

## On newspapers in Austria

Currently, there are two women working as editors-in-chief among the seven major daily newspapers in Austria, a higher number if compared to other European states.

One of these two women is Ms. **Antonia Gössinger**, co-editor-in-chief of *Kleine Zeitung* since 2015, succeeding another woman in the same role, Ms. **Eva Weissenberger**.

The other woman in charge is Ms. **Martina Salomon**, editor of the daily liberal newspaper *Kurier* since 2018 and the only woman to run one of the Austrian leading newspaper on her own.

Although both *Kleine Zeitung* and *Kurier* are two of the most widely read newspapers in Austria, the other major newspapers remain managed by men. For example, *Kronen Zeitung*, Austria's leading newspaper and probably the most influencing one, has always been led by male editors-in-chief.

It is interesting to mention the case of the newspaper *Österreich*, which has an equally composed editor-in-chief board with the incorporation in 2016 of Ms. **Dora Varro** and Ms. **Daniela Bardel**. However, for the purposes of this report only Mr. **Werner Schima** has been indicated as the relevant daily editor-in-chief, as he seems to be the predominant figure in running the newspaper.<sup>1</sup>

To conclude, the figure of Ms. **Eva Dichand**, managing director and publisher of the free newspaper *Heute*, stand outs although the current editor-in-chief of the daily is Mr. **Christian Nusser**.<sup>2</sup>

The genders of the chief editors among the main Austrian daily newspapers<sup>3</sup> are shown in Table 1 below<sup>4</sup>:

TABLE 1

Newspaper	Reach in % (July 2019 to June 2020) (VMA)	Political alignment	Publishing group	Gender editor-in- chief (name)
<b>Kronen Zeitung</b>	25,9	Populism, conservatism	Funke Mediengruppe, (participated by Signa Holding)	<b>Male</b> ( <i>Klaus Herrmann</i> )
<b>Kleine Zeitung</b>	10,2 <sup>5</sup>	Center-right	Styria Media Group	<b>Male and female</b> ( <i>Hubert Patterer<sup>6</sup> and Antonia Gössinger<sup>7</sup></i> ) <sup>8</sup>
<b>Kurier</b>	6,9	Centrism, liberalism	Raiffeisen Zentralbank and Funke Mediengruppe,	<b>Female</b> ( <i>Martina Salomon</i> )

<sup>1</sup> We also rely on the data published by *Der Standard* on the number of women editors-in-chief in Austria, which does not indicate any women holding that position in *Österreich*: <https://www.derstandard.at/story/2000115428122/in-oesterreichs-redaktionen-gibt-es-kaum-chefinnen> [Date Consulted: 9 December 2020].

<sup>2</sup> *Heute* does not appear in Table 1 as it is a free newspaper, see note 4.

<sup>3</sup> The data comes from the biannual media survey published by Verein ARGE Media-Analysen (VMA) based on readers per issue relating to the period between July 2019 and June 2020. Further information on the survey can be found on VMA website: <http://www.media-analyse.at> [Date Consulted: 9 December 2020].

<sup>4</sup> Free daily newspapers have been excluded.

<sup>5</sup> The percentage represents the sum of the reach of all regional editions of the newspaper.

<sup>6</sup> Ms. Patterer is *Kleine Zeitung*'s editor-in-chief in Styria.

<sup>7</sup> Ms. Gössinger is *Kleine Zeitung*'s editor-in-chief in Carinthia.

<sup>8</sup> Please note that Ms. Gössinger will be replaced by Mr. Wolfgang Fercher next year (2021), as announced by the press.

(participated by Signa Holding)				
<b>Der Standard</b>	6,8	Social liberalism	Bronner Family Private Foundation	<b>Male</b> ( <i>Martin Kotynek</i> )
<b>Österreich</b>	4,9	Conservatism	Mediengruppe Österreich GmbH	<b>Male</b> ( <i>Werner Schima</i> )
<b>OÖ Nachrichten (OÖN)</b>	4,7	Social liberalism	Wimmer Medien	<b>Male</b> ( <i>Gerald Mandlbauer</i> )
<b>Die Presse</b>	4,1	Liberalism	Styria Media Group	<b>Male</b> ( <i>Rainer Nowak</i> )

In the light of the data contained in Table 1 above, some facts can be inferred:

- (1) Only two of Austria's top seven daily newspapers are run by women: *Kleine Zeitung* and *Kurier*, although they are among the country's leading newspapers.
- (2) Both newspapers have diverse political orientation —which in this case ranges from the liberal-centrist ideology of *Kurier* to the centre-right of *Kleine Zeitung*— and publishing group.
- (3) On the other hand, the publishing groups of the newspapers indicated in paragraph 2 above have not chosen any women as editors-in-chief to lead the rest of their titles. In particular: (a) *Die Presse*, edited by *Kleine Zeitung*'s publishing group, is run by Mr. **Nowak** as editor-in-chief, and (b) Funke Mediengruppe, one of *Kurier*'s owners, is also the publishing group of *Kronen Zeitung*, which is headed by Mr. **Herrmann**.
- (4) As is the case with other European dailies, it is not unusual for some newspapers to choose women as co-editor-in-chief, sharing the position with a man (the case of Ms. **Gössinger** and Mr. **Patterer** at *Kleine Zeitung*). This kind of initiative is welcome insofar as it is a way of overcoming the past situation at the top of the newspapers, almost completely dominated by men, but it runs the risk of being purely cosmetic<sup>9</sup>. The formal position is as important as effective management and editing powers.

According to the VMA study, the reach of the daily press among the Austrian population is 59.6%, distributed almost equally between women and men (58.3% for the former, 60.9% for the latter). It is difficult to represent 20th century Austria far from the romantic ideal of Vienna's multicultural cafés and newspapers. The challenge for the 21st century is to be not only romantic but also inclusive.

<sup>9</sup> Of course, we are not suggesting that this is the case with the *Kleine Zeitung* or any other Austrian or European newspaper. On the contrary, Ms. **Gössinger**'s leadership during her career is well known, having won several awards, including the Kurt Vorhofer Prize for “her personal courage and an uplifting of political culture” through her “critical attitude towards rulers of all kinds” and the Concordia Prize for “unwaveringly accepted her journalistic responsibility against all attempts, some of which were massive, to intimidate her”, according to Wikipedia: [https://de.wikipedia.org/wiki/Antonia\\_G%C3%B6ssinger](https://de.wikipedia.org/wiki/Antonia_G%C3%B6ssinger) [Date Consulted: 9 December 2020].