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WHO
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NEWS?

Global Media Monitoring Project 2005

Analysis written by Margaret Gallagher

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GMMP
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Preface

The Global Media Monitoring Project (GMMP) is the most extensive global research of gender in news media ever undertaken. When the first GMMP was conducted in 1995, few of those involved could have imagined that it would develop in the way that it went on to do. Ten years later, with the third such project now complete, the enormous significance of this international initiative is clear.

The importance of media monitoring as a tool for change was officially recognised by the United Nations for the first time in Section J of the 1995 Beijing Platform for Action, where NGOs and professional media associations are urged to 'encourage the establishment of media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected'. However, the idea for a one-day study of the representation and portrayal of women in the media worldwide was first conceived prior to Beijing, at the international conference 'Women Empowering Communication' held in Bangkok in 1994, organised by WACC, in association with the International Women's Tribune Centre, New York and Isis-Manila.

When the idea was raised in Bangkok, Media Watch, a Canadian NGO and one of the pioneers in 'media watching' volunteered to co-ordinate the project with support from WACC and others. Erin Research Inc., Canada, developed the methodology and designed the monitoring tools. The first international monitoring day took place on 18 January 1995 and produced more than 50,000 data records based on the news on radio, TV and in newspapers from 71 countries. The results of the monitoring were published in the report *Global Media Monitoring: Women's Participation in the News*, which was launched at the Women's NGO Forum in Beijing in September 1995. As a follow-up, the WACC Women's Programme later published a series of regional analysis reports on Asia, Africa, the Caribbean and Central America, and the Pacific in order to produce more country-specific data for use by groups in their own countries.

Five years on, WACC's Women's Programme co-ordinated the second GMMP in order to assess whether and how the media's portrayal of women and men had changed in the half decade since the first study. On 1st February 2000 hundreds of volunteers in 70 countries once again monitored the day's news on radio, television and in print. The preliminary results were released in time for the UN Beijing + 5 events in June 2000. The final results including detailed country tables and qualitative analysis by region, based on more than 16,000 news stories, were published in *Who Makes the News?* at the end of that year.

The initial inspiration for GMMP was the concern of women activists to bring the issue of media accountability to the forefront of the debate on gender inequalities. Its subsequent implementation was guided by the concern of researchers to ensure comparable and accurate analysis of data collected in different settings by different

individuals - many of whom had no previous experience of research. The aim was to give a global overview that went beyond the findings of specific local or even national studies, and to provide a reliable picture of women and men's presence in the news right around the world. Each time, hundreds of volunteers in more than 70 countries took part in the international day of monitoring and each time, the day was marked by tremendous excitement and solidarity among participating groups linked only by a common task. In 2000, for example, the monitoring group from China e-mailed to say how pleased they were to be included *'this historic event"* and a volunteer in Kenya captured the mood of the day when she said, *"can't believe I am having so much fun here in Kenya, knowing that people are out there, doing the same thing."*

"I can't believe I am having so much fun here in Kenya, knowing that people are out there, doing the same thing. "

GMMP 2005

The third GMMP has been as challenging and exciting as those that went before it. Seventy-six countries took part in GMMP 2005 with hundreds of monitors coding almost 13,000 news stories on television, radio and in print. Participants came from a wide range of organizations and included gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists' associations, alternative media networks and church groups. GMMP 2005 saw much greater participation from Eastern Europe and the former Soviet states than ever before, alongside those countries from North America, Latin America, the Caribbean, Western Europe, Africa, Asia, the Middle East and the Pacific which have been involved in GMMP since its inception.

It was in response to calls from groups throughout the world working on gender and communication issues that WACC decided to co-ordinate the third GMMP. The process of planning and designing GMMP 2005 was carried out by WACC in consultation with a GMMP steering committee which first met in South Africa in May 2003. Following this meeting the GMMP methodology was extensively revised and then pilot tested by the steering committee in eight regions of the world. The final GMMP methodology used for the 2005 study is available at www.whomakesthenews.org.

As part of efforts to decentralise GMMP 2005 and to ensure that there is a sense of ownership of the project by the groups taking part, the media monitoring was organised by co-ordinators in each world region and in each country taking part. The GMMP regional and national co-ordinators played a vital role in ensuring the media monitoring ran smoothly and acted as a reference point for all monitoring groups in the country and region.

On the third international day of monitoring - 16 February 2005 - many of those taking part sent messages to the rest of the GMMP network to tell others about their monitoring day and sent greetings to all the other monitors around the world, making it once again a wonderful day of global solidarity. For some, 2005 was the first time that they had participated in GMMP. One national co-ordinator wrote to say how happy he was to be a member of *"this growing family of gender and media activists".*

Unfortunately, as this report shows, very little has changed in the way in which the world's news media represent women and men. As the French monitoring group reflected after completing the monitoring in 2000, *'the coding results reinforced the impression that the media allow very little space for women … this raises the question of what is news, what makes the news, and why."* By monitoring the news media in a systematic, co-ordinated way, groups participating in GMMP have regularly documented the nature and scale of women's exclusion from the world's news media. The data are solid. The evidence is irrefutable.

Whilst the GMMP data provide a periodic, persistent reminder that very little has changed, this is not for want of effort by gender and communication groups worldwide. The methodology and results of GMMP have been used in a myriad of ways around the world. GMMP has provided a research instrument that has been easily applied in subsequent monitoring at both the local and international level. GMMP has also been used extensively for media literacy work and many monitoring groups have reported that taking part in GMMP has been a process of awareness raising. As the monitoring group from Bosnia and Herzegovina in 2005 explained after completeing their monitoring, *"We believe we will never watch, listen or read the news with the same eyes".*

The promotion of media literacy and gender awareness through media monitoring has always been an important aim of the GMMP. However, its over-riding goal is to change media output. With that in mind, groups in many different countries have also used the GMMP results to launch dialogue with media practitioners and policy-makers. The data have proven invaluable in opening up creative discussion about the accepted routines and practices in media production, about how particular journalistic decisions result in specific patterns of gender imbalance, and about how

alternative choices and approaches could lead to a fairer, more balanced gender portrayal.

Many individual strategies have brought results. In Australia and Canada the data have been used in advocacy interventions aimed at fair gender portrayal; in Uruguay, meetings with editorial staffs have resulted in changes to both content and editorial policy. In Jamaica, the Assistant Executive Director of the Broadcasting Commission described GMMP as containing *"extremely useful information to the Commission's work, particularly in the formulation and implementation of content standards for gender portrayals in the Jamaican electronic mass media"*. The list could go on but the important point is that the GMMP has allowed these and other groups around the world to move beyond one-sided complaints *about* the media to constructive dialogue *with* the media.

A Tool for Change

As a tool for change, the strength of GMMP lies in the fact that it provides hard facts and figures, the staple food of journalists and programme makers. In discussions about what is wrong with, or missing from, the pictures of the world we get from media content, hard data - together with concrete examples - reach media professionals with an immediacy never achieved by theory or abstract argument. This is what media monitoring, and particularly GMMP, is about.

It is for this reason, that GMMP 2005 is putting such a strong focus on using the results of the research for advocacy and lobbying activities and to promote dialogue with the media. The experience of the past thirty years of gender and media campaigning has shown that criticism of media content creates a lack of trust and interest on the part of media professionals. Interaction and dialogue between gender specialists and media professionals is the only way forward. It is a dialogue which is not simply about trying to get certain issues or events covered in the media, but is also working to promote an entire perspective, a gender vision within the media.

Whilst only small gains in changing media representation of gender have resulted from GMMP so far, if these gains spring from an awareness that current representation of gender in the news is something to be questioned, rather than taken for granted, they have the potential to be transformative. Ultimately, what is actually required, is a wide-scale social and political transformation, in which women's rights - and particularly women's communication rights - are truly understood, respected and implemented both in society at large and by the media. While this will not happen overnight, GMMP brings us one step closer to such a transformation.

Most of all our thanks go to all the hundreds of women and men around the world who co-ordinated GMMP 2005 at the regional and national level and took part in the media monitoring. Your tireless effort and commitment made GMMP 2005 possible. We hope you will take this report and use it to challenge the media in your countries and regions to ensure that both women and men make the news!

Anna Turley, Co-ordinator, Women's Programme, WACC.

Executive Summary

Background

On 16 February 2005 newsroom staff around the globe went about their business as normal. But for the groups throughout the world who gathered to monitor their news media, this was no ordinary day. After months of preparation, the third Global Media Monitoring Project was underway. An extraordinary international collective effort that has taken place at five-yearly intervals since 1995, the GMMP systematically monitors the representation of women and men in news content. It provides a unique global analysis of who makes news, in what capacity, and with what level of authority.

Rationale

Why this focus on the news? Because it is the major source of information, facts, ideas and opinion for people throughout the world. In today's 24-hour news environment, it matters profoundly who and what is selected to appear in news coverage, and how individuals and events are portrayed. Equally, it matters who is left out and what is not covered. Ten years ago, the first GMMP showed that - wherever one looks in the world - news is made by men: only 17% of those in the news were women. Since 1995 the news media in many countries have been transformed. Dedicated news channels, on-line newspapers, transnational news services - these have brought news into the homes of more and more people around the globe. To what extent have these changes been paralleled by changes in the content of news - the people who appear, the issues that are covered, and the stories these tell about who and what is important?

China

Scale and Scope

This is the question that underlies the 2005 Global Media Monitoring Project. The undertaking is impressive in scale and scope. Groups in 76 countries submitted data that were analysed and compared. In total 12,893 news stories were monitored on television, radio and in newspapers. These news items included 25,671 news sources - persons who are interviewed or whom the news is about. The stories were reported and (in the case of television and radio) presented by 14,273 news personnel. Altogether 39,944 people - including news sources, presenters and reporters - were covered in the 2005 GMMP.

News: A Mirror On the World?

It is often said that news provides a mirror on the world. But GMMP 2005 shows that it does not. The world we see in the news is a world in which women are virtually invisible.

• **Women are dramatically under-represented in the news.** Only 21% of news subjects - the people who are interviewed, or whom the news is about - are female. Though there has been an increase since 1995, when 17% of those heard and seen in the news were women, the situation in 2005 remains abysmal. For every woman who appears in the news, there are five men.

• **Women's points of view are rarely heard in the topics that dominate the news agenda.** There is not a single major news topic in which women outnumber men as newsmakers. In stories on politics and government only 14% of news subjects are women; and in economic and business news only 20%. Yet these are the topics that dominate the news agenda in all countries. Even in stories that affect women profoundly, such as gender-based violence, it is the male voice (64% of news subjects) that prevails.

• **When women do make the news it is primarily as 'stars' (celebrities, royalty) or as 'ordinary' people.** Women make the news not as figures of authority, but as celebrities (42%), royalty (33%) or as 'ordinary people'. Female newsmakers outnumber males in only two occupational categories - homemaker (75%) and student (51%).

• **As newsmakers, women are under-represented in professional categories** such as law (18%), business (12%) and politics (12%). In reality, women's share of these occupations is higher. For instance, in Rwanda - which has the highest proportion of female politicians in the world (49%) - only 13% of politicians in the news are women.

• **As authorities and experts women barely feature in news stories.** Expert opinion in the news is overwhelmingly male. Men are 83% of experts, and 86% of spokespersons. By contrast, women appear in a personal capacity - as eye witnesses (30%), giving personal views (31%) or as

Sweden
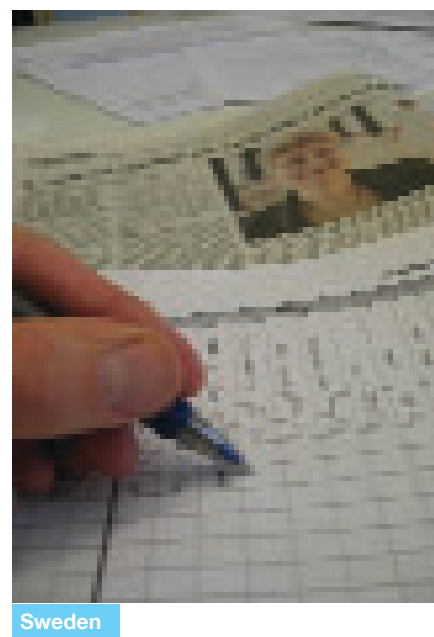
representatives of popular opinion (34%).

• **For women, age has a crucial bearing on whether they appear in the news.** Men go on making news well into their 50s and 60s: nearly half (49%) of all male news subjects are aged 50 or over. But older women are almost invisible: nearly three-quarters (72%) of female news subjects are under 50.

• **Women are more than twice as likely as men to be portrayed as victims:** 19% of female news subjects, compared with 8% of males are portrayed in this way. News disproportionately focuses on female victims in events that actually affect both sexes - accidents, crime, war. Topics that specifically involve women - sexual violence, domestic violence, cultural practice - are given little coverage.

• **Female news subjects are more than three times as likely as males to be identified in terms of their family status:** 17% of women are described as wife, daughter, mother etc.; only 5% of men are described as husband, son, father and so on. Even in authoritative functions such as spokesperson or expert, women do not escape this identification with family. So while men are perceived and valued as autonomous individuals, women's status is deemed to derive primarily from their relationship to others. It is from these relationships, rather than from her own autonomous being, that a woman draws her authority.

• **Women are much more likely**

(23%) than men (16%) to appear in photographs. In stories on crime, violence or disaster, pictures of women are frequently employed for dramatic effect. In newspapers and on television, the female body is often used to titillate.

Women - 52% of the world's population - are barely present in the faces seen, the voices heard, the opinions represented in the news. The 'mirror' of the world provided by the news is like a circus mirror. It distorts reality, inflating the importance of certain groups, while pushing others to the margins. When it comes to reflecting women, women's viewpoints and women's perspectives on the world, this mirror has a very large and enduring black spot.

Delivering the News

• **There has been a steady increase in the percentage of news items reported by women** - from 28% in 1995, to 31% in 2000, reaching 37% in 2005. Female reporters have gained more ground in radio and television than in newspapers. The press lags far behind the electronic media, with only 29% of stories written by female reporters in 2005.

• **On television, female media professionals disappear from the screen as they get older.** For women in the profession, a youthful appearance is more highly valued than experience. Up to the age of 34 women are in the majority as both news presenters and reporters. By the age of 50, only 17% of reporters and 7% of presenters

Spain

are female.

 • Female reporters predominate in only two topics - weather reports on television and radio (52%) and stories on poverty, housing and welfare (51%). Sports news is the least likely to be reported by women, with just 21% of female reporters.

• Overall, male journalists report at the so-called 'hard' or 'serious' end of the news spectrum such as politics and government (where women report only 32% of stories). Female journalists are more likely to work on the so-called 'soft' stories such as social and legal issues (40% reported by women). Although many 'soft' news stories are important, they are not always perceived as such in the hierarchy of new values. As a result, the work of female journalists is sometimes under-valued, and women reporters are frequently assigned to stories that are downright trivial - celebrity news (50% reported by women), or arts and entertainment (48%).

• There are more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).

Irrespective of who reports the news, however, the fundamental question is: why do so few women make the news at all - and what can be done to change that?

News Content

• Very little news - just 10% of all stories - focuses specifically on women. North America stands apart from the other regions: here women are central to the news in 20% of stories (23% in Canada, 19% in the USA). But even in this region only one story in five focuses on women - still a very small proportion of the total.

• Women are rarely central in stories that comprise the bulk of the news agenda - politics (8%), the economy (3%). Even in topics where the percentage of female news subjects is relatively high - education, child-care, consumer issues, HIV-AIDS - women seldom feature centrally. Apart from crime and violence, where women are central in 16% of items, women are central in stories that are at the periphery of the news.

• News stories are twice as likely to reinforce (6%) as to challenge (3%) gender stereotypes. Three topics contribute greatly to the reinforcement of gender stereotypes in the news: celebrity news (16% of which reinforces stereotypes), sports (12%) and arts and entertainment stories (11%).

• News on gender (in)equality is almost non-existent. Only 4% of stories highlight equality issues, and they are concentrated in areas such as human rights, family relations, or women's activism - topics which are barely visible in the overall output. Stories with a gender equality angle are almost completely absent from the

major news topics of politics (3%) and the economy (1%).

• Women journalists report proportionately more stories on gender equality than men do. Female journalists report 37% of all news stories. However, almost half (47%) of the stories that challenge stereotypes, and of the stories that highlight issues of gender (in)equality, are reported by women. But male reporters also have a responsibility to produce stories that challenge stereotypes and highlight (in)equality - and they do. In 2005 men reported 53% of such stories. This is something to be welcomed and encouraged, because both female and male journalists must be concerned if the news is to become more gender balanced in the future.

With so few women central to the news - particularly in stories that dominate the news agenda - news content reflects male priorities and perspectives. The absence of a gender angle in stories in the 'hard' news topics reflects a blinkered approach to the definition of news and newsworthiness.

A small ray of light comes from the fact that male journalists do write stories on gender (in)equality. It is important that this should not be perceived as a 'female-only zone' in journalism, because the development of a more gender sensitive approach to news selection and production requires the commitment of *all* editorial staff - both female and male.

Journalistic Practice

Gender portrayal in the news is the result of many aspects of journalistic practice. From the story angle and the choice of interview questions, to the use of language and the choice of images - all these have a bearing on the messages that emerge in the news.

• Blatant stereotyping is alive and well in news reporting around the world. Nor is it limited to the gratuitous display of female flesh - although there are plenty of examples of this. Sexist reporting extends to a very wide range of stories - including sport, crime, violence, and even politics.

• Many news reports use language and images that reinforce gender stereotypes in a subtle way. These stories usually embody unstated assumptions about the roles of women and men - assumptions that are hidden in the choice of language and images, and by the emphasis that is placed on certain aspects of male or female experience

• News reports frequently miss the opportunity to analyse issues in a way that differentiates between women and men. A story about divorce legislation that includes only male sources; a story about national unemployment that ignores its differential impact on women, men and families - these are missed opportunities to enrich and expand the news angle by including a wider range of sources and viewpoints. Many monitors said that their entire news output - or specific sections within it,

such as sports reporting - was one gigantic missed opportunity.

• Some stories do challenge stereotypes or highlight equality issues in unexpected ways. Such news items tend to overturn prevalent assumptions about women and about men - in relation to attributes, areas of expertise and competence, interests and concerns. Stories that focus directly on aspects of gender inequality - the 'glass ceiling' in employment, unequal access to resources, and so on - though rare, are a heartening glimpse of gender sensitive journalistic practice.

The Next Five Years

The 2005 Global Media Monitoring Project demonstrates a glaring democratic deficit in the news media globally. Women - half of the world's population - are virtually absent from the news. The GMMP shows how, when they are unquestioned, the routines and practices of journalism frequently result in news stories that reinforce gender stereotypes. Often these stories are simply the result of lazy journalism.

But the study also found instances of exemplary journalism - stories that are gender balanced, that give equal weight to female and male voices, or that highlight the often hidden gender dimensions of topics in the news. It is not, therefore, impossible to produce news stories that are gender sensitive. It just means thinking more creatively. This is what all

good journalism aspires to. In the final analysis, fair gender portrayal must be a professional criterion like any other - balance, diversity, clarity - in the search for high-quality journalism.

Over the next five years, before the next GMMP, concerted action is needed in the following areas:

• Advocacy and lobbying

• Media policies and accountability

• Organisational targets and in-house monitoring

• Sensitisation and training of journalists

• Media analysis skills

• Development of monitoring

Without strategies for change in these areas, most news will continue to be at best gender blind, at worst gender biased. However with the concerted pursuit of such strategies, there is a chance that five years hence both women and men will make the news.

Haiti

Key Findings 1995-2005

Who Makes the News? News Subjects	1995		2000		2005	
	% Women	% Men	% Women	% Men	% Women	% Men
All media	17	83	18	82	21	79
Television	21	79	22	78	22	78
Radio	15	85	13	87	17	83
Newspapers	16	84	17	83	21	79
Scope of Story:						
Local	22	78	23	77	27	73
National	14	86	17	83	19	81
International	17	83	15	85	18	82
Foreign	17	83	14	86	20	80
Main Story Topics:						
Celebrity, Arts & Sport	24	76	23	77	28	72
Social & Legal	19	81	21	79	28	72
Crime & Violence	21	79	18	82	22	78
Science & Health	27	73	21	79	22	78
Economy	10	90	18	82	20	80
Politics & Government	7	93	12	88	14	86
Occupation:	N/A[1]	N/A				
No stated occupation			44	56	42	58
Celebrity			45	55	42	58
Education, health			24	76	27	73
Activist, NGO			24	76	23	77
Government employee			12	88	17	83
Sports			9	91	16	84
Business/law			11	89	14	86
Politician			10	90	12	88
Function in Story:	N/A	N/A	N/A	N/A		
Popular Opinion					34	66
Personal Experience					31	69
Eye Witness					30	70
Subject					23	77
Expert					17	83
Spokesperson					14	86
% Portrayed as Victim	29	10	19	7	19	8
% Identified by Family Status	N/A	N/A	21	4	17	5
% In Newspaper Photographs	N/A	N/A	25	11	23	16

[1] Not applicable. Where data are not shown, this is either because the data were not collected in 1995 and/or 2000, or because they were collected in a way which is not comparable with 2005.

Who Makes the News? Reporters and Presenters	1995		2000		2005	
	% Women	% Men	% Women	% Men	% Women	% Men
Presenters: TV and Radio	51	49	49	51	53	47
Television	N/A	N/A	56	44	57	43
Radio	N/A	N/A	41	59	49	51
Reporters: All media	28	72	31	69	37	63
Television	N/A	N/A	36	64	42	58
Radio	N/A	N/A	28	72	45	55
Newspapers	N/A	N/A	26	74	29	71
Reporters - Scope of Story:						
Local	33	67	34	66	44	56
National	24	76	30	70	34	66
International	28	72	33	67	32	68
Foreign	28	72	29	71	36	64
Reporters - Main Story Topics:	N/A	N/A				
Celebrity, Arts & Sport			27	73	35	65
Social & Legal			39	61	40	60
Crime & Violence			29	71	33	67
Science & Health			46	54	38	62
Economy			35	65	43	57
Politics & Government			26	74	32	68
% of Female News Subjects by Gender of Reporter	N/A	N/A	24	18	25	20

Who Makes the News? News Content	1995	2000	2005
Stories with Women as a Central Focus	N/A	10	10
Celebrity, Arts & Sport		16	17
Social & Legal		19	17
Crime & Violence		10	16
Politics & Government		7	8
Science & Health		11	6
Economy		4	3
Stories that Challenge Gender Stereotypes	N/A	N/A	3
Stories that Reinforce Gender Stereotypes	N/A	N/A	6
Stories that Highlight Gender (In)Equality	N/A	N/A	4

A Day in the World's News

16 February 2005

The Kyoto Protocol on climate change came into effect. The funeral of former Lebanese Prime Minister Rafiq Hariri, assassinated two days earlier, took place in Beirut. American pop singer Michael Jackson was hospitalised during his trial on charges of child molestation. Italian journalist Giuliana Sgrena, kidnapped by Iraqi insurgents, appeared in a video appealing for help. These were the day's main international stories, carried by the news media of many countries around the world.

No single event dominated the news on this particular day. Media interest in the tsunami of December 2004 had generally declined, though the aftermath of the disaster continued to generate stories, particularly in the Asian media. The war in Iraq, despite its daily count of fatalities, was no longer headline news in the majority of countries outside the Middle East and the USA. It was thus a fairly normal news day, even at national level. Politics, economic affairs, crime, extreme weather, scandals of various kinds - these were the issues that dominated most national news agendas on 16 February 2005.

But this was no ordinary day for the groups who were gathering around the world to monitor their news media. They spanned the globe - from Fiji to Finland, from Uruguay to Uzbekistan. It was the occasion of the third Global Media Monitoring Project (GMMP) - an international collective effort that has taken place at five-yearly intervals since 1995. The GMMP systematically monitors the representation of women and men in the news, providing a unique and regular global picture of the gender dimensions of who makes news, in what capacity, and with what level of authority.

A decade of monitoring

Ten years ago, the first GMMP showed that - wherever one looks in the world - news is made by men: only 17% of those in the news were women. In the intervening decade, although the basic research approach is the same, the monitoring tools have been developed substantially. Some questions have been dropped, others added. Analytical categories have been adapted and expanded. An extensive qualitative element has been incorporated. The 2005 GMMP aims to provide a method - and a set of results - that reflects the diversity of countries ranging from Cambodia to the USA. And it attempts to move beyond a purely quantitative picture of gender in the news, to an analysis of what lies behind the numbers.

The overall goal of the GMMP is to change the ingrained patterns of gender representation we see in the news. If news content is to change, those responsible for it need more than numbers - though these are of course essential. Journalists, editors, media managers and owners also need to understand:

Invisible women

Botswana Television News[2]

A story about the failure of small businesses in the country to take advantage of an export scheme. The only interviewee is the president of the national Confederation of Commerce, Industry and Manpower (sic). His words imply that small-scale producers are male: 'he has', 'his life'. This goes unchallenged by the reporter. The interview is inter-cut with many shots of female textile workers engaged in various tasks. No reference is made to this, nor are any of the workers interviewed. The narrative of the story ignores the reality depicted by the visuals: that women are indeed present in small businesses. The impression is left that business is a male domain, to which women provide an inconsequential backdrop.

New Zealand TV3 News

One year after serious floods, four people who have been affected are interviewed. All four are men. They include two elderly brothers who live together, and a man who apparently lives alone. The fourth interviewee is seen with his wife and children. He is named. They are not named, nor do they speak. By giving voice exclusively to men, this story obliterates the fact that women were also victims, and are survivors, of the floods. By treating men as spokespersons, it suggests that their experience speaks for all.

These two examples illustrate how women's role in social and economic life - and indeed women's very existence - is effaced by the news media. All too frequently, the idea that women's experience deserves mention or attention simply does not occur to those who put the news together. Thus women - half of humanity - are rendered invisible.

2 This and every other example used in the report appeared in the news on 16 February 2005.

the routines and practices of news production. And it proposes a number of strategies and actions that will deliver more inclusive, gender balanced news output - and better journalism.

Context and comparability

The scale of the 2005 project is impressive. Groups in 76 countries submitted usable data.

In total 12,893 news stories were analysed on television, radio and in newspapers. These news items included 25,671 news sources - persons who are interviewed or whom the news is about. The stories were reported and (in the case of television and radio) presented by 14,273 news personnel. Altogether 39,944 people - including news sources, presenters and reporters - were covered in the 2005 GMMP (see Annexe A).

- how and why those numbers come about;
- the assumptions and practices that produce them;
- that fair gender portrayal is a professional criterion - like balance, diversity, clarity - which all good journalists should aspire to in their work;
- that paying attention to gender can result in more diverse, more creative output

which will appeal to audiences in an increasingly competitive news environment.

The 2005 GMMP provides the numbers that demonstrate the need for change. It gives examples - all taken from news that appeared on the monitoring day - of how gender stereotyping operates through
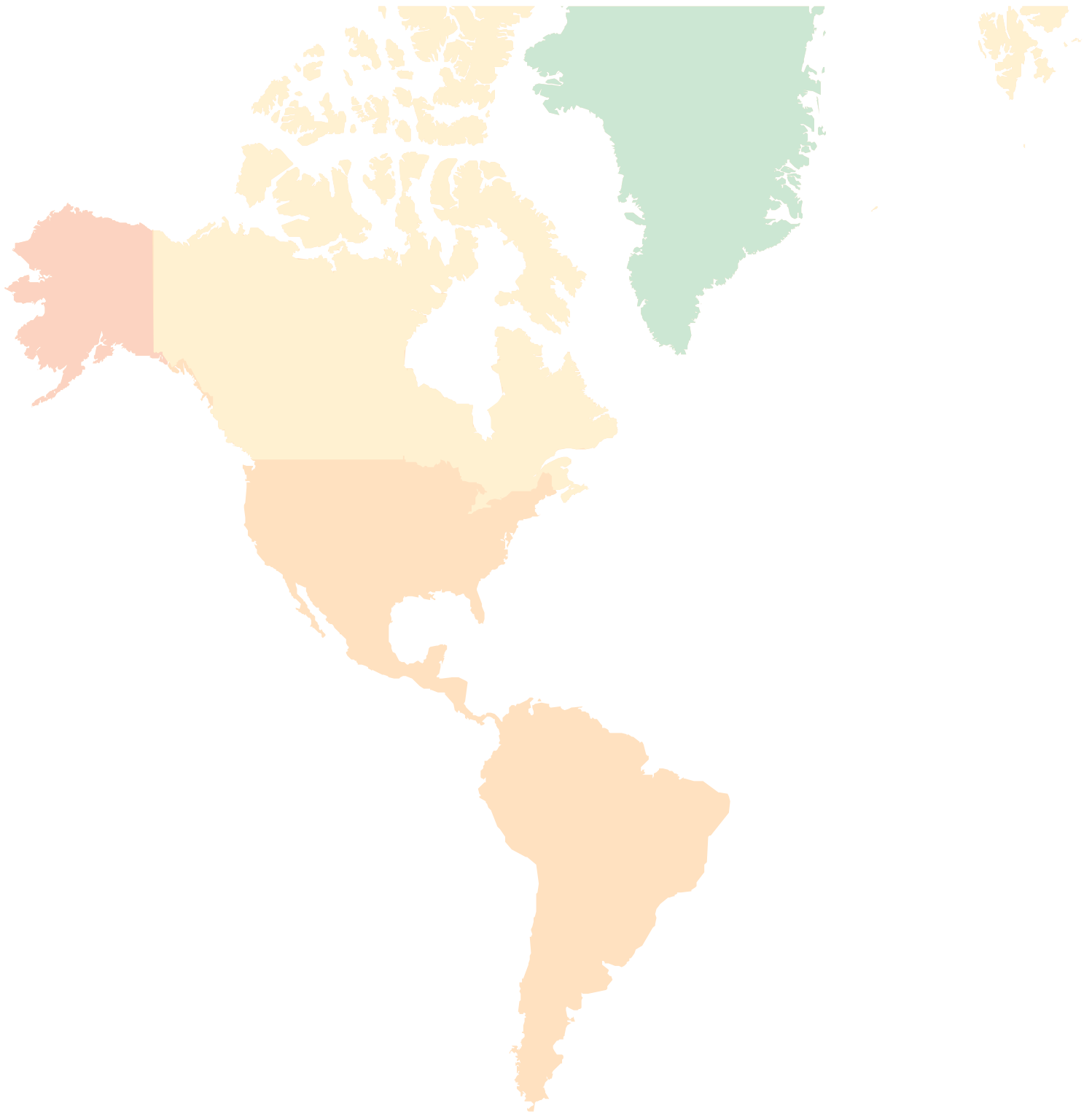
With three studies now complete, to what extent can the results be compared?

• Not all countries that contributed to the 2005 project took part in the earlier ones. Nevertheless, 35 countries have participated in all three studies since 1995 - a substantial core of contributors. Moreover 50 of the countries in the 2005 project also took part in 2000. Comparisons between these two years can be made with considerable confidence.

• The 1995 study was more limited in scope than those of 2000 and 2005. While some basic comparisons can be made across all three years, the comparative analysis focuses mainly on the 2000-2005 results.

• The overall 2005 database is smaller than that for 2000. This is because a new system of media banding and weighting was introduced in 2005, to reflect the relative size of the media systems in each country (see Annexe B).

Despite the limitations, results for the three years are remarkably consistent. The stability of the picture indicates a sound methodology and a solid body of data. It also provides an antidote to the often-heard claim that 'things have changed - it's all different now - women are everywhere in the media'. Over the past ten years, change has been painfully slow. In 2005 women are certainly not everywhere in the news.

The news on the monitoring day

It would have been indeed a surprise if the news on 16 February 2005 had been dominated by anything other than politics, economic issues and crime. These three staples of the news agenda accounted for two-thirds of the 12,893 stories analysed.

Categorisation of news topics was greatly expanded in 2005, giving a total of 45 options organised into six main topic areas. The most frequently occurring topics are shown in table 1. Only 65 stories (0.5% of the total) could not be categorised.

Some differences across the media are worth noting:

• On radio, a relatively high proportion (27%) of economic stories; conversely a relatively low proportion (17%) of stories on crime and violence. Economic news is less dependent on visuals than crime news, which was most likely to be found on television.

• On television, a relatively high proportion (14%) of celebrity, arts and sports news. Again, the visual nature of the medium contributes to this pattern.

• In newspapers, a relatively high proportion (14%) of social and legal stories. More so than the audio-visual media, newspapers can handle the complexity of many of the issues - education, development, judicial - in this category.

Stories specifically concerned with topics such as gender relations or women's activism barely featured on the news agenda. When combined, these two categories accounted for only 0.5% of all news on the monitoring day, while stories about gender-based violence (rape, trafficking, harassment) amounted to just over 1% of the total. Innumerable events and incidents of gender-based violence occur daily but news values and news priorities apparently decree that these are not 'newsworthy'. Their scale and magnitude is thus hidden from the public. News determines what and who is important. If issues and people do not make the news, they can be dismissed as unimportant. They need not command public attention.

# 1. Topics in the news

Note: * indicates less than 1% in all tables

Topic	Television	Radio	Newspapers	Total %
Politics, government	**23**	**23**	**27**	**25**
Domestic politics	11	10	14	12
Foreign politics	9	8	9	9
Defence, military	2	4	2	3
Other politics, government stories	1	1	2	1
Economy, business	**18**	**27**	**19**	**21**
Economic indicators, statistics	4	6	4	5
Transport, roads	3	7	3	4
Economic policies	3	4	4	4
Labour issues	2	3	2	2
Consumer issues	2	3	2	2
Poverty, housing, welfare	2	2	2	2
Rural economy	1	2	1	1
Other economy, business stories	1	*	1	1
Crime, violence	**22**	**17**	**20**	**20**
Violent crime	5	5	6	5
Disaster, accident	6	5	4	5
Non-violent crime	4	2	4	4
War, terrorism	4	3	3	3
Gender-based crime, violence	1	1	2	1
Other crime, violence stories	2	1	1	2
Social, legal	**10**	**11**	**14**	**12**
Education, child-care	2	2	4	2
Legal, judicial	2	2	2	2
Development issues	2	2	2	2
Religion, culture, tradition	1	1	1	1
Human rights, women's rights	*	1	1	1
Other social, legal stories	3	3	4	4
Celebrity, arts, sport	**14**	**8**	**9**	**10**
Sports events, players	7	3	2	4
Celebrity news	3	2	3	3
Arts, entertainment, leisure	3	1	2	2
Other celebrity, arts, sports stories	1	2	2	1
Science, health	**9**	**11**	**11**	**10**
Environment, nature	5	6	4	5
Medicine, health, hygiene	3	3	3	3
Science, technology, research	1	1	1	1
HIV-AIDS	*	*	1	1
Other science, health stories	*	1	2	*
Weather report	**3**	**2**	**n/a**	**2**
Other topics	**1**	**1**	*****	*****
Total percent	100	100	100	**100**
Total number of stories	5219	3186	4488	12893

2 News: A Mirror on the World?

Women and men in the news

It is often said that news provides a mirror on the world. Women are over half - 52% - of the world's population. Yet on the monitoring day, men were 79% of news subjects - the people who are interviewed, or whom the news is about. For every woman who appears in the news, there are five men.

2. Women and men in the news


Female 21%

Male 79%
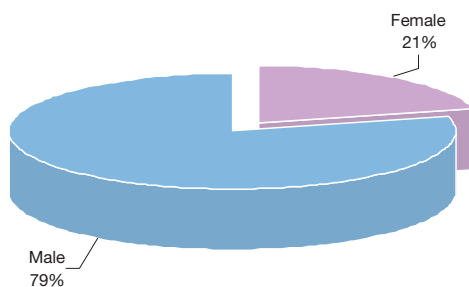
How has the situation evolved since 1995? There has been a slow but consistent increase in the proportion of female newsmakers. Starting at 17% in 1995, it rose to 18% in 2000 and reached 21% in 2005. The increase between 2000 and 2005 is statistically significant[3]. From one point of view, this is heartening. From another, it is still an abysmal result.

Since 1995, the GMMP has found differences between the media in terms of women's presence in the news. Female newsmakers are most likely to be found in television (22% in 2005) and least likely to be found in radio (17% in 2005). These differences have held up consistently over the past decade.

To some extent, the differences between media are related to the topics that dominate in the three media. Radio has the highest proportion of economic and business news, which is very much a male domain. Television carries the

3. News subjects 1995-2005

	Male	Female
1995	83%	17%
2000	82%	18%
2005	79%	21%
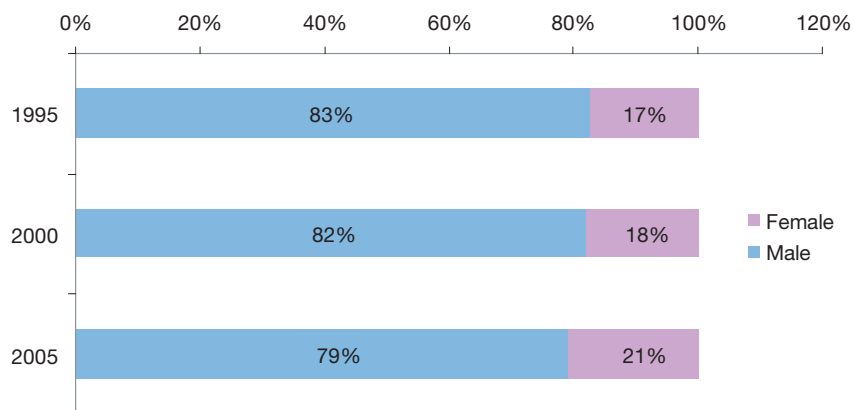
[3] That is to say, there is only a small possibility that this increase is due to chance differences in the sampling or measurements used in the 2000 and 2005 studies. All statistical tests were carried out by Professor Paul Fatti, University of the Witwatersrand. The tests used were either binomial or chi-squared, with a significance level of 5%. In other words, when results are described as being statistically significant, this means that there is a 5% possibility - 1 in 20 - that they occurred by chance.

highest proportion of celebrity news, which features a large number of women. It is in newspapers that women's presence as newsmakers has seen the greatest increase since 1995 (from 16% to 21% in 2005), an increase that is statistically significant. The high proportion of newspaper stories in the social and legal category in 2005 is important. As we shall see, it is in this news category (and in celebrity news) that women are most likely to be found. So the large number of social and legal stories in the press may be one of the reasons why the presence of female news subjects has increased in newspapers in 2005.

What about regional differences? In most regions, the proportion of female newsmakers has increased slightly between 1995 and 2005.

There are a few exceptions. In the Middle East the percentage has barely changed in the

4. Female news subjects by medium 1995-2005

Television
- 1995: 21%
- 2000: 22%
- 2005: 22%

Radio
- 1995: 15%
- 2000: 13%
- 2005: 17%

Newspapers
- 1995: 16%
- 2000: 17%
- 2005: 21%

Legend: ■ 1995 ■ 2000 ■ 2005

5. Female news subjects by region 1995-2005

Africa
- 1995: 22%
- 2000: 11%
- 2005: 19%

Asia
- 1995: 14%
- 2000: 17%
- 2005: 19%

Caribbean
- 1995: 22%
- 2000: 24%
- 2005: 25%

Europe
- 1995: 16%
- 2000: 19%
- 2005: 21%

Latin America
- 1995: 16%
- 2000: 20%
- 2005: 23%

Middle East
- 1995: 14%
- 2000: 15%
- 2005: 15%

North America
- 1995: 27%
- 2000: 25%
- 2005: 26%

Pacific
- 1995: 20%
- 2000: 25%
- 2005: 26%

Overall
- 1995: 17%
- 2000: 18%
- 2005: 21%

Legend: ■ 1995 ■ 2000 ■ 2005
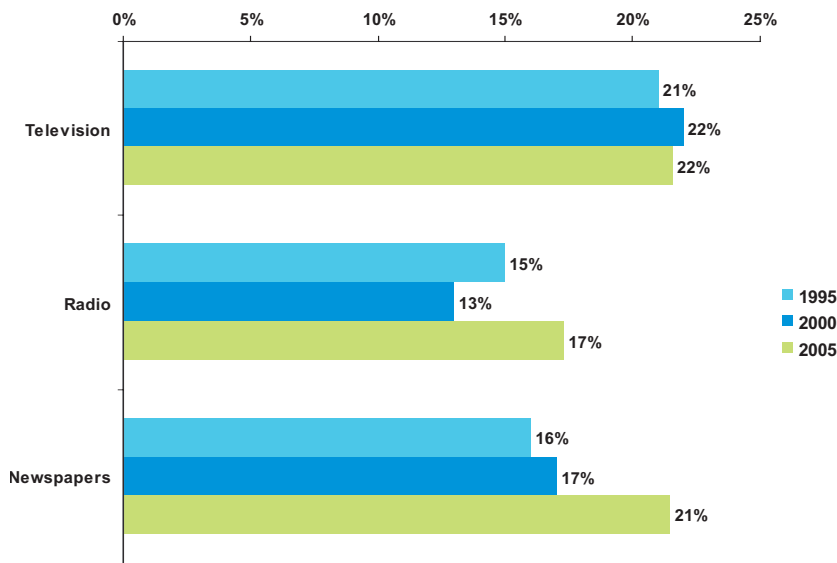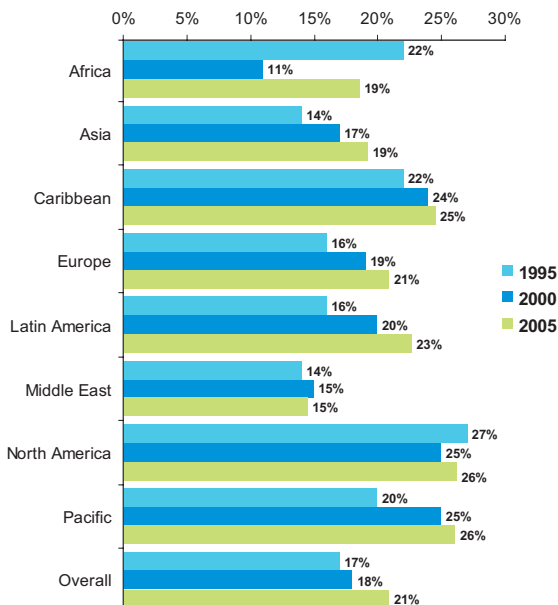
6. Gender of news subjects by region 2005

	% Female	% Male	Total news subjects
Africa	19%	81%	3023
Asia	19%	81%	4067
Caribbean	25%	75%	1861
Europe	21%	79%	9451
Latin America	23%	77%	3762
Middle East	15%	85%	693
North America	26%	74%	2310
Pacific	26%	74%	504
All regions	**21%**	**79%**	**25671**

course of the decade. Although Africa showed a higher proportion of women newsmakers in 1995 than in later years, this was probably due to relatively small amount of monitoring carried out in that region in the first GMMP. When the number of news items and news subjects is small, the reliability of the results diminishes. In both 2000 and 2005 the African monitoring covered twice as many news subjects as in the first project. These later results, which show an increase in women's presence in the news since 2000 - from 11% to 19% - are likely to be more accurate.

In which parts of the world are women most likely to feature in the news? In 2005, North America and the Pacific head the list, each with 26% of female newsmakers. The numbers for the Pacific are small, but the percentage is in line with that for 2000 (when it was 25%). Next in 2005 is the Caribbean with 25%. At the bottom is the Middle East, where women were just 15% of those in the news in 2005 - a figure that has hardly increased since 1995. Close to the global average of 21% are Latin America, Europe, Africa and Asia.

News stories, news subjects

When women do appear in the news, they tend to be found in different types of story from those that are typical of male newsmakers. One dimension that differentiates along gender lines is the 'scope' of the story. Since 1995, the GMMP has found a consistent pattern. Female news subjects are most likely to be found in local news: in 2005 women were 27% of local newsmakers.

In 2005 women were least likely to appear in national news (19%) and in stories that concerned both their own and other countries (18%). Part of the explanation for women's relatively high visibility in local stories lies in topics that dominate this type of news. For instance, in 2000 it was found that stories on celebrities, health, education - in which women are most likely to feature - accounted for a

7. Gender of news subjects in local, national and international stories 1995-2000

	1995		2000		2005		
	%Female	%Male	%Female	%Male	%Female	%Male	Total news subjects
Local	22%	78%	23%	77%	27%	73%	4849
National	14%	86%	17%	83%	19%	81%	12475
International	17%	83%	15%	85%	18%	82%	4036
Foreign	17%	83%	14%	86%	20%	80%	4118
Total	**17%**	**83%**	**18%**	**82%**	**21%**	**79%**	**25478**

quarter of all local news. In foreign news, on the other hand, such topics accounted for only about one eighth of the total. As well as the geographical scope of the news, therefore, story topics are important in determining the extent to which women and men appear as newsmakers.

A striking pattern emerges from the 1995-2005 comparison. In each of the three years, women were least likely to be found in stories about politics and government, and in economic and business news. On a positive note, the proportion of women in each of these areas has doubled since 1995, and the results are statistically significant. However, the 2005 data still show a wide gender gap. Only 14% of news subjects in political stories, and 20% in economic stories, are women. Because these two areas - together with crime news - dominate the news agenda (see table 1), women's absence from such stories goes a long way towards explaining their general invisibility in the news media.

Across the regions, generally speaking the proportion of female news subjects follows the global pattern[4]. However, certain differences stand out.

• In Africa, a low proportion of women in celebrity, arts and sports news.

• In Asia, a high proportion of women in celebrity, arts and sports.

• In the Caribbean and Latin America, very high proportions of women in stories on crime and violence.

• In the Middle East, a low proportion of female news subjects in politics and government.

• In North America and the Pacific, high proportions of women in politics and government. North America also has a high proportion in social and legal stories.

In 2005 there were 45 story topics, and 31 of them had at least 100 news subjects. The

[4]Only topics with at least 100 news subjects are considered reliable enough to merit comment.

8. Female news subjects in main topic areas 1995-2005
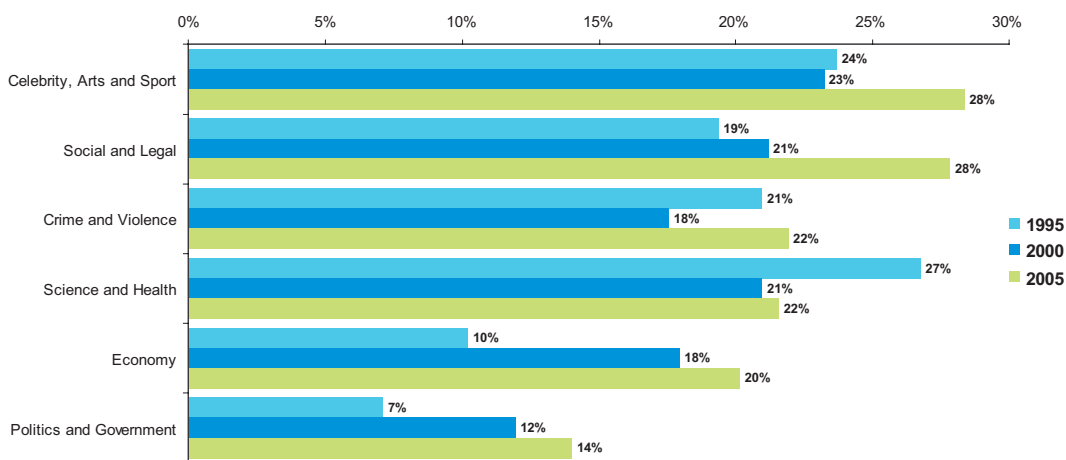
9. Across the regions - female news subjects in main topic areas

	Celebrity, Arts and Sport		Crime and Violence		Economy		Politics and Government		Science and Health		Social and Legal	
	F%	T	F%	T	F%	T	F%	T	F%	T	F%	T
Africa	15%	247	21%	727	17%	368	14%	831	23%	227	26%	506
Asia	33%	325	17%	1132	23%	635	13%	932	21%	250	22%	441
Caribbean	26%	407	32%	364	23%	232	18%	550	24%	91	28%	157
Europe	28%	1376	24%	2190	17%	1009	14%	2808	20%	713	28%	1027
Latin America	31%	415	30%	967	17%	475	13%	1056	25%	267	28%	503
Middle East	30%	31	19%	159	9%	33	8%	403	27%	24	46%	34
North America	25%	219	26%	391	22%	314	22%	660	22%	283	41%	330
Pacific	7%	78	27%	77	15%	47	23%	152	38%	41	41%	89
All regions	**28%**	**3098**	**22%**	**6007**	**20%**	**3113**	**14%**	**7392**	**22%**	**1896**	**28%**	**3087**

gender breakdown for each of these is shown in table 10. Women are 21% of news subjects overall. Yet the proportion of female news

in the first eleven topics in the list - from family relations to human rights. There are fewer women than might be expected in the last six topics - from

spectrum. This applies even to stories within the topic area of economy and business, where it is news on poverty and on consumer issues that shows the

10. Gender of news subjects in 31 story topics, 2005

Main topic area	Sub-topic	% Female	% Male	Total
Social, legal	Family relations	41	59	118
Crime, violence	Gender-based violence	36	64	522
Celebrity, arts, sport	Celebrity news	34	64	759
Social, legal	Education, child-care	34	64	668
Celebrity, arts, sport	Arts, entertainment	33	77	603
Economy, business	Poverty, housing, welfare	33	77	303
Economy, business	Consumer issues	32	78	320
Celebrity, arts, sport	Media issues, pornography	32	78	159
Crime, violence	Riots, demonstrations	29	71	213
Science, health	HIV-AIDS	29	71	101
Social, legal	Human rights	27	73	264
Crime, violence	Violent crime	26	74	1893
Social, legal	Development issues	25	75	304
Social, legal	Migration, refugees	24	76	179
Science, health	Medicine, health	23	77	566
Economy, business	Transport, traffic, roads	23	77	354
Science, health	Environment, nature	20	80	781
Social, legal	Legal system, legislation	19	81	777
Social, legal	Religion, culture, tradition	19	81	309
Crime, violence	War, terrorism	18	82	1133
Crime, violence	Disaster, accident	18	82	804
Celebrity, arts, sport	Sports	17	83	1404
Economy, business	Labour issues	17	83	572
Economy, business	Economics, business, markets	17	83	481
Crime, violence	Non-violent crime	16	84	1258
Politics, government	Domestic politics	15	85	3784
Politics, government	Foreign politics	13	87	2601
Economy, business	Economic policies, strategies	12	88	689
Science, health	Science, technology	12	88	178
Economy, business	Rural economy, agriculture	11	89	265
Politics, government	National defence, military	10	90	607
	Total	**21**	**79**	**22969**

subjects varies widely across the 31 topics - from 41% in stories about family relations, to 10% in news items about national defence and military issues. Allowing a margin of 5 percentage points for chance variation, there are more women than might be expected

domestic politics to national defence.

Two notable points emerge:

• Almost without exception, the topics in which women figure prominently are at the so-called 'soft' end of the news

highest proportion of female news subjects.

• Even in topics that might be expected to feature women strongly, such as gender-based violence, it is the male voice (64% of all news subjects) that prevails. In other words, it is the male perspective that

Business news - where are the women?
Jamaica: The Observer. Headline: 'Those mega-salaries!'

A story about senior corporate executives and their salaries. The article includes photos of seven executives, six of whom are men. There are only two women among the ten people mentioned or quoted. Jamaican women have made tremendous advances in the business world: many own their own companies, run banks and financial institutions. Yet the story reinforces the idea that it is men, and only men, who belong in the corporate setting and in the world of business.

The Observer, Jamaica,
16th February 2005

dominates in the news - even when the issue in question is one that affects women dramatically.

Across all 45 story topics, there are only two in which female news subjects outnumber males: beauty contests and fashion (72% female), and stories about women's activism (55% female). However, the overall number of news subjects in each is very small (below 100). Stories on birth control and fertility are very few, but even here women account for only 25% of news subjects.

Irrespective of the subject matter, it is the male voice that counts in making news.

Occupation and age

The are many crucial differences between women and men who make the news. One is the position or occupation they hold in society. Comparison of the results for 2000 and 2005 produces a strikingly consistent pattern.

In 2005, women are in the majority only as homemakers,

and as students. Women make the news not as figures of authority, but either as 'stars' (celebrities, royalty) or 'ordinary people'. It is significant that women are 42% of those with no stated occupation - people whose position is not considered important enough to be mentioned in the news. In the case of women, this is not necessarily because their occupation or position is irrelevant to the story in question. Media reports frequently identify men by name and occupation, while failing to identify women. Male

interviewees, more often than women, are treated as authorities.

It is worth noting that women are 36% of media professionals in 2005. This category refers not to those who report and present the news items monitored in the study (these roles are covered in chapter 3), but to journalists, filmmakers and others who appear as subjects in the news. The high percentage of women in this category is likely to be influenced by media coverage of the kidnapped journalist Giuliana Sgrena, whose video appealing for help was released on the monitoring day. The story was widely covered, particularly in Europe.

With this exception, men dominate the professional categories. Why are women so poorly represented as lawyers (18%) and business people (12%) in the news? Why are there so few female government employees (17%) and politicians (12%)? Is this, as is often maintained, simply a reflection of reality?

• In Rwanda - with the highest proportion of female politicians

11. Position or occupation of news subjects, 2000-2005

	2000		2005		
	% Female	% Male	% Female	% Male	Total
Homemaker, parent	81	19	75	25	261
Student	46	54	51	49	402
Child	n/a		44	56	248
Not stated	44	56	42	58	2203
Celebrity	45	55	42	58	884
Office, service worker	35	65	40	60	206
Resident, villager	n/a		39	61	318
Media professional	n/a		36	64	752
Royalty, monarchy	n/a		33	67	191
Retired, pensioner	35	65	33	67	71
Health, social services	20	80	30	70	575
Academic, education	27	73	25	75	777
Activist, NGO	24	76	23	77	983
Trades, labour	15	85	23	77	387
Religious	9	91	21	79	350
Unemployed	33	67	19	81	44
Law	n/a		18	82	895
Government employee, public servant	12	88	17	83	1784
Sports	9	91	16	84	1183
Agriculture, fishing, mining	15	85	13	87	173
Politician, government official	10	90	12	88	8587
Business	n/a		12	88	1349
Science, technology	12	88	10	90	251
Criminal	7	93	9	91	542
Police, military, security	4	96	5	95	1185
Total	**18**	**82**	**21**	**79**	**24601**

12. Female news subjects in major occupational groups, 2000-2005

Occupational group	Female 00	Female 05
Not Stated	44%	42%
Celebrity	45%	42%
Education, health	24%	27%
Activist / NGO	24%	23%
Government employee	12%	17%
Sports	9%	16%
Business / Law	11%	14%
Politician	10%	12%
Other	22%	26%
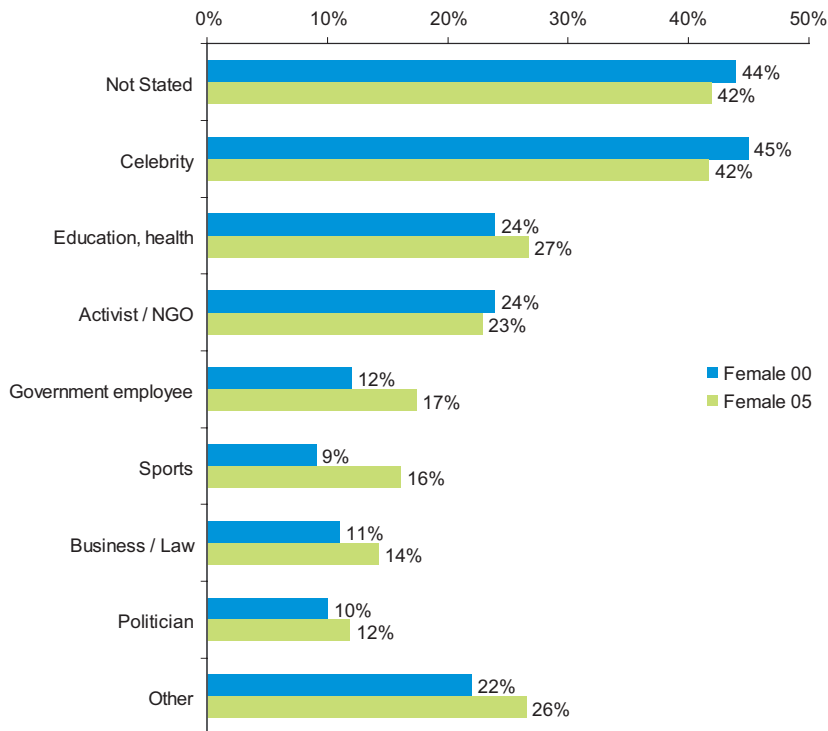
Botswana

News that sidelines women

African television channels: Confederation of African Football Awards

Sports news systematically sidelines women. The annual awards of the Confederation of African Football (CAF) are an important event in the African sports calendar. One award is for Woman Footballer of the Year. In 2005 it went to Perpetua Nkwocha of Nigeria. At least eight television channels that were monitored - in Botswana, Ghana, Nigeria and South Africa - covered the awards. Only three of them even referred to the Woman Footballer award. Just one - AIT in Nigeria - showed footage of Nkwocha in action on the field.

In South Africa where the award ceremony took place, coverage ignored Nkwocha. One channel, eTV, showed her in a single brief shot (without a name caption) while a voice-over noted that she was 'the only player present to receive the award'. The story then cut to a reporter who concluded: 'the glittering gala will unfortunately be remembered for those recipients who won awards, but never showed up'. In other words, men are important and their absence is noticed. Women are peripheral and their presence is of no consequence. An apt explanation of why sports coverage gives so little space to women.

in the world (49%) - only 13% of politicians in the news were women.

• In New Zealand, with 32% female politicians and a female Prime Minister, only 18% of political news subjects were women.

• The highest proportion of female politicians in the news

(30%) was in Norway, where 38% of elected politicians are women.

The fact is that news frequently sidelines women - even those who reach the top of their profession, or who achieve success in their chosen field. Why, for instance, did women

account for only 16% of sportspersons in the news in 2005? In some regions, women's sport barely registered on the news agenda: in Africa women were 7% of sportspersons, in North America 6%, in Latin America and the Pacific 5%. In 2005, sports stories came seventh in the numerical ranking of our 45 topics. With so much space and time dedicated to sports news, it is remarkable that women's sport is almost completely ignored.

Women's sport enjoys lower status or prestige than men's. But the same could be said of almost any occupational area. Occupation is one of the main things used to judge people's status in the world. The status of women who make the news is particularly undermined by the fact that - much more than is the case for men - women are frequently presented without any reference

whatsoever to their occupation or position in society.

she is being relegated to secondary status in relation to her male counterparts.

female, the proportion of women in the age groups up to 34 is much higher than would be expected.

13. News subjects in three occupational groups, 2000-2005

2000

Female: 25% (No Stated Occupation) | 49% (Other Occupations) | 26% (Politicians, Government Employees)

Male: 9% | 44% | 47%

2005

Female: 18% | 57% | 25%

Male: 7% | 47% | 46%

- No Stated Occupation
- Other Occupations
- Politicians, Government Employees
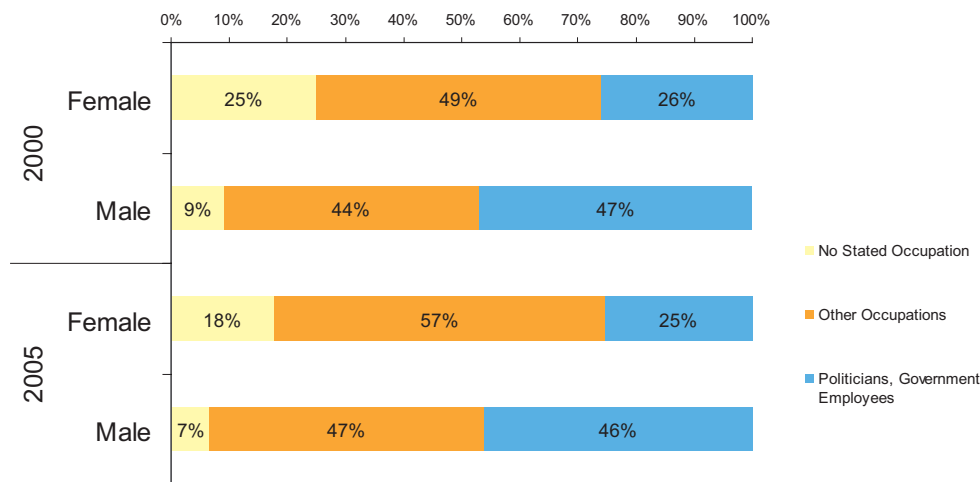
Women in the news are more than twice as likely as men to have 'no stated occupation'. In 2005 18% of all female news subjects, compared with 7% of males, come into this category. Conversely, men in the news are almost twice as likely as women to be politicians or government employees (46% of all males, 25% of females). The gap in status between male and female news subjects becomes extremely apparent when looked at from this perspective.

The failure to mention women's occupation or position springs from the assumption that while occupation defines the male, it does not define the female to the same extent. This is a deeply rooted social perception, which reveals itself in many ways - for instance, the belief that men work to support the family, while women work to bring in a little extra cash. In the context of news reporting, when a woman's occupation or position is not acknowledged

The differential status of female and male news subjects is also evident in relation to the age of those who make the news. Females tend to be younger than males. The results echo those found in 1995 and 2000, although here we show only the 2005 data.

• Once they reach 50, women start to disappear from the television screen: just 15% of those aged 50-64, and 12% of those aged 65 plus, are female.

• Nearly half (49%) of all male news subjects are aged 50 or over, compared with 28% of female news subjects.

So for women to make the

14. Television - age of news subjects

| Age group	Female	Male
12 years or under	43%	57%
13-18	40%	60%
19-34	35%	65%
35-49	25%	75%
50-64	15%	85%
65 years or more	12%	88%

- Female
- Male
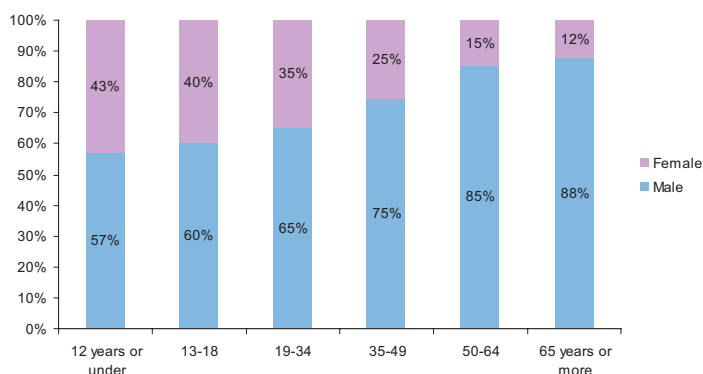
The picture is striking. The proportion of women in each age group decreases with age.

• Given that in 2005 22% of all news subjects in television were

news, it helps to be young. This is not the case for men, who go on making news well into middle age and later. But older women almost completely disappear from view. News

15: Newspapers - age of news subjects
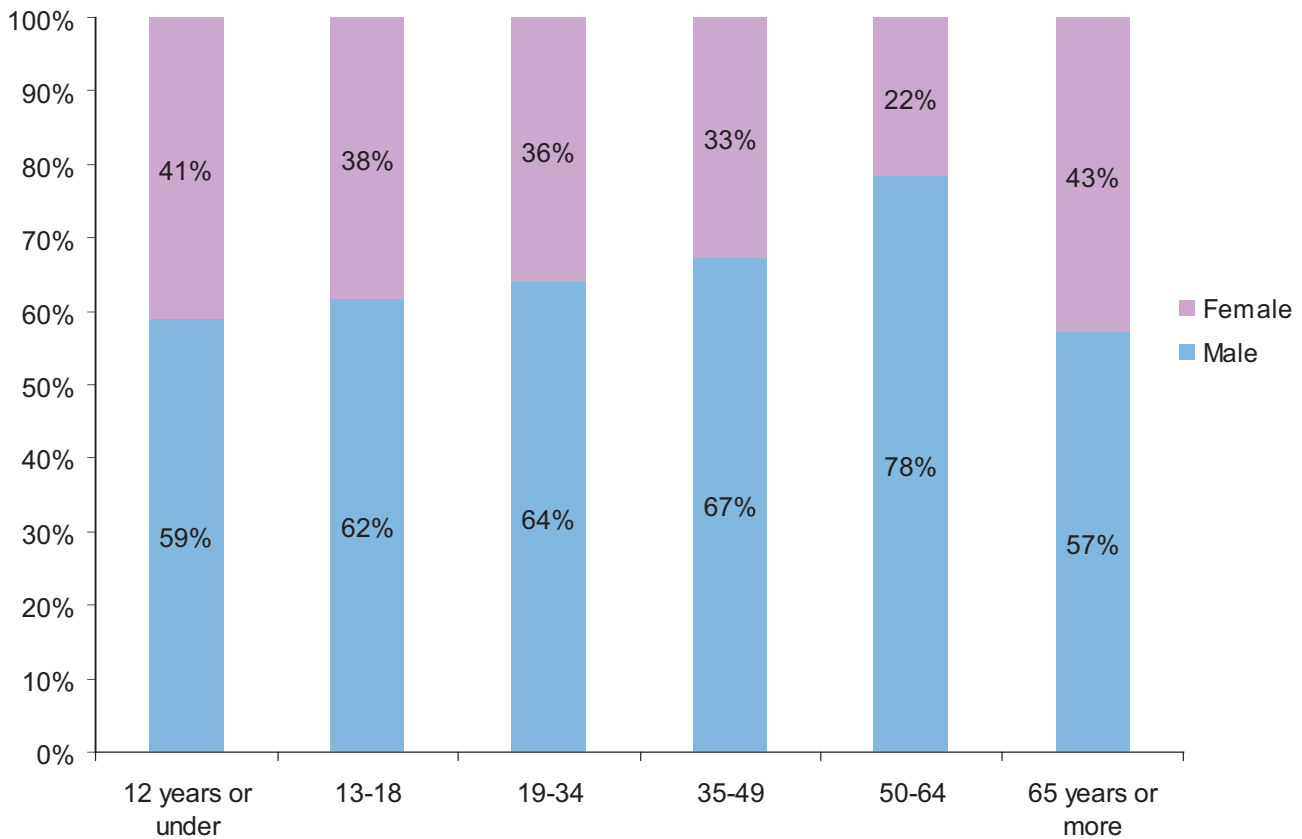
selection therefore emphasises youth and appearance in women, and maturity and experience in men. The result is a very lop-sided picture of human existence and accomplishment.

The data in chart 15 follow a similar pattern. However, there is one important difference. In the case of television, news subjects were assigned to age groups by the monitors, using visual evidence and sometimes, in the case of well-known persons, background knowledge. In the case of newspapers, only news subjects whose age was

actually given in the story itself were included. Even if the person's age was well known, if it was not actually stated in the report, it was not entered on the monitoring grid.

Just as occupation is a defining characteristic for men, age is one of the most important defining characteristics for women. Much more so than for men, women's age is used to situate them in relation to social stereotypes - '20 year old blonde bombshell', '35 year old mother of three', '40 year old fading actress', and so on. In newspapers, for instance, women's age is more likely to

be stated than men's is. The age of 1378 news subjects was mentioned in newspaper stories, and 475 of these were women. Remembering that 21% of all news subjects in the press is female, we would expect roughly 21% of those whose age is mentioned to be female. But in fact women are 34% of those whose age is mentioned - higher than would be expected, and a statistically significant difference. Of course there are cases in which the age of the news subject is relevant to the story. But usually it is not. And the fact that women, more than men, are identified by age suggests that

it is frequently associated with the definition of female news subjects in terms of physical appearance.

The high proportion of women in the 65 plus age group - 43% - breaks the pattern shown across the age spectrum. However, it actually supports the finding that women in the news are 'normally' young. It seems that beyond a certain point, women's age becomes remarkable, and worthy of mention: 'at 65 she is learning to drive a car'; 'now 70 years old, she still runs the marathon'. Because men of all ages make the news, their advancing years are less likely to attract specific comment. Of all women whose age was mentioned, 16% were 65 or over - compared with just 11% of all men whose age was mentioned.

When taken together, occupation and age tell us even more about the status of women and men in the news. In each age group, the main occupations (i.e. those that account for at least 10% of people in the group) are revealing.

• In the 19-34 age group, women are in the news primarily as celebrities or students in 2005 (as indeed was the case in 2000). The most important occupation for men in this age group is sport.

• For both women and men aged 35-64, politician is the most significant occupation.

• Even in the 65 plus age group, men are most likely to be politicians (55% of men in the age group in 2005). By contrast, older women are most likely to be religious figures (22% of women in the age group) or retired (21%). While older men apparently continue to direct the affairs of the nation, the main contribution of older women - those who have not entered retirement - is apparently spiritual!

16: The dominant occupations in each age group, 2000-2005

|		19-34		35-49		50-64		65+	
Women	2000	Celebrity	30%	Politician	26%	Politician	46%	Retired	48%
		Student	12%	Celebrity	18%	Government employee	13%	Politician	12%
	2005	Celebrity	12%	Politician	12%	Politician	34%	Religious	22%
		Student	11%			Media professional	10%	Retired	21%
Men	2000	Sportsperson	33%	Politician	32%	Politician	55%	Politician	63%
		Police, military	10%	Government employee	14%	Government employee	12%		
				Business, law	11%				
	2005	Sportsperson	24%	Politician	18%	Politician	50%	Politician	55%
				Government employee	12%				
				Business	10%				

Function in the story

People appear in the news in a wide variety of functions. Sometimes they are the subject of the story - the news item is actually about them. Sometimes they are spokespersons - they in an authoritative capacity - as spokespersons (86% of all spokespersons were male), and as experts (83%).

The global pattern holds consistently across the regions. Bearing in mind the overall percentage of female news

17. Function of news subjects
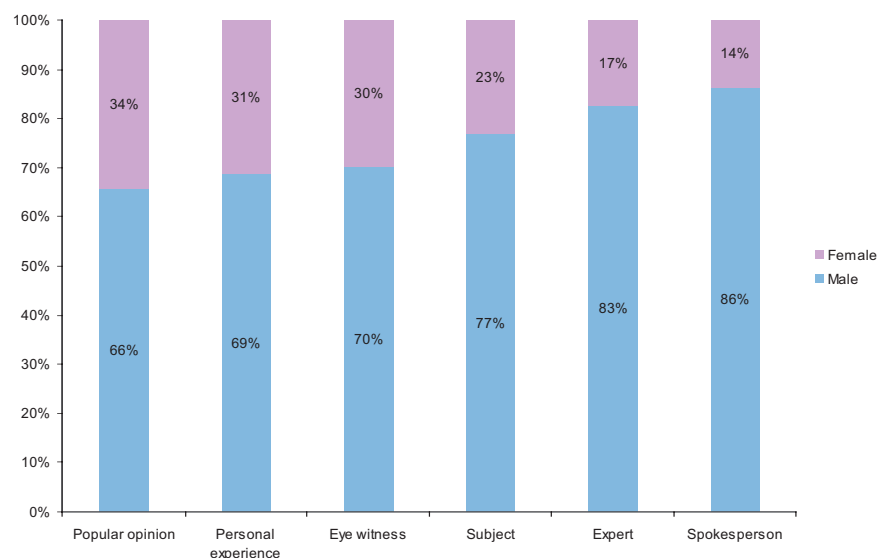
represent or speak on behalf of a person or organisation. Other news subjects are asked to provide expert opinion. Some are invited to give opinions based on their own personal experience, or to provide eyewitness accounts. Others are included as representatives of 'ordinary citizens' - they are assumed to express popular opinion on an issue or event. The 2005 GMMP analysed the functions of women and men in the news, and the results are once again striking.

• Women are most likely to appear in the news in a personal capacity - as representatives of popular opinion (34% of all news subjects in this category), giving personal opinions (31%) or as eye witnesses (30%).

• Men are most likely to appear

Women give personal reactions; men provide expert comment

Japan: NHK television. 'The extremely popular seal, Kamo chan'

A harbour seal known as Kamo chan ('Little Kamo') has been living along the shore of Chiba prefecture for the past month. This item is about the seal's popularity with local people. Women appear a lot: little girls look at the seal and say 'cute'; middle-aged women stand ready with their cameras; two women in their 20s watch the seal and cheer. Two men are interviewed. One works at the local aquarium. He provides scientific comment on why the seal has settled on the shore.
A male employee of the aquarium gift shop is also interviewed. Within the visual images, men can also be seen among the people who have come to see the seal. Yet the people who are shown in close-up and who give personal reaction are all women.

A clear, stereotyped division of gender roles is evident in this report. The story is presented as 'heart-warming' news involving ordinary local people. This role is reserved for women. The role of men in the report is to provide expert, specialised comment. Yet it would not have been difficult to find a female expert on animal protection, or to have included men among the people who react to the arrival of the seal in their locality.

subjects in each region (see table 6), the percentages found in the various news functions are much as expected.

Table 19 shows how function relates to occupation. Only occupations that account for at least 10% of people in each function are included. Politician is the most common occupation of newsmakers who are story 'subjects' - i.e. those whom the story is about. This is true for both women and men. Female story subjects - though not males - are also likely to be celebrities (11% of all female story subjects).

• Both female and male spokespersons are overwhelmingly situated in the realm of politics or government (52% of female spokespersons, 63% of males). But activists and NGOs also feature

prominently (10%) among female spokespersons.

• Outside the fields of politics and education, female expertise is sought on health and social issues (11% of female experts), while men provide expertise in business matters (10% of male experts).

• Women in the news who give personal testimony or represent popular opinion are primarily 'ordinary' citizens - students, and residents in their communities. Men are most likely to be politicians, even in these functions.

The overall picture confirms a traditional pattern of gender difference. Men in the news are the authorities, spokespersons and experts. Women in the news fulfil more personal functions - speaking from experience, or providing

eyewitness accounts. If women are rarely called on to provide expert opinion, this is partly a result of the networks and contacts that journalists use when they need information. Journalists often say they are unable to find female experts. Sometimes this is because they do not look very hard. There are few - if any - issues on which expertise is exclusively male.

Even more deplorable is the fact that only 34% of so-called popular opinion is provided by women. It is quite extraordinary that the selection of voices to represent citizens in the news is skewed so radically in favour of men. With women outnumbered two to one, the views and opinions of the public that find their way into the news cannot be said to reflect balance.

18. Function of news subjects

	Subject		Spokesperson		Expert		Personal experience		Eye witness		Popular opinion	
	F%	T	F%	T	F%	T	F%	T	F%	T	F%	T
Africa	19%	1368	15%	818	19%	309	14%	206	36%	57	38%	60
Asia	21%	1590	11%	1007	15%	475	37%	279	29%	141	33%	95
Caribbean	26%	851	22%	432	19%	188	26%	66	22%	23	46%	67
Europe	24%	4238	14%	2507	16%	1093	26%	570	24%	191	35%	176
Latin America	25%	1752	12%	908	20%	388	28%	278	39%	154	45%	48
Middle East	11%	459	17%	123	14%	42	24%	23	34%	8	36%	11
North America	32%	630	21%	617	21%	570	33%	202	25%	43	27%	58
Pacific	31%	163	21%	197	19%	70	39%	32	69%	8	10%	19
All regions	0%	11051	14%	6609	17%	3135	31%	1656	30%	625	34%	534

19. The dominant occupations in each function

|	Subject		Spokesperson		Expert		Personal experience		Eye witness		Popular opinion	
Women	Politician	20%	Politician	37%	Politician	24%	Student	14%	Resident/villager	11%	Resident/villager	14%
	Celebrity	11%	Government employee	15%	Education	16%						
			Activist/NGO	10%	Health/social services	11%						
Men	Politician	40%	Politician	50%	Politician	26%	Politician	18%	Agriculture/fishing	12%	Politician	14%
			Government employee	13%	Education	13%					Resident/villager	11%
					Business	10%						

Victims and survivors

An enduring preoccupation in news research is with the portrayal of women as victims. In 2005 10% of all news subjects were categorised as victims. However, women were more than twice as likely as men to be portrayed in this way.

The results for 2000 and 2005 are strikingly similar: in both years 19% of female news subjects were portrayed as victims, compared with 8% of males in 2005 and 7% in 2000.

Across the regions, the percentage of news subjects appearing as victims clusters round the global average of 10% - from a low of 9% in Africa to a high of 12% in Latin America. However, there were differences in the relative proportions of male and female victims in each region.

20. News subjects portrayed as victims, 2000-2005

2000
- Female: 19%
- Male: 7%

2005
- Female: 19%
- Male: 8%

Legend: Female, Male

21. Victim portrayal by region

Region	Female	Male
Africa	13%	6%
Asia	17%	9%
Caribbean	15%	7%
Europe	19%	8%
Latin America	28%	8%
Middle East	10%	14%
North America	17%	9%
Pacific	15%	5%
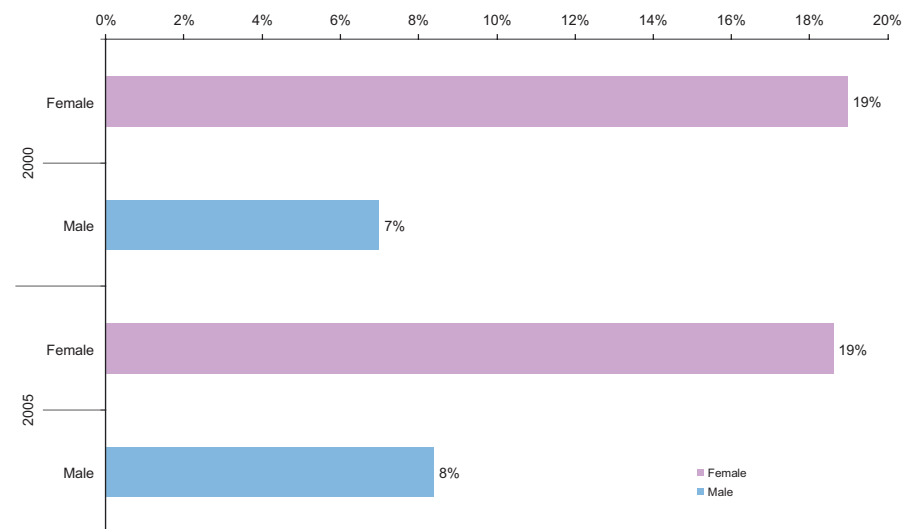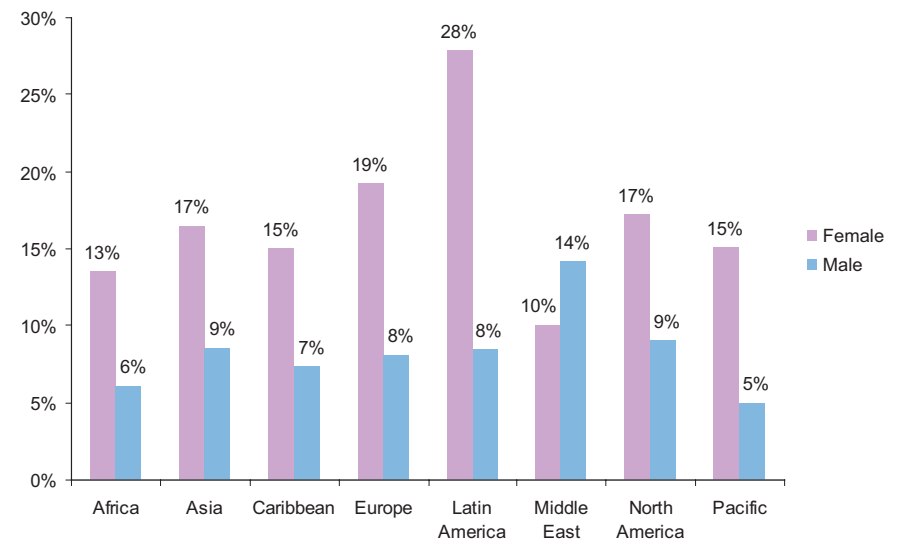
Brazil

Constructing the female victim

Spain: La Vanguardia.
"Hemos estado a punto de morir" (We were about to die).

A cruise ship is buffeted by a serious storm in the Mediterranean. Twelve women are interviewed about their ordeal and their injuries: 'I thought I was going to die'. 'There was no way out'. Three men are quoted in a more technical context. One criticises the lack of information provided by the crew. An ex-sailor says the captain's decision to set sail must have been a difficult one. The third - an employee of the cruise company - gives precise details of timing etc. There are three photos. Two show elderly women - one on a stretcher, the other in a wheelchair - being assisted by male medical staff. In the third a young woman clasps a baby wrapped in a blanket. The emphasis on women's fragility and vulnerability renders them classic victims, while men are portrayed as rational and in control.

In all regions except the Middle East a higher proportion of female than male news subjects was portrayed as victims. The difference is particularly marked in Latin America, where 28% of women in the news were victims. Several important stories could help to explain this. The death was announced of Cecilia Cubas, the daughter of the former president of Paraguay. She had been kidnapped three months earlier. This news was widely covered throughout the region, as was the murder of an American-born, naturalised Brazilian missionary nun, Dorothy Stang. The video message of kidnapped Italian journalist Giuliana Sgrena, first broadcast around mid-day in Europe, arrived in time for the morning news in Latin America and was covered throughout the day.

La Vanguardia, Spain,
16th February 2005

22. Proportion of women and men in victim categories

Category	Female	Male
Sexual Violence	70%	30%
Cultural Practice	52%	48%
Domestic Violence	47%	53%
Other	46%	54%
Discrimination	42%	58%
Accident	35%	65%
Crime	35%	65%
War	25%	75%
All Victims	37%	63%
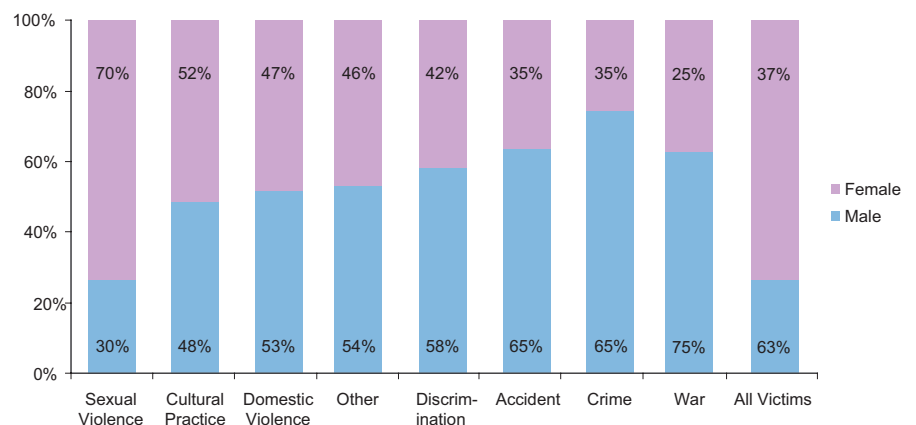
Out of all victims in 2005, 37% were women - much higher than would be expected in relation to women's overall presence in the news (21%). Indeed female victims are over-represented in every category. Logically, one would expect to find much higher proportions of male victims in areas such as accidents and crime. Why do news reports give such disproportionate prominence to female victims? To what extent are victim images of women a construction, rather than a reflection of reality?

If we take only those news subjects who are portrayed as victims, are some categories more important for women and others more important for men? The biggest difference is in the category war and terrorism. This accounts for 21% of all male victims and just 12% of all female victims. Unsurprisingly, the categories sexual violence and domestic violence are more prevalent for women than for men. However with only 11% of all victims portrayed in the two categories combined (table 24), stories on these topics do not achieve great prominence in the news.

23. Distribution of female and male victims across categories
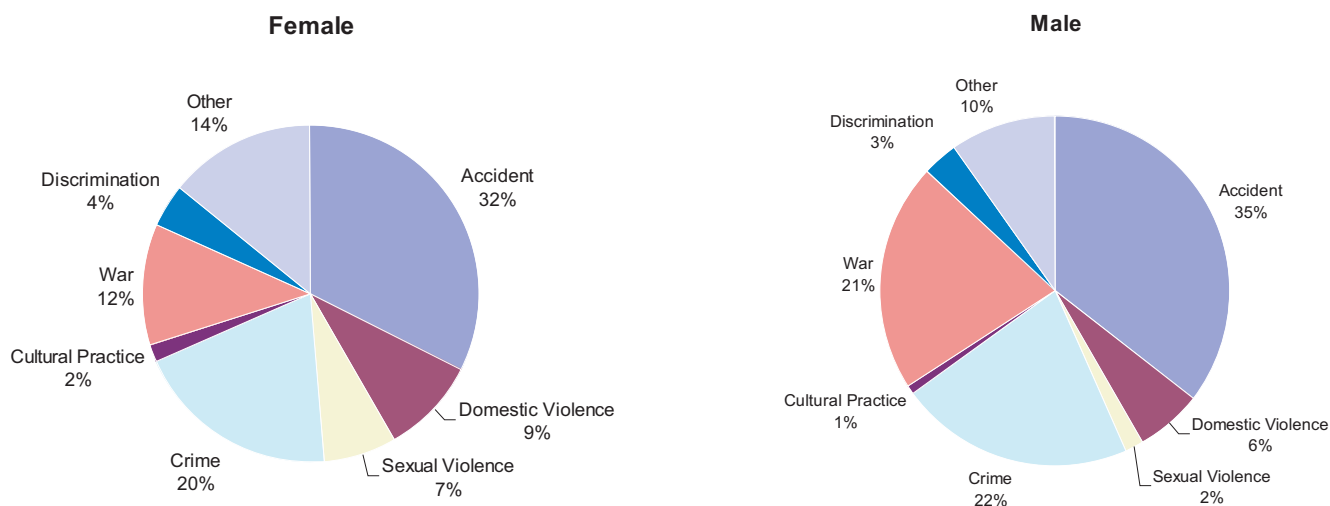
Female

Male

24. Victim categories in order of prevalence

	%Female victims	% Male victims	% All victims	Number of victims
Accident, disaster	32%	36%	34%	1244
Crime, robbery, assault, murder	20%	22%	21%	750
War, terrorism	12%	21%	18%	636
Other victim	14%	10%	11%	411
Domestic violence	9%	6%	7%	259
Sexual violence (non-domestic)	7%	2%	4%	135
Discrimination (gender, race, age etc)	4%	3%	4%	133
Cultural practice, tradition, belief	2%	1%	1%	44
All victims	**100%**	**100%**	**100%**	**3612**

Why should it be a matter of concern that women are disproportionately portrayed as victims? Isn't it actually a positive sign that the news highlights acts or events that injure women? Unfortunately, the situations most likely to cause specific harm to women are not widely covered.

• The category in which women most dramatically outnumber men as victims - sexual violence - comes far down the news agenda. Only 4% of all victims are found in this category - a figure that reflects the extent to which stories on sexual violence get reported.

• Other categories with a heavy preponderance of female victims - cultural practice and tradition, domestic violence - also come low down the list. As we saw earlier (table 1) stories about gender-based violence amounted to only 1% of the total.

• These topics attracts much less coverage than stories about accidents and disasters (where over a third of all victims are found), or standard crime news (robbery, assault, murder and so on).

The portrayal of victims is a convenient method of dramatising and humanising certain stories in the news. But rather than covering events that particularly injure women such as domestic violence, news tends to emphasise the presence of women who are caught up in accidents, crime and other incidents that actually involve both women *and* men. By disproportionately focusing on female victims in events that normally affect both sexes, the news perpetuates a stereotype of female weakness and helplessness.

Media critics have argued that, to offset the prevailing emphasis on victims, stories could more often highlight the ways in which people survive adversity or calamity. The 2005 GMMP therefore looked at the extent to which women and men are portrayed as survivors in the news.

Very few news subjects - 4.5% of the total - were categorised as survivors in 2005. Again, however, women were twice as likely as men to be portrayed in these terms. Given the small amount of data, even at global level, exploration of gender differences can be only tentative. However, in general terms the pattern is similar to that for victims.

Women were 37% of all survivors in 2005 - exactly the proportion of women victims.

• A comparison of charts 22 (victims) and 26 (survivors)

Colombia

shows that women account for a higher percentage of survivors than of victims in three out of six categories[5].

• The exceptions are stories about sexual violence and news about accidents and disasters. In each of these categories women formed a slightly higher proportion of victims than of survivors.

When compared with their overall presence in the news (21%), women are over-represented as both victims and survivors. It seems that women are sometimes the vehicles through which events are dramatised in the news. The fact that the proportion of women is higher in some of the survivor categories than in the equivalent victim categories seems positive. But none of these results is statistically significant. So few stories actually focus on survivors at all that the public rarely sees examples of women's resilience and strength.

Comparison of tables 24 and 27 shows that there are more than twice as many victims as survivors portrayed in the news. This means that although women account for a reasonable proportion of survivors, in overall terms the number of female victims is much higher. Take as an example the category crime. Women are 40% of those portrayed as survivors, and 34% of those portrayed as victims of crime. But the number of victims (750) is three times higher than the number of survivors (252). In other words, in the overall news output it is the victims of crime who predominate. As a result, the image female vulnerability is more powerful and enduring than the image of female strength.

25. News subjects portrayed as survivors
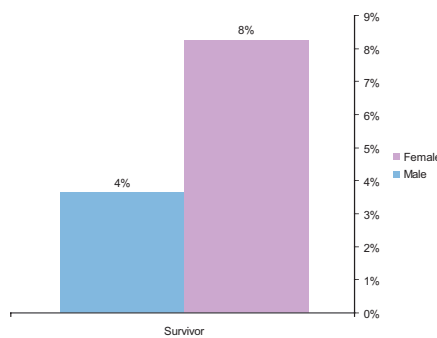
26. Proportion of women and men in survivor categories
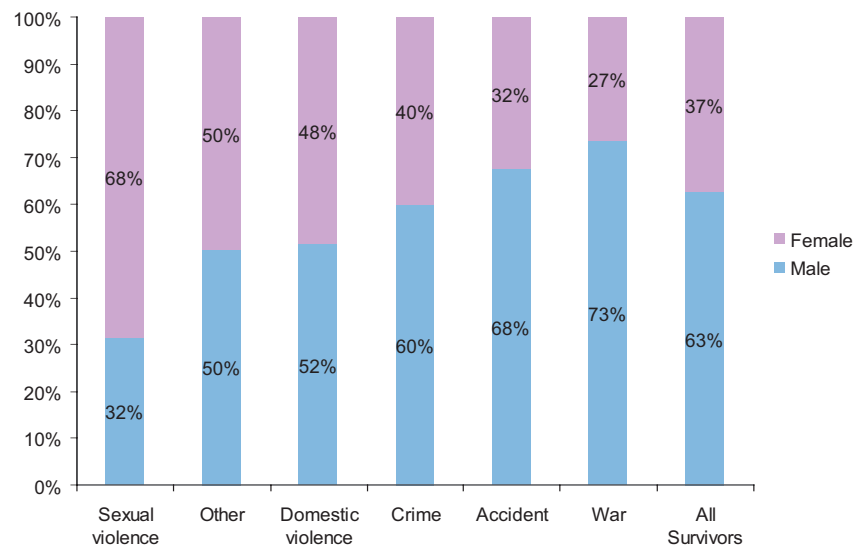
[5] In chart 26, because of small numbers, the categories 'cultural practice' and 'discrimination' have been included in 'other'.

Cambodia

WHO MAKES THE NEWS?
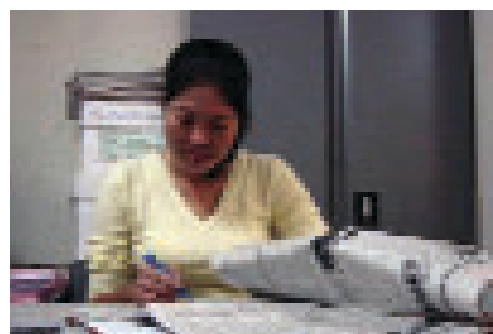
27. Survivor categories in order of prevalence

	% Female survivors	% Male survivors	% All survivors	Number of survivors
Accident, disaster	42%	52%	48%	760
Crime, robbery, assault, murder	17%	15%	16%	252
War, terrorism	10%	16%	13%	212
Other survivor*	15%	10%	12%	191
Sexual violence (non-domestic)	10%	3%	5%	82
Domestic violence	6%	4%	5%	79
All survivors	**100%**	**100%**	**100%**	**1576**

Note: Other includes discrimination (37) and cultural practice (19)

Argus Leader, USA,
16th February 2005

Surviving violence

USA - Argus Leader. Page 1. 'Gunshot victim's determination brings her back from brink'

An extensive page one feature, continuing on the inside pages. The recovery of a young woman who was shot in the forehead, and spent a month in a coma. She is now blind in one eye and has lost the use of an arm. Her former boyfriend. and father of their 2 year-old son, has been charged with shooting her after an argument. Apart from the woman herself, sources for the story include law enforcement and medical staff. They are amazed by her 'willpower', her determination to work towards her recovery and 'to live independently and return to her job'. The report depicts her as a survivor, who 'shows no self-pity'. The story ends with a quote from the local sheriff, about a Take Back the Night rally - an event to raise awareness about domestic violence. Three pictures of the woman - in one of which she is shown in activity with her son - appear under the photo headline: 'Will to live sparks "amazing" recovery'.

The report goes beyond the individual story of this particular woman. It is accompanied by a 'sub-story', which also starts on page one and continues alongside the main story on the inside pages. Titled 'Help available for those who fear violence', its sources include local female and male officials involved in work against domestic violence. It gives statistics on domestic assault, details of public information programmes, and the availability of shelters for people recovering from abuse.

This is an outstanding example of reporting that uses an exceptional human interest story to deliver a detailed picture of domestic violence, its consequences, and some of the measures available to those at risk.

Identity and family

One of the great struggles for women over the years has been to claim their own identity as individuals. If women are portrayed always in terms of their relationship to other people, rather than as autonomous beings, they are undermined and dis-empowered. The 2005 GMMP confirmed findings from 2000 - and indeed from many other research studies: women are much more likely than men to be described in relation to others.

The gender difference is remarkable. In 2005 17% of

Family status and success

For the first time ever a woman, Ximena Rincón, has been appointed as 'Intendente' (mayor) of the metropolitan region of Santiago. The story starts with an interview with her parents. What is their recipe for creating famous children? In other words, she is the product of her parents - one of their five children, who also include a politician and a television presenter. At no point are her qualifications for the position mentioned. Instead, doubt is raised as to whether this 'blonde daughter' (of her parents), who is the new 'housekeeper' (of Santiago) is up to the job. Both the headline and the final quote come from the Minister of the Interior, José Miguel Insulza, who is said to have 'frightened her' with his declaration that her new job is 'tremendously difficult'. A picture shows her looking upwards, with a slightly anxious expression. In the caption she is referred to only by her first name, Ximena.

By presenting this prominent public figure as the 'child of her parents', and by personalising her through the use of her first name, her authority is called into question and her autonomy is denied. Many news stories imply that successful women reach their position because of a relationship to someone else. This is just one example.
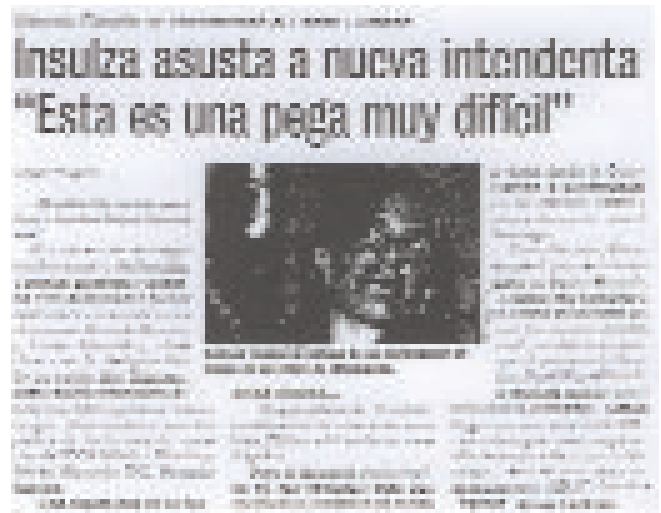
**Las Ultimas Noticias, Chile,
16th February 2005**

28. News subjects identified by family status 2000-2005

2000
- Female: 21%
- Male: 4%

2005
- Female: 17%
- Male: 5%
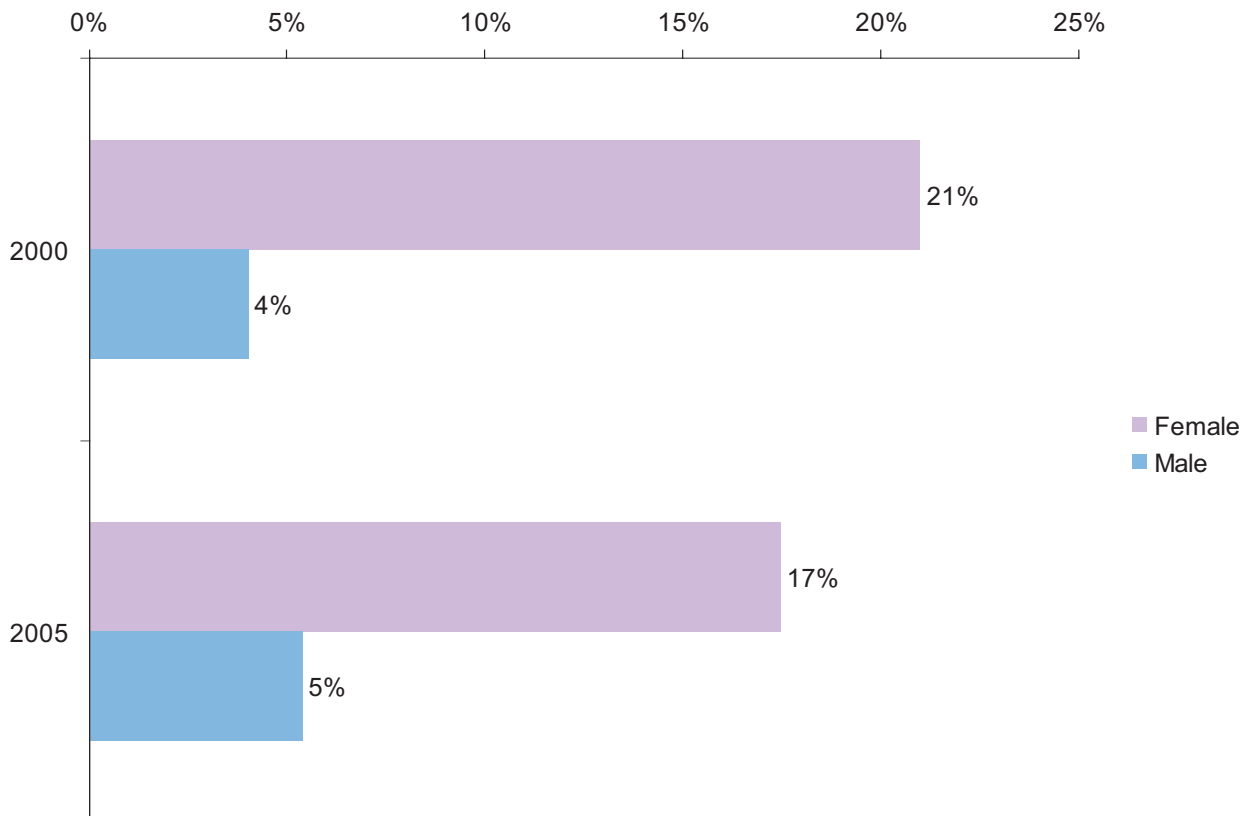
■ Female
■ Male

female news subjects were described as wife, daughter, mother etc; only 5% of males were described as husband, son, father and so on. This difference is statistically significant for both 2000 and 2005. The tendency to situate women within the context of a family relationship is found across all world regions, in both 2000 and 2005

In every region a higher proportion of females than of male news subjects is identified in terms of a family relationship. In both 2000 and 2005 the difference is most marked in Latin America, where in each year more than 20% of women are described in the context of family. In both the Middle East and the Pacific the male-female difference is below average in 2005, although it was well above average in 2000. However, the relatively small number of news subjects in

29. News subjects and family status by region 2000-2005

	Percent news subjects identified by family status						Number of news subjects		
	2000			2005			2005		
	Female	Male	All	Female	Male	All	Female	Male	All
Africa	15%	2%	4%	19%	5%	8%	567	2353	2920
Asia	22%	5%	8%	17%	6%	8%	732	3009	3741
Caribbean	21%	5%	9%	16%	3%	7%	468	1338	1806
Europe	18%	4%	6%	16%	5%	7%	1872	7341	9213
Latin America	24%	4%	8%	22%	5%	9%	815	2899	3714
Middle East	30%	3%	7%	12%	3%	4%	112	578	690
North America	22%	6%	10%	17%	7%	10%	574	1665	2239
Pacific	27%	7%	12%	6%	3%	3%	121	376	497
All regions	**21%**	**4%**	**7%**	**17%**	**5%**	**8%**	**5261**	**19559**	**24820**

30. Across the regions - news subjects identified by family status
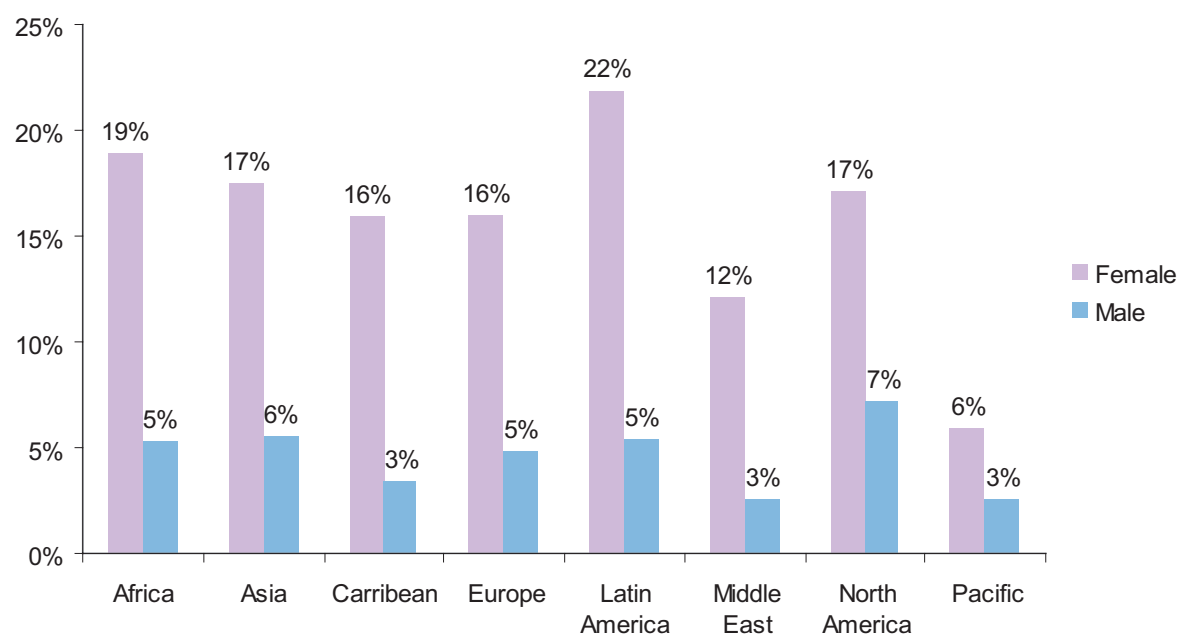
these two regions makes the results more open to chance variation than elsewhere. In fact, the results for all regions except the Middle East and the Pacific are statistically significant in 2005.

When shown in graphic form, as in chart 30, the 2005 results reveal the extent of the gender difference in each region. Why is it that women in the news are so much more likely than men to be identified in terms of their relationship to someone else? When a female news subject is described as the wife, mother, daughter of someone, to what extent is this information relevant to the story?

In the 2000 study, the point was made that victims are frequently identified by family status. In that year 28% of all victims were identified by family status, compared with 5% of people who were not victims. In 2005,

the figures were very similar: 24% of victims and 6% of others were identified by family status. If someone is involved in an accident, or in a case of domestic violence, it may be relevant to refer to a family relationship. However, even in these cases there is a gender bias. In 2005 female victims were much more likely (33%) than males (19%) to be identified by family status. Among news subjects who were not portrayed as victims, the gap between males and females was even wider: 14% of women, and just 4% of men were identified by family status in 2005.

Clearly the tendency to situate female news subjects in the context of a family relationship is deeply rooted. The 2005 study also examines the extent to which a person's function in the news story is related to the likelihood of their being identified by family status.

In every function, women are much more likely than men to be described in terms of a family relationship.

• It is when people appear in a personal capacity - commenting on the basis of their own experience, providing an eye witness account, representing popular opinion - that a family affiliation is most likely to be given.

• In the authoritative functions of spokesperson and expert, family affiliations are rarely given. Yet even here it is striking that 5% of female spokespersons and 3% of female experts were identified in terms of their family status in 2005. Men in these functions were almost never described in these terms. A mere 0.3% of male experts and 1% of male spokespersons were identified in this way.

31. Function of news subjects identified by family status
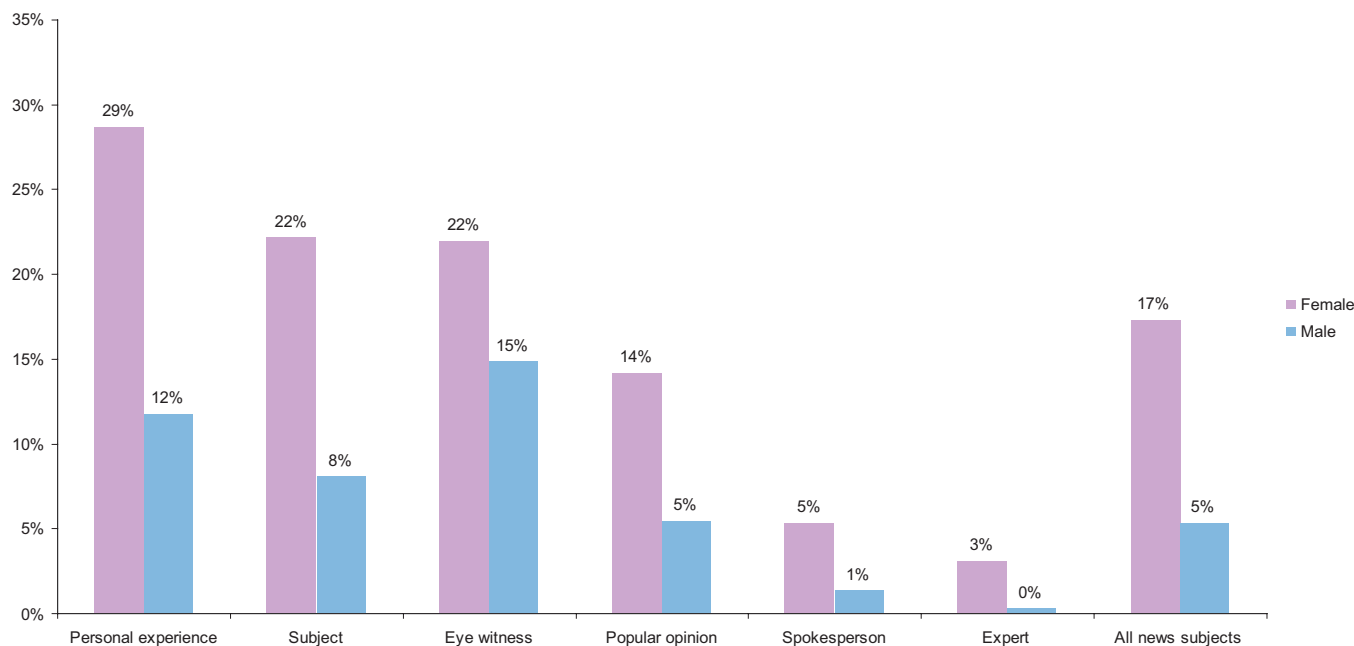
• Even when the story is actually about them - i.e. they are the 'subject' of the news - women (22%) are nearly three times as likely as men (8%) to be depicted in the context of a family relationship.

The propensity to identify women - even when they are successful professionals - as wife, mother, daughter and so on has the effect of undermining women's achievements as individuals. It suggests that women's real status is determined within the context of the family, rather than in terms of any professional criteria.

Who is heard, who is seen?

Newspaper stories confer status on the people who are quoted or who are shown in photographs. However, the kind of status that comes from being quoted is different from that which comes from being photographed. Generally speaking, people are quoted when what they have to say is considered worthy of public attention. When a photograph is included it may be because the person is considered important in terms of their public office. But pictures are also used simply to attract readers' attention. In these cases, the people who appear are not necessarily important in terms of their public personae. More often they are vehicles for the portrayal of emotion, drama or sexuality.

Chart 32 shows the percentage of news subjects who were directly quoted in newspaper stories - that is, people whose actual words were printed within quotation marks. Men are slightly more likely to be quoted, though the difference is very small. However, there is a remarkable difference between the two years in the overall percentage of news subjects quoted. Only about one-third were quoted in 2000, though in 2005 about half were quoted.

This is the only area in which there is a wide variance in the findings between 2000 and 2005. The instructions given to the monitors were similar in each year. The difference is therefore difficult to explain. However, if it reflects a trend towards more direct reporting in the press, this will be confirmed in later studies.

In the case of newspaper photographs, the pattern found in 2000 is repeated in 2005. Women are much more likely than men to be shown in photos, though the gender gap has narrowed over the five-year period. Nevertheless the difference between women and men in 2005 is still statistically

32: News subjects quoted in newspapers 2000-2005
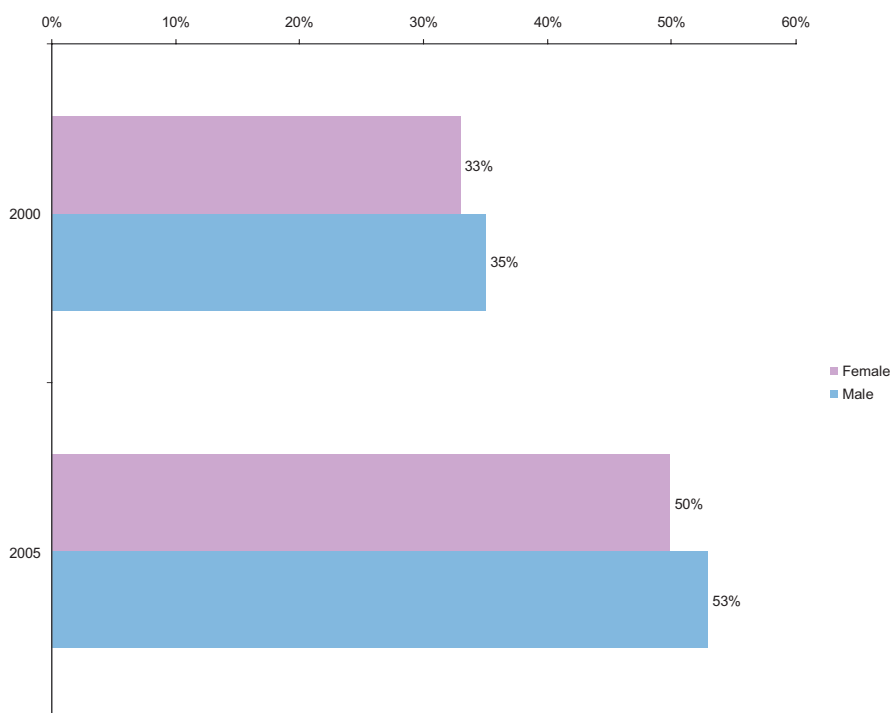
significant. Across the regions, this gender difference is fairly consistent in 2005.

Only in Africa and the Caribbean is the proportion of men in photos greater than that of women, though in each case the difference is small. Elsewhere, at least six percentage points separate female and male news subjects who appear in photos. In the case of Asia, Europe, Latin America and North America the male-female differences are statistically significant.

It is not difficult to find an explanation for the over-representation of women in newspaper photographs.

33. News subjects in newspaper photographs 2000-2005
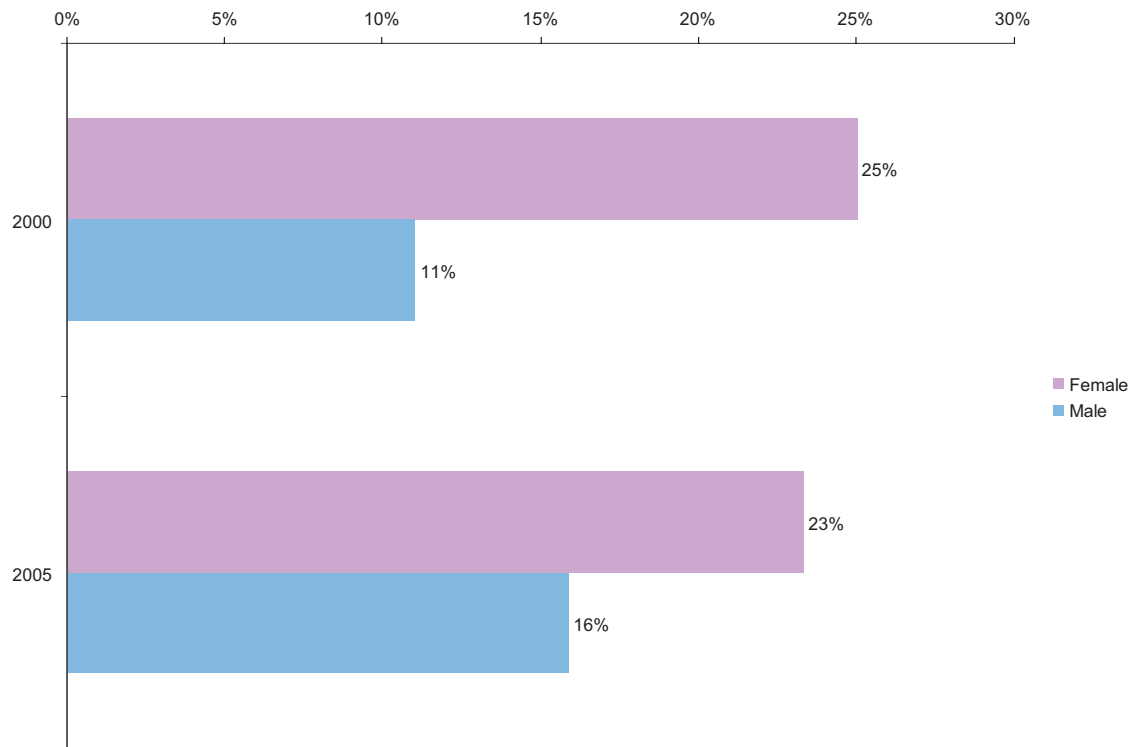
34. News subjects in photographs by region

	% Women in photos		% Men in photos		Total number	
	Yes	No	Yes	No	Women	Men
Africa	15%	85%	17%	83%	334	1301
Asia	17%	83%	9%	91%	333	1467
Caribbean	18%	82%	21%	79%	243	668
Europe	28%	72%	20%	80%	814	3169
Latin America	30%	70%	24%	76%	384	1344
Middle East	32%	68%	26%	74%	55	251
North America	24%	76%	16%	84%	438	1193
Pacific	24%	76%	14%	86%	66	149
All regions	**23%**	**77%**	**16%**	**84%**	**2667**	**9542**

Chart 35 shows the percentage of news subjects who appeared in photos in 2005 for the six main topic areas. For instance, 38% of all female news subjects in stories on celebrity, arts and sport appeared in photographs, compared with 28% of men who appeared in such stories. In every area, the percentage of women surpasses that of men. Even at first glance, it seems clear that the use of the female image is at least partly intended to embellish the printed page and to attract the eye of the reader. This is confirmed by a more detailed analysis of the relationship between women's presence in the news topics and their appearance in photographs associated with those topics.

35. News subjects in main topic areas who appear in photographs
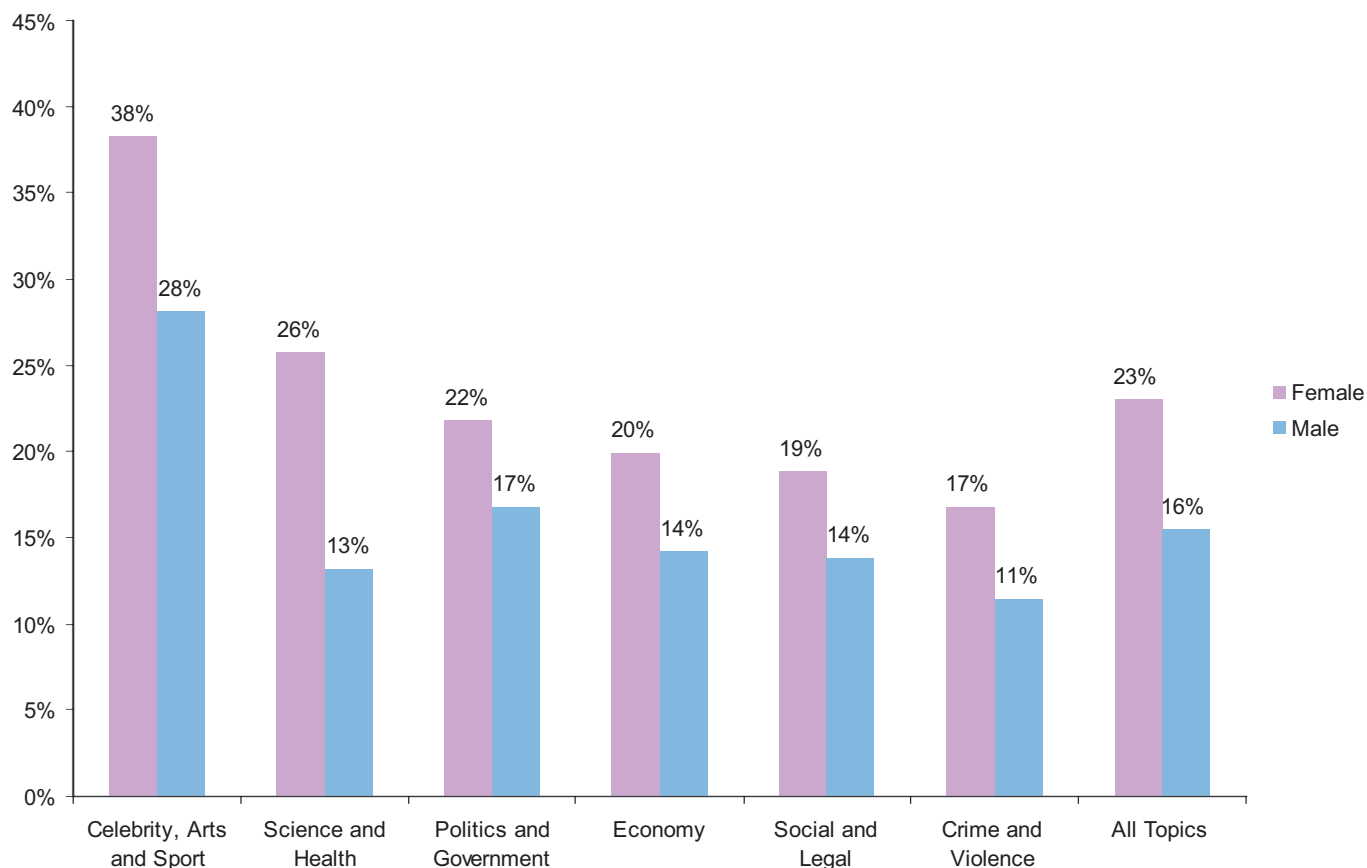
36. Gender of news subjects in newspaper topics and photographs

| | Percent in topic appearing in photos | | | | Overall percent in topic 2005 | | Overall percent in photos 2005 | | | Total in photos 2005 |
| | 2000 | | 2005 | | | | | | | |
	Female	Male	Female	Male	Female	Male	Female	Male	Total	
Politics and Government	11%	10%	22%	17%	15%	85%	19%	81%	100%	820
Crime and Violence	21%	9%	17%	11%	20%	80%	27%	73%	100%	466
Celebrity, Arts and Sport	47%	19%	38%	28%	33%	67%	41%	59%	100%	449
Social and Legal	n/a	n/a	19%	14%	29%	71%	35%	65%	100%	289
Economy	33%	14%	20%	14%	20%	80%	26%	74%	100%	267
Science and Health	n/a	n/a	26%	13%	20%	80%	32%	68%	100%	166
All topics	**25%**	**11%**	**23%**	**16%**	**21%**	**79%**	**29%**	**71%**	**100%**	**2478**

The topics are arranged in descending order, starting with the one that has the largest number of news subjects in photographs - politics and government. The shaded columns show the percentage of female and male news subjects in stories on the topic, and the percentage of women and men who appear in photographs on that topic.

• Comparison of these two percentages shows that - with one exception - women are over-represented in photographs. For instance, in newspapers women are 20% of news subjects in stories on crime and violence. Yet they are 27% of those who appear in photographs on the topic of crime and violence.

• The single exception to the pattern - and it is an intriguing one - is politics and government. Women are 15% of news subjects in newspaper stories on politics and government. And they are 19% of those who appear in photographs on this topic. Although the percentage is higher than the percentage in stories, the difference is small and not statistically significant.

Why are women over-represented in photographs in other topic areas, but not in politics and government? One answer is that there is less scope for the use of extraneous or irrelevant female images in political stories than there is in other news areas. In stories on crime, violence or disaster, photos of women are often employed for dramatic effect. And of course images of the female body, prominently displayed, are used to capture the attention of potential readers.

Trouw, The Netherlands,
16th February 2005

Algemeen Dagblad, The Netherlands,
16th February 2005

NRC HANDELSBLAD

'Geen bernabeveu naar Sumeroveh'

Van Geel: Borssele langer openlaten

'Syrië, haal je honden uit Beiroet'

Algemeen Dagblad, The Netherlands,
16th February 2005

Video naakte Marjolein Keuning

De Telegraaf, The Netherlands,
16th February 2005

Netherlands -
women's faces, women's roles

Front page images of women on the monitoring day.

Trouw, page 1: Sorrow over return of bodies in Gaza

Algemeen Dagblad, page 1: 'Look at me, look at me, my child'

NRC Handelsblad, page 1: 'Syria, get your dogs out of Beirut'

De Telegraaf, page 1: 'Video of naked Marjolein Keuning'

Summary of findings

It is often said that news provides a mirror on the world. But GMMP 2005 shows that it does not. The world we see in the news is a world in which women - 52% of the population - are virtually invisible.

• Women are only 21% of news subjects - the people who are interviewed, or whom the news is about. For every woman who appears in the news, there are five men. Radio is a particularly male-dominated medium: men are 83% of newsmakers on radio. On television and in newspapers women fare slightly better. But men are still overwhelmingly dominant: 78% of news subjects on television and 79% in newspapers are male.

• Across the globe, where are women most likely to be seen and heard in the news? North America and the Pacific head the list, each with 26% female newsmakers, followed by the Caribbean with 25%. At the bottom is the Middle East, with 15% - a figure that has barely increased since 1995. Everywhere, women are a small minority of those who make the news.

• When women do make the news, it is likely to be local stories (27%) rather than in national (19%) or international news items (18%).

• There is not a single major news topic in which women outnumber men as newsmakers. In stories on politics and government only 14% of news subjects are women; and in economic and business news only 20%. Yet these are the topics that dominate the news agenda in all countries. Even in stories that affect women profoundly, such as gender-based violence, it is the male voice (64% of news subjects) that prevails.

• As newsmakers, women are under-represented in professional categories such as law (18%), business (12%) and politics (12%). In reality, women's share of these occupations is higher. For instance, in Rwanda - which has the highest proportion of female politicians in the world (49%) - only 13% of politicians in the news are women. Women make the news not as figures of authority, but as celebrities (42%), royalty (33%) or as 'ordinary people'. Female newsmakers outnumber males in only two occupational categories - homemaker (75%) and student (51%).

• Expert opinion in the news is overwhelmingly male. Men are 83% of experts, and 86% of spokespersons. By contrast, women appear in a personal capacity - as eyewitnesses (30%), giving personal views (31%) or as representatives of popular opinion (34%)..

• For women, age has a crucial bearing on whether they appear in the news. In newspapers, women's age is much more likely than men's to be stated. Men go on making news well into their 50s and 60s: nearly half (49%) of all male news subjects are aged 50 or over. But older women are almost invisible: nearly three-quarters (72%) of female news subjects are under 50.

• Women are more than twice as likely as men to be portrayed as victims: 19% of female news subjects, compared with 8% of males are portrayed in this way. Women are over-represented in all victim categories including accidents, crime and war. But the categories that particularly affect women - sexual violence, domestic violence, cultural practice and tradition - do not feature prominently in news coverage. By disproportionately focusing on female victims in events that normally affect both sexes - accidents, crime, war - and ignoring topics that specifically involve women, news perpetuates a stereotype of female helplessness.

• Female news subjects are more than three times as likely as males to be identified in terms of their family status: 17% of women are described as wife, daughter, mother etc.; only 5% of men are described as husband, son, father and so on. Even in authoritative functions women do not escape this identification with family: 5% of female spokespersons (compared to 1% of males) and 3% of female experts (0.3% of males) are described in terms of a family relationship. This tendency to identify women in relation to family status undermines the female news subject's position or achievements in the public sphere.

• Among news subjects who are quoted in newspapers, the balance is almost equal between women (50% quoted)

and men (53%). However, women are much more likely (23%) than men (16%) to appear in photographs. In almost every topic, women are over-represented in news photographs. The single exception is in photographs related to politics and government. In stories on crime, violence or disaster, pictures of women are often employed for dramatic effect. In many newspapers, the female body is used to titillate and tantalise readers.

• In summary: women are dramatically under-represented in the news. Women's points of view are rarely heard in the topics that dominate the news agenda - politics and the economy. As authorities and experts women barely feature in news stories. When women do make the news it is primarily as 'stars' (celebrities, royalty) or as 'ordinary' people. Female newsmakers are mainly young, frequently cast as victims, and commonly identified in terms of family relationships. The female image is regularly used to generate pathos or emotion, or to titillate the viewer or reader. Overall, when it comes to reflecting women, women's viewpoints and women's perspectives on the world, the news 'mirror' has a very large and enduring black spot.

Delivering the News

Presenters and reporters

The GMMP is primarily concerned with the content of the news, and specifically with the women and men who appear in it. But news is shaped within news organisations, by journalists and editors who make decisions about what should be covered, and how. To the extent that gender may be a factor in determining those decisions, we are also concerned with the people who deliver the news.

The GMMP data do not allow us to make statements about the gender composition of the journalistic workforce. For this, we would need a different study - one that collects statistics about women and men in news organisations, in journalist' unions, professional associations and so on. The GMMP collects data on news stories - not simply who appears in them, but also who reports them and - in the case of radio and television - who presents them. We can therefore analyse the percentage of stories that are reported and presented by women and men. This gives us an approximate, though incomplete, picture of gender balance in newsrooms around the world.

The percentage of stories presented and reported by women increased globally between 2000 and 2005. Taking first the presenters - sometimes called news anchors or newscasters - in radio and television combined, women presented 53% of items in 2005 compared with 49% in 2000. The increase between 2000 and 2005 is statistically significant.

37. Female presenters by region 2000-2005

Region	2000	2005
Africa	48%	54%
Asia	53%	61%
Caribbean	43%	41%
Europe	45%	49%
Latin America	29%	31%
Middle East	60%	47%
North America	55%	60%
Pacific	54%	55%
All presenters	49%	53%
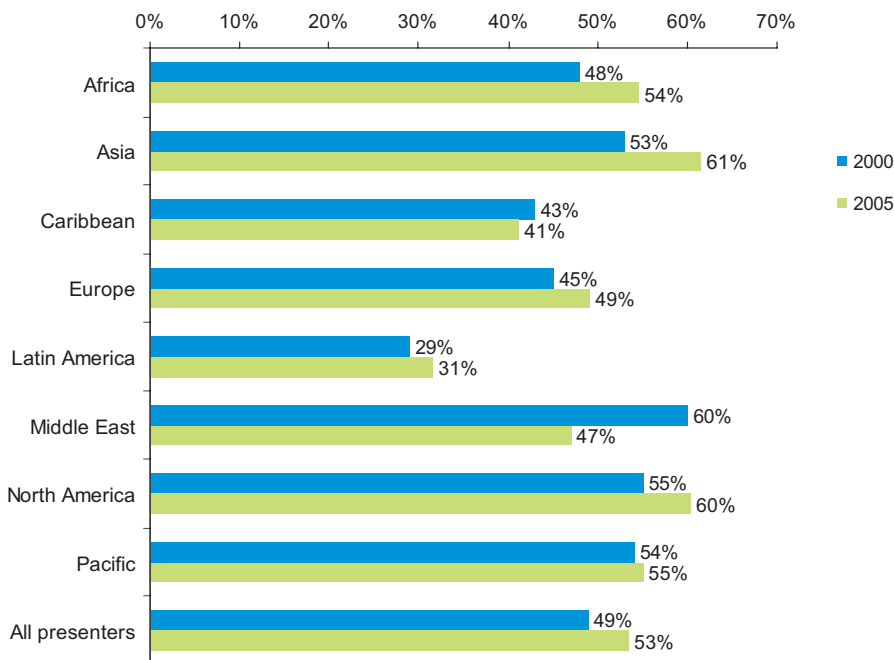
Most regions confirm the global pattern. The slight dip in the Caribbean is too small to be significant, and can be attributed to chance. The apparently sharp fall in the Middle East is due to changes in the country classification system. In 2000 Turkey was included in the Middle East region. In 2005 it was included in Europe. The absence of Turkey - which contributes a very large amount of data, and has a high proportion of female presenters (68% in 2005) - is the main reason for the apparent drop in the Middle East.

Both Asia and North America have above average percentages of female presenters. However Latin America - with just 31% of items presented by women in 2005 (and 29%) in 2000 - seems to break with the global pattern. This is surprising. But the fact that the results are similar for both years suggests

that female presenters may indeed be less common in this region.

In 2005, as well as counting the number of items presented by women and men, the study also recorded the actual number of female and male presenters who appeared in each news bulletin. This showed that women were 48% of television and radio presenters, indicating that women apparently present a higher proportion of news items (53%) than men do (47%).

There was also an increase - and quite a noticeable one - in the percentage of items reported by women globally. In 2000, women reported 31% of news stories. In 2005, this had risen to 37%. Again, this increase between the two years is statistically significant.

In most regions, the increase

was modest. However, again Latin America stands out. Here, the percentage of items reported by women rose from 27% in 2000 to 44% in 2005 - a statistically significant rise. The substantial increase in Latin America raises a question. Has the global average of 37% female reporters been inflated by the Latin American data? The answer is no. If the Latin American data are removed, the global average drops only slightly - to 36%.

In fact, we can look back as far as 1995 to chart the overall trajectory of presenters and reporters. Over the last decade the presence of female reporters has increased gradually - from 28% in 1995, to 31% in 2000, reaching 37% in 2005.

As reporters, women have gained more ground in radio and television than in newspapers. In 2000 television

38. Female reporters by region 2000-2005
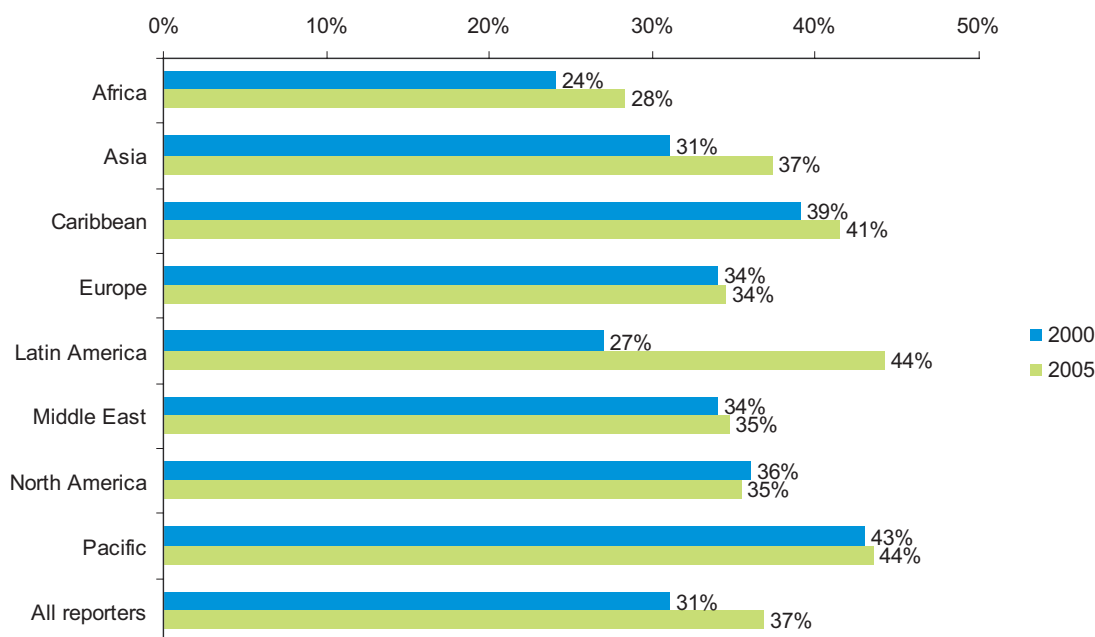
39. Gender of presenters and reporters 1995-2005

	1995		2000		2005		
	% Female	% Male	% Female	% Male	% Female	% Male	Total Number
Newspaper reporter	N/A	N/A	26%	74%	29%	71%	2341
Radio reporter	N/A	N/A	28%	72%	45%	55%	965
Television reporter	N/A	N/A	36%	64%	42%	49%	2728
Radio presenter	N/A	N/A	41%	59%	49%	51%	2894
Television presenter	N/A	N/A	56%	44%	57%	43%	4240
All reporters	**28%**	**72%**	**31%**	**69%**	**37%**	**63%**	**6034**
All presenters	**51%**	**49%**	**49%**	**51%**	**53%**	**47%**	**7134**

was the medium that gave most space to female reporters. But in 2005 it was overtaken by radio, where 45% of stories were reported by women. By comparison the press lags far behind, with only 29% of stories written by female reporters in 2005.

As presenters, however, it is in television that women are most likely to be found. With 57% of all television items presented by women in 2005, this is the only area in which females

outnumber males. Why have women become such a prominent presence on television screens around the world? Undoubtedly part of the reason is the fact that more women have entered the media professions over the past 15 or 20 years. But why are they making greater inroads into television presentation than into other areas such as newspaper reporting, or even television reporting?

In some countries the people

who present the news have no journalistic training, and are chosen on the basis of criteria such as appearance. In certain television newscasts, captions - sometimes inserted on-screen while the presenter reads the news - tell viewers that the newscaster's hair is dressed by a particular salon, or that the clothes are from a certain fashion outlet. In such cases the television news presenter's role is more decorative than journalistic. Even in countries where television newscasters and reporters are 'real' journalists, appearance is usually important. One way of measuring the importance of on-screen appearance is to chart the age of television presenters and reporters.

There is no doubt about it. Female reporters and, in particular, presenters disappear from the television screen once they reach 50.

• On television we see more young women than young men, as both presenters and reporters. Up to the age of 34, women are in the majority in both roles.

40. Female presenters and reporters 2000-2005
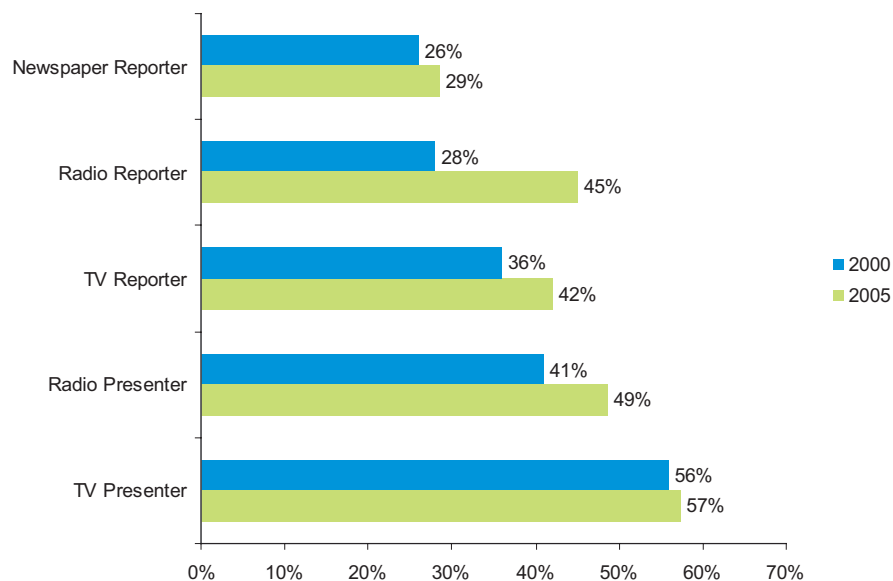
• After that, the age factor begins to work in favour of men. By the age of 50, only 17% of reporters and 7% of presenters on television are female.

It would be a mistake to believe that this imbalance reflects a recent influx of young women journalists, and that it will be corrected in time. On the contrary, research shows that women leave the profession earlier, and in greater numbers than men. In such a precarious field as journalism, it is a risk to bring a case of age discrimination against an employer[6]. The fact that some women journalists take that risk suggests that the pattern found in 2005 is not a temporary one. Rather, the pattern confirms that once they reach a certain age female professionals in television are shunted aside, either to an off-screen role or outside television altogether.

Although women have made great strides in the media over the past couple of decades, in many countries they still face an uphill struggle to achieve equal treatment with their male counterparts. Age discrimination is just one example. General social stereotypes - that men are rational, and women emotional; that for men a career is paramount, while for women a career is secondary to family life - also influence the directions into which male and female professionals are channelled within media organisations, and the kinds of story they cover.

41. Age of television presenters and reporters
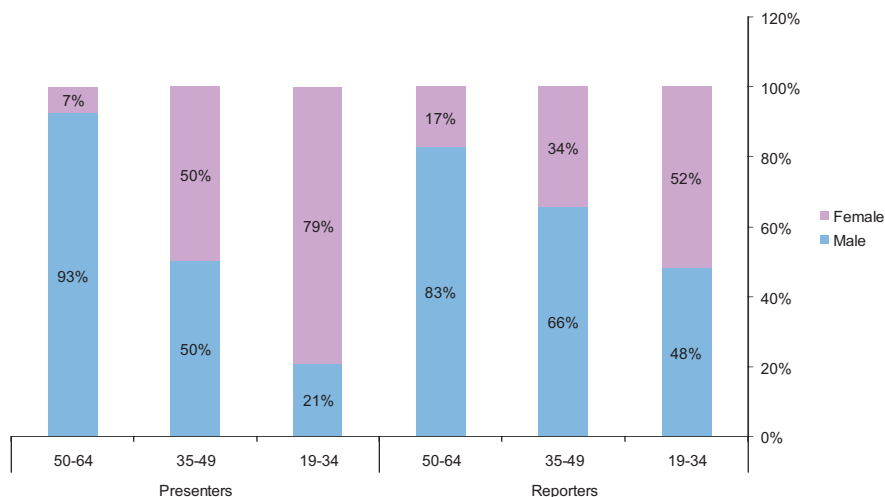
Stereotyping women in the media

Ireland: **Irish Independent:** 'Dunphy says sorry to bishop over gossip beauty's radio allegation'.

The story is about comments made by Amanda Brunker, former Miss Ireland and 'gossip columnist' on a radio breakfast show which is hosted by 'controversial broadcaster' Eamonn Dunphy. Brunker (aged 34, says the article) made potentially libellous allegations about Bishop Brendan Comiskey (aged 69). Dunphy's age is not given. His on-air reactions to Brunker's remarks are quoted. They invoke the stereotype of the dumb, dizzy gossip columnist: 'Oh my God. The (broadcasting) corporation is going down the drain. … Her career is over, we'll end up busking in (the) street'. Rather than commenting on the male-female stereotyping in the roles of the radio presenters, the article reinforces these stereotypes in its three selected photographs. Bishop Comiskey and Eamonn Dunphy are seen in their professional contexts (with microphones, headphones). The photograph of Amanda Brunker is quite different, and seems to have been taken during a fashion shoot. She is wearing an extremely low-cut dress, and looks directly at the camera in a seductive pose. The headline's description of her as a 'gossip beauty' trivialises her position within the radio station.

The designation 'gossip columnist' conjures up the stereotype of the chattering, rumour-spreading woman. Men - particularly men in the media - do not 'gossip'. They observe, and they comment. Far from questioning the selection of the term 'gossip columnist' for a professional position in radio, the article plays to the stereotype of the unruly female who must be controlled by the male broadcaster.

Ireland

6 For example, see The Great Divide: Female Leadership in U.S. Newsrooms. Survey conducted by Selzer and Company for the American Press Institute and the Pew Center for Civic Journalism, September 2002.

Appropriate issues for women?

Colombia: Caracol Radio

A full sixty minutes into this radio news show, a new female voice is heard for the first time. It is the voice of a journalist, introducing an item in which she interviews a (female) friend of Giuliana Sgrena.

Questions revolve around the personal life of Sgrena - whether she is married, and has children - and how this might affect her work as a journalist. The aim seems to have been to dramatise the emotional aspects of the story by focusing on what listeners would perceive as the 'normal' side of Sgrena's life - her personal relationships. In this context, the sudden appearance of the female Colombian journalist to conduct the interview can hardly have been a coincidence. However, the interview went in an unexpected direction, revealing Sgrena's record of highlighting women's rights issues in many countries through her work as a journalist.

The details that emerged were almost incidental to the intended thrust of the interview. Moreover, this was the only item in the radio and television news monitored in Colombia that provided any information on the professional activity of Giuliana Sgrena.

Who reports on what?

The 2005 study confirms findings from all GMMP projects since 1995: female and male journalists tend to report different types of news. Firstly, women are much more likely to report local, than national or foreign news.

Consistently over the past decade, female reporters have been most likely to be found in local stories.

• In 2005 44% of all local stories were reported by women, compared with 34% of national stories and 32% of international stories (i.e. news that concerns the home country and other countries). In most news organisations, local stories are regarded as less important than either national or international news. So while women are assigned to the

local news beats, their male counterparts are earning kudos - and increasing their career prospects - by reporting the more prestigious national and international stories.

• In another respect, however, the 2005 study reversed part of the pattern found in earlier years. In both 1995 and 2000 women were least likely to report 'foreign' news - defined as news that concerns other countries or the world in general (e.g. global warming). Yet in 2005 36% of such stories were reported by women. There is no ready explanation. It could indicate that women are achieving greater status within news organisations. It could also reflect the topics that dominated foreign news on the monitoring day. For instance, the widely covered story about the kidnapped Italian journalist Giuliana Sgrena was often reported by females.

42. Female reporters in domestic and foreign stories 1995-2005
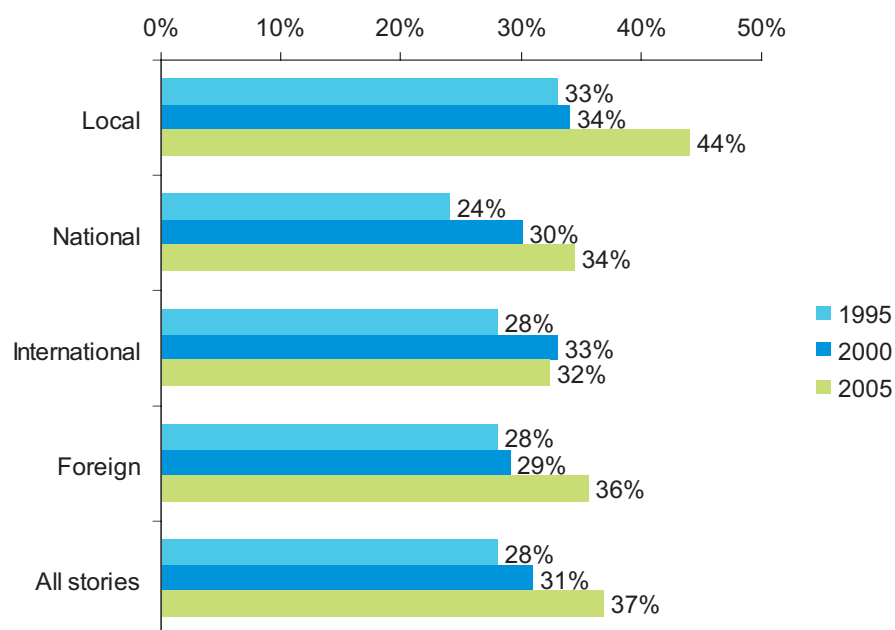
In 2000 31% of all news items were reported by women; in 2005 the figure was 37%. Therefore one would expect the proportion of female reporters in the main topic areas to have risen more or less in line with this overall increase of six percentage points. That is indeed the case.

• The main exception is stories on science and health, where women reported a lower percentage of stories in 2000 than in 2005. This is mainly due to the very large number of stories on the environment in 2005 (5% of the total, compared with 2% in 2000), many of which related to the Kyoto Protocol, and almost two-thirds of which were reported by men.

• As in 2000, female reporters were least likely to work on the topic politics and government. Just 32% of these stories were reported by women in 2005.

• The relatively high proportion of female reporters in the topic economy, in both 2000 and 2005, seems surprising. Indeed in 2005, with 43% of these stories reported by women, it was here that female reporters were most likely to be found.

• However, when looked at more closely (table 43), it emerges that women tend to report on certain kinds of economics stories. Poverty, transport, and labour issues have above average proportions of female reporters. In stories on economic policies and the rural economy, female reporters are under-represented.

• Even in economic news, it is at the so-called 'soft' end of the spectrum that women journalists are to be found. Men, on the other hand, are reporting at the so-called 'hard' end of the news spectrum - on the stories that most news organisations consider

important and serious.

Table 44 shows the 2005 breakdown of female and male reporters in the larger story topics - those with at least 50 reporters. The pattern is familiar.

• Female reporters predominate in only two of the 27 topics - poverty, housing and welfare stories; and in weather reports on radio and television.

• There is an equal gender balance in celebrity news, and in stories on consumer issues.

• As in 2000, sports news is the least likely to be reported by women, with just 21% of female reporters.

• Bearing in mind that 37% of all items were reported by women in 2005, there are more women than would be expected in the first eight topics listed -

43. Female reporters in main story topics 2000-2005

Economy
2000: 35%
2005: 43%

Social and Legal
2000: 39%
2005: 40%

Science and Health
2000: 46%
2005: 38%

Celebrity, Arts and Sport
2000: 27%
2005: 35%

Crime and Violence
2000: 29%
2005: 33%

Politics and Government
2000: 26%
2005: 32%
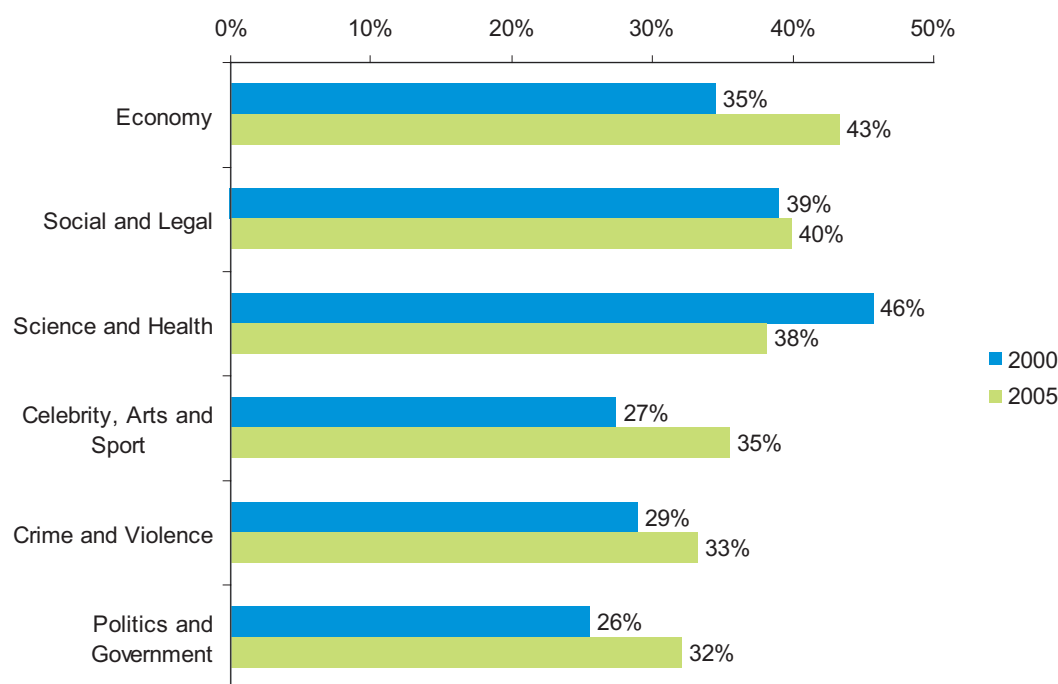
44. Gender of reporters in 27 story topics

Main topic area	Sub-topic	% Female	% Male	Total
	Weather report	52	48	76
Economy, business	Poverty, housing, welfare	51	49	111
Celebrity, arts, sport	Celebrity news	50	50	131
Economy, business	Consumer issues	50	50	97
Celebrity, arts, sport	Arts, entertainment	48	52	163
Economy, business	Transport, traffic, roads	48	52	148
Science, health	Medicine, health	47	53	159
Economy, business	Labour issues	44	56	118
Social, legal	Legal system, legislation	41	59	162
Social, legal	Education, child-care	41	59	161
Economy, business	Economics, business, markets	40	60	160
Crime, violence	Gender-based violence	38	62	103
Politics, government	Domestic politics	36	64	756
Science, health	Environment, nature	36	64	311
Social, legal	Human rights	36	64	73
Social, legal	Religion, culture, tradition	34	66	81
Crime, violence	Violent crime	33	67	372
Crime, violence	War, terrorism	33	67	284
Crime, violence	Disaster, accident	32	68	229
Crime, violence	Non-violent crime	31	69	282
Economy, business	Economic policies, strategies	30	70	181
Politics, government	Foreign politics	29	71	558
Science, health	Science, technology	29	71	59
Economy, business	Rural economy, agriculture	28	72	85
Politics, government	National defence, military	27	73	127
Social, legal	Development issues	27	73	74
Celebrity, arts, sport	Sports	21	79	282
	Total	**37**	**63**	**6034**

from weather report to labour issues. Most of these are at the so-called 'soft' end of the news spectrum.

• There are fewer female reporters than would be expected in last eight topics - from non-violent crime to sports. Most of these are at the so-called 'hard' end of the news spectrum.

Reporters and news subjects

Certain topics have higher than expected proportions of *both* female news subjects and female reporters. Others have higher than expected proportions of both male news subjects and male reporters.

How are we to understand this relationship? Are there more female news subjects in certain story topics *because* there are more female reporters? In other words, do female reporters seek out more female sources? Or is it simply that they are assigned to - or gravitate towards - stories that normally include more women? Reliable answers to these questions lie outside the scope of the study.

To address them we would need other kinds of information - for instance interview data, or observational measurements. However, even in statistical terms, we can look at the relationship a little more closely.

In both 2000 and 2005, across the database as a whole, a higher percentage of female news subjects were found in stories with female reporters. In 2005, stories reported by women had 25% of female news subjects, compared with 20% in stories reported by men. This difference is statistically significant.

With one exception, the pattern is consistent across the regions. In every region, apart from Latin America, there is a higher proportion of female news subjects in stories reported by women than by men. In all these cases the difference is statistically significant.

• In some regions the difference is remarkable. For instance in the Caribbean, in stories reported by women 31% of news subjects were female, compared with 19% in stories reported by men. The same was true in the Pacific, though the numbers here are smaller

and therefore less reliable.

• In Latin America, however, the normal pattern is reversed. Here female news subjects were rather more likely to be found in stories reported by men (24%) than in stories reported by women (20%). This

45. Gender and news: topics, news subjects, reporters

Topic	% Female		% Male	
	News subjects	Reporters	News subjects	Reporters
High female presence				
Poverty, housing, welfare	33	51	67	49
Celebrity news	34	50	66	50
Consumer issues	32	50	68	50
Arts, entertainment	33	48	67	52
High male presence				
Economic policies, strategies	12	30	88	70
Foreign politics	13	29	87	71
Science, technology	12	29	88	71
Rural economy, agriculture	11	28	89	72
National defence	10	27	90	73
Global average	**22**	**37**	**78**	**63**

46. Gender of reporter in stories with female news subjects 2000-2005
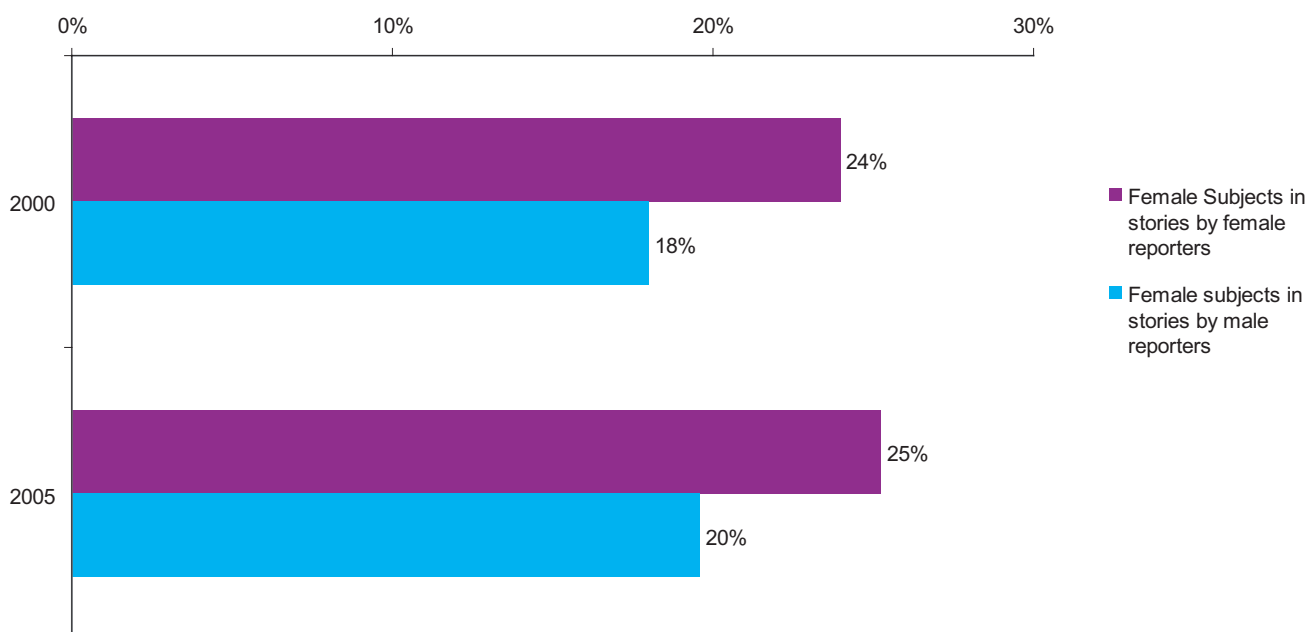
47. Across the regions - gender of reporter in stories with female news subjects

Chart legend:
- Female Subjects in stories by female reporters (purple)
- Female subjects in stories by male reporters (blue)

Region	Female Subjects in stories by female reporters	Female subjects in stories by male reporters
Africa	28%	17%
Asia	23%	17%
Caribbean	31%	19%
Europe	26%	20%
Latin America	20%	24%
Middle East	24%	12%
North America	32%	21%
Pacific	31%	19%
All regions	25%	20%
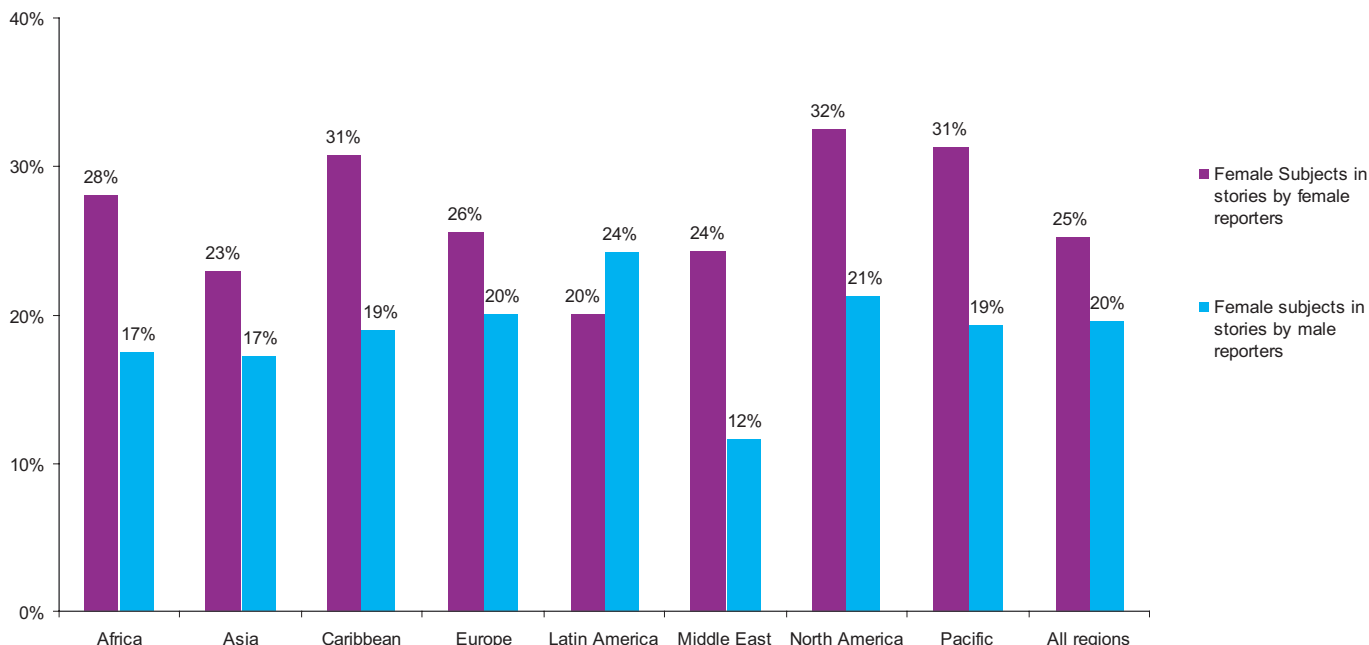
difference is small, and not statistically significant. In 2000 Latin America also proved the exception to the rule, though the difference was even smaller than in 2005: 16% of female news subjects in stories reported by men, and 15% in stories reported women.

• Why should Latin America be different from the other regions? One answer brings us back to the topics in which women appear, as both news subjects and reporters, and specifically to the topic crime and violence.

• In Latin America the topic crime and violence accounted for a very high proportion of all news subjects - 29% - in 2005 (the global average was 24%). Second, women were 30% of news subjects in this topic (the global average was 22%). Third, this was the topic with the highest proportion (67%) of

male reporters in Latin America (where, by comparison, just 52% of reporters in politics and government were male). With exceptionally high proportions of both female news subjects and male reporters, the topic crime and violence may well have contributed to Latin America's divergence from the general pattern.

In the triangle of news content, news subject and reporter, gender does appear to play a role. However, the nature of that role is by no means clear. Female news subjects are more likely to appear in stories by female reporters. But the story topic itself engenders choices, both in terms of who reports and who is reported. The question of whether more women make the news when women make the editorial decisions is an interesting one. But it is not the most important question. The fundamental

question is: why do so few women make the news at all - irrespective of who delivers it?

Summary of findings

• There has been a steady increase in the percentage of news items reported by women - from 28% in 1995, to 31% in 2000, reaching 37% in 2005. Female reporters have gained more ground in radio and television than in newspapers. The press lags far behind the electronic media, with only 29% of stories written by female reporters in 2005.

• As news presenters, women are more likely to be found in television than radio. With 57% of television items presented by women in 2005, this is the only area in which female outnumber males. In radio 49% of items were presented by women.

• The on-screen presence of women decreases with age. Up to the age of 34 women are in the majority as both news presenters and reporters on television. By the age of 50, only 17% of reporters and 7% of presenters are female. For women in the profession, a youthful appearance is more highly valued than experience. Male presenters and reporters continue to appear on-screen well into their 50s and even 60s.

• In most news organisations, local news is deemed less prestigious than national or international news. Female reporters are more likely to work on local stories (44%) than on national (34%) or international stories (32%).

• Female reporters predominate in only two topics - weather reports on television and radio (52%) and stories on poverty, housing and welfare (51%). There is a 50-50 gender balance among reporters in celebrity news, and in stories on consumer issues. In all other topics, male reporters are in the majority. Sports news is the least likely to be reported by women, with just 21% of female reporters.

• Overall, male journalists report at the so-called 'hard' end of the news spectrum such as politics and government (where women report only 32% of stories). Females are more likely to work on the so-called 'soft' stories such as social and legal issues (40% reported by women). Although many 'soft' news stories are important, they are not always perceived as such in the hierarchy of new values. As a result, the work of female journalists is sometimes under-valued, and women reporters are frequently assigned to stories that are downright trivial - celebrity news (50% reported by women), or arts and entertainment (48%).

• There are more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).

• In summary: women have made great strides in the news media over the past decade. But they still struggle to achieve equal treatment. Older female professionals are rarely seen on television: for women, appearance is valued more highly than experience. Female reporters frequently work in local news beats and on stories at the 'soft' end of the news spectrum. This could be one of the reasons why there are more female news subjects in stories reported by female journalists. But, irrespective of who reports the news, the fundamental question is: why do so few women make the news at all - and what can be done to change that?

News Content

When women make the news

Most newsmakers - the people whose actions and opinions are reported in the news - are men. But women do sometimes 'make the news' in a significant way. Both the 2000 and 2005 studies looked at the kinds of story in which women are central to the news. For 2005 the definition of 'centrality' covered two types of story. First, stories that focused directly on a woman or a group of women. Second, stories that reported on issues that affected women in a particular way - for instance a story about women's unemployment, or about the incidence of HIV-AIDS among women.

The overall results are identical in both years: women are central to the news in 10% of stories. In 2005 most regions hover within a few percentage points of the global average. North America stands out from the rest. Here women are central to the news in 20% of stories (23% in Canada, 19% in the USA). In both these countries the percentage of women who are central in stories about politics and government is well above average.

In another confirmation of the 2000 results, the 2005 findings show that newspapers (with 15% of such stories) are much more likely than either television (9%) or radio (6%) to carry news in which women are central. The small percentage in radio is to be expected, given that this is where the lowest proportion (17%) of female news subjects overall is to be found. But the percentage of female news subjects is almost identical in television (22%) and in newspapers (21%). So why are women so much more likely to be central to stories in the press?

The two broad areas in which women are most likely to be central to the news are social and legal stories, and celebrity, arts and sport. But while newspapers carry more social and legal news than television,

Jamaica

48. Across the regions - stories where women are central to the news 2000-2005

Region	2000	2005
Africa	8%	10%
Asia	10%	8%
Caribbean	13%	15%
Europe	7%	10%
Latin America	12%	14%
Middle East	17%	6%
North America	11%	20%
Pacific	11%	9%
All Regions	10%	10%
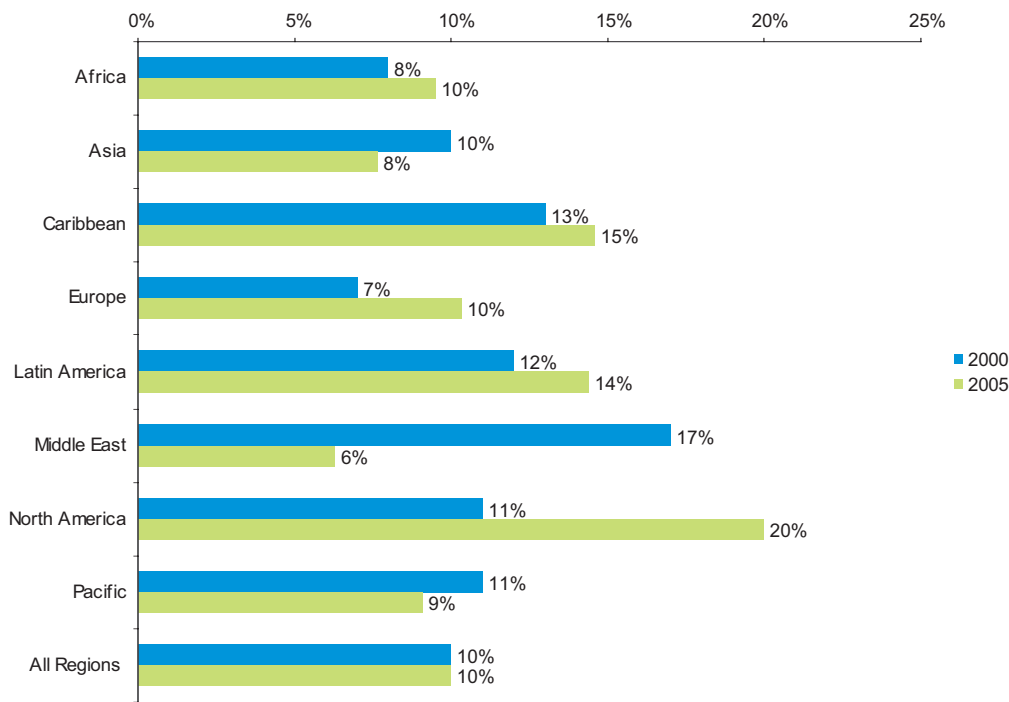
television carries more stories on celebrity, arts and sport (see table 1). The reason may therefore have more to do with the different nature and length of stories in the two media, than with the topics that predominate in either of them.

There is considerable consistency between the results for 2000 and 2005.

• In each year women are least likely to be central to the news in stories on the economy (3% in 2005). Politics and government is a second area in which there is rarely a central focus on women (8% of stories in 2005).

• In each year women are most likely to be central in celebrity, arts and sports news and in social and legal stories (17% in each topic in 2005).

Chile

Argentina

Women make the news

A parachute jump by four sisters aged 75 to 85. The story is voiced by the anchor, over footage of the women making their jump. He tells us that these 'brave grannies' … 'leapt from the sky' … 'without batting an eyelid'. But these are no parachute aces. They are normal women - indeed real grannies. 'One of them said it was the biggest step she'd taken since she'd tied the knot years ago'. And anyway, 'they're happy to be back on the ground'. The footage includes no interviews and there is no reporter on the spot. A low-cost, tongue-in-cheek item to end the bulletin. But a patronising comment on the place of older women in society.

Several other South African channels ran this story - always as an 'oddity' at the end of the bulletin, and all with the same mildly ironic tone.

• The main change between the two years is the big increase in women's centrality to stories on crime and violence (reaching 16% in 2005). This has been matched by a fall in the area of science and health (down to 6% in 2005).

• When women are central to the news, therefore, as a general rule it is outside the mainstream, 'serious' part of the news agenda. They do often feature centrally in social and legal news, where important stories occur. But women are very rarely central to stories on the economy, politics and government. In fact, it is in 'personality' oriented news (celebrity, arts and sport) or in 'dramatic' stories (crime and violence) that women are frequently to be found in central roles.

A closer look at the story sub-topics reveals the specific kind of news within the three main topic areas - celebrity, arts and sport, social and legal, and crime and violence - in which women tend to feature centrally (table 50). To show the complete range of news that focuses on women, even sub-topics with small numbers of stories are included in this table. Sub-topics are highlighted when they have at least 100 stories and when women are central in an above-average percent of cases.

49. Topics in stories where women are central 2000-2005
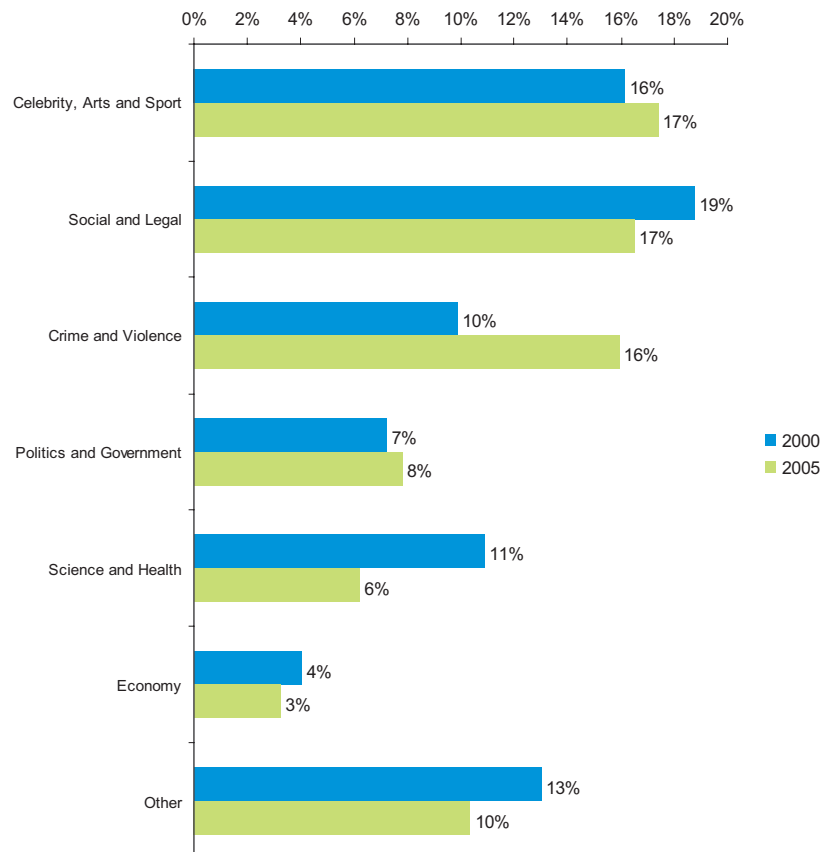
50. Percentage of stories in which women are central to the news 2005

Main topic area	Sub-topic	Central %	Not central %	Number of stories
Science, health	Birth control, fertility	72	28	21
Social, legal	Women's movement, activism	65	35	38
Crime, violence	Gender-based violence	63	37	187
Social, legal	Changing gender relations	62	38	13
Celebrity, arts, sport	Beauty contests, fashion	55	45	40
Social, legal	Family law	45	55	38
Social, legal	Family relations	36	64	45
Crime, violence	Violent crime	26	74	744
Celebrity, arts, sport	Celebrity news	25	75	318
Celebrity, arts, sport	Media, pornography	22	78	77
Social, legal	Human rights	19	81	139
Social, legal	Legal system, legislation	18	82	373
Science, health	Epidemics, viruses	18	82	49
Social, legal	Migration, refugees	17	83	70
Celebrity, arts, sport	Arts, entertainment	15	85	254
Social, legal	Religion, culture, tradition	13	87	149
Crime, violence	War, terrorism	11	89	501
Politics, government	Domestic politics	10	90	1422
Celebrity, arts, sport	Sports	10	90	604
Social, legal	Poverty, housing, welfare	10	90	174
Social, legal	Development issues	9	91	168
Science, health	Medicine, health	8	92	300
Politics, government	Foreign politics	7	93	1155
Crime, violence	Non-violent crime	7	93	508
Crime, violence	Disaster, accident	6	94	501
Crime, violence	Riots, demonstrations	6	94	118
Social, legal	Education, childcare	5	95	292
Economy, business	Consumer issues	5	95	191
Economy, business	Rural economy, agriculture	5	95	150
Politics, government	National defence, military	4	96	293
Science, health	HIV-AIDS	4	96	67
Science, health	Environment, nature	3	97	559
Economy, business	Labour issues	3	97	278
Economy, business	Economic policies, strategies	2	98	408
Economy, business	Transport, traffic, roads	2	98	262
Science, health	Science, technology	2	98	111
Economy, business	Economics, business, markets	1	99	416
	Total	**10**	**90**	**11887**

• The upper part of the list is dominated by two types of story. On the one hand, there are topics that 'naturally' suggest a focus on women - birth control, women's activism and the like. There are very few stories in any of these categories. On the other hand, there are topics that 'stereotypically' invite a focus on women - violent crime, celebrity news and so on. These topics account for sizeable numbers of stories.

• In the lower part of the list are the topics that - in terms of number of stories - comprise the bulk of the news agenda. Yet women are rarely central in this type of news. Even in topics where the percentage of female news subjects is relatively high - for instance education and child-care,

Challenging stereotypes

Nepal: Kantipur Daily p. 1. 'Woman community leader because men refused'

The nomination of a community leader in the Tharu ethnic group. Normally only men are nominated as leaders there. Because of the national political situation and associated conflict, no man would accept the nomination this year. Consequently, a woman was approached. She accepted the role and will be the leader of her community for the coming year. Stereotyped roles have been challenged in what may prove to be a pioneering decision for this community. Although the headline could be interpreted as ambiguous - drawing attention to the men's refusal as the reason for the woman's nomination - the placement of the story on page one implies that it is important. Moreover, it is accompanied by a line drawing of a woman giving a speech in a rural setting. The attention of the reader is therefore explicitly drawn to this short story.

consumer issues, HIV-AIDS (see table 10) - women seldom feature centrally. In other words although women may appear in such stories, story angles rarely focus on women as protagonists or highlight the particular implications of the issue for women as a group.

When women make the news, therefore, it is often in conventionally stereotyped ways - as celebrities, victims of crime, or in clearly 'woman-centred' stories that are usually marginal to the main news agenda. This marginality is illustrated by the small number of such items, and also by their placement. In television, for instance, news bulletins often end with a 'quirky' story. Stories placed here are intended as light relief from the serious news of the day. It is sometimes in these small, peripheral spaces that women make the news.

When women are central to the news, who does the reporting?

There is no real difference between female and male reporters here. Women reported 39% of such stories, and men reported 61%. This is almost identical to the overall percentage of items reported by women (37%) and men (63%) on the monitoring day.

Challenging and reinforcing stereotypes

Perceptions of stereotypes differ widely, even within a particular culture. In the global context of the GMMP, they are especially difficult to define. In 2005 nevertheless, we attempted to map out, both quantitatively and qualitatively, the extent and nature of gender stereotyping in the news. Monitors were asked to identify items that 'clearly' challenged or 'clearly' reinforced stereotypes about women and/or men.

Kantipur Daily, Nepal, 16th February 2005

The overwhelming majority of stories (91%) were deemed to neither clearly challenge nor clearly reinforce gender stereotypes.

• At the same time, stories were twice as likely to reinforce stereotypes (6%) as to challenge them (3%).

• The Middle East seems to have a relatively high proportion of stories that reinforce stereotypes (10%). However, the total number of stories is very small (218), making it difficult to draw conclusions

• Stories that challenge stereotypes are few and far

Fiji

51. Across the regions - stereotypes in the news
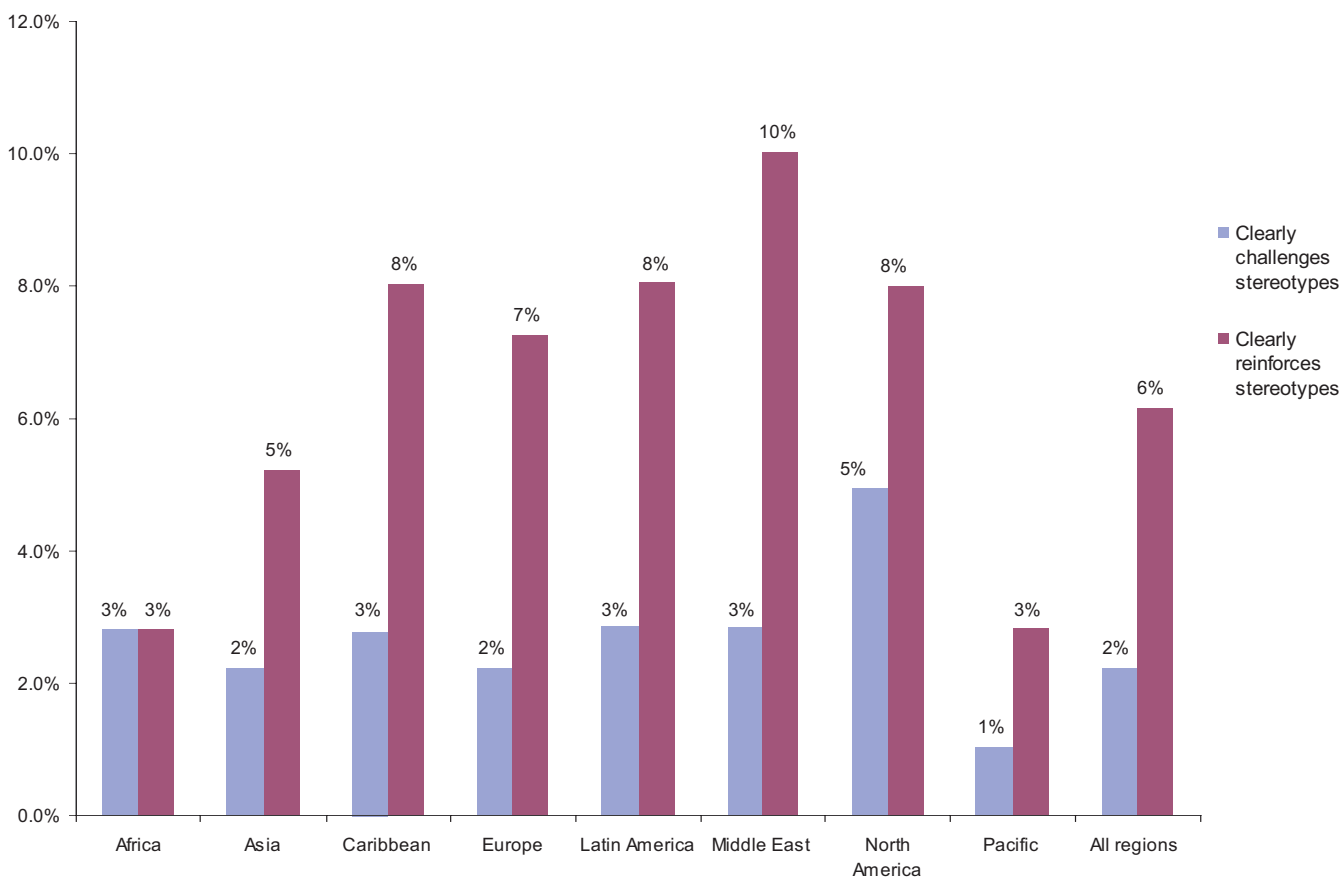
between in all regions, though with 5% North America is somewhat above average.

With the exception of social and legal news, in each topic area stereotypes are more likely to be reinforced than challenged.

• Not surprisingly, the difference is particularly striking in celebrity, arts and sports news, where 15% of stories were said to reinforce stereotypes and only 2% to challenge them.

• However, it may be surprising to find that stories on politics and government - which make up such a high percentage of the news overall - are twice as

likely to reinforce (6%) as to challenge (3%) stereotypes.

• A closer examination of this topic area shows that stereotypes are much more likely to be reinforced in stories on domestic politics (8%) than foreign politics (4%).

• Whether dealing with celebrities or politicians, therefore, news stories reinforce - rather than challenge - gender stereotypes. Even at these quite different ends of the spectrum, news is likely to be presented in a way that accentuates traditional perceptions of maleness and femaleness.

A more detailed analysis of the

topic areas throws up some interesting insights into stereotypes in the news.[7]

• Gender-based violence is the topic with the highest proportion of stories to challenge stereotypes (15%). It also has the highest proportion of stories that reinforce stereotypes (21%). Reporting on this topic is clearly polarised between two extremes.

• An above average proportion of stories on human rights challenges stereotypes (11%). The percentage of stories that reinforce stereotypes is about average (7%). So human rights reporting is somewhat more likely to challenge than to reinforce stereotypes.

52. Topics in stories that challenge or reinforce stereotypes
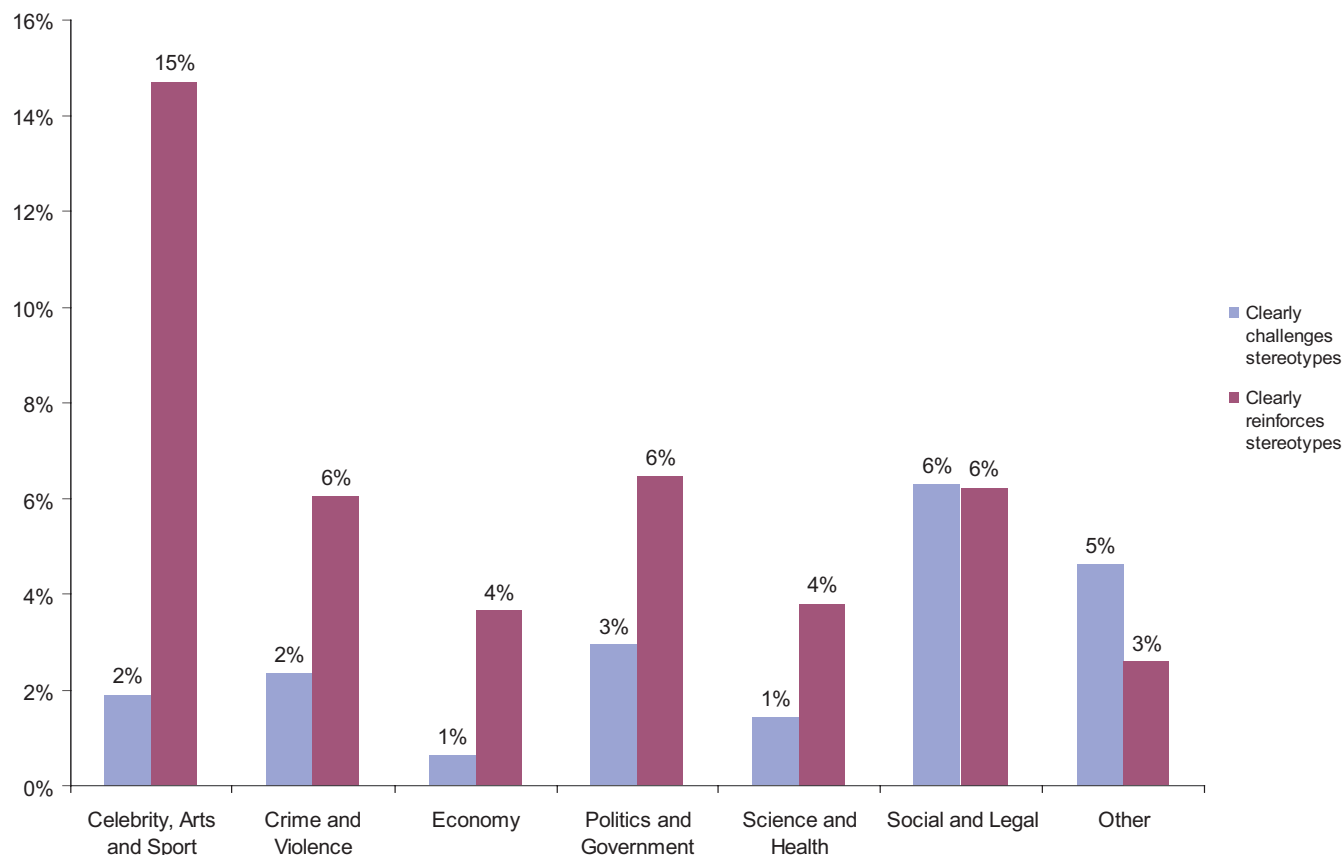
7 This analysis includes only sub-topics with at least 100 stories.

• Three topics contribute greatly to the reinforcement of gender stereotypes: celebrity news (16%), sports (12%) and arts and entertainment stories (11%). By contrast the percentage of stories that challenges stereotypes is minimal: 2% in celebrity and sports news, and 1% in arts and entertainment. Reporting in these areas therefore tends to follow a predictable, stereotyped pattern.

Although it may be more pronounced in some topic areas than others, this predictable pattern reproduces gender stereotypes across the news spectrum. Through the selective use of language and images, and through the assumptions that underpin the story, female and male news subjects are often portrayed in ways that exaggerate gender-related characteristics.

It may seem that, with only 6% of stories that clearly reinforce gender stereotypes, the news is on the whole neutral. However, these stereotypes refer only to what is actually *present* in the news. In fact it is the *absence* of women from the news that is the most powerful and pervasive stereotype of all.

Before leaving the issue of stereotypes, one more question arises. Are stereotypes more likely to be challenged, or reinforced, by female or by male reporters?

The chart shows an interesting pattern. 37% of all stories are reported by women. Yet 47% of stories that challenge stereotypes have female

Gender stereotypes in language and image

Israel: Television, Channel 2;

The item is introduced as being about 'girls' who are active in a right-wing political movement. They were arrested during a demonstration against the government's plan to uproot settlements in the occupied territories, and spent the night in a cell at the police station. The introduction suggests that this is a story about political activity. However, the focus suddenly switches to the wild and militant 'girls' who have complained that some of those arrested were sexually harassed by police while in jail. They are presented mainly with their backs to camera or, when they face the camera, in a fragmented manner (for instance showing only the lips of the speaker, or with the faces blurred). This framing is familiar to viewers in coverage of minors and victims of sexual violence, and not of political activists. The language used to describe them - 'girls' or 'teenagers', rather than 'demonstrators' or 'activists' - reinforces the focus on their femininity, rather than on their politically motivated actions.

The stereotypical presentation is particularly noticeable when compared with the preceding item in the bulletin, about right-wing male demonstrators. They are presented in action - standing at the demonstration, waving signs and torches, and shouting political slogans.

Ostensibly, this news item presents women as citizens and political activists. In reality, it subtly reinforces the stereotype that women are first and foremost sexual beings, above and beyond any other possible role.

53. Gender of reporter in stories that challenge or reinforce stereotypes
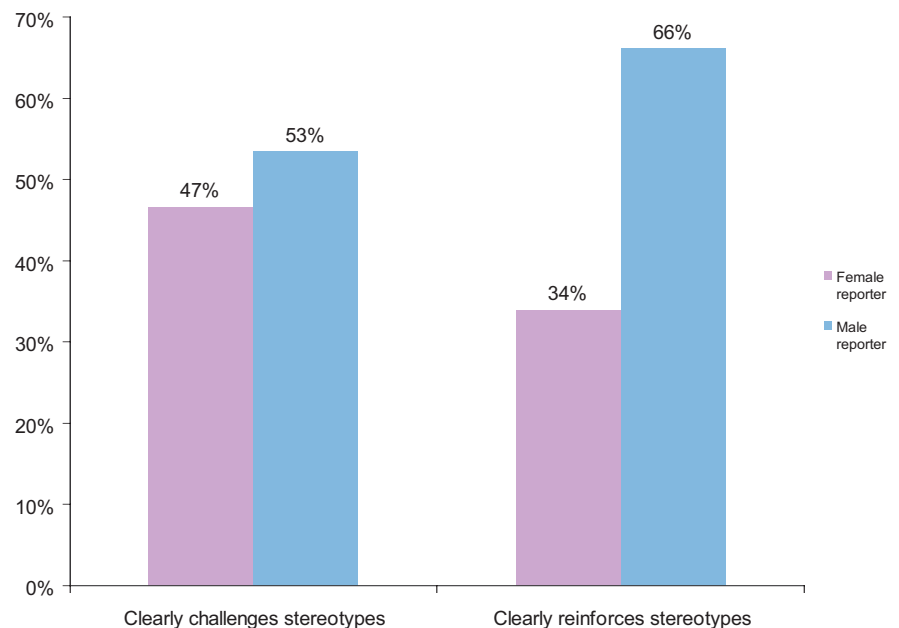
reporters - considerably more than would be expected, and a statistically significant result. Just 34% of stories that reinforce stereotypes have female reporters - slightly less than would be expected, though this is not statistically significant.

Gender equality in the news

To what extent does the news cover issues pertaining to gender equality or inequality? The discussion in the preceding sections suggests that, *a priori*, very little of it does. But is the deduction correct? It is true that there are few stories on issues such as gender relations or the women's movement. But what about the rest of the news? For instance, a story about politics might well examine policies to reduce the gender gap in earnings. An item about labour issues could focus on differential rates of male and female access to jobs. It is quite possible that issues of gender equality might feature more prominently than might at first be supposed.

In fact, only 4% of stories - some 500, from a total of almost 13,000 - clearly highlight issues of gender equality or inequality. With the exception of the Middle East, where the percentage of such stories reaches only 1%, there is little difference among the regions. Gender (in)equality is clearly not on the news agenda of the world's media.

54. Across the regions - stories that highlight (in)equality issues
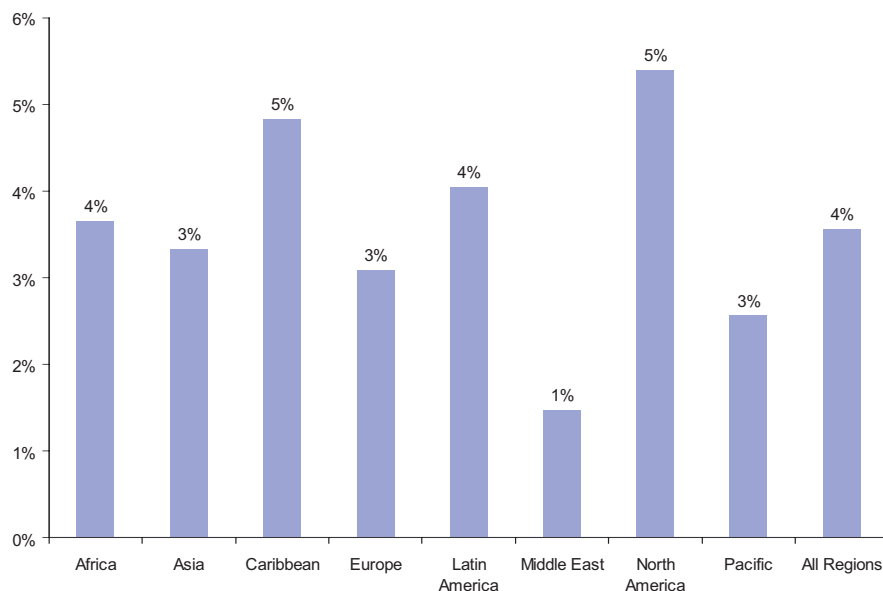
Perhaps predictably, news that highlights (in)equality between women and men is most likely to be in the social and legal area. This encompasses gender relations, women's activism, family law, migration, human rights, family relations, as well as religion, culture and tradition. In all of these the percentage of stories that highlights some aspect of gender (in)equality is well above average.

But those seven sub-topics combined account for only a tiny percentage (4%) of all news. So even if 8% of these items tackle equality-related matters, they are almost invisible in the overall news output. Why are there so few stories on (in)equality issues in the area of politics and government (3%), on science and health (2%), on the economy (1%)? From the impact of the war in Iraq, to the trial of new drugs on women, to the working conditions in telephone call centres or garment factories - there are countless stories that lend themselves to an approach that

55. Topics in stories that highlight (in)equality issues
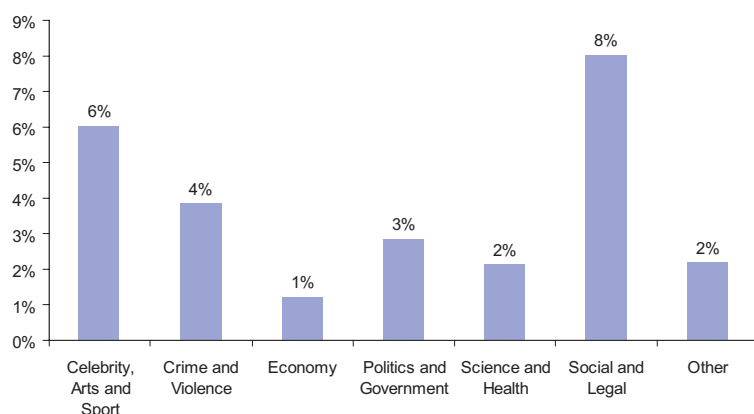
highlights gender. These stories are important to the building of informed citizenship in a globalising world. They are not difficult to find. But they do require thinking 'outside the box' of taken for granted news values. Too often that box becomes a prison that stifles creative journalism.

Even if stories that highlight gender (in)equality issues are few in number, it is relevant to ask who reports them. Yet again the data produce an intriguing pattern.

Female reporters are responsible for 47% of these stories, and they report 36% of stories that do not clearly highlight (in)equality. In relation to their overall share of news reporting (37%) of all stories, women report a higher than expected - and statistically significant - proportion of the

56. Gender of reporter in stories that highlight (in)equality issues

- Female reporter
- Male reporter

Ireland

Highlighting gender inequality

Bosnia Herzegovina: Television ATV

Out of 16 positions in the newly elected government of Republika Srpska, two went to women. By focusing on these appointments, the story explores the broader issue of gender inequality in politics and in society. The two new female ministers are interviewed. Both comment on the fact that this represents progress for women. One believes that the work of the government will be improved by the inclusion of women who, she says, are responsible, creative and skilful. Interviews with the Director of the Gender Centre and the President of the Women's Association focus on what still needs to be done to achieve gender equality. Finally, a female political analyst comments on the importance of women ministers as role models.

The election of the new government in Republika Srpska, one of the entities of Bosnia Herzegovina, dominated the news in all media on the monitoring day. This item was the only one to approach the story from the perspective of gender. All five interviews were with women. The story would have been enhanced if it had included the opinions of male politicians and experts, who would have added another dimension. Nevertheless, it succeeded in using the specific event as a spring board from which to examine some of the causes of gender inequality in society.
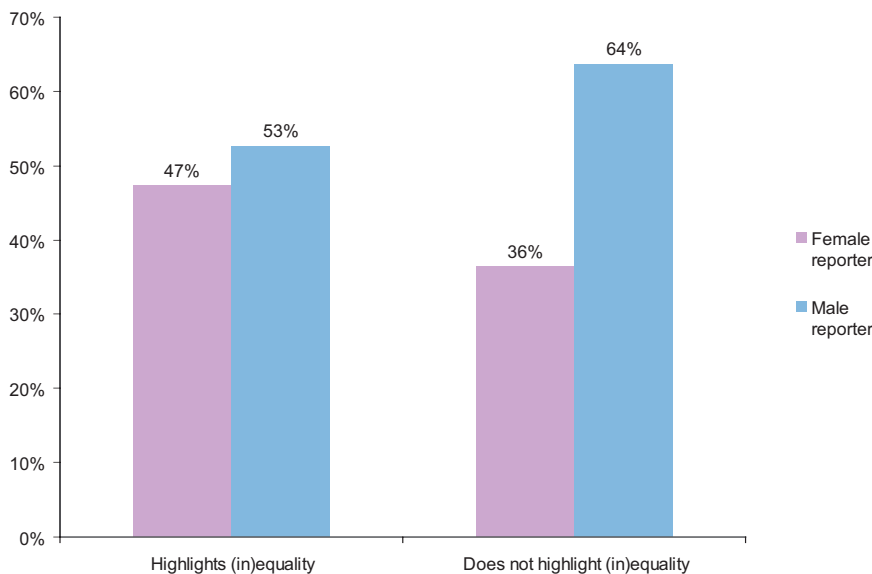
news that tackles gender equality.

Summary of findings

• Very little news - just 10% of all stories - focuses specifically on women. Newspapers, with 15% of such stories, are ahead of either television (9%) or radio (6%). North America stands apart from the other regions: here women are central to the news in 20% of stories (23% in Canada, 19% in the USA). But even in this region only one story in five focuses on women - still a very small proportion of the total.

• When women are central to the news, it is in one of two ways. First, there are the conventionally stereotyped stories - where women are celebrities (women are central in 25% of these), or victims of violent crime (women are central in 26%). Second, there are the 'woman-centred' stories (birth control, women's activism). However, these furnish only a small proportion of news items within the overall news output.

• Women are rarely central in stories that comprise the bulk of the news agenda - politics (8%), the economy (3%). Even in topics where the percentage of female news subjects is relatively high - education, child-care, consumer issues, HIV-AIDS - women seldom feature centrally. In fact, women are central to stories that are at the periphery of the news.

• The vast majority of news

(91%) neither clearly challenges nor clearly reinforces stereotypes. That said, stories are twice as likely to reinforce (6%) stereotypes as to challenge them (3%).

• Three topics contribute greatly to the reinforcement of gender stereotypes in the news: celebrity news (16% of which reinforces stereotypes), sports (12%) and arts and entertainment stories (11%).

• News on gender (in)equality is almost non-existent. The few stories (4% of the total) that tackle equality issues are concentrated in areas such as human rights, family relations, or women's activism. But these account for a tiny amount of news, and are barely visible in the overall output. Stories with a gender equality angle are almost completely absent in the major news topics of politics (3%) and the economy (1%).

• Female journalists report 37% of all news stories. However, almost half (47%) of the stories that challenge stereotypes, and of the stories that highlight issues of gender (in)equality, have women reporters. However it is important that this should not be perceived as an all-female zone in journalism. Male reporters also have a responsibility to produce stories that challenge stereotypes and highlight (in)equality - and they do. In 2005 men reported 53% of such stories. This is something to be welcomed and encouraged, because the development of a more gender sensitive approach to news selection and production requires the commitment of all editorial staff - both female and male.

• In summary: hardly any news focuses specifically on women. When women are central to the news, it is very rarely in mainstream, 'serious' stories on economics, politics and government. In fact, it is in 'personality' oriented news (celebrity, arts and sport) or in 'dramatic' stories (crime and violence) that women are frequently found in central roles. News on gender (in)equality is virtually non-existent, and stories are twice as likely to reinforce gender stereotypes as to challenge them. Stories that challenge stereotypes and that highlight gender (in)equality are most likely to be reported by women. But men also produce a significant number of these stories. This is important because both female and male journalists must be concerned if the news is to become more gender balanced in the future.

5 Journalistic Practice

The 2005 Global Media Monitoring Project gives a detailed picture of the numbers of women and men in the world's news, the different ways in which they make the news, the roles they play and so on. But numbers tell only one part of the story. A news item that highlights a women's development project, or one that interviews female politicians, may fall into just as many stereotyped clichés as an item about beauty queens. Gender portrayal in the news is the result of many aspects of journalistic practice. From the story angle and the choice of interview questions, to the use of language and the choice of images - all these have a bearing on the messages that emerge in the news.

For GMMP 2005, the monitoring groups were asked to submit examples that illustrate different tendencies or patterns in news coverage, from the worst to the best. Altogether 261 examples were sent in, from every region and covering all media. All of them appeared in the news on 16 February 2005. Some of the examples have been used in earlier parts of the report, to show what the data - those somewhat abstract numbers and percentages - actually mean in terms of real news stories. In this section there is

an additional selection of examples, divided into five groups:

- blatantly stereotyped stories;
- more subtly stereotyped items;
- stories that challenge stereotypes;
- examples of 'missed opportunities': reports that fail to explore the gender dimensions of issues in the news;
- stories that highlight gender equality or inequality.

These examples are intended to illustrate the ways in which particular assumptions, together with routine production practices, result in specific representations of women and men in the news. Some of these representations are extremely negative and potentially harmful. Others exemplify run-of- the-mill gender stereotyping, or unimaginative journalism. A few show that when journalists leave behind conventional preconceptions about gender roles and relations - the results can be thought-provoking and challenging journalism.

Blatant Stereotyping

A surprisingly large number of examples - 55 - was submitted in this category. It is tempting to believe that the worst excesses of sexist stereotyping in the media are a thing of the past. These examples prove otherwise. They are not confined to the tabloid press. Examples came from 'quality' newspapers, radio and television (state-owned, public service and commercial). Nor is blatant stereotyping limited to the gratuitous display of female flesh - although there are plenty of examples of this. Sexist reporting extends to a very wide range of stories - including sport, crime, violence, and even politics. Just four examples are included here. They prove that blatant stereotyping is alive and well in newsrooms today.

• Case 1:
The sex object.

Jamaica. The Star. 'Steamy Valentine's at Asylum'.

Summary

A report about the party scene on St Valentine's night at a local club called the Asylum. It was a sponsored event which included a fashion show, and at which prizes were distributed. No sources are quoted. There are two photographs.

Analysis

The article begins with a short verse that refers to the red and white colours of St Valentine. The theme of colour is taken up in the first sentence, which likens the streets of Kingston to 'a heap stacked with red and white refuse' on St Valentine's night. The next sentence links the 'refuse' with women - and specifically with prostitutes: 'Even the evasive prostitutes who lurk in dark corners … were wearing red'. Having set the scene in this way, the story then moves into the Asylum night-club, where 'hundreds of females, all decked in the colours of love, grouped themselves' on the dance floor 'for fun and for prizes'. The women 'snatched buckets of alcohol for describing ridiculously simple tasks' - which included describing how to prepare a fish recipe. This was followed by a 'steamy' fashion show, in which models wore 'sensuous', crocheted outfits. Finally, in the last sentence, we learn that men were also present. But things were 'a little too much' for them. Overcome by the sight of the models in their crocheted strings, they 'gulped down gallons of liquor to cool down'.

Two photographs illustrate the article. One shows a model in a crocheted bikini. In the other a woman is dancing. The camera angle highlights the top of her legs and her crotch. In the background to this photo, a man can also be seen dancing. Although men were present, it is women who are the exclusive focus of the story - ogled as sexual objects, ridiculed as simpletons who 'snatch' prizes for 'women's tasks'. Men are portrayed as distant observers of this female display, which overwhelms them to the extent that they have no alternative but to get drunk.

Conclusion

Masquerading as an innocent piece of 'fun' (the article's introductory and closing verses suggest that it is not 'serious'), the story is vicious in its representation of women. The thread linking refuse, prostitutes and the women at the club is unmistakably misogynistic. The underlying message - that women's sexuality is overpowering, causing men to lose control - feeds on myths about the causes of rape and sexual violence.

Jamaica

• Case 2: The sexual predator vs. the virtuous mother.

Paraguay. Diario Crónica. 'Doña de juez que trajo a pendejo está en Limpio' and 'Mama desesperada pide ayuda'; (Wife of judge who abducted a youth is in Limpio; Desperate Mum asks for help).

Paraguay

Summary

The story is headlined on page 1 of the newspaper and appears inside in the police news section. A 30-year old woman has been accused of abducting and having sexual relations with a 15-year old youth. The accusation has been brought by the youth's mother. There is a photograph of each woman.

Analysis

The main headline ('Doña de juez …') presents the accused woman as guilty, although nothing has yet been proven. The description of her as 'wife of judge' denies her an identity of her own. It stresses her marital status, thus marking her presumed relationship with the youth as inadmissible. The second headline ('Mama desesperada …') stresses the legitimate relationship between mother and son. By drawing attention to her 'desperate' state, it suggests that she is in the right.

The photograph of the accused woman shows her looking completely dishevelled, wearing shorts and a skimpy top, sitting with her legs apart. She is looking down so that the expression on her face cannot be seen clearly. This is in stark contrast with the photograph of the 'desperate Mum'. She is seen in close-up, with only her face in the frame. Her expression conveys suffering.

The two main reports ('Wife of judge …' and 'Desperate Mum …') present testimony from each of the women. In one of these there is a fleeting reference to the fact that the youth was beaten by his brothers and his mother. There are four other short reports on the same page. One gives testimony from the head of the local police station. The other three all contribute to a picture of the accused woman as a troublesome spendthrift of doubtful morality. One asserts (no sources are mentioned) that her 62 year-old husband's problems 'all began' when he married her. She was 'a snob', who was 'divorced with two children'. In another the owner of a bar tells how she is owed millions by the woman, who enjoyed 'sprees with lads'. At no point in the six reports is there any examination of the youth's home life, any analysis of his motivation for wanting to get away from it, or any attempt to question the beating he received from his family members.

Conclusion

The entire weight of the story is to cast the accused woman as a 'sexual predator', pitting her against the 'virtuous mother' whose son has been led astray by a women twice his age. It is a classic expression of polarised stereotypes of women: either ineluctably pure or profoundly profane. These extremes are widespread in the portrayal of women throughout the media, and contribute to unfounded and spurious beliefs about female sexuality. Moreover, by falling into such stereotypes, the story - irrespective of the rights and wrongs of the particular case - does a disservice to journalism, producing an item that is unbalanced and one-sided.

• Case 3: Emotional women, rational men

Mauritius: L'Express. 'Les familles des suspects témoignent' (Suspects' families give evidence)

Summary

Family members of two suspects in a case of murder and bank robbery are interviewed. The tone of the story is emotionally charged and dramatic. All five of the interviewees are women - mothers or sisters of the accused. There is one photograph, showing the brother of one of the suspects.

Analysis

The women are depicted in highly stereotypical terms - one is 'distraught, shocked'; another speaks 'through tears, unable to contain her emotions'. They are mystified by what has happened - 'I don't understand it'; or incredulous - 'He has such good qualities. I was very close to him'. By contrast, the father of one of the suspects is described as a 'high ranking police officer' who 'did not approve' of his son. In a statement, he has said that the young man is his son 'in name only'. In the only photograph, the brother of the second suspect is described as having facilitated the surrender of his sibling.

Thus while the women are portrayed as too emotional to have understood what was happening, the men emerge as rational and in charge. These stereotypes are fostered by the different ways in which the women and men in the story are approached. The women are interviewed, very soon after the crime. Neither of the men is interviewed. The views of the father are culled from a written statement, whose tone is distant and contrasts markedly with the immediacy of the women's reactions. The brother's portrayal is effected only through the photograph, in which he looks directly at the camera without visible emotion. The caption is matter of fact and to the point: he played a part in the surrender of his brother. It is through the women that the reporter transmits the drama and emotion of the crime.

Ironically, in a fleeting mention, we learn that the mother of one of the suspects tried to warn the police of her son's plan, but was ignored. Now she 'seems to be going about her business normally'. The question of why this woman's warning was not taken seriously is not raised in the report.

Conclusion

The end result is similar to an episode in a soap opera. A more serious, investigative approach would have focused on the half-buried but socially important question of why the police chose to ignore the mother's warning - which if attended to could have avoided a robbery and a murder. Instead, the story serves up a familiar 'crime report' diet: emotional, stupefied women; cool-headed, capable men.
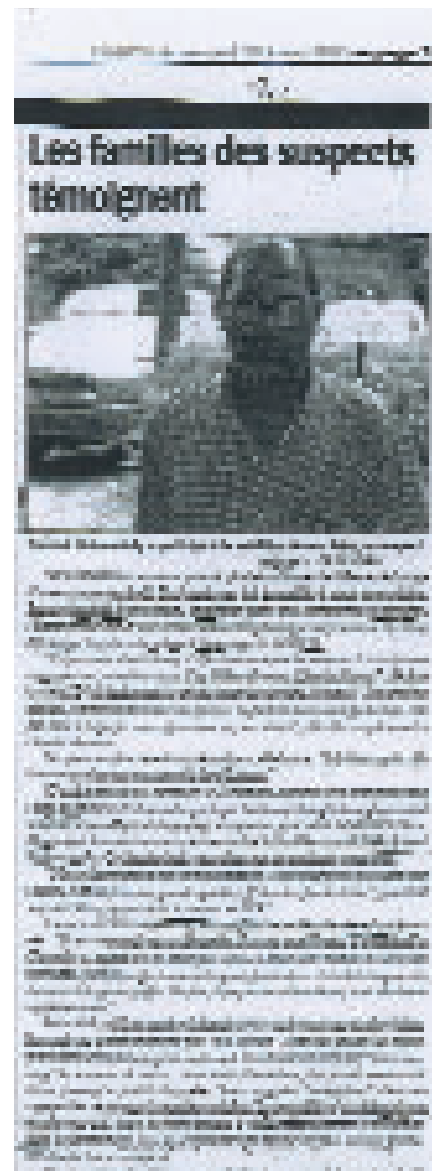
Mauritius

• Case 4: Trivialisation of women in political life

Portugal. SIC Television

Summary

This news item follows a leading politician throughout one day of his campaign in the Portuguese national election. During the day the politician has lunch with a group of business women from his own party.

Excerpt from the newscast:

Journalist (voice over). The airplane takes him quickly to Lisbon. There, the business women longed for the arrival of their leader.

Woman (to camera): He is nice, well spoken. He is very intelligent.

Journalist: And how does he treat women, is he nice?

Woman: Very nice

…

Another woman (speaking Brazilian Portuguese): Oh, my God! I have never been kissed by a Portuguese politician!

Journalist: Was it special?

Woman: Very special!!

Journalist (asks the politician): How do these kisses compare with others?

Politician: Listen… (he smiles, embarrassed and hesitant) …it is pleasant, isn't it? (He says this in a Brazilian accent - wanting to echo the ironic, male tone of the journalist - and laughs loudly).

Analysis

The journalist's tone is deeply ironic throughout the report. He addresses the politician as a 'man', establishing a moment of male confidentiality when asking him about the kisses.

The politician responds in a 'manly' fashion. Although the business women are party members, they are not asked about their role in the party or their view of the politician and his policies. Instead they are depicted as hollow and very 'feminine' - 'longing for' their leader, and with nothing important to say. But of course the interview questions do not invite serious responses. They are framed with the purpose of eliciting trivia.

Conclusion

This seems to have been intended as an entertaining news item, and some viewers may indeed have found it funny. But by treating the lunch with the business women as a trivial event, it trivialises the women themselves. Who are these women? Why are they there? What businesses do they run? What is their role in the party and in the election campaign? These questions are never addressed.

This story was covered by the all three national television channels in Portugal. None of them provided any information about the women.

More subtle stereotyping

If blatant stereotyping is still disturbingly rife, subtle stereotyping is in some ways even more problematic. Less obvious than the overt sexism of the above examples, these stories usually embody unstated assumptions about the roles of women and men - assumptions that are hidden in the choice of language and images, and by the emphasis that is placed on certain aspects of male or female experience. A total of 67 examples of subtle stereotyping was submitted. The following three examples illustrate some of the tendencies in this type of reporting.

● Case 1: Domestic roles and responsibilities

Japan: TBS Television. 'The Kyoto Protocol - Towards a Review of our Lifestyle'.

Summary

The item begins with brief shots of the ceremony marking the Kyoto Protocol, including an extract from the speech of Prime Minister Koizumi. This is followed by street interviews, in which people are asked what they know about the Kyoto Protocol. Finally, a reporter visits the home of a young couple who have taken steps to save energy.

Analysis

In the street interviews, comments from three women aged between 30 and 40 illustrate a lack of knowledge about climate change: 'I don't understand it well'; 'I'm not very interested in it'; 'Saving electricity is important'. The visit to the home of the young couple shows their kitchen, where they have installed a plastic curtain in their refrigerator to reduce energy consumption. In a voice-over, the reporter says: 'This couple are making an effort to save on power'. However, only the wife is interviewed. She explains what they do. The husband appears only fleetingly and says nothing.

This item underlines gender stereotypes in several ways. The selection of quotes from the street interviews suggests that women know little, and care little, about the serious issue of climate change. At the same time the report goes on to imply that it is women who are responsible for domestic power consumption.

Conclusion

It is reasonable to draw attention to what individual citizens can do. But by focusing exclusively on women and on the domestic setting - without even passing mention of the basic causes of the problem, and without showing men's part in consuming power at home - the report suggests that women's domestic role is a key to saving the environment. The role and responsibilities of men in the domestic sphere are ignored.

• Case 2: Women's work, women's aspirations.

Namibia. New Era. 'Kavongo Women Keep Pots Boiling'.

Summary

Women in the Kavongo region are increasingly taking the initiative in generating income for themselves and their families. 'Women are found at almost every street corner selling various foodstuffs and crafts, while men are spotted loitering aimlessly or at times begging for money'. Reasons for this are explored in interviews with two male officials. Two female small-scale entrepreneurs explain what they do, and their reasons for doing it. Finally two men 'in the street' give their views on the kind of work done by women. There are two photographs.

Analysis

At one level the story challenges the notion that women are not good in business, or that they lack initiative. At another level, however, it reinforces the stereotype of women's work as inferior. Several journalistic devices contribute to this.

First, the headline. 'Women Keep Pots Boiling' might be intended as an allusion to the clay pots that are produced in the region. But at no point is it reported that women make or sell these pots. Instead, the women in the story are said to sell food. In fact, the headline situates women in the kitchen.

Second, the photographs. There are no visuals of women vendors in general or of the two women interviewed. Instead, both pictures feature men. One shows an official, who is seated at a desk. The other shows the two men 'in the street' who are pictured in an exterior location. So although the views of two female vendors are included in the story, the visuals suggest that men are the authorities whose opinions matter.

Third, an implicit theme throughout the story is that women work out of desperation - because men are 'sitting under a tree drinking', or 'just sitting at home doing nothing', or have abandoned their families. This means that women accept the most menial tasks. According to one of the officials, the Town Council has contracted women 'to do the cleaning of the town and to collect the rubbish'.

Fourth, the two men 'in the street' believe that men are 'too proud' to do the work that women accept. This applies to younger people too, they say. Young men 'would rather seek education and higher paid jobs, while girls seek jobs in shops'.

Conclusion

The opinions of the two men 'in the street' are used to close the report. The reasons behind their comments - for example, why are women are obliged to accept work that men find demeaning? why are women less likely than men to continue their education? - are not explored. Instead the story leaves the impression that women's aspirations are more limited than those of men, and that women's work merely matches their lowly expectations.

Namibia

• Case 3: Men's sport, women's sport

Vietnam. Nong Thay Ngay Nay. 'Cong Vinh and Kim Chi are Number One'.

Summary

This is a short news item, announcing the selection of the most outstanding football players of 2004. The male winner is Cong Vinh. The female player is Kim Chi. There is one photograph.

Analysis

The report starts equitably enough, stating that 'Cong Vinh and Kim Chi will receive 25 million VDN and commemorative medals'. However, most of the text goes on to describe the achievements of the male player - 'young striker' Cong Vinh. He is praised as 'a star' who has 'made a great contribution' to the achievements of his team. A picture of Cong Vinh shows him on the football field, his arms raised in a victory pose. The caption reads: 'Stable manner helps Cong Vinh to win many big prizes'.

Only eight lines, in the final paragraph, are devoted to Kim Chi. These merely list the main goals she scored in 2004. There is no photograph of her, nor is there any description of her strengths as a player.

Conclusion

It is relatively unusual to give a national 'footballer of the year' award to a female player. Such an award could be the occasion to celebrate and draw public attention to women's contribution in this traditionally male field of sport. The report completely fails to take that opportunity. Instead it implies that the award that counts is the one to the male player. He is the real 'star'. It suggests that the award to the female footballer of the year is of negligible importance. By failing even to mention Kim Chi's footballing skills, the story confirms the stereotype of women's irrelevance in the world of sport.

Vietnam

Challenging Stereotypes

Although these were fewer in number - just 49 examples were submitted - stories that challenge stereotypes were found in most regions. Such news items tend to overturn prevalent assumptions about women and about men - in relation to attributes, areas of expertise and competence, interests and concerns. HHere there are three examples of stories that challenge some of the stereotypes that are commonly found in news coverage.

• Case 1: The professional female.

Italy. RAI Television.

Summary

Following the release of a video message from journalist Giuliana Sgrena who was kidnapped in Iraq, there is an interview with Gabriele Polo, the director of the newspaper for which Sgrena works. He reacts emotionally to the content of the video and comments on her professional capacity as a journalist. Video footage of Sgrena in various work situations is shown while he speaks.

Analysis

The combination of verbal and visual images in this story challenge gender stereotypes at various levels. In the first part of the interview, the emotional reaction of Polo to the content of the video calls into question the cliché that men are reluctant to express emotion. His reaction at this point in the interview is a personal one, provoked by sorrow at witnessing a respected colleague who is agitated by the condition of being a hostage.

In the second part of the interview - while Polo describes the professional strengths, ability and courage of Sgrena - video images show her at work. She is seen reporting from the field, commenting on the situation of women and children in war-torn territories. In an excerpt from a report entitled 'Beyond the Veil' she speaks about the complexity of women's existence under Islamic law. The footage depicts a journalist who has pursued her professional activity with determination, and who has exposed herself to danger by speaking out with conviction and authority. This provides a radical contrast with the very emotional appeal made by Sgrena in the video message seen earlier - although in that message she also stresses her professional role, stating that her work has always been intended to throw light on the situation of people in Iraq.

Conclusion

The decision to show footage of Sgrena at work, alongside the comments of Polo about her professional courage, puts her video message into a new and revealing context. This is not the appeal of a woman in a stereotyped 'female emotional state', but of a journalist faced by a specific reality that is the result of her professional activity.

• Case 2: Violence against women

Summary

An item about the number of cases of sexual assault that are reported - through formal channels to the police, and through informal channels to the Fiji Women's Crisis Centre. The story is based on a report presented at a meeting on violence against women. There is one photograph. It shows two women side-by-side at the meeting. One is from a women's crisis centre; the other is a member of the police force.

Analysis

The story clearly presents the findings of a rather complex survey. It has been found that cases of sexual assault involving perpetrators who are known to the victim are more likely to be reported to the Fiji Women's Crisis Centre than to the police. In cases reported to the police, the perpetrator is more likely to be a stranger to the victim. Yet the largest group of perpetrators of violence are related to the victim. This means that cases of sexual assault are under-reported to the police. To encourage more women to come forward, the report recommends the establishment of women's complaints centres in police stations, and suggests that consideration be given to setting up Women's Police Stations.

A human rights lawyer is interviewed. She says that most laws on sexual assault are outdated because they are written from a male perspective, and stresses that women need to understand the existing laws so as to be able to lobby the relevant authorities and bring about change.

There are several strong points in this short report. The headline 'Female Force Mooted', placed directly above the photograph of two women in close-up, invites the attention of the reader without sensationalising the subject matter. The content stresses the positive recommendations of the report, rather than dwelling on any gratuitous details of sexual assault cases. The quote from the human rights lawyer reinforces the need for legislation that is gender sensitive and for action on the part of women themselves.

Conclusion

The inclusion of a male point of view - for instance from a police officer - would have added an important additional dimension to the report. Nevertheless, the story challenges the stereotype of long-suffering women who - because they do not report sexual violence - accept or even acquiesce in it. It also challenges the stereotype of a legal system that is gender neutral.

Female force mooted

Fiji

• Case 3: Victims or survivors.

Swaziland. Swazi Observer. 'Facing the HIV/AIDS crisis …a women's HIV/AIDS activists' group charts the course to improve their lot and set an example'.

Summary

Convinced that women's issues are being ignored by the country's leading AIDS support organisation, a group of women activists decide to raise funds for HIV-AIDS sufferers so as to decrease dependency on donor organisations. They fence off some land, plant vegetables and sell the produce. Half of the profits are put back into the agricultural work, and the remaining half is split equally between the group's members and people living with HIV and AIDS. There is one photograph.

Analysis

The language used is very positive. One of the group's founders is 'a determined individual', who has overcome 'spousal abuse and discrimination as an HIV-positive woman'. The women are 'independent-minded'. They want to be 'self-sufficient and not at the mercy of charity'. They face opposition from local chiefs who 'did not understand what a group of women wanted with a field'. But they eventually find an ally in an acting female chief, installed temporarily until her nephew, who would inherit the job, reaches maturity.

The item challenges the stereotype of women as passive victims. These 'middle-aged women' have taken the initiative in setting up an 'historic scheme'. Although placed further back in the main news pages, the item is prominently positioned at the top of the page, with a large headline. Readers' attention is also likely to be drawn by the accompanying photograph of three smiling women agricultural workers and its bold caption: 'WOMEN FARMERS! … A women's HIV/AIDS activist group has confronted the scourge head-on by involving themselves in an agricultural project'.

Conclusion

Including lively quotes from three of the women involved, the item is a good example of how a small but potentially important enterprise can be presented in a way likely to attract the notice of readers. Without sidestepping the issue of women's experience of abuse, the story makes clear that this is something that can be overcome. But there is no romanticisation in the account. What emerges is a picture of struggle and determination - and a very positive example for women living with HIV,

Fiji

Missed opportunities

An enormous amount of news makes women and women's experience invisible simply by neglecting female viewpoints, or by failing to consider different implications of an issue for women and men. A story about divorce legislation that includes only male sources; a story about national unemployment that ignores its differential impact on women, men and families - these are missed opportunities to enrich and expand the news angle by including a wider range of sources and viewpoints. Reports frequently refer to 'people', implying that the term encompasses all of humanity. In fact, the term often hides a normative assumption - that 'people' are actually male. Many examples - 74 - were submitted in this category. In fact monitors often said that their entire news output - or specific sections within it, such as sports reporting - was one gigantic missed opportunity. Here are three specific examples.

• Case 1: Gender segregation in the labour market.

USA. Lansing State Journal. 'MSU aims to improve jobs at nursing home'

Summary

Michigan State University, together with state agencies, is developing a training programme to improve the working conditions of nursing assistants. The article states that 70 percent of nursing aides leave their jobs within the first year. Problems cited include low pay, low job satisfaction and work overload. As a result, patients in nursing homes are neglected. This is a lead story on page l, and continues on page 4. There are two photographs, one of which is on the front page.

Analysis

Many women appear in the story. Four female experts are interviewed. Two are from the university research team; another is the representative of an NGO for people with disabilities; the fourth is the state 'ombudsman' (sic) for long-term care. Each of the photographs shows a nursing assistant on duty. Both of the assistants are female. Yet the only nursing assistant to be interviewed is male. This man 'fell into' a nursing job while employed as a receptionist. Though he liked the work, eventually 'better pay lured him into a job as a postal carrier'.

This story gives many statistics on the average pay of nursing assistants in various parts of the health system. But at no point is there any reference to the fact that this is female-dominated job, or any analysis of the impact that this might have on levels of pay. Indeed the choice of a male nursing assistant for interview - rather than, for instance, either of the two females who appear in the photographs - suggests a decision to side-step the question of gender segregation in employment, and the gender gap in earnings.

Conclusion

Over 90 percent of registered nurses in the USA are women, according to US Department of Labor figures. It can safely be assumed that the proportion of female nursing assistants is even higher. This report is an extraordinary missed opportunity to examine the issue of gender segregation in employment, its effect on earnings, and the repercussions for job morale and patient care.

Lansing State Journal

MSU aims to improve jobs at nursing homes

USA

• Case 2: Unemployment and the female workforce.

Israel. Ha-aretz. '"They used to say Delta was a secure workplace"' say fired female workers'.

Summary

The closure of a tailoring workshop is announced. This is the last workshop owned by Delta, one of Israel's largest textile companies. The closure symbolises the collapse of an entire industry, whose workforce is predominantly female. There is one photograph.

Analysis

The workshop is almost exclusively dependent on female workers. The closure involves massive firing of employees, all of whom are women. Yet the story ignores these gender-related aspects of the event. Although all of the interview quotes are from women, and the person in the photograph is female, the story is presented as 'unemployment' news. It is not approached as something that specifically affects the unemployment rate among women.

Two of the fired female workers are featured, together with the husband of one of them, who is also unemployed. The three cases are chosen to represent 'the difficulties of unemployment', and especially of 'unemployed people in the lower social strata' (in this case immigrants, Arabs) - but not of women. There is no critique of government socio-economic policy and its impact on the employment of women. Instead the interviewees describe the closure as 'unavoidable' because of competition from Asia, where salaries are lower. One says: 'It's true that we were fired. But the bottom line is that a workshop needs profit in order to survive'.

Conclusion

With a higher unemployment rate among women than men, Israel's female workforce is particularly vulnerable to foreign competition in female-dominated industries such as textiles. By presenting the closure of the Delta workshop as a general unemployment story, this news item missed an opportunity to explore the gender dynamics of the employment market, and the vulnerability of low-paid female jobs in the global market place.

Israel

• Case 3: Normalising violence against women.

Puerto Rico. Channel 4 Televicentro WAPA.

Summary

A young woman is stabbed seventeen times and killed. The reporter states that the police are still searching for her partner, who is the suspect. He mentions the seventeen stab wounds, the fact that the suspect had lived with the murdered woman, had previously been imprisoned for domestic violence, and had been stalking the woman for several days. Video images show a woman who is weeping, and being restrained by other people. There are still pictures of a young woman, in one of which she is standing next to a man. The people in these visuals are not identified.

Analysis

The lack of depth in this story is striking. There are no interviews. None of the people who appear in the visuals is identified. No background statistics are presented. This brutal killing is presented as a run-of-the-mill occurrence of no particular significance. The unimportance of the news is underscored by its placement in the bulletin. It is preceded by an item about another murder, which is attributed to drug dealing and is said to be the 94th assassination so far this year. The item on the killing of the young woman is followed by a political story. This is introduced by the news anchor with the remark 'moving on to political topics …'.

The particular syntax or connection that is created between the story about the brutal murder of a woman at the hands of her male partner and the other two items diminishes the significance of violence against women. The seamless transition between this news and the previous item on a drug-related killing could lead viewers to see the young woman's murder as just another instance of social violence. But the insignificance of the woman's murder is most blatantly signalled by the introduction to the item that follows: 'moving on to political topics …'. The indifference displayed in this comment suggests that violence against women is inconsequential.

Conclusion

The World Health Organisation estimates that 70 percent of all female murder victims are killed by their male partners. This news item gives no statistics on the incidence of femicide in Puerto Rico. Nor does it interview any experts on the causes of violence against women, a phenomenon that Amnesty International describes as a 'global outrage'. The news story misses an opportunity to address - even cursorily - the attitudes to and roots of domestic violence. By treating this particularly brutal murder as a routine event, it implies that violence against women is unremarkable and indeed normal.

Highlighting gender (in)equality

Stories that focus directly on aspects of gender inequality - the 'glass ceiling' in employment, unequal access to resources, and so on - are rare. News that highlights gender equality - for instance, by focusing on a successful woman in a traditionally male domain such as politics - is slightly more common. However, taking both of these types of story together, only 16 examples were submitted. Here are three of them.

• Case 1: Professional status in female-dominated work.

Namibia. New Era. 'Respect All - Including Secretaries'.

Summary

This is straightforward story based on a speech by the vice-president of the Namibia Personal Assistant Association (NPAA). Despite the inroads women have made into previously 'male' professions, the opposite has not happened. Men have not flocked into 'female' jobs such as secretaries, teachers, cashiers and nurses. As a result, these jobs have a negative image. Such attitudes need to change. There is one photograph.

Analysis

Though short, the report manages to convey information about male and female segregation into high and low status occupations. About 90 percent of secretaries are women, 'and there has not been a change in this field despite people talking of gender equality'. The tone is upbeat, calling for a change to the 'stigma that secretaries are just there to answer phones'. The positive message is continued in a picture of members of the NPAA, whose caption reads: 'Proud'.

Conclusion

The report could have been enriched by some discussion of racial segregation in employment: it is striking that most of the women in the photograph are white. Nevertheless, as a simple story based on a routine event, it reveals an aspect of gender inequality not commonly covered in the news.

Namibia

Case 2: Socio-economic status.

Canada. Montreal Gazette. 'Report paints social portrait: data to be used to improve services'.

Summary

The story is based on the release of a report on the daily lives of women and men in Montreal. The report covers age, single-parent families, levels of work, annual income, language, education and immigration. The findings show major disparities between women and men in relation to income (women earn less), hours spent on domestic tasks (women do more), and responsibility for families (more women are single parents).

Analysis

The headline presents the report as a 'social portrait', rather than as a study of socio-economic differences between women and men. Tactically, this is astute. The story is more likely to be perceived - and read - as 'general' news, and therefore of interest to everyone, if it is introduced as an item about the improvement of 'services'. In fact, the body of the text states that the findings will be used to improve 'women's lives', and the story as a whole focuses on the gender differences revealed by the study.

A member of the group responsible for the report is quoted. She points out that 'despite progress and all the work done to improve the situation of women, the battle has been far from won'. A second woman is interviewed. She is a graduate student who works with women's advocacy groups, and is the mother of two young children. She stresses that the factors that produce gender disparities are all inter-related. 'It's not a matter of just addressing the wage gap', she says in the quote that ends the story.

Conclusion

This story takes what might be regarded as a dry research study, and presents it in an accessible and intelligent way. Its headline is designed to attract both male and female readers. However, the story itself could have benefited from some male points of view on the findings. Nonetheless this succinct report manages to convey some of the complexities that must be confronted when working to achieve gender equality.

Canada
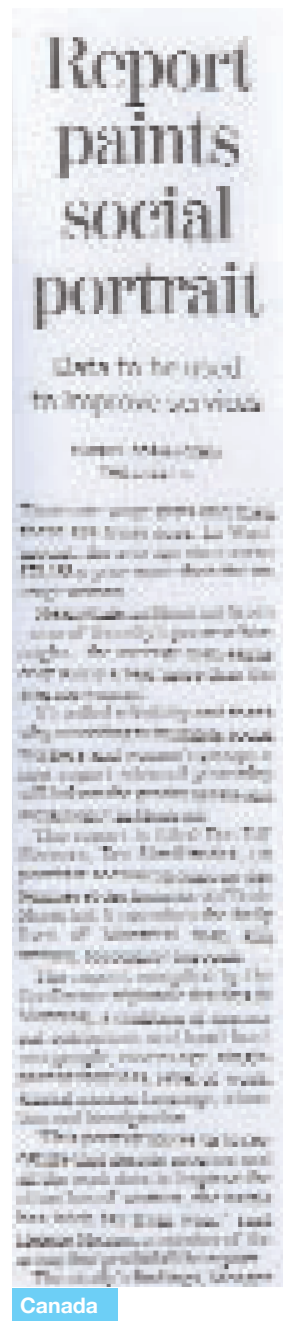
• Case 3: Sexual violence: the wider context

South Africa. SABC3 TV. 'He's scheduled to play tonight, but women's groups cry foul'

Summary

Well-known football player Benedict Vilakazi has been accused of raping a 15-year old girl. He has denied the charge. Although suspended as captain of his team, the Orlando Pirates, Vilakazi has not been suspended from playing completely. This is what the group People Opposing Women's Abuse (POWA) is calling for, pending the outcome of the case.

The story is built around the following segments:

• Anchor: 'A women's rights NGO has called on Orlando Pirates bosses to completely suspend the football club's captain Benedict Vilakazi from the side'.

• Reporter (over shots of male footballers, and of Vilakazi playing): 'People Opposing Violence, POWA, believes Orlando Pirates could have done more to send a message condemning violence against women and children'.

• POWA representative Carrie Shelver (standing with POWA poster in background): 'Yes, we support the suspension of the captaincy. We would support though a suspension, pending

an outcome of the case, of him playing.'

• Pirates spokesperson Dominic Ntsele (sitting in office): 'I understand where POWA comes from. The allegations are very serious. But Pirates could not do anything which suggests that we pre-judge the case'.

• Street interviews. Young man: 'A person is innocent until proven guilty …It's his word against the word of the lady'. Young woman: 'There's a very big possibility that she was raped … But it's also possible that she wasn't'.

• Reporter's summing up (over shots of footballers): '… Vilakazi … denies all charges'.

Analysis

The angle or perspective of the story is the position taken by POWA. The statement from their representative is included in the opening headlines to the bulletin, and is the starting point for the item itself. The Pirates' spokesperson has clearly been asked to react to POWA's position. The street interview statements are balanced. The language of both anchor and reporter is neutral.

The item's foregrounding of POWA's position differentiates it from the usual angle taken in stories of this kind. Commonly the focus is on the accused individual, reactions of family and colleagues, history of previous behaviour etc. Such a focus personalises the issue and removes it from the wider context and causes of violence against women. By focusing on the advocacy group and its call for the Pirates to send a 'message condemning violence

against women and children', the item suggests that this particular case relates to a broader phenomenon.

Conclusion

This is a short (1 minute 20 seconds) news item, which does not delve deeply. Although it does not explore issues such as unequal power relations as possible causes of sexual violence, the story does imply that the Vilakazi case raises bigger questions than whether this individual is guilty or innocent.

Pressures and practice in journalism

The pressures in today's newsrooms are such that many stories are produced on 'automatic pilot'. With little time and sometimes very limited resources, opportunities for research or for interviews may be tightly constrained. It is true that journalists are increasingly under pressure to produce more, and to produce it more quickly. In this context, how can journalists find time to pay attention to gender in the daily practice of their profession?

The answer is that if the issues raised by the GMMP are understood, giving consideration to gender in the day-to-day business of journalism is not an 'add-on' to everything else. On the contrary, it needs to be integrated into the journalistic endeavour from start to finish. Good, innovative journalists will see the professional advantage of thinking about gender - in terms of sources, priorities and perspectives - to produce stories that are more rounded, balanced and stimulating. From this point of view, paying attention to gender becomes not an extra burden but a professional imperative.

6 The Next Five Years

The 2005 Global Media Monitoring Project demonstrates a glaring democratic deficit in the news media globally. Women - half of the world's population - are barely present in the faces seen, the voices heard, the opinions represented in the news. Ten years after the first GMMP, this situation has hardly changed. The 2005 study also shows how, when they are unquestioned, the routines and practices of journalism frequently result in news stories that reinforce gender stereotypes. Often these stories are simply the result of lazy journalism.

But the study also found instances of exemplary journalism - stories that are gender balanced, that give equal weight to female and male voices, or that highlight the often hidden gender dimensions of topics in the news. So it is not impossible to produce news stories that are gender sensitive. It just means thinking more creatively about the topic at hand - who it concerns, who should be included in its coverage, in what way and for what purpose. This is what all good journalism aspires to. In the final analysis, fair gender portrayal must be a professional criterion like any other - balance, diversity, clarity and so on - in the search for high-quality journalism.

Uzbekistan

Of course this is easier said than done. The gendered patterns we see in news content are deeply rooted not just in professional practice, but in wider social assumptions about female and male attributes, roles and competencies. Changing these patterns is an uphill struggle, and no single strategy on its own will accomplish a great deal. Over the next five years, concerted action is needed in a number of areas. These are not new, but they need to be restated.

• Advocacy and lobbying

The results of this study can be used by gender and media activists to engage their media organisations in debate and

discussion about how to improve the gender balance in news - and indeed other types of media output. The facts and figures presented here - now spanning an entire decade - are solid. They provide incontrovertible evidence of the need for improvement. Backed up with concrete examples of news stories that illustrate the ways in which stereotypes are reproduced - heedlessly and needlessly - the data provide a strong platform for lobbying and action.

• Media policies and accountability

Media managers and editorial staff need to examine their own output and take steps to address the problem areas that are highlighted in this report. A number of media organisations have adopted policies aimed at achieving gender balance in their output - including news. However, the adoption of policy needs to be backed up by implementation. Currently, editorial guidelines - where they exist - are frequently ignored. Sometimes this is because they have not been sufficiently publicised within the organisation. Sometimes it is because senior managers and editors do not demonstrate complete commitment to them. Journalists and other editorial staff need to know that the pursuit of gender balance is company policy and that it is supported at the highest level. A system of accountability - in which adherence to policy guidelines is discussed and evaluated during editorial reviews or staff assessment - can help to focus attention and encourage reflection.

• Organisational targets and in-house monitoring

A concrete way of pursuing policy implementation is to set in place numerical targets for achieving gender balance in news reports. But the targets need to be realistic and regularly monitored. Some of the most forward-looking media houses have set in place systems designed to measure the numbers of female and male news subjects in individual news programmes or across the entire output. Procedures can be as straightforward or as complex as seems appropriate in the context of specific newsrooms. Daily monitoring of how many women and men appear in the news, together with a conscious effort to seek out female sources, is a relatively simple way to start the process.

• Sensitisation and training of journalists

Entry-level journalism training rarely includes any consideration of gender. Yet courses on news selection, news values and ethics - to name just a few - are acutely deficient unless they draw attention to the impact of gender on journalistic choices and decisions. Gender activists can take a lead in bringing these deficiencies to the attention of trainers and teachers, and in offering to provide gender sensitive input to existing courses. Media organisations, together with gender specialists, can organise seminars and awareness-raising sessions for journalists and other staff. A presentation of facts and figures, backed up by analysis of current examples from the organisation's own

output, is usually an excellent way to focus journalists' attention and provoke debate about possible new approaches.

• Media analysis skills

We live in an increasingly media-saturated world. One of the consequences is that we often fail to 'see' the media around us. A picture of a naked woman in a newspaper left behind on a commuter train; a television report on drugs that interviews only men; a radio story about fertility treatment that includes no female point of view. These are such a normal part of our media experience that they pass without notice, and without critique. Media monitoring does have an impact on the way people see or understand the media. It is often an eye-opening experience. But it is a drop in the ocean when set against the mass of media images and messages to which the general public is exposed daily. The ability to critically analyse media content - and specifically the portrayal of gender - is essential to citizenship in today's world. Media literacy groups do exist in a number of countries, but they are often hampered by lack of resources. Donors need to recognise the crucial importance of critical media skills in the context of informed citizenship, so that this kind of work can be properly supported and vastly expanded.

• Development of monitoring

The Global Media Monitoring Project provides a unique analysis of gender representation in the news worldwide. After ten years of

development, the GMMP method has strengths that can be built on by monitoring groups over the next five years.

• First, the method is adaptable to regular, detailed monitoring at regional, national and even local levels. It is at these levels that detailed profiles of gender patterns in particular news organisations can be built up. With these profiles gender and media activists are even better equipped to demonstrate the need for change, and to illustrate good and bad practice, in the context of their own specific news environment.

• Second, the method can of course be adapted to other media and other genres. Staying with news to begin with, the Internet is an increasingly important source of information and must inevitably become a focus for future monitoring and advocacy efforts. Beyond the arena of news other genres - advertising, talk shows, sports, popular drama - all have their own ways of representing gender roles and relationships, and all deserve to be analysed systematically.

• Finally, the method is simple enough to be used by people with little or no research training. Individuals and groups who have used the GMMP monitoring tools in 2005 and earlier can introduce the approach to others, as a way of building up monitoring skills, media awareness and critical analysis.

If another Global Media Monitoring Project is carried out in 2010, will the results be substantially different from the findings of 2005 and of earlier years? The experience of the past decade suggests that change will be limited. One thing is clear: change will not happen of its own accord. Without strategies like those outlined above, most news will continue to be at best gender blind, at worst gender biased. However with the concerted pursuit of such strategies, there is a chance that five years hence *both* women and men will make the news.

A Annexe A

Scope of the Study

76 Countries - 39,944 People in the News

	Television	Radio	Newspapers	Total
Africa				
Angola	55	18	51	**124**
Botswana**	36	60	154	**250**
Ghana**	25	12	57	**94**
Kenya*	76	52	198	**326**
Lesotho	11	14	58	**83**
Malawi	45	179	41	**265**
Mauritius	0	31	116	**147**
Mozambique	130	78	98	**306**
Namibia*	43	23	187	**253**
Nigeria**	85	165	143	**393**
Rwanda	30	30	97	**157**
Senegal	3	32	39	**74**
Seychelles	20	45	29	**94**
South Africa**	299	58	401	**758**
Swaziland	20	15	72	**107**
Tanzania	164	78	229	**471**
Zambia	64	92	94	**250**
Zimbabwe**	75	39	106	**220**
Asia				
Bangladesh	108	29	132	**269**
Cambodia*	108	149	305	**562**
China**	471	366	222	**1059**
India**	211	67	319	**597**
Indonesia**	4	13	72	**89**
Japan**	673	80	209	**962**
Korea, Rep.**	315	56	156	**527**
Nepal**	114	42	148	**304**
Philippines**	499	245	328	**1072**
Thailand**	95	51	479	**625**
Vietnam*	145	141	108	**394**
Caribbean				
Cuba*	86	73	40	**199**
Haiti	112	449	172	**733**
Jamaica**	137	158	115	**410**
Puerto Rico*	463	196	684	**1343**
Suriname*	3	2	8	**13**
Trinidad & Tobago**	63	37	87	**187**
Europe				
Austria	55	16	174	**245**
Azerbaijan	131	35	44	**210**
Belgium**	243	34	150	**427**

Country				
Bosnia & Herzegovina	183	164	224	**571**
Croatia**	235	71	268	**574**
Estonia*	83	144	76	**303**
Finland**	152	87	293	**532**
Georgia	34	9	42	**85**
Germany**	544	95	431	**1070**
Hungary**	63	26	216	**305**
Ireland	176	5	276	**457**
Italy**	2134	545	440	**3119**
Malta*	161	187	163	**511**
Netherlands**	108	36	148	**292**
Norway*	151	40	269	**460**
Portugal	269	72	240	**581**
Romania**	205	51	88	**344**
Serbia & Montenegro	118	261	219	**598**
Spain**	531	118	376	**1025**
Sweden*	224	49	360	**633**
Switzerland**	64	67	193	**324**
Turkey**	822	135	251	**1208**
United Kingdom**	427	154	332	**913**
Uzbekistan	59	15	36	**110**
Latin America				
Argentina	484	107	221	**812**
Brazil	364	40	271	**675**
Chile**	202	108	249	**559**
Colombia	372	342	54	**768**
Ecuador**	188	107	418	**713**
El Salvador*	110	39	72	**221**
Guatemala**	255	167	219	**641**
Paraguay	53	227	129	**409**
Peru**	225	429	177	**831**
Uruguay**	28	96	76	**200**
Venezuela	147	262	163	**572**
Middle East				
Egypt*	99	79	181	**359**
Israel**	257	181	209	**647**
North America				
Canada**	201	0	557	**758**
USA**	789	54	1561	**2404**
Pacific				
Fiji**	115	70	87	**272**
New Zealand**	244	49	196	**489**
Total	**16093**	**7948**	**15903**	**39944**

**Participated in 1995 and 2000
*Participated in 2000

Notes:

Numbers are the unweighted totals of people in the news (subjects, reporters, presenters) found in each country
Belgium: Data are for Flemish language media only
Switzerland: Data are for French language media only

Annexe B

Methodological notes

The fact that GMMP 2005 is the third time that such an exercise has been undertaken means that in addition to being able to work with an existing methodology, a very high standard of research has already been set. The team working on the GMMP 2005 methodology did therefore alter overall areas of the methodology. By looking at some of the challenges encountered in previous GMMPs, the methodology team was able to focus on making key changes to ensure even more reliable and accurate results.

The process

Participating groups were provided with detailed information packs outlining all the necessary activities and what would be involved in participating in the GMMP study. This included a guide to selecting media, the number of media to code, guidelines on which bulletins and programmes to select, as well as contextual information for each country. Participants were also provided with clear instructions on how to code newspapers, radio and television. The instructions included illustrative examples of news items as well as completed coding sheets. In some instances, training workshops on the methodology were held but generally participants were relied on to conduct their own in-country training of the monitors with online support available for any questions.

In order to ensure a more even spread of data for GMMP 2005 countries were placed in media density bands. The bands were determined by the overall number of each type of media in each country. For example a country with 5 national television channels was in band 3 while a country with only 1 national television channel was in band 1. Participants were given further guidelines to select the major news bulletins and newspapers. For television and radio participants had to code the entire bulletin while for newspapers they had to code the 10 to 12 most important stories/items starting on the most important news pages.

In order to ensure accuracy in coding, the monitors recorded each radio and television bulletin. For all media each news story was coded as a separate item and for each story 18 pieces of information had to be captured on the coding sheet. For each news item, information about the story, the people in the story as well analytical elements were captured. For standardisation purposes all pieces of information were numerically coded from fixed lists.

The following example illustrates how the system worked. In the newspaper example below the story was about HIV/AIDS (subject code 15) and the scope of the story

Story			People			
1 Page number	2 Subject	3 Scope	4 Role	5 Gender	6 Age - *only if stated*	7 Occupation/position
1	15	24	2	1		
			4	1	0	6
			4	2	3	15

was national (code 2). It had one female journalist (role code 2, gender code 1) and two subjects (role code 4 person in the news). One of the subjects was a female (gender code 1)

doctor (occupation code 6) whose age was not stated (age code 0 - do not know) and one was a man (gender code 2) aged 31 (age code 3) identified as an HIV activist (occupation code 15). All other pieces of information were similarly coded.

In addition to the quantitative data coded, participants also submitted qualitative examples according to a set of generalised criteria. These included selecting examples of stories which were blatantly stereotyped, stories that were more subtly stereotyped, missed opportunities (stories that could have been enriched by including a wider range of sources and viewpoints, or by shedding light on different implications for women and men), stories that challenged stereotypes as well as stories that highlighted issues pertaining to equality or inequality between women and men.

All completed data was submitted to WACC for initial checking. Quantitative data was then submitted to the MMP and all data was then captured in a specially built database. A series of over 5000 queries were run on the data to produce the final results.

Accuracy

Accuracy and reliability are critical features of any media monitoring project and given the magnitude of GMMP 2005 it was essential that these criteria were factored into every stage. Great care was taken during the design of the codes and coding information sent to participants

to ensure a standardised approach to the coding.

One of the greatest challenges the GMMP poses is that it involves several hundred people spread throughout the world, speaking many different languages and with a diverse range of fields of speciality and interest. In order to help ensure accuracy, detailed coding information and examples were provided to the monitors as well as email support. Responsibility for organising the monitoring was placed in the hands of regional and national GMMP coordinators. Their role in ensuring accuracy in the coding was crucial. It should be noted that all groups that participated did so voluntarily and many of them had not carried out media monitoring research prior to taking part in GMMP 2005. One of the key aims of GMMP 2005 is to develop media monitoring skills amongst the participants and empower grassroots groups to carry out research. MMP's 13 years of media monitoring experience indicates that rather than these diverse participants having a negative impact on the accuracy and reliability of the data, they tend to demonstrate greater levels of commitment to the project because they have the opportunity to develop new skills and information about their own country to gain. It can be concluded that the participation of those new to media monitoring research did not compromise the accuracy of the GMMP 2005 results.

The coding sheets received by WACC and then MMP demonstrated that in the overwhelming majority of cases

coding was done in line with the GMMP methodology. In those few instances where this was not the case, the data was omitted so as not to compromise the reliability of the study. In addition, data was checked at four stages during the analysis process. Data was scanned when it was received by WACC for any apparent inconsistencies and to ensure the correct number of media were monitored. Any discrepancies were checked with the national coordinators. The data was then submitted to the MMP where similar standard checks were carried out as well as more detailed random consistency checks. As data was captured, to reduce any potential errors in data capture, comparison checks were run where samples were selected and compared with what had been entered into the database. Finally, data was checked again as each of the results were produced. Similarly to GMMP 2000, less than 0.5% of all results were excluded indicating an extremely high accuracy level.

Weightings

GMMP 2005 aimed to address some of the key challenges encountered during the previous GMMP's - specifically challenges relating to sample size and weighting of data. To produce global results certain assumptions must be made. To begin with it needs to be accepted that simply adding up all the monitoring results of all the participating countries' would mean that the countries that submitted the most data would on average determine the overall results. Thus for example if a country like China

submitted data for 100 media the data submitted by a country like Lesotho for 6 media would have little, if any, impact on the results. Similarly it would be equally unfair if all results were normalised so each country's results had the same weighting or value. Such a system would for example result in a country like Lesotho having the same impact on the results as China. The global results therefore need to be added in such a way that they take into account the relative size of each country.

In previous GMMPs, the weighting system was based on the population of the participating countries and was used to balance out the overall amount of data submitted by each country. For GMMP 2005 it was decided that in addition to the population size, the number of media in each country as well as (in the case of print) the circulation of the media be taken into account in developing the weightings.

Data on the number of national radio and television stations and newspapers in each country were collected. Countries were then ranked separately according to their number of newspapers and, radio and television channels and then grouped in media bands. Each band then determined a maximum and minimum number of media that should be monitored by each country.

Population figures and the number of media alone do not allow for difference in media access. It may be the case for example that two countries

have a similar numbers of newspapers, but their impact, in terms of the number of people who read them, may be dramatically different. To address this, within each band a weighting for radio, television and print media was then calculated. For radio and television this was based on how many people in the population were able to receive the channel. In most instances this figures was close to 100% of the national population. For print media the overall circulation figures for each country were used.

The significant differences in population and numbers of media between different countries, still however presented a problem for the weighting system. Some countries like China and India with hundreds of millions of people and thousands of media would simply have overwhelmed the results of countries with much smaller populations and far fewer media. To address this element of the weighting challenge a square root weighting system was applied. Square root weighting is an internationally applied system used most commonly by large international bodies in determining voting numbers of participants. Square root weighting for GMMP 2005 essentially involved taking the square root of each of the media weightings. The end result was a series of three weightings for each country - one each for print, radio and television. In producing the results each country was examined to assess whether they had monitored the number of media required by their media band.

Countries that monitored more media than required had their weighting altered downwards as a proportion of how many media they should have monitored in order to count less in the final results, while those countries which did not manage to monitor sufficient media had their weightings proportionately raised.

The weightings were used where global and regional results were produced. They were not used in producing the national data. A table of the weightings used is available from MMP on request.

Limitations

As with the previous GMMPs, while every effort has been made to ensure accurate and reliable data a study of this nature necessarily has a number of limitations.

The new weighting system put into place for GMMP 2005 has gone some way to addressing the limitations of sample and data size of previous GMMPs. Information utilised for the weightings was drawn from a number of sources. These included World Press Trends 2004, World Radio TV Handbook 2004, the European Marketing Pocket Book 2004, the Yearbook of the European Audiovisual Observatory 2002; the Nordic Media Market 2003,and the MISA Southern African Media Directory 2004. Accordingly these figures have been used in the weighting system on the basis that their own inherent assumptions and limitations will not affect their overall accuracy and validity. In developing the weighting

system it was found that, for a limited number of countries, data on media penetration or circulation figures were not available and therefore had to be generated based on the average for the particular band.

As noted in previous GMMPs, an exact error of measurement cannot be determined for the data. Conventional content analysis practice sees different researchers coding the same material and then working out an error level based on the differences between the two results. This exercise was undertaken in South Africa among a team of eight highly skilled monitors (or four pairs) and yielded an accuracy rate of 98.7%. Again, as with previous GMMPs, logistical constraints prevented further tests so no overall figure is available. The high level of accuracy achieved in South Africa is indicative that the methodology is clear, though a certain small level of error must be assumed.

It is clear that the impact of the limitations of GMMP 2005 is negligible and the overall results and conclusions are not materially affected.

The weighting system was developed by the MMP together with WACC and Margaret Gallagher. The weighting system could not have been realised without the invaluable insight and assistance of Professor Paul Fatti, Universriy of the Witwatersrand. Similarly the GMMP results would not have been possible without the tireless efforts of Stuart Florence. The MMP thanks them, the WACC, Anna Turley,

Margaret Gallagher and critically all the wonderful monitors across the world for their efforts.

William Bird

Director Media Monitoring Project South Africa Data Analyst and Member of GMMP Planning Committee.

C Annexe C

GMMP 2005 Regional and National Co-ordinators

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Women's Media Centre

Cambodia

Cai Yiping

Women's Media Watch

China

Ashish Sen

VOICES

India

Hetty Siregar

Yakoma PGI

Indonesia

Midori Suzuki

Ritsumeikan University

Japan

Manju Thapa

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General Board of Global Ministries

United Methodist Church

USA

Pacific

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FemLINKPACIFIC: Media Initiatives for Women

Fiji

National Co-ordinators:

Violet Savu

Fiji Media Watch

Fiji

Susan Fountaine

Massey University

New Zealand

National Results

1. Gender of presenters, reporters and news subjects

	Presenter				Reporter				News Subject				Total number
	Female		Male		Female		Male		Female		Male		
	N	%	N	%	N	%	N	%	N	%	N	%	
Africa													
Angola	7	30%	16	70%	2	6%	30	94%	9	13%	58	87%	122
Botswana	13	46%	15	54%	11	37%	19	63%	22	13%	151	87%	231
Ghana	14	93%	1	7%	5	24%	16	76%	12	22%	43	78%	91
Kenya	4	40%	6	60%	1	13%	7	88%	28	9%	279	91%	325
Lesotho	3	33%	6	67%	8	42%	11	58%	8	15%	47	85%	83
Malawi	29	47%	33	53%	16	46%	19	54%	28	17%	135	83%	260
Mauritius	14	88%	2	13%	2	13%	13	87%	27	24%	86	76%	144
Mozambique	1	2%	51	98%	11	22%	38	78%	43	22%	155	78%	299
Namibia	17	81%	4	19%	15	42%	21	58%	48	25%	146	75%	251
Nigeria	42	69%	19	31%	4	5%	71	95%	42	17%	206	83%	384
Rwanda	12	86%	2	14%	13	28%	34	72%	27	29%	67	71%	155
Senegal	2	18%	9	82%	4	50%	4	50%	7	15%	41	85%	67
Seychelles	1	6%	16	94%	7	50%	7	50%	7	16%	37	84%	75
South Africa	43	44%	55	56%	45	36%	79	64%	130	26%	370	74%	722
Swaziland	0	0%	6	100%	4	16%	21	84%	18	24%	56	76%	105
Tanzania	41	69%	18	31%	17	26%	48	74%	57	18%	253	82%	434
Zambia	46	90%	5	10%	6	18%	28	82%	26	17%	129	83%	240
Zimbabwe	22	63%	13	37%	20	53%	18	47%	28	22%	97	78%	198
Asia													
Bangladesh	45	83%	9	17%	5	18%	23	82%	49	26%	137	74%	268
Cambodia	32	60%	21	40%	11	50%	11	50%	44	15%	245	85%	364
China	246	69%	111	31%	77	54%	65	46%	84	19%	350	81%	933
India	28	35%	52	65%	14	33%	29	67%	94	21%	356	79%	573
Indonesia	3	75%	1	25%	4	80%	1	20%	14	18%	65	82%	88
Japan	109	49%	112	51%	29	23%	96	77%	143	26%	417	74%	906
Korea, Rep.	44	40%	65	60%	12	8%	142	92%	32	13%	207	87%	502
Nepal	5	8%	60	92%	1	4%	26	96%	30	15%	170	85%	292
Philippines	132	51%	126	49%	59	35%	110	65%	133	23%	457	77%	1017
Thailand	34	76%	11	24%	3	50%	3	50%	83	14%	491	86%	625
Vietnam	84	60%	57	40%	17	23%	57	77%	26	18%	116	82%	357
Caribbean													
Cuba	11	20%	45	80%	17	40%	26	60%	17	18%	78	82%	194
Haiti	92	63%	55	37%	3	4%	78	96%	116	24%	368	76%	712
Jamaica	83	87%	12	13%	20	41%	29	59%	72	29%	176	71%	392
Puerto Rico	86	38%	143	62%	94	49%	97	51%	241	27%	643	73%	1304
Suriname	0	0%	0	0%	2	67%	1	33%	1	20%	4	80%	8
Trinidad & Tobago	27	57%	20	43%	23	66%	12	34%	24	23%	80	77%	186
Europe													
Austria	9	38%	15	63%	20	56%	16	44%	21	12%	160	88%	241
Azerbaijan	45	58%	32	42%	10	22%	36	78%	13	15%	73	85%	209
Belgium	36	56%	28	44%	11	17%	52	83%	79	31%	179	69%	385
Bosnia Herzegovina	51	52%	48	48%	33	49%	34	51%	57	15%	324	85%	547
Croatia	15	31%	34	69%	43	56%	34	44%	108	26%	313	74%	547
Estonia	34	51%	33	49%	13	46%	15	54%	45	24%	142	76%	282

Estonia	34	51%	33	49%	13	46%	15	54%	45	24%	142	76%	282
Finland	0	0%	2	100%	41	47%	46	53%	114	29%	277	71%	480
Georgia	12	92%	1	8%	12	71%	5	29%	10	19%	43	81%	83
Germany	51	26%	148	74%	37	29%	91	71%	146	22%	505	78%	978
Hungary	9	82%	2	18%	23	43%	30	57%	25	12%	185	88%	274
Ireland	39	80%	10	20%	31	38%	50	62%	84	26%	234	74%	448
Italy	461	59%	314	41%	215	41%	310	59%	244	14%	1502	86%	3046
Malta	38	62%	23	38%	11	19%	46	81%	59	17%	295	83%	472
Netherlands	19	40%	28	60%	12	32%	26	68%	47	24%	147	76%	279
Norway	33	62%	20	38%	30	33%	60	67%	81	26%	229	74%	453
Portugal	7	9%	75	91%	66	57%	49	43%	73	20%	299	80%	569
Romania	58	62%	36	38%	29	40%	44	60%	39	23%	133	77%	339
Serbia & Montenegro	97	78%	27	22%	35	56%	27	44%	62	17%	311	83%	559
Spain	53	46%	61	54%	71	52%	66	48%	153	22%	552	78%	956
Sweden	66	80%	17	20%	56	35%	102	65%	112	30%	262	70%	615
Switzerland	32	73%	12	27%	20	29%	48	71%	35	17%	175	83%	322
Turkey	138	55%	112	45%	50	21%	185	79%	127	19%	559	81%	1171
United Kingdom	72	41%	105	59%	46	29%	112	71%	131	25%	401	75%	867
Uzbekistan	11	85%	2	15%	15	44%	19	56%	9	15%	51	85%	107
Latin America													
Argentina	101	40%	151	60%	22	33%	44	67%	94	22%	337	78%	749
Brazil	31	21%	117	79%	61	52%	56	48%	101	25%	298	75%	664
Chile	15	20%	61	80%	39	43%	52	57%	111	29%	268	71%	546
Colombia	117	44%	151	56%	73	43%	98	57%	91	30%	217	70%	747
Ecuador	22	31%	49	69%	24	38%	39	62%	90	16%	473	84%	697
El Salvador	26	67%	13	33%	12	21%	44	79%	15	12%	109	88%	219
Guatemala	32	26%	91	74%	45	34%	87	66%	83	23%	281	77%	619
Paraguay	35	45%	43	55%	12	21%	44	79%	46	17%	221	83%	401
Peru	68	30%	158	70%	30	36%	53	64%	128	25%	392	75%	829
Uruguay	15	21%	58	79%	7	44%	9	56%	9	10%	81	90%	179
Venezuela	69	40%	103	60%	51	52%	48	48%	50	18%	228	82%	549
Middle East													
Egypt	18	47%	20	53%	11	52%	10	48%	40	13%	260	87%	359
Israel	53	46%	61	54%	27	23%	91	77%	73	19%	319	81%	624
North America													
Canada	22	49%	23	51%	40	30%	93	70%	117	21%	453	79%	748
USA	137	70%	58	30%	143	36%	253	64%	459	27%	1219	73%	2269
Pacific													
Fiji	0	0%	51	100%	14	41%	20	59%	36	20%	141	80%	262
New Zealand	58	70%	25	30%	32	42%	45	58%	85	26%	237	74%	482
Global average		**53%**		**47%**		**37%**		**63%**		**21%**		**79%**	

2. News subjects in television, radio and newspapers

	Television				Radio				Newspapers				Total news subjects			
	Female		Male		Female		Male		Female		Male		Female		Male	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Africa																
Angola	2	9%	20	91%	0	0%	6	100%	7	18%	32	82%	9	13%	58	87%
Botswana	3	15%	17	85%	3	9%	31	91%	16	13%	103	87%	22	13%	151	87%
Ghana	6	40%	9	60%	1	14%	6	86%	5	15%	28	85%	12	22%	43	78%
Kenya	5	8%	57	92%	5	10%	44	90%	18	9%	178	91%	28	9%	279	91%
Lesotho	2	29%	5	71%	2	25%	6	75%	4	10%	36	90%	8	15%	47	85%
Malawi	7	25%	21	75%	15	16%	79	84%	6	15%	35	85%	28	17%	135	83%
Mauritius	0	0%	0	0%	2	17%	10	83%	25	25%	76	75%	27	24%	86	76%
Mozambique	20	29%	49	71%	5	15%	28	85%	18	19%	78	81%	43	22%	155	78%
Namibia	2	8%	24	92%	3	25%	9	75%	43	28%	113	72%	48	25%	146	75%
Nigeria	14	22%	49	78%	12	11%	102	89%	16	23%	55	77%	42	17%	206	83%
Rwanda	3	19%	13	81%	5	38%	8	62%	19	29%	46	71%	27	29%	67	71%
Senegal	1	100%	0	0%	1	7%	13	93%	5	15%	28	85%	7	15%	41	85%
Seychelles	2	29%	5	71%	2	15%	11	85%	3	13%	21	88%	7	16%	37	84%
South Africa	38	22%	136	78%	7	27%	19	73%	85	28%	215	72%	130	26%	370	74%
Swaziland	1	11%	8	89%	3	20%	12	80%	14	28%	36	72%	18	24%	56	76%
Tanzania	22	22%	79	78%	2	4%	50	96%	33	21%	124	79%	57	18%	253	82%
Zambia	5	18%	23	82%	12	23%	41	77%	9	12%	65	88%	26	17%	129	83%
Zimbabwe	9	27%	24	73%	3	19%	13	81%	16	21%	60	79%	28	22%	97	78%
Asia																
Bangladesh	15	28%	38	72%	2	13%	13	87%	32	27%	86	73%	49	26%	137	74%
Cambodia	8	14%	48	86%	6	9%	58	91%	30	18%	139	82%	44	15%	245	85%
China	41	20%	163	80%	30	28%	78	72%	13	11%	109	89%	84	19%	350	81%
India	20	14%	118	86%	3	7%	38	93%	71	26%	200	74%	94	21%	356	79%
Indonesia	0	0%	1	100%	2	29%	5	71%	12	17%	59	83%	14	18%	65	82%
Japan	102	27%	271	73%	12	32%	25	68%	29	19%	121	81%	143	26%	417	74%
Korea, Rep.	20	13%	130	87%	2	12%	15	88%	10	14%	62	86%	32	13%	207	87%
Nepal	10	19%	43	81%	2	8%	22	92%	18	15%	105	85%	30	15%	170	85%
Philippines	63	25%	194	75%	20	23%	67	77%	50	20%	196	80%	133	23%	457	77%
Thailand	10	15%	55	85%	1	3%	29	97%	72	15%	407	85%	83	14%	491	86%
Vietnam	16	32%	34	68%	5	10%	45	90%	5	12%	37	88%	26	18%	116	82%
Caribbean																
Cuba	8	24%	26	76%	5	17%	25	83%	4	13%	27	87%	17	18%	78	82%
Haiti	20	30%	47	70%	50	19%	210	81%	46	29%	111	71%	116	24%	368	76%
Jamaica	19	25%	57	75%	28	32%	59	68%	25	29%	60	71%	72	29%	176	71%
Puerto Rico	59	30%	139	70%	23	23%	76	77%	159	27%	428	73%	241	27%	643	73%
Suriname	0	0%	1	100%	0	0%	1	100%	1	33%	2	67%	1	20%	4	80%
Trinidad & Tobago	5	17%	24	83%	5	36%	9	64%	14	23%	47	77%	24	23%	80	77%
Europe																
Austria	4	22%	14	78%	0	0%	8	100%	17	11%	138	89%	21	12%	160	88%

Azerbaijan	4	10%	35	90%	3	19%	13	81%	6	19%	25	81%	13	15%	73	85%
Belgium	43	30%	98	70%	3	19%	13	81%	33	33%	68	67%	79	31%	179	69%
Bosnia Herzegovina	19	18%	85	82%	13	16%	67	84%	25	13%	172	87%	57	15%	324	85%
Croatia	40	29%	97	71%	9	15%	51	85%	59	26%	165	74%	108	26%	313	74%
Estonia	18	33%	37	67%	13	19%	57	81%	14	23%	48	77%	45	24%	142	76%
Finland	40	40%	60	60%	13	21%	49	79%	61	27%	168	73%	114	29%	277	71%
Georgia	4	20%	16	80%	2	67%	1	33%	4	13%	26	87%	10	19%	43	81%
Germany	71	24%	219	76%	10	23%	33	77%	65	20%	253	80%	146	22%	505	78%
Hungary	5	15%	28	85%	1	5%	21	95%	19	12%	136	88%	25	12%	185	88%
Ireland	30	32%	63	68%	0	0%	0	0%	54	24%	171	76%	84	26%	234	74%
Italy	174	16%	942	84%	36	13%	240	87%	34	10%	320	90%	244	14%	1502	86%
Malta	24	20%	97	80%	19	18%	88	82%	16	13%	110	87%	59	17%	295	83%
Netherlands	15	27%	40	73%	3	16%	16	84%	29	24%	91	76%	47	24%	147	76%
Norway	21	26%	61	74%	1	5%	21	95%	59	29%	147	71%	81	26%	229	74%
Portugal	30	20%	122	80%	4	12%	29	88%	39	21%	148	79%	73	20%	299	80%
Romania	27	28%	70	72%	2	10%	18	90%	10	18%	45	82%	39	23%	133	77%
Serbia & Montenegro	4	7%	57	93%	15	12%	111	88%	43	23%	143	77%	62	17%	311	83%
Spain	80	23%	273	77%	6	12%	46	88%	67	22%	233	78%	153	22%	552	78%
Sweden	29	26%	82	74%	7	37%	12	63%	76	31%	168	69%	112	30%	262	70%
Switzerland	6	19%	26	81%	4	13%	26	87%	25	17%	123	83%	35	17%	175	83%
Turkey	85	20%	342	80%	8	13%	56	88%	34	17%	161	83%	127	19%	559	81%
United Kingdom	69	29%	167	71%	12	21%	46	79%	50	21%	188	79%	131	25%	401	75%
Uzbekistan	4	13%	27	87%	2	33%	4	67%	3	13%	20	87%	9	15%	51	85%
Latin America																
Argentina	40	21%	153	79%	8	24%	26	76%	46	23%	158	77%	94	22%	337	78%
Brazil	42	26%	118	74%	0	0%	24	100%	59	27%	156	73%	101	25%	298	75%
Chile	37	36%	67	64%	13	22%	45	78%	61	28%	156	72%	111	29%	268	71%
Colombia	54	28%	138	72%	17	25%	52	75%	20	43%	27	57%	91	30%	217	70%
Ecuador	15	14%	91	86%	9	20%	35	80%	66	16%	347	84%	90	16%	473	84%
El Salvador	5	10%	47	90%	4	19%	17	81%	6	12%	45	88%	15	12%	109	88%
Guatemala	33	24%	102	76%	18	33%	37	67%	32	18%	142	82%	83	23%	281	77%
Paraguay	4	21%	15	79%	20	16%	108	84%	22	18%	98	82%	46	17%	221	83%
Peru	40	28%	104	72%	46	21%	176	79%	42	27%	112	73%	128	25%	392	75%
Uruguay	0	0%	0	0%	1	5%	20	95%	8	12%	61	88%	9	10%	81	90%
Venezuela	8	10%	71	90%	9	13%	62	87%	33	26%	95	74%	50	18%	228	82%
Middle East																
Egypt	9	12%	66	88%	5	9%	53	91%	26	16%	141	84%	40	13%	260	87%
Israel	31	19%	130	81%	12	13%	77	87%	30	21%	112	79%	73	19%	319	81%
North America																
Canada	16	13%	112	88%	0	0%	0	0%	101	23%	341	77%	117	21%	453	79%
USA	117	25%	343	75%	2	14%	12	86%	340	28%	864	72%	459	27%	1219	73%
Pacific																
Fiji	7	11%	56	89%	8	17%	39	83%	21	31%	46	69%	36	20%	141	80%
New Zealand	30	21%	110	79%	7	27%	19	73%	48	31%	108	69%	85	26%	237	74%
Global average		**22%**		**78%**		**17%**		**83%**		**21%**		**79%**		**21%**		**79%**

3. News subjects in major topic areas

	Politics, government				Economy, business				Crime, violence			
	Female		Male		Female		Male		Female		Male	
	N	%	N	%	N	%	N	%	N	%	N	%
Africa												
Angola	2	11%	17	89%	1	9%	10	91%	2	18%	9	82%
Botswana	6	8%	72	92%	2	6%	30	94%	4	21%	15	79%
Ghana	1	9%	10	91%	5	19%	22	81%	0	0%	0	0%
Kenya	9	8%	97	92%	2	6%	31	94%	12	11%	100	89%
Lesotho	1	5%	21	95%	0	0%	1	100%	0	0%	8	100%
Malawi	2	4%	52	96%	1	6%	16	94%	14	33%	28	67%
Mauritius	0	0%	3	100%	2	18%	9	82%	14	27%	38	73%
Mozambique	13	29%	32	71%	2	7%	26	93%	11	20%	43	80%
Namibia	13	21%	48	79%	3	13%	21	88%	15	28%	39	72%
Nigeria	17	16%	88	84%	7	16%	36	84%	4	21%	15	79%
Rwanda	0	0%	12	100%	3	20%	12	80%	3	23%	10	77%
Senegal	3	18%	14	82%	1	20%	4	80%	0	0%	4	100%
Seychelles	4	21%	15	79%	1	10%	9	90%	0	0%	2	100%
South Africa	11	16%	57	84%	4	24%	13	76%	58	27%	159	73%
Swaziland	1	5%	19	95%	2	13%	14	88%	7	37%	12	63%
Tanzania	13	13%	91	88%	7	18%	31	82%	5	10%	45	90%
Zambia	8	13%	53	87%	4	24%	13	76%	4	17%	19	83%
Zimbabwe	1	4%	25	96%	8	35%	15	65%	5	18%	23	82%
Asia												
Bangladesh	20	33%	40	67%	7	32%	15	68%	17	21%	63	79%
Cambodia	1	2%	40	98%	4	12%	29	88%	31	22%	112	78%
China	7	8%	84	92%	35	27%	95	73%	18	14%	111	86%
India	25	15%	143	85%	3	9%	30	91%	18	17%	86	83%
Indonesia	5	10%	47	90%	0	0%	0	0%	3	43%	4	57%
Japan	25	24%	79	76%	23	29%	57	71%	45	28%	114	72%
Korea, Rep.	11	14%	68	86%	8	20%	33	80%	2	6%	29	94%
Nepal	9	13%	62	87%	2	11%	16	89%	1	4%	23	96%
Philippines	27	19%	113	81%	20	18%	89	82%	52	20%	208	80%
Thailand	6	6%	102	94%	28	22%	102	78%	21	12%	157	88%
Vietnam	2	11%	16	89%	2	5%	37	95%	2	12%	15	88%
Caribbean												
Cuba	3	9%	29	91%	1	25%	3	75%	0	0%	7	100%
Haiti	47	18%	216	82%	8	14%	50	86%	20	28%	52	72%
Jamaica	1	3%	28	97%	6	12%	46	88%	38	42%	53	58%
Puerto Rico	37	20%	151	80%	33	30%	76	70%	53	31%	117	69%
Suriname	0	0%	2	100%	0	0%	1	100%	0	0%	1	100%
Trinidad & Tobago	6	17%	30	83%	2	25%	6	75%	5	22%	18	78%
Europe												
Austria	6	8%	65	92%	1	5%	18	95%	3	9%	30	91%
Azerbaijan	4	6%	59	94%	2	29%	5	71%	1	50%	1	50%
Belgium	2	17%	10	83%	5	16%	26	84%	24	35%	45	65%
Bosnia Herzegovina	19	11%	159	89%	5	13%	33	87%	11	14%	65	86%
Croatia	40	27%	110	73%	10	19%	42	81%	22	27%	59	73%
Estonia	7	10%	66	90%	4	22%	14	78%	4	36%	7	64%
Finland	8	15%	44	85%	14	30%	33	70%	19	26%	54	74%
Georgia	5	17%	24	83%	1	13%	7	88%	2	40%	3	60%
Germany	33	16%	170	84%	14	17%	68	83%	28	24%	87	76%
Hungary	4	7%	52	93%	3	7%	43	93%	2	17%	10	83%
Ireland	20	20%	78	80%	13	46%	15	54%	13	19%	54	81%
Italy	42	7%	577	93%	2	1%	167	99%	132	21%	500	79%
Malta	13	9%	139	91%	4	14%	24	86%	29	33%	58	67%
Netherlands	9	17%	45	83%	8	25%	24	75%	6	33%	12	67%
Norway	23	30%	53	70%	9	17%	44	83%	17	21%	63	79%
Portugal	17	10%	152	90%	6	15%	34	85%	8	21%	31	79%
Romania	6	10%	52	90%	2	12%	15	88%	13	26%	37	74%
Serbia & Montenegro	13	8%	148	92%	12	24%	39	76%	14	25%	41	75%
Spain	20	19%	84	81%	12	22%	43	78%	49	24%	156	76%
Sweden	22	28%	56	72%	21	32%	44	68%	34	32%	73	68%
Switzerland	6	15%	33	85%	5	11%	39	89%	12	32%	25	68%
Turkey	22	9%	220	91%	6	26%	17	74%	47	22%	170	78%
United Kingdom	9	15%	51	85%	6	18%	28	82%	29	25%	87	75%
Uzbekistan	0	0%	11	100%	3	14%	19	86%	1	33%	2	67%

| Social, legal | | | | Celebrity, arts, sport | | | | Science, health | | | | Total news subjects | |
| Female | | Male | | Female | | Male | | Female | | Male | | Female | Male |
N	%	N	%	N	%	N	%	N	%	N	%	N	N
2	14%	12	86%	2	67%	1	33%	0	0%	5	100%	9	54
6	33%	12	67%	1	7%	13	93%	3	43%	4	57%	22	146
6	35%	11	65%	0	0%	0	0%	0	0%	0	0%	12	43
2	8%	23	92%	0	0%	2	100%	2	7%	25	93%	28	279
4	31%	9	69%	2	25%	6	75%	1	33%	2	67%	8	47
8	24%	26	76%	1	50%	1	50%	2	14%	12	86%	28	135
6	24%	19	76%	4	27%	11	73%	1	14%	6	86%	27	86
8	35%	15	65%	2	10%	19	90%	5	22%	18	78%	43	155
15	33%	31	67%	1	25%	3	75%	0	0%	3	100%	48	146
6	27%	16	73%	5	12%	36	88%	3	17%	15	83%	42	206
17	41%	24	59%	0	0%	0	0%	4	31%	9	69%	27	67
3	20%	12	80%	0	0%	4	100%	0	0%	3	100%	7	41
2	40%	3	60%	0	0%	6	100%	0	0%	2	100%	7	37
34	37%	58	63%	17	21%	65	79%	6	25%	18	75%	130	370
4	31%	9	69%	0	0%	0	0%	4	67%	2	33%	18	56
14	22%	50	78%	5	29%	12	71%	13	35%	24	65%	57	253
4	16%	21	84%	2	18%	9	82%	4	22%	14	78%	26	129
7	50%	7	50%	2	12%	15	88%	5	29%	12	71%	28	97
0	0%	3	100%	4	33%	8	67%	1	11%	8	89%	49	137
5	10%	43	90%	2	10%	18	90%	1	25%	3	75%	44	245
5	31%	11	69%	13	30%	31	70%	4	22%	14	78%	82	346
21	29%	52	71%	24	44%	30	56%	3	19%	13	81%	94	356
0	0%	3	100%	3	60%	2	40%	3	25%	9	75%	14	65
19	28%	49	72%	17	19%	72	81%	13	22%	46	78%	142	417
4	9%	41	91%	3	20%	12	80%	3	12%	22	88%	31	206
8	15%	46	85%	7	32%	15	68%	3	27%	8	73%	30	170
9	33%	18	67%	12	67%	6	33%	11	41%	16	59%	132	457
9	10%	82	90%	11	41%	16	59%	8	20%	32	80%	83	491
3	23%	10	77%	7	37%	12	63%	7	24%	22	76%	26	116
7	37%	12	63%	3	18%	14	82%	3	19%	13	81%	17	78
4	13%	26	87%	34	65%	18	35%	3	33%	6	67%	116	368
12	32%	26	68%	4	24%	13	76%	11	52%	10	48%	72	176
16	33%	33	67%	86	28%	219	72%	10	23%	34	77%	237	633
1	100%	0	0%	0	0%	0	0%	0	0%	0	0%	1	4
7	35%	13	65%	4	25%	12	75%	0	0%	1	100%	24	80
4	12%	29	88%	6	30%	14	70%	1	20%	4	80%	21	160
2	100%	0	0%	4	36%	7	64%	0	0%	0	0%	13	73
5	38%	8	62%	39	39%	61	61%	4	13%	28	88%	79	179
11	31%	25	69%	1	5%	19	95%	10	30%	23	70%	57	324
11	35%	20	65%	7	18%	32	82%	11	20%	44	80%	106	312
15	42%	21	58%	10	32%	21	68%	5	28%	13	72%	45	142
28	29%	70	71%	28	42%	38	58%	17	31%	38	69%	114	277
2	20%	8	80%	0	0%	0	0%	0	0%	1	100%	10	43
19	35%	35	65%	35	31%	77	69%	16	22%	57	78%	145	494
6	46%	7	54%	9	13%	60	87%	1	7%	13	93%	25	185
14	26%	39	74%	17	29%	42	71%	5	50%	5	50%	84	234
19	15%	104	85%	28	26%	81	74%	18	20%	70	80%	241	1499
1	17%	5	83%	3	7%	42	93%	3	25%	9	75%	59	295
6	25%	18	75%	16	40%	24	60%	0	0%	22	100%	47	147
17	43%	23	58%	12	31%	27	69%	3	19%	13	81%	81	229
23	38%	38	62%	10	24%	32	76%	9	43%	12	57%	73	299
15	52%	14	48%	2	15%	11	85%	1	20%	4	80%	39	133
10	16%	52	84%	9	53%	8	47%	3	14%	18	86%	62	307
7	18%	33	83%	51	20%	199	80%	13	32%	28	68%	152	543
15	34%	29	66%	11	34%	21	66%	9	19%	39	81%	112	262
6	18%	28	82%	3	12%	23	88%	3	10%	27	90%	35	175
13	19%	54	81%	30	38%	50	63%	7	16%	38	84%	126	555
31	28%	80	72%	41	29%	100	71%	14	21%	53	79%	131	401
2	29%	5	71%	3	20%	12	80%	0	0%	1	100%	9	51

	Politics, government				Economy, business				Crime, violence			
	Female		Male		Female		Male		Female		Male	
	N	%	N	%	N	%	N	%	N	%	N	%
Latin America												
Argentina	15	18%	68	82%	9	18%	40	82%	32	21%	124	79%
Brazil	15	10%	130	90%	9	22%	32	78%	51	36%	89	64%
Chile	17	25%	52	75%	5	18%	23	82%	35	39%	54	61%
Colombia	18	19%	75	81%	8	20%	32	80%	15	33%	30	67%
Ecuador	33	12%	243	88%	8	11%	65	89%	5	13%	34	87%
El Salvador	2	7%	26	93%	0	0%	14	100%	6	15%	35	85%
Guatemala	12	22%	43	78%	12	21%	45	79%	30	22%	109	78%
Paraguay	5	9%	50	91%	2	5%	35	95%	23	19%	96	81%
Peru	18	15%	104	85%	7	10%	66	90%	44	37%	74	63%
Uruguay	6	10%	53	90%	0	0%	6	100%	1	6%	15	94%
Venezuela	5	7%	66	93%	12	21%	45	79%	16	25%	49	75%
Middle East												
Egypt	11	6%	161	94%	1	5%	21	95%	11	15%	62	85%
Israel	30	13%	201	87%	4	36%	7	64%	24	28%	62	72%
North America												
Canada	46	25%	138	75%	8	7%	107	93%	13	20%	51	80%
USA	100	21%	376	79%	55	28%	144	72%	86	26%	241	74%
Pacific												
Fiji	12	18%	54	82%	1	6%	15	94%	11	30%	26	70%
New Zealand	21	24%	65	76%	5	16%	26	84%	11	28%	29	73%
Global average		**14%**		**86%**		**20%**		**80%**		**22%**		**78%**

Social, legal				Celebrity, arts, sport				Science, health				Total news subjects	
Female		Male		Female		Male		Female		Male		Female	Male
N	%	N	%	N	%	N	%	N	%	N	%	N	N
22	30%	51	70%	8	19%	35	81%	5	23%	17	77%	91	335
10	36%	18	64%	12	57%	9	43%	4	17%	20	83%	101	298
9	17%	43	83%	28	35%	53	65%	16	32%	34	68%	111	264
10	48%	11	52%	25	32%	52	68%	13	45%	16	55%	89	217
10	18%	47	82%	25	28%	63	72%	9	39%	14	61%	90	469
5	29%	12	71%	0	0%	4	100%	2	10%	18	90%	15	109
15	31%	33	69%	3	14%	19	86%	10	24%	32	76%	83	281
12	29%	29	71%	2	29%	5	71%	2	50%	2	50%	46	217
44	31%	98	69%	6	23%	20	77%	6	19%	26	81%	125	389
0	0%	1	100%	0	0%	2	100%	1	33%	2	67%	8	80
4	17%	19	83%	10	23%	34	77%	3	17%	15	83%	50	228
11	61%	7	39%	2	100%	0	0%	4	31%	9	69%	40	260
3	19%	13	81%	5	17%	24	83%	2	18%	9	82%	73	318
29	48%	31	52%	3	6%	46	94%	17	20%	67	80%	117	449
112	41%	158	59%	48	28%	122	72%	46	23%	153	77%	448	1198
3	27%	8	73%	3	13%	20	87%	5	42%	7	58%	36	137
33	42%	45	58%	3	5%	52	95%	11	38%	18	62%	84	237
	28%		72%		28%		72%		22%		78%	5234	19497

4. News subjects in major occupational groups

	No stated occupation				Politician				Government employee				Education, health				Business, law			
	Female		Male		Female		Male		Female		Male		Female		Male		Female		Male	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Africa																				
Angola	0	0%	4	100%	1	7%	14	93%	1	10%	9	90%	0	0%	1	100%	1	9%	10	91%
Botswana	1	33%	2	67%	8	8%	87	92%	0	0%	11	100%	1	14%	6	86%	3	16%	16	84%
Ghana	0	0%	1	100%	4	15%	22	85%	4	40%	6	60%	1	13%	7	88%	0	0%	1	100%
Kenya	5	29%	12	71%	3	2%	142	98%	1	2%	46	98%	0	0%	2	100%	5	19%	22	81%
Lesotho	1	20%	4	80%	2	9%	20	91%	0	0%	2	100%	0	0%	1	100%	0	0%	6	100%
Malawi	0	0%	0	0%	3	4%	72	96%	1	14%	6	86%	0	0%	5	100%	6	30%	14	70%
Mauritius	5	50%	5	50%	1	8%	12	92%	0	0%	4	100%	2	17%	10	83%	1	6%	15	94%
Mozambique	10	26%	28	74%	9	20%	36	80%	9	32%	19	68%	6	24%	19	76%	0	0%	10	100%
Namibia	8	31%	18	69%	13	16%	69	84%	1	10%	9	90%	1	9%	10	91%	3	20%	12	80%
Nigeria	2	14%	12	86%	17	15%	93	85%	7	24%	22	76%	3	27%	8	73%	4	27%	11	73%
Rwanda	2	25%	6	75%	3	13%	20	87%	9	39%	14	61%	0	0%	5	100%	1	25%	3	75%
Senegal	3	60%	2	40%	3	14%	19	86%	0	0%	4	100%	0	0%	3	100%	0	0%	1	100%
Seychelles	1	50%	1	50%	2	11%	16	89%	1	25%	3	75%	0	0%	2	100%	1	17%	5	83%
South Africa	39	63%	23	37%	23	23%	79	77%	4	11%	32	89%	13	42%	18	58%	12	18%	54	82%
Swaziland	3	43%	4	57%	4	17%	20	83%	1	14%	6	86%	2	100%	0	0%	1	10%	9	90%
Tanzania	3	30%	7	70%	12	11%	94	89%	9	26%	25	74%	4	19%	17	81%	6	13%	42	88%
Zambia	2	50%	2	50%	7	11%	55	89%	2	14%	12	86%	1	33%	2	67%	0	0%	16	100%
Zimbabwe	3	43%	4	57%	8	22%	29	78%	4	27%	11	73%	4	21%	15	79%	4	40%	6	60%
Asia																				
Bangladesh	3	23%	10	77%	24	28%	62	72%	5	28%	13	72%	1	10%	9	90%	3	23%	10	77%
Cambodia	13	19%	55	81%	3	4%	82	96%	1	3%	28	97%	1	20%	4	80%	1	7%	13	93%
China	26	46%	31	54%	5	5%	98	95%	8	11%	66	89%	4	40%	6	60%	3	8%	35	92%
India	12	43%	16	57%	24	11%	187	89%	3	23%	10	77%	4	27%	11	73%	3	18%	14	82%
Indonesia	1	100%	0	0%	3	7%	40	93%	1	50%	1	50%	0	0%	4	100%	0	0%	1	100%
Japan	47	64%	27	36%	9	8%	101	92%	4	18%	18	82%	23	26%	65	74%	5	10%	43	90%
Korea, Rep.	8	35%	15	65%	11	13%	71	87%	2	9%	20	91%	5	14%	30	86%	1	3%	29	97%
Nepal	0	0%	5	100%	3	7%	42	93%	5	22%	18	78%	0	0%	13	100%	0	0%	15	100%
Philippines	32	44%	41	56%	43	22%	153	78%	7	17%	34	83%	6	86%	1	14%	7	20%	28	80%
Thailand	12	43%	16	57%	11	6%	185	94%	14	13%	92	87%	5	25%	15	75%	19	21%	73	79%
Vietnam	5	45%	6	55%	0	0%	38	100%	0	0%	15	100%	2	18%	9	82%	6	29%	15	71%
Caribbean																				
Cuba	2	67%	1	33%	3	7%	41	93%	0	0%	2	100%	1	17%	5	83%	1	25%	3	75%
Haiti	11	33%	22	67%	19	11%	157	89%	14	31%	31	69%	11	52%	10	48%	7	22%	25	78%
Jamaica	23	61%	15	39%	1	2%	59	98%	4	40%	6	60%	10	56%	8	44%	6	15%	33	85%
Puerto Rico	50	52%	47	48%	48	19%	205	81%	6	21%	23	79%	11	41%	16	59%	13	13%	89	87%
Suriname	0	0%	0	0%	0	0%	3	100%	0	0%	0	0%	0	0%	0	0%	1	100%	0	0%
Trinidad & Tobago	8	42%	11	58%	6	18%	27	82%	0	0%	6	100%	0	0%	1	100%	4	31%	9	69%
Europe																				
Austria	0	0%	3	100%	11	10%	94	90%	2	11%	17	89%	0	0%	5	100%	0	0%	9	100%
Azerbaijan	1	100%	0	0%	5	8%	56	92%	1	50%	1	50%	0	0%	1	100%	0	0%	0	0%
Belgium	9	39%	14	61%	7	16%	37	84%	1	25%	3	75%	2	15%	11	85%	3	13%	20	87%
Bosnia Herzegovin	3	27%	8	73%	22	11%	174	89%	3	12%	23	88%	9	31%	20	69%	4	20%	16	80%
Croatia	6	50%	6	50%	33	22%	116	78%	14	39%	22	61%	9	17%	45	83%	10	32%	21	68%
Estonia	0	0%	1	100%	4	7%	53	93%	12	34%	23	66%	9	36%	16	64%	2	15%	11	85%
Finland	20	54%	17	46%	14	19%	60	81%	1	6%	16	94%	8	38%	13	62%	9	23%	30	77%
Georgia	0	0%	0	0%	3	13%	21	88%	1	9%	10	91%	3	60%	2	40%	1	33%	2	67%
Germany	27	46%	32	54%	57	19%	239	81%	3	13%	21	88%	5	19%	21	81%	2	4%	52	96%
Hungary	4	44%	5	56%	8	10%	73	90%	1	6%	15	94%	2	15%	11	85%	3	13%	20	87%
Ireland	25	46%	29	54%	19	17%	92	83%	3	14%	18	86%	4	44%	5	56%	4	15%	23	85%
Italy	42	24%	133	76%	16	2%	888	98%	5	14%	31	86%	4	10%	35	90%	8	12%	61	88%
Malta	5	63%	3	38%	14	7%	188	93%	1	11%	8	89%	0	0%	2	100%	10	40%	15	60%
Netherlands	1	13%	7	88%	10	19%	44	81%	0	0%	8	100%	1	7%	14	93%	3	16%	16	84%
Norway	11	31%	25	69%	23	30%	54	70%	2	25%	6	75%	2	15%	11	85%	10	20%	40	80%
Portugal	16	37%	27	63%	3	2%	150	98%	2	50%	2	50%	6	33%	12	67%	8	22%	29	78%
Romania	4	29%	10	71%	3	6%	51	94%	1	6%	15	94%	3	43%	4	57%	6	22%	21	78%
Serbia & Monteneg	11	52%	10	48%	15	8%	167	92%	3	9%	30	91%	7	58%	5	42%	5	16%	27	84%
Spain	29	34%	56	66%	23	13%	148	87%	5	17%	24	83%	3	18%	14	82%	6	13%	41	87%
Sweden	18	53%	16	47%	24	28%	62	72%	8	24%	26	76%	16	43%	21	57%	5	11%	39	89%
Switzerland	4	50%	4	50%	7	13%	49	88%	4	19%	17	81%	1	5%	20	95%	3	9%	29	91%
Turkey	40	45%	48	55%	14	5%	244	95%	5	14%	32	86%	5	15%	29	85%	1	2%	56	98%
United Kingdom	19	48%	21	53%	9	9%	90	91%	2	11%	16	89%	8	20%	32	80%	4	7%	54	93%
Uzbekistan	1	33%	2	67%	0	0%	17	100%	1	50%	1	50%	1	20%	4	80%	0	0%	6	100%
Latin America																				
Argentina	14	45%	17	55%	22	15%	125	85%	4	27%	11	73%	2	29%	5	71%	7	11%	56	89%
Brazil	17	57%	13	43%	8	6%	126	94%	5	26%	14	74%	7	39%	11	61%	1	4%	26	96%
Chile	21	64%	12	36%	15	16%	80	84%	9	38%	15	63%	4	29%	10	71%	10	23%	34	77%
Colombia	11	35%	20	65%	19	24%	60	76%	7	25%	21	75%	3	25%	9	75%	3	27%	8	73%
Ecuador	23	40%	35	60%	10	6%	167	94%	7	11%	56	89%	7	23%	24	77%	2	7%	26	93%
El Salvador	1	33%	2	67%	4	7%	50	93%	1	14%	6	86%	1	14%	6	86%	1	33%	2	67%
Guatemala	14	30%	32	70%	19	18%	87	82%	7	17%	35	83%	8	35%	15	65%	8	36%	14	64%
Paraguay	15	50%	15	50%	8	8%	87	92%	4	24%	13	76%	2	50%	2	50%	9	19%	38	81%
Peru	27	32%	58	68%	34	22%	122	78%	10	22%	36	78%	14	30%	32	70%	8	21%	31	79%
Uruguay	2	100%	0	0%	5	8%	61	92%	0	0%	3	100%	0	0%	1	100%	0	0%	4	100%
Venezuela	8	53%	7	47%	9	9%	95	91%	5	24%	16	76%	1	17%	5	83%	4	15%	23	85%
Middle East																				
Egypt	1	7%	14	93%	15	8%	182	92%	7	21%	27	79%	5	71%	2	29%	1	20%	4	80%
Israel	4	25%	12	75%	15	9%	158	91%	4	19%	17	81%	2	20%	8	80%	0	0%	18	100%
North America																				
Canada	11	31%	25	69%	36	18%	159	82%	3	14%	19	86%	15	39%	23	61%	13	13%	87	87%
USA	66	38%	106	62%	72	18%	331	82%	37	24%	117	76%	66	39%	103	61%	40	22%	138	78%
Pacific																				
Fiji	1	13%	7	88%	4	8%	45	92%	3	17%	15	83%	3	38%	5	63%	6	30%	14	70%
New Zealand	16	64%	9	36%	11	18%	49	82%	12	38%	20	63%	11	37%	19	63%	7	15%	40	85%
Global average		42%		58%		12%		88%		17%		83%		27%		73%		14%		86%

Celebrity				Sportsperson				Activist, NGO				Others				Total News Subjects	
Female		Male		Female		Male		Female		Male		Female		Male		Female	Male
N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	N
2	50%	2	50%	0	0%	0	0%	0	0%	8	100%	4	29%	10	71%	9	58
0	0%	0	0%	1	9%	10	91%	0	0%	2	100%	8	32%	17	68%	22	151
0	0%	0	0%	0	0%	0	0%	2	67%	1	33%	1	17%	5	83%	12	43
0	0%	0	0%	0	0%	1	100%	7	21%	26	79%	7	20%	28	80%	28	279
0	0%	0	0%	2	50%	2	50%	0	0%	0	0%	3	21%	11	79%	8	46
0	0%	0	0%	1	50%	1	50%	4	29%	10	71%	13	33%	27	68%	28	135
5	33%	10	67%	0	0%	0	0%	3	50%	3	50%	10	27%	27	73%	27	86
1	33%	2	67%	1	11%	8	89%	0	0%	9	100%	7	23%	24	77%	43	155
2	29%	5	71%	0	0%	4	100%	4	44%	5	56%	16	53%	14	47%	48	146
0	0%	1	100%	2	11%	17	89%	3	19%	13	81%	4	12%	29	88%	42	206
0	0%	0	0%	1	100%	0	0%	2	50%	2	50%	9	35%	17	65%	27	67
0	0%	1	100%	0	0%	0	0%	0	0%	3	100%	1	11%	8	89%	7	41
0	0%	0	0%	0	0%	5	100%	2	50%	2	50%	0	0%	3	100%	7	37
0	0%	3	100%	1	2%	51	98%	3	27%	8	73%	35	26%	102	74%	130	370
0	0%	0	0%	0	0%	0	0%	3	43%	4	57%	4	24%	13	76%	18	56
1	20%	4	80%	2	100%	0	0%	13	50%	13	50%	7	12%	51	88%	57	253
1	100%	0	0%	0	0%	6	100%	4	36%	7	64%	9	24%	29	76%	26	129
0	0%	1	100%	0	0%	3	100%	1	10%	9	90%	4	17%	19	83%	28	97
2	100%	0	0%	0	0%	0	0%	0	0%	3	100%	11	27%	30	73%	49	137
0	0%	5	100%	0	0%	0	0%	0	0%	5	100%	25	32%	53	68%	44	245
5	83%	1	17%	5	33%	10	67%	1	9%	10	91%	27	23%	93	78%	84	350
11	37%	19	63%	4	40%	6	60%	7	44%	9	56%	26	24%	84	76%	94	356
1	50%	1	50%	0	0%	0	0%	1	33%	2	67%	7	30%	16	70%	14	65
16	55%	13	45%	4	7%	53	93%	2	15%	11	85%	33	28%	86	72%	143	417
0	0%	4	100%	0	0%	0	0%	2	14%	12	86%	3	10%	26	90%	32	207
5	50%	5	50%	1	14%	6	86%	6	35%	11	65%	10	15%	55	85%	30	170
18	75%	6	25%	0	0%	1	100%	3	13%	20	87%	17	9%	173	91%	133	457
5	50%	5	50%	0	0%	0	0%	4	29%	10	71%	13	12%	95	88%	83	491
0	0%	4	100%	0	0%	0	0%	2	40%	3	60%	11	30%	26	70%	26	116
1	13%	7	88%	0	0%	0	0%	2	67%	1	33%	7	29%	17	71%	17	77
7	37%	12	63%	15	100%	0	0%	0	0%	19	100%	32	26%	91	74%	116	367
1	11%	8	89%	0	0%	1	100%	2	33%	4	67%	25	37%	42	63%	72	176
29	27%	79	73%	32	34%	63	66%	1	17%	5	83%	51	31%	114	69%	241	641
0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%	1	4
1	20%	4	80%	0	0%	8	100%	0	0%	3	100%	3	21%	11	79%	22	80
5	42%	7	58%	0	0%	1	100%	1	11%	8	89%	2	11%	16	89%	21	160
2	50%	2	50%	1	20%	4	80%	2	67%	1	33%	1	13%	7	88%	13	72
5	21%	19	79%	36	54%	31	46%	2	17%	10	83%	14	29%	34	71%	79	179
0	0%	1	100%	0	0%	6	100%	2	11%	16	89%	14	19%	60	81%	57	324
1	14%	6	86%	3	12%	23	88%	5	31%	11	69%	25	29%	62	71%	106	312
1	13%	7	88%	8	57%	6	43%	1	100%	0	0%	8	24%	25	76%	45	142
6	17%	30	83%	6	50%	6	50%	8	29%	20	71%	42	33%	85	67%	114	277
0	0%	0	0%	0	0%	0	0%	1	100%	0	0%	1	11%	8	89%	10	43
10	38%	16	62%	3	9%	29	91%	7	32%	15	68%	32	29%	80	71%	146	505
2	67%	1	33%	2	4%	46	96%	0	0%	3	100%	3	21%	11	79%	25	185
10	59%	7	41%	0	0%	16	100%	4	25%	12	75%	15	32%	32	68%	84	234
16	48%	17	52%	0	0%	35	100%	4	9%	39	91%	149	36%	260	64%	244	1499
1	100%	0	0%	0	0%	32	100%	0	0%	4	100%	28	39%	43	61%	59	295
4	33%	8	67%	8	62%	5	38%	2	22%	7	78%	18	32%	38	68%	47	147
8	29%	20	71%	0	0%	9	100%	6	27%	16	73%	19	28%	48	72%	81	229
3	33%	6	67%	0	0%	12	100%	1	9%	10	91%	34	40%	51	60%	73	299
1	25%	3	75%	1	17%	5	83%	3	50%	3	50%	17	45%	21	55%	39	133
2	40%	3	60%	1	25%	3	75%	2	7%	26	93%	16	29%	40	71%	62	311
10	31%	22	69%	2	2%	98	98%	4	20%	16	80%	71	35%	133	65%	153	552
5	29%	12	71%	4	27%	11	73%	3	20%	12	80%	29	32%	63	68%	112	262
1	20%	4	80%	0	0%	7	100%	0	0%	5	100%	15	27%	40	73%	35	175
28	57%	21	43%	1	10%	9	90%	0	0%	8	100%	33	23%	112	77%	127	559
13	37%	22	63%	15	33%	31	67%	12	29%	29	71%	49	32%	105	68%	131	400
1	33%	2	67%	1	11%	8	89%	1	50%	1	50%	3	23%	10	77%	9	51
2	22%	7	78%	1	6%	15	94%	4	21%	15	79%	37	30%	85	70%	93	336
13	76%	4	24%	0	0%	6	100%	2	8%	23	92%	48	40%	73	60%	101	296
19	46%	22	54%	0	0%	17	100%	2	22%	7	78%	31	31%	69	69%	111	266
12	50%	12	50%	5	13%	34	87%	6	75%	2	25%	25	33%	51	67%	91	217
11	52%	10	48%	1	3%	35	97%	4	10%	35	90%	25	23%	85	77%	90	473
0	0%	0	0%	0	0%	1	100%	2	17%	10	83%	5	14%	32	86%	15	109
0	0%	1	100%	1	6%	15	94%	3	27%	8	73%	23	24%	74	76%	83	281
1	20%	4	80%	0	0%	5	100%	1	9%	10	91%	6	11%	47	89%	46	221
10	67%	5	33%	1	7%	14	93%	3	18%	14	82%	21	21%	80	79%	128	392
0	0%	0	0%	0	0%	0	0%	1	33%	2	67%	1	9%	10	91%	9	81
5	42%	7	58%	2	8%	22	92%	2	40%	3	60%	14	22%	50	78%	50	228
0	0%	0	0%	1	100%	0	0%	1	50%	1	50%	8	21%	30	79%	39	260
4	29%	10	71%	0	0%	6	100%	9	53%	8	47%	35	30%	82	70%	73	319
2	33%	4	67%	1	2%	49	98%	14	28%	36	72%	22	30%	51	70%	117	453
6	32%	13	68%	4	9%	40	91%	15	28%	39	72%	151	32%	328	68%	457	1215
1	50%	1	50%	5	20%	20	80%	3	60%	2	40%	10	24%	31	76%	36	140
1	9%	10	91%	0	0%	29	100%	5	31%	11	69%	22	31%	50	69%	85	237
	42%		58%		16%		84%		23%		77%		26%		74%	5264	19580

5. Function of news subjects

	Popular opinion Female N	Female %	Male N	Male %	Personal experience Female N	Female %	Male N	Male %	Eye witness Female N	Female %	Male N	Male %	Subject Female N	Female %	Male N	Male %	Expert Female N	Female %	Male N	Male %	Spokesperson Female N	Female %	Male N	Male %	Total news subjects Female N	Male N
Africa																										
Angola	0	0%	1	100%	1	25%	3	75%	0	0%	3	100%	1	11%	8	89%	0	0%	11	100%	0	0%	22	100%	2	48
Botswana	0	0%	2	100%	5	33%	10	67%	1	25%	3	75%	7	10%	66	90%	0	0%	6	100%	8	13%	55	87%	21	142
Ghana	1	10%	9	90%	0	0%	2	100%	1	50%	1	50%	7	70%	3	30%	1	17%	5	83%	2	9%	21	91%	12	41
Kenya	6	33%	12	67%	1	1%	78	99%	3	25%	9	75%	8	7%	111	93%	3	14%	19	86%	5	10%	44	90%	26	273
Lesotho	0	0%	0	0%	0	0%	0	0%	0	0%	2	100%	4	27%	11	73%	1	6%	15	94%	3	15%	17	85%	8	45
Malawi	1	50%	1	50%	0	0%	0	0%	3	100%	0	0%	16	18%	74	82%	0	0%	5	100%	8	13%	55	87%	28	135
Mauritius	0	0%	0	0%	11	39%	17	61%	4	50%	4	50%	8	19%	35	81%	1	8%	12	92%	5	22%	18	78%	26	83
Mozambique	3	50%	3	50%	3	43%	4	57%	1	50%	1	50%	10	13%	65	87%	3	25%	9	75%	14	23%	48	77%	37	133
Namibia	4	57%	3	43%	5	36%	9	64%	0	0%	2	100%	22	24%	70	76%	3	15%	17	85%	12	21%	46	79%	47	146
Nigeria	0	0%	1	100%	1	11%	8	89%	1	33%	2	67%	29	17%	139	83%	5	18%	23	82%	7	18%	32	82%	42	205
Rwanda	0	0%	0	0%	1	50%	1	50%	0	0%	1	100%	10	29%	24	71%	3	23%	10	77%	12	30%	28	70%	27	65
Senegal	1	50%	1	50%	0	0%	3	100%	0	0%	0	0%	6	20%	24	80%	0	0%	4	100%	0	0%	7	100%	7	40
Seychelles	0	0%	0	0%	1	50%	1	50%	3	38%	5	63%	2	22%	7	78%	3	12%	23	88%	1	17%	5	83%	7	36
South Africa	3	33%	6	67%	6	22%	21	78%	4	100%	0	0%	91	31%	202	69%	7	17%	34	83%	17	15%	94	85%	127	362
Swaziland	0	0%	1	100%	1	100%	0	0%	1	100%	0	0%	4	22%	14	78%	2	13%	14	88%	7	26%	20	74%	18	49
Tanzania	0	0%	0	0%	1	10%	9	90%	0	0%	0	0%	29	20%	118	80%	8	27%	22	73%	17	15%	100	85%	56	249
Zambia	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	16	16%	85	84%	3	50%	3	50%	7	16%	38	84%	26	127
Zimbabwe	1	100%	0	0%	1	50%	1	50%	0	0%	0	0%	11	26%	31	74%	5	15%	29	85%	10	23%	33	77%	28	94
Asia																										
Bangladesh	1	17%	5	83%	3	38%	5	63%	0	0%	6	100%	25	31%	56	69%	3	9%	30	91%	17	33%	34	67%	49	136
Cambodia	2	67%	1	33%	0	0%	0	0%	3	38%	5	63%	17	12%	122	88%	2	6%	32	94%	16	17%	78	83%	40	238
China	2	22%	7	78%	24	37%	41	63%	15	34%	29	66%	25	22%	88	78%	2	9%	21	91%	15	9%	146	91%	83	332
India	1	11%	8	89%	3	50%	3	50%	0	0%	5	100%	69	26%	192	74%	5	21%	19	79%	8	7%	104	93%	86	331
Indonesia	0	0%	0	0%	1	33%	2	67%	1	25%	3	75%	6	43%	8	57%	3	23%	10	77%	3	7%	42	93%	14	65
Japan	19	76%	6	24%	34	52%	31	48%	4	31%	9	69%	47	21%	174	79%	8	14%	48	86%	19	13%	124	87%	131	392
Korea, Rep.	3	27%	8	73%	9	20%	35	80%	0	0%	1	100%	8	21%	30	79%	9	9%	92	91%	3	7%	39	93%	32	205
Nepal	2	18%	9	82%	4	20%	16	80%	0	0%	0	0%	15	19%	66	81%	1	6%	17	94%	7	11%	54	89%	29	162
Philippines	1	8%	12	92%	12	27%	33	73%	14	30%	32	70%	49	28%	129	72%	24	16%	127	84%	22	18%	101	82%	122	434
Thailand	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	53	13%	362	87%	0	0%	7	100%	29	20%	119	80%	82	488
Vietnam	5	63%	3	38%	7	30%	16	70%	3	21%	11	79%	3	6%	46	94%	2	13%	13	87%	4	15%	23	85%	24	112
Caribbean																										
Cuba	0	0%	0	0%	3	38%	5	63%	0	0%	0	0%	7	19%	30	81%	4	24%	13	76%	3	10%	28	90%	17	76
Haiti	3	33%	6	67%	3	17%	15	83%	0	0%	1	100%	17	12%	128	88%	2	8%	23	92%	53	26%	151	74%	78	324
Jamaica	0	0%	0	0%	4	57%	3	43%	1	33%	2	67%	48	35%	89	65%	7	23%	23	77%	10	15%	55	85%	70	172
Puerto Rico	25	52%	23	48%	6	29%	15	71%	3	25%	9	75%	139	30%	330	70%	23	20%	91	80%	25	21%	96	79%	221	564
Suriname	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	2	100%	0	0%	0	0%	0	0%	0	0%	1	2
Trinidad & Tobago	5	50%	5	50%	2	18%	9	82%	2	29%	5	71%	9	15%	52	85%	0	0%	2	100%	4	36%	7	64%	22	80
Europe																										
Austria	0	0%	0	0%	0	0%	2	100%	1	25%	3	75%	1	4%	23	96%	4	13%	27	87%	15	13%	103	87%	21	158
Azerbaijan	0	0%	2	100%	1	50%	1	50%	1	100%	0	0%	7	15%	39	85%	0	0%	1	100%	4	12%	29	88%	13	72
Belgium	1	25%	3	75%	5	29%	12	71%	2	100%	0	0%	58	36%	102	64%	1	9%	10	91%	9	17%	44	83%	76	171
Bosnia Herzegovin	7	39%	11	61%	3	12%	23	88%	2	17%	5	83%	25	14%	155	86%	7	21%	27	79%	11	10%	94	90%	54	315
Croatia	3	12%	23	88%	4	29%	10	71%	2	13%	13	87%	53	30%	124	70%	22	23%	73	77%	21	25%	62	75%	105	305
Estonia	0	0%	0	0%	8	42%	11	58%	3	50%	3	50%	17	25%	52	75%	11	29%	27	71%	6	12%	44	88%	45	137
Finland	0	0%	0	0%	16	47%	18	53%	2	100%	0	0%	55	30%	130	70%	26	23%	86	77%	15	27%	40	73%	114	274
Georgia	0	0%	0	0%	2	67%	1	33%	1	100%	0	0%	0	0%	7	100%	5	15%	28	85%	0	0%	7	100%	8	43
Germany	4	36%	7	64%	8	32%	17	68%	1	20%	4	80%	102	27%	276	73%	12	13%	79	87%	15	12%	110	88%	142	493
Hungary	0	0%	0	0%	1	11%	8	89%	0	0%	5	100%	8	14%	49	86%	2	4%	48	96%	13	19%	55	81%	24	165
Ireland	3	50%	3	50%	6	55%	5	45%	2	40%	3	60%	52	28%	134	72%	3	20%	12	80%	13	20%	51	80%	79	208
Italy	8	80%	2	20%	15	10%	140	90%	13	28%	34	72%	170	24%	543	76%	5	5%	88	95%	30	4%	661	96%	241	1468

Country																										
Malta	0	0%	0	0%	1	33%	2	67%	1	100%	0	0%	39	16%	210	84%	3	27%	8	73%	8	10%	75	90%	52	295
Netherlands	4	40%	6	60%	6	46%	7	54%	0	0%	0	0%	20	27%	53	73%	2	8%	24	92%	11	19%	46	81%	43	136
Norway	3	75%	1	25%	8	26%	23	74%	0	0%	0	0%	29	22%	102	78%	12	38%	20	63%	27	25%	81	75%	79	227
Portugal	8	44%	10	56%	8	32%	17	68%	2	25%	6	75%	43	19%	185	81%	2	13%	13	87%	8	12%	61	88%	71	292
Romania	1	20%	4	80%	0	0%	2	100%	3	16%	16	84%	22	28%	57	72%	2	10%	19	90%	11	24%	120	76%	39	132
Serbia & Monteneg	6	50%	6	50%	5	25%	15	75%	0	0%	2	100%	19	18%	86	82%	14	15%	81	85%	17	12%	127	88%	61	310
Spain	0	0%	0	0%	15	43%	20	57%	6	18%	28	82%	63	23%	210	77%	3	7%	39	93%	18	12%	85	88%	105	424
Sweden	7	64%	4	36%	7	30%	16	70%	5	50%	5	50%	35	27%	95	73%	13	23%	43	77%	32	27%	44	73%	99	248
Switzerland	0	0%	2	100%	3	21%	11	79%	1	33%	2	67%	18	18%	81	82%	4	10%	35	90%	8	15%	83	85%	34	175
Turkey	6	21%	23	79%	7	25%	21	75%	2	67%	1	33%	95	20%	381	80%	4	11%	34	89%	9	10%	117	90%	123	543
United Kingdom	5	63%	3	38%	18	33%	36	67%	2	22%	7	78%	46	25%	138	75%	23	23%	77	77%	25	18%	83	82%	119	378
Uzbekistan	0	0%	0	0%	0	0%	5	100%	2	67%	1	33%	4	14%	25	86%	3	21%	11	79%	0	0%	8	100%	9	50
Latin America																										
Argentina	1	25%	3	75%	16	39%	25	61%	8	35%	15	65%	45	22%	164	78%	1	5%	20	95%	18	15%	101	85%	89	328
Brazil	6	67%	3	33%	15	31%	34	69%	3	50%	3	50%	51	30%	121	70%	17	26%	48	74%	4	5%	80	95%	96	289
Chile	0	0%	0	0%	10	45%	12	55%	7	47%	8	53%	64	32%	137	68%	9	18%	42	82%	13	21%	50	79%	103	249
Colombia	3	33%	6	67%	2	22%	7	78%	9	50%	9	50%	29	35%	53	65%	11	24%	34	76%	24	21%	93	79%	78	202
Ecuador	7	41%	10	59%	14	19%	59	81%	14	36%	25	64%	24	13%	159	87%	5	13%	34	87%	16	10%	151	90%	80	438
El Salvador	0	0%	3	100%	0	0%	6	100%	2	67%	1	33%	4	22%	14	78%	1	10%	9	90%	8	10%	75	90%	15	108
Guatemala	1	25%	3	75%	9	22%	32	78%	5	28%	13	72%	31	26%	87	74%	15	27%	41	73%	16	17%	80	83%	77	256
Paraguay	1	100%	0	0%	0	0%	11	100%	0	0%	0	0%	39	18%	180	82%	1	33%	2	67%	5	18%	23	82%	46	216
Peru	0	0%	0	0%	5	45%	6	55%	5	36%	9	64%	88	23%	294	77%	21	28%	54	72%	6	26%	17	74%	125	380
Uruguay	0	0%	0	0%	0	0%	3	100%	0	0%	0	0%	8	14%	49	86%	1	8%	11	92%	0	0%	16	100%	9	79
Venezuela	1	100%	0	0%	4	33%	8	67%	4	22%	14	78%	20	18%	91	82%	2	18%	9	82%	15	13%	97	87%	46	219
Middle East																										
Egypt	0	0%	0	0%	0	0%	1	100%	0	0%	1	100%	22	11%	176	89%	0	0%	1	100%	16	17%	77	83%	38	256
Israel	4	36%	7	64%	6	27%	16	73%	3	43%	4	57%	41	16%	220	84%	6	15%	35	85%	3	10%	27	90%	63	309
North America																										
Canada	5	28%	13	72%	12	19%	51	81%	4	50%	4	50%	23	27%	63	73%	25	14%	149	86%	46	23%	151	77%	115	431
USA	11	28%	29	73%	49	35%	90	65%	8	23%	27	77%	175	32%	369	68%	87	22%	309	78%	89	21%	331	79%	419	1155
Pacific																										
Fiji	0	0%	16	100%	0	0%	0	0%	2	67%	1	33%	7	10%	62	90%	12	40%	18	60%	14	26%	39	74%	35	136
New Zealand	1	33%	2	67%	12	38%	20	63%	3	60%	2	40%	32	34%	62	66%	6	15%	34	85%	28	19%	116	81%	82	236
Global average		34%		66%		31%		69%		30%		70%		23%		77%		17%		83%		14%		86%	4918	18692

6. News subjects who are victims

	Victim				Not A Victim				Total news subjects			
	Female		Male		Female		Male		Female		Male	
	N	%	N	%	N	%	N	%	N	%	N	%
Africa												
Angola	3	33%	6	11%	6	67%	51	89%	9	14%	57	86%
Botswana	3	14%	2	1%	19	86%	146	99%	22	13%	148	87%
Ghana	1	8%	0	0%	11	92%	43	100%	12	22%	43	78%
Kenya	1	4%	5	2%	26	96%	272	98%	27	9%	277	91%
Lesotho	2	25%	4	9%	6	75%	39	91%	8	16%	43	84%
Malawi	6	21%	2	1%	22	79%	133	99%	28	17%	135	83%
Mauritius	5	20%	7	8%	20	80%	77	92%	25	23%	84	77%
Mozambique	4	10%	4	3%	37	90%	131	97%	41	23%	135	77%
Namibia	16	33%	17	12%	32	67%	129	88%	48	25%	146	75%
Nigeria	3	7%	7	3%	38	93%	198	97%	41	17%	205	83%
Rwanda	3	11%	5	7%	24	89%	62	93%	27	29%	67	71%
Senegal	0	0%	5	12%	7	100%	36	88%	7	15%	41	85%
Seychelles	0	0%	1	3%	7	100%	33	97%	7	17%	34	83%
South Africa	30	23%	37	10%	100	77%	333	90%	130	26%	370	74%
Swaziland	4	27%	3	7%	11	73%	38	93%	15	27%	41	73%
Tanzania	7	12%	14	6%	50	88%	237	94%	57	19%	251	81%
Zambia	7	27%	24	19%	19	73%	105	81%	26	17%	129	83%
Zimbabwe	4	14%	8	8%	24	86%	89	92%	28	22%	97	78%
Asia												
Bangladesh	11	22%	15	11%	38	78%	118	89%	49	27%	133	73%
Cambodia	19	43%	41	17%	25	57%	197	83%	44	16%	238	84%
China	12	14%	39	11%	72	86%	308	89%	84	19%	347	81%
India	25	28%	42	12%	65	72%	311	88%	90	20%	353	80%
Indonesia	3	21%	0	0%	11	79%	65	100%	14	18%	65	82%
Japan	17	12%	26	6%	126	88%	391	94%	143	26%	417	74%
Korea, Rep.	1	3%	8	4%	29	97%	195	96%	30	13%	203	87%
Nepal	2	7%	12	7%	28	93%	154	93%	30	15%	166	85%
Philippines	20	15%	55	12%	112	85%	394	88%	132	23%	449	77%
Thailand	10	12%	20	4%	73	88%	471	96%	83	14%	491	86%
Vietnam	4	17%	7	7%	19	83%	96	93%	23	18%	103	82%
Caribbean												
Cuba	0	0%	6	9%	16	100%	64	91%	16	19%	70	81%
Haiti	8	8%	41	12%	98	92%	288	88%	106	24%	329	76%
Jamaica	35	49%	21	12%	37	51%	152	88%	72	29%	173	71%
Puerto Rico	41	17%	40	6%	199	83%	597	94%	240	27%	637	73%
Suriname	0	0%	0	0%	1	100%	4	100%	1	20%	4	80%
Trinidad & Tobago	4	18%	5	6%	18	82%	75	94%	22	22%	80	78%
Europe												
Austria	1	5%	5	3%	20	95%	155	97%	21	12%	160	88%
Azerbaijan	2	15%	2	3%	11	85%	70	97%	13	15%	72	85%
Belgium	10	13%	21	12%	69	87%	157	88%	79	31%	178	69%
Bosnia Herzegovina	6	11%	22	7%	51	89%	302	93%	57	15%	324	85%
Croatia	15	14%	19	6%	90	86%	290	94%	105	25%	309	75%
Estonia	5	11%	3	2%	40	89%	139	98%	45	24%	142	76%
Finland	13	11%	6	2%	101	89%	271	98%	114	29%	277	71%
Georgia	0	0%	0	0%	10	100%	43	100%	10	19%	43	81%
Germany	28	19%	31	6%	117	81%	471	94%	145	22%	502	78%
Hungary	2	8%	12	7%	23	92%	172	93%	25	12%	184	88%
Ireland	7	8%	19	8%	77	92%	215	92%	84	26%	234	74%
Italy	142	58%	172	11%	101	42%	1324	89%	243	14%	1496	86%
Malta	9	15%	21	7%	50	85%	274	93%	59	17%	295	83%
Netherlands	4	9%	9	6%	42	91%	138	94%	46	24%	147	76%
Norway	10	13%	11	5%	70	88%	217	95%	80	26%	228	74%
Portugal	7	10%	13	4%	65	90%	282	96%	72	20%	295	80%
Romania	11	28%	29	22%	28	72%	102	78%	39	23%	131	77%
Serbia & Montenegro	11	19%	12	4%	48	81%	297	96%	59	16%	309	84%
Spain	43	28%	57	10%	109	72%	495	90%	152	22%	552	78%
Sweden	21	19%	28	11%	91	81%	234	89%	112	30%	262	70%
Switzerland	8	23%	14	8%	27	77%	161	92%	35	17%	175	83%
Turkey	29	24%	47	8%	91	76%	508	92%	120	18%	555	82%
United Kingdom	25	19%	39	10%	106	81%	347	90%	131	25%	386	75%
Uzbekistan	1	11%	2	4%	8	89%	49	96%	9	15%	51	85%
Latin America												
Argentina	30	34%	34	10%	58	66%	291	90%	88	21%	325	79%
Brazil	42	42%	27	9%	58	58%	268	91%	100	25%	295	75%
Chile	22	20%	18	7%	86	80%	247	93%	108	29%	265	71%
Colombia	21	23%	22	10%	70	77%	194	90%	91	30%	216	70%
Ecuador	16	18%	40	8%	74	82%	433	92%	90	16%	473	84%
El Salvador	3	20%	2	2%	12	80%	107	98%	15	12%	109	88%
Guatemala	20	25%	27	10%	59	75%	253	90%	79	22%	280	78%
Paraguay	16	35%	19	9%	30	65%	202	91%	46	17%	221	83%
Peru	17	13%	26	7%	111	87%	366	93%	128	25%	392	75%
Uruguay	1	11%	6	8%	8	89%	74	93%	9	10%	80	90%
Venezuela	15	30%	22	10%	35	70%	204	90%	50	18%	226	82%
Middle East												
Egypt	2	5%	37	14%	37	95%	222	86%	39	13%	259	87%
Israel	14	19%	26	8%	59	81%	292	92%	73	19%	318	81%
North America												
Canada	7	6%	12	3%	108	94%	441	97%	115	20%	453	80%
USA	82	19%	118	10%	353	81%	1052	90%	435	27%	1170	73%
Pacific												
Fiji	7	20%	21	15%	28	80%	115	85%	35	20%	136	80%
New Zealand	12	14%	9	4%	72	86%	227	96%	84	26%	236	74%
Global average		19%		8%		81%		92%		21%		79%

7. News subjects mentioned by family status

	Female Status Mentioned				Male Status Mentioned				Total News subjects
	No		Yes		No		Yes		
	N	%	N	%	N	%	N	%	N
Africa									
Angola	9	100%	0	0%	58	100%	0	0%	67
Botswana	16	73%	6	27%	149	99%	2	1%	173
Ghana	12	100%	0	0%	43	100%	0	0%	55
Kenya	27	96%	1	4%	278	100%	1	0%	307
Lesotho	8	100%	0	0%	40	87%	6	13%	54
Malawi	27	96%	1	4%	135	100%	0	0%	163
Mauritius	15	56%	12	44%	73	85%	13	15%	113
Mozambique	37	86%	6	14%	155	100%	0	0%	198
Namibia	43	90%	5	10%	141	97%	5	3%	194
Nigeria	36	86%	6	14%	193	94%	13	6%	248
Rwanda	25	93%	2	7%	67	100%	0	0%	94
Senegal	7	100%	0	0%	39	95%	2	5%	48
Seychelles	7	100%	0	0%	37	100%	0	0%	44
South Africa	86	66%	44	34%	325	88%	45	12%	500
Swaziland	15	83%	3	17%	53	96%	2	4%	73
Tanzania	50	88%	7	12%	236	94%	16	6%	309
Zambia	23	88%	3	12%	124	96%	5	4%	155
Zimbabwe	26	93%	2	7%	94	97%	3	3%	125
Asia									
Bangladesh	47	96%	2	4%	133	97%	4	3%	186
Cambodia	32	73%	12	27%	236	96%	9	4%	289
China	63	75%	21	25%	320	92%	29	8%	433
India	77	82%	17	18%	332	93%	24	7%	450
Indonesia	9	64%	5	36%	65	100%	0	0%	79
Japan	127	89%	16	11%	399	96%	18	4%	560
Korea, Rep.	28	88%	4	13%	204	99%	3	1%	239
Nepal	29	97%	1	3%	167	98%	3	2%	200
Philippines	114	86%	19	14%	441	96%	16	4%	590
Thailand	75	90%	8	10%	472	96%	19	4%	574
Vietnam	22	85%	4	15%	113	98%	2	2%	141
Caribbean									
Cuba	15	94%	1	6%	71	100%	0	0%	87
Haiti	111	96%	5	4%	360	98%	7	2%	483
Jamaica	47	65%	25	35%	169	96%	7	4%	248
Puerto Rico	192	80%	49	20%	605	95%	35	5%	881
Suriname	1	100%	0	0%	4	100%	0	0%	5
Trinidad & Tobago	19	86%	3	14%	78	98%	2	3%	102
Europe									
Austria	20	95%	1	5%	160	100%	0	0%	181
Azerbaijan	13	100%	0	0%	70	97%	2	3%	85
Belgium	66	84%	13	16%	164	92%	15	8%	258
Bosnia Herzegovina	54	95%	3	5%	314	97%	10	3%	381
Croatia	103	97%	3	3%	311	100%	1	0%	418
Estonia	44	98%	1	2%	138	97%	4	3%	187
Finland	96	84%	18	16%	261	94%	16	6%	391
Georgia	10	100%	0	0%	43	100%	0	0%	53
Germany	123	84%	23	16%	490	97%	14	3%	650
Hungary	24	96%	1	4%	183	99%	2	1%	210
Ireland	63	75%	21	25%	212	91%	21	9%	317
Italy	210	86%	34	14%	1346	90%	152	10%	1742
Malta	50	85%	9	15%	285	97%	10	3%	354
Netherlands	36	77%	11	23%	130	88%	17	12%	194
Norway	74	91%	7	9%	220	96%	9	4%	310
Portugal	62	85%	11	15%	288	96%	11	4%	372
Romania	35	90%	4	10%	129	97%	4	3%	172
Serbia & Montenegro	58	94%	4	6%	307	99%	4	1%	373
Spain	132	86%	21	14%	534	97%	18	3%	705
Sweden	95	85%	17	15%	244	93%	18	7%	374
Switzerland	23	66%	12	34%	163	93%	12	7%	210
Turkey	101	80%	26	20%	528	95%	30	5%	685
United Kingdom	110	84%	21	16%	379	95%	21	5%	531
Uzbekistan	7	78%	2	22%	49	96%	2	4%	60
Latin America									
Argentina	65	70%	28	30%	313	93%	23	7%	429
Brazil	71	70%	30	30%	276	93%	20	7%	397
Chile	85	77%	25	23%	238	89%	28	11%	376
Colombia	77	85%	14	15%	207	95%	10	5%	308
Ecuador	72	80%	18	20%	457	97%	16	3%	563
El Salvador	12	80%	3	20%	108	99%	1	1%	124
Guatemala	65	79%	17	21%	271	96%	10	4%	363
Paraguay	38	83%	8	17%	218	99%	3	1%	267
Peru	110	86%	18	14%	378	96%	14	4%	520
Uruguay	7	78%	2	22%	80	100%	0	0%	89
Venezuela	45	90%	5	10%	218	96%	10	4%	278
Middle East									
Egypt	34	87%	5	13%	256	99%	3	1%	298
Israel	62	85%	11	15%	300	94%	19	6%	392
North America									
Canada	106	91%	11	9%	417	92%	36	8%	570
USA	373	82%	84	18%	1129	93%	83	7%	1669
Pacific									
Fiji	33	92%	3	8%	132	95%	7	5%	175
New Zealand	80	94%	5	6%	231	97%	6	3%	322
Global average		**83%**		**17%**		**95%**		**5%**	**24820**

8. News subjects quoted in newspapers

	Quoted Female		Quoted Male		Not Quoted Female		Not Quoted Male		Total news subjects
	N	%	N	%	N	%	N	%	N
Africa									
Angola	1	14%	16	50%	6	86%	16	50%	39
Botswana	10	63%	49	48%	6	38%	54	52%	119
Ghana	5	100%	25	89%	0	0%	3	11%	33
Kenya	15	83%	98	55%	3	17%	80	45%	196
Lesotho	4	100%	28	80%	0	0%	7	20%	39
Malawi	2	33%	20	57%	4	67%	15	43%	41
Mauritius	12	48%	29	38%	13	52%	47	62%	101
Mozambique	9	47%	39	49%	10	53%	40	51%	98
Namibia	15	35%	38	34%	28	65%	75	66%	156
Nigeria	11	38%	42	25%	18	62%	127	75%	198
Rwanda	12	63%	30	65%	7	37%	16	35%	65
Senegal	5	100%	26	93%	0	0%	2	7%	33
Seychelles	2	67%	13	62%	1	33%	8	38%	24
South Africa	24	28%	104	48%	61	72%	111	52%	300
Swaziland	10	71%	17	47%	4	29%	19	53%	50
Tanzania	11	33%	29	23%	22	67%	95	77%	157
Zambia	4	44%	27	40%	5	56%	40	60%	76
Zimbabwe	7	44%	33	55%	9	56%	27	45%	76
Asia									
Bangladesh	21	66%	46	53%	11	34%	40	47%	118
Cambodia	0	0%	1	1%	30	100%	138	99%	169
China	9	69%	44	40%	4	31%	65	60%	122
India	23	32%	73	37%	48	68%	127	64%	271
Indonesia	5	42%	45	76%	7	58%	14	24%	71
Japan	14	48%	78	64%	15	52%	43	36%	150
Korea, Rep.	7	70%	56	90%	3	30%	6	10%	72
Nepal	7	39%	51	49%	11	61%	54	51%	123
Philippines	26	52%	122	62%	24	48%	74	38%	246
Thailand	45	63%	243	60%	27	38%	164	40%	479
Vietnam	3	60%	20	54%	2	40%	17	46%	42
Caribbean									
Cuba	1	25%	3	12%	3	75%	23	88%	30
Haiti	1	2%	38	34%	45	98%	73	66%	157
Jamaica	8	32%	23	38%	17	68%	37	62%	85
Puerto Rico	45	28%	121	28%	114	72%	305	72%	585
Suriname	1	100%	1	50%	0	0%	1	50%	3
Trinidad & Tobago	8	62%	35	74%	5	38%	12	26%	60
Europe									
Austria	7	41%	40	29%	10	59%	98	71%	155
Azerbaijan	1	17%	6	24%	5	83%	19	76%	31
Belgium	11	33%	23	34%	22	67%	45	66%	101
Bosnia Herzegovina	9	36%	58	34%	16	64%	114	66%	197
Croatia	15	25%	47	28%	44	75%	118	72%	224
Estonia	8	57%	24	49%	6	43%	25	51%	63
Finland	18	30%	58	35%	43	70%	110	65%	229
Georgia	4	100%	24	92%	0	0%	2	8%	30
Germany	28	43%	133	53%	37	57%	119	47%	317
Hungary	14	74%	55	40%	5	26%	81	60%	155
Ireland	9	17%	31	18%	45	83%	140	82%	225
Italy	15	44%	195	61%	19	56%	125	39%	354
Malta	1	6%	19	17%	15	94%	91	83%	126
Netherlands	13	29%	46	35%	32	71%	87	65%	178
Norway	28	47%	70	48%	31	53%	77	52%	206
Portugal	26	67%	91	61%	13	33%	57	39%	187
Romania	7	70%	24	53%	3	30%	21	47%	55
Serbia & Montenegro	16	37%	86	60%	27	63%	57	40%	186
Spain	51	76%	153	66%	16	24%	80	34%	300
Sweden	41	54%	100	60%	35	46%	68	40%	244
Switzerland	14	56%	64	52%	11	44%	59	48%	148
Turkey	15	22%	122	46%	54	78%	144	54%	335
United Kingdom	21	42%	117	62%	29	58%	71	38%	238
Uzbekistan	2	67%	14	70%	1	33%	6	30%	23
Latin America									
Argentina	30	65%	88	56%	16	35%	70	44%	204
Brazil	45	76%	127	81%	14	24%	29	19%	215
Chile	19	32%	63	41%	41	68%	91	59%	214
Colombia	11	55%	15	56%	9	45%	12	44%	47
Ecuador	26	39%	142	41%	40	61%	205	59%	413
El Salvador	5	83%	31	69%	1	17%	14	31%	51
Guatemala	14	45%	57	40%	17	55%	85	60%	173
Paraguay	20	91%	98	100%	2	9%	0	0%	120
Peru	31	65%	71	54%	17	35%	60	46%	179
Uruguay	3	38%	31	51%	5	63%	30	49%	69
Venezuela	17	52%	34	36%	16	48%	61	64%	128
Middle East									
Egypt	8	32%	29	21%	17	68%	112	79%	166
Israel	18	60%	62	55%	12	40%	50	45%	142
North America									
Canada	80	79%	202	59%	21	21%	139	41%	442
USA	201	59%	534	62%	137	41%	327	38%	1199
Pacific									
Fiji	5	24%	23	51%	16	76%	22	49%	66
New Zealand	26	54%	67	62%	22	46%	41	38%	156
Global average		50%		53%		50%		47%	12875

9. News subjects appearing in newspaper photographs

	Photograph				No Photograph				Total news subjects
	Female		Male		Female		Male		
	N	%	N	%	N	%	N	%	N
Africa									
Angola	5	71%	7	22%	2	29%	25	78%	39
Botswana	1	6%	9	9%	15	94%	94	91%	119
Ghana	3	60%	5	18%	2	40%	23	82%	33
Kenya	8	44%	41	23%	10	56%	136	77%	195
Lesotho	0	0%	9	26%	4	100%	26	74%	39
Malawi	0	0%	9	26%	6	100%	26	74%	41
Mauritius	3	12%	9	12%	22	88%	67	88%	101
Mozambique	4	25%	16	27%	12	75%	43	73%	75
Namibia	4	10%	19	18%	37	90%	89	82%	149
Nigeria	2	13%	4	7%	14	88%	51	93%	71
Rwanda	3	17%	5	11%	15	83%	40	89%	63
Senegal	3	60%	20	74%	2	40%	7	26%	32
Seychelles	0	0%	3	14%	3	100%	18	86%	24
South Africa	7	8%	30	14%	78	92%	185	86%	300
Swaziland	2	18%	6	17%	9	82%	30	83%	47
Tanzania	3	9%	4	3%	30	91%	120	97%	157
Zambia	3	33%	4	6%	6	67%	61	94%	74
Zimbabwe	1	6%	6	10%	15	94%	54	90%	76
Asia									
Bangladesh	7	22%	5	6%	25	78%	80	94%	117
Cambodia	6	26%	42	38%	17	74%	68	62%	133
China	2	15%	8	8%	11	85%	97	92%	118
India	21	30%	31	16%	50	70%	169	85%	271
Indonesia	2	17%	4	7%	10	83%	55	93%	71
Japan	0	0%	8	7%	29	100%	113	93%	150
Korea, Rep.	1	10%	10	16%	9	90%	52	84%	72
Nepal	0	0%	6	6%	18	100%	96	94%	120
Philippines	5	10%	9	5%	44	90%	184	95%	242
Thailand	9	13%	28	7%	62	87%	365	93%	464
Vietnam	0	0%	3	8%	5	100%	34	92%	42
Caribbean									
Cuba	0	0%	7	27%	4	100%	19	73%	30
Haiti	3	7%	10	9%	43	93%	101	91%	157
Jamaica	9	39%	17	28%	14	61%	43	72%	83
Puerto Rico	26	17%	86	20%	130	83%	338	80%	580
Suriname	1	100%	1	50%	0	0%	1	50%	3
Trinidad & Tobago	8	62%	11	24%	5	38%	34	76%	58
Europe									
Austria	8	47%	15	11%	9	53%	123	89%	155
Azerbaijan	1	17%	11	44%	5	83%	14	56%	31
Belgium	9	27%	22	32%	24	73%	46	68%	101
Bosnia Herzegovina	6	24%	49	28%	19	76%	123	72%	197
Croatia	13	23%	37	23%	44	77%	122	77%	216
Estonia	4	29%	24	49%	10	71%	25	51%	63
Finland	13	21%	32	19%	48	79%	135	81%	228
Georgia	2	50%	16	62%	2	50%	10	38%	30
Germany	10	15%	23	9%	55	85%	229	91%	317
Hungary	6	32%	32	25%	13	68%	98	75%	149
Ireland	13	24%	36	21%	41	76%	135	79%	225
Italy	14	41%	62	19%	20	59%	256	81%	352
Malta	0	0%	20	18%	16	100%	89	82%	125
Netherlands	9	31%	11	12%	20	69%	80	88%	120
Norway	21	36%	56	38%	38	64%	91	62%	206
Portugal	13	35%	47	35%	24	65%	87	65%	171
Romania	3	43%	21	47%	4	57%	24	53%	52
Serbia & Montenegro	5	15%	25	19%	28	85%	108	81%	166
Spain	18	32%	43	22%	39	68%	156	78%	256
Sweden	26	35%	59	36%	48	65%	107	64%	240
Switzerland	2	8%	19	15%	23	92%	104	85%	148
Turkey	29	83%	55	37%	6	17%	94	63%	184
United Kingdom	12	24%	29	16%	38	76%	155	84%	234
Uzbekistan	1	33%	2	14%	2	67%	12	86%	17
Latin America									
Argentina	8	18%	28	18%	36	82%	125	82%	197
Brazil	21	38%	41	28%	35	63%	104	72%	201
Chile	17	28%	32	21%	43	72%	117	79%	209
Colombia	5	26%	9	33%	14	74%	18	67%	46
Ecuador	19	31%	67	20%	43	69%	260	80%	389
El Salvador	1	17%	19	42%	5	83%	26	58%	51
Guatemala	15	50%	32	26%	15	50%	93	74%	155
Paraguay	3	14%	31	32%	19	86%	67	68%	120
Peru	15	33%	35	28%	31	67%	90	72%	171
Uruguay	1	13%	15	25%	7	88%	46	75%	69
Venezuela	6	19%	19	21%	25	81%	70	79%	120
Middle East									
Egypt	7	28%	34	24%	18	72%	106	76%	165
Israel	13	43%	37	33%	17	57%	74	67%	141
North America									
Canada	22	22%	54	16%	79	78%	285	84%	440
USA	81	24%	137	16%	256	76%	717	84%	1191
Pacific									
Fiji	7	39%	5	12%	11	61%	36	88%	59
New Zealand	11	23%	15	14%	37	77%	93	86%	156
Global average		**23%**		**16%**		**77%**		**84%**	**12209**

10. Presenters and reporters in television, radio and newspapers

	Television								Radio								Newspapers				Total	
	Presenter				Reporter				Presenter				Reporter				Reporter					
	Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	Male
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	N
Africa																						
Angola	0	0%	15	100%	0	0%	18	100%	7	88%	1	13%	0	0%	4	100%	2	20%	8	80%	9	46
Botswana	0	0%	4	100%	4	50%	4	50%	13	54%	11	46%	1	100%	0	0%	6	29%	15	71%	24	34
Ghana	9	90%	1	10%	0	0%	0	0%	5	100%	0	0%	0	0%	0	0%	5	24%	16	76%	19	17
Kenya	3	43%	4	57%	1	14%	6	86%	1	33%	2	67%	0	0%	0	0%	0	0%	1	100%	5	13
Lesotho	3	100%	0	0%	0	0%	1	100%	0	0%	6	100%	0	0%	0	0%	8	44%	10	56%	11	17
Malawi	10	100%	0	0%	2	29%	5	71%	19	37%	33	63%	14	50%	14	50%	0	0%	0	0%	45	52
Mauritius	0	0%	0	0%	0	0%	0	0%	14	88%	2	13%	0	0%	3	100%	2	17%	10	83%	16	15
Mozambique	1	5%	21	95%	10	26%	29	74%	0	0%	30	100%	1	10%	9	90%	0	0%	0	0%	12	89
Namibia	10	100%	0	0%	3	43%	4	57%	7	64%	4	36%	0	0%	5	100%	12	41%	17	59%	32	25
Nigeria	6	43%	8	57%	3	43%	4	57%	31	74%	11	26%	0	0%	5	100%	1	2%	62	98%	41	90
Rwanda	7	100%	0	0%	4	57%	3	43%	5	71%	2	29%	5	50%	5	50%	4	13%	26	87%	25	36
Senegal	2	100%	0	0%	0	0%	0	0%	0	0%	9	100%	4	80%	1	20%	0	0%	3	100%	6	13
Seychelles	1	33%	2	67%	5	63%	3	38%	0	0%	14	100%	2	33%	4	67%	0	0%	0	0%	8	23
South Africa	35	49%	37	51%	11	22%	39	78%	8	32%	17	68%	1	20%	4	80%	33	48%	36	52%	88	133
Swaziland	0	0%	6	100%	1	20%	4	80%	0	0%	0	0%	0	0%	0	0%	3	15%	17	85%	4	27
Tanzania	20	53%	18	47%	6	27%	16	73%	21	100%	0	0%	0	0%	0	0%	11	26%	32	74%	58	66
Zambia	29	100%	0	0%	2	33%	4	67%	17	77%	5	23%	0	0%	12	100%	4	25%	12	75%	52	33
Zimbabwe	16	73%	6	27%	10	50%	10	50%	6	46%	7	54%	6	67%	3	33%	4	44%	5	56%	42	31
Asia																						
Bangladesh	32	78%	9	22%	4	29%	10	71%	13	100%	0	0%	1	100%	0	0%	0	0%	13	100%	50	32
Cambodia	0	0%	20	100%	0	0%	0	0%	32	97%	1	3%	11	69%	5	31%	0	0%	6	100%	43	32
China	129	77%	38	23%	51	65%	28	35%	117	62%	72	38%	20	61%	13	39%	6	20%	24	80%	323	175
India	26	54%	22	46%	10	42%	14	58%	1	4%	23	96%	0	0%	2	100%	4	24%	13	76%	41	74
Indonesia	0	0%	1	100%	2	100%	0	0%	3	100%	0	0%	2	67%	1	33%	0	0%	0	0%	7	2
Japan	86	47%	96	53%	27	28%	68	72%	23	59%	16	41%	1	100%	0	0%	1	3%	28	97%	138	208
Korea, Rep.	41	47%	47	53%	9	13%	63	88%	3	14%	18	86%	0	0%	17	100%	3	5%	62	95%	56	207
Nepal	5	10%	44	90%	1	9%	10	91%	0	0%	16	100%	0	0%	2	100%	0	0%	14	100%	6	86
Philippines	100	63%	58	37%	33	49%	35	51%	32	34%	61	66%	11	27%	30	73%	15	25%	45	75%	191	229
Thailand	18	72%	7	28%	2	40%	3	60%	16	80%	4	20%	1	100%	0	0%	0	0%	0	0%	37	14
Vietnam	45	79%	12	21%	11	29%	27	71%	38	46%	44	54%	1	11%	8	89%	5	19%	22	81%	100	113
Caribbean																						
Cuba	11	39%	17	61%	8	38%	13	62%	0	0%	28	100%	6	40%	9	60%	3	43%	4	57%	28	71
Haiti	23	66%	12	34%	3	43%	4	57%	69	62%	43	38%	0	0%	59	100%	0	0%	15	100%	95	133
Jamaica	38	88%	5	12%	5	31%	11	69%	45	87%	7	13%	8	57%	6	43%	7	37%	12	63%	103	41
Puerto Rico	86	49%	89	51%	23	34%	44	66%	0	0%	54	100%	17	53%	15	47%	54	59%	38	41%	180	240
Suriname	0	0%	0	0%	2	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%	2	1
Trinidad & Tobago	19	70%	8	30%	5	71%	2	29%	8	40%	12	60%	1	33%	2	67%	17	68%	8	32%	50	32

Region / Country	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	Total	Total
Europe																						
Austria	3	19%	13	81%	13	62%	8	38%	6	75%	2	25%	0	0%	0	0%	7	47%	8	53%	29	31
Azerbaijan	33	57%	25	43%	8	24%	26	76%	12	63%	7	37%	0	0%	0	0%	2	17%	10	83%	55	68
Belgium	26	49%	27	51%	9	23%	31	78%	10	91%	1	9%	1	20%	4	80%	1	6%	17	94%	47	80
Bosnia Herzegovina	16	46%	19	54%	23	56%	18	44%	35	55%	29	45%	7	41%	10	59%	3	33%	6	67%	84	82
Croatia	14	29%	34	71%	25	61%	16	39%	1	100%	0	0%	4	40%	6	60%	14	54%	12	46%	58	68
Estonia	10	63%	6	38%	2	20%	8	80%	24	47%	27	53%	1	25%	3	75%	10	71%	4	29%	47	48
Finland	0	0%	0	0%	10	36%	18	64%	0	0%	1	100%	14	70%	6	30%	17	44%	22	56%	41	47
Georgia	9	100%	0	0%	2	40%	3	60%	3	75%	1	25%	0	0%	0	0%	10	83%	2	17%	24	6
Germany	47	30%	108	70%	24	28%	61	72%	4	9%	40	91%	3	50%	3	50%	10	27%	27	73%	88	239
Hungary	9	90%	1	10%	10	50%	10	50%	0	0%	1	100%	0	0%	0	0%	13	39%	20	61%	32	32
Ireland	34	77%	10	23%	17	47%	19	53%	5	100%	0	0%	0	0%	0	0%	14	31%	31	69%	70	60
Italy	383	63%	221	37%	152	42%	208	58%	78	46%	93	54%	44	48%	48	52%	19	26%	54	74%	676	624
Malta	3	75%	1	25%	9	29%	22	71%	35	61%	22	39%	0	0%	7	100%	2	11%	17	89%	49	69
Netherlands	19	63%	11	37%	9	41%	13	59%	0	0%	17	100%	0	0%	0	0%	3	19%	13	81%	31	54
Norway	27	73%	10	27%	10	33%	20	67%	6	38%	10	63%	0	0%	1	100%	20	34%	39	66%	63	80
Portugal	0	0%	58	100%	32	59%	22	41%	7	29%	17	71%	10	71%	4	29%	24	51%	23	49%	73	124
Romania	46	67%	23	33%	12	31%	27	69%	12	48%	13	52%	2	33%	4	67%	15	54%	13	46%	87	80
Serbia & Montenegro	32	100%	0	0%	18	75%	6	25%	65	71%	27	29%	14	45%	17	55%	3	43%	4	57%	132	54
Spain	43	54%	37	46%	36	62%	22	38%	10	29%	24	71%	12	48%	13	52%	23	43%	31	57%	124	127
Sweden	49	74%	17	26%	18	42%	25	58%	17	100%	0	0%	8	62%	5	38%	30	29%	72	71%	122	119
Switzerland	19	100%	0	0%	4	31%	9	69%	13	52%	12	48%	5	45%	6	55%	11	25%	33	75%	52	60
Turkey	125	68%	60	32%	38	20%	152	80%	13	20%	52	80%	0	0%	1	100%	12	27%	32	73%	188	297
United Kingdom	46	40%	69	60%	23	38%	38	62%	26	42%	36	58%	6	30%	14	70%	17	22%	60	78%	118	217
Uzbekistan	3	60%	2	40%	8	40%	12	60%	8	100%	0	0%	1	100%	0	0%	6	46%	7	54%	26	21
Latin America																						
Argentina	95	50%	96	50%	15	31%	34	69%	6	10%	55	90%	0	0%	2	100%	8	47%	9	53%	123	195
Brazil	28	21%	108	79%	28	47%	32	53%	3	25%	9	75%	3	75%	1	25%	30	57%	23	43%	92	173
Chile	13	30%	30	70%	21	46%	25	54%	2	6%	31	94%	5	31%	11	69%	13	45%	16	55%	54	113
Colombia	42	82%	9	18%	51	43%	68	57%	75	35%	142	65%	18	40%	27	60%	4	57%	3	43%	190	249
Ecuador	14	35%	26	65%	18	60%	12	40%	8	26%	23	74%	6	19%	25	81%	0	0%	2	100%	46	88
El Salvador	26	74%	9	26%	5	22%	18	78%	0	0%	4	100%	4	33%	8	67%	3	14%	18	86%	38	57
Guatemala	14	23%	46	77%	21	40%	32	60%	18	29%	45	71%	13	34%	25	66%	11	27%	30	73%	77	178
Paraguay	7	33%	14	67%	3	30%	7	70%	28	49%	29	51%	8	21%	30	79%	1	13%	7	88%	47	87
Peru	24	32%	52	68%	4	80%	1	20%	44	29%	106	71%	20	36%	36	64%	6	27%	16	73%	98	211
Uruguay	7	47%	8	53%	3	38%	5	63%	8	14%	50	86%	4	50%	4	50%	0	0%	16	100%	22	67
Venezuela	15	48%	16	52%	14	67%	7	33%	54	38%	87	62%	24	50%	24	50%	13	43%	17	57%	120	151
Middle East																						
Egypt	11	52%	10	48%	3	100%	0	0%	7	41%	10	59%	3	75%	1	25%	9	36%	16	64%	29	30
Israel	27	47%	31	53%	3	9%	29	91%	26	46%	30	54%	7	27%	19	73%	17	28%	43	72%	80	152
North America																						
Canada	22	49%	23	51%	11	39%	17	61%	0	0%	0	0%	0	0%	0	0%	29	28%	76	72%	62	116
USA	122	80%	31	20%	48	34%	92	66%	9	31%	20	69%	2	67%	1	33%	93	37%	160	63%	274	304
Pacific																						
Fiji	0	0%	35	100%	2	13%	14	88%	0	0%	16	100%	0	0%	1	100%	12	71%	5	29%	14	71
New Zealand	42	67%	21	33%	12	31%	27	69%	16	80%	4	20%	1	100%	2	100%	20	56%	16	44%	90	70
Global average		57%		43%		42%		58%		49%		51%		45%		55%		29%		71%	5719	7449

11. Reporters in major topic areas

	Politics, government F N	F %	M N	M %	Economy, business F N	F %	M N	M %	Crime, violence F N	F %	M N	M %	Social, legal F N	F %	M N	M %	Celebrity, arts, sport F N	F %	M N	M %	Science, health F N	F %	M N	M %	Weather Report F N	F %	M N	M %	Total F	Total M
Africa																														
Angola	1	8%	12	92%	1	20%	4	80%	0	0%	10	100%	0	0%	3	100%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	2	30
Botswana	2	17%	10	83%	5	71%	2	29%	1	33%	2	67%	1	25%	3	75%	1	33%	2	67%	1	100%	0	0%	0	0%	0	0%	11	19
Ghana	2	25%	6	75%	2	25%	6	75%	0	0%	0	0%	1	20%	4	80%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	5	16
Kenya	0	0%	1	100%	1	50%	1	50%	0	0%	3	100%	0	0%	1	100%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	1	7
Lesotho	4	40%	6	60%	0	0%	1	100%	2	100%	0	0%	2	40%	3	60%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	8	11
Malawi	2	25%	6	75%	4	50%	4	50%	5	63%	3	38%	2	33%	4	67%	0	0%	1	100%	3	75%	1	25%	0	0%	0	0%	16	19
Mauritius	0	0%	1	100%	0	0%	4	100%	2	33%	4	67%	0	0%	3	100%	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	2	13
Mozambique	2	20%	8	80%	2	25%	6	75%	1	11%	8	89%	3	38%	5	63%	2	29%	5	71%	1	14%	6	86%	0	0%	0	0%	11	38
Namibia	5	38%	8	62%	3	50%	3	50%	3	43%	4	57%	4	40%	6	60%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	15	21
Nigeria	1	3%	31	97%	1	8%	12	92%	0	0%	8	100%	2	13%	13	87%	0	0%	3	100%	0	0%	4	100%	0	0%	0	0%	4	71
Rwanda	2	33%	4	67%	1	17%	5	83%	1	17%	5	83%	8	40%	12	60%	0	0%	0	0%	1	11%	8	89%	0	0%	0	0%	13	34
Senegal	1	33%	2	67%	0	0%	1	100%	0	0%	0	0%	3	75%	1	25%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	4
Seychelles	0	0%	0	0%	1	50%	1	50%	1	25%	3	75%	0	0%	1	100%	1	33%	2	67%	2	100%	0	0%	2	100%	0	0%	7	7
South Africa	4	22%	14	78%	4	57%	3	43%	20	45%	24	55%	7	29%	17	71%	6	32%	13	68%	4	33%	8	67%	0	0%	0	0%	45	79
Swaziland	2	29%	5	71%	0	0%	3	100%	0	0%	11	100%	1	100%	0	0%	0	0%	0	0%	1	33%	2	67%	0	0%	0	0%	4	21
Tanzania	7	37%	12	63%	2	20%	8	80%	5	36%	9	64%	3	21%	11	79%	0	0%	3	100%	0	0%	5	100%	0	0%	0	0%	17	48
Zambia	3	23%	10	77%	0	0%	4	100%	1	13%	7	88%	2	40%	3	60%	0	0%	1	100%	0	0%	2	100%	0	0%	0	0%	6	28
Zimbabwe	1	11%	8	89%	8	73%	3	27%	3	75%	1	25%	0	0%	1	100%	3	43%	4	57%	5	83%	1	17%	0	0%	0	0%	20	18
Asia																														
Bangladesh	3	23%	10	77%	1	25%	3	75%	0	0%	7	100%	0	0%	1	100%	1	50%	1	50%	0	0%	1	100%	0	0%	0	0%	5	23
Cambodia	2	50%	2	50%	2	67%	1	33%	5	38%	8	62%	1	100%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%	11	11
China	6	35%	11	65%	36	62%	22	38%	13	48%	14	52%	5	56%	4	44%	6	50%	6	50%	8	57%	6	43%	2	60%	3	40%	77	65
India	8	32%	17	68%	1	33%	2	67%	2	50%	2	50%	1	20%	4	80%	0	0%	3	100%	0	0%	0	0%	0	0%	1	100%	14	29
Indonesia	0	0%	1	100%	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	1
Japan	5	36%	9	64%	7	20%	28	80%	9	18%	42	82%	1	17%	5	83%	3	38%	5	63%	3	30%	7	70%	1	100%	0	0%	29	96
Korea, Rep.	4	9%	43	91%	4	15%	23	85%	1	5%	21	95%	1	3%	28	97%	1	13%	7	88%	1	5%	18	95%	0	0%	1	100%	12	142
Nepal	0	0%	8	100%	1	17%	5	83%	0	0%	0	0%	0	0%	6	100%	0	0%	4	100%	0	0%	3	100%	0	0%	1	100%	1	26
Philippines	12	35%	22	65%	16	44%	20	56%	21	30%	48	70%	4	31%	9	69%	3	43%	4	57%	2	25%	6	75%	1	100%	0	0%	59	110
Thailand	0	0%	0	0%	0	0%	0	0%	2	50%	2	50%	1	100%	0	0%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	3	3
Vietnam	2	25%	6	75%	4	21%	15	79%	1	17%	5	83%	1	25%	3	75%	5	28%	13	72%	3	20%	12	80%	0	0%	0	0%	17	57
Caribbean																														
Cuba	7	64%	4	36%	1	25%	3	75%	0	0%	1	100%	3	60%	2	40%	5	36%	9	64%	1	13%	7	88%	0	0%	0	0%	17	26
Haiti	2	4%	45	96%	0	0%	3	100%	0	0%	12	100%	0	0%	12	100%	1	17%	5	83%	0	0%	1	100%	0	0%	0	0%	3	78
Jamaica	4	57%	3	43%	2	33%	4	67%	2	13%	14	88%	5	71%	2	29%	0	0%	3	100%	7	70%	3	30%	0	0%	0	0%	20	29
Puerto Rico	28	49%	29	51%	12	39%	19	61%	16	57%	12	43%	4	27%	11	73%	19	48%	21	53%	12	75%	4	25%	0	0%	1	100%	94	97
Suriname	0	0%	1	100%	0	0%	0	0%	1	100%	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	1
Trinidad & Tobago	6	50%	6	50%	4	67%	2	33%	9	90%	1	10%	3	60%	2	40%	1	100%	0	0%	0	0%	1	100%	0	0%	0	0%	23	12
Europe																														
Austria	3	33%	6	67%	4	67%	2	33%	3	60%	2	40%	2	29%	5	71%	5	83%	1	17%	2	100%	0	0%	1	100%	0	0%	20	16
Azerbaijan	3	19%	13	81%	2	15%	11	85%	3	43%	4	57%	0	0%	4	100%	2	40%	3	60%	0	0%	1	100%	0	0%	0	0%	10	36
Belgium	0	0%	4	100%	2	20%	8	80%	4	20%	16	80%	0	0%	3	100%	2	15%	11	85%	3	23%	10	77%	0	0%	0	0%	11	52
Bosnia Herzegovina	15	54%	13	46%	3	60%	2	40%	6	46%	7	54%	5	63%	3	38%	1	14%	6	86%	2	40%	3	60%	1	100%	0	0%	33	34
Croatia	11	41%	16	59%	9	90%	1	10%	8	53%	7	47%	1	20%	4	80%	4	57%	3	43%	5	56%	4	44%	0	0%	1	100%	43	34
Estonia	1	33%	2	67%	0	0%	0	0%	1	50%	1	50%	5	50%	5	50%	3	60%	2	40%	3	75%	1	25%	0	0%	0	0%	13	15
Finland	7	44%	9	56%	8	50%	8	50%	2	25%	6	75%	6	65%	4	35%	5	50%	5	50%	4	40%	6	60%	0	0%	0	0%	41	46
Georgia	5	63%	3	38%	3	100%	0	0%	0	0%	1	100%	1	75%	1	25%	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%	12	5
Germany	7	23%	24	77%	4	29%	10	71%	6	30%	14	70%	7	30%	7	70%	7	29%	17	71%	5	24%	16	76%	5	71%	2	29%	37	91
Hungary	5	36%	9	64%	4	33%	8	67%	0	0%	2	100%	7	100%	0	0%	5	36%	9	64%	2	67%	1	33%	0	0%	0	0%	23	30
Ireland	4	27%	11	73%	5	63%	3	38%	6	27%	16	73%	6	46%	7	54%	6	43%	8	57%	3	75%	1	25%	1	100%	0	0%	31	50
Italy	39	35%	73	65%	27	34%	53	66%	75	38%	122	62%	11	41%	16	59%	18	47%	20	53%	33	63%	19	37%	10	63%	6	38%	215	310
Malta	1	4%	22	96%	2	29%	5	71%	3	23%	10	77%	0	0%	0	0%	2	25%	6	75%	3	50%	3	50%	0	0%	0	0%	11	46
Netherlands	1	10%	9	90%	2	29%	5	71%	1	33%	2	67%	5	63%	3	38%	2	33%	4	67%	3	43%	4	57%	0	0%	0	0%	12	26
Norway	8	31%	18	69%	5	29%	12	71%	5	26%	14	74%	4	36%	7	64%	5	63%	3	38%	4	57%	3	43%	0	0%	0	0%	30	60
Portugal	26	57%	20	43%	10	71%	4	29%	6	50%	6	50%	9	57%	9	43%	6	46%	7	54%	6	67%	3	33%	0	0%	0	0%	66	49
Romania	7	35%	13	65%	5	50%	5	50%	5	31%	11	69%	7	42%	4	58%	4	57%	3	43%	4	57%	3	43%	4	36%	7	64%	29	44
Serbia & Montenegro	9	69%	4	31%	3	50%	3	50%	7	70%	3	30%	4	60%	4	40%	3	43%	4	57%	2	33%	4	67%	1	33%	2	67%	35	27
Spain	9	39%	14	61%	12	75%	4	25%	23	46%	27	54%	6	54%	9	46%	11	55%	9	45%	4	60%	2	40%	0	0%	0	0%	71	66
Sweden	13	39%	20	61%	14	47%	16	53%	7	18%	31	82%	9	50%	9	50%	6	55%	5	45%	7	26%	20	74%	0	0%	5	100%	56	102
Switzerland	2	18%	9	82%	5	31%	11	69%	3	27%	8	73%	6	40%	9	60%	2	40%	3	60%	4	27%	11	73%	1	17%	5	83%	20	48
Turkey	12	21%	45	79%	1	8%	12	92%	18	19%	77	81%	7	23%	23	77%	4	22%	14	78%	7	44%	9	56%	0	0%	1	100%	50	185
United Kingdom	3	15%	17	85%	7	54%	6	46%	11	37%	19	63%	9	27%	24	73%	5	16%	27	84%	10	36%	18	64%	0	0%	1	100%	46	112
Uzbekistan	2	29%	5	71%	5	42%	7	58%	0	0%	1	100%	4	80%	1	20%	3	50%	3	50%	0	0%	1	100%	1	100%	0	0%	15	19

Latin America																														
Argentina	6	40%	9	60%	3	38%	5	63%	5	25%	15	75%	3	38%	5	63%	4	40%	6	60%	1	20%	4	80%	0	0%	0	0%	22	44
Brazil	24	56%	19	44%	8	73%	3	27%	14	33%	28	67%	4	67%	2	33%	2	67%	1	33%	8	73%	3	27%	1	100%	0	0%	61	56
Chile	6	50%	6	50%	4	33%	8	67%	7	39%	11	61%	6	67%	3	33%	10	38%	16	62%	5	50%	5	50%	1	50%	1	50%	39	52
Colombia	19	40%	28	60%	10	48%	11	52%	11	44%	14	56%	4	40%	6	60%	26	50%	26	50%	3	20%	12	80%	0	0%	1	100%	73	98
Ecuador	10	38%	16	62%	1	13%	7	88%	4	67%	2	33%	7	39%	11	61%	1	33%	2	67%	0	0%	1	100%	1	100%	0	0%	24	39
El Salvador	3	23%	10	77%	2	33%	4	67%	0	0%	16	100%	1	10%	9	90%	1	50%	1	50%	5	56%	4	44%	0	0%	0	0%	12	44
Guatemala	10	45%	12	55%	7	37%	12	63%	11	21%	41	79%	9	53%	8	47%	0	0%	5	100%	7	44%	9	56%	0	0%	0	0%	45	87
Paraguay	3	25%	9	75%	4	31%	9	69%	3	17%	15	83%	1	10%	9	90%	0	0%	2	100%	1	100%	0	0%	0	0%	0	0%	12	44
Peru	8	40%	12	60%	6	38%	10	63%	6	29%	15	71%	7	39%	11	61%	1	33%	2	67%	2	40%	3	60%	0	0%	0	0%	30	53
Uruguay	1	33%	2	67%	1	33%	2	40%	0	0%	1	100%	2	100%	0	0%	0	0%	3	100%	1	100%	0	0%	0	0%	0	0%	7	9
Venezuela	9	47%	10	53%	21	66%	11	34%	12	52%	11	48%	2	22%	7	78%	1	14%	6	86%	5	63%	3	38%	1	100%	0	0%	51	48
Middle East																														
Egypt	2	25%	6	75%	2	67%	1	33%	4	57%	3	43%	1	100%	0	0%	0	0%	0	0%	2	100%	0	0%	0	0%	0	0%	11	10
Israel	14	21%	54	79%	6	55%	5	45%	3	15%	17	85%	1	25%	3	75%	0	0%	5	71%	2	29%	4	80%	0	0%	0	0%	0	0%	2	100%	27	91
North America																														
Canada	12	24%	39	76%	7	33%	14	67%	4	33%	8	67%	7	41%	10	59%	3	38%	5	63%	6	29%	15	71%	1	100%	0	0%	40	93
USA	32	30%	75	70%	15	36%	27	64%	32	40%	48	60%	30	46%	35	54%	9	26%	26	74%	23	37%	39	63%	2	50%	2	50%	143	253
Pacific																														
Fiji	8	62%	5	38%	2	40%	3	60%	0	0%	4	100%	2	40%	3	60%	0	0%	4	100%	2	67%	1	33%	0	0%	0	0%	14	20
New Zealand	6	33%	12	67%	5	42%	7	58%	5	63%	3	38%	9	53%	8	47%	3	20%	12	80%	4	57%	3	43%	0	0%	0	0%	32	45
Global average		32%		68%		43%		57%		33%		67%		40%		60%		35%		65%		38%		62%		52%		48%	2155	3879

12. Topics in stories where women are central to the news

	Politics, government	Economy, business	Crime, violence	Social, legal	Celebrity, arts, sport	Science, health	Other	All Topics
Africa								
Angola	0	0	1	1	2	0	0	4
Botswana	0	0	1	2	0	0	0	3
Ghana	2	3	0	5	0	0	0	10
Kenya	0	0	2	1	0	0	0	3
Lesotho	2	0	0	3	1	0	0	6
Malawi	0	0	3	0	1	0	0	4
Mauritius	0	0	1	3	1	1	0	6
Mozambique	3	1	2	0	1	0	0	7
Namibia	2	1	5	5	1	0	0	14
Nigeria	8	1	2	6	4	0	0	21
Rwanda	0	2	1	7	0	2	0	12
Senegal	1	0	0	1	0	0	0	2
Seychelles	0	0	0	0	0	0	0	0
South Africa	0	3	16	3	5	0	0	27
Swaziland	0	1	6	2	0	1	0	10
Tanzania	1	0	8	2	2	7	0	20
Zambia	0	1	3	3	2	0	0	9
Zimbabwe	1	1	4	2	3	0	0	11
Asia								
Bangladesh	0	0	4	0	2	0	0	6
Cambodia	0	2	6	2	0	1	0	11
China	2	3	3	2	0	0	0	10
India	13	1	14	14	11	1	0	54
Indonesia	4	0	2	0	2	0	0	8
Japan	2	2	2	2	3	1	0	12
Korea, Rep.	3	1	1	1	1	0	0	7
Nepal	0	0	0	1	2	2	0	5
Philippines	11	2	22	5	7	4	0	51
Thailand	1	0	4	1	4	1	0	11
Vietnam	0	3	0	0	1	0	1	5
Caribbean								
Cuba	0	0	0	1	1	0	0	2
Haiti	22	8	11	4	3	1	0	49
Jamaica	1	0	12	3	1	1	0	18
Puerto Rico	5	9	16	4	15	2	0	51
Suriname	0	1	1	2	0	0	0	4
Trinidad & Tobago	1	3	1	0	0	0	0	5
Europe								
Austria	1	0	2	0	1	1	0	5
Azerbaijan	1	1	1	3	5	0	0	11
Belgium	0	0	5	1	10	0	0	16
Bosnia Herzegovina	0	1	0	1	1	0	0	3
Croatia	5	1	5	2	4	6	3	26
Estonia	0	1	2	1	2	1	0	7
Finland	0	0	1	4	0	1	0	6
Georgia	0	0	0	0	0	0	0	0
Germany	0	0	8	3	8	2	0	21
Hungary	2	0	0	0	4	0	0	6
Ireland	0	2	1	3	5	1	0	12
Italy	24	3	103	11	13	1	1	156
Malta	1	0	2	0	2	1	0	6
Netherlands	2	0	5	4	3	3	0	17
Norway	6	1	2	4	3	0	0	16
Portugal	1	0	3	6	5	2	0	17
Romania	3	0	7	3	2	1	0	16
Serbia & Montenegro	0	2	5	5	1	1	0	14
Spain	3	3	11	1	6	3	0	27
Sweden	1	1	6	2	2	1	0	13
Switzerland	2	0	3	1	1	0	0	7
Turkey	2	0	7	3	6	1	0	19
United Kingdom	0	0	15	7	9	3	0	34
Uzbekistan	0	1	0	1	0	0	0	2
Latin America								
Argentina	5	1	14	8	9	1	1	39
Brazil	6	1	15	1	6	2	0	31
Chile	4	0	9	3	13	4	0	33
Colombia	5	5	7	3	22	3	0	45
Ecuador	3	2	3	4	6	2	0	20
El Salvador	2	0	1	1	0	1	0	5
Guatemala	4	3	12	7	1	2	1	30
Paraguay	0	0	3	4	0	0	0	7
Peru	10	5	24	21	2	2	0	64
Uruguay	3	0	2	0	0	0	0	5
Venezuela	0	0	2	0	0	1	0	3
Middle East								
Egypt	0	0	0	3	0	2	0	5
Israel	5	2	7	0	0	0	0	14
North America								
Canada	12	0	6	11	1	1	0	31
USA	27	12	32	39	9	16	1	136
Pacific								
Fiji	1	1	5	2	1	0	0	10
New Zealand	3	2	3	4	0	0	0	12
Total	**229**	**100**	**493**	**265**	**239**	**91**	**8**	**1425**

13. Gender of reporter in stories with female and male news subjects

	Female Reporter				Male Reporter			
	News Subject				News Subject			
	Female		Male		Female		Male	
Countries	N	%	N	%	N	%	N	%
Africa								
Angola	0	0%	4	100%	5	8%	55	92%
Botswana	8	27%	22	73%	8	13%	55	87%
Ghana	1	9%	10	91%	4	21%	15	79%
Kenya	0	0%	1	100%	1	4%	27	96%
Lesotho	2	17%	10	83%	1	4%	27	96%
Malawi	8	28%	21	72%	9	18%	40	82%
Mauritius	9	41%	13	59%	8	15%	45	85%
Mozambique	7	35%	13	65%	14	25%	42	75%
Namibia	18	36%	32	64%	16	25%	48	75%
Nigeria	1	100%	0	0%	10	13%	66	87%
Rwanda	10	48%	11	52%	17	24%	55	76%
Senegal	1	20%	4	80%	0	0%	1	100%
Seychelles	0	0%	3	100%	0	0%	5	100%
South Africa	53	30%	125	70%	60	23%	196	77%
Swaziland	2	22%	7	78%	12	26%	34	74%
Tanzania	8	21%	31	79%	16	16%	82	84%
Zambia	2	11%	16	89%	8	15%	46	85%
Zimbabwe	14	39%	22	61%	3	7%	38	93%
Asia								
Bangladesh	3	50%	3	50%	9	20%	35	80%
Cambodia	3	13%	20	87%	0	0%	30	100%
China	43	27%	116	73%	23	20%	91	80%
India	4	10%	36	90%	9	14%	54	86%
Indonesia	0	0%	4	100%	1	100%	0	0%
Japan	30	32%	63	68%	76	20%	313	80%
Korea, Rep.	2	12%	15	88%	26	12%	189	88%
Nepal	0	0%	0	0%	5	14%	30	86%
Philippines	43	21%	163	79%	49	21%	182	79%
Thailand	0	0%	10	100%	3	60%	2	40%
Vietnam	3	23%	10	77%	13	20%	52	80%
Caribbean								
Cuba	9	32%	19	68%	2	8%	23	92%
Haiti	0	0%	5	100%	51	23%	175	77%
Jamaica	19	43%	25	57%	18	26%	50	74%
Puerto Rico	122	32%	261	68%	54	23%	179	77%
Suriname	0	0%	0	0%	0	0%	0	0%
Trinidad & Tobago	7	16%	36	84%	3	18%	14	82%
Europe								
Austria	3	13%	21	88%	6	13%	40	87%
Azerbaijan	1	20%	4	80%	3	14%	18	86%
Belgium	24	45%	29	55%	45	32%	95	68%
Bosnia Herzegovina	24	20%	99	80%	13	10%	113	90%
Croatia	23	21%	85	79%	18	25%	54	75%
Estonia	11	30%	26	70%	9	28%	23	72%
Finland	52	29%	126	71%	49	23%	167	77%
Georgia	6	20%	24	80%	0	0%	14	100%
Germany	30	28%	76	72%	60	22%	213	78%
Hungary	8	22%	29	78%	7	11%	58	89%
Ireland	42	36%	74	64%	41	21%	158	79%
Italy	96	15%	548	85%	121	12%	894	88%
Malta	8	30%	19	70%	21	16%	112	84%
Netherlands	8	38%	13	62%	17	25%	51	75%
Norway	38	29%	95	71%	50	26%	142	74%
Portugal	45	24%	146	76%	24	18%	110	82%
Romania	37	42%	51	58%	20	19%	88	81%
Serbia & Montenegro	17	17%	82	83%	7	11%	57	89%
Spain	74	30%	176	70%	52	18%	238	82%
Sweden	66	34%	127	66%	84	28%	219	72%
Switzerland	11	18%	49	82%	23	15%	130	85%
Turkey	33	18%	153	82%	88	21%	339	79%
United Kingdom	36	25%	109	75%	66	23%	217	77%
Uzbekistan	2	10%	19	90%	4	14%	25	86%
Latin America								
Argentina	8	15%	44	85%	21	19%	87	81%
Brazil	31	17%	156	83%	44	24%	140	76%
Chile	33	33%	68	67%	40	33%	82	67%
Colombia	23	31%	52	69%	45	28%	114	72%
Ecuador	6	17%	30	83%	8	18%	36	82%
El Salvador	3	14%	18	86%	11	12%	82	88%
Guatemala	20	23%	66	77%	43	22%	157	79%
Paraguay	1	4%	22	96%	18	17%	90	83%
Peru	12	21%	45	79%	23	23%	78	77%
Uruguay	0	0%	1	100%	0	0%	3	100%
Venezuela	22	23%	72	77%	29	24%	92	76%
Middle East								
Egypt	15	28%	38	72%	6	6%	95	94%
Israel	15	18%	67	82%	52	17%	247	83%
North America								
Canada	33	19%	140	81%	82	21%	309	79%
USA	153	35%	283	65%	163	21%	608	79%
Pacific								
Fiji	12	39%	19	61%	5	9%	48	91%
New Zealand	29	29%	70	71%	28	21%	106	79%
Global average		**25%**		**75%**		**20%**		**80%**

14. Stories that clearly challenge or reinforce stereotypes

	Challenge stereotypes		Reinforce stereotypes		Neither		Total stories
	N	%	N	%	N	%	N
Africa							
Angola	1	2%	1	2%	39	95%	41
Botswana	1	2%	1	2%	64	97%	66
Ghana	0	0%	1	3%	29	97%	30
Kenya	0	0%	0	0%	116	100%	116
Lesotho	2	8%	2	8%	22	85%	26
Malawi	1	1%	7	9%	70	90%	78
Mauritius	4	12%	1	3%	29	85%	34
Mozambique	5	5%	2	2%	103	94%	110
Namibia	1	2%	8	12%	56	86%	65
Nigeria	7	4%	1	1%	171	96%	179
Rwanda	1	2%	13	28%	32	70%	46
Senegal	1	2%	1	2%	49	96%	51
Seychelles	0	0%	3	6%	48	94%	51
South Africa	5	3%	9	5%	164	92%	178
Swaziland	4	17%	1	4%	18	78%	23
Tanzania	6	5%	2	2%	125	94%	133
Zambia	2	3%	4	5%	74	93%	80
Zimbabwe	1	2%	4	6%	60	92%	65
Asia							
Bangladesh	0	0%	2	2%	116	98%	118
Cambodia	2	3%	25	34%	46	63%	73
China	4	1%	20	5%	407	94%	431
India	12	5%	18	8%	199	87%	229
Indonesia	2	8%	6	25%	16	67%	24
Japan	1	0%	24	11%	190	88%	215
Korea, Rep.	3	2%	1	1%	155	97%	159
Nepal	3	3%	1	1%	104	96%	108
Philippines	20	5%	8	2%	356	93%	384
Thailand	8	4%	1	0%	206	96%	215
Vietnam	4	2%	24	14%	141	83%	169
Caribbean							
Cuba	4	5%	7	9%	67	86%	78
Haiti	1	1%	3	2%	187	98%	191
Jamaica	0	0%	32	26%	90	74%	122
Puerto Rico	18	5%	34	10%	303	85%	355
Suriname	3	38%	1	13%	4	50%	8
Trinidad & Tobago	0	0%	2	3%	78	98%	80
Europe							
Austria	0	0%	2	3%	66	97%	68
Azerbaijan	1	1%	1	1%	114	98%	116
Belgium	0	0%	6	6%	103	94%	109
Bosnia Herzegovina	1	1%	0	0%	140	99%	141
Croatia	10	4%	5	2%	259	95%	274
Estonia	3	2%	46	33%	91	65%	140
Finland	3	3%	2	2%	108	96%	113
Georgia	0	0%	0	0%	20	100%	20
Germany	3	1%	12	4%	274	95%	289
Hungary	1	1%	6	5%	109	94%	116
Ireland	1	1%	12	14%	71	85%	84
Italy	11	1%	43	5%	813	94%	867
Malta	1	1%	3	2%	131	97%	135
Netherlands	4	4%	11	12%	79	84%	94
Norway	6	6%	9	9%	89	86%	104
Portugal	4	3%	3	2%	123	95%	130
Romania	1	1%	9	9%	95	90%	105
Serbia & Montenegro	5	3%	11	6%	154	91%	170
Spain	3	1%	22	11%	184	88%	209
Sweden	2	1%	20	14%	122	85%	144
Switzerland	2	3%	4	5%	69	92%	75
Turkey	2	1%	14	5%	285	95%	301
United Kingdom	7	3%	37	16%	190	81%	234
Uzbekistan	1	2%	0	0%	49	98%	50
Latin America							
Argentina	7	3%	39	16%	193	81%	239
Brazil	7	3%	16	8%	181	89%	204
Chile	4	3%	13	11%	105	86%	122
Colombia	15	6%	27	11%	209	83%	251
Ecuador	1	0%	16	7%	225	93%	242
El Salvador	2	3%	8	11%	66	87%	76
Guatemala	8	4%	10	5%	179	91%	197
Paraguay	0	0%	10	8%	117	92%	127
Peru	7	2%	18	6%	272	92%	297
Uruguay	0	0%	4	4%	97	96%	101
Venezuela	2	1%	1	1%	195	98%	198
Middle East							
Egypt	2	3%	1	1%	64	96%	67
Israel	7	5%	41	27%	103	68%	151
North America							
Canada	2	1%	7	5%	126	93%	135
USA	38	5%	63	9%	626	86%	727
Pacific							
Fiji	7	8%	9	10%	77	83%	93
New Zealand	0	0%	1	1%	136	99%	137
Global average		**3%**		**6%**		**91%**	**11783**

15. Stories that highlight gender equality or inequality

	Yes		No		Total stories
	N	%	N	%	N
Africa					
Angola	1	2%	40	98%	41
Botswana	3	5%	63	95%	66
Ghana	3	10%	27	90%	30
Kenya	0	0%	120	100%	120
Lesotho	8	31%	18	69%	26
Malawi	0	0%	70	100%	70
Mauritius	5	14%	30	86%	35
Mozambique	5	5%	104	95%	109
Namibia	12	18%	53	82%	65
Nigeria	9	5%	165	95%	174
Rwanda	6	13%	40	87%	46
Senegal	1	2%	50	98%	51
Seychelles	0	0%	53	100%	53
South Africa	2	1%	171	99%	173
Swaziland	8	24%	26	76%	34
Tanzania	9	7%	123	93%	132
Zambia	6	8%	74	93%	80
Zimbabwe	3	5%	61	95%	64
Asia					
Bangladesh	1	1%	118	99%	119
Cambodia	7	8%	82	92%	89
China	4	1%	429	99%	433
India	20	9%	206	91%	226
Indonesia	4	15%	22	85%	26
Japan	3	1%	210	99%	213
Korea, Rep.	6	4%	156	96%	162
Nepal	2	2%	106	98%	108
Philippines	23	6%	353	94%	376
Thailand	11	5%	205	95%	216
Vietnam	2	1%	168	99%	170
Caribbean					
Cuba	4	5%	72	95%	76
Haiti	3	2%	181	98%	184
Jamaica	1	1%	120	99%	121
Puerto Rico	34	10%	310	90%	344
Suriname	1	9%	10	91%	11
Trinidad & Tobago	2	3%	78	98%	80
Europe					
Austria	2	3%	67	97%	69
Azerbaijan	2	2%	119	98%	121
Belgium	1	1%	108	99%	109
Bosnia Herzegovina	1	1%	142	99%	143
Croatia	10	4%	268	96%	278
Estonia	5	4%	136	96%	141
Finland	2	2%	114	98%	116
Georgia	0	0%	20	100%	20
Germany	2	1%	292	99%	294
Hungary	1	1%	115	99%	116
Ireland	2	2%	83	98%	85
Italy	9	1%	850	99%	859
Malta	1	1%	133	99%	134
Netherlands	6	7%	86	93%	92
Norway	8	8%	97	92%	105
Portugal	2	2%	127	98%	129
Romania	5	5%	99	95%	104
Serbia & Montenegro	8	5%	162	95%	170
Spain	7	4%	184	96%	191
Sweden	4	3%	137	97%	141
Switzerland	2	3%	72	97%	74
Turkey	5	2%	302	98%	307
United Kingdom	19	8%	220	92%	239
Uzbekistan	0	0%	48	100%	48
Latin America					
Argentina	18	8%	207	92%	225
Brazil	14	7%	187	93%	201
Chile	4	4%	98	96%	102
Colombia	16	6%	239	94%	255
Ecuador	6	3%	234	98%	240
El Salvador	6	8%	70	92%	76
Guatemala	13	7%	181	93%	194
Paraguay	0	0%	126	100%	126
Peru	2	1%	288	99%	290
Uruguay	1	1%	102	99%	103
Venezuela	1	1%	196	99%	197
Middle East					
Egypt	1	1%	72	99%	73
Israel	3	2%	148	98%	151
North America					
Canada	5	4%	130	96%	135
USA	41	6%	681	94%	722
Pacific					
Fiji	10	11%	81	89%	91
New Zealand	1	1%	134	99%	135
Global average		4%		96%	11724

E Annexe E

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