

SITUATION ANALYSIS REPORT AND OBTAINING BASELINE DATA

Country: Madagascar

Name of media house: Groupe Evitras (Tribune, Basy vava, Takoritsika)

Synopsis

Thanks to the participation of a few journalists in the policy of the kind, but also by the acceptance of leaders, the company today has three daily newspapers (Madagascar Tribune, Takoritsika and Basy vava) and tries to apply a policy on gender, not only through its articles but also in the recruitment of staff. Actually, Madagascar Tribune has been part of the study "glass ceiling" and GMPS.

Background

Ownership/management

The management is composed of 4 persons with 01 women

Target audience

First, the intellectuals, but the mass popular is not forgotten, which explains the creation of "Takoritsika" and "Basy Vava", two daily newspapers entirely in Malagasy.

Strengths

- Woman in majority as board member
- A woman as editor-in-chief (Tribune)
- Two women secretaries of Drafting (Takoritsika and Basy Vava)
- A social convention in the company
- Willingness and commitment of the direction

Challenges

- Knowledge on gender issue and concept

Gender policy framework¹:

Gender sensitive programs

Gender within the media house

Staff composition

	Male	Female	Total	% men	% women
Board	3	4	7	43%	47%
Management	3	1	4	75%	25%
Professional staff	13	5	18	72,23%	27,77%
Administrative and clerical staff	2	1	3	75%	25%
TOTAL	21	11	32	65.63%	34.37%

¹ List names of the documents obtained and send copies to the Programme Manager together with the SA report.

Staff by department

CATEGORIES ²	EXAMPLES	MALE	FEMALE	TOTAL	%FEMALE
EDITORIAL	Editors, desk editors, sub-editors, journalists, reporters, Executive producers, presenters	8	5	11	45,45%
ADVERTISING/ MARKETING	Marketing and advertising executives, clerks, marketing and advertising officers	1	0	1	0%
PRODUCTION	Producers, directors, floor managers, research	1	0	1	0%
DESIGN	Broadcasting: design, graphics, wardrobe, make-up, scenery construction, gender studio assistants...	4	0	4	0%
FINANCE AND ADMINISTRATION	CEOs, accountants, secretarial, clerical jobs,	1	0	1	0%
HUMAN RESOURCES	HR managers; clerks	0	1	1	100%
TECHNICAL/IT	general technical assistants	16	8	24	33,33%
IMPRESSION and DISTRIBUTION	Drivers, ect.	7	0	7	0%

Conditions of employment

Nature of contract	Male	Female	Total	% Female
Full time, open ended contract	14	2	16	12.5%

² Adapted from: An Unfinished Story: Gender patterns in Media Employment by Margaret Gallagher. Paris: UNESCO, 1995 (pp.22-23)

Full time, fixed term contract	--	--	--	--
Part time	9	2	11	18,18%
Freelance (ad hoc contributions, paid for as and when made)	9	5	14	35,71%
TOTAL	32	9	41	21,95%

Earnings

Concerning salary, the EVITRAS Group follows a scale in accordance with laws, not considering gender.

Workplace indicators

Work Place indicators for media house	Yes	No
Gender policy	*	
Sexual harassment policy	*	
Maternity leave	*	
Paternity leave	*	
Child-care facilities	*	
Flexi-hours	*	