

South Dakota State University

Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange

Electronic Theses and Dissertations

1979

A Profile of Women in Broadcasting in South Dakota

Kathy Mitchell Austad

Follow this and additional works at: <https://openprairie.sdstate.edu/etd>



Part of the [Communication Commons](#)

Recommended Citation

Austad, Kathy Mitchell, "A Profile of Women in Broadcasting in South Dakota" (1979). *Electronic Theses and Dissertations*. 4896.

<https://openprairie.sdstate.edu/etd/4896>

This Thesis - Open Access is brought to you for free and open access by Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. For more information, please contact michael.biondo@sdstate.edu.

A PROFILE OF WOMEN IN
BROADCASTING IN SOUTH DAKOTA

BY

KATHY (MITCHELL) AUSTAD

A thesis submitted in partial
fulfillment of the requirements for the
degree Master of Science, Major in
Journalism and Mass Communications,
South Dakota State University
1979

52

A PROFILE OF WOMEN IN
BROADCASTING IN SOUTH DAKOTA

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Richard Lee
Thesis Adviser

Date

Ruth Laird
Major Adviser

Date

Richard Lee
Head, Journalism Dept.

Date

ACKNOWLEDGMENTS

This writer wishes to acknowledge
the following people:
the women employed in broadcasting
in South Dakota for their cooperation,
thesis advisor Dr. Richard Lee,
and the other committee members--
Ruth Laird and Dr. Wayne Hoogestraat,
for their help and guidance
which enabled this paper to be a
worthwhile challenge and accomplishment,
the staff of KESD radio and TV
for their helpful advice,
my parents for their
loving encouragement and support,
and to Mike for his
patience, understanding, and love.

TABLE OF CONTENTS

ACKNOWLEDGMENTS ii

LIST OF TABLES iv-v

Chapter

I. INTRODUCTION 1

II. REVIEW OF LITERATURE 9

III. METHODOLOGY AND ANALYSIS OF DATA . . . 21

IV. SUMMARY, CONCLUSIONS, AND SUGGESTIONS . 56

APPENDIX 65

BIBLIOGRAPHY 74

LIST OF TABLES

1.	Demographics of Women in Broadcasting in South Dakota	24
2.	Major Fields of Study of Women in Broadcasting in South Dakota	25
3.	Areas Worked in of Women in Broadcasting in South Dakota	27
4.	South Dakota Broadcast Women's Perceptions of the Importance of Various Job Aspects and How Well Each is Provided in Her Present Job	28
5.	How Women in Broadcasting in South Dakota First Heard About the Opening for Their Present Job	30
6.	Why Women in Broadcasting in South Dakota Entered the Profession	31
7.	Why Women in Broadcasting in South Dakota Would Leave Their Present Job	32
8.	Areas Where Change Would Significantly Improve the On-The-Job Performance of Women in Broadcasting in South Dakota	34
9.	Eventual Job Objectives of Women in Broadcasting in South Dakota	35
10.	South Dakota Broadcast Women's Perceptions of Job Opportunities Compared to Men	36
11.	South Dakota Broadcast Women's Perceptions of Discrimination and the Ways in Which They Have Been Discriminated Against	38
12.	South Dakota Broadcast Women's Perceptions of Favoritism and the Ways in Which They Have Been Favored	39
13.	Characteristics of the Typical Broadcast Woman in South Dakota According to Job Area	44-45

LIST OF TABLES
(continued)

14. Characteristics of the Typical Broadcast
Woman in South Dakota According to Age 48-49
15. Characteristics of the Typical Broadcast
Woman in South Dakota According to Educational
Level 54

CHAPTER I

INTRODUCTION

For many years the broadcasting profession has been dominated by men. The majority of positions in the broadcasting field, particularly those in the areas of management, news, and engineering, have been held by men. Women in broadcasting were primarily found in the traffic or continuity departments. But are these observations true today? What types of broadcasting jobs do women handle? Are they trained for these jobs, and are they satisfied with them?

In 1960 the Association for Professional Broadcasting Education and the National Association of Broadcasters conducted an extensive study of persons employed in broadcasting in the United States.¹ The study revealed the following facts about women employed in broadcasting:

More than one-half of the women in both television and radio worked in the continuity department and an additional one-third worked in the traffic department. Continuity and traffic together made up about 85 percent of the sample.²

Eighty-four percent of the women compared with only

17 percent of the men earned salaries of less than \$96 per week. And salaries of less than \$77 a week were reported by 61 percent of the women and only 7 percent of the men in broadcasting.³

Despite earning salaries much lower than those of men, and despite being limited to a few broadcasting positions, more of the women in broadcasting expressed satisfaction than dissatisfaction with their present position "for the long haul."⁴

About one-fourth of the men in broadcasting entered the industry because they were trained for it, compared with only one-twentieth of the women. Chance was the most common reason among women for entering the industry, with about three times as many women as men just happening to enter the broadcasting industry.⁶

Along with being concerned with the type of positions they hold, women in broadcasting are concerned with salaries. As the Smith-Harwood study concluded:

The most startling differences found in comparing 1960 vocational characteristics of women in broadcasting with those of men were in their salaries.⁷

Referring to the Smith-Harwood study, Abigail Jones Nash wrote in 1974:

. . . it is quite possible that differences in salary between men and women in broadcasting⁸ may well be as great today as they were in 1960.

Nash studied another area of concern among women in broadcasting--discrimination.

It appears then that in terms of representation in the field, types of positions held and salaries earned, women in broadcast journalism experience discrimination in comparison with men. But aside from a very few specific studies, there is little hard data to describe the nature and extent of this discrimination.⁹

Nash added that discrimination against women in broadcasting was simply one example of a pattern of occupational discrimination against women in general--a pattern she said is well-documented by the literature of the women's movement.¹⁰

Through the advent of women's liberation, more women are seeking jobs in broadcasting. Thus, questions relating to women in broadcasting become even more relevant. This study is designed to help answer pertinent questions relating to this topic by surveying women employed in broadcasting in South Dakota.

Statement of the Problem and Purpose of the Study

The purpose of this study is to develop a profile of South Dakota's typical women broadcasters. The profile will report how long they have worked in broadcasting, what their age was when they started in the industry, how many stations they have worked for, if their previous job was in broadcasting, if they were living in

the present town before they took their current job, how they first heard about the opening for their position, and why they entered the broadcasting profession.

The study is also an attempt to find out the attitudes of women in broadcasting toward job performance, sex discrimination, job satisfaction, and eventual job objectives.

In addition, the profile includes basic demographic data such as age, marital status, number of children, educational status, major fields of study, salary, working hours, specific job duties and time spent in each duty. The profile is based on a questionnaire sent to the 154 women currently working in non-clerical jobs in broadcasting in South Dakota.

The results of this research are compared with other studies of women in broadcasting, particularly a national study conducted by Abigail Jones Nash in 1974 of women working in broadcast journalism. The Nash study assessed newswomen's job satisfaction.

Nash found that two-thirds of the newswomen said they had been discriminated against on the job because of their sex. Areas of pay, promotion, and story assignments were frequently mentioned examples. But despite perceived discrimination, more than eight out of ten newswomen responding to the survey expressed overall

satisfaction with their jobs.¹¹

The data on salaries indicated that newswomen were being paid less than the average news staffer. And from one-third to three-fourths of the respondents felt their opportunities in various areas of employment were not as good as those of men.¹²

Hypotheses

The results of the Smith-Harwood and Nash studies have helped to develop the following expected profile:

1. More than 50 percent of broadcast women in South Dakota are 30 years of age or less.
2. More than 50 percent have at least a college degree.
3. The weekly salary of those who work in management is significantly greater than the weekly salary of those who work in other areas of broadcasting.
4. The weekly salary of those who work in sales is significantly greater than the weekly salary of those who work in other areas of broadcasting.
5. More than 50 percent believe they have been discriminated against on the job because of their sex.
6. More than 50 percent believe they have been favored on the job because of their sex.
7. More than 75 percent work 40 hours or more a

week.

8. More than 50 percent work in the continuity and/or traffic department.

9. More than 50 percent entered the broadcasting industry by chance.

Limitations of the Study

The study is limited to providing a profile of those women employed at South Dakota radio and television stations in the areas of on-air announcing, sales, management, production, news, traffic, continuity, programming and promotion. Women at these stations employed as receptionists, secretaries, accountants, bookkeepers, or other strictly clerical jobs, and who do not work at all in the previously mentioned broadcasting jobs, are not included in this study.

The results of this research are limited to conclusions drawn from a questionnaire sent to the women in broadcasting in South Dakota. This is not an attempt to provide a profile of women in broadcasting throughout the nation, but rather it is an attempt to profile South Dakota's women broadcasters and then compare these findings with studies done elsewhere, particularly the Nash study of a nationwide sample of women in broadcast journalism.

Definition of Terms

Several terms used throughout the thesis should be defined. They will be defined as follows:

profile--As used in the title of the thesis, this term refers to demographic characteristics such as age, marital status, education, job classification, and salary, as well as job satisfaction and occupational goals.

women in broadcasting--This phrase refers to females employed at radio and television stations in the areas of on-air announcing, sales, management, production, news, traffic, continuity, programming and promotion. It does not refer to women employed in clerical facets of broadcasting such as secretaries, receptionists, bookkeepers and accountants.

full time--This refers to an employee who works 35 hours or more a week.

part time--This refers to an employee who works less than 35 hours per week.

typical woman--This phrase refers to the respondents having characteristics which occur with the greatest frequency among those surveyed.

FOOTNOTES

¹Don C. Smith and Kenneth Harwood, "Women In Broadcasting," Journal of Broadcasting 10 (Fall, 1966): 339.

²Ibid., p. 340.

³Ibid.

⁴Ibid., p. 341.

⁵Ibid., p. 342.

⁶Ibid., pp. 343-344.

⁷Ibid., p. 340.

⁸Abigail Jones Nash, "The Status of Women In Broadcast Journalism: A National Survey," (Master's Thesis, University of Wisconsin-Madison, 1974), p. 8.

⁹Ibid., p. 9.

¹⁰Ibid.

¹¹Ibid., pp. 50-72.

¹²Ibid.

CHAPTER II

REVIEW OF LITERATURE

Numerous studies of the broadcasting profession have been made throughout the years. These studies have examined demographics, salaries, job descriptions, discrimination, and job satisfaction, as these factors relate to broadcast employees.

Of the broadcast studies reviewed, the following contain information on the thesis topic.

In 1966, Smith and Harwood drew conclusions from data gathered in 1960 by the Association for Professional Broadcasting Education and the National Association of Broadcasters.¹ In this large study of broadcasters, questionnaires were sent to 6,000 people chosen at random from various job classifications in 2,500 radio and television stations. The conclusions of Smith-Harwood were drawn from the answers of 72 women in television and 84 in radio, a total of 150 women--about one-tenth of the 1,573 male employees with whom the women were compared.²

The study pointed out that about one-fourth of all full time employees in broadcasting were women. It was also noted that more than one-half of the women in both

television and radio worked in the continuity department and an additional one-third worked in the traffic department. Continuity and traffic (preparing logs) together made up about 85 percent of the sample.³

Besides being underrepresented in broadcasting, women in the industry also appeared to be underpaid.

The Smith-Harwood study concluded:

The most startling differences found in comparing 1960 vocational characteristics of women in broadcasting with those of men were in their salaries.

For example, at the high end of the salary scale, one out of ten women in television compared with eight out of ten men earning more than \$115 per week.⁴

Writing of salary differences between the sexes of broadcast journalists, Helen Epstein said in "Women on the Air":

While it is difficult to ascertain comparable salaries (due to variable schedules, in-studio vs. field reporting, and popularity of the individual newscasters), it is clear that many women receive far less money for their work than men.⁵

Although salaries for women in broadcasting are higher today than in 1960, Abigail Jones Nash said in 1974:

. . . it is quite possible that differences in salary between men and women in broadcasting may well be as great today as they were in 1960.⁶

A probable explanation for the salary differences

between men and women in broadcasting is found in the Smith-Harwood study--about one-fourth of the men in broadcasting entered the industry because they were trained for it, compared with only one-twentieth of the women.⁷

Other findings of the Smith-Harwood study are:

About one-fourth of the women in radio and one-sixth of the women in television were less than 25 years old, compared with much smaller proportions of men in this age group.⁸

Among employees who have been in broadcasting five years or more, television women are more heavily represented than are radio women.⁹

In addition, the study showed that men stayed longer with the same company than women did.¹⁰

Women employed in broadcast news work have been the topic of several studies. One of the earlier studies was initiated in 1962 by the Radio-Television News Directors Association and conducted by Gary N. Bender. This research project was designed to determine how many people were employed in broadcast news work and what job responsibilities they have in news. Responses were received from 2,052 radio and television stations in the United States--37 percent of the operating stations.¹¹

The results showed 1,546 men working in full time TV news compared to 35 women working in full time TV news. There were 518 men working in part time TV news compared with 18 women in part time TV news.¹²

The statistics for radio showed 2,298 men working in full time radio news compared with 153 women in full time radio news. There were 4,298 men working in part time radio news as compared to only 352 women working in part time radio news.¹³

In 1971 a study was conducted by Fang and Gerval. The authors mailed a single-page questionnaire to the news directors of 680 commercial television stations in the United States, as listed for 1970 by Television Digest.¹⁴

It was shown that three out of four major metropolitan television stations employ women as reporters. So do three out of five stations in cities between 500,000 and 1,000,000 population. News directors in very small cities are less likely to hire women. More than one news director explained that reporters were required to tote heavy camera gear, and they would not hire a woman for that reason.¹⁵

Overwhelmingly, however, news directors said they would hire a woman as reporter. No question drew such

uniform response as "Would you hire a woman as a reporter?" Nationally, 94.1 percent of the news directors replied "Yes," and in no category was the response less than 91 percent affirmative.¹⁶

In a 1971 study conducted by Vernon Stone, university students, professors at the same university, grade school children in a small town, and the children's parents were surveyed regarding their attitudes towards television newswomen.¹⁷

The study revealed that although most of the news directors said they thought their viewers would prefer a man as an evening newscaster, the most frequent response in all audience groups surveyed was that it made no difference to them whether the newscaster was a man or woman.¹⁸

The news directors overrated male "believability." More than a third of them thought their audiences would generally find news more believable if reported by a man. But not more than about a fifth of any audience group said they would be more likely to believe a report because it was reported by a man rather than a woman. The main reasons given by respondents who said they sometimes preferred a man to a woman for television reporting were preferences for the male voice and a desire to

retain what they were used to.¹⁹

Another question asked the TV news directors was whether they believed a woman "of comparable ability" could handle each of several key news jobs as well as a man at their stations. Practically all the news executives said they believed a woman could do as well as a man in news writing and editing (97 percent) and on-air field reporting (95 percent); 88 percent thought women could edit film or tape as well as men. But not quite two-thirds (64 percent) rated women as equal to men as newscasters.²⁰

The Stone study also showed that women were seen as better used in front of than behind TV news cameras. Fewer than half the news directors (47 percent) said they thought women could handle newsfilm equipment as well as men. The reason cited for doubting women as newsfilm photographers was the bulk of sound-on-film equipment--about 70 pounds for the "portable" rigs in use at perhaps the majority of stations surveyed.²¹

Stone and Dell conducted a study in 1972 of Radio Television News Director Association (RTNDA) newsrooms. The study found at least one full time newswoman working in 113 of the 225 newsrooms responding, with part time newswomen boosting the figure to nearly two-thirds of

the stations.²²

The study also concluded that one is twice as likely to find a full time newswoman in a TV or joint radio-TV newsroom as in a radio-only operation. Also, broadcast newswomen are more often employed in larger markets. Two-thirds of RTNDA stations in areas of one million or more employ newswomen, compared to less than half in smaller markets.²³

A 1972 study by the Radio Television News Directors Association (RTNDA) surveyed a random sample of radio and television stations in the United States. The study concerned news directors and operations.²⁴

It was found that there were very few women news directors, and they were in radio. Twelve (4 percent) of the 338 radio news directors in the survey were women, and two women were among the 112 respondents from TV-radio operations, whereas every one of the 286 TV-only news directors responding was a man.²⁵

In a 1974 study, Nash surveyed national samples of women employed on news staffs at radio and television stations as well as surveying their news directors. The study was designed to examine how working conditions for women in broadcast news compare to those for men, and to assess newswomen's job satisfaction.²⁶

Two-thirds of the newswomen said they had been discriminated against on the job because of their sex, with the areas of pay, promotion, and story assignments as frequently mentioned examples. But despite perceived discrimination, more than eight out of ten newswomen responding to the survey expressed overall satisfaction with their jobs.²⁷

The news directors were generally pleased with the newswomen's work; 89 percent rated the job performance of their women employees as "good" or "excellent." About one-fourth said women did not perform as well as men, but more than two-thirds said the job performance of the two sexes was the same.²⁸

Naegel did some similar research in 1973 when she studied women employed in radio stations to ascertain their demographic characteristics and how they felt about their jobs. The study also attempted to determine what obstacles women may encounter to succeed in a broadcasting career and how they perceived sex discrimination.²⁹

The study found that those in business and administrative positions earn the highest incomes while those in other positions may expect to earn considerably less. Also, the longer a woman has worked in the radio field, the greater her salary. And as income increases, so does

the degree of job satisfaction.³⁰

In 1975 the South Dakota chapter of the National Federation of Press Women surveyed women working in South Dakota in the area of communications. Ten women in radio responded and five women working in television responded.³¹ The answers to the questionnaire are categorized as follows:

Radio (10 returns):

A. Two women's news; two public service directors; one operations manager; one news director; one program director; one editor; one chairperson of the board; one broadcaster.

B. Two earned less than \$4,000; three, \$4,000-\$6,999; one, \$7,000-\$9,999; two, \$10,000-\$13,999; one over \$17,999; and one unanswered.

C. One master's degree; two college degrees; four, 1-3 years of college; three high school diplomas.

D. Four were in the 20-30 year old bracket; two, 31-40; four, 41 and over.

E. Most were enthusiastic about their jobs; management was positive to tolerant.

F. Six were related to other staff members.

Television (5 returns):

A. Three reporters; one assistant director of

programming; one ad writer.

B. One, \$10,000-\$13,999; three, \$7,000-\$9,999; one earned less than \$4,000.

C. One held a master's degree; three held college degrees; one held a high school diploma.

D. Three were in the 20-30 year old bracket; two, 41 and over.

E. Most were enthusiastic about their job; management was positive.

F. Two were related to other staff members.

FOOTNOTES

¹Association for Professional Broadcasting Education and the National Association of Broadcasters, People In Broadcasting (Washington, D.C.: National Association of Broadcasters, 1962).

²Smith and Harwood, p. 339.

³Ibid., p. 340.

⁴Ibid.

⁵Helen Epstein, "Women on the Air," Survey of Broadcast Journalism, 1970-1971 (New York: Grossett and Dunlap, 1971), p. 141.

⁶Nash, p. 8.

⁷Smith-Harwood, p. 343.

⁸Ibid., p. 345.

⁹Ibid., p. 346.

¹⁰Ibid., p. 347.

¹¹Gary N. Bender, "An Inventory of Broadcast News Personnel In Radio and Television Stations in the United States," Master's Thesis, University of Kansas at Wichita, 1962.

¹²Ibid.

¹³Ibid.

¹⁴Irving E. Fang and Frank W. Gerval, "A Survey of Salaries and Hiring Preferences in Television News," Journal of Broadcasting, 15 (Fall, 1971): 422, 430.

- ¹⁵Ibid., p. 430.
- ¹⁶Ibid.
- ¹⁷Vernon A. Stone, "Attitudes Toward Television Newswomen," Journal of Broadcasting (Winter, 1973/74): 50-51.
- ¹⁸Ibid., p. 52.
- ¹⁹Ibid., pp. 56-58.
- ²⁰Ibid., pp. 58-59.
- ²¹Ibid.
- ²²Vernon A. Stone and Barbara Dell, "More Women In News Broadcasting According To RTNDA Survey," RTNDA Communicator, August, 1972, p. 4.
- ²⁵Ibid., p. 6.
- ²⁶Nash
- ²⁷Ibid.
- ²⁸Ibid.
- ²⁹Lana Naegel, "Women In Radio," (Master's Thesis, University of Wisconsin, 1973).
- ³⁰Ibid.
- ³¹South Dakota Press Women, A study of women in communications, 1975.

CHAPTER III

METHODOLOGY AND ANALYSIS OF DATA

All South Dakota radio and television stations listed in the 1978 Directory of South Dakota Radio-TV Stations¹ were contacted by phone. The nature and purpose of the study was explained to them. Each was then asked to supply the names of the women employees working at the station. The names of the 154 women in broadcasting in South Dakota were obtained this way.

Questionnaires were mailed to each woman (see appendix). A cover letter explained the study. Two weeks after the first mailing, a second letter and questionnaire were sent to those not responding to the first letter.

One hundred and twenty six, or 82 percent, of the questionnaires were returned. Two of the questionnaires were set aside--one because the respondent had retired and the other because she was employed strictly in clerical work, thus did not meet the definition of a "woman in broadcasting."

The following are the results of the predicted profile:

1. More than 50 percent would be 30 years of age

or less. Fifty-nine percent of those surveyed were 30 years of age or less.

2. More than 50 percent have at least a college degree. Only 31 percent of those responding were college graduates.

3. The salary of those who work in management is greater than the salary of those who work in other areas of broadcasting. There was a significant difference (.05 level) between the salaries of those who work in management and those who work in other areas of broadcasting.

4. The salary of those who work in sales is greater than the salary of those who work in other areas of broadcasting. There was not a significant difference (.05 level).

5. More than 50 percent of those surveyed feel they have been discriminated against on the job because of their sex. Only 28 percent felt they have been discriminated against on the job because of their sex.

6. More than 50 percent of those surveyed feel they have been favored on the job because of their sex. Only 20 percent felt they have been favored on the job because of their sex.

7. More than 75 percent of those surveyed work 40 hours or more a week. Eighty-two percent work 40 hours

or more a week.

8. More than 50 percent work in the continuity and/or traffic department. Forty percent work in the continuity and/or traffic department.

9. More than 50 percent entered the broadcasting industry by chance. Only 21 percent entered the broadcasting industry by chance.

A profile of women in broadcasting in South Dakota can be drawn from this research. The study shows that the typical South Dakota woman broadcaster who was surveyed is 32 years old, married, and does not have children. This woman works on the average of 40 hours a week, and her weekly salary is in the range of \$131-\$180.

The typical woman surveyed has spent about three years in her present position and about four and a half years in broadcasting. She has worked for only one station and plans to continue in broadcasting for about 5 more years.

Less than one-fourth of those surveyed are college graduates. Thirty-eight percent have had some college. Of those listing a major field of study in college or a technical school, areas are numerous with liberal arts (20 percent) and radio-TV (14 percent) being areas receiving the highest response.

TABLE 1

Demographics of Women in Broadcasting in South Dakota

Demographics	No.	Pct. of Total
Age:		
20 and under	12	10
21-30	61	49
31-40	27	22
41-50	10	8
Over 50	14	11
	<u>124</u>	<u>100</u>
Marital Status:		
Single	38	31
Married	61	49
Divorced-Separated	22	18
Widowed	3	2
	<u>124</u>	<u>100</u>
Have Children?		
Yes	59	48
No	65	52
	<u>124</u>	<u>100</u>
Educational Status:		
High School Graduate or Less	30	24
Technical School Graduate	7	6
Some College	47	38
College Graduate	28	23
Postgraduate Work	8	7
Postgraduate Degree	3	2
	<u>123</u>	<u>100</u>

TABLE 2
 Major Fields of Study of
 Women in Broadcasting in South Dakota

Field of Study	No.	Pct. of Total
Liberal Arts	25	20
Radio-Television	18	14
Secretarial	14	11
Journalism	13	10
Business Administration	11	9
Fine Arts	10	8
Education	9	7
Other	9	7
Speech-Theater	9	7
Science	4	3
Political Science	2	2
Engineering	2	2
	126	100

NOTE: Multiple responses were given to this question.

This research showed that women in broadcasting in South Dakota are working in many facets of the industry. The working areas receiving the highest number of responses were news (16 percent), writing and producing ads (10 percent), selling ads (9 percent), and continuity (9 percent). The three working areas with the least response were art, set design, and set construction (1 percent), shooting news stories (1 percent), and programming (1 percent).

In rating how they perceive the importance of various aspects of their jobs, those surveyed believe that the use of their abilities is more important to them than their opportunity to advance or their salary. The use of abilities was rated very important by 88 percent of those surveyed, which is more than the number saying salary is very important (53 percent), or those saying opportunity to advance is very important (63 percent), or those believing their job's value to society is very important (51 percent). The respondents seemed skeptical about their opportunity to advance: 54 percent rated it fair to poor.

Over half of those responding to the survey (57 percent) heard about the opening for their present job from a source outside the media. This would include

TABLE 3

Areas Worked in of Women in Broadcasting in South Dakota

Area Worked In:	No.	Pct. of Total
Writing, Producing Ads	39	10
Continuity	38	9
Selling Ads	36	9
Traffic	28	7
On-Air Announcing	26	6
Community Calendar	23	6
Producing	19	5
News casting	18	5
Administration-Management	18	4
Promotion	18	4
Clerical	17	4
Film or Tape Editing	16	4
General Reporting	16	4
Feature Reporting	15	4
Other	13	3
Writing, Editing Newscasts	11	3
Directing	9	2
Programs Aimed at Homemakers and/or Women	9	2
Studio Cameraperson	8	2
Disc Jockey	8	2
Weathercasting	7	2
Art, Set Design, Set Construction	5	1
Shooting News Stories	5	1
Programming	4	1

NOTE: Multiple responses were given to this question.

TABLE 4

South Dakota Broadcast Women's Perceptions
of the Importance of Various Job Aspects
and How Well Each is Provided in Her Present Job

	<u>Pct. Very</u>	<u>Pct. Fairly</u>	<u>Pct. Not</u>	
Importance of Salary	53	42	5	
Importance of Use of Abilities	88	12	0	
Importance of Opportunity to Advance	63	27	10	
Importance of Job's Value to Society	51	45	4	
	<u>Pct. Excellent</u>	<u>Pct. Good</u>	<u>Pct. Fair</u>	<u>Pct. Poor</u>
How Well Salary is Provided	13	39	33	15
How Well Use of Abilities is Provided	27	49	21	3
How Well Opportunity to Advance is Provided	16	30	26	28
How Well Job's Value to Society is Provided	27	48	21	4

such means as their own initiative, through Job Service from an advertisement, or from a friend. Seventeen percent of those surveyed heard about the opening for their present position from a source within the media, this station (eg. supervisor or co-worker, advanced at the station, previous part time work, intern), and 16 percent were recruited by a media source (eg. offered the job, asked to apply, job created for me).

There were numerous reasons given why those responding entered the broadcasting profession. The two main reasons are personal desire (24 percent) and chance (21 percent). Only 14 percent entered the industry because of training, experience, and aptitude.

In response to the question, "If you leave your present job what do you think would be the most likely reason?", slightly over one-fourth (26 percent) would leave because of family, health, and personal reasons. Another one-fourth said they would leave because of job dissatisfaction, including low salary, unequal status, no chance to advance, frustration, and disinterest.

Those surveyed were asked to select areas where change would significantly improve their on-the-job performance. The responses to this question were quite evenly distributed among numerous areas with better overall leadership (19 percent) and improved cooperation

TABLE 5

How Women in Broadcasting in South Dakota
First Heard About the Opening for Their Present Job

	No.	Pct. of Total
Source Outside the Media (eg. own initiative, Job Service, just applied, advertisement, "friend")	67	57
Source Within Media, This Station (eg. supervisor or co-worker, advanced at the station, previous part time work, intern)	20	17
Recruited by Media Source (eg. offered the job, asked to apply, job created for me)	19	16
Educational Source (eg. professor, school counselor)	6	5
Other (eg. unspecified "word of mouth", only if source cannot be ascertained)	5	4
Source Within the Media, General Communications Industry (eg. "broadcast grapevine", personal contact at another station or paper)	1	1
	<hr/>	<hr/>
	118	100

TABLE 6

Why Women in Broadcasting in
South Dakota Entered the Profession

	No.	Pct. of Total
Personal Desire	57	24
Chance	51	21
Training, Experience, Aptitude	33	14
Creativity, Self-Expression	32	13
Advancement	17	7
Family, Friends, Teacher	16	6
New Industry-Growth Potential	14	6
Interesting, Challenging	7	3
Need for a Job and Money	7	3
Other	4	2
	<hr/> 238	<hr/> 100

NOTE: Multiple responses were given to this question.

TABLE 7

Why Women in Broadcasting in South Dakota
Would Leave Their Present Job

	No.	Pct. of Total
Family, Health, Personal	43	26
Job Dissatisfaction (low salary, unequal status, no chance to advance, frustration, disinterest)	40	25
Another Broadcast Job	24	15
Will Stay in Present Job Indefinitely	23	14
Another Media Job, Not in Broadcasting	13	8
Other	11	7
Don't Know	9	5
	<hr/>	<hr/>
	163	100

NOTE: Multiple responses were given to this question.

by co-workers (14 percent) receiving the highest number of responses.

The eventual job objective of about half of the women in broadcasting in South Dakota is either to advance in one's own field (27 percent) or to stay and grow with the company (22 percent). Only 6 percent want to have full or partial ownership in a station, and only 8 percent want to work for a network.

When comparing the job opportunities of men to women at their respective stations, over 50 percent of those surveyed felt that the job opportunities for women were the same as those for men in all areas listed except in entering management. Here, only 36 percent rated women's chances the same as men's, whereas 59 percent said the chances are worse for women than for men in entering management. Forty-three percent said women's chances are worse than men's in the area of promotion, and 32 percent said women's chances are worse than men's in being assigned to important work.

Sex discrimination and favoritism were other areas covered in this research. The study revealed that almost three-fourths (72 percent) of those responding said they had not been discriminated against on the job because they are women. Of the 28 percent saying they had been discriminated against on the job because of their

TABLE 8

Areas Where Change Would Significantly Improve the
On-The-Job Performance
Of Women in Broadcasting in South Dakota

	No.	Pct. of Total
Better Overall Leadership	45	19
Improved Cooperation by Co-Workers	33	14
Fairer Compensation Practices	30	13
None	28	12
Better On-The-Job Training	25	11
Clearer Direction as to What to Do	22	10
Improved Physical Equipment	20	9
Better Working Conditions	20	9
Other	7	3
	<hr/> 100	<hr/> 100

NOTE: Multiple responses were given to this question.

TABLE 9
 Eventual Job Objectives of Women
 in Broadcasting in South Dakota

	No.	Pct. of Total
To Advance in One's Own Field	40	27
To Stay and Grow With the Company	32	22
To Work in a Larger Size Market	25	17
To Reach a Management Level	17	12
To Work for a Network	12	8
To Have Full or Partial Ownership in a Station	9	6
Other	8	5
To Do Free Lance Work	4	3
	<hr/> 100	<hr/> 100

NOTE: Multiple responses were given to this question.

TABLE 10

South Dakota Broadcast Women's
Perceptions of Job Opportunities, Compared to Men

Job Opportunities in Comparison to Men

When it comes to:	<u>Pct. Better Chances</u>	<u>Pct. Same Chances</u>	<u>Pct. Worse Chances</u>
Hiring	18	73	9
Receiving a Pay Raise	2	77	21
Entering Management	5	36	59
Being Laid Off	6	88	6
Assignment to Important Work	6	62	32
Fair Evaluation of Work	7	75	18
Consideration of Suggestions	7	66	27
Promotion	4	53	43

sex, over half of those responding feel this discrimination was revealed in a lower salary (28 percent) or in sexist attitudes (29 percent).

Regarding favoritism, 80 percent of those surveyed said they had not been favored on the job because they are women. Of the 20 percent that said they were favored on the job because of their sex, the reasons for this favoritism were varied with 32 percent saying they were favored by having good working relationships with co-workers, sources, and clients.

Comparison With Nash Study

The newswomen of Nash's study were compared with the newswomen responding to this study. About 75 percent (149) of the Nash respondents were under 30 years of age.² About 57 percent (71) of the newswomen in this study were under 30.

About 75 percent of the respondents of Nash's study held college degrees, with 40 percent of those with college degrees listing journalism as their major.³

Thirty-one percent (39) of this study's respondents held college degrees, with 25 percent (31) of those with degrees listing journalism or radio-TV as their major.

The average weekly salary of Nash's newswomen was higher than that of those working in South Dakota. The

TABLE 11

South Dakota Women in Broadcasting's Perceptions
of Discrimination and the Ways in
Which They Have Been Discriminated Against

	<u>Pct. Yes</u>	<u>Pct. No</u>
Have you been discriminated against on the job because you are a woman?	28	72
For the 28 percent reporting discrimination, it has been in the form of:		
	<u>Pct.</u>	
Sexist Attitudes	28	
Lower Salary	28	
Being Denied Certain Jobs	19	
Hard to Advance, Must Work Harder Than Men to Get Credit	13	
Working Conditions (hours, etc.)	6	
Being Expected to Do Certain Jobs	3	
Other	3	
	<u>100</u>	

NOTE: Multiple responses were given to the second question.

TABLE 12

South Dakota Women in Broadcasting's Perceptions
of Favoritism and the Ways
in Which They Have Been Favored

	<u>Pct. Yes</u>	<u>Pct. No</u>
Have you been favored on the job because you are a woman?	20	80
For the 20 percent reporting favoritism, it has been in the form of:		
	<u>Pct.</u>	
Personal Relationships (with co-workers, sources, clients)	32	
Working Conditions (carrying equipment, hours)	24	
Favored to Provide Equal Opportunities (FCC pressure to support women, hired because I am a woman, station now trying to provide equal opportunities)	24	
Assignments (being given certain jobs)	16	
Other	4	
	<hr style="width: 50px; margin: 0 auto;"/>	
	100	

NOTE: Multiple responses were given to the second question.

average weekly salary of the Nash respondents was \$195⁴, while the average weekly salary of those in this study was in the \$131-\$180 bracket.

Despite the fact that the Nash respondents earn higher salaries than the respondents of this study, more of Nash's women report experiencing sex discrimination. About 67 percent of Nash's respondents said they experienced on-the-job sex discrimination⁵; 28 percent of the respondents of this study said they did.

At the same time the Nash women report sex discrimination, about half also report being favored on the job because of their sex.⁶ Twenty percent of the respondents of this study have felt favoritism on the job.

Well over half of the respondents in both studies believe that at their respective stations a woman's chances in various job opportunities (ie. getting hired, getting a raise, being promoted, etc.) are the same as a man's, except they say the chances are worse in getting into a management position.⁷

Generally, the results of the two studies are quite similar with the exception of higher education, salary, and on-the-job sex discrimination. The Nash respondents earned a higher salary but felt greater sex discrimination.

The Job Factor

From the findings of this study, comparisons can be made of the "typical" women working in specific job areas of broadcasting. The job areas have been divided into five categories: news, sales, administration-management, traffic and miscellaneous. The miscellaneous category includes those working as disc jockeys, producers, directors, camera operators, engineers, artists, and other areas not included in the previous classifications.

An examination shows that differences occur in salary among the different job areas. The study shows that the salary of the women working in the sales, traffic, and miscellaneous category is \$81-\$130 a week, while the women in news earn \$131-\$180 a week. The woman in administration-management is either in the \$181-\$230 or \$231-\$280 bracket. Thus, the highest wages of women in broadcasting in South Dakota are earned by those working in administration-management, followed by those in news.

This salary difference might be explained by the fact that those employed in news and administration-management have worked in their present position longer (from 2-5 years) than those in the other job areas (a year or less).

In addition, the typical woman in administration-

management (along with the woman in sales) is 30 years of age or older. This older age, coupled with a longer period of time on the job, may be another important reason why women in administration-management are in a high salary range compared with the others. In rating salaries, the typical woman in news said her salary is fair, while the women in other areas said their salary is good.

The women working over 40 hours a week are found in the news and miscellaneous categories. Those in traffic, sales, and administration-management work a regular 40 hour week. Thus, perhaps the news and miscellaneous job areas can be described as less structured and more time-consuming than the other job areas.

In looking at how these women perceive various aspects of their jobs, it is found that the typical woman in traffic and administration-management believes her salary, use of abilities, opportunity to advance, and her job's value to society are all very important to her.

Those in news and miscellaneous are less concerned with salary, believing it is only fairly important to them. The women in miscellaneous and sales feel their job's value to society is fairly important to them.

All typical women in this study believe their opportunity to advance and use of their abilities are very important to them.

The woman in administration-management feels her job makes excellent use of her abilities. The others are less satisfied. The women in traffic, sales and news feel their job makes good use of their abilities, while the typical woman in the miscellaneous category believes her job makes fair use of her abilities.

Likewise, the typical woman in the miscellaneous category feels her opportunity to advance is poor. A fair chance is how the woman in traffic describes her opportunity to advance, while those in the other categories describe their opportunity to advance as good.

All of these women feel their job's value to society is good.

Generally, all of the typical respondents believe that at their respective stations, a woman's chances are the same as a man's, except they believe her chances are worse in getting into a management position.

In addition, the woman in the miscellaneous category believes a woman's chances are worse than a man's in being promoted, while the newswoman believes a woman's chances are worse than a man's in being given important

TABLE 13

Characteristics of the Typical Broadcast Women
in South Dakota According to Job Area

	News	Sales	Admini- stration/ Manage- ment	Traffic	Misc.
Characteristic:					
Weekly Salary	\$131-\$180	\$81-\$130	\$181-\$280	\$81-\$130	\$81-\$130
Age	under 30	30 plus	30 plus	under 30	under 30
Hours Worked Per Week	over 40	40	40	40	over 40
Experienced Sex/ Discrimination	yes	no	no	no	no
Experienced Favoritism	no	no	no	no	no
Reason for Entering Broadcasting	chance	personal desire	chance	personal desire	personal
Eventual Job Objective	advance in own field	advance in own field	grow with company	grow with company	advance in own field
Perceived Importance of Salary	fairly important	very important	very important	very important	fairly important

TABLE 13
(continued)

	News	Sales	Admini- stration/ Manage- ment	Traffic	Misc.
Characteristic:					
Perceived Importance of Her Opportunity to Advance	very important	very important	very important	very important	very important
Perceived Importance of the Use of Her Abilities	very important	very important	very important	very important	very important
Perceived Importance of Her Job's Value to Society	very important	fairly important	very important	very important	fairly important
How She Describes Her Salary	fair	good	good	good	good
How She Describes Her Opportunity to Advance	good	good	good	fair	poor
How She Describes the Use of Her Abilities	good	good	excellent	good	fair
How She Describes Her Job's Value to Society	good	good	good	good	good

work assignments.

None of the typical women in this study feels favored on the job, and the only typical woman reporting discrimination on the job is in the news area.

All of the typical women in each job area heard about the opening for their present position from a source outside the media (ie. own initiative, Job Service, just applied, advertisement, friends).

The women in three of the job areas--traffic, administration-management, and news--entered the broadcasting industry by chance. It is interesting to note that those in news and administration-management who entered the industry by chance are also in the higher salary ranges. Chance has apparently paid off. Those in sales and the miscellaneous category entered the industry because of personal desire.

The eventual job objective of those in traffic and administration-management is to stay and grow with the company. The eventual job objective of the others is to advance in their own field.

The Age Factor

The respondents of this study were divided into two age groups: those under 30, and those 30 and over. The following comparisons between the two groups can be

made:

The typical woman in the younger age category is single while the woman in the older age category is married.

Both women have had some college.

The older woman works over 40 hours a week at a weekly salary between \$131-\$180, while the younger woman works a regular 40 hour week earning \$81-\$130.

The typical woman under 30 works in the miscellaneous category and has worked in her present position for a year or less. The older woman works in sales and has worked at her present job for about 2-5 years.

All job aspects--salary, opportunity to advance, use of abilities, and her job's value to society are all very important to the older woman. Although the younger woman also feels that use of her abilities and opportunity to advance are very important to her, the job aspects of salary and her job's value to society are only fairly important to her.

In rating how these job aspects are actually provided, the older woman feels her job aspects are good. The woman under 30 feels her salary, use of abilities, and her job's value to society are good. However, she feels her opportunity to advance is poor.

TABLE 14

Characteristics of the Typical Broadcast Women
in South Dakota According to Age

	Under 30 Years	30 Years and Over
Characteristic:		
Educational Level	some college	some college
Weekly Salary	\$81-\$131	\$131-\$180
Hours Worked Per Week	40	over 40
Reason for Entering Broadcasting	personal desire	chance
Area Worked In	miscellaneous	sales
Eventual Job Objective	advance in own field	grow with company
Perceived Importance of Salary	fairly important	very important
Perceived Importance of the Use of Her Abilities	very important	very important
Perceived Importance of Her Opportunity to Advance	very important	very important
Perceived Importance of Her Job's Value to Society	fairly important	very important
How She Describes Her Salary	good	good

TABLE 14
(continued)

	Under 30 Years	30 Years and Over
Characteristic:		
How She Describes Her Opportunity to Advance	poor	good
How She Describes the Use of Her Abilities	good	good
How She Describes Her Job's Value to Society	good	good

The women in both groups heard about the openings for their present jobs from a source outside the media, although the older women entered the industry by chance and the younger women entered because of personal desire.

Perhaps the fact that broadcasting is no longer just a male profession encourages more women to enter the industry because of personal desire as opposed to chance.

The eventual job objective of the older woman is to stay and grow with the company while the younger woman wants to advance in her own field.

Both women feel that at their respective stations a woman's chances are the same as a man's, except they believe that the chances are worse for getting into a management position.

The Education Factor

The respondents of this survey were divided into two educational categories: college graduates and those without a college degree. The following observations were made.

The typical woman in both educational categories is under 30 years of age, is married, and works 40 hours a week. Surprisingly, the weekly salary of the college graduate (\$81-\$130) is less than the weekly salary of

the woman surveyed without a college degree (\$131-\$180). This difference is even more startling considering the college graduate has worked for a longer period of time at her present job (2-5 years) than the respondent without a college degree (a year or less). In this study, at least, a higher educational level does not necessarily mean a higher salary.

In examining job aspects, the woman without a college degree believes her salary, opportunity to advance, use of her abilities and her job's value to society are all very important to her. The college graduate feels everything is very important to her except salary, which she feels is fairly important to her.

The typical woman without a college degree seems quite content in describing how these job aspects are actually provided her. She describes them all as good. The college graduate, however, is less satisfied. Although she describes her ability to advance and her job's value to society as good, she says her salary is fair and her opportunity to advance is poor.

The typical women in both educational categories believe that at their respective stations a woman's chances are the same as a man's, except they believe her chances are worse in getting into a management position.

Among the other observations made during the analysis of data were:

--The college graduate responding with a journalism or radio-TV major is employed in the area of news. The typical non-media major is employed in sales.

--The part timer is employed in the miscellaneous job area.

--The woman who entered the broadcasting industry by chance works over 40 hours a week while the other works a regular 40 hour week.

--The woman who entered by chance is employed in the traffic department while the woman in the non-chance group works in sales.

--The chance group earns \$81-\$130 a week while the woman in the non-chance group earns \$131-\$180. This salary difference may be explained by the fact that those who chose to enter broadcasting may be better trained, thus earning a higher salary.

--All job aspects (ie. salary, opportunity to advance, use of abilities, and job's value to society) are good for the chance group and likewise the non-chance group--except the non-chance woman feels her opportunity to advance is poor.

--The eventual job objective of the chance group is to stay and grow with the company while the non-chance woman wants to advance in her own field.

TABLE 15

Characteristics of the Typical Broadcast Woman
in South Dakota According to Educational Level

Characteristic:	Without College Degree	With College Degree
Weekly Salary	\$131-\$180	\$81-\$130
Period of Time at Present Job	a year or less	2-5 years
Hours Worked Per Week	40	40
Perceived Importance of Salary	very important to her	fairly important to her
Perceived Importance of Her Opportunity to Advance	very important to her	very important to her
Perceived Importance of the Use of Her Abilities	very important to her	very important to her
Perceived Importance of Her Job's Value to Society	very important to her	very important to her
How She Describes Her Salary	good	fair
How She Describes Her Opportunity to Advance	good	poor
How She Describes the Use of Her Abilities	good	good
How She Describes Her Job's Value to Society	good	good

FOOTNOTES

¹South Dakota Broadcasters Association, 1978 Directory of South Dakota Radio-TV Stations (Brookings, S.D.: South Dakota Broadcasters Association, 1977).

²Nash, p. 40.

³Ibid.

⁴Ibid., p. 47.

⁵Ibid., p. 50.

⁶Ibid., p. 63.

⁷Ibid., p. 56.

CHAPTER IV

SUMMARY, CONCLUSIONS, AND SUGGESTIONS

This study enabled a profile to be drawn of the typical woman in broadcasting in South Dakota. This woman is 32 years old, married, and does not have children. She works 40 hours a week for a salary of \$131-\$180. This woman has only worked for one station and plans to continue in broadcasting for about 5 more years.

The study showed that women are in a wide variety of broadcasting job areas including news, management, sales, engineering, traffic, and announcing. The job areas that pay a significantly higher salary than others are management and news.

The majority of the women in this study heard about the opening for their present job from a source outside the media, such as their own initiative.

Self initiative explains why personal desire was one of the main reasons given for entering broadcasting. Chance was the other main reason given, which may be exemplified by the fact that about three-fourths of those surveyed were living in the present town when they took their current job.

Less than one-fourth of these women are college graduates, but of those who are, their major field of

study was either liberal arts or radio-TV.

Most of these women want to be employed in a worthwhile manner. They feel that the use of their abilities is more important to them than their salary or opportunity to advance.

The area of discrimination does not appear to be a problem for a large number of those surveyed. Only about one-fourth said they felt discriminated against on the job because of their sex. Likewise, only 20 percent said they felt favored on the job because of their sex.

The main reasons given by these women for leaving their present job, if they choose to, were personal reasons (ie. family, health, etc.) or general job dissatisfaction. If they stay employed at the station, however, their eventual job objective is either to advance in their own field or to stay and grow with the company.

This study also compared South Dakota broadcast women's attitudes with those of broadcast women in national surveys. Of particular interest was a national study conducted by Abigail Jones Nash in 1974 of women working in broadcast journalism. These comparisons show the following:

Nash found that two-thirds of the newswomen said they had been discriminated against on the job because of their sex; areas of pay, promotion, and story assignments were frequently mentioned examples.¹ Only one-fourth of those surveyed in this study felt they had been discriminated against on the job because of their sex. The findings of Nash regarding sex discrimination are explained by the fact she surveyed only women working in broadcast news--an area strongly dominated in the past by men.

Naegel's study of women in radio shows that those presently content in their jobs perceive themselves as discriminated against more than those who are presently discontented in their jobs.²

At the same time that many newswomen in the Nash study report sex discrimination, a large number in the same study report having been favored in some way because of their sex. Almost half of the respondents said they had been favored on the job mostly in order to insure equal opportunities with men. Many said that they had been hired because their station "needed" a woman to appease the FCC. Others said they had been put into anchor spots specifically to get a "female face" on the air, or to provide "balance" to the news team.³

About 20 percent of the respondents of this study said they experienced on-the-job favoritism because of their sex. Since this study dealt with all areas of broadcasting, including jobs predominantly handled by women--such as traffic and continuity, fewer women here felt they were hired to insure equal opportunities with men, or hired because their station needed a "female face" on the air. The majority of those surveyed in this study were not "on-air" employees.

Regarding employment opportunities, Nash found that from one-third to three-fourths of the newswomen responding felt their opportunities in various areas of employment were not as good as those of men.⁴ This study revealed that the majority responding felt their job opportunities were the same as men except for the opportunity to enter management.

As a measure of general job attitudes, Nash asked newswomen to rate the importance of various job aspects, and then to evaluate how well each is provided in her present job. The respondents in the Nash study felt "use of my abilities" was an important job characteristic with practically all rating this aspect "very important". Having a job that was valuable to society and an opportunity to advance were rated "very important" by about

three-fourths of the respondents, but only about one-third rated salary as a very important job aspect.⁵

How well are these job qualities provided to news-women? Nash found that about one-fourth of the respondents reported that salary and an opportunity to advance were poorly provided in their present job, with about two out of five respondents claiming these two aspects were very well provided. Almost three-fourths said that the "use of abilities" was very well provided, and most said this was true of the social value aspect of the job.⁶

Comparing the results of the Nash study regarding this question with the results of this research found:

--A large majority of the respondents of this study also feel that "use of abilities" is very important.

--About one-fourth less respondents in this study feel their opportunity to advance and their job's value to society are very important.

--Over one-half of the respondents in this study feel salary is very important compared with one-third in the Nash study.

Rating how well these various job aspects are actually provided in her present job, showed the following:

--About one-fourth of the respondents in both

studies feel their opportunity to advance is poor.

--Almost three-fourths of the Nash respondents said that "use of abilities" and the "social value" aspect of the job were very well provided,⁷ whereas in this study only about one-fourth of the respondents rated these job aspects as excellent, with about a half rating them as good.

The typical respondent in the Nash study is under 30 years of age, single, with some college experience. She has been in the broadcast journalism field for less than 4 years.⁸

Forty-two percent of the Nash respondents heard about the opening for their present job from a source outside the media (ie. an advertisement, Job Service, their own initiative, or from a friend).⁹ The response to this question by those surveyed in this study was 57 percent.

Regarding salaries, Nash reported 43 percent of the newswomen surveyed were earning \$150 per week or less; 37 percent said they earned \$151 to \$250 per week; and 20 percent reported salaries of more than \$250 per week.¹⁰ The average salary of those responding in this study was in the \$131-\$180 range per week, with those working in news and management earning higher salaries.

As in this study, the Nash respondents gave a wide variety of reasons why they might leave the field of broadcasting. The most frequently reported reasons were job dissatisfaction, as well as family, health, and personal reasons.

This study concludes that the women in broadcasting in South Dakota are quite similar to the typical broadcast employees profiled in other studies. The differences between the Nash study and this one appear to be caused by the fact that the Nash respondents are only from the broadcast news area and not representative of other working areas included in this research.

Through examining the data gathered from this study, suggestions for further research can be made. First, since this research is a base line study of women broadcasters in South Dakota, similar studies could be conducted in successive years to point out trends in the number and type of women working in the profession.

Another area of further research could involve educational background. For example, this study showed an interesting revelation about salary and educational level--the woman without a college degree received a higher salary than the college graduate. A study could be designed to show how educational experience and

training determines what job area a woman broadcaster will work in, and thus what salary she will receive. From a study such as this, insight may be gained into what employers look for in employees besides educational background. Perhaps a study such as this would show a flaw in today's higher education system, or it may simply show that college graduates are interested in the mere satisfaction they get from working in certain job areas as opposed to working in areas that command a higher salary.

Another area of further research could deal with the discrimination question. This study showed that the typical woman in news experienced on-the-job sex discrimination while those in the other job areas did not. What factors inherent in the news area contribute to sex discrimination? And why is this discrimination not felt in other areas? In addition, what effect does this experienced discrimination or lack of it have on job satisfaction or eventual job objectives?

Research of this type could help build a stronger profile of women in broadcasting in South Dakota, which in turn could contribute to a better understanding of the overall broadcasting industry.

FOOTNOTES

¹Nash, pp. 50-54.

²Naegel, p. 54.

³Nash, p. 63.

⁴Ibid., p. 56.

⁵Ibid., p. 69.

⁶Ibid.

⁷Ibid.

⁸Nash, pp. 41-42.

⁹Nash, p. 44.

¹⁰Nash, p. 47.

¹¹Nash, p. 49.

APPENDIX

Donna Butler
KKLS, Box 460
Rapid City, S.D. 57709

Dear Ms. Butler:

Have you ever wondered how many women in South Dakota are doing the type of work you do? Or what their salaries are? Or if they've ever experienced sex discrimination?

As a woman working in broadcasting myself and as a graduate student in broadcasting at South Dakota State University, I have chosen to do a study of South Dakota women in broadcasting for my master's degree thesis.

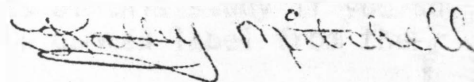
A comprehensive study of this type has never been done before. Preliminary research has told me there are currently 154 women working in non-clerical facets of broadcasting in South Dakota. You are one of these women.

The success of this research project depends on you. Enclosed is a self-addressed stamped envelope within which to return a questionnaire. I sincerely hope you will take time to return this questionnaire to me as soon as possible.

Once this study is complete, I will be very happy to send you a copy of the results.

Thank you for your cooperation.

Sincerely,



Kathy Mitchell

P.S. Please do not remove the gummed label from the back of the questionnaire.

KM/gg
Enc.

SOUTH DAKOTA STATE UNIVERSITY
BROOKINGS, SOUTH DAKOTA 57006

67

KESD-TV
CHANNEL 8

Kay Douglas
KXRB, 100 N. Phillips
Sioux Falls, S.D. 57102

Dear Ms. Douglas:

Two weeks ago I sent you a questionnaire concerning your role as a woman in broadcasting in South Dakota. This survey is part of a state-wide research effort to provide a profile of women employed in similar work as you.

There are 154 women in broadcasting in the state. Over half of these women have already returned the questionnaire.

The success of this study depends on cooperation from all. I sincerely hope you will take time to fill out the enclosed questionnaire and return it to me as soon as possible.

Your help in this research project will be greatly appreciated. Thank you.

Sincerely,



Kathy Mitchell

P.S. I will be happy to send you the results of this study if you so desire. Also, please do not remove the gummed label from the back of the questionnaire.

SOUTH DAKOTA STATE UNIVERSITY
BROOKINGS, SOUTH DAKOTA 57006

68

KFSD-TV
CHANNEL 8

August 10, 1978

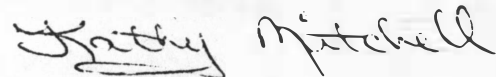
Dear Respondent:

Thank you for returning my questionnaire concerning women in broadcasting in South Dakota. The response was excellent with 82 percent of those surveyed---126 women---returning the questionnaires.

Enclosed you will find a summary of the results of the study. The completed thesis will contain a more detailed look at the results and implications of the study. The thesis will soon be available at the Journalism Department at South Dakota State University in Brookings.

Once again, thank you for your cooperation.

Sincerely,



Kathy Mitchell

QUESTIONNAIRE

69

NOTE: All responses will be kept confidential.

1. What is your age? under 30 = 91
30 plus = 53
2. What is your marital status? _____
single 38 divorced-separated 22
married 61 widowed 3
3. Do you have children?
Yes 59 No 65
If yes, how many? _____
4. What is your educational status?
high school graduate or less 30 college graduate 28
technical school graduate 7 postgraduate work 8
some college 47 graduate degree 3
5. If you attended college or a technical school, what was your major field of study?
radio-TV 18 liberal arts 25
speech-theater 9 fine arts 10
journalism 13 science 4
political science 2 secretarial 14
business administration 11 Other (specify) 9
engineering 2
6. On the average, how many hours a week do you work? 40 hrs. + under = 9
over 40 = 45

7. Which areas do you currently work in? NOTE: If your job is a combination of those listed below, check those applicable.

producing <u>19</u>	writing, editing newscasts <u>11</u>
directing <u>9</u>	continuity <u>38</u>
weathercasting <u>7</u>	film or tape editing <u>16</u>
general reporting <u>16</u>	administration-management <u>18</u>
feature reporting <u>15</u>	on-air announcing <u>26</u>
promotion <u>18</u>	disc jockey <u>8</u>
community calendar <u>23</u>	selling ads <u>36</u>
programs aimed at homemakers or women <u>9</u>	writing, producing ads <u>39</u>
shooting news stories <u>5</u>	art, set design, set construction <u>5</u>
studio cameraperson <u>8</u>	Other (specify) <u>13</u>
newscasting <u>18</u>	

8. What percentage of your working time is spent in each job area? Please put estimated percentages next to the check marks in the previous question.

9. What is your weekly salary?

Less than \$80 <u>8</u>	\$231-280 <u>8</u>
\$81-130 <u>41</u>	\$281-330 <u>2</u>
\$131-180 <u>31</u>	\$331-380 <u>3</u>
\$181-230 <u>21</u>	Over \$380 <u>5</u>

10. How long have you worked in your present job? _____

11. For each, rate present:	<u>Importance to you?</u>			<u>How job actually provides?</u>			
	<u>Very</u>	<u>Fairly</u>	<u>Not</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Salary	<u>63</u>	<u>51</u>	<u>6</u>	<u>15</u>	<u>47</u>	<u>39</u>	<u>18</u>
Use of my abilities	<u>105</u>	<u>14</u>	<u>—</u>	<u>32</u>	<u>57</u>	<u>24</u>	<u>4</u>
Opportunity to advance	<u>76</u>	<u>32</u>	<u>12</u>	<u>19</u>	<u>35</u>	<u>31</u>	<u>33</u>
Job valuable to society	<u>60</u>	<u>53</u>	<u>5</u>	<u>30</u>	<u>54</u>	<u>24</u>	<u>5</u>

12. Was your previous job in broadcasting?

Yes 32 No 78 No previous job 14

13. How many years have you worked in broadcasting? _____

14. How many stations have you worked for? _____

15. What was your age when you started in broadcasting? _____

16. Were you living in the present town before you took your current job in broadcasting?

Yes 88 No 33

17. How did you first hear about the opening for your present job?

18. Why did you enter the broadcasting industry?

chance 51 years 32 21-30 years 8

personal desire 57 31-40 years 3

creativity, self-expression 32 40 years 2

advancement 17 continue in broadcasting, what is your eventual

family, friends, teacher 16 in a station 2

training, experience, aptitude 33

new industry-growth potential 14

other (specify) 4 own field 12

to work for a network 12

other (specify) 3

19. If you leave your present job, what do you think would be the most likely reason?

family, health, personal 43 other (specify) 11
 another broadcast job 24 will stay in present job indefinitely 23
 another media job, not in broadcasting 13 don't know 9
 job dissatisfaction (low salary, unequal status, no chance to advance, frustration, disinterest) 40

20. In what areas would change significantly improve your on-the-job performance?

fairer compensation practices 30
 improved cooperation by co-workers 33
 better overall leadership 45
 better on-the-job training 25
 improved physical equipment 20
 clearer direction as to what to do 22
 better working conditions 20
 other (specify) 7
 none 28

21. About how long do you think you'll work in broadcasting?

Less than 5 years 36 21-30 years 8
 5-10 years 32 31-40 years 3
 11-20 years 24 Over 40 years 2

22. If you plan to continue in broadcasting, what is your eventual job objective?

to have full or partial ownership in a station 9
 to stay and grow with the company 32
 to reach a management level 17
 to work in a larger size market 25
 to advance in one's own field 40
 to work for a network 12
 other (specify) 8

23: At your station, how would you estimate a woman's chances of these things, compared to a man's chances? Would you say the woman's chances are better, the same, or worse?

	<u>Better</u>	<u>Same</u>	<u>Worse</u>
a) of being hired	<u>22</u>	<u>87</u>	<u>11</u>
b) of being promoted	<u>5</u>	<u>65</u>	<u>52</u>
c) of getting a raise	<u>3</u>	<u>94</u>	<u>25</u>
d) of getting into a management position	<u>6</u>	<u>43</u>	<u>71</u>
e) of being laid off	<u>7</u>	<u>106</u>	<u>7</u>
f) of being given important work assignments	<u>7</u>	<u>75</u>	<u>39</u>
g) of her work being fairly evaluated by superiors	<u>8</u>	<u>92</u>	<u>22</u>
h) of her needs and suggestions being considered by management	<u>8</u>	<u>79</u>	<u>33</u>

24. In your work, have you been discriminated against in any way because you are a woman?

Yes 34 No 87

If yes, explain. _____

25. In your work, have you been favored in any way because you are a woman?

Yes 24 No 96

If yes, explain. _____

26. Would you like a copy of the results of this study?

Yes _____ No _____

THANK YOU!

BIBLIOGRAPHY

- Anderson, Theodore R., and Zelditch, Morris. A Basic in Statistics. New York: Holt, Rinehart and Winston, Inc., 1968.
- Association for Professional Broadcasting Education and the National Association of Broadcasters. People In Broadcasting. Washington, D.C.: National Association of Broadcasters, 1962.
- Bender, Gary N. "An Inventory of Broadcast News Personnel In Radio and Television Stations in the United States." Master's Thesis, University of Kansas at Wichita, 1962.
- "Broadcasting Management: A Report from the APBE-NAB Employment Study." Journal of Broadcasting 6 (Summer, 1962): 255-264.
- Cronkite, Walter. "On Choosing--and Paying--Anchor-people." Columbia Journalism Review, July/Aug. 1976, pp. 24-25.
- Dullea, Georgia. "The Women in TV: A Changing Image, A Growing Impact." New York Times, Sept. 28, 1974, p. 18.
- Epstein, Helen. "Women on the Air." Cited in Survey of Broadcast Journalism 1970-1971, pp. 140-188. New York: Grossett and Dunlap, 1971.
- Gelfman, Judith S. Women In Television News. New York: Columbia University Press, 1976.
- Hennessee, Judith. "The Press's Very Own Barbara Walters Show." Columbia Journalism Review, July/Aug. 1976, pp. 22-25.
- "It's Just As Much A Woman's World." Broadcasting, June 6, 1977, p. 49.
- Jennings, Ralph M. "Television Station Employment Practices: The Status of Minorities and Women." Office of Communication, United Church of Christ, November, 1972.

- Jennings, Ralph M.; Kerr, Marcella; and Parker, Truman. "Public Television Station Employment Practices the Composition of Boards of Directors: The Status of Minorities and Women." Office of Communication, United Church of Christ, January, 1973.
- Lull, James; Allison, Rodman; Rost, Robert; and Rymeski, James. Unpublished report on ascertainment and employment of women by broadcasters in Eugene-Springfield, Oregon, University of Oregon, 1973.
- Lytle, John. "The Broadcast Journalism Job Market for Iowa--Spring 1978." (Mimeographed.)
- Manasian, Helen. "Olivetti Girls Aren't Forever," Broadcasting, August 7, 1972, p. 39.
- Mannes, Marya. "Should Women Only Be Seen and Not Heard?" TV Guide, Nov. 23, 1968, pp. 6-10.
- Marzolf, Marion. Up From the Footnote. New York: Hastings House, 1977.
- Naegel, Lana. "Women In Radio." Master's Thesis, University of Wisconsin, 1973.
- Nash, Abigail Jones. "The Status of Women In Broadcast Journalism: A National Survey." Master's Thesis, University of Wisconsin-Madison, 1974.
- Smith, Don C., and Harwood, Kenneth. "Women In Broadcasting." Journal of Broadcasting 10 (Fall, 1966): 339-355.
- South Dakota Broadcasters Association. 1978 Directory of South Dakota Radio-TV Stations. Brookings, S.D.: South Dakota Broadcasters Association, 1977.
- South Dakota Press Women. A study of women in communications. Brookings, S.D., 1975.
- Starlin, Glenn, ed. "Employee Attitudes Toward the Broadcasting Industry: A Report from the APBE-NAB Employment Study." Journal of Broadcasting 7 (Fall, 1963): 359-367.

- Starlin, Glenn, ed. "The Broadcasting Employee: A Report from the APBE-NAB Employment Study." Journal of Broadcasting 7 (Summer, 1963): 233-245.
- Stone, Vernon A. "Attitudes Toward Television News-women." Journal of Broadcasting 18 (Winter, 1973/74): 49-62.
- Stone, Vernon A. "Radio-Television News Directors and Operations: An RTNDA Survey." RTNDA Communicator, June, 1973, pp. 5-12.
- Stone, Vernon A., and Dell, Barbara. "More Women In News Broadcasting According to RTNDA Survey." RTNDA Communicator, August, 1972, p. 4.
- "The New Breed." Newsweek, Aug. 30, 1971, pp. 62-63.
- "The \$5 Million Woman." Newsweek, May 3, 1976, pp. 78-80.
- Turabian, Kate L. A Manual for Writers of Term Papers, Theses, and Dissertations. 4th ed. Chicago: University of Chicago Press, 1973.
- U.S. Department of Labor. Occupational Outlook Handbook 1976-1977. Washington, D.C.: U.S. Government Printing Office, 1977.