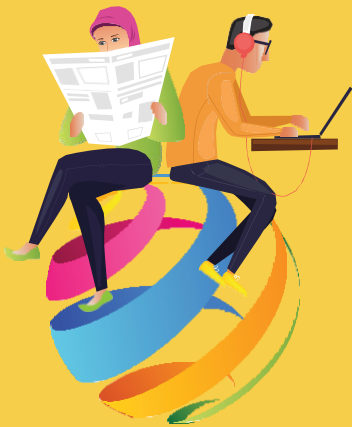# WHO
MAKES THE
NEWS?

GMMP

Global Media
Monitoring
Project

2020

ISRAEL

NATIONAL REPORT

GMMP

Global Media Monitoring Project

2020

WACC
communication for all

CODE for AFRICA

Sapir College

I'LAM

In Partnership with

UN WOMEN
United Nations Entity for Gender Equality and the Empowerment of Women

FREE PRESS UNLIMITED

WAN IFRA

PACMAS
Pacific Media Assistance Scheme

Australian Broadcasting Corporation

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Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020
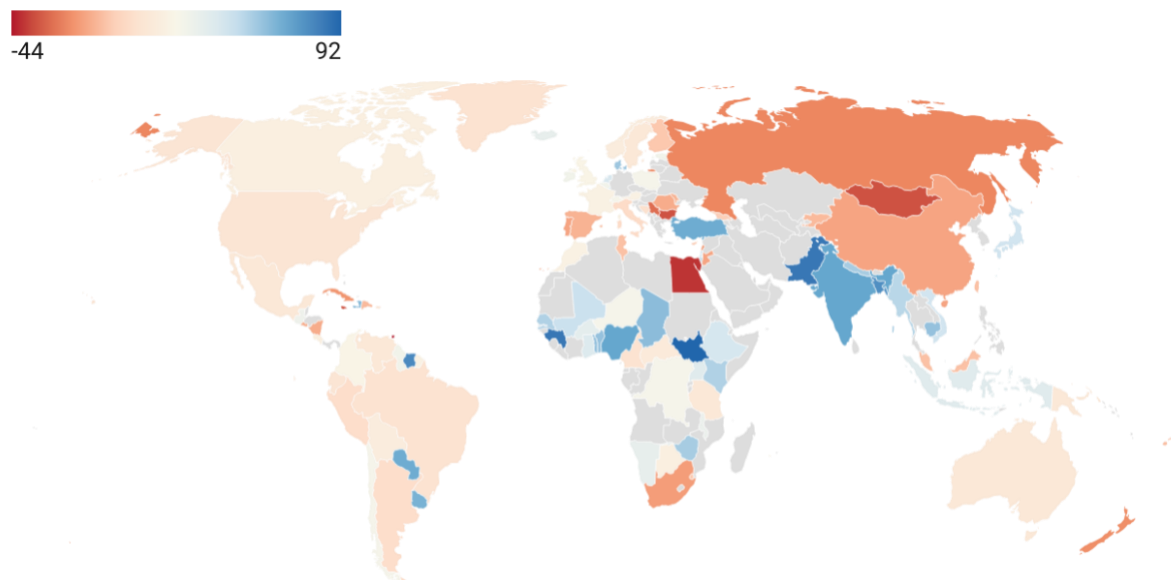
Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

PREFACE

Global Context

- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime and other issues.

- It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.

- The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.[1]

- The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.[2] Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.

- By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.

- The 2015 research in 114 countries revealed continued severe gender disparities in news media content.   Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.

- Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space and content delivery platforms.

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[1] *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

[2] Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

- UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media "have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us."[3]

- Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.

- GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 outlets. The stories contained 58,499 news subjects and sources and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.

  Findings from the sixth GMMP reveal a mixed picture of progress, stagnation and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators, The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

National Context

The contradictory nature of Israeli society in relation to gender equality makes it an interesting case. On the one hand, it is based upon advanced democratic principles that advocate gender equality. On the other, it has been shaped and influenced by many systems that discriminate on the basis of gender. Therefore, while the right to freedom of speech is relatively recognized in Israeli democracy, the media's choice in most cases is to focus on familiar patterns and give first priority to political and security issues. These fields not only preserve gender stereotypes, but also exclude women from their contents. Furthermore, since Israel is a diverse and pluralistic society, it is especially important to monitor the misrepresentation of women in the media.

Israel has implemented the Beijing Declaration and taken steps to curb discrimination against women. It has introduced changes and improvements involving a great deal of work by civil society organizations, and state authorities to prevent discrimination and promote women. However, most are still declaratory and rather ineffective.

The WIPS (The Center for the Advancement of Women in the Public Sphere) Gender Index 2020 evaluates gender inequality in Israel across a spectrum of fields over time: education, the labor market, gendered segregation of professions, poverty, power, health, violence against women, time and family status; as well as gender inequality in the periphery and gender inequality in Arab society in Israel. Its most significant finding is that although there

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[3] In *Who makes the news? The Global Media Monitoring Project report*, 2015

has been a decline of 13% in gender inequality in Israel between 2004-2013, the last five years have seen a stagnation. The gender gap remains strongest in the area of political and economic power, while higher education is the most equal area. (see: https://www.vanleer.org.il/en/projects/gender-index/).

> "Throughout the months of COVID-19, it turns out, women still bear most of the responsibility for the household and family care. Thus, the barrier to their full and equal integration into the labor market is maintained. In fact, the data shows that during lockdown, in Israel 60% of the housework was performed by women compared to 40% by men, and 63% of the child and family care was performed by women compared to 37% by men." (https://www.vanleer.org.il/en/articles-en/__trashed/)

I hope that the report will serve as an aspiration to activists and theorists in Israel and will serve as a basis for more research and reform to eliminate discrimination and promote women in Israeli media.

Israel took part in this project from its inception in 1995 and has been contributing tremendously to global media monitoring efforts. With the Israeli media industry undergoing changes, it is interesting to explore whether these changes will affect the portrayal of women in the media. Taking part in this global project allows shedding light and tracing Israeli trends over the years. Beyond the scientific contribution, this research can also help raise consciousness and to engender discussions of gender issues in Israeli news organizations.

Over the years the research has shown that women continue to be invisible or marginal in our news coverage: they are barely represented in the faces we see, the voices we hear and the opinions we are exposed to. The news do not place women at their core and women-specific issues do not top the political-social agenda. While previous GMMP results regarding women's representation in the Israeli media showed an increase (from 17% in 2010 to 24% in 2015), current results mark a significant decline, with only 16% of news subjects and sources being female, a figure that's even lower than 2005 results (19%).

EXECUTIVE SUMMARY

The monitoring of major news media across print, television, radio, internet and Twitter on the 29th of September 2020 reveals a number of problems with how women are represented in Israeli news. Here are some highlights:

- Of an overall 224 news stories, 29% were about science and health, mostly dealing with the Covid-19 pandemic. Other prominent topics were politics and government (24%), social and legal (21%) and crime and violence (15%).
- The overall coverage of women in the news is 16% compared with 84% of men. While previous GMMP results regarding women's representation in the Israeli media showed an increase (from 17% in 2010 to 24% in 2015), current results mark a significant decline and are even lower than 2005 results (19%).
- On legacy media, the topic category that had the most female representation was "other" (42%), meaning stories that did not fall into the other main categories. Of all sources in crime and violence stories 21% were women; social and legal stories had 11% of female sources; politics and government: 12%; science and health: 9%; there were no women represented (0%) in stories related to economy.
- On internet and Twitter news, women were most represented in stories dealing with crime and violence (21%; this is mostly attributed to coverage of the case of Shira Isakov, a woman who survived a murder attempt by her husband, a story that broke in the afternoon and thus was mostly discussed on the internet). Other categories

were social and legal (30%), other (23%), economy (17%), science and health (15%), politics and government (14%) and celebrity, arts, media and sports (11%).

- Female sources were more likely to be identified by their family status (mother, wife) than male sources; they were less likely to have their quote(s) featured in a story, but more likely to be photographed.
- The overall percentage of female reporters, announcers and presenters is 35% (15% on print, radio and TV news, and 36% on internet and Twitter news). These figures represent a significant decline compared to 2015 results: in 2015, women were 42% of journalists in legacy media. The only media type that has seen an increase in female journalists is TV: from 44% in 2015 to 53% in 2020.
- The range of story topics covered by male reporters was larger than the range covered by their female counterparts. Female reporters only covered 38% of stories about politics and government, science and health (33%; mostly Covid-19 related), social and legal (24%) and economy (5%). Neither female nor male reporters covered stories specifically related to gender.
- Only 4% of stories specifically referenced gender equality or inequality issues. No stories (0%) clearly challenged gender stereotypes.

A DAY IN THE NEWS IN ISRAEL

On monitoring day, Israel was under lockdown amidst the coronavirus crisis, and many of the main issues that dominated the news concerned the pandemic and its implications. Most were general reports of Covid-19-related news: the number of people who caught the virus, the number of people hospitalized and the number of people who died as a result of the disease. Another prominent issue was lockdown itself and violations of it across the country – especially in cities and neighborhoods mostly populated by Ultra-Orthodox Jews ("Haredim"), and various demonstrations that took place protesting restrictive measures.

The political context at the time was complicated, as Israeli Prime Minister Benjamin Netanyahu was facing corruption charges, and despite his party winning the largest number of seats in the parliament, failing to establish a stable coalition and government. There were widespread protests focused on delegitimizing his authority and claiming that harsh Covid-19 restrictions he imposed were based on political (rather than medical or professional) incentives meant to keep him in power. Stories also focused on a government order that restricted protests and was perceived as undemocratic. International news included stories about the conflict between Armenia and Azerbaijan in the Nagorno-Karabakh region, the *New York Times* revealing US President Donald Trump's debt, and the US presidential debate between Trump and Joe Biden, which was scheduled to take place that day.

The main gender-related story on monitoring day concerned domestic violence: Shira Isakov, a young woman, was violently attacked by her husband in mid-September but survived the murder attempt and was left severely injured. The event received widespread media attention, partly due to the fact that a judge issued a gag order that prevented the publication of the attacker's name, after he claimed that doing so could hurt his career and his family. On September 29th, after public backlash, the gag order was lifted and the suspect's name, Aviad Moshe, was revealed. It is worth mentioning that the story broke late in the afternoon, and thus was absent from newspapers and radio (only morning radio broadcasts were monitored).

THE CONTEXT

Media monitored

A total of 17 media were monitored, both Hebrew-speaking and Arab-speaking.

Media		Control mechanisms	Total
Television			
Channel 12 News	*The Israeli News Company* LTD [Hebrew]	Commercial broadcasting regulated under public authority	4
Channel 13 News	*News 10* LTD [Hebrew]	Commercial broadcasting regulated under public authority	
Kan News	*Israeli Public Broadcasting Corporation* [Hebrew]	Public authority	
Makan	*Israeli Public Broadcasting Corporation* [Arabic]	Public authority	
Radio			
Reshet Bet	*Kol Israel* [Hebrew]	Public authority	3
Galei Zahal	Israel Defense Forces Radio [Hebrew]	Under military authority	
Ashams	Ashams Radio [Arabic]	Private	
Newspaper			
Yedioth Acharonot	"popular" newspaper [Hebrew]	Private [*Yediot Acharonot* media group]	3
Maariv	"popular" newspaper [Hebrew]	Private [*Maariv* media group]	
Haaretz	"quality" newspaper [Hebrew]	Private [*Haaretz* media group]	
Internet			
Walla	"popular" website [Hebrew]	Private [*Walla* media group]	4
Ynet	"popular" website [Hebrew]	Private [*Yediot Acharonot* media group]	
Haaretz	"quality" website [Hebrew]	Private [*Haaretz* media group]	
Panet	Popular Arabic news website [Arabic]	Private [Panorama media group]	
Twitter			
Channel 12 News	*The Israeli News Company* LTD [Hebrew]	Commercial broadcasting regulated under public authority	3
Channel 13 News	*News 10* LTD [Hebrew]	Commercial broadcasting regulated under public authority	
Kan News	*Israeli Public Broadcasting Corporation* [Hebrew]	Public authority	
Overall			**17**

The monitors: Hebrew media were monitored by a media studies graduate (M.A.); Arab media were monitored by two project coordinators working for a media research NGO.
Stories monitored: 224 news stories were monitored, and 534 people were identified as subjects of the news.

TOPICS IN THE NEWS

A total of 224 stories were coded, 104 of them from "traditional media": newspapers, radio and television channels (16%, 10% and 20% accordingly, a total of 46%), and 120 from the "new media" – internet and Twitter (34% and 20%, a total of 54%). Overall, the most prominent stories on September 29th 2020 concerned health (mostly coverage of Covid-19 related stories, which dominated the news that day; see next section). These included items about the continued lockdown in the country and other restrictions and protective measures against the spread of the pandemic. Other prominent topics were politics and government, social, legal and economic issues.

Distribution of topics (across media types)

Topic	N	%
Science and Health	65	29
Politics and Government	53	24
Social and Legal	48	21
Crime and Violence	34	15
Economy	15	7
Celebrity, Arts and Media, Sports	5	2
Other	4	2
Gender & Related	0	0
Total	**224**	**100%**

Comparing the results of 2020 to those of 2015, the most noteworthy difference is, as expected, the share of science and health stories, which grew from just 6%, the least prominent topic in 2015, to almost a third (29%) of all news stories coded in 2020. Other differences include a lesser place given to politics and government and celebrity, arts, sports and media news, while the share of the rest of the main topics remained almost the same.

Topic	**2015** (N=136)	**2020** (N=224)
Politics and Government	38%	24%
Economy	9%	7%
Science and Health	6%	29%
Social and Legal	21%	21%
Crime and Violence	13%	15%
Celebrity, Arts and Media, Sports	11%	2%
Other	3%	2%

Out of a total of 104 news stories from **print, radio and television**, 37 (36%) were about science and health (mostly Covid-19 related coverage, see elaboration below); 32 (31%) were about politics and government; 17 (16%) were about social and legal issues and 9 (9%) were about economic issues. Other issues were crime and violence (8%) and other (1%).

Of a total of 120 news stories from the **internet and Twitter**, 31 (26%) were about social and legal issues; 28 (23%) were about science and health; 26 (22%) were about crime and violence; 21 (18%) were about politics and government; other issues were economy (5%), celebrity, arts, sports and media (4%) and other (3%).

The graph below shows the main story topics distribution by medium.

Topics in the news

Legend: Print, Radio, Television, Internet, Twitter
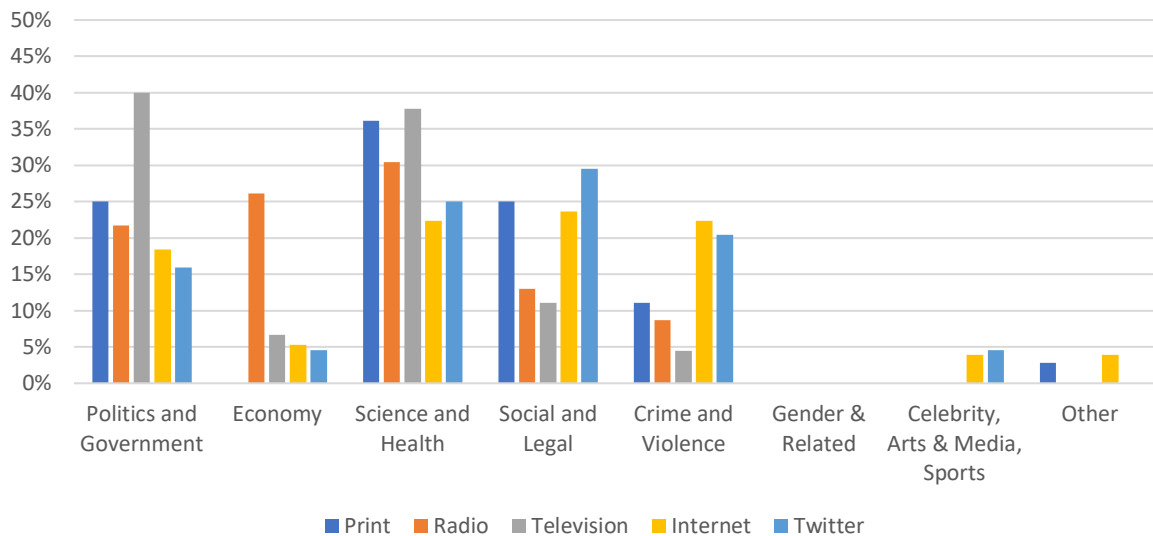
Covid-19 related news

60% of all stories coded were Covid-19 related. Most of them dealt with health-related issues or general restrictions caused by the pandemic (lockdown, reports of number of hospitalized patients, number of deaths, etc.), social and legal (demonstrations or restriction of demonstrations, the education system, etc.) and economy (unemployment, benefits, etc.); see graph below. TV news had the highest rate of Covid-19-related stories (78%), while other media ranged between 53% to 61%, as can be seen in the table below.

% of Covid-19-related stories, by topic
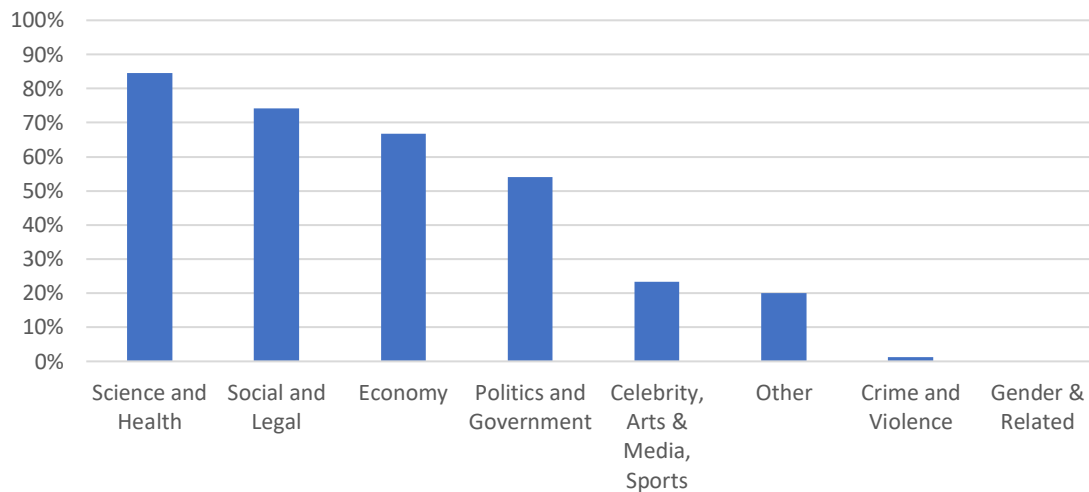
Media type	Print	Radio	Television	Internet	Twitter
Covid-19 related stories	53%	57%	78%	53%	61%

NEWS SUBJECTS AND SOURCES

Presence of women in the news

Of all people mentioned or shown on news stories (across media) an average of 16% were women. In the print, radio and television media, only 13% were women. Women were better represented on "new media" outlets – internet and Twitter stories, at an overall rate of 24% of people mentioned. Compared to previous results, these figures mark a significant decline in female representation: following an increase from 2010 (17%) to 2015 (24%), we now see that women have an even lesser place on Israeli news than they had 15 years ago, in 2005 (19%).

% of women in the news, by medium
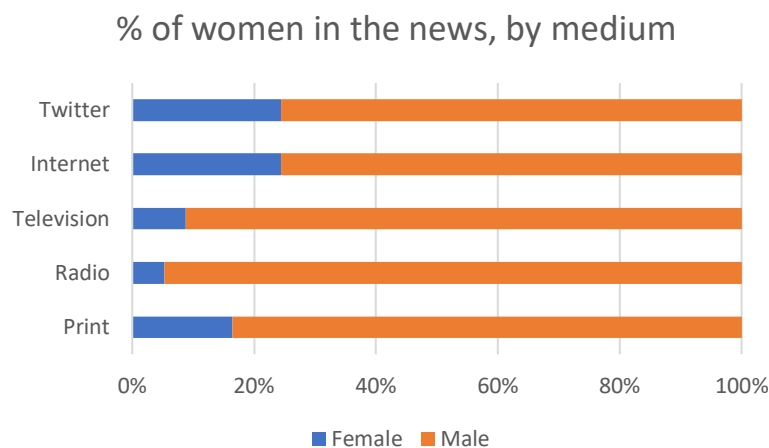
On legacy media, the topic category that had the most female representation (i.e., women as subjects or sources) was "other", meaning stories that did not fall into the main categories listed in the chart below. Of all sources in crime and violence stories 21% were women; social and legal stories had 11% of female sources; politics and government: 12%; science and health: 9%; there were no women represented (0%) in stories related to economy.

### % of women in the news, by story topic (print, radio, tv)
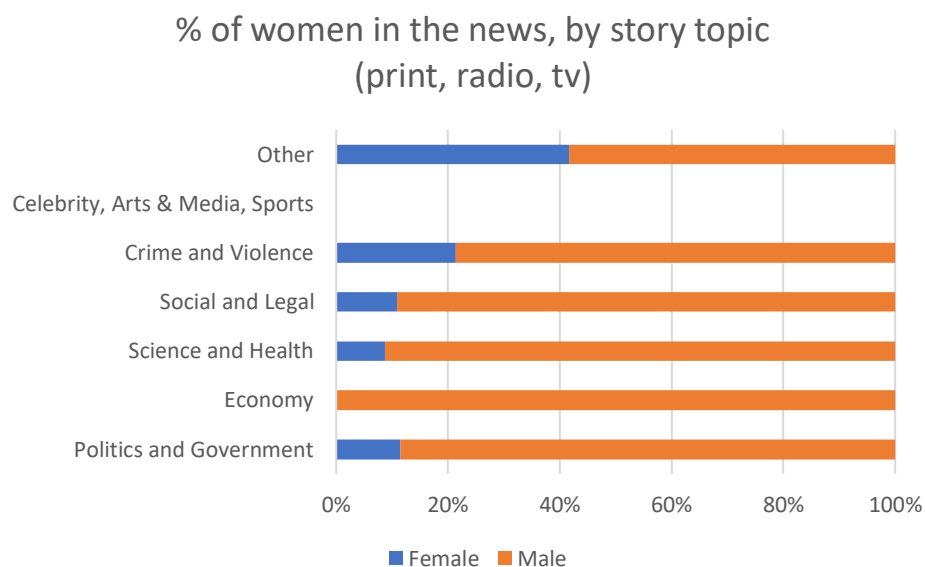
On internet and Twitter news, women were most represented in stories dealing with crime and violence (21% this is mostly attributed to coverage of the case of Shira Isakov, a woman

who survived a murder attempt by her husband, a story that broke in the afternoon and thus was mostly discussed on the internet but had no presence in newspapers or radio news). Other categories were social and legal (30%), other (23%), economy (17%), science and health (15%), politics and government (14%) and celebrity, arts, media and sports (11%).

Presence of women in the news by scope

Female sources/subjects were almost equally represented in local, national and international news.

Story scope	% of women
Local	14%
National	13%
Sub-Regional and Regional	0%
Foreign/International	13%

% of women in the news, by story topic (internet + Twitter)
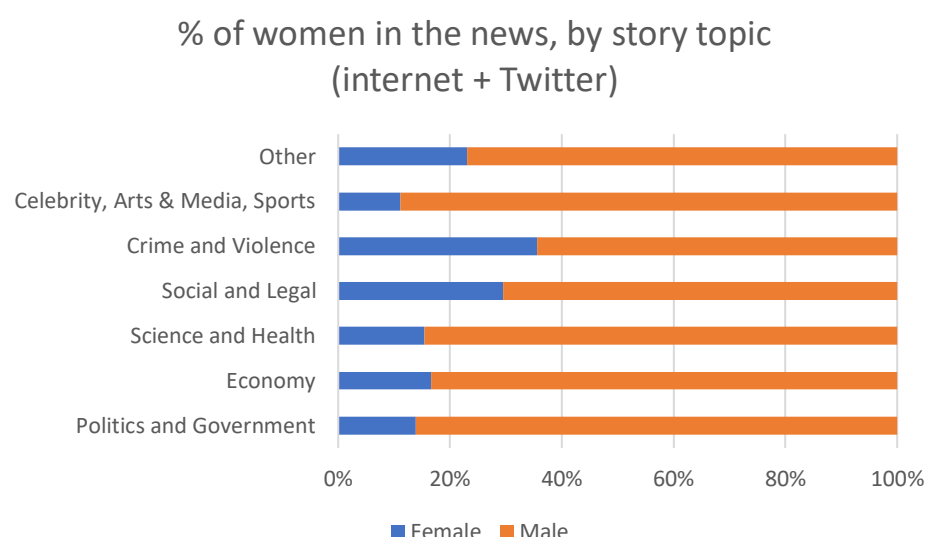
Position or occupation of news sources

The table below shows the percentage of female sources (i.e., people mentioned in a news story) out of the main positions/occupations' categories coded. The most common category for women was "not stated" (43%-56%, depending on media type), meaning no occupation or position was attributed to the source/subject.

Interestingly, while 50% of sources (on legacy media) were identified as "science/technology professional" and "celebrity/artist… etc." were female, the same rate is true for the less esteemed categories "homemaker, parent" and "child, young person [with] no other occupation given". Noteworthily, only 5%-13% of politician sources were women (at the time of monitoring, 31% of the Knesset [Israeli parliament] members were women and 25% of government ministers were women).

Position/occupation of news source	% of women		
	Print, radio & TV	internet	Twitter
Not stated	56%	43%	50%
Science/ technology professional, engineer, etc.	50%	27%	0%
Celebrity, artist, actor, writer, singer, TV personality	50%	25%	0%
Homemaker, parent (male or female)	50%	100%	0%
Child, young person (no other occupation given)	50%	0%	0%
Activist or worker in civil society org., NGO, trade union	33%	33%	0%
Villager or resident (no other occupation given)	19%	75%	0%
Police, military, paramilitary, militia, fire officer	18%	0%	60%
Lawyer, judge, magistrate, legal advocate, etc.	17%	7%	0%
Doctor, dentist, health specialist	13%	0%	0%
Politician/ member of parliament, ...	5%	11%	13%
Media professional, journalist, filmmaker, etc.	5%	0%	0%
Government employee, public servant, spokesperson, etc.	4%	17%	33%
Royalty, monarch, deposed monarch, etc.	0%	0%	0%
Academic expert, lecturer, teacher	0%	80%	100%
Health worker, social worker, childcare worker	0%	0%	0%
Businessperson, exec, manager, stockbroker...	0%	0%	0%
Office or service worker, non-management worker	0%	0%	0%
Tradesperson, artisan, labourer, truck driver, etc.	0%	50%	0%
Agriculture, mining, fishing, forestry	0%	0%	0%
Religious figure, priest, monk, rabbi, mullah, nun	0%	33%	0%
Sex worker	0%	0%	0%
Sportsperson, athlete, player, coach, referee	0%	100%	0%
Student, pupil, schoolchild	0%	0%	0%
Retired person, pensioner no other occupation given	0%	0%	0%
Criminal, suspect no other occupation given	0%	14%	0%
Unemployed (no other occupation given)	0%	0%	0%

Function of news sources

The table below shows the percentage of female sources out of all story functions coded. 13%-26% (depending on media type) of news subjects were female. While 11%-24% of people appearing in the news as experts or commentators were women, female sources were generally likelier to be personal experience providers (19%-42%).

Function in story	% of women		
	Print, radio & TV	internet	Twitter
Subject	13%	23%	26%
Personal experience	19%	42%	0%
Expert or commentator	11%	24%	0%
Do not know	0%	0%	0%
Spokesperson	0%	0%	0%
Eyewitness	0%	0%	0%
Popular opinion	0%	0%	0%
Other	0%	0%	0%

Age of news sources

The charts below show the ages of female news sources in print and televisual media. There are significant differences between media: first, female representation in print was higher overall and much more varied across age categories compared to television; in print, almost all age categories (apart from 65-79) had at least about 10% of female representation, with the 19-34 and 35-49 ranges being 75% and 80% female, accordingly. On the other hand, women were much less represented in all age categories on television news, and they were completely absent from the "12 and under" and "65 and above" categories. The age range which had the highest female rate was 19-34 (36%). On internet news, the majority of sources' age could not be determined, but the second largest category was 19-34 (26%).

Age of news subjects (print media)
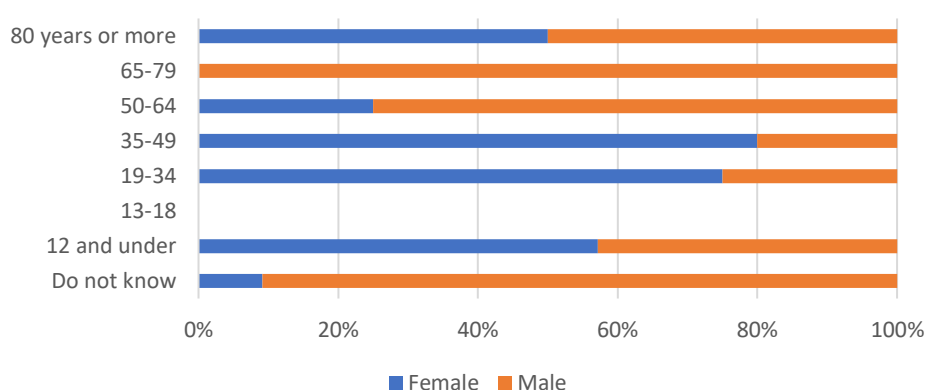
Age of news subjects (television)
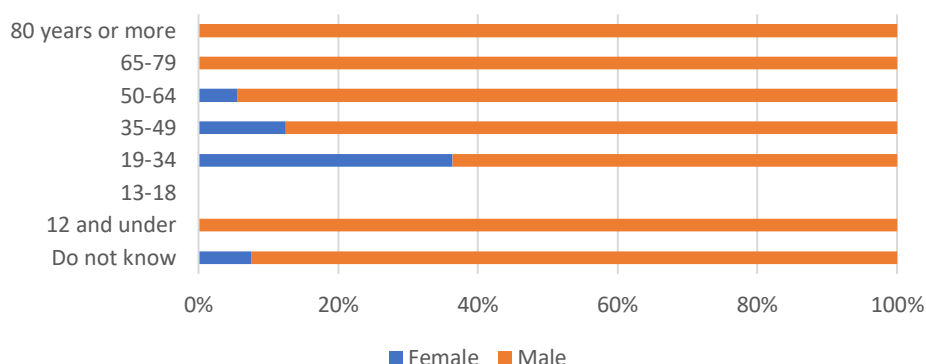
News sources who are identified by family status

Out of all news sources/subjects whose family status (mother, wife, husband, brother, etc.) was mentioned, 22-32% (depending on media type) were female, and only 6-7% were male.

Family status mentioned?	Print, radio & TV		Internet	
	Female	**Male**	**Female**	**Male**
Yes	32%	6%	22%	7%
No	68%	94%	78%	93%

While male reporters were more likely to mention a woman's family status (42% of reporters who mentioned a subject's family status were male), 20% of stories in which a subject's family status was mentioned were authored by female. The likelihood of both male and female reporters to mention a male subject's family status was almost the same (89-90%).

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Overall, female reporters were less likely to report a subject's family status, regardless of the subject's sex.

Sex of reporter	Female		Male	
Sex of news subject	Female	Male	Female	Male
Yes	20%	11%	42%	10%
No	80%	89%	58%	90%

News sources photographed and quoted

Generally, while female subjects and sources were less likely to have their quote(s) featured in a story, they were more likely to be photographed. Noteworthily, male and female subjects were almost as likely to be quoted in an internet news story, as can be seen in the table below.

Subject photographed or shown on screen?	Print, radio & TV		Internet	
	Female	Male	Female	Male
Yes	28%	11%	43%	25%
No	68%	88%	57%	74%
Do not know	4%	1%	0%	1%

	Print, radio & TV		Internet	
Subject quoted?	Female	Male	Female	Male
Yes	32%	45%	52%	51%
No	68%	55%	48%	49%

News subjects portrayed as victims

Females who were covered as victims are mostly the victims of war, terrorism or state violence (50%) or victims of domestic violence such as rape or murder (33%), or as victims of accidents, natural disasters or poverty (17%). No females were covered as victims of discrimination based on gender, race, ethnicity, age, religion, ability, etc. Males who were covered as victims were equally likely to be victims of non-domestic or domestic violence, such as crime, robbery, murder, accident, etc. (20%).

News subjects portrayed as…	Female	Male
Victim of war, terrorism, vigilantism, state violence...	50%	20%
Victim of domestic violence, rape, murder, etc.	33%	20%
Victim of an accident, natural disaster, poverty	17%	20%
Not applicable (the story identifies the person only as a survivor)	0%	20%
Victim of other non-domestic crime, robbery, etc.	0%	20%
Victim of non-domestic sexual violence, rape, assault, etc	0%	0%
Victim of violation based on religion, tradition...	0%	0%
Victim of discrimination based on gender, race, ethnicity, age, religion, ability, etc.	0%	0%
Other victim	0%	0%
Do not know, cannot decide	0%	0%

News subjects from minority groups

The coding process included three special questions (i.e., questions that are unique to each country) that sought to identify news subjects/sources belonging to minority groups in Israel.

Results show that 10% of subjects were Palestinian/Arab-Israeli, almost half of their share of the population (21%); 3% were Arab women. and 7% were Ultra-Orthodox Jews ("Haredi"; population share: 13%); 0.4% were Ultra-Orthodox women. None (0%) were identified as refugees or immigrants (non-Jewish).

JOURNALISTS

The chart below lists the rate of male and female journalists in legacy media (including all types of journalists: reporters, announcers, presenters, commentators). Overall, 35% of journalists were female. While female representation in print and radio is quite low (15% and 36% accordingly), in television news women surpass their male counterparts (53%).

Print journalists		Radio journalists		Television journalists	
Female	Male	Female	Male	Female	Male
15%	85%	36%	64%	53%	47%

These figures represent a decline compared to previous results: women's share in news making has declined since 2015 and current figures mark a return to those recorded 10 years ago, in 2010, when women were 34% of legacy media journalists. In 2015, women were 42% of journalists in all legacy media, 30% of print journalists and 52% of radio journalists. The only media type that has seen an increase in female journalists is TV: from 44% in 2015 to 53% in 2020.

Presenters

When looking at presenters only (journalists who usually appear in the television studio and host the show), women's share in television presenting is even greater (65%), as seen in the chart below, while their share of radio news presenting remains low (26%). Out of the three main news broadcasts monitored (channels 11, 12 and 13), two were led solely by a female presenter, while the one was co-hosted by a male and a female presenter.

Radio presenters		Television presenters	
Female	Male	Female	Male
26%	74%	65%	35%

Comparing to 2015 results shows an interesting trend: while the share of female radio presenters has dropped sharply (from 68% to 26%), women's share in TV presenting has grown from 33% to 65%.

Journalists' age

While almost all TV presenters, regardless of sex, were between ages 35-49, reporters differentiated according to their sex (reporters usually appear outside the studio, including reporters who do not appear on screen, but whose voice is heard; some reporters' age could not be determined due to that). Female reporters tended to be younger than their counterparts: 40% of female reporters were ages 19-34, compared to 5% of male reporters, and only 10% were ages 35-49 (male: 55%).

	Anchor, announcer or presenter		Reporter	
Sex	Female	Male	Female	Male
Do not know	0%	0%	40%	36%
19-34	3%	0%	40%	5%
35-49	97%	100%	10%	55%

Reporters

When looking at reporters only (excluding anchors, presenters and other journalists, such as commentors), women make a majority (80%) of radio reporters, but lack in representation in other media. While women make almost half (44%) of reporters credited on Twitter, they make only 15% of print reporters.

Reporters by medium
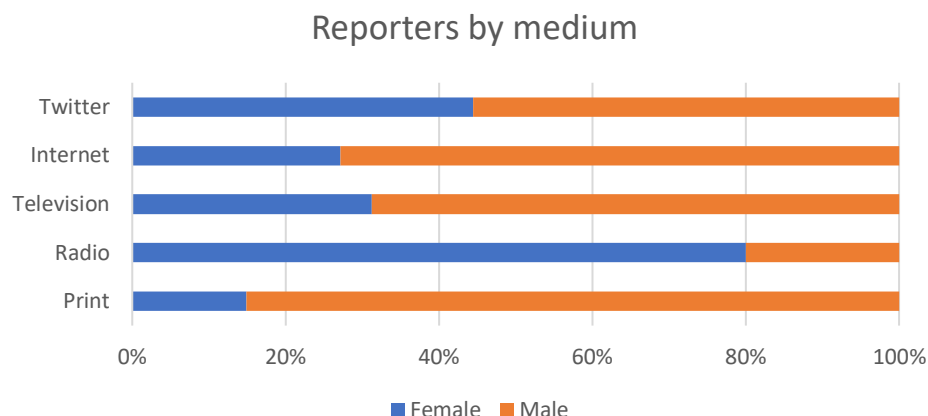
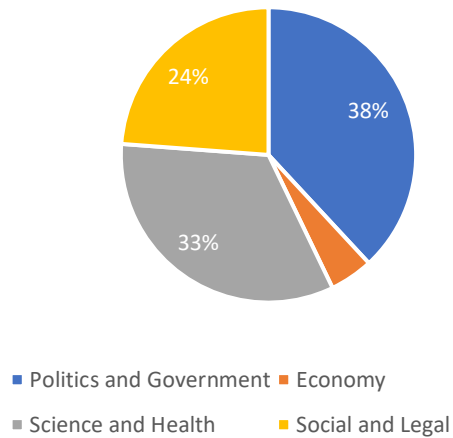## Reporters in domestic & foreign stories

As seen in the table below, a large majority (81%) of female reporters were responsible for national news stories, while the rest focused on international (14%) and local (5%) news. The distribution of news scope among male journalists was more varied, as can be seen in the table below.

| Scope	Female	Male
Local	5%	19%
National	81%	68%
Sub-Regional and Regional	0%	5%
Foreign/International	14%	8%
Total	**100%**	**100%**

Reporters and story topics

As can be seen in the charts below, the range of story topics covered by male reporters was larger than the range covered by their female counterparts (topics with no representation were omitted from both charts). Female reporters only covered stories about politics and government (38%), science and health (33%; mostly covid-19 related), social and legal (24%) and economy (5%), while male reporters also covered crime and violence and other stories. Neither female nor male reporters covered stories specifically related to gender.

Distribution of topics - female reporters

- ■ Politics and Government ■ Economy
- ■ Science and Health ■ Social and Legal

Distribution of topics - male reporters

- ■ Politics and Government ■ Economy ■ Science and Health
- ■ Social and Legal ■ Crime and Violence ■ Other
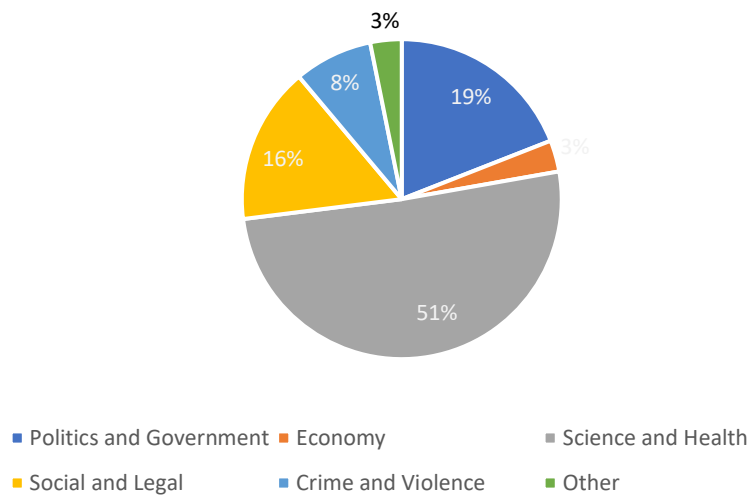
Reporters and story subjects

In legacy media, female and male journalists were almost as likely to report about female and sources/subjects (33% and 34% accordingly), as seen in the table below.

Sex of reporter	Female source	Male source
Female	33%	67%
Male	34%	66%

JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

## Stories making reference to issues of gender equality

Overall, only 4% of stories coded specifically referenced gender equality or inequality issues (such as legislation and policy). Female reporters were more likely to author such stories compared to male reporters :5% of stories authored by female reporters were gender-related, whereas only 1% were authored by their male counterparts. No stories (0%) clearly challenged gender stereotypes and no stories (0%) had women as their central focus.

FOCUS ON COVID-19 NEWS

Female reporters on Covid-19 related stories

In Coronavirus related items, women had the greatest share of reporting (71%) in stories dealing with economic issues, and their share was almost equal to men in politics and government stories (50%) and in social and legal stories (47%). The chart below shows women's share in representation by story topic.

% of female reporters in Covid-10 related stories, by topic
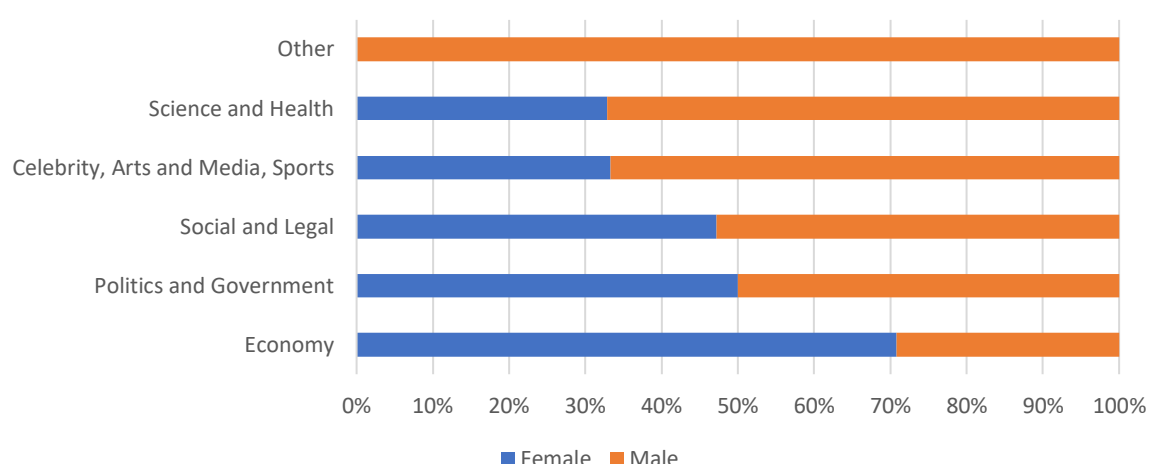
It is also noteworthy that while only 4% of all news stories coded highlighted gender inequalities, such stories made up 11% of Covid-19-related items. The table below shows the percentage of Covid-19-related stories highlighting gender inequalities by topic.

Topic/ story highlights gender inequalities?	Yes	No
Politics and Government	33%	67%
Economy	18%	82%
Science and Health	2%	98%
Social and Legal	9%	91%

CASE STUDIES

Case Study 1. A story that is gender-aware

Title of article:
"Death of teacher Sharifa Abu Muammar in Ramla: The prosecutor's office will file indictments tomorrow against two detainees in the case, brothers from the Al-Shamali clan"

Outlet: Twitter feed of Kann News.

The fact that the victim is referred to using her profession (a teacher) is noteworthy. It is often the case that female victims, especially women from the Arab/Palestinian minority, are referred to as their role within the family (mostly as mothers/wives). Here, the only thing we know about the victim is her profession.
https://twitter.com/kann_news/status/1310956383303598080

Media accountability score: D (weak)

Case Study 2. A story that is a missed opportunity or gender-blind

Title of article:
In 20% of the households in which two employees worked before the Corona crisis - at least one of the two was fired or expelled, compared with 12% in the corresponding period last year - according to data published by the Bank of Israel.
It also shows that the salaries of those families decreased by an average of 20% compared to last year

Outlet: Twitter feed of Kann News.

The story is a missed opportunity since it doesn't refer to differences between men and women's incomes, and it ignores the fact that women have been shown to suffer from the covid-19 crisis more than man (in terms of employment and/or losing their income sources).
https://twitter.com/kann_news/status/1310910977538486272

Media accountability score: E (poor)

Case Study 3. A story that is gender-aware

Title of article:
Armenia-Azerbaijan | The Republic of Nagorno-Karabakh demands that Israel stop exporting arms to Azerbaijan. Armina Alexanian, Deputy Foreign Minister of the unrecognized republic, [tells] The International Hour here on the network: "The drones that Israel sells to Azerbaijan are being used for an experiment on Armenian citizens" ....

Outlet: Twitter feed of Kann News.

The interviewee is a woman who has a senior role in her government and is presented as an expert of the issue. She speaks fluently and authoritatively.

https://twitter.com/kann_news/status/1310904668298588160

Media accountability score: B (good)

Case Study 4. A story that is blatantly stereotyped.

Title of article:
After the public storm: The name of the suspect in the attempted murder of his wife in Mitzpe Ramon - Aviad Moshe was allowed to be published.

Outlet: Channel 13 news.

The only name given in the tweet is the name of the abuser/suspect, while his wife is referred as just "his wife", and as a victim of domestic violence. It should be noted, though, that while the name of the victim (Shira Isakov) was previously published by the media (as per her own request), her husband's name was under a gag order (until the monitoring day), so it could be that the tweet tried to highlight the name of the suspect and thus his is the only name that appears. In addition, the only photo attached is his. The tweet does mention the "public storm" that followed the gag order, thus implying that the public was against the initial judge's decision, and that is a general concern about domestic violence against women.

https://twitter.com/newsisrael13/status/1310924129747566592

Media accountability score: E (poor)

Case Study 5. A story that is a missed opportunity or gender-blind

Title of article:
"Labor dispute in the program for teaching sick children in their homes: Hundreds of teachers threaten to suspend classes in the program after the Ministry of Education has decided to transfer the issue to the responsibility of the schools."
Outlet: Galatz

The item is about a teachers' strike. Teaching is a profession that has a dominant female majority, yet the teacher being interviewed is a man.

Media accountability score: E (poor)

SUMMARY AND CONCLUSIONS

Women in Israel continue to be under-represented as subjects and sources within news media, as well as among media professionals. In both areas, female representation in 2020 has dropped compared to 2015 results.

Women in the news: The last 15 years have seen a slow but steady improvement in the visibility of women as subjects of news in Israel, and yet the highest share (24%) seen in 2015, it still more than twice as lower as women's share in the general population (51%). 2020 results mark a significant decline in women's representation: they are only 16% of the persons heard, read about or seen in the Israeli news.

Women in news production: Women are under-represented as journalists in all media except TV, where their share is attributed mostly to news presentation. The gap in more significant in print, where women make up only 15% of reporters. The overall percentage of female reporters, announcers and presenters is 35% - a decline compared to 2015 results. Interestingly, the transition to digital journalism has not opened new opportunities for Israeli women journalists. It is possible that this situation suggests that the online news industry in Israel did not develop widely enough and thus the first to integrate within it are the men, and with time, more and more women will find employment there too.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

Over the next five years, concrete steps must be made to address gender inequality in new media:

1. Media houses: training for journalists, editors and other actors in media houses to ensure women's issues are covered equitably, gender bias is avoided, and inequality is actively reported on. Produce gender equality plans.
2. Civil society: It is key that the discussion over the gendered construction of the journalism profession affected by feminization also deals with the gendered characteristics of the newsrooms and the work that women journalists perform with their sources of information. Studies point out that despite the growing number of women, they are still expected to adapt to a masculine environment and professional practices. Therefore, it is necessary to encourage Israeli women themselves to take an active role in advocating for change within their profession: advancing the conditions of employments as well as to promote more egalitarian representation of women in the media. This can be done through organized groups of women journalists. These groups should be funded and given the opportunity to be actively involved in the formation of media policy.
3. Researchers: undertake longer periods of media monitoring using the GMMP methodology.

Annex 1. Methodology[4]

A key characteristic of longitudinal research is the assessment of change over time on the observed indicators. In the case of the 2020 Global Media Monitoring Project (GMMP), the methodology, indicators, approach to data collection and analysis are consistent with past editions of the research in order to allow for the usual historical comparisons.

Process
The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (Covid-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture Covid-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed, and the teams were re-trained in numerous webinars.

As with previous waves of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, a series of regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, and the number of media to code.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.

- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wished to participate but for various reasons could not implement the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media items were collected. Across the different media types- both for the full and short monitoring-monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual

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[4] See the global report for the extended discussion on the GMMP 2020 methodology

countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to select the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day in September 2020, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands
The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was updated with the input of the country coordinators.

Weighting
While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

Accuracy
The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged on a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

Limitations
As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice to make sure that there were minimal errors in the data capture and analysis generation process.

About Code for Africa
Code for Africa (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public governance and accountability.

Annex 2. List of Monitors

Sofia Haytin – monitoring Hebrew-speaking media

Maisoon Zoabi – monitoring Arabic-speaking media

Deema Abo Elassal – monitoring Arabic-speaking media

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