

The Glass Ceiling: Women in Austrian Journalism

Looking at the present Austrian newspapers from the threefold perspective, namely: ownership, journalists and readers, it becomes evident that this special field is still a male dominated branch of print media. The owners or the CEO's representing them are men; the same is applicable to nearly all the editorial offices of these press products and can also be observed when examining the Austrian quality papers: there is no woman in charge of the business sections of the respective papers although female journalists work for these sections of the papers. Alexandra Föderl-Schmid, who was appointed executive editor-in-chief of the *Standard* in July 2007 is the first woman to hold this post with an Austrian quality paper. The explanation for the predominance of men in business media may raise controversy: it simply reflects the facts of Austrian economy and business, which still has to be considered a male domain as is shown by the actual statistics. As the greater part of graduates of the Vienna University of Economics and Business Administration (about 22.000 students) represents the Austrian business men/women the statistics concerning both strata of society are nearly identical. Out of the total of scientific staff of the Economics University 33 % are women and of these only 11 % are full professors and 14 % are associate professors. According to a study carried out by the Austrian ministry for health and women these figures are also mirrored when examining the Austrian medium and big enterprises: Out of the total percentage Austrian CEOs only 5.8 % women hold these positions; only 11% are members of the supervisory boards and 13.5 % are managing directors; furthermore, women earn on average 15% less than their male colleagues, although their income has increased by 8.7% since 1997.

Consequently, it is no surprise that women have not been the targeted readers of Austrian business press products. This becomes evident, when one examines the contents of various issues of *trend* and *Gewinn*. The reports of female journalists and experts concern mainly social life and health. The photo of a lady holding several € 500 bills on the cover of the June 2006 edition, for instance was to draw the attention at *Gewinn's* cover story about the wages managers and top business men may expect to earn during their career life. Women are only mentioned in a column on the dress code in business life and the graph depicting the steps of a possible career parallel to the earnings show only men. Furthermore, it becomes evident, when reading both papers that female journalists are in charge of covering such fields as social life, health and tourism, climate whereas it is the men's field to write columns on current economic affairs.