

What to Know About Your Pay at Dow Jones

[IAPE 1096](#), using data and new research made possible by your dues, has confirmed that we still have significant pay gaps, especially between men and women, even when they are doing the same job and even when they have comparable experience.

The median pay for male, unionized, full-time employees is more than 15% higher than the median pay for female, unionized, full-time employees. During the 20-year period for which we have data, the gap has been as high as 40%. The median pay for male full-time reporters has also consistently been higher than the median pay for female full-time reporters even throughout those two decades.

Some racial pay discrepancies have widened over time, to the extent that the data allow for meaningful comparisons. For example, white reporters earned a median salary of around \$108,000 in the second quarter of 2018, nearly 17% more than reporters of color, compared to a 7% gap in the same period eight years earlier. But there were only seven reporters who identified as black in the second quarter of 2018, out of 260, and 16 who identified as Hispanic, which prevents us from drawing conclusions about racial pay differences with statistical certainty.

While the patterns are clear, the reasons are not. There are a number of factors that likely drive pay differences, including among people of different genders and races. All of the dynamics we identify in this report affect male and white employees too; for whatever reason, women and people of color fare disproportionately worse under them – but not exclusively.

We believe that when we recognize that pay differences are real, we may have a chance of understanding them. We also recognize that the pay dynamics we observe in the report exist at many companies and aren't necessarily unique to Dow Jones.

IAPE, your union at Dow Jones, is in a position to lift some of the secrecy around salary that may contribute to these patterns. We can do this not only by looking at the numbers, but talking to members. This guide tells you some of what we've learned about pay practices here and how you can use that information to negotiate for yourself. We also aim to continue to fill in the blanks in this field with a future pay study, which will be discussed later.

We presented an overview of these charts to Dow Jones ahead of their release. The company declined to answer specific questions we put to them, but said in a statement from Colleen Schwartz that: "We are fully committed to being a fair and equitable workplace and continue to make significant enhancements to compensation, hiring and advancement practices."

What are these figures?

Since 2016, we have [twice hired an external consultant](#) to look at the anonymized salary data of our members in the context of their job title, gender, location, race, age (as a proxy for their experience) – and we’ve conducted internal studies too.

The new round of information that union representatives dug into includes the most up-to-date snapshot of salaries heading into this current fiscal year. It reaffirms our earlier findings and gives us our clearest insights yet into past and present pay inequity at Dow Jones.

The company has done studies, too, and told us in response to our questions as part of this report that “employee pay is routinely analyzed and adjusted and Dow Jones recently began our fourth annual employee pay equity review in partnership with outside compensation experts.”

Here are the crucial differences: Dow Jones in its past studies seems to have mainly considered glaring salary outliers – “two standard deviations” from a predicted pay range based on an employee’s title, experience (age) and performance reviews. Very little about these studies has been made available to employees.

When we look at the big picture, we focus on the salaries of all of our members, using medians in this study, rather than narrowing our sample to look only at the most extreme disparities. And we are publishing our findings here.

What we learned:

Our analyses show that, however you slice it, Dow Jones pays its unionized employees in a way that results in women, as a group, getting less money than men. We also see that people of color are under-represented at the company in our single largest job title, that of reporter.

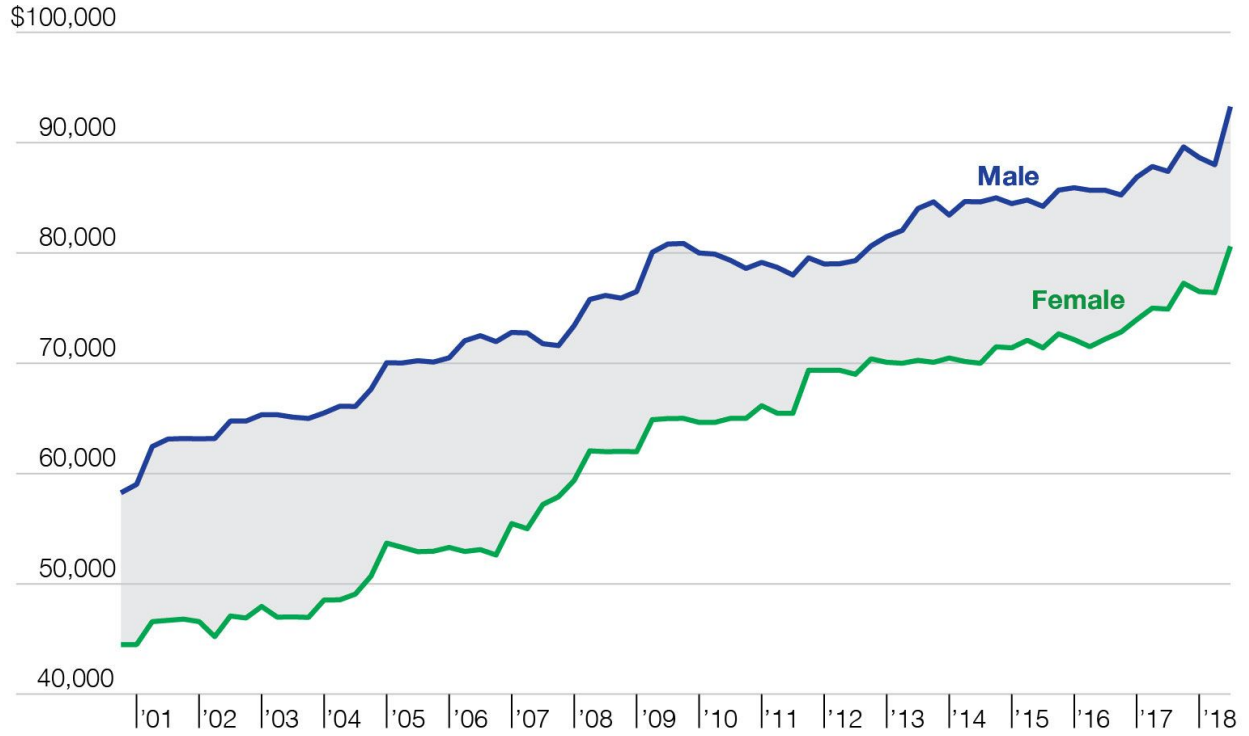
The following tables and charts come from information about members’ salaries provided to the union by the company, and analyzed by our external consultant, Strength in Numbers.

As a reminder, the union represents most non-management positions at Dow Jones throughout the United States and in Canada, and the company has an obligation to share pay data for all those positions with the union. The result is that we have access to one of the most complete datasets about pay – and how pay relates to race and gender – of any group of employees at any company.

All data below is about union-represented, full-time employees: 1,169 of them in 2018, and 6,779 over time. These figures are not adjusted for 2018 dollars.

1. Women who work for Dow Jones still earn demonstrably less than men.

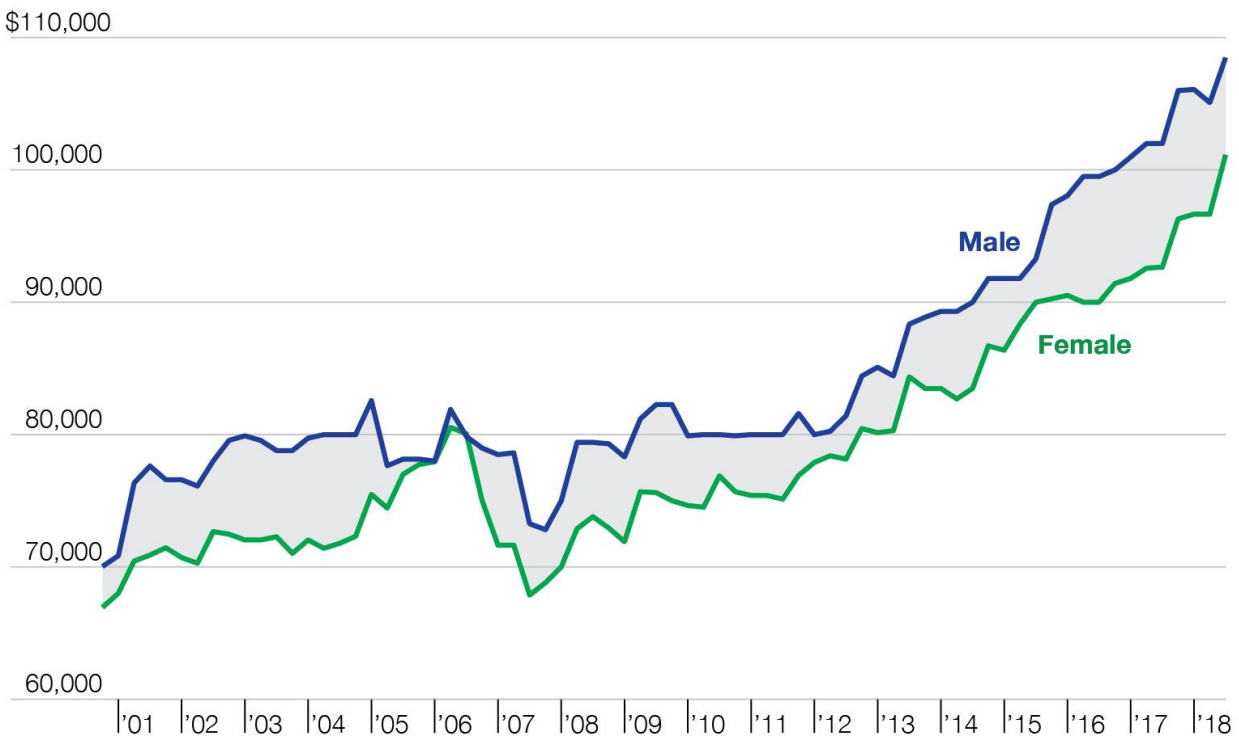
Median annual pay of all full-time employees, by gender



2. Women who work for Dow Jones still earn less than men **even when they're doing the same job.**

A close look at pay patterns for reporters can show how Dow Jones pays people who perform similar work. And we believe the example should put everyone on notice – whether you're in news, technology, production, advertising or administration.

Median annual pay of full-time reporters, by gender



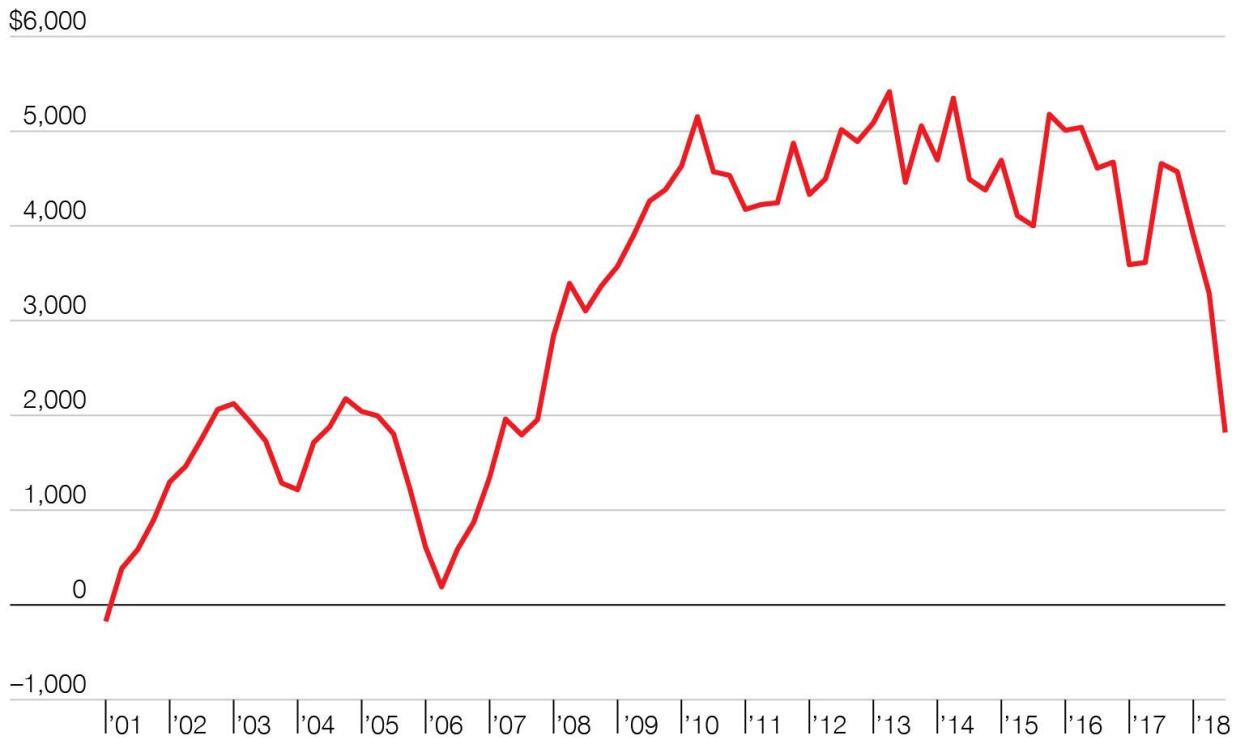
To be clear, we studied 260 reporters because we have the most data to consider the effects of gender and age/experience within a relatively large group of people sharing a common job title. The second largest job title, that of senior software engineer, has 50 people; the job title of client partner has 37 members; there are 30 publishing editors. After that, the numbers go down dramatically and we have some job titles that are unique, preventing us from drawing obvious comparisons.

3. Women who work for Dow Jones still earn less than men even when they’re doing the same job and they have comparable experience.

One way to capture this is to look at women’s pay over time compared with pay for men with the same job title and account for their age, as the best proxy we have for experience. (The company uses the same proxy.) When our consultant looked at reporters, it saw that it’s not “just” that women are paid less than men because they do different jobs, or have less experience. They are paid less than men doing the same job even when their experience is taken into account.

This is the **gender penalty**: what being female does to your pay at Dow Jones, all other things being equal. It’s calculated using an equation that includes salary, age, time, gender – and crucially, the interaction of gender and time.

Gender penalty over time for full-time reporters using time series regression, controlling for age



In other words, on average, in the second quarter of 2018 you could expect a woman to miss out on nearly \$2,000 in annual salary. While that’s down significantly from more than \$5,000 as recently as 2015-2016, IAPE believes there should be no penalty.

Let's put these figures in context:

To be sure, some reporters may make more money than others for good reasons. But the significant salary variations we have seen in internal analyses of even reporters on similar beats, performing at what peers would consider similar levels, suggest to us that salary may be more closely tied to an employee's previous workplace or their skill at obtaining competing job offers. Effectively, longevity and loyalty at Dow Jones may not translate into wage gains.

We don't yet have the full information to work out why women and people of color might fare particularly poorly under this system – or what kind of solutions there might be, for everyone affected by it. As our publication of this study suggests, we think that transparency may be one useful tool.

It's also not immediately clear why the gender penalty narrowed in the second quarter of 2018 for reporters, or whether this will set a new pattern. If it does, it's progress we should evaluate. But we know that even a narrowed penalty, coming after years of greater penalties, will continue to add to the significant hit that it seems women take from working here. And if recent gains reverse course, we're all worse off.

What else we learned:

Dow Jones has a set of pay scales that essentially set minimum pay for almost every job title the union represents. These scales were [last set in 2011](#), and they are so low that by now almost no one is paid at those rates – making them an obsolete guidepost for pay.

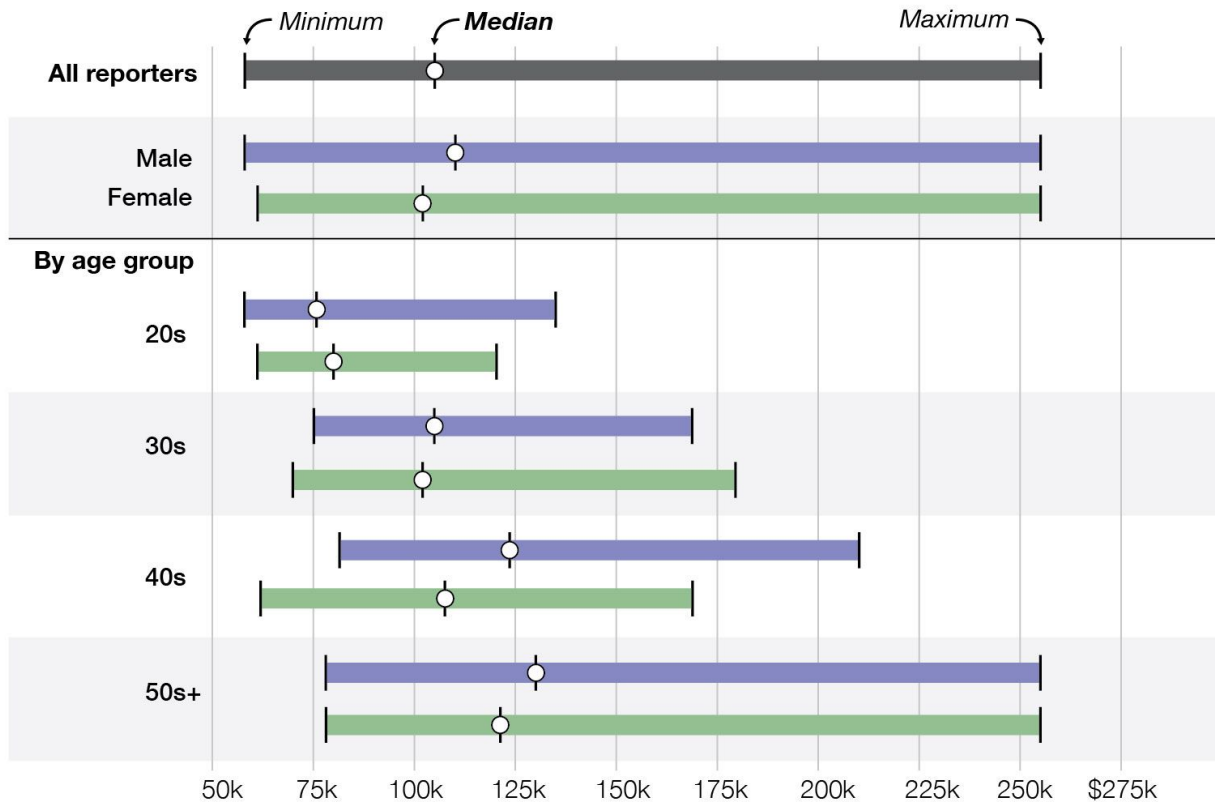
Most members have salaries that are higher than what they would have received if managers had stuck to scales – and again, given how low the scales are, we don't object to that. But it's important for every member to understand that this is how pay is being set – not according to the scales, but the outcome of whatever agreement each employee arrives at with managers.

To be clear: the majority of our members are paid beyond the scales system. And at the start of this fiscal year, **all but one of the 260 union-represented reporters working for Dow Jones had salaries that are outside of the scales system.**

This isn't necessarily the problem, on its own. But what we have learned in putting together this guide is that when people don't know how the system works, or anything about what people within it are paid, it makes it possible for inequities to flourish.

You can see what happens when everyone's salary and subsequent raises are individually determined in the ranges here:

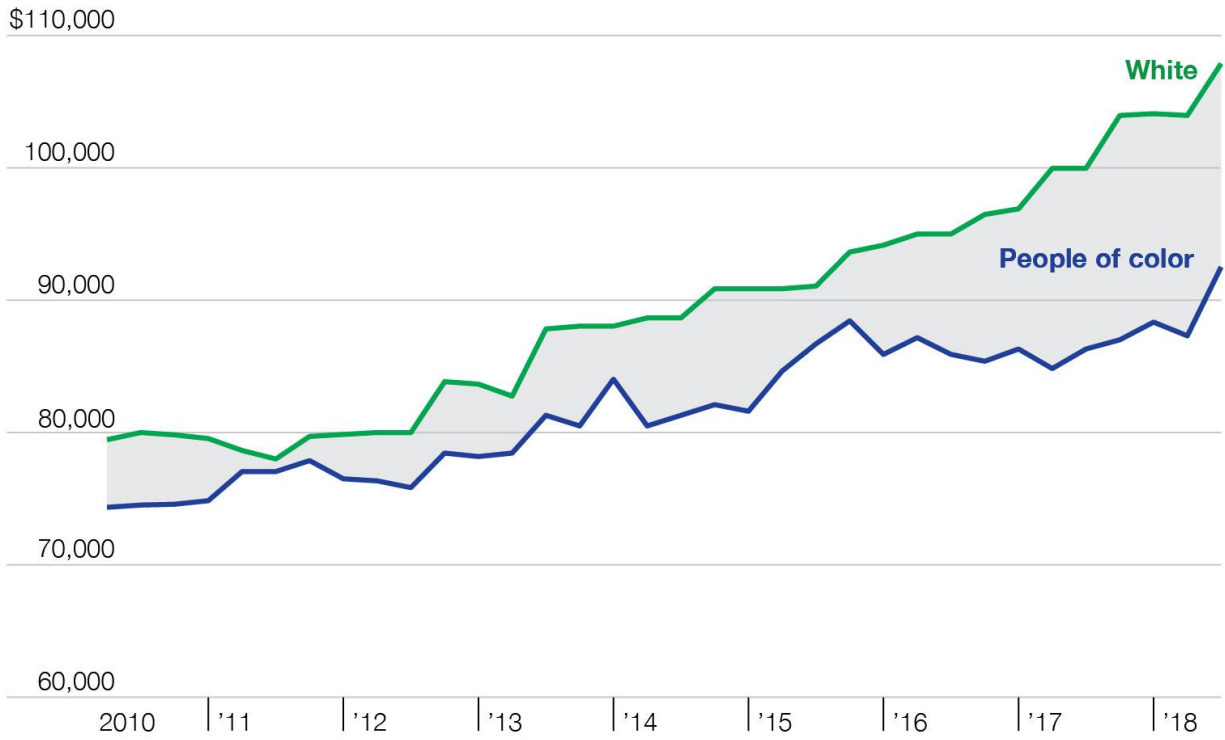
Annual salary ranges for reporters by gender and age, 2Q 2018



Let's talk about race:

4. The data also suggest that as a group, white reporters make substantially more than reporters of color.

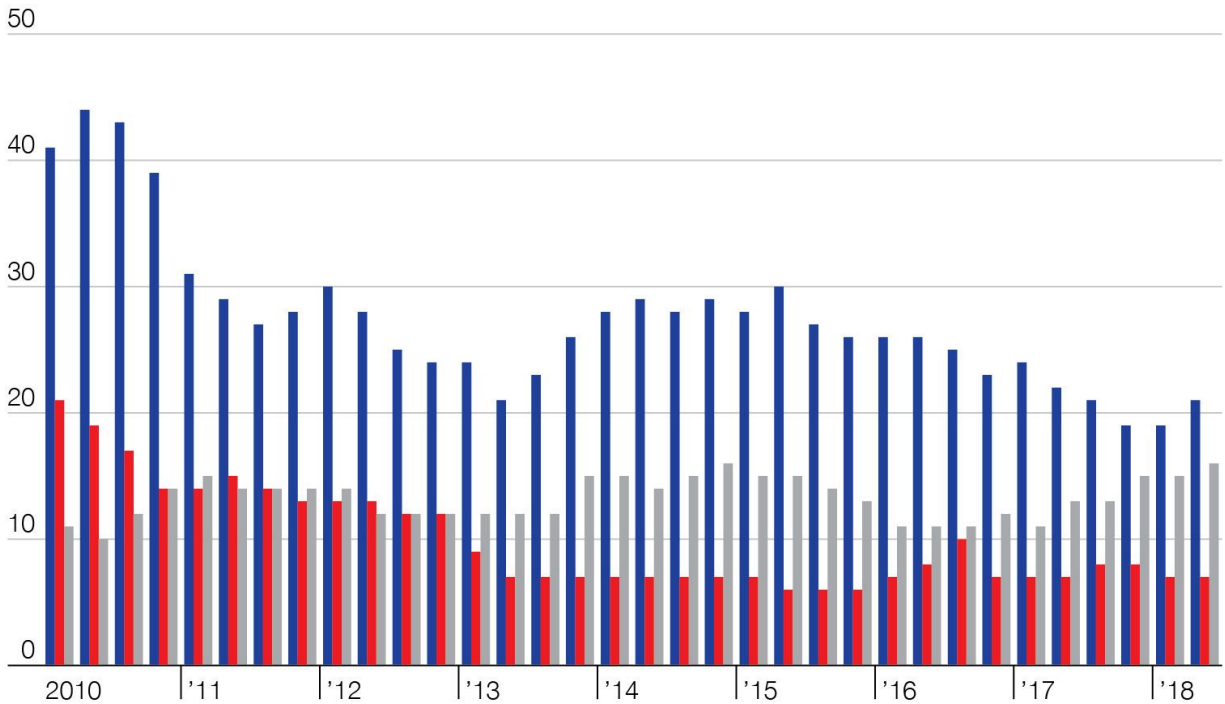
Median annual pay of full-time reporters by race (POC)



5. There are too few reporters of color working for the company to discuss disparities by race with statistical confidence – which is its own huge problem, something that we need to acknowledge and address.

Number of full-time reporters who are Asian, Black, Hispanic/Latinx

■ Asian/Pacific Islander ■ Black ■ Hispanic/Latinx



The bottom line from looking at these figures:

It’s entirely possible for one person to be paid substantially more than the person sitting next to him or her. And our pay system seems to hurt women the most, and people of color, too, in ways that we can’t fully quantify because the company doesn’t have enough diversity.

These patterns may sting, but shedding light on them is the first step towards addressing them.

What you can do to help yourself: Get a pay review

As a union member, you don't have to go it alone. We can arm you with information to make the case for the compensation you deserve. Employees are often left to negotiate their own pay without adequate facts or context. These charts are the context. A salary review can give you facts specific to your situation and any pay inequity that may exist for you.

So, request a salary review from the union, by emailing payreview@iape1096.org. Tell us a bit about yourself and what you're trying to find out, and your reviewer can help you.

It will be held in confidence – we won't tell your colleagues, your supervisor, or anyone else in management that you asked. Put another way, we won't share anything that could identify you with anyone except yourself.

We can tell you how your pay stacks up against other people's, including people who have similar responsibilities, have a comparable number of years of experience, or who work in your location, with gender breakdowns in many cases. We won't tell you what any other individual makes, but we can tell you how your salary compares to that of at least half a dozen similarly situated employees.

You know your situation best, so it's up to you to define "similarly situated." Maybe it's other employees with the same job title in your location, or the same manager, or other employees across the company of a similar age (as a proxy for years of experience, a proxy the company also uses) to you.

Hundreds of members have already asked for salary reviews. If you're one of them, but you haven't asked in a while, consider asking again.

What do I do with a pay review?

If you think you need to negotiate a new salary for yourself, you can present information about your individual situation to management. You can pair it with the charts above that show the broader patterns of pay here.

It's also a great idea to talk with trusted peers first about how to best handle the situation. You want to approach the right manager or supervisor at the right time to make the strongest case you can for yourself. This might include talking to your union directors or stewards about that conversation in advance – and definitely, please let us know how it goes afterwards.

Managers may react differently to the information. Some may never have known your salary and how it compares to other employees they manage. Some could become your allies in fighting for a better deal. If a manager suggests the group you're being compared to isn't an accurate comparison, ask who the manager thinks you should be compared to. Your reviewer can work

with you to create that analysis in a way that maintains confidentiality, and gives you a fair shot at learning what you need to know.

The company has the ability to adjust pay. More than 300 union-represented employees received some kind of salary adjustment for this fiscal year in excess of the 2% raise agreed in our contract.

'It confirmed what I suspected'

Persons of color, in particular, should consider requesting a salary review from the union.

"It confirmed what I suspected," says one Dow Jones reporter who identifies as a person of color and requested a pay review.

The review showed the employee was underpaid when compared to others with similar experience and credentials. The union "offered to help me approach my manager," said the employee, who did take the results to a direct supervisor.

The company offered the employee a pay raise within a few months, though it disagreed with some of the data and comparisons the union provided. The next year, Dow Jones offered the employee a second pay increase outside of the regularly-scheduled raise, suggesting the company may have done another pay review after the employee's initial request.

"It was uncomfortable to go to my boss, but you have to be uncomfortable to be treated fairly," the employee said.

What you can do to help others: Two starting ideas

- *Open up:* Tell coworkers what you make. It's totally ok – legal and increasingly socially acceptable – to talk about salary with your colleagues. There's a growing movement toward transparency, and the trend is accelerating with online salary databases and fair-pay legislation in some cities. Dow Jones employees who share their compensation figures with coworkers have the power to contribute to this movement.
- *Get in touch:* Your union will continue to review pay data across the company. If you have ideas for how we else we can explore the data that we have at our disposal, please reach out to fairpay@iape1096.org.

Two more ideas -- and what's next:

Help us find out more: The union has begun discussions with another external consultant about analyzing salaries for the dozens of different job titles we represent and incorporating studies of other factors that may influence what you're paid. That may help us better understand **why** women and people of color seem to fare particularly poorly under this system.

While we know about salaries in the context of other data the company has to provide us – such as job title, hire date, gender, race, location, manager and age – we don't have data on the full variety of factors that we know affect salary, like previous employers and special skills.

So to learn more, we will be reaching out to our members to answer questions like, "Where did you start your Dow Jones career?" or "Did you secure a raise by getting a competing job offer?"

With a better understanding of these and other factors that might shape salary, we can provide more context to the pay patterns we've identified through our prior studies.

Bargaining: Later this year, we will negotiate a new collective agreement that governs our salaries, benefits and working conditions at Dow Jones. Your volunteer-led bargaining committee can make fair pay and transparency around compensation part of the discussion at the negotiating table.

What's Next: Let us know how we can represent your concerns when we meet the company. Talk to your officers, location directors and stewards. You can find your [representatives and stewards](#) on our website. You can also always email us at union@iape1096.org.

Your union will continue to look at pay equity and how this study and other work can help members. We look forward to discussing this more with you and the company, to see the patterns we've identified in this report continue to change for the better.