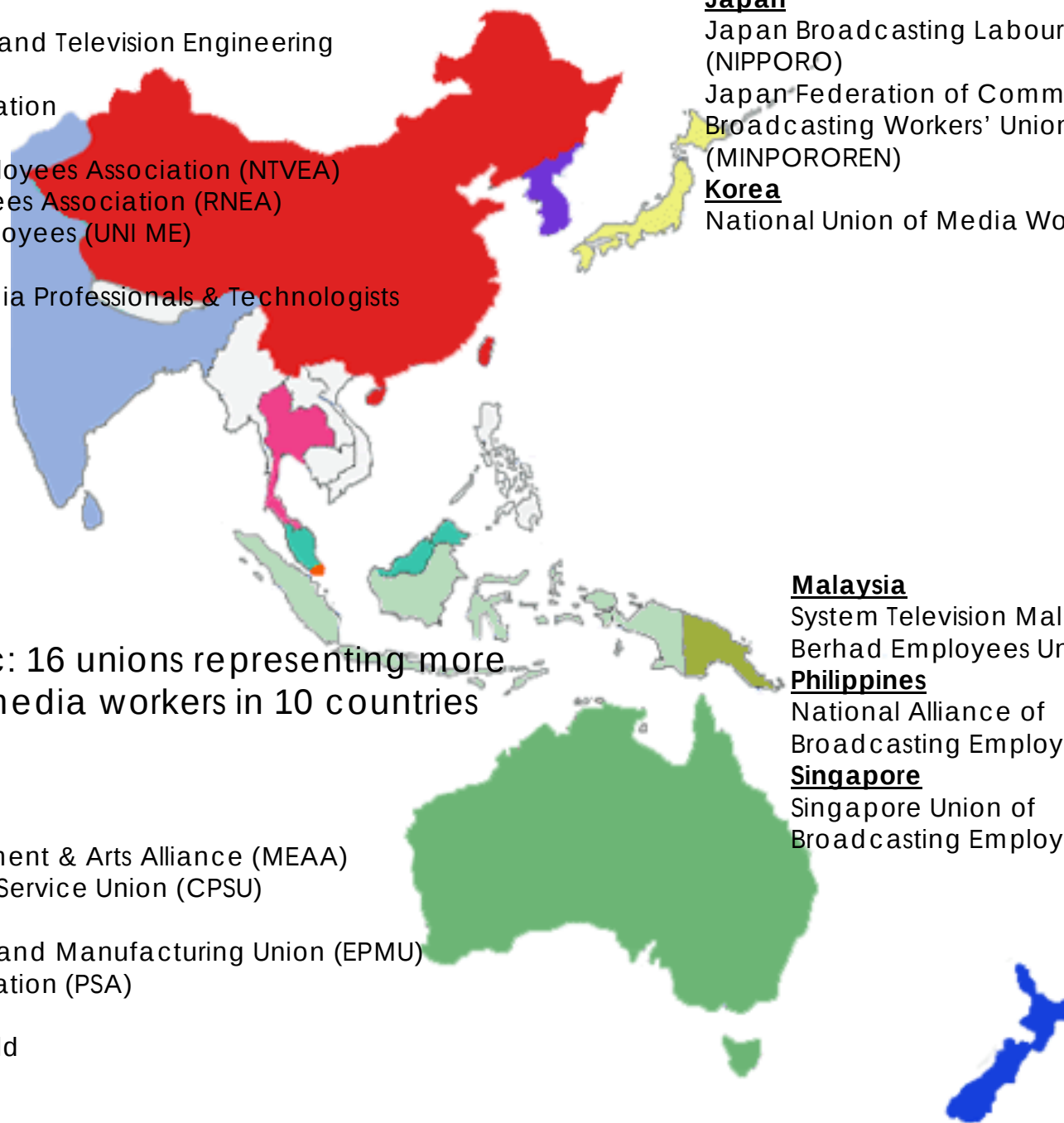
System Television Malaysia Berhad Employees Union (TV3union)

Philippines

National Alliance of Broadcasting Employees (NABU)

Singapore

Singapore Union of Broadcasting Employees (SUBE)



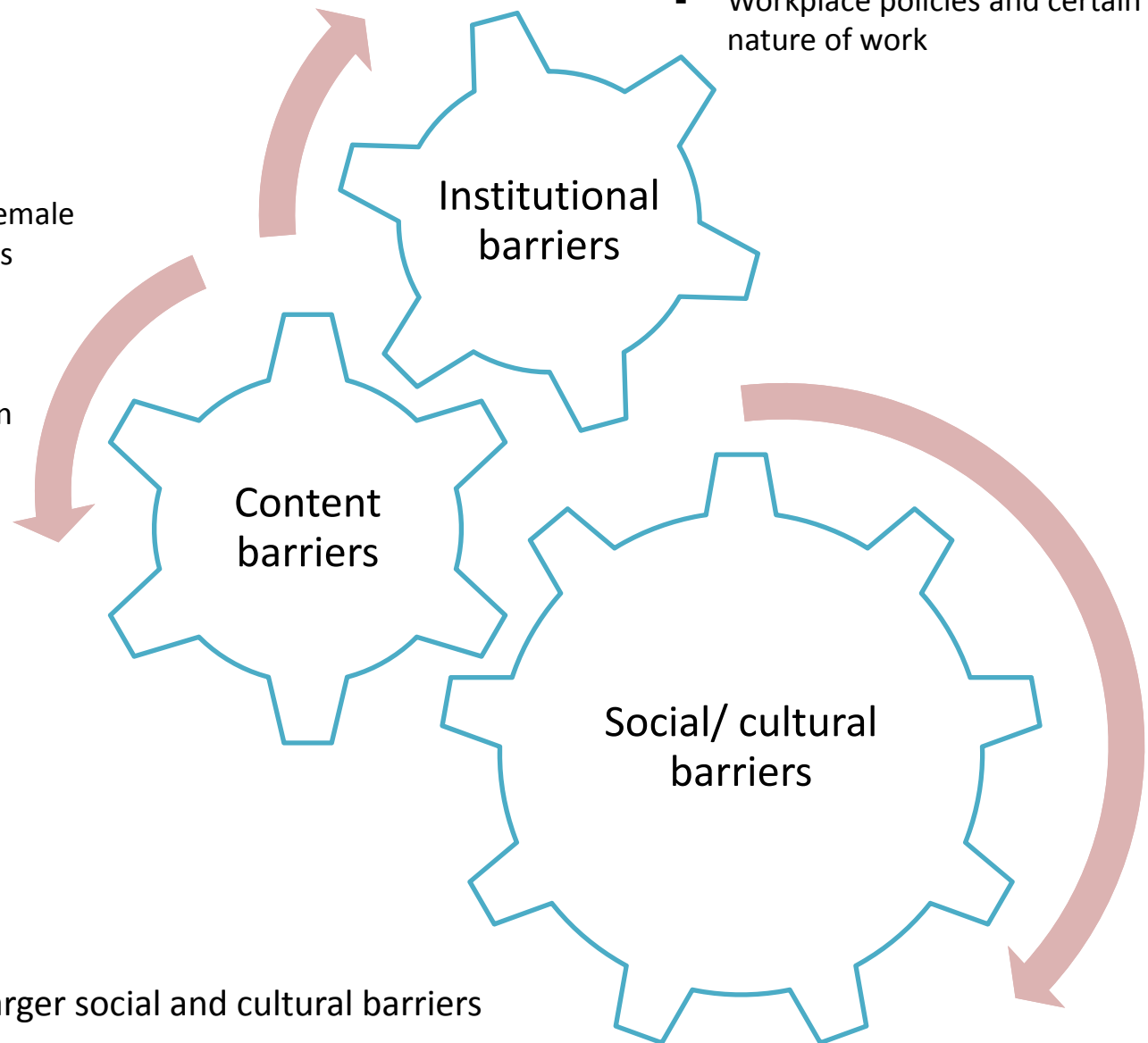
An issue of content:

According to GMMP 2010,

- 24% of news subject are female
- 44% of on and offline news content reinforce gender stereotypes; 5% challenge gender stereotypes
- Men outnumber women in almost all occupational categories

An issue of diversity:

- Media ownership
- Management positions
- Workplace policies and certain nature of work



Persistence of prevailing larger social and cultural barriers

**There are real economic
consequences!**



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Women in Asia confined to low-level jobs

**Failure to integrate them fully into the workforce is costing
the region US\$89b**



Bottom-up: More than half the nations in East Asia and the Pacific have restrictions on the types of jobs women can do, a proportion that rises to 80 per cent in South Asia, the World Bank said in a report in September.-

**“We have to keep our women in the
workforce!”**

**-- Sheryl Sandberg, CEO Facebook
(quoted from TedWomen)**

1. *“Women do not negotiate for themselves in the workforce”*

- ✓ Collective bargaining and social dialogue
- ✓ Freedom of association
- ✓ On a range of issues including bullying and discrimination, health and safety



*In 2011, Public Service Association New Zealand survey conducted among 7,000 women members found that 43% had experienced bullying at work
→ PSA handbook on creating safe workplaces*

A Media Entertainment and Arts Alliance (MEAA) Australia Initiative

<http://www.alliance.org.au/>

WOMEN IN MEDIA
A MEAA Initiative

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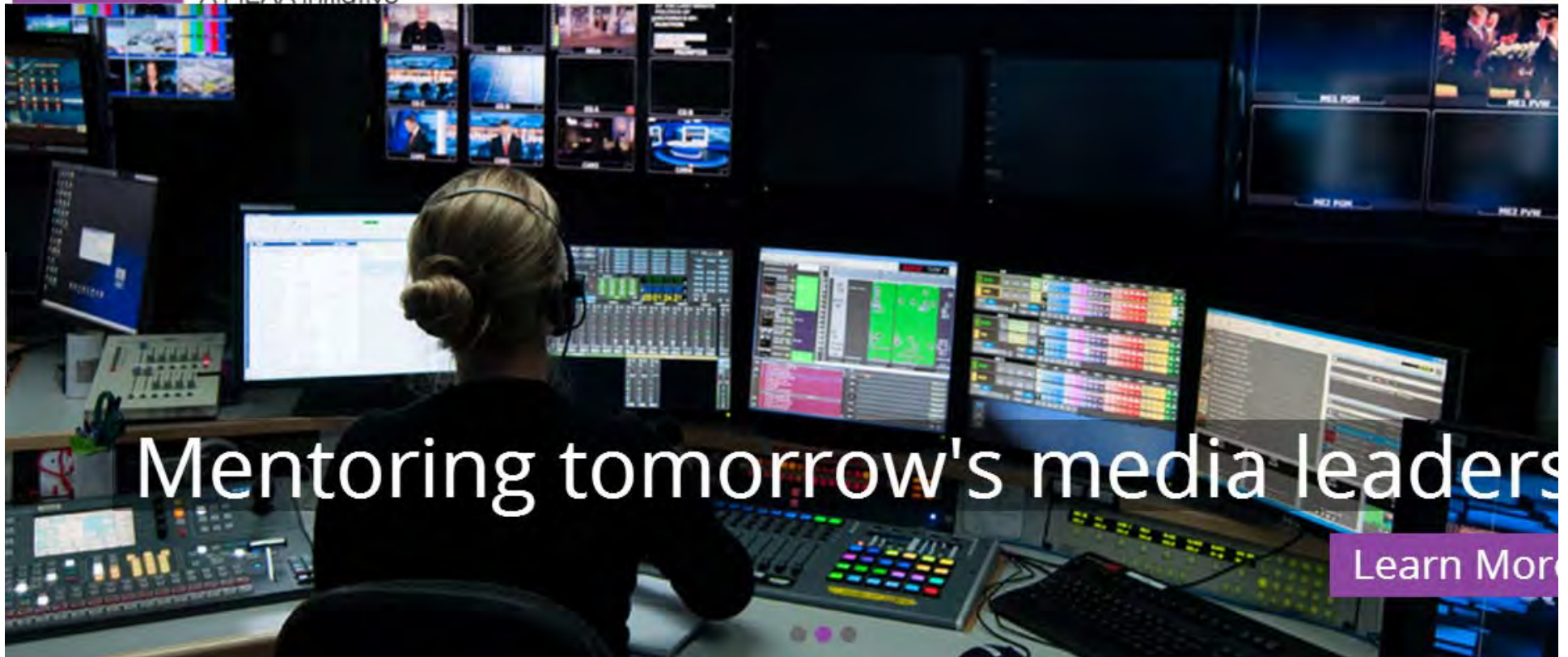
<http://womeninmedia.net/>

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<http://womeninmedia.net/>

2. “*Make our partner a real partner*”

- ✓ Parental policies and benefits
- ✓ Childcare facilities and benefits

→ Provide a supportive environment for dads and moms thereby reshaping social and cultural gender stereotypes

NHK-Nipporo Collective Agreement

Childcare Arrangements

- paternal leave
- childcare leave
- childcare shorter work hours
- grant of child care time
- grant for hiring of babysitter

Caregiving Arrangement

- care leave
- nursing care leave
- care reduced working hours

Achieved through years of negotiations and dialogue between management and union

NIPPORO

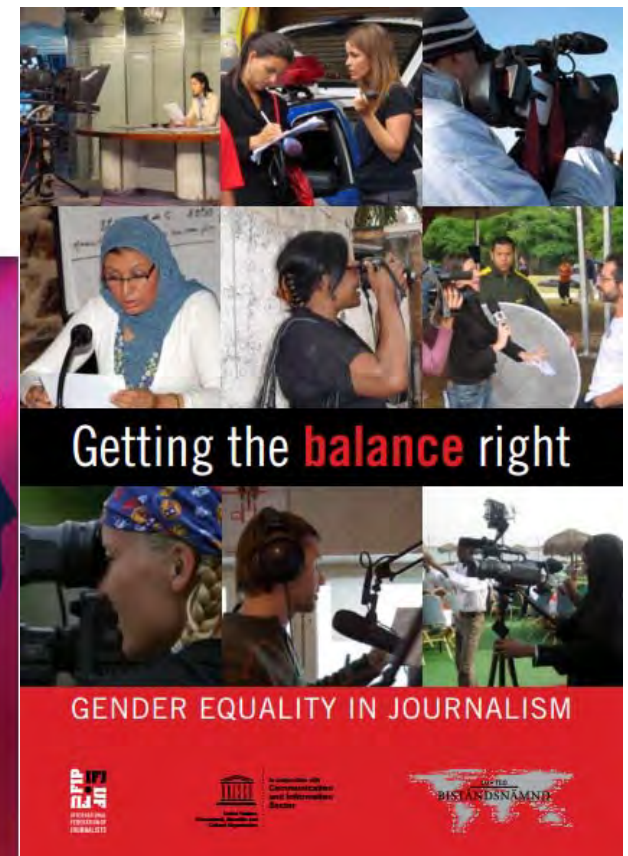
日本放送労働組合(日放労/にっぽろう) 〒150-8001 東京都渋谷区神南2-2-1

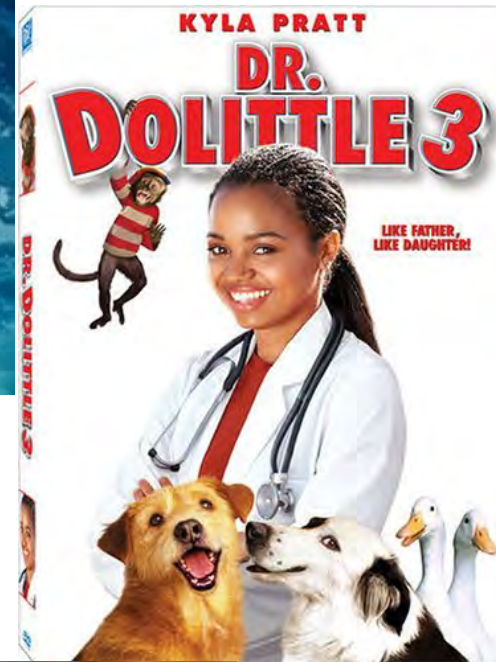




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